Problem
Fresh, healthy food options are unavailable for residents living in the Shrewsbury Street Food Desert in Worcester, Massachusetts.

Solution
Implement an urban garden in a vacant lot located at Gateway Park.

Mechanics
- Support
  - Contact lot owners and corner store owners
- Construction
  - Plant seeds / Grow crops
  - Train volunteers and store owners
- Marketing and Distribution
  - Promote garden and stores to community
  - Establish community membership cards
  - Distribute produce to stores

Potential Transformation

Assessment
- Survey residents
- Analyze garden production
- Evaluate corner store progress

Cost Estimates / 5000 ft²

<table>
<thead>
<tr>
<th>Start-up Costs</th>
<th>Operating Costs / yr</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Item</strong></td>
<td><strong>Price ($)</strong></td>
</tr>
<tr>
<td>Fencing</td>
<td>4,000</td>
</tr>
<tr>
<td>Soil</td>
<td>3,000</td>
</tr>
<tr>
<td>Piping/Hydrant</td>
<td>3,000</td>
</tr>
<tr>
<td>Garden Beds</td>
<td>4,000</td>
</tr>
<tr>
<td>Tools / Equipment</td>
<td>1,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong> 15,000</td>
<td><strong>TOTAL</strong> 10,930</td>
</tr>
</tbody>
</table>

Demographics
Population: 6172 residents

Low-Access to Supermarkets: 84%
Low-Income & Low-Access: 50%
No Vehicle Access: 18%

Benefits
1. Local Community
   - Easy access to healthy food
   - Improved diet
2. Store Owners
   - More customers
   - Increased sales
3. WPI
   - Pro-sustainability
   - Empowers students
   - Builds community

References
USDA Food Access Research Atlas.


http://upload.wikimedia.org/wikipedia/commons/b/b3/North_view_of_a_Chicago_urban_garden.jpg