ioby: The Benefits of Citizen Leadership
“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”
ioby = the opposite of NIMBY
citizen led
citizen designed
citizen funded
citizen implemented
CROWD-RESOURCING
= resource organizing + crowd-funding
Since ioby’s inception until September 1, 2015, we’ve supported 754 leaders whose campaigns have been fully funded or are currently raising funds. Here’s what their projects have focused on. (Category designations for individual projects are not mutually exclusive.)

- **Food**: 258 projects
- **Safer Streets**: 109 projects
- **Public Health**: 210 projects
- **Public Art**: 95 projects
- **Placemaking**: 262 projects
- **Tactical Urbanism**: 44 projects
- **Social Justice**: 381 projects
- **Neighbors Working Together**: 331 projects
- **Sharing**: 50 projects
- **Schools**: 156 projects
- **Environment**: 446 projects
- **Citizen Science**: 24 projects
SHORT TERM
Deliver resources directly to the grassroots for immediate results

LONG TERM
Foster civic infrastructure, neighbor to neighbor, to support long-term change
1) Training & services to civic leaders
2) Digital crowd-resourcing platform
3) Data measurement & reporting
LARGE MISSION-DRIVEN ORGANIZATIONS
Annual Budget > $2 Million
Typically these are regional or national organizations, or coalitions of local organizations.

TRADITIONALLY KNOWN AS "THE GRASSROOTS"
Annual Budget $25K - $2 Million
Typically have paid staff, most have 501(c)3 status, and some have an existing donor base. Typically have sources of income other than their lobby campaigns.

THE DEEP ROOTS
Annual Budget < $25K
These groups rarely have paid staff, 501(c)3 status, or an existing donor base. Typically, they have no other sources of income, other than lobby, with the exception of small (< $5,000) block grants or community grants.
WHERE DOES io.by WORK?

- **Detroit**: 2016 Area of Focus
  - 111 Projects
  - 5,410 Donors
- **New York City**: 2016 Area of Focus
- **Washington, D.C.**: 2016 Area of Focus
- **Pittsburgh**: 2016 Area of Focus
- **Memphis**: 112 Projects
  - 2,670 Donors
- **Alaska**
- **Hawaii**
- **Puerto Rico**
Memphis, TN | Median Household Income, ACS 5-Year 2013
WE FOCUS WHERE WE’RE NEEDED

ioby PROJECTS IN NEW YORK CITY LOCATED IN CENSUS TRACTS WHERE:

- **48%**
  - Unemployment is greater than the city average (6.1%)

- **49%**
  - Median household income is less than the city median ($52,259 per year)

- **31%**
  - Population living below the poverty line is larger than the city average (20.3%)

ioby PROJECTS IN MEMPHIS LOCATED IN CENSUS TRACTS WHERE:

- **70%**
  - Unemployment is greater than the city average (6.8%)

- **58%**
  - Median household income is less than the city median ($36,912 per year)

- **48%**
  - Population living below the poverty line is larger than the city average (26.9%)
THE MONEY STAYS LOCAL

Garden projects are largely funded by neighbors who support positive change in their own backyards.

**DONORS TO**

JACKSON HEIGHTS 78TH STREET PLAY STREET 
IN JACkSON HEIGHTS, QUEENS ($3,402 TOTAL):

44 OUT OF 49 DONORS WITHIN 1.5 MILES

**DONORS TO**

THE HAMPLINE 
IN MEMPHIS ($68,928 TOTAL):

406 OUT OF 452 DONORS WITHIN 50 MILES
Case Study 1: The Hampline
Memphis, Tennessee
U. S. SUPREME COURT RULES ON OVERTON PARK AND I-40

In 1971, the U. S. Supreme Court ruled that the State of Tennessee could not go through Overton Park to build I-40 based on environmental issues. This east-west interstate now follows I-240 around the north side of Memphis. It remains the only incomplete section of I-40 identified in the June 29, 1956 Act that established the U. S. Interstate System.
Shelby County Population 1960

Source: Dane Forline – The University of Memphis / Memphis Flyer
Shelby County Population 2000

Source: Dane Forline – The University of Memphis / Memphis Flyer
Shelby County Population 2000
Incremental Urbanism
CONNECT THE GREENLINE AND OVERTON PARK

THE HAMP LINE

LEGEND
- THE HAMP LINE
- THE GREENLINE
- BIKE PATHS
- SCHOOLS
- CHURCH
- WATER TOWER
depot / Performance Art Amenity
- COMMUNITY CENTER
- murals
- sculpture installations
- HAMP Football field
- OVERTON PARK ARCH
- OVERTON PARK
- Memphis Police BLANK INVESTIGATION
- River Blues Shories
- BIKES
- RAILROAD TRACKS

*Route includes works by artists Guillermo Alixy, Giedy Myatt, Denny Broadway, Davey Studios, and Youngham's children via the Carpenter Art Garden project.
Budget = $4.5 Million

• $600,000 Private / Nonprofit (Hyde Family Foundations, FedEx, Loeb Properties, People for Bikes, etc)
• $750,000 Art Investments (ArtPlace America, National Endowment for the Arts, etc)
• $775,000 post construction enhancements (tbd 2015)
• $2.3M City / Federal Funding

Gap: $70,000

Options:
1) Wait for city to fill the gap
2) Raise it
The Hampline

Go Hampline! We reached our goal but every dollar more still goes directly to The Hampline. We’re grateful for you to keep giving!

Let’s Make Memphis Great!

View the Campaign

OVERVIEW  BUDGET  UPDATES  DONORS

NEARBY PROJECTS

YOU MADE IT HAPPEN
Help us exceed our goal!

THE HAMP LINE

project leader
overtontbroad

location
175 Tillman
(Binghamton)

latest update
Thank you to our donors!

$68,928
RAISED SO FAR

$0
STILL NEEDED

funded!
This project has been fully funded and is no longer collecting donations.

about the project leader
Livable Memphis, Broad Avenue Arts District & Binghamton Development Corp. See full profile 

where it’s at

Let’s bring more awesome to The Hampline.
Case Study 2: Timely Trip
Atlanta, Georgia
TimelyTrip
Step Up Your Bus Stop: Help us upgrade your bus stop with a timetable and access to real-time arrivals!

A Trick Out My Trip project! All donations will be matched by the Transit Center
Check out other ideas to Trick Out My Trip here!

TOTAL FUNDING NEEDED: $533

$534 RAISED SO FAR
$0 STILL NEEDED

funded!
This project has been fully funded and is no longer collecting donations.

The project
The proposal is to upgrade select bus stops in Atlanta by adding printed timetables. This will be done by me with help from people I will recruit. The objective is to make bus destinations more visible and thus more attractive to the public.

Stop locations I'm currently targeting include:
1. Virginia-Highland

volunteers needed!
This project's leader is looking for volunteers to help out:

Volunteers will help with getting supplies, making and mounting the timetables at the bus stops.

Inspire About Volunteering +
...the first @MARTAarmy schedule sign ever created is up on the 74 bus line! #OperationTimelytrip

Printing the last signs in #ForrestPark #ClaytonCounty after an awesome recruitment session! #MARTAarmy

Let the revolution begin! #MARTAarmy

Let's gooooo! @MARTAarmy