

# Trick Out My Trip 2: Riders Lead The Way

*A resident-led initiative to improve public transit  
in partnership with ioby and TransitCenter*

**ioby**





“Through Trick Out My Trip, small groups of riders—many in historically disinvested neighborhoods—voice their demands, rally community support for new ideas, and engage in partnerships with their transit agencies. Groups of every size and in every community are able to attract unrestricted capital and attention for their projects. In the long run, ioby hopes that a more inclusive approach to distributing philanthropic dollars will result in **a more equitable distribution of transit amenities across neighborhoods.**”

—ERIN BARNES  
CEO & Co-Founder, ioby





## Power at the End of the Line

Rider-led transit improvements model inclusive decision making and transit equity

Total amount raised on ioby's platform **\$28,786**



Total amount disbursed to projects **\$65,310**

Total Match Funds from TransitCenter **\$36,524**

Average donation **\$56**

Number of cities represented **7**

Number of projects **9**

Transit improvements need not be capital-intensive, long-term, or led by a transit agency to make a difference in the rider experience. Small interventions, led by riders and residents in coordination with willing agencies, can greatly improve transit. What's more, these interventions can themselves be a meaningful form of civic engagement, aligning transit agencies more closely with community needs and opportunities, and empowering riders as collaborators.

The first round of the Trick Out My Trip campaign in 2014 demonstrated the potential impact of small-scale, rider-led transit improvements. Using small donations of citizen philanthropy raised on ioby, matched with funding from TransitCenter, the ten first-round leaders made significant improvements to their bus stops, train stations, and riding experiences in eight cities. These leaders reported both improved relationships with transit agency

decision makers, and a stronger sense of confidence in their own abilities to lead positive change in their communities.

If the first round highlighted the opportunity for deeper community participation in transit decision-making and greater trust between agencies and their ridership, the second round highlighted the challenge of equitable distribution of transit amenities. Of the nine second-round Trick Out My Trip leaders, five indicated that the most important reason for riders to be involved in transit decision-making is to “put pressure on their transit agencies to distribute amenities equitably across cities and regions.” These leaders believe that transit agencies need to become better at serving neighborhoods with histories of disinvestment, such as low-income communities of color.

As in the first round, this cohort was also driven by participants’ desire to play a lead role in improving their ride. The remaining leaders reported that their number one reason why riders should be involved in making their commutes more enjoyable (e.g. by investing in comfortable and/or innovative stations, increasing the frequency of service, or sharing real-time information with riders) is that “the best ideas for these improvements will come from people who use transit.”

The two key problems with public transit, these leaders seem to suggest, are that

- 1) agencies are not inviting riders to contribute their ideas for improving their commutes, and
- 2) any amenities that are delivered to riders are not being distributed equitably across neighborhoods.

## Number of projects that:

Took place in low-income neighborhoods

7/9

Took place in neighborhoods where people of color are the majority

6/9



Facilitated mode shifts (between walking and transit, biking and transit)

6/9

Made the transit experience more comfortable

7/9

## The Good News for Equity:

In the cities where Trick Out My Trip projects took place, the partnership created a small but demonstrable improvement in the equity and inclusivity of transit decision-making. Seven of the nine projects in the 2016 round took place in neighborhoods where the median household income fell below the city’s average. Eight projects took place in neighborhoods where the median household income fell below the national median. Six of the nine projects took place in neighborhoods where people of color make up the majority of the population. These projects demonstrated to

decision-makers that residents in low-income neighborhoods and communities of color are able and eager to mobilize quickly and partner with agencies to make real, lasting changes to their transit systems.



# The Projects



## Bus Stop Moves

ALLY LUKACSY, CLEVELAND, OH

“Our team noticed that waiting for the bus in Cleveland’s neighborhoods—on average 20 minutes—was idle time that could be put to better use by transforming waiting time into workout time with a bit of illustrated instructions and inspiration!”

– Ally Lukacsy

Bus Stop Moves installs vinyl wraps for shelters at ten bus stops in the Slavic Village, Central-Kinsman, and Detroit Shoreway neighborhoods in Cleveland. Each wrap features locations of nearby recreation centers and parks and diagrams that show simple exercises for riders to do while waiting. Bus stops included in the program are in neighborhoods with high rates of obesity and heart disease.

\$ TOTAL RAISED: \$1,040 ✓ STATUS: Successfully implemented



## Bicycle Habitat in San Bernardino

SAN BERNARDINO BICYCLE HUBITAT, SAN BERNARDINO, CA

“At an area with one of the lowest incomes per capita in the state, bikes provide transit users with a quick and easy way to traverse the infamous ‘first and last mile’ that exists between many transit stations and someone’s final destination.”

– Nina Mohammed

The Hubitat is a DIY bicycle cooperative that provides tools, equipment, parts and assistance for multimodal commuters at the San Bernardino Transit Center.

\$ TOTAL RAISED: \$9,451 ✓ STATUS: Successfully implemented



## B.U.S. Miami

GERMANE BARNES, OPA-LOCKA, FL

“B.U.S. Miami is about creating community, and about using mass transit—which is something that we in Miami don’t do very often.”

– Germane Barnes

B.U.S. Miami combines seats, shelters, cell phone charging stations, and an “umbrella share” system to make commuting by public transit a more comfortable, social, and attractive experience for all. The team has created a rendering and is currently producing a prototype bus shelter to present to the City of Opa-Locka.

\$ TOTAL RAISED: \$5,534 ✓ STATUS: Implementation underway



## Ride, Rally, Ride

ESSENCE JACKSON AND SARA STUDDARD, MEMPHIS, TN

“This project will improve transit trips for thousands of Memphians, make our downtown more of an asset, and make getting around the city both easy and appealing.”

- Essence Jackson

This project includes multiple multi-modal improvements such as bike racks and bike repair stations, bus stop improvements such as seats and trash cans, and schedule and information panels for bus shelters in Downtown Memphis, Frayser, Parkway Village, and Midtown.

\$ TOTAL RAISED: \$5,415 ✓ STATUS: Implementation underway



## The Pico Aliso Neighborhood Project

PROYECTO PASTORAL AT DOLORES MISSION, LOS ANGELES, CA

“Transit is a vital facet of life in our inner city community, which is improved when there is collaboration between transit authorities and the citizens who use/are affected by it.”

- Marlene Stang

The Pico Aliso Neighborhood Project is a series of community-designed, community-installed pedestrian safety improvements at a busy transit hub in a transit-dependent neighborhood.

\$ TOTAL RAISED: \$5,018 ✓ STATUS: Successfully implemented



## The Story Shelter on Oretha Castle Haley Boulevard

THE ARTS COUNCIL OF NEW ORLEANS, NEW ORLEANS, LA

“Although the boulevard was slated to undergo a massive streetscaping project, there was nothing in the plans to address the lack of shade or seating necessary to create more comfortable public spaces. We also saw it as an opportunity to start a larger conversation around how New Orleans, a city that needs a lot of infrastructure improvements, can tap into two underutilized and often overlooked populations, youth and artists, to begin to tackle some of those challenges.”

- Jose Cotto, Arts Council of New Orleans

The Arts Council of New Orleans is leading the creation of a new bus stop, bus shelter, and crosswalk designed and created by youth with the goal of using public art to improve the experience of riding the bus.

\$ TOTAL RAISED: \$14,464 ✓ STATUS: Successfully implemented





## Mi Jardin

MELISSA ROBLEDO, AUSTIN, TX

“We’re trying to really change the mindset of what these public transportation places can be, and how you can be innovative with architecture beyond just the typical: shelter, bench, trash can.”

– Melissa Henao-Robledo



Mi Jardin is a transit-oriented pedestrian plaza with three bus shelters meant to serve and celebrate the community’s identity through innovative and sustainable landscape and architectural design.

\$ TOTAL RAISED: \$8,970    ✓ STATUS: Implementation underway



## Safe Crossing at Overton Park

OVERTON PARK CONSERVANCY, MEMPHIS, TN

“Overton Park and the institutions located within it are hubs of activity in midtown Memphis, and visitors need safe access to these community assets.”

– Susannah Barton



Overton Park Conservancy is leading the installation of high-visibility crosswalks to create safe crossing conditions for transit riders, pedestrians and cyclists at a busy intersection near Memphis’ flagship open space.

\$ TOTAL RAISED: \$4,820    ✓ STATUS: Successfully implemented



## Art Stop: More Than a Bus Stop

KAELA GESCHKE, CLEVELAND, OH

“When hearing the word ‘transit,’ the concept that comes to mind is constant motion or movement. The ability to enhance this experience of constant movement is essential to the growth and viability of any community.”

– Kaela Geschke



Art Stop is a safe and comfortable space on Superior Avenue, where Clevelanders can be exposed to a rotating exhibition of local artists’ work and access free Wi-Fi to get information about neighborhood services while they wait for the bus.

\$ TOTAL RAISED: \$10,603    ✓ STATUS: Implementation underway



“Honestly, [our] ioby campaign—as difficult as it was to actually go through the motions—was the best and most amazing process our non-profit could have gone through! **We learned so much**, and were successful because of all the hard work. Thank you to the ioby team for working so diligently in making our online fundraiser such a hit in the transit community that needed it most!”

– NINA MOHAMMED  
Bicycle Hubitat in San Bernardino





## Case: The Pico Aliso Neighborhood Project

### PROYECTO PASTORAL, LOS ANGELES, CA

For Proyecto Pastoral, a community-based organization in the Boyle Heights community's Pico Aliso neighborhood, pedestrian safety is a top priority. "Transit is a vital facet of life in our inner city community," they told ioby, "which is improved when there is collaboration between transit authorities and the citizens who use and are affected by it."

According to Proyecto Pastoral, 8 percent more people use public transportation to get to work from Boyle Heights than from the City of Los Angeles and 3 percent more walk to work. America Aceves, Proyecto Pastoral's community organizer and leader of the ioby campaign, told ioby that "pedestrian safety and walkability are pressing issues in Boyle Heights, which is surrounded by six freeways and serves as a gateway into downtown Los Angeles."

The organization has reviewed years of data gathered from local surveys, focus groups, and community meetings to determine which walking routes and intersections in their neighborhood are most in need of safety improvements—with an emphasis on those used to access public transit. After community leaders assessed the feedback at a retreat in December 2016, Proyecto Pastoral determined that they would design a temporary safety installation along the 4th Street corridor, between Clarence and Gless Streets. These leaders promoted the project to local residents and schools, and completed the installation by May 2017. Once the project was installed, community leaders debriefed to discuss how they might continue making longer-term improvements.

Since wrapping up their Trick Out My Trip campaign, Proyecto Pastoral has launched a second campaign with ioby to raise their project's remaining budget. In January 2017, they were awarded a \$10,000 "Great Streets" grant from the City of Los Angeles that will support implementation of the safety installation and their long-term efforts to increase the safety of the 4th Street corridor. Aceves and her team believe that the success of their Trick Out My Trip campaign played a significant role in helping them secure this grant from the City.





**\$5,018**

Total amount raised

**35**

Number of donations

**\$57**

Average donation



## Case: The Story Shelter on Oretha Castle Haley Boulevard NEW ORLEANS, LA

Once known as Dryades Street, Oretha Castle Haley Boulevard in Central City was the epicenter of the modern Civil Rights movement in New Orleans. In the 1980s, the street was renamed for Mrs. Oretha Castle Haley, a former president of the New Orleans chapter of the Congress of Racial Equality.

An abundance of new businesses and cultural institutions, as well as a new streetscape redesign implemented in 2017, have fundamentally altered the physical landscape of Central City. These changes have prompted new conversations among residents and local institutions about keeping the neighborhood affordable and ensuring that longtime residents of the neighborhood benefit from new investments.

According to Heidi Schmalbach at Arts Council New Orleans, “many people in the immediate neighborhood surrounding Oretha Castle Haley Boulevard in New Orleans are transit-dependent, including a large percentage of elderly citizens and youth. Young people attending school and enrichment programs along the Boulevard often wait for 30 minutes or more without shade or seating.”

Residents have expressed the need for bus shelters in Central City and along the Oretha Castle Haley Boulevard corridor at several community meetings and planning processes, but tight budgets for transit infrastructure improvements have severely limited the capacities of decision-makers to respond to demand.

With funds raised through Trick Out My Trip, the Arts Council’s Youth Solutions team joined forces with five seniors at NET Charter High School and local designer and fabricator Jebney Lewis to design and build several transit improvements on Oretha Castle Haley Boulevard. Each of the designs comes from recommendations from students, other bus stop users, and RIDE New Orleans, a local transit advocacy group.

The team has received support and coaching from the Department of Public Works, which helped the group in the planning stages to avoid potential pitfalls that would delay approval. The students finished fabricating the shelter elements in summer 2017, and installation was completed in November 2017.



**\$14,464**

Total amount raised

**123**

Number of donations

**\$46**

Average donation



## Case: B.U.S. Miami

### GERMANE BARNES, OPA LOCKA, FL

ioby Leader Germane Barnes started B.U.S. Miami (Building United Spaces Miami) after noticing that, despite being a transit-dependent community, Opa-Locka's bus stops are poorly marked and uncomfortable places to stand in Florida's subtropical climate. Germane told ioby that most Miami bus stops are marked only by a pole in the ground. "When people have to stand—not sit—at an uncovered bus stop in Miami's hot and rainy conditions, they aren't too happy about that," Germane told us.

B.U.S. Miami is addressing this problem by transforming Opa-Locka's bus stops into sheltered hubs for socializing and device-charging. The project will combine seats, shelters, cell phone charging stations, and an "umbrella share" system to make commuting by public transit a more comfortable, sociable, and attractive experience for all.

With the support of the City's community development staff, Germane and his team of fabricators, designers, and researchers created the rendering above and a plan for fabricating a prototype of the new shelter design. When this prototype is complete in 2018, the City will work with Germane's team to replicate and install the new design at bus stops. In the meantime, Germane says that residents and transit users of the targeted intersections are eagerly awaiting the interventions.





**\$5,534**

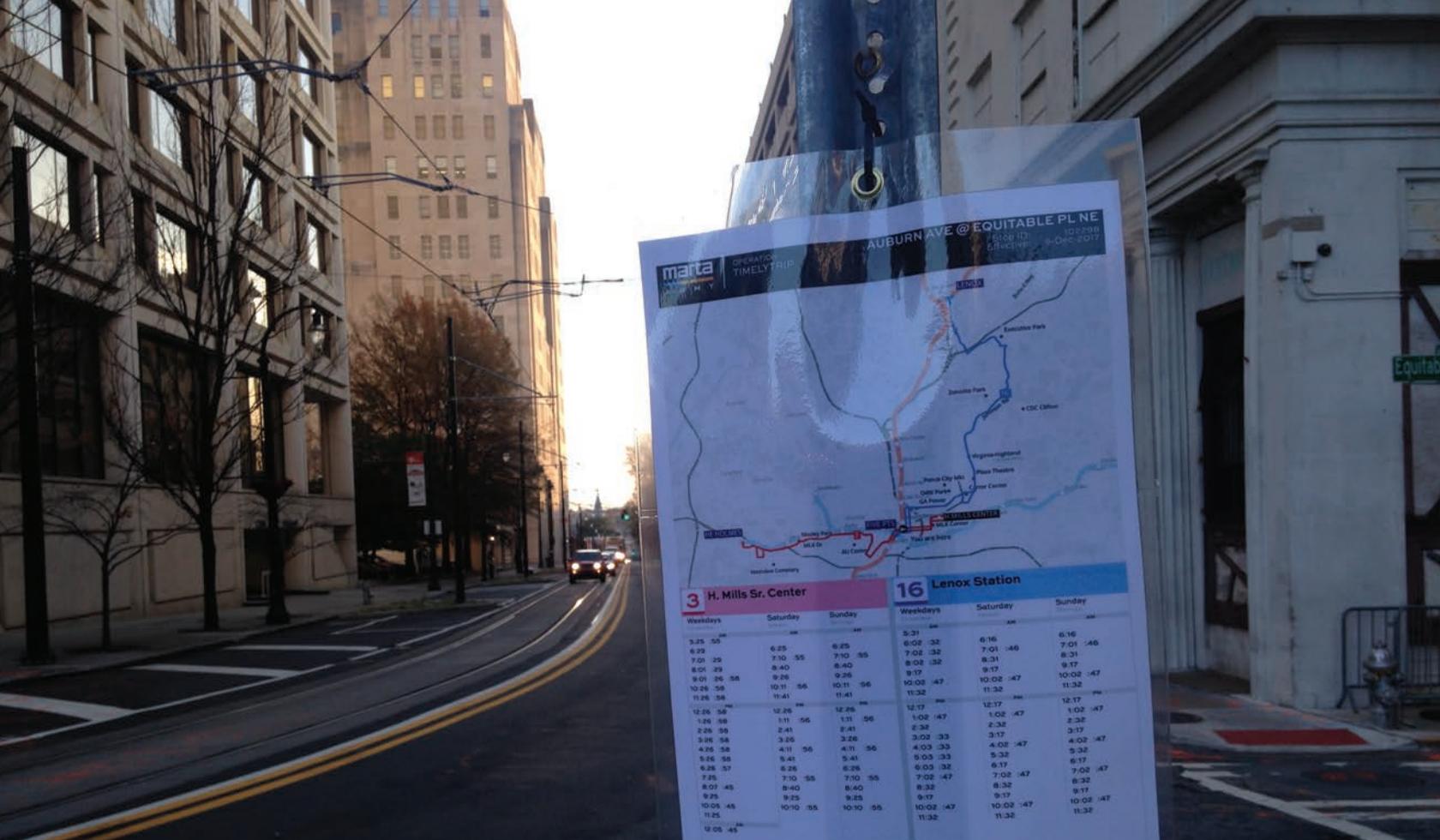
Total amount raised

**16**

Number of  
donations

**\$176**

Average  
donation



## Trick Out My Trip 2014: Where are they now?



**TimelyTrip**  
ATLANTA, GA



Binh Dam has been busy since funding his project as a participant in the first round of Trick Out My Trip. His campaign, TimelyTrip, raised \$534 to print timetables at select bus stops in Atlanta to make public transit a more enjoyable experience. In 2014, Binh's Trick Out My Trip campaign earned the attention of some key decision-makers at MARTA. Following on the tails of his innovative project's success, Binh was asked to help MARTA develop new, participatory engagement strategies through a volunteer effort called MARTA Army. "The fact that MARTA responded to me personally and encouraged me to pursue this opportunity really means that they've passed a maturity point where they want to try new things out and be innovative," Binh told ioby at the time. In 2016, MARTA Army worked with the City of East Point to purchase and install trashcans at 80 bus stops in East Point, a suburb of Atlanta. Responding to this powerful display of residents' interest in improving transit conditions, the State of Georgia awarded more than \$30 million to MARTA to install new signage, shelters, and other amenities at bus stops and rail stations. Binh's project is an exciting demonstration that small and rider-led projects have the power to catalyze funding for significantly greater investment in transit.



“A labor of love that ended up bringing together a ton of volunteer time, including untold hours of welding in the warehouse of a roofing company, and ultimately made possible through a network of community partnerships.”

– JULIENNE CHEN  
Louisville TransporStation



## Louisville TransporStation

### LOUISVILLE, KY

When they participated in the Trick Out My Trip match event in 2014, the Louisville TransporStation team planned to complete two pop-up bus shelters in the SoBro neighborhood of Louisville. The Shelby Park Neighborhood Association and SoBro Louisville Neighborhood Group had put together the TransporStation team to develop “living rooms” or “front doors” to their neighborhoods, and these contextual, creative bus stop installations would certainly be distinctive dividing lines. After the community came out in strong support of the lobby campaign, the team decided to redesign these installations to be permanent.

After working with a variety of city departments to resolve questions around permitting, liability, and maintenance, a contract was signed between the Louisville Metro Government, the Shelby Park Neighborhood Association, and Lockett and Farley Architects in fall 2015. The first bus stop went up in November 2015, and the second bus stop opened in August 2016. According to Julienne, one of the leaders of the Trick Out My Trip campaign, Louisville TransporStation “was a labor of love that ended up bringing together a ton of volunteer time, including untold hours of welding in the warehouse of a roofing company, and ultimately made possible through a network of community partnerships.”





## Quick Wins

The transit improvements led by riders, residents, and community groups as part of the second Trick Out My Trip cohort demonstrate that meaningful change is possible outside of the slow, contentious processes of planning and capital budgeting. With support from their neighbors and fellow riders, and essential guidance from transit decision makers, these leaders created new amenities, education campaigns, and opportunities to play, read, and enjoy art as part of the transit experience. They introduced the multi-modal necessities of bike repair stations and easy-to-read wayfinding signage at transit hubs. The speed and ease with which these projects were completed demonstrated to communities, and to transit agencies, that meaningful improvements could be made in the short term.

To a community that is especially dependent on transit, small improvements to transit systems represent meaningful and timely investment in meeting the needs of people who live and work in the neighborhood.



One of the most exciting things about working with the ioby platform is the ability to show the ‘powers that be’ the breadth of support within our community for small-medium scale improvement projects. **We would definitely recommend this platform and process to other groups!”**

– HEIDI SCHMALBACH  
The Story Shelter on Oretha Castle Haley Boulevard





## Four levels of impact

Although their goals and outcomes vary greatly, Trick Out My Trip projects share an important trait: each project, however small in budget or scope, signifies a powerful addition to the capacity of community leaders, riders, and transit agencies to work together for long-lasting change. Impacts of Trick Out My Trip projects are best understood in levels:





## Level 1- For Riders: AN IMPROVED TRANSIT EXPERIENCE

Trick Out My Trip projects make quick, tangible, and significant improvements to the transit experience in a place. These improvements make the wait for a train or bus more enjoyable, add art, games, and conversation to the morning commute, and make it easier and safer to walk to and from a transit hub. Commuters enjoy a better trip, and less-frequent riders feel encouraged to use transit more consistently.



"We are working on increasing advocacy efforts in the community. I would like to walk through these streets without fearing being runover, each of us has someone waiting for us to return home. **We are asking everyone to respect the transit signs for the good of all.**"

- KENIA SAUCEDO  
Pico Aliso Neighborhood Project





## Level 2- For Leaders: INCREASED LEADERSHIP CAPACITY, PERSONAL VICTORIES

For several participants in Trick Out My Trip, the acts of fundraising and organizing for a transit improvement build groups' longer-term capacities to create transit improvements and engage with decision-makers. The experience of working on B.U.S. Miami impacted ioby Leader Germane Barnes significantly. He told ioby, "this initiative has definitely expanded my range as a community organizer as well as fundraiser. I look forward to continuing the project and completing the B.U.S. Miami prototype.

**ALL NINE** leaders reported acquiring donors that they did not already know personally

**THREE** reported knowing between **25%-50%** of their donors personally

**FOUR** reported knowing between **76%-99%** of their donors personally

No leader reported knowing **<25%** of the donors to her campaign personally

**TWO** reported knowing between **51%-75%** of the donors to her campaign personally

### NEW DONORS

As they fundraised, these leaders reached new supporters and turned neighbors and friends into donors, teammates, volunteers, and ambassadors. Together, communities planned, funded, built, and carried out projects that made their transit rides more enjoyable.

New donor acquisition is one way in which ioby measures the value of a crowd-resourcing campaign to a new team or organization's development. To a first-time fundraiser on ioby, the campaign can be crucial in building a list of supporters. That is, a successful leader is able to cultivate donors from outside of their network and call on them for a future campaign.

**100%**

Percentage of leaders who attributed their fundraising success to ioby's tools, trainings, and one-on-one support



## Level 3– For communities: TANGIBLE, POSITIVE CHANGES THAT BEGIN TO ADDRESS HISTORICAL AND STRUCTURAL INEQUITIES

Most (seven out of nine) Trick Out My Trip projects in this round take place in communities of color and low-income neighborhoods, and all are designed to benefit residents who are most dependent on transit. To these communities, enabling residents to make small improvements to the transit experience signals that decision-makers in government are willing to trust and invest in the ideas of people who rely most heavily on transit. Rather than focus their attention and funding on attracting new ridership or encouraging new transit-oriented development in an area, these projects speak directly to the needs of the people who already live in a neighborhood.

By working together to create a positive change in a neighborhood with a history of disinvestment, a government and a community lay the groundwork for stronger and more productive partnerships in the future. In time, we hope that these improved relationships between communities and governments will result in more inclusive planning processes and equitable outcomes.



“Although the boulevard was slated to undergo a massive streetscaping project, there was nothing in the plans to address the lack of shade or seating necessary to create more comfortable public spaces. We also saw it as an opportunity to start a larger conversation around how New Orleans, a city that needs a lot of infrastructure improvements, can tap into two underutilized and often overlooked populations, youth and artists, to begin to tackle some of those challenges.”

– JOSE COTTO  
Arts Council, New Orleans





## Level 4- For Transit Agencies: CULTURAL AND INSTITUTIONAL SHIFTS TOWARD MORE MEANINGFUL, MORE INCLUSIVE COMMUNITY ENGAGEMENT

In supporting the development and implementation of these projects, transit agencies practice enabling citizen leaders to make improvements that are self-funded and operate independently of agency budgets or programs. All of the nine leaders told ioby that their relationship with their local transit agency or city government has improved as a result of their Trick Out My Trip project. Some said that transit agencies are now inclined and equipped to respond to the needs of riders more quickly. Others told us that the transit agency showed their support of the effort by refraining from stalling or blocking their project's implementation.

### *Number of leaders who reported that city government or the local transit agency:*

Gave express permission to use a space, and/or sought to help secure permissions from other stakeholders:

5

Was a full implementation partner on the project, charged with some or all of the project's construction:

2

Provided technical assistance to the group during the project's implementation (i.e. trainings on installing new amenities and guidance on locations for project installation):

1

Was initially opposed to the idea, and then changed positions after receiving a strong showing of community support for the project:

1

Looked the other way while the community installed the project, rather than blocking or stalling:

2



Photo: Story Shelter, New Orleans, LA

## Building Lasting Change

Many transit agencies and planning decision-makers have a newly stated focus on meaningful, inclusive public engagement processes, and on delivering their services equitably. Although these stated goals are promising, in order to be truly successful, decision-makers must be open to engaging riders and residents not just as participants, but as leaders in positive change. Beyond the immediate improvements to the daily commutes of thousands of transit riders, ioby is pleased that Trick Out My Trip helped foster a sense of trust and collaboration between transit decision-makers and community leaders. While the program is deliberate in enabling concrete improvements to occur quickly, we feel that the greater implications for civic leadership, equitable decision-making, and inclusive planning are the program's most meaningful contributions.



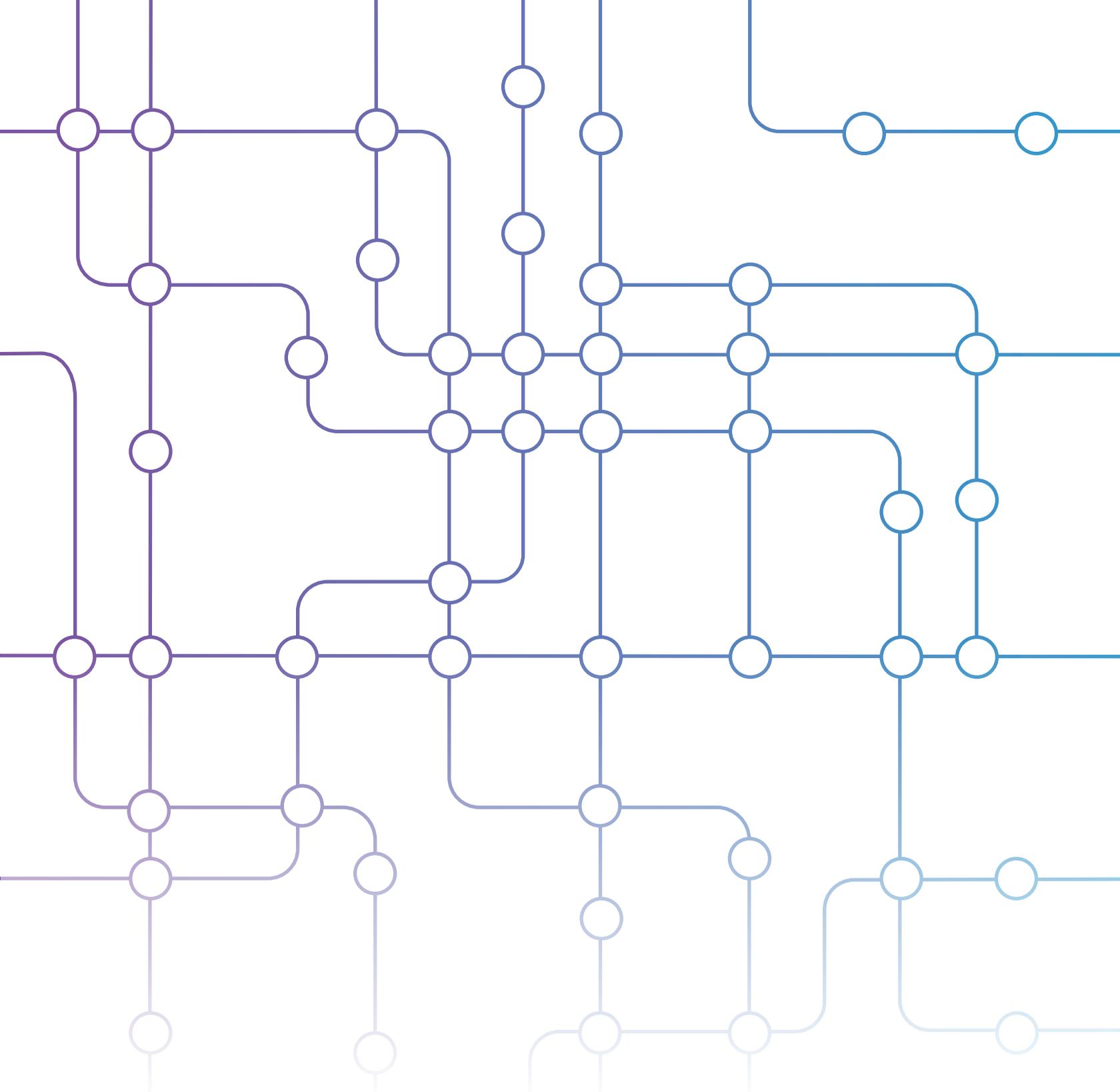




“One bus stop at a time, ioby’s Trick Out My Trip program seeds a relationship between engaged community members and their cities and transit agencies. We’re excited to see these projects **spark sustained advocacy in these neighborhoods** for fast, frequent, and reliable transit.”

– DAVID BRAGDON  
Executive Director, TransitCenter





ioby mobilizes neighbors who have good ideas to become powerful citizen leaders who plan, fund and make positive change in their own neighborhoods. We are creating a future in which our neighborhoods are shaped by the powerful good ideas of our own neighbors.

Read more at [ioby.org](http://ioby.org).

