
Canvassing

Reservoir: Survey and Petition Training



Collecting information from the neighborhood to help protect Reservoir Community Farm from Development

March 2021

Choosing to Canvass



Reservoir Community Farm (RCF) is at risk of being chosen as the site to construct a new library, which would eliminate the farm and undo work and investment that the community, volunteers and Green Village Initiative, have contributed for the last 5 years.

RCF provides resources that benefit the community and is a unique place in Bridgeport.

Getting rid of the farm will take away:

- Jobs
 - The largest community garden in Bpt
 - Access to affordable healthy food
 - Rare green space in the city
 - Educational opportunities for kids and adults.
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What are we asking?



1. Will you take a short **survey** about the best use of the lot at 1469 Reservoir Ave where the farm is?
 2. Will you sign an **Appeal** to help protect the farm?
 3. Will you take a **flier** and participate in our programs?
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What's the game plan?

1. At the start of your canvassing day, we will meet at the farm to pass out materials and go over the activities.
2. You will receive a bag with:
 - a. A clipboard with paper copies of the survey and appeal
 - b. A stack of fliers
 - c. A face shield
 - d. Hand warmers
 - e. Sanitizer
3. Please bring:
 - a. A fully charged smart device (bring a portable charger if you have one!)
 - b. Warm, layered clothing
 - c. Water
 - d. A full stomach



Game Plan pt 2

- The group will go out together and choose streets to survey.
- At the first house, ring the doorbell a buddy and try out the following steps!
 1. If someone answers the door:
 - a. Hello and why you're there
 - b. Ask them if they are willing to keep listening.
 2. If they say "yes"
 - a. Finish reading the introduction about the survey details
 - b. If they agree to take the survey,
 - c. Continue to the survey questions.

Script

"Hello, I am conducting a survey to understand how the neighborhood feels about removing the nearby urban farm to begin construction on a new public library. It should take about 5 minutes of your time.

May I continue telling you about it?

I will be asking about your participation with the farm or library, and about your internet use. Your answers will be collected anonymously and kept confidential to our full ability under the law. The results of this survey will help us understand the best use of the land in question. Do you agree to take this survey?"

If they say “No” to taking the survey

- Thank them for their time
- Wish them a good day
- Give them a flyer



Door Knocking Tips

- Ring the bell and then step back so you are six feet from the door.
 - Do not accept an invitation into anyone's home.
 - If a child answers the door, ask if there is an adult at home.
 - You can let them know you are not asking for money.
 - Stay very positive throughout the interaction.
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The Survey

While conducting the survey it is important to read each question as it is written. You can add explanation after if someone needs clarification.

- 1) Do you know about Reservoir Community Farm and garden at the corner of Reservoir Ave and Yaremich Dr?
 - a) Yes
 - b) No
 - c) Maybe
 - d) No answer

- 2) Do you use Reservoir Community Farm?
 - a) Yes
 - b) No
 - c) No answer



3. How do you use the community farm? Mark all that apply.
 - a) Community Garden
 - b) Youth Activities
 - c) Employment opportunities
 - d) Farmers Market - shopping and vending
 - e) Educational forums and workshops
 - f) Cook Out / Festivals
 - g) School or camp field trip
 - h) Volunteering
 - i) I use it like a park
 - j) Other: _____
 - k) I don't use the community farm
 - l) I don't know
 - m) No answer
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— ...Survey

1) Do you use a public library regularly?

- a) Yes
- b) No
- c) I don't know
- d) No answer

2) Would you use a library if there was one at the corner of Reservoir Ave and Yaremich Dr.?

- a) Yes
- b) No
- c) Maybe
- d) No answer

1) Would you use a library if it was in a different location?

- a) Yes....
(where?) _____
- b) No
- c) Maybe
- d) No Answer

2) How would you use a library? Mark all that apply

- a) To get books
- b) To use a computer
- c) To access the internet
- d) For educational programs
- e) For community events
- f) Other: _____
- g) None
- h) I don't know
- i) No answer

1. Some people in the neighborhood, including our city council member want to build a library at the corner of Yaremich and Reservoir Avenue where the community farm is now. Were you ever asked about this before now?

- Yes
- No
- Maybe
- No Answer

2. Do you feel like community input about this topic has been gathered before today?

- Yes
- No
- Maybe
- No answer

Survey...

- 1) What do you think should happen to the land at the corner of Yaremich and Reservoir?
 - a) The site should remain a community farm
 - b) A library should be built on that site
 - c) I would like to have both the community farm and library in the Reservoir neighborhood in different locations.
 - d) I would like the community farm and a library to share the corner of Yaremich and Reservoir, with access to the full services that both provide.
 - e) Something else should be there:

 - f) I don't know
 - g) No answer
 1. The Paugussett Tribe originally lived on this land. Do you think that Paugussett tribe members should be included in decisions about this site?
 - Yes
 - No
 - I don't know
 - No answer
 2. Do you have access to the internet at home?
 - Yes, all the time
 - Yes, sometimes
 - No, never
 - I don't know
 - No answer
 - 1) If Reservoir Community Farm provided free public internet, would you use it there?
 - Often
 - Sometimes
 - Rarely
 - Never
 - I don't know
 - No answer
 - 2) Would you support changing zoning laws to protect the community farm from development?
 - a) Yes
 - b) No
 - c) Maybe
 - d) No Answer
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Demographic Questions

13. How old are you?
- a) Under 20 years old
 - b) 20 - 29 years old
 - c) 30 - 39 years old
 - d) 40 - 49 years old
 - e) 50 - 59 years old
 - f) 60 years or older
14. How many people live in your household?
15. How many people under the age of 18 live in your household?
16. What is your zip code?

Demographics is the study of a population based on personal characteristics. Organizations use them to learn more about a population for policy development, economic market research and much more.

Demographic questions allow us to understand who we are interviewing and who our data represents.



The Appeal

The appeal is a petition that exists on a Google Forms. You will have the link on your device as well as fliers with a QR Code that will take people to the online form.

If people answered the survey questions in favor of the farm, ask them to sign the appeal



The 1.7 acre plot of land at 20 Yaremich Drive and 1469 Reservoir Ave is currently home to Reservoir Community Farm. The space is a non-profit community farm, farmers market, community garden, and community green space managed by the Bridgeport non-profit Green Village Initiative (GVI). The City of Bridgeport owns the land. GVI's current lease expires in 2021.

Reservoir Community farm provides multiple benefits to the community:

- Fresh, affordable, Bridgeport-grown produce
- Green space for residents to visit and use, with fresh air, healthy soil, and habitat for butterflies, birds and other pollinators
- An educational demonstration farm for gardening and urban farming
- 40 community garden plots
- A site for experiential field trips for Bridgeport's public school students
- Programming and employment for Bridgeport Youth
- Job opportunities and small business incubation
- Volunteer opportunities for all ages and abilities
- Free educational programming, such as workshops on farming, cooking, and Bridgeport history
- Free recreational opportunities, such as open, outdoor gathering space, and wellness and mindfulness activities.

The Appeal goes on to say....

A proposal to develop the site into a public library threatens the community farm. Green spaces and libraries both bring benefits to communities and it is our hope that a different site will be identified for a new library.

Alternatively, we hope that the library would be developed on only half of the land, allowing the community farm to remain on half of the site for community gardening and other community activities. Because this would result in a decrease in farm space, we would require a commitment from the City to utilize a second site to continue to grow food for the weekly farmers market.

We believe Reservoir Community Farm is the best use of the land at 20 Yaremich Drive and 1469 Reservoir Ave.

Please support the "Protect Reservoir Community Farm Appeal" by [entering the following personal information](#). Thank you!

Logistics

- Reservoir Community Farm is located at 1469 Reservoir Ave in Bridgeport. Parking is available at the corner of Reservoir Ave and Yaremich Dr.
- Please put these contacts in your phone:
 - Catherine Lindsay (farm manager): 203-824-8811
 - Richard Myers (assistant farm manager): 475-988-9733
 - Call us with any questions or emergencies
 - If there is a dangerous situation or real emergency, first call 911



Special Situations

1. Someone does not speak English

1. If they speak Spanish, and you do not: show them the Spanish language on the flyer and hand it to them, pointing to the Appeal.

Tengo una encuesta sobre la granja comunitaria y la posibilidad de eliminar la granja para construir una biblioteca. ¿Tienes cinco minutos?

2. Someone does not want to keep their door open in the cold

I have a survey about the community farm, and the possibility of eliminating the farm to build a library. Do you have five minutes?

3. If no one is home

2. Invite them to scan your QR version of the Survey, so that they can complete the questions inside. Give them a flyer and invite them to sign the petition and come to the farm.
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Helpful Spanish phrases:

Tengo una encuesta sobre la granja comunitaria y la posibilidad de eliminar la granja para construir una biblioteca. ¿Tienes cinco minutos?

I have a survey about the community farm, and the possibility of eliminating the farm to build a library. Do you have five minutes?

Puede escanear el código con la cámara de su teléfono inteligente

You can scan the code with the camera on your smartphone.

Any Questions?
