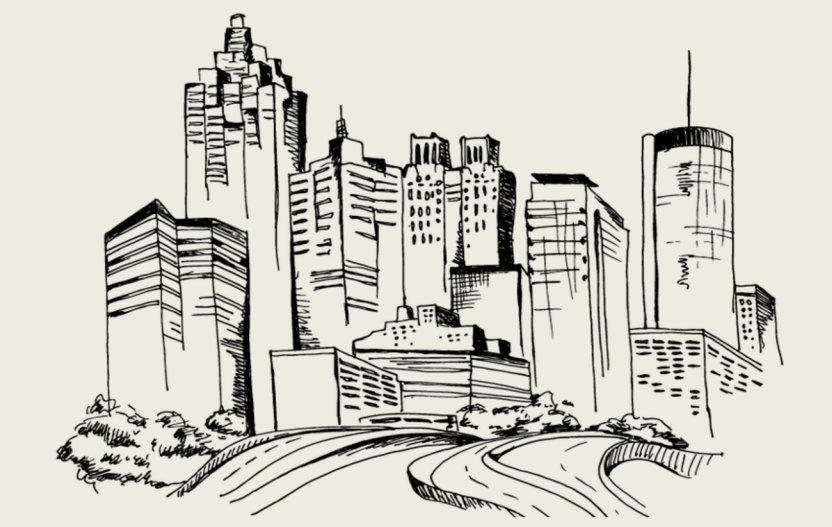


Alleviating Food Deserts in Atlanta, Georgia

Sophia Calandrello (CE), Hannah Frieden (IE), Holly Mason(IE), Evan Muller (BME), Olivia Scola (MGE)
 Advisors: Professor Bethel Eddy (HUA & Arts), Professor Katherine Foo (IGSD)



Goals

To create an effective solution in Atlanta to alleviate food deserts in low-income communities
 Address the insufficient transportation to fresh produce.



What is a food desert?

Residential areas where affordable fresh produce is not available within a one-mile radius.

Cause 1: Urban Sprawl

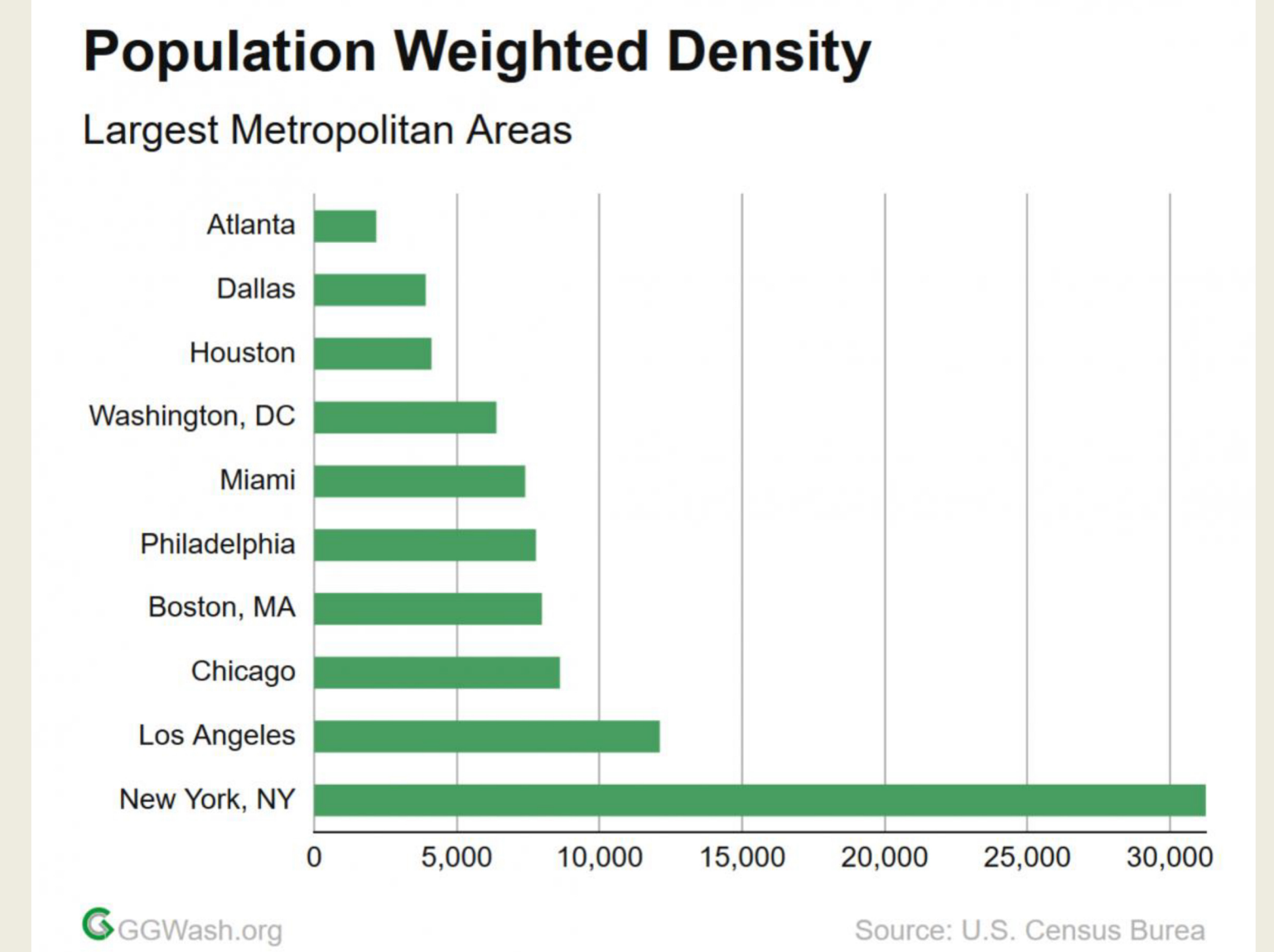
Cause 2: Economic Disinterest

Cause 3: Insufficient Mobility



Urban sprawl

Atlanta has 50% of the square footage New York City has, while only having 5% of its population.



Decision Matrix: Choosing a Solution

Our factors of consideration (weighted)

Shuttle

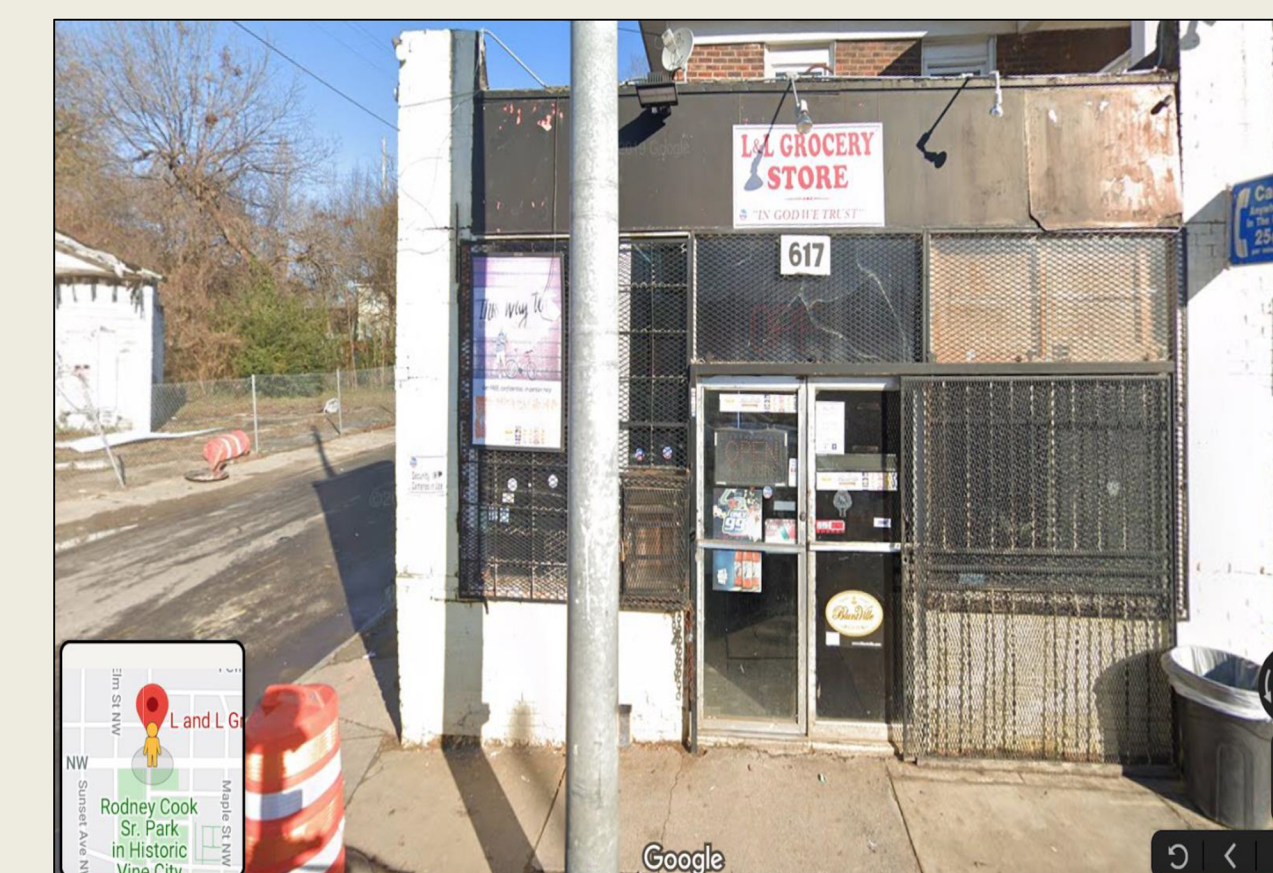
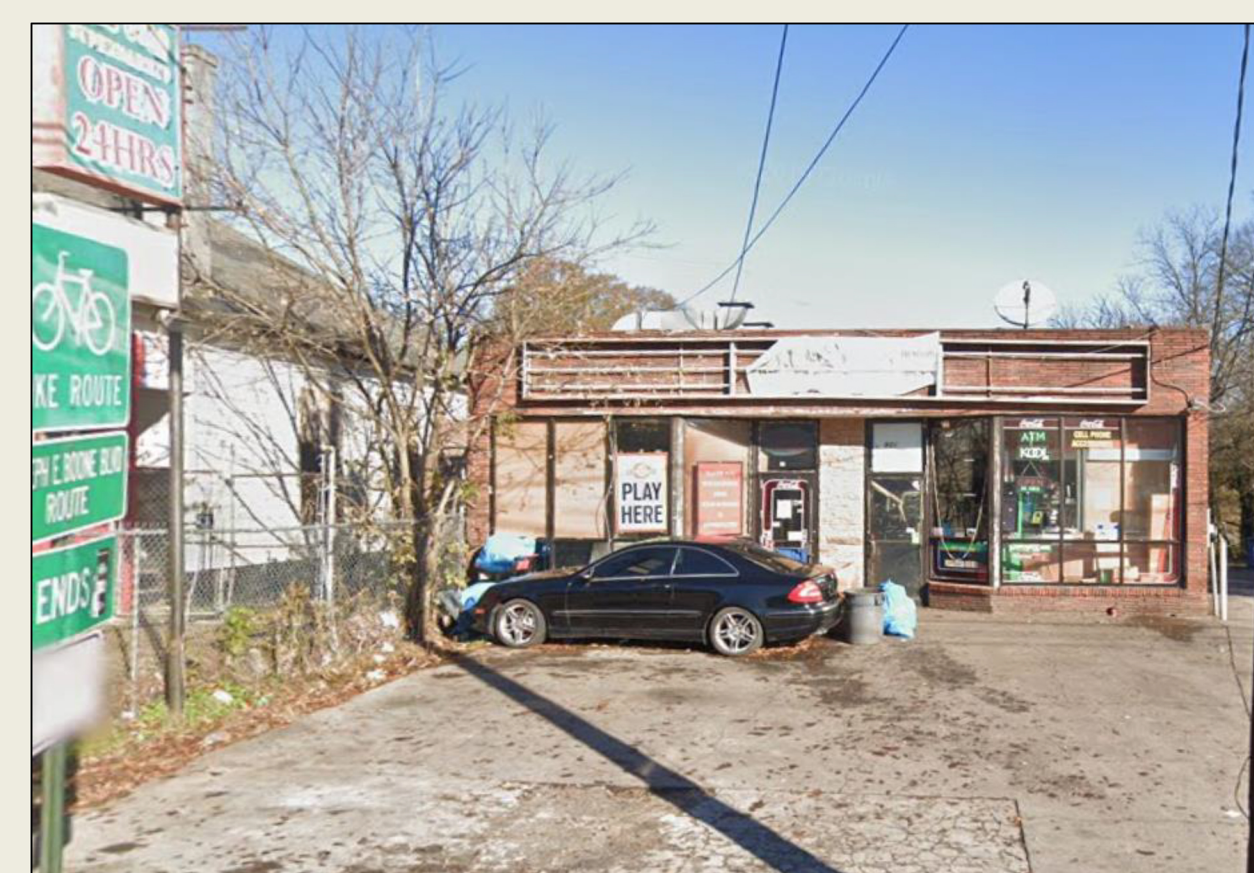
Farmer's Market

Produce Box

Factor	Shuttle	Farmer's Market	Produce Box
Time (2)	5	3	5
Affordability (5)	4	4	3
Distance (4)	3	4	2
Frequency (2)	4	2	4
Preference (3)	5	3	2
Total	21	16	16

Project Location: Bankhead and Vine City

Low-income neighborhoods, limited access to fresh produce



"We don't stock any fruit or vegetables," the clerk told me when I asked if he had any apples. The closest thing resembling produce I could find in the store was a pint of Tropicana apple juice. – Cited by author

Implementations

Funding

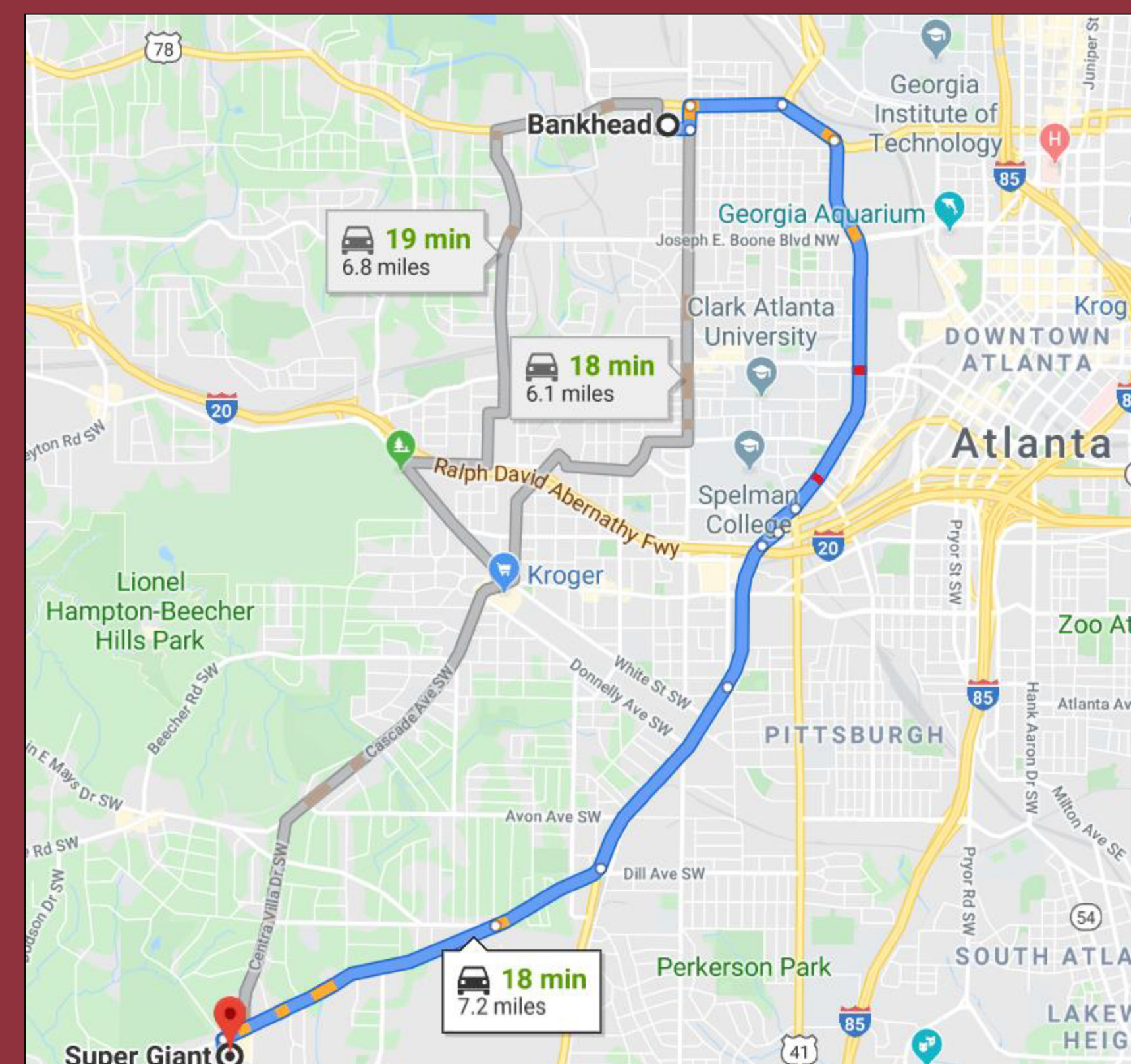
- Devising a way to both gain startup funds and maintaining the program funding over an extended period

Local Involvement

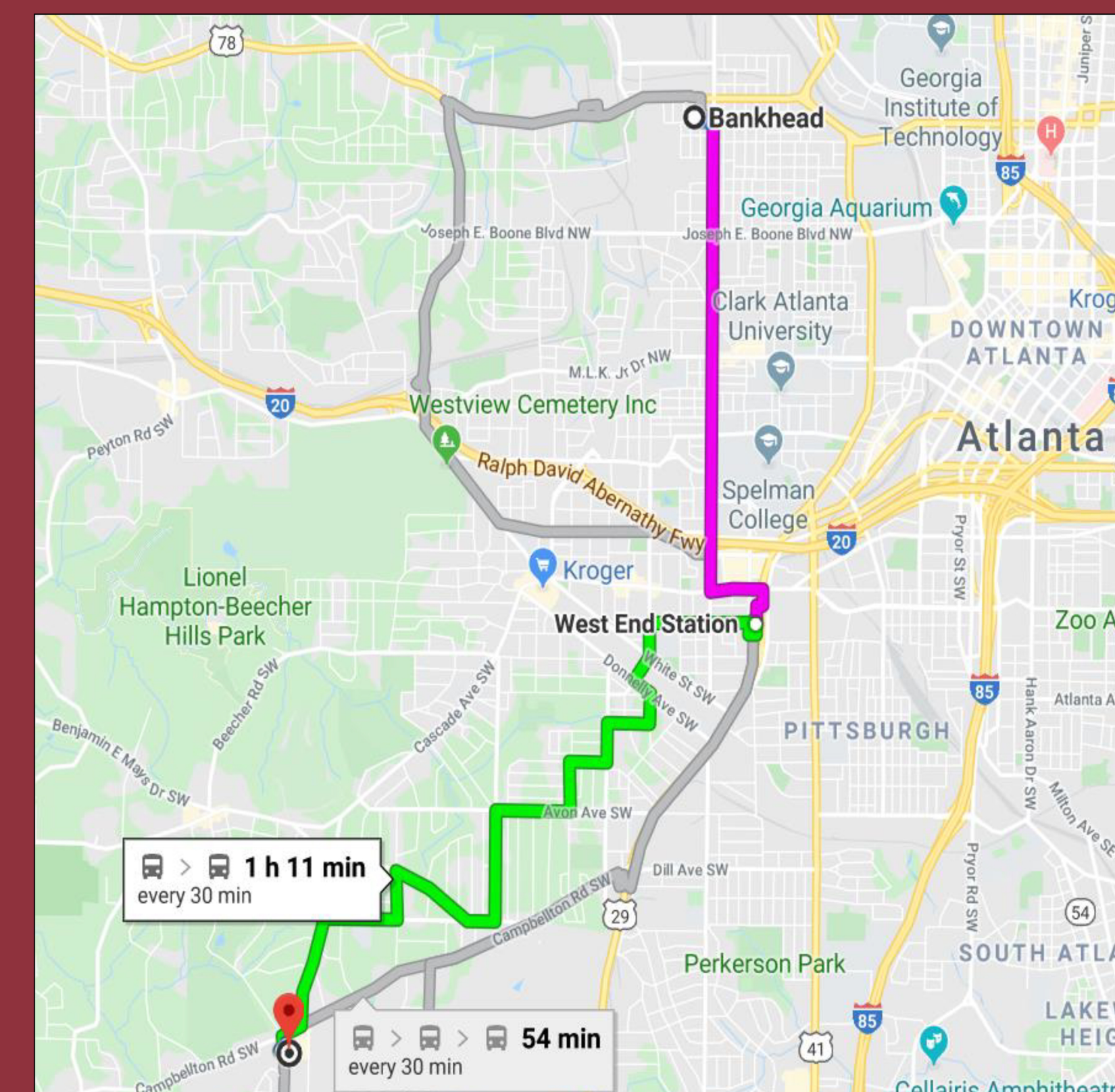
- Identifying key factors like food diversity and inclusion that would be vital in securing community involvement

Chosen Solution: Shuttle

- Less than a mile of walking distance
- Consistent wide variety of fresh produce for residents
- Everyday trip options
- Less expensive



Shuttle



Public Bus

Conclusion

The trip to the SuperGiant takes 60% less time when a shuttle is taken over public bus, saving residents 1.5 hours.

Google Maps (n.d.). [Google Maps photographs of Vine City and Bankhead, Atlanta, Georgia] Retrieved December 6, 2019. Google.com
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 New & Used Shuttle Buses for Sale - Church & Wheelchair Northwest Bus Sales. (2018, December 20). Retrieved December 6, 2019, from https://www.mvbus.com/shuttle-buses-for-sale/