



THE PUBLIC MARQUETTE

Exploring Non-traditional Means of Providing Fresh and Nutritious Foods to Marquette and the Near West Side

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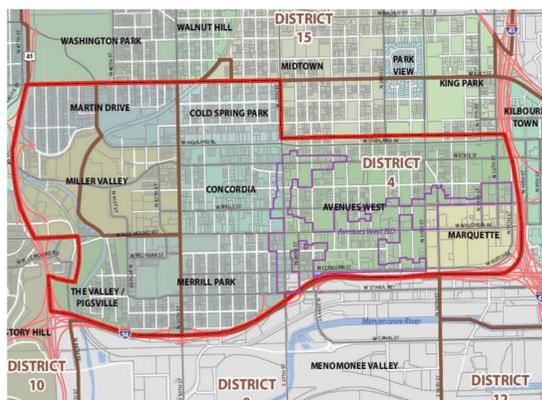
The Public Marquette concept was started by two Marquette students to address the lack of access to fresh and nutritious foods on the Marquette campus and larger Near West Side neighborhood. Driven by the principles of Jesuit education and focused on breaking the status quo, the Public Marquette is a community oriented spin on a traditional grocery store. The original concept was a mobile market that would target campus and low income/low access neighborhoods in the surrounding community. However the strategic innovation funds have allowed the team to explore new alternatives. The work this year will look at the feasibility of a grocery store, innovative food/grocery models that could work, and community partnerships that will be vital for success.

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ChangeMakers MU

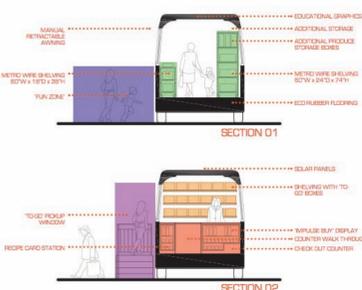
ABOUT OUR TEAM

After spending four years as students at Marquette University and frequently discussing the need for fresh groceries on campus and in the community, a group of students started to put pen to paper and outline the possibility in the 2014-2015 AY. The team was inspired by classes such as Social Entrepreneurship, Food, Water and Society, and Ethics.

The core team plans to grow as the planning evolves to include working closely with a number of different community organizations, residents, and the Near West Side Partners.



Map of Near West Side Neighborhoods



Concept for a one-aisled mobile market

BEYOND BOUNDARIES Social Responsibility and Community Engagement

The Public Marquette directly upholds Marquette's Jesuit values by acting as an agent for change within the social structure of our community as well as through innovative conceptualization of food supply. The Avenues West Neighborhood (part of the Near West Side), located northwest of the intersection of 27th Street and Wisconsin Avenue, is a food desert, according to the USDA Food Access Research Atlas. This neighborhood is the only community in the city of Milwaukee that is identified as a low income and low access area using the 2010 Census data. The low income and low access identification is defined by the USDA as a community with a minimum of 20% of residents living at or below the poverty level and 33% of residents living more than one mile from the nearest supermarket. The Public Marquette would not only provide produce to an area deemed a food desert, it would also work towards eradicating food desert symptoms that tend to follow urban poverty. We will nurture an inclusive community that fosters new opportunities, partnerships and collaboration.

MILESTONES

