Reclaiming Ownership of Transit
Taking Transit Scalable Urbanism to the next level.

September 19, 2017
Bakari Height
Outline

1. About MARTA Army
2. Past and Current Campaigns
3. Upcoming Initiatives
4. How do you reclaim ownership of transit?
About MARTA Army
“We need an Army”
Mission

“Empowering local residents throughout the Atlanta Region to improve the transit ridership experience in their own neighborhoods.”
Past and Current Campaigns

18 months of reclaiming transit ownership
Operation TimelyTrip

- 90% of MARTA’s 10,000 bus stops provide no information
- We provide laminated signs with route and schedule information
- YOU mount the sign to a bus stop near you!
Scalability

- in 2016, 350 soldiers have adopted stops
- Span the entire region
- Representative income dist.

* Kent, Clark, and Palma, A Before and After Study to Quantify the Impact of Stop-Level Route Information Display on Ridership.
Impact

- Enhanced ridership experience
- Creates a sense of ownership
- Regional network of engagement
- Supports government innovation
  - Georgia grants $3.8M for bus stop signage
Mobilizing Transit Screens

Image of a transit screen with schedules and information about storage units and recycling.
Operation Clean Stop

East Point, GA

- Population: 40,000
- Bus mode share: 20%
- Only 5% of bus stops have trash cans
- Litter
The Program

• Crowd-funding trash cans at 317 stops
• First non-space specific crowd-funding program ever
• City-wide project
• City is responsible for installing and servicing
Results

- $16,000 donated
- 150 individual donations
- 72 fully funded stops
- 22 partially funded stops
Submit Your Kudos

- MARTA employees keep metro Atlanta moving
- YOU recognize exceptional MARTA workers
  - Bus operators
  - Janitors
  - Station Agents, etc.

www.martaarmy.org/kudos
Kudos Award

- Nominations will be sent to MARTA
- Award Ceremony April 20, at Mother on Edgewood
- Prestigious Medal of Kudos
- Select a winner
Upcoming Initiatives

How can we empower YOU, the Soldiers?
TimelyTrip - Sticker Edition

3x5”
TimelyTrip - Sticker Edition

- For stops without sign/less frequented.
- Print yourself - anytime!
- Tape QR code to U-Channel pole.
- Replace only when sign is worn/removed.
- Same registration process.
TimelyTrip - Sticker Edition

- Manage your stops at barracks.martaarmy.org
- You will receive a personalized link.
- Launch in May.
How do you reclaim ownership of transit?
What do you want to do next?
Want to accomplish something cool?
It fits in the MARTA Army mission if:

- It improves the MARTA ridership experience.
- It can be implemented locally by neighborhood residents.
- It can be scaled out regionally.

What’s in your mind?
Watch for Opportunities

- You are dealing with a problem specific to your area within specific constraints.
- Can it be done quick and cheap?
- Does it engage the community?
- Can it scale with volunteers?
- Other transit armies will benefit from lessons learned.
OneBusAway - Schedules

Additional processing for rail-to-bus mapping, bus termini, shape

“Beautified” data instead of “Route 123- Cone St/Marietta St”

OneBusAway - Schedules

OneBusAway - Real-time URL for this stop

Branding

Recognize volunteers here!
Some bigger ideas

- Agreement for using more poles:
  - City/CIDs
  - Outfront Media
  - Georgia Power
- Cleanstop in other places.
- Placement of stops.
- Schedule coordination.
- Go to hackathons/coding groups.
Questions?

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