



*Gardens of the*  
**CANYONS**



## **Garden Solution Team #5 Business Plan Proposal**

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## **EXECUTIVE SUMMARY**

The Gardens of the Canyons (the “Gardens”) and the Nature Walk grew out of the idea that the College of the Canyons Valencia campus has diverse natural beauty that should be documented, enhanced and incorporated into our educational programs. We believe that faculty, staff, students and the community will benefit from the Gardens and the Nature Walk for purposes of education, relaxation and exercise. The Gardens will serve as aesthetically pleasing outdoor spaces that will provide interdisciplinary outdoor classrooms and laboratories. This project is an educational opportunity for a wide variety of academic programs and it appeals to a broad cross-section of our community. Furthermore, it enhances the aesthetic value of the campus and we believe it is time to show off our campus to our community.

### **Nature of Project**

The Gardens of the Canyons will include a Nature Walk and future development of outdoor garden/classroom spaces. Our team has identified 15 areas of interest for the Nature Walk. Each of the 15 areas will have a theme and will be marked with educational information relative to that theme. A map has been created to help navigate the Nature Walk. An interactive website will be developed that will include more in-depth educational information on each area of interest. Phase II of the project will target the Community and Meditation Gardens for enhancement and development into outdoor classrooms/laboratories which can be incorporated into the College’s educational programs. The Meditation Garden has potential future use as a special events area for COC faculty, staff and the community. Phase III will continue these services to the Canyon Country campus.

### **Inspiration for Project**

The inspiration for this project is the campus’ natural beauty, its current Facilities & Landscape Master Plan, the Sustainable Development Committee (“SDC”) presence on campus, the College’s move toward being “green” and the completion of the University Center, where students may spend anywhere from 2 to 6+ years on this campus pursuing their academic goals.

### **Project Management**

A committee will be formed to further develop and implement this project and will work closely with the Facilities Department and the College’s Landscape Architect. The committee will promote incorporation of the Gardens and the Nature Walk into instructional curriculum. The committee will further establish partnerships with the SDC, the Student Nutrition and Wellness Advocates at COC (“SNAC”) and any other committees on campus that share similar goals and philosophy. The committee will promote the Gardens amongst the COC faculty, staff and



students and within the SCV community. The Friends of the Gardens (“FrOG”) will be established by the COC Foundation. Donations received by voluntary membership in FrOG will partially fund the development of the Gardens and help to offset the ongoing maintenance costs. FrOG will publicize the Gardens and the Nature Walk to the community.

We anticipate that the Nature Walk, website and brochures can be developed and completed by Fall 2009. The Gardens committee will establish a timeline for completion of the Community and Meditation Gardens and will develop an implementation plan for the Canyon Country campus.

We have already seen much support for this project on campus and hope that the College will see the benefits of this project for our students, faculty, staff and our community and will move forward with implementing this project over the coming year.



## INTRODUCTION/PROJECT SUMMARY

### Mission Statement

The Gardens of the Canyons and the Nature Walk will provide a place where our students, faculty, staff and community can come for inspiration, enjoyment and education through the study of nature. The Gardens will be significant scholastic and aesthetic resources which will strengthen personal attachment to the college. The Gardens will be outdoor classrooms and laboratories for programs for students and the community. They will be known for excellence, innovation & interdisciplinary approaches to the study of conservation and sustainability.

The mission of this project will support the College's mission, vision, philosophy and strategic goals to:

- ◆ Provide relevant academic education and lifelong learning programs
- ◆ Be recognized for being a model for academic and professional programs, fostering a broad range of community partnerships, maximizing student access and for the sense of community that the College provides to its students and staff
- ◆ Be an innovative and creative community
- ◆ Provide physical resources that are aesthetically pleasing to support the College's programs and services

The mission of this project will also support the Facilities Department mission and goals of:

- ◆ Achieving excellence through the physical environment that supports the educational mission of the College and that keeps the campus attractive and conducive to student learning
- ◆ Developing and maintaining a high-quality physical environment that will support excellence in instruction and learning and campus facilities which promote a positive relationship and partnership with the community.

### Vision Statement

The Gardens of the Canyons & the Nature Walk will be models for environmental education, havens for peace and beauty and will be some of the most renowned facilities on campus. The Gardens will be landmarks in our community and a source of pride for our College. The Gardens will guide education into the future.



### Goals & Objectives

- ◆ To share the natural beauty of the campus
- ◆ To answer the need of faculty and students for alternative/additional curriculum areas and learning environments
- ◆ To respond to the interest in sustainability, going “green” and native and drought-resistant planting techniques
- ◆ To provide an opportunity for outdoor physical activity
- ◆ To document our current natural environment
- ◆ To create a landmark in the community

### Project Description

The first phase of Gardens of the Canyons will include the Nature Walk. The Nature Walk will begin at College Circle and take you on a beautiful, educational walk through a significant portion of the campus, including 15 identified areas of interest. The second phase of the Gardens of the Canyons will include development and enhancement of two Garden areas to be used as outdoor classrooms/laboratories and for special events. The third phase of the Gardens of the Canyons will continue these services to the Canyon Country campus.

### Strengths

- ◆ Support campus-wide
- ◆ Strong potential partnerships with SNAC and SDC
- ◆ Great Facilities Department team
- ◆ Facilities Master Plan
- ◆ Landscape Master Plan
- ◆ Landscape Architect
- ◆ Supportive and innovative Executive Management team
- ◆ Support of the COC Foundation
- ◆ Aesthetics of the campus



## **SERVICES**

Gardens of the Canyons will provide educational and leisure resources for College of the Canyons as well as for the Santa Clarita Valley community. Beauty, inspiration, education, reflection, physical & mental enrichment, and community spirit are among the core values of this project. The Gardens will endeavor to be a model of conservation and sustainability as well as an attractive and memorable experience for those who will visit. Most of these opportunities will be self directed and available at no charge. The evolution of these services will evolve over three phases.

### **Phase I - Nature Walk**

Phase I concentrates on the current aesthetic properties of College of the Canyons that will be reflected with the development of a Nature Walk. Selected areas of interest (“Gardens”) will be highlighted on a Nature Walk map and each location will have an identifying marker. A related Gardens of the Canyons brochure will contain descriptive information about the plantings as well as relevant sustainability suggestions and historical background. Areas to be included on the Nature Walk are:

1. **College Circle** - this will be the starting point and welcoming area of the Nature Walk. An introduction to College of the Canyons Landscape Master Plan will highlight the College’s dedication to providing resources that are aesthetically pleasing to support the College’s programs and services.
2. **Sculpture Garden** - the Performing Arts Center will be the location for this Garden that will showcase student/community sculpture work through rotating exhibitions. Plantings will be incorporated that will reflect a related “sculptured” appearance.
3. **River Garden** - the natural habitat area between the X and East PE buildings is the planned site for a dry rock riverbed. This garden will be enhanced with drought resistant vegetation that will provide planting and irrigation suggestions to the Gardens visitors. Historical background of the Santa Clara River and its influence on this valley will also be showcased here.
4. **Redwood Garden** - Hasley Hall is the surprising location of a stand of California Redwood trees. Information will be included on these California giants as well as the other plantings used as landscaping for one of the newer buildings on campus.
5. **Meditation Garden** - the lawn area behind the tennis courts can be available for use as an outside classroom for varied instructional disciplines, as well as for special events such as garden parties and seminar series. A Phase II plan includes planting grape vines and aromatherapy plants in this area to add a relaxing atmosphere for visitors.





At this point visitors may take an optional connection to the SNAC exercise walk.

6. Field Garden - located between the Baseball and Softball fields, this Garden is envisioned as an ideal area for native wildflower planting and information.
7. Cougar Den - this inviting area can serve as a potential second events garden as well as an appropriate location for information on our surrounding cougar wildlife.
8. Oak Habitat - this natural area located along the western boundary of the campus provides a glimpse back to the original native vegetation and wild life habitat found here when College of the Canyons was established in 1969.
9. Spirit Garden - located behind the Baseball Field dugout, the colorful Cougar “C” as well as other plantings will showcase information on COC’s spirit and its celebrated sports history.
10. Butterfly Garden - this location will be used to reestablish a habitat for the life cycle of the Monarch butterfly and to become a dedicated way station for their migration
11. Community Garden - (Phase II) A COC Community vegetable and herb garden will be located between Aliso Lab and Towsley Hall. This Garden would incorporate campus groups such as SNAC, Culinary Arts, and the Sustainable Development Committee.
12. Dr. Dianne G. Van Hook University Center Gardens - the dynamic vision of our Chancellor is illustrated in the gardens and water features located around our innovative University Center.
13. Heritage Garden - located next to Mentry Hall stands a majestic Heritage Oak as well as the COC time capsule. A perfect resting area for visitors, this site will also serve as a resource area for information on Santa Clarita Valley’s Oak trees and the City’s ordinance that protects them.
14. Honor Garden - a breath taking, “park-like” area located in the center of a busy campus. This Garden showcases COC’s diversity of landscaping and will highlight events held here including the annual Commencement honoring our graduates as well as the displaying of the College’s Pride Flag which is flown in recognition of the myriad of achievements by our students and staff.
15. Rose Garden - an often missed aesthetic feature outside of the COC Library, this area will be further enhanced following the upcoming expansion of this resource building.



## Phase II - Community and Meditation Gardens

Phase II will incorporate the design and development of the COC Community Garden and the Meditation Garden for use by campus programs for classes and special events. These projects provide educational programs that benefit the community and will incorporate the related goals of various academic disciplines, such as:

- ◆ Landscape Design
- ◆ Art/Photography
- ◆ Botany
- ◆ Biology
- ◆ Culinary Arts
- ◆ Wine Studies
- ◆ Physical Education
- ◆ Outdoor Seminar Series

## Phase III - Canyon Country Campus

A third phase of this project is planned to continue these services to the Canyon Country Campus. With the concentration of Career Technical Education at this site including Landscape Management, an even broader area will be opened for the instructional side of Gardens of the Canyons.



## MARKET ANALYSIS SUMMARY

The Gardens of the Canyons, both individually and collectively, will appeal to a broad cross-section of demographics that defy the typical business plan's need to identify target markets and potential customers. Unlike a typical “for-profit” venture, Gardens of the Canyons will not compete with other businesses to attract a share of people's expendable incomes. Visiting the gardens will incur no monetary expense. The Gardens will, in fact, be publicly accessible oases of solitude, quiet time and reflection for the vast majority of users. The only potential costs are the voluntary membership in the gardens' support group (FrOG), for which a nominal membership fee will be charged in the form of a donation and the potential fees associated with the rental of any of the Garden areas for community functions.

Users will typically belong to one or more of the following main groups:

**Students, Faculty & Staff** - This represents the largest group of potential users primarily because the gardens are located in close proximity to the normal paths students, faculty and staff members take in the daily routine of campus life.

With more than 22,000 students and approximately 1,200 faculty and staff, the college's Valencia campus has an impressive, built-in base of potential users, most of whom fall into the 20-to-29 age group. The next largest age group is 19 and younger, followed by 30 to 39. Approximately 52 percent are female.

For the purposes of this analysis, this group also includes several additional sub-groups of people who can safely be classified as students. They include the several hundred students (primarily working adults) who attend classes in the University Center and several hundred high school students (18 and younger) who are either concurrently enrolled in college classes or enrolled in the on-campus Academy of the Canyons, which is operated by the Wm. S. Hart Union High School District. Also included in this group are the several hundred cadets who annually attend the on-campus L.A. County Sheriff's Training Academy.

**Campus Visitors** - Thousands of people visit the Valencia campus in the course of a typical month. They range from vendors doing business with the college to those attending myriad special events that take place on the campus. A sampling of such events would include athletic events, job fairs, produce markets, auto fairs, PAC performances, film screenings and graduation ceremonies.

It's difficult, if not impossible, to attach strict demographic values to these visitors. They clearly run the demographic gamut and represent all sectors of the local community and beyond. And they are all potential users of the gardens.



**Members of the Public** – This is a potentially significant source of users, representing the more than 200,000 people who reside in the Santa Clarita Valley and the tens of thousands of people who commute daily to their jobs in this community. Tapping this market will require a level of external marketing that might be cost-prohibitive, unless this project can piggyback on some of the college's existing marketing and public relations efforts.

Within this group, those who would be potential users are garden lovers and hobbyists, horticulturists, those seeking a quick, nearby escape, and the simply curious. Most of the people within this group will likely become exposed to the gardens while on an unrelated visit to the campus.

The Gardens of the Canyons project has the potential to attract a significant number of users that represent a broad spectrum of the local community.



## **STRATEGY & IMPLEMENTATION**

### **Marketing Strategy**

Our marketing strategy steps will involve identifying target markets, i.e. ideal customers, qualifying & determining the customer profile that will meet the best odds for our success, identifying tools and methods to educating our target market about our services and finally testing and verifying our assumptions.

### **SWOT Analysis**

#### ***Strengths***

- ✓ COC recognition/location in the Community
- ✓ Aesthetics of the campus
- ✓ Landscape Master Plan and diversity of exhibits & plant life
- ✓ Free/low costs
- ✓ Network of community partners
- ✓ Support of faculty, staff & administration
- ✓ Presence of Foundation, SDC & experienced groundskeepers

#### ***Weaknesses***

- ✓ Lack of current available space
- ✓ Lack of start-up funding
- ✓ Possible restrictions on access and water supply
- ✓ Lack of available parking for community visitors

#### ***Opportunities***

- ✓ Make available outdoor activity for faculty, staff, students & community
- ✓ Information on drought resistant plants, “going green”
- ✓ Short term classes on related topics
- ✓ Tie into current Field Studies projects
- ✓ A niche for community “biology” population

#### ***Threats***

- ✓ Lack of community support (no donations, participation, rentals)
- ✓ Non-inclusion in curriculum by faculty
- ✓ Plants not surviving
- ✓ Infestation by insects/damage by animals
- ✓ Vandalism
- ✓ Lack of continuous upkeep



### Competition

Placerita Nature Center - Approximately 40,000 people visit the Nature Center each year. Half of visitors take advantage of the educational programs with a third of those coming from local elementary schools.

Castaic Lake Conservatory Garden & Learning Center - Offers educational programs for Kindergarten through 8<sup>th</sup> grade students and it is estimated about 10,000 children participate either at their schools or on field trips to the Garden. The Learning Center offers monthly landscape educational programs for the community free of charge. An open house is held once a year and brings in approximately 1,000 visitors.

### Competitive Comparison

The Gardens of the Canyons and the Nature Walk offer the following advantages over local competitors:

- ◆ Enhances curriculum possibilities for College programs
- ◆ Offers a destination for relaxation and education for the Santa Clarita Valley community
- ◆ Welcoming reputation of the College
- ◆ Recognized community landmark
- ◆ Proximity to current educational facilities and students
- ◆ Diversity of Garden exhibits
- ◆ Opportunity for active participation by students, faculty & staff (i.e., art exhibits, personal garden space)

### Methods of Marketing

- ◆ Brochure
- ◆ COC website
- ◆ COC marquee
- ◆ Community Education information
- ◆ Schedule of classes
- ◆ SNAC website
- ◆ Branding
  - ◆ Logo: Friends of the Gardens
  - ◆ Taglines: “If You Can Dream It, You Can Green It!”, “So What? So Green!”
- ◆ City of Santa Clarita website
- ◆ Local magazines



### Marketing Goals

This marketing strategy will focus on College publications to reach students, faculty and staff. Use of local publications and websites will reach community members with varied interests. Branding will appeal to individuals with interests in sustainability and environmental concerns. Partnership with SNAC will reach health-minded community members.

### Marketing Budget

The initial marketing products have been designed by team members and, in cooperation with the Public Information Office, the production costs of the Gardens brochure and map will be minimal. Costs for potential advertisements can be managed through the use of College venues already in place and decisions will be made for outside marketing products as future phases of the Gardens are developed.

### Service Development

#### Process

The overall development of Gardens of the Canyons is based on the college's Master Landscape Plan with sustainability and education as the main goals. The Phase I Nature Walk will identify current select plantings with appropriate markers. Landscape enhancements will be added in some areas of the Walk and historical information will be collected on those garden theme topics which have been identified in section 3, Services.

#### Need

- ◆ Alternative classroom locations
- ◆ Interest in drought resistant and native plants
- ◆ "Going green"
- ◆ Free/low cost outdoor activities

#### Who Benefits

From pre-school to senior citizen, from elementary to college educated, immediate college members to local community members. Interests ranging from botany to physical education.



### Committee

Formed from those expressing interest from our team survey, related academic disciplines, SNAC & SDC, Friends of the Gardens.

### Services Offered & Timeline

- ◆ Committee Formed - Fall 2009
- ◆ Friends of the Gardens - Fall 2009
- ◆ Nature Walk - Fall 2009
- ◆ Meditation Garden - Spring 2011
- ◆ Community Garden- Spring 2011
- ◆ Canyon Country Campus - Spring 2012

### Monitoring & Evaluation of Services

- ◆ Number of disciplines incorporating walk/gardens into their curriculum
- ◆ Use of areas as a outdoor classroom
- ◆ Website hits
- ◆ Use of periodical surveys
- ◆ Community use of garden areas
- ◆ Memberships in FrOG
- ◆ Attendees for outdoor seminars





## MANAGEMENT SUMMARY

Currently the management of this project resides with our LEAP solution team. Our team is made-up of energetic, innovative team members with a passion for promoting our outdoor campus environment and enhancing its use for education, relaxation and exercise and for further developing the College's relationship with its partners in the SCV community by providing outdoor facilities for community events.

We anticipate the LEAP team will join forces with the newly formed Gardens Committee and will implement Phase I of the project, the Nature Walk, by Fall 2009. After that the committee will:

- ◆ Work with our Facilities department and landscape architect to manage the design and implementation of the Community Garden and the Meditation Garden
- ◆ Encourage faculty to incorporate the Gardens into current and future curriculum
- ◆ Work with the Foundation on the FrOG and membership benefits
- ◆ Develop an outdoor seminar series in the Meditation Garden
- ◆ Develop materials to promote the Gardens amongst faculty, staff, students and the community

The skills required to be a member of the committee are passion and interest in landscape design and sustainability.

We anticipate that the Facilities department can incorporate maintenance of the Gardens into their daily workload. These areas are already being maintained by the eight groundskeepers and we anticipate that any enhancement to these areas will not impact the maintenance needs for these areas greatly. Our plan is to incorporate native and drought-resistant plants into the design which should decrease overall water usage. The potential decrease in costs from decreased water usage could be used to offset an increase in maintenance costs, if any.

Support for this project will come from:

- ◆ The COC Foundation who will drive the FrOG program
- ◆ The Facilities department who will develop and maintain the Gardens
- ◆ The SDC and SNAC, who have already expressed interest in partnering with the project
- ◆ The Grants Development department, who can help identify additional sources of money
- ◆ Faculty who can incorporate the Gardens into their curriculum
- ◆ The Executive Management to allow us to implement this project
- ◆ A broad cross section of our campus community



A survey (Appendix F) was distributed to faculty and staff to determine interest in the project. The results indicate significant interest in expanding the garden areas at COC to take advantage of the academic and aesthetic opportunities this expansion would provide the COC students, staff and faculty as well as the greater Santa Clarita community. Additionally, more than half of the respondents indicate they might be interested in working on this project or serving on a new committee.



## FINANCIAL PLAN

### Financial Philosophy

Unlike a typical “for-profit” venture, Gardens of the Canyons and Nature Walk will not compete with other businesses to attract a share of people’s expendable incomes. In fact, Phase II of our project includes the enhancement and development of both the Community and Meditation Gardens which has the potential to be revenue generating by way of garden rentals for hosting special events for Friends of the Gardens members and/or businesses in the community.

The financial operations reflect the LEAP solution team’s strong foundational belief and commitment to advance the garden as a vehicle to enhance the quality of life on campus, support the college’s educational programs, and become a destination to visit in the Santa Clarita Valley.

### Initial Capital Outlay - Basis For Financing The Project

This project will require the hiring of a Landscape Architect to design and develop individual element requirements to creatively tie all of the gardens together. Our Solution Team consulted with the college’s current Landscape Architect, Lawrence R. MOSS & Associates (Appendix E) to ascertain implementation and maintenance costs for this project as costs could greatly differ from each garden. We were able to receive preliminary implementation and maintenance costs based on 6,000 to 10,000 square feet. We really do not know how much each garden will be exactly because some the gardens identified already have some of their elements in place (plantings, irrigation, paths, maintenance, etc.).



Start-Up Funding

The District is contributing website development and hosting, branding, logo, brochure development and printing, and personnel for various tasks. The anticipated impacts on district resources are difficult to quantify but are expected to include the following:

- Public Information and Graphic Design staff time to update marketing material and advocate Gardens of the Canyons and Nature Walk.
- Computer Support Services staff time to maintain website, if The Gardens Committee cannot manage website. A website will be built and it is estimated that the website will take approximately forty hours to build and one hour each year to maintain.
- Administrators and classified staff time to participate in The Gardens Committee.
- Facilities Department maintenance and grounds staff for garden preservation.
- Use of district facilities for The Garden Committee members to meet.
- Use of district equipment and supplies.

The following table will outline important start-up financial information.

<b>START-UP FUNDING</b>	
<b><u>Non-cash Assets from Start-up:</u></b>	
Logo Development	\$500
<b>Brochure Development:</b>	
Gardens of the Canyons	\$2,500
Friends of the Gardens	\$1,500
<b>Website Development:</b>	
Gardens of the Canyons	\$3,000
Friends of the Gardens	\$2,000
<b>Website Hosting:</b>	
Gardens of the Canyons	\$150
Friends of the Gardens	\$150
<b>Total Non-cash Assets</b>	<b>\$9,800</b>



<b>LOSS AT START-UP</b>	
<b><u>Start-up Expenses</u></b>	
Garden Implementation - Landscape Development:	
River Garden	\$ 8,000
Sculpture Garden	\$10,000
Field Garden	\$10,000
Spirit Garden	\$10,000
Heritage Garden	\$4,000
Garden Implementation - Materials:	
Garden Markers (Laser engraved)	\$1,500
Vinyl Fence Post	\$1,000
Acrylic Display Holder	\$1,500
Vinyl Outdoor Digital Prints	\$2,000
<b>Total Loss at Start-Up</b>	<b>(\$48,000)</b>

<b>ON-GOING MAINTENANCE EXPENSES</b>	
<b><u>Expenses</u></b>	
Annual Maintenance (\$150/site each month)	\$27,000
<b>Total Maintenance Expense</b>	<b>\$27,000</b>

College Of The Canyons - Foundation

The COC Foundation provides the College with crucial private financial resources. These funds enable the College to perform beyond the achievement level that tax dollars can support and to strive for the highest levels of excellence in teaching, scholarship, vocational training and innovation.

Therefore, to sustain our Gardens of the Canyons Program at College of the Canyons over the long-term, the formation of the COC Foundation - Friends of the Gardens (FrOG) volunteer support group is being proposed as a key component of this project. This volunteer support group is committed to assisting, establishing, and maintaining Gardens of the Canyons as a recognized asset of the college community and to the greater community at-large.



## **RISK MANAGEMENT & REDUCTION**

The three most significant challenges presented by this project are:

- ◆ Lack of available space
- ◆ Lack of campus and community support
- ◆ Lack of available funding for development of the project

Our team met in the early stages with the Vice President of Facilities to identify potential areas that could be incorporated into this project. We initially eliminated areas that have other intended future uses and expressed interest in areas that will become available in the future.

Our survey indicates there is support for the project from the general college population as well as established committees such as SNAC and SDC, who are willing to partner with our project. Our research on our competitors indicates there is a significant interest in the community for the types of services offered by our project.

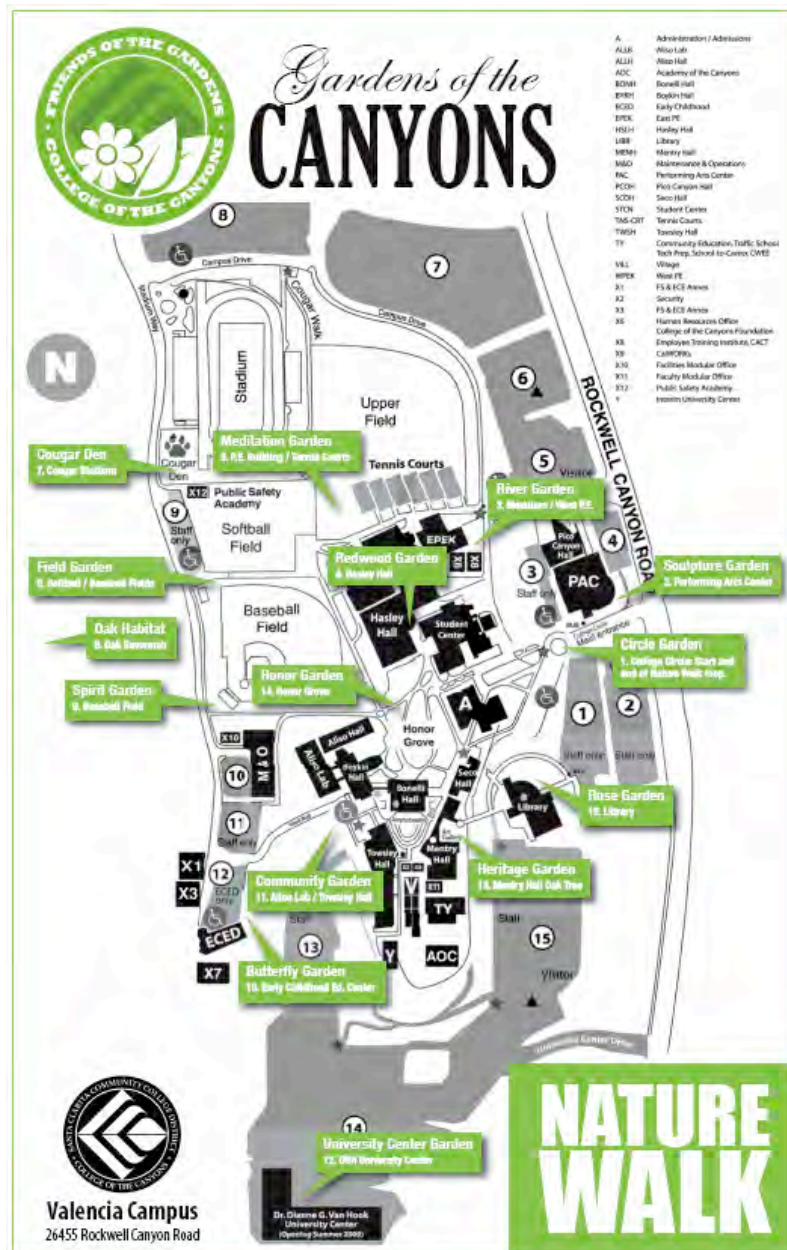
Our team has worked with the COC Foundation on a proposal to establish a Friends of the Gardens (FrOG) to bring in money through memberships in the group. These monies will be used for the development of the three phases of the project and will help cover initial marketing costs. In cooperation with PIO and use of existing campus marketing venues, our group believes we can keep the marketing costs to a minimum.



# Gardens of the CANYONS

## APPENDIX A

### GARDENS OF THE CANYONS/NATURE WALK MAP







*Gardens of the*  
**CANYONS**

## **APPENDIX B**

### **BROCHURE**

### **Sharing the Natural Beauty of College of the Canyons**

#### **Inspiration, Education & Enjoyment**

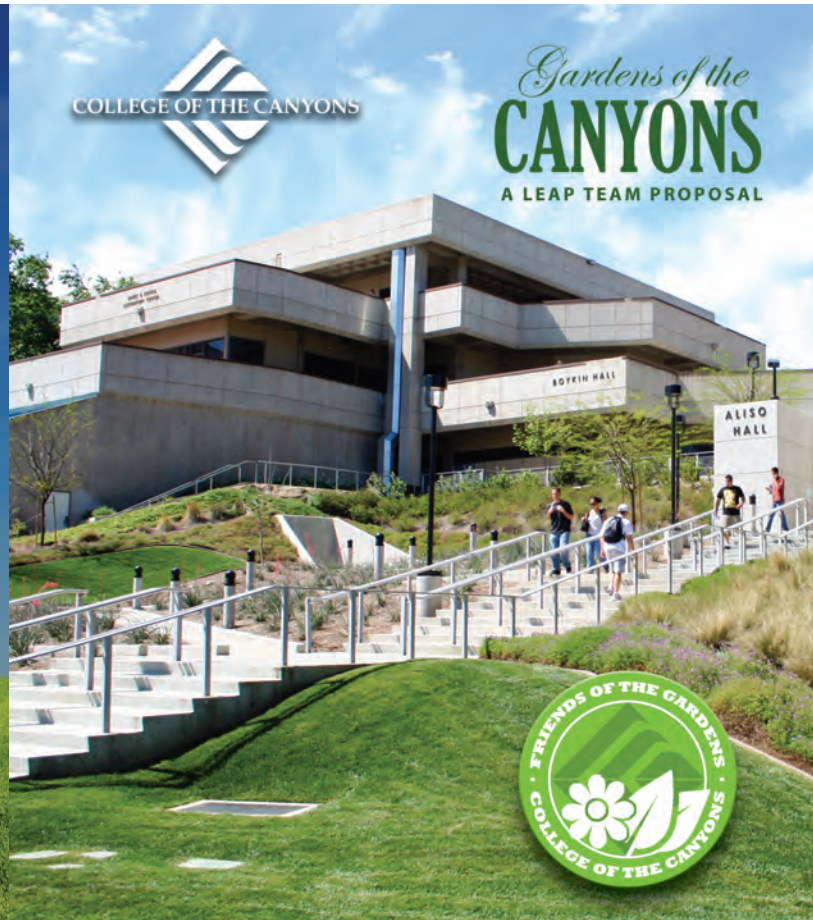
The Gardens of the Canyons and the Nature Walk will provide a place where students, faculty, staff and community can come for inspiration, education and enjoyment through the study of nature. The Gardens will be significant scholastic and aesthetic resources that will strengthen personal attachment to the college, as well as serve as outdoor classrooms and laboratories. They will be known for excellence, innovation and interdisciplinary approaches to the study of conservation and sustainability.

#### **Nature Walk**

The first phase of Gardens of the Canyons will include the Nature Walk (see map inside). The walk begins at College Circle and encompasses 15 areas of interest covering a significant portion of the Valencia campus. The second phase will include development and enhancement of two areas to be used for outdoor classes and special events. The third phase will continue the theme at the Canyon Country campus.

#### **Ongoing Support**

The project will be sustained over the long-term with the formation of the Friends of the Gardens (FROG) volunteer support group, composed of people dedicated to establishing and maintaining Gardens of the Canyons as a recognized asset and landmark of both the college and community. The group's mission will be to advance the garden to enhance the quality of life on campus, support the college's educational programs, and become a destination to visit in the Santa Clarita Valley.







*Gardens of the*  
**CANYONS**

APPENDIX C

**FROG PROPOSAL AND MEMBERSHIP FORM**



**A PROPOSAL**

To establish the  
**FRIENDS OF THE GARDENS**  
**FrOG**

In support of the  
**GARDENS OF THE CANYONS**

Submitted by the

**2009 LEAP Garden Planning Team**  
Yvette Barrios      Mimi Spankroy  
John Green          Paul Wickline  
Julianna Mosier    Murray Wood

Diane Stewart, Mentor    James Schrage, Resource





## Friends of the Garden

To sustain our Gardens of the Canyons Program at College of the Canyons over the long-term, we propose as a key component of this project, the formation of a COC Friends of the Gardens (FrOG) as a volunteer support group.

As envisioned, the Friends of the Gardens will be a group of interested and committed people who will be dedicated to assisting the COC Gardens in establishing and maintaining its position as a recognized asset of the college community and a landmark to the greater community at-large. Its mission will be to advance the garden as a vehicle to enhance the quality of life on the campus, support the college's educational programs, and become a destination to visit in the Santa Clarita Valley.

Volunteer membership will include students, faculty, staff, and local community residents, in addition to corporate and business partners. Members should be enthusiasts, have an abiding interest in nature, preservation of the environment, and be devoted to community service and the sustainability of the campus gardens and our quality of life.

Friend of the Gardens will address its mission through advocacy, public relations, plant sales, special events, classes, community outreach and fundraising. COC assets include the Biology Department, the Sustainable Development Committee, Cultural Anthropology, the Student Nutrition & Wellness Advocates at COC, the Geography Department, Landscape Design, Fine and Performing Arts, Wine Studies, and others.







## How to Become a Member of the Friends

Membership is open to all interested parties who make an annual, tax-deductible contribution of \$30 (\$40 for a family or business). Membership is effective for one year, which entitles members to early registration for COC Gardening Classes, Shows, Plant Sales, Special Events, Classes, Workshops, and Lectures.

Through membership, participation in volunteer opportunities, and other activities, FrOG will work to enrich lives by enhancing the natural environment for students and the local community.



FrOG will solicit memberships to assist in its major mission, which is to provide support and funds to keep the COC Gardens thriving. Funds raised through memberships, classes, contributions, and plant sales will help sustain the Garden.

Friends of the Garden, on an annual basis will host a *Twilight Garden Party*, on campus using the Gardens as an ideal setting for a leisurely evening of sipping wine, viewing fine art, and listening to music.

FrOG will also provide educational programs that benefit the community. Short courses on a greater variety of topics can be offered to the public by experts at a minimal cost.



*Gardens of the*  
**CANYONS**

**JOIN!  
FRIENDS OF THE  
GARDENS**

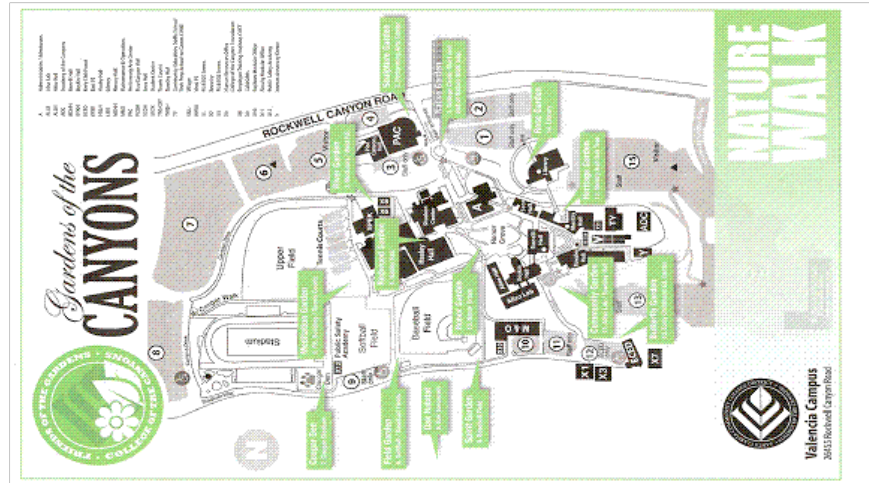


*Gardens of the*  
**CANYONS**

**COLLEGE OF THE CANYONS**



26455 Rockwell Canyon Road  
Santa Clarita, California 91355  
(661) 259-7800  
[www.canyons.edu](http://www.canyons.edu)





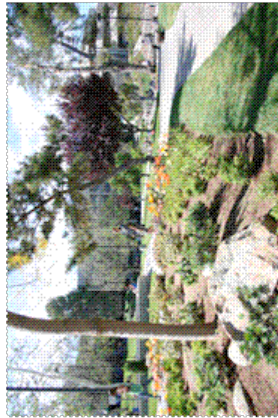


*Gardens of the*  
**CANYONS**



The Gardens at College of the Canyons are models for environmental education for our students and our community, as well as havens for peace and beauty and some of the most valuable and visible assets on the campus.

The gardens are a significant academic and aesthetic resource that strengthens personal attachment to the College and enhances the natural environment.



*Gardens of the*  
**CANYONS**



The gardens are outdoor classrooms and laboratories for seminars, workshops and community events. Not only do they serve the educational needs for the College but they are a destination for the community.

The gardens will continually strive to achieve excellence, innovation, and natural beauty. They will explore new approaches to the study of the environment, and will be a landmark in the Santa Clarita Valley that will focus on education and concern for sustainability into the future.

***We invite you to become a Friend of the Gardens!***

**Yes, I want to Build a Better Future by investing in the Gardens of the Canyons!**

Enclosed is my check payable to the COC Foundation/ Friends of the Garden in the amount of \$\_\_\_\_\_

Membership is open to all interested parties who make an annual tax-deductible contribution of \$30 (\$40 for a family or business).

Please bill my:  AMEX  MC  VISA

In the amount of \$\_\_\_\_\_

Card # \_\_\_\_\_

Expiration \_\_\_\_\_/\_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

**Return to:** College of the Canyons Foundation  
26455 Rockwell Canyon Road  
Santa Clarita, CA 91355

**Thank You!** Your support is tax-deductible. Benefit information will be sent to you.

Tax ID# 95-3574259



## APPENDIX D

### PROJECT IMPLEMENTATION & MAINTENANCE COSTS



LAWRENCE R. MOSS ASLA  
& ASSOCIATES INC

3458 OCEAN VIEW BLVD  
GLENDALE, CA 91208  
TEL 818 248-5200  
FAX 818 248-6574  
CALIF. LICENSE #1201

May 19, 2009

Mr. Jim C. Schrage  
Vice President, Facilities Planning, Operations and Construction  
College of the Canyons  
26455 Rockwell Canyon Road  
Santa Clarita, California 91355  
(661) 362-3222 telephone  
(661) 362-5832 fax  
[jim.schrage@canyons.edu](mailto:jim.schrage@canyons.edu) email

Re: Gardens of the Canyons Nature Walk projected implementation and maintenance costs for CC Campus

Dear Mr. Schrage:

This is a fantastic opportunity for the campus to take the initiative for a "one of a kind" Nature walk that can be a showcase for other college campuses to follow. To really make this a viable project which will make all of the Administration, teaching staff and students proud for years will require a great deal of thought, verbage, coordination, and meetings. The nature walk will require the needed development of a way finding element that ties all of the different gardens together in a logical sequence.

The costs could greatly differ from each garden and their individual element requirements but, an implementation cost based on a square footage 6,000 to 10,000 square feet and an estimated cost for each garden would be approximately \$8,000 to \$10,000 to build. For each site to maintain we are estimating \$150.00 minimum per site and with 14 gardens we are looking at \$2,100 per month or \$29,500 per year to maintain.

We really don't know how much each garden will be exactly because some of the gardens already have some of their elements in place (planting, irrigation, paths, sculpture, etc.).

If you have any questions or comments, please feel free to contact me at (818) 248-5200 phone, or (818) 248-6574 fax or email: [bron@lrmassoc.com](mailto:bron@lrmassoc.com).

Sincerely,

Bron Ruf, Vice President  
LAWRENCE R. MOSS & ASSOCIATES, INC.



**APPENDIX E**  
**SAMPLE LASER ENGRAVED GARDEN MARKER**

Custom laser engraved face plates are made of green anodized aluminum and will last for years. Laser engraved face plates are designed to slip into the 3/8" galvanized stake.

**\$15 each set**





## **APPENDIX F**

### **SURVEY & RESULTS**

Below are the results of a campus-wide web survey administered through Survey Monkey to determine interest in the Leap team's Garden Project.

The survey results indicate significant interest in expanding the garden areas at COC to take advantage of the academic and aesthetic opportunities this expansion would provide the COC students, staff, and faculty as well as the greater Santa Clarita community.

Respondents consistently cited academic and aesthetic reasons for developing the COC gardens and emphasized the importance of establishing a sustainable, water-friendly landscape.

#### ***SURVEY RESPONSES***

**Q1. If you or your department, campus club, or committee has an interest in contributing ideas to a garden project to help beautify and add outdoor instructional space to the COC campus (both Valencia and Canyon Country) please provide the following information:**

1. Name:
2. Academic Department or Club:

Answered question = 33

Skipped question = 32

#### ***COMMENTS:***

1. Biology Dept.
2. Student Development
3. Theatre Department
4. Theater
5. MESA, Biology
6. Administrator I am always interested in anything that makes our campus more beautiful and brings departments across campus together to work on projects of common interest.
7. Biology and Hands on Earth Club
8. Library
9. Biology
10. Sustainable Development Committee
11. Professional Development
12. ASL
13. Kinesiology & Physical Education
14. ECE





15. Graphics Department
16. Construction Management
17. Business Department
18. SNAC (Student Nutrition & wellness Advocates at COC)
19. Instructional Lab Technician - Biology Dept Canyon Country Campus
20. Career Services
21. Biology Dept.
22. Modern Languages
23. Geography/Geology Department
24. TLC Computing
25. ECE
26. Biology Department & Sustainable Development Committee
27. Art Department / Art Gallery
28. EOPS/ CARE \*\*If you are interested in student feedback, students in my Couns 150 class are very interested in this project and might also have some ideas.
29. English Department and Sustainable Development Committee
30. ETI
31. Library
32. Law Club
33. None

**Q2. Does your department or group already have or are you currently working on a garden project on the COC campuses?**

Yes,"23.1%",15

No,"76.9%",50

**Q3. If you answered yes to #2, can you provide a few details?**

Answered question =20

Skipped question =45

**COMMENTS:**

1. I am on the CCC native plant committee. Additionally, 23 years ago the Biology Club planted native plants for educational reasons. Some went under with the addition of the south parking lot; several remain and have become huge, providing food and shelter for wildlife and specimens for lab.
2. I have been a sounding board and a resource for the ECE butterfly garden project.
3. Unclear - is this the same as the Native/Sustainable Garden Group?
4. I understand that some colleagues have looked into helping out, but I do not know any specific names.



5. We have been meeting with some people on campus to have a series of talks and presentations on water and native plants for Fall 2009, in hope to establish a garden featuring native plants.
6. Theme: A peaceful stop to reflect...visit...study. Vision: A formal/traditional english garden with white or pink Iceland roses surrounded with low boxwood hedges/twisting cypress frame the entrance/large fountain in the center/benches at four corners/climbing rose arbors over each of the four benches/solid packed dirt as pathways.
7. Beautifying the little spot of ground in front of X8 that got left out of the campus landscaping project.
8. ECE Butterfly Garden
9. Actually, when I belonged to the Heritage Committee a couple of years ago, I tried to get a "Serenity Garden" created and everyone was so excited by the idea, but it didn't get very far due to the grounds people not wanting the additional work load to maintain it. I hope you get this off the ground and moving -- I think it would be a great addition to our campus!
10. The Grants Office is working with ECE to secure funding for their gardens.
11. Not a garden project, but we have a 1-mile fitness walk mapped out around campus with 4 strength/conditioning stations along the way. It would be great to combine efforts and have one map/brochure which outlined the path, with all gardens and fitness stations along the way.
12. Not sure of the details
13. No, but I'm an avid gardener, with years of experience in water gardens.
14. Children's Teaching Demonstration Garden and a Monarch Butterfly Habitat
15. N/A
16. Building a nature trail/native plant garden at CCC & Building a native plant garden in front of VCC library
17. Behind our shop, M-102, was a small dirt area where I planted succulent cuttings and cacti. We continue to work on this garden as it grows and it is filling out nicely.
18. The Sustainable Development Committee has a Native Garden/Organic Garden subcommittee interested in obtaining space on the Valencia campus for such a project.
19. We have an area outside of our offices in X-8 and we have supplemented the existing landscaping to make it more appealing.
20. I'm working with the Sustainable Development Committee and a few others to try to find areas to put native plants on campus (the library is one of my target areas).

#### **Q4. What value do you see in this project for your program/course/etc.?**

Answered question =45

Skipped question =20

#### ***COMMENTS:***

1. Were we to have more native plants, we could increase the number of on campus field trips and at the same time conserve water and teach conservation.
2. n/a
3. Creating a functional and inviting outdoor space for instruction and performance.
4. I think it will be a great addition to our campus and give students a good place to relax and connect with nature.
5. Possibility for outdoor acting exercises
6. I think it will benefit our biology students to have a garden on campus.



7. Having a place to step away from the frenzy of the department and catch a breath, will not only beautify the campus, but also allow us to work better with students.
8. It really depends on what type of garden this will be. A native garden will bring together community and college to appreciate the unique diversity of plants native to this region and very limited in other parts of the world. It will foster appreciation of climate and how it shapes plant and animal communities. An herb or vegetable garden will provide the college and the community an opportunity to experience "traditional farming" a skill that is increasingly disappearing yet invaluable. If it is an experimental/educational garden it will allow students to explore scientific questions in an environment that can be manipulated conveniently.
9. Shows students how to enjoy and appreciate living things.
10. More botanical diversity for biology classes. I sincerely hope we will try to get lots of different species and NOT do just natives.
11. just a quiet place to sit, or to bring school kids to tend!
12. Sorry--I don't really know how to respond to this question. I am not sure what "value" means here.
13. It would beautify the campus and provide a peaceful spot for students, staff and faculty to rest at in order to visit, study, or relax when they are in between classes.
14. I enjoy being outdoors, rather than feeling cramped in a classroom. I often teach portions of my class outside on a grassy area (the lawn outside of t-107). A garden would be much nicer!
15. Makes the entrance to our building more welcoming to visitors.
16. Opportunity to teach Tai Chi; demonstrate the value of environment in stress management
17. Beauty for the campus and education for the children.
18. Overall for the campus, having edible plants on campus.
19. Having a place on campus for employees and/or students to be able to take a break, detach, relax and reflect will, without a doubt, bring more inspiration and productivity to each our classrooms, programs, and work environment (and everyday lives!).
20. N/A
21. Aesthetic beauty of our campuses. Stress management for students, faculty, administrators, community members. A place for meditation, reflection and mindfulness.
22. It's a great idea and students will use it. I don't think faculty will however because we often can't find time to take a break.
23. Depending on the level of overall involvement, this project may be of benefit to the Construction Management program. It could provide a real world or project related experience to enhance their understanding of construction management principles. For example, I would assume that a project budget and estimate would be needed. In addition, a construction schedule would need to be developed. There would need to be project management from conception/design through to the end of construction and use of the final project.
24. I think this is a great opportunity to explore community partnerships with local businesses
25. Our club is devoted to health/wellness and creating a healthy campus environment that provides opportunities to 1) eat well, 2) be active, and 3) feel good/reduce stress. This nature walk/garden project could provide opportunities for all three: (1) we could grow healthy fruits/vegetables in the garden to be sold on campus and (2/3) we could help map out a beautiful path around campus for fitness walking and walking meditation :-)
26. The Biology Dept. covers several classes in which plants and ecosystems are explored. Botany is set to go at CCC in the Fall. Bio 100 studies plant diversity. Field studies courses study ecosystems of various types.
27. It may give the unemployed population motivation to get outside and meet people.
28. Aesthetic and academic value, and possibly service learning value
29. Multiple educational benefits, from ecosystems to contributing to create a relaxing space in a sometimes stressful environment.
30. love of nature, good for environment, good for inner peace, learning plants and rocks if there is a rock garden, too - we can



help...

31. I am a tried and true gardener - just love spending time out doors - in the garden!
32. Do you mean my project or the LEAP project? THE LEAP Project can incorporate the ECE project as part of a campus commitment and focus to environment and the outdoor classroom
33. Minimal value to our program.
34. I could benefit personally from the stress reduction provided through a meditation garden, but I do not see using this within my courses.
35. plant identification, co-habitation, and ecological impact of non-native vs. native plants. Most helpful for field study biology course (coincidentally, I don't teach any of these course as I teach molecular and genetics classes)
36. Visually it improves our surroundings with water wise plants. Because some plants are aloe they provide instant relief if a student should suffer a burn in the shop.
37. I see beautification value for the campus as a whole. It would encourage students to stay on campus to study and staff to utilize the outdoor areas during breaks.
38. I love the educational value that a garden could provide for students, staff/ faculty and visitors of our campus. Originally I have proposed a vegetable/ edible garden. I have been interested in self-sustainability for the past few years and have recently discovered that our (both in class and within the dept.) are as well. I think that learning how to provide their own food and knowing where their food comes from is valuable. However, even a native California plant garden would be of educational value and there are many local resources such as the Theodore Payne Nursery and Rancho Santa Ana Botanic Garden.
39. For composition courses, this is an excellent opportunity for students to engage with a native habitat or organic garden in preparation for a writing assignment. For the campus and community, it can afford excellent opportunities for personal reflection, community lectures, gardening projects, awareness of sustainability issues, and so on.
40. It doesn't do anything for our department. It does provide a sense of peace or visual stimulation for those of us that work in our office and other people that pass by.
41. It would be beneficial for both new and returning students to have a peaceful environment where they can learn about nature.
42. I'm not involved in an academic program, but I can see value for most academic areas in encouraging campus beautification, especially with native plants and a community garden.
43. Peace
44. a nice place to sit
45. A quiet place to think, reflect, and bond with nature.

#### **Q5. How might this garden project at COC advance your program or vision?**

Answered question,36

Skipped question,29

#### **COMMENTS:**

1. Classes in the field excite students and increase student involvement and success.
2. n/a
3. Working actors outdoors promotes the development of size in performance, support for voice & projection, and clarity of movement & speech
4. See above... a performance space (with plugs) and with trees in the background would be great.
5. We have many biology majors at COC in the MESA program that might be interested in helping with this project.



6. Beautiful surroundings inspire our students and helps welcome them to our college.
7. COC is a leader in so many ways - having this type of garden on campus for students/staff,
8. I am interested in participating in all three of the above.
9. dark leaves absorb light that interferes with seeing the lights in the sky.
10. It would be nice to have a quiet reading/study area for the students to relax in during the course of the day.
11. Create self guided tours for biology classes as well as have some on campus resources for biology classes (i.e. cut flowers, fruit, etc) that can be sampled in a controlled manner (limited amounts brought into labs as needed).
12. The garden can be a symbol of COC moving towards greener learning community.
13. I believe we all need to spend more time outdoors. Whether it is used for instruction or not, at least the students could study and unwind in a beautiful outdoor setting! Much more conducive to learning, in my opinion.
14. Not related
15. An enhancement to current practice. Tai Chi would be a new course.
16. I think it would enhance the "community" aspect of the campus.
17. Since we're a campus it also teaches students a very important life lesson – that we must take care of our insides as well as our outsides or an imbalance is created, and then, no matter how high a degree or job position you obtain in life, money you obtain, you won't be content.
18. N/A
19. N/A
20. If you use sustainable vegetation, and other sustainable principles, it will be a good place to take students during class (incorporate solar, wind, and water features that all meet sustainable standards).
21. Similar to the previous question, this project might provide an opportunity for students in the construction program to complete a more project based learning exercise.
22. Cross-sector partnerships are definitely a part of business. Students should learn about their value as well as how to develop them.
23. See above.
24. Having the garden projects available to instructors will enhance the classes and the student experience.
25. We will be having a "job club" on campus, this may be an activity to build cohesion within the group.
26. Depends on the type of project
27. instill a love of nature have it become a mini-field site for geog/geol
28. An ability to share my love of gardening - and maybe swap plants/seeds with others!
29. The LEAP project encompasses the ideas and the intent of the ECE project
30. N/A
31. More hands-on training for students in field studies and environmental biology
32. I think that students need to learn about the world around them as much as from a book and I think that it would also contribute to critical thinking and applying what they learn in class to the "real world".
33. For the Sustainable Development Committee and for COC, such a garden or nature walk could establish on campus tangible evidence of the college's commitment to sustainability--conservation of water, native species, and species habitats, as well as organic growing methods. It would afford opportunities for many programs and departments (including the English department) to create links to those issues for student research projects, community outreach, campus events, and so on.



- 34. Happy people are more productive?
- 35. It would provide a serene place for our disadvantaged students to learn and reflect, while finding inner peace.
- 36. in no way by adding directly to my program, but by keeping COC a beautiful place to be

**Q6. Would you be interested in working with us on this project and perhaps serving on a new committee?**

Yes, "28.1%" = 18

No, "35.9%" = 23

Maybe, "35.9%" = 23

**Q7. If you are interested in assisting us or want to be a part of the conversation, please provide your**

**Contact information below:**

***COMMENTS:***

***37 responses received***