

Reclaiming Ownership of Transit

Taking Transit Scalable Urbanism to the Next Level.

August 14, 2018

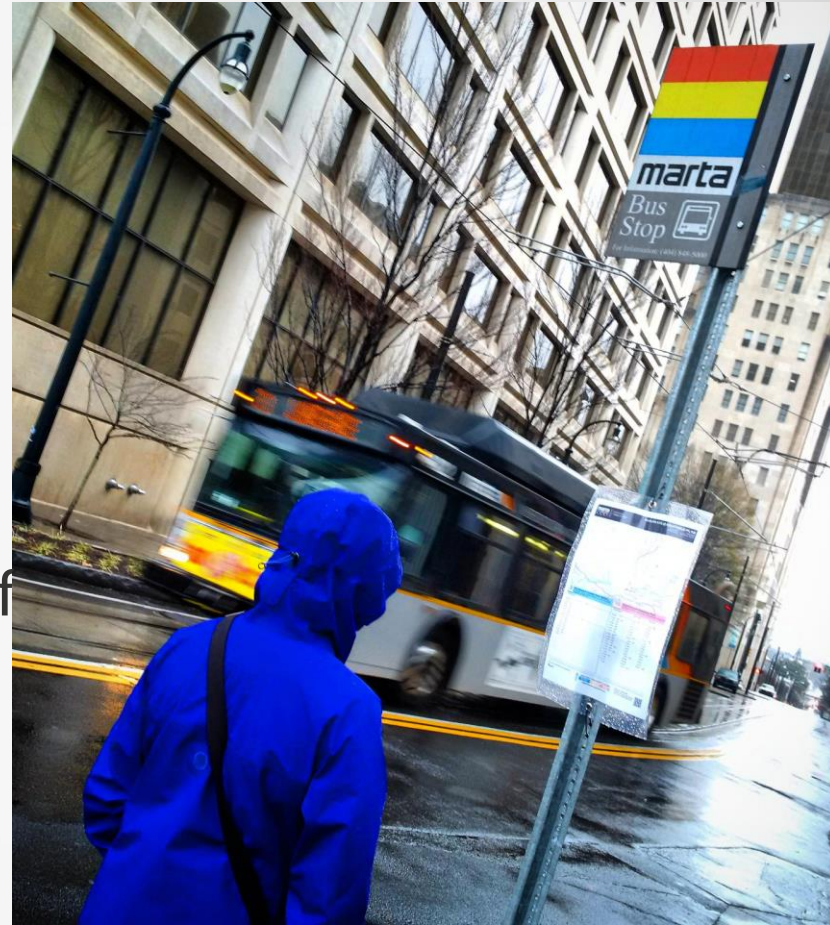
Bakari Height

Founder, MARTA Army



Outline

1. About MARTA Army
2. Past and Current Campaigns
3. Upcoming Initiatives
4. How do you reclaim ownership of





About MARTA Army

“We need an Army”



Transpo Camp South 2014



Transpo Camp South 2015



Transpo Camp DC 2016

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

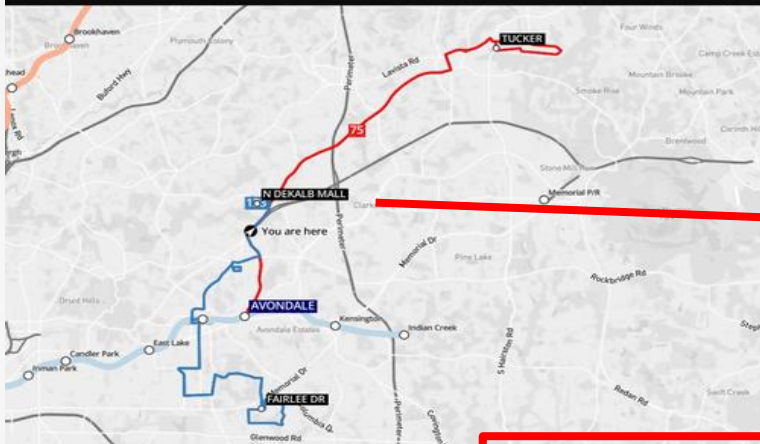
- 90% of MARTA's 10,000 bus stops provide no information
- We provide laminated signs with route and schedule information
- YOU mount the sign to a bus stop near you!



Branding



OneBusAway - Schedules



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

Branding

75 Avondale > Tucker
via DeKalb Indus., N. DeKalb Mall, Lawrenceville Hwy, Tucker High School

123 Belvedere > N. DeKalb Mall
via Midway Rd, McDonough St, Decatur Station, Church St

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

Weekdays	Saturday	Sunday
AM	AM	AM
6:18 :38 :58	6:23	6:23
7:18 :38 :58	7:08 :53	7:08 :53
8:18 :38 :58	8:38	8:38
9:18 :38 :58	9:23	9:23
10:18 :48	10:08 :53	10:08 :53
11:18 :43	11:38	11:38
PM	PM	PM
12:18 :48	12:23	12:23
1:18 :48	1:08 :53	1:08 :53
2:18 :48	2:38	2:38
3:18 :39 :59	3:23	3:23
4:21 :39 :59	4:08 :53	4:08 :53
5:19 :39 :59	5:38	5:38
6:19 :39 :59	6:23	6:23
7:17 :42	7:08 :53	7:08 :53
8:17 :37	8:38	8:38
9:07 :37	9:23	9:23
10:07 :37	10:08	10:08
11:07	11:03	11:03

Weekdays	Saturday	Sunday
AM	AM	AM
5:38	6:21	6:21
6:18	7:12	7:12
7:00 :40	8:02 :52	8:02 :52
8:20	9:42	9:42
9:00 :40	10:32	10:32
9:19 :59	11:22	11:22
11:39		
PM	PM	PM
2:19 :59	12:12	12:12
1:39	1:02 :52	1:02 :52
2:19 :59	2:42	2:42
3:39	3:32	3:32
4:21	4:22	4:22
5:01 :41	5:12	5:12
6:26	6:02 :52	6:02 :52
7:01 :44	7:42	7:42
8:18 :58	8:32	8:32
9:38	9:22	9:22
10:18 :58	10:12	10:12
	11:02	11:02

OneBusAway - Schedules

Recognize volunteers here!

This stop has been adopted by **Jenny**



SCAN HERE to get live arrival time on your mobile device

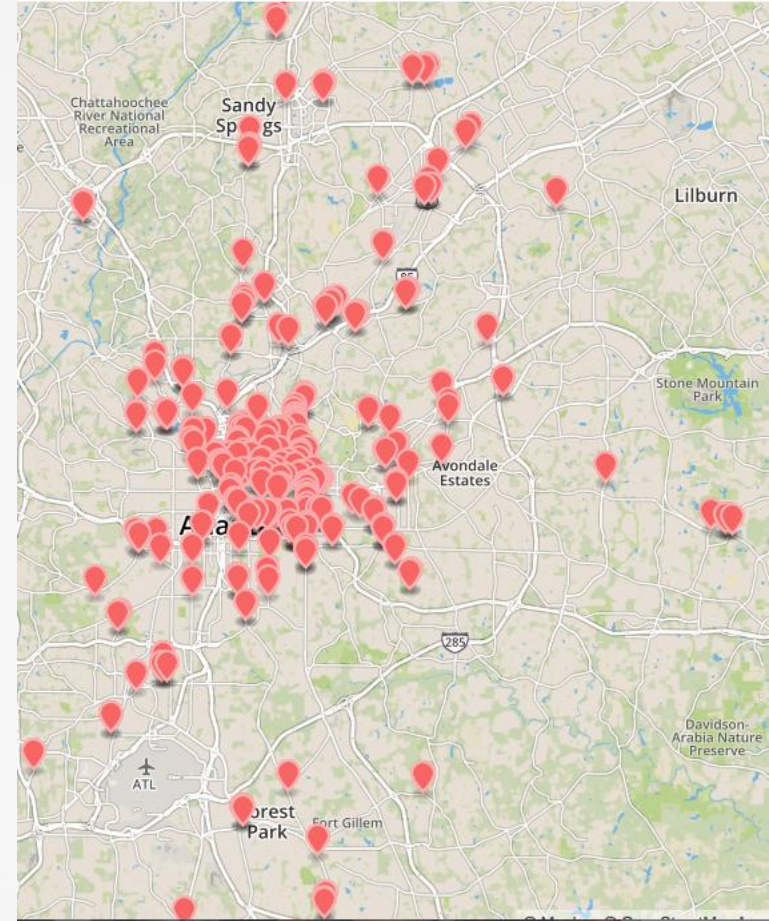
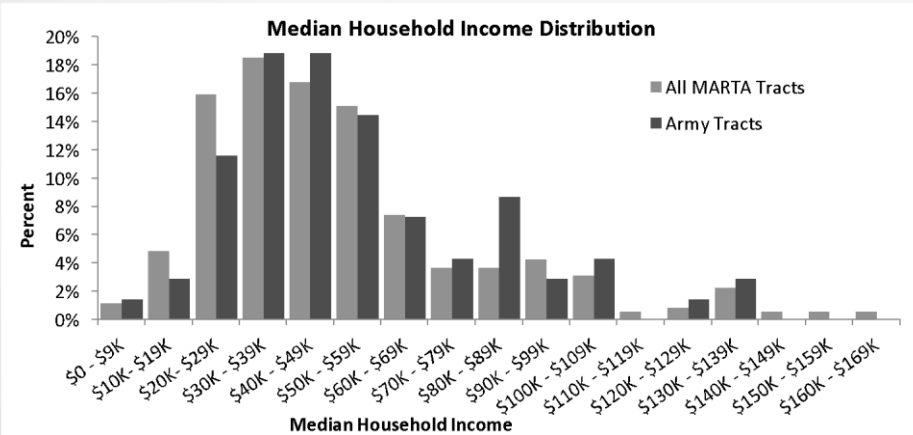


OneBusAway - Real-time URL for this stop

Scalability

- in 2016, 350 soldiers have adopted stops
- Many stops adopted throughout the region
- All income levels represented

*



* 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

ARK CENTRAL

Emergency: 911
Then: 404-817-0500
to notify Midtown Blue

marta | OPERATION TIMELYTRIP | **RAIL+BUS SCHEDULES**

MARTA TRAINS

✈ Airport	8:13 ✓	8:18 ✓
● Doraville	8:15 ✓	8:25 ✓
● N. Springs	8:20 ✓	8:30 ✓
27 Juniper to Midtown Sta.	8:15	8:35
110 Peachtree to Arts Ctr Sta. and Buckhead	8:22	8:51

BUSES FROM MIDTOWN STATION

12 Howell Mill	8:25	8:40
27 Cheshire B.	8:30	8:50
36 N. Decatur	8:21	9:03
109 Boulevard	8:20	9:00
ES GT-Emory Shuttle	8:20	8:39

BUSES FROM ARTS CENTER STATION

37 Defoors F.	8:45	
110 Buckhead	8:15	8:30
110 Downtown	8:33	9:03
10 Cobb Pkwy	8:15	8:30
10A Circle 75	8:33	8:47
10C Kennesaw	8:20	8:50
412 Sugarloaf Mills +103A	8:30	

s about storage units and recycling! Plea

Operation Clean Stop

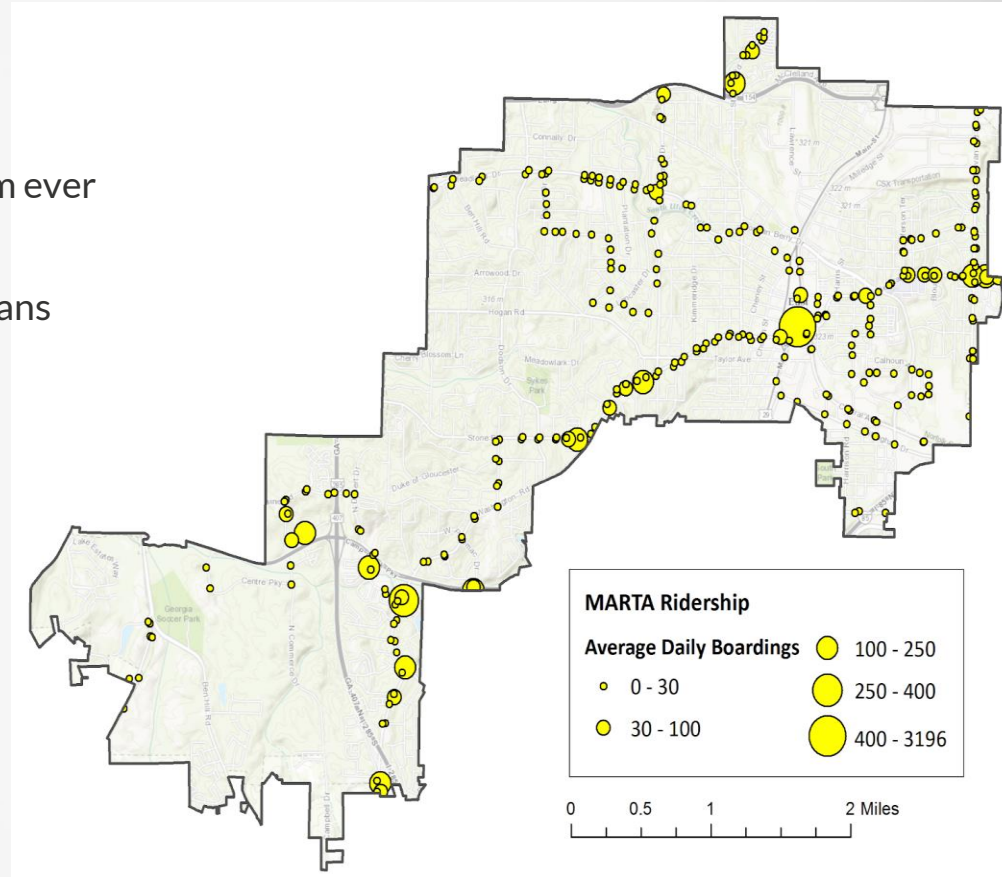
East Point, GA

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



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 cans



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 held at local bar
- Prestigious Medal of Kudos awarded
- Press releases and video available





Upcoming Initiatives

How can we empower YOU, the Soldiers?

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.



3x5"

TimelyTrip - Sticker Edition

- Manage your stops at barracks.martaarmy.org
- You will receive a personalized link.
- Launch in May.



OPERATION
TIMELYTRIP

qbdam@yahoo.com - Rank: Soldier

Manage My Stops

	Stop No.	Stop Name	Name on Sign	Print sign	
1	0	Peachtree 0	George P. Burdell	Full-size	Sticker-size
2	1	Peachtree 1	George P. Burdell	Full-size	Sticker-size
3	2	Peachtree 2	George P. Burdell	Full-size	Sticker-size
4	3	Peachtree 3	George P. Burdell	Full-size	Sticker-size
5	4	Peachtree 4	George P. Burdell	Full-size	Sticker-size

5 stops found.

Find More Stops

Find the stop(s) you want to adopt *

Enter the approximate address of the bus stop, and then pick it out from the map.

If you can't find your stops on the map, [click here](#).





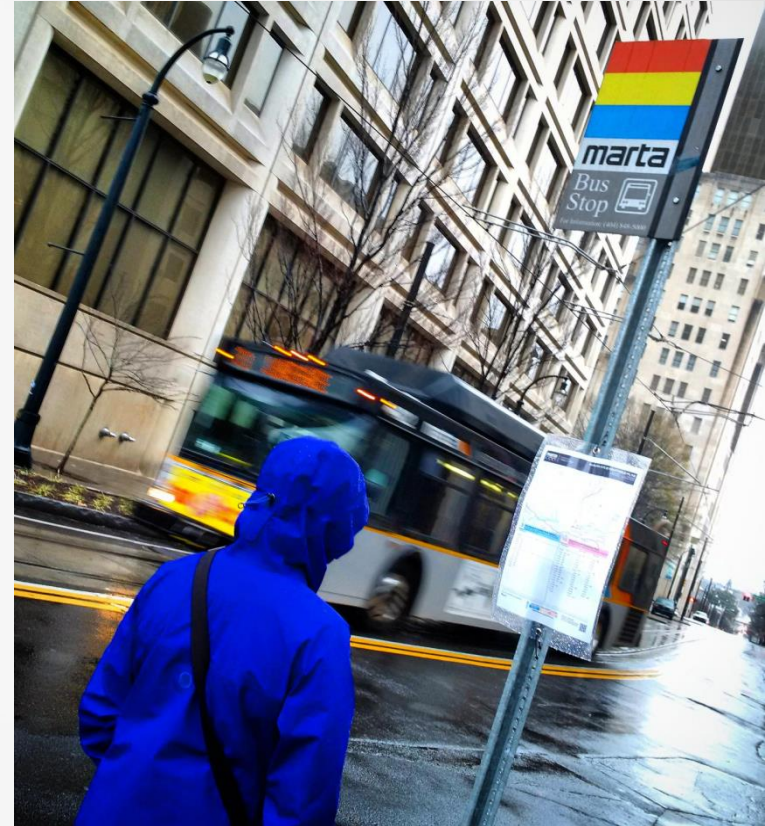
How do you reclaim ownership of transit?

What do you want to do next?

Want to accomplish something cool? It fits in the MARTA Army mission if:

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

What's on your mind?



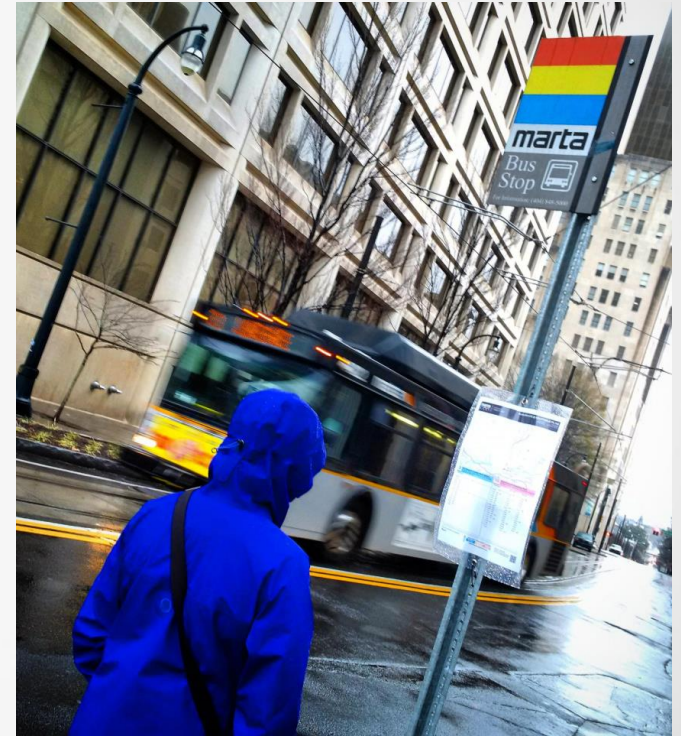
Watch for Opportunities

- 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.

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?



Bakari Height
404-960-2376

martaarmy.org
[@MARTAarmy](https://www.instagram.com/MARTAarmy)

