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For which project type are you applying? (Choose one – You may apply for more than one type of assistance by completing a separate application form.) Transit Station Activation Project (pilot program)

Transit Station Activation Project

Describe your proposed activation project:

Equiticity's proposed Transit Station Activation project is a community outreach event and exhibit where members of the community will have the opportunity to express their concerns through surveys, learn more about the current transportation system challenges, and be enlightened on community assets available to them.

Equiticity is a racial equity movement, operationalizing racial equity by harnessing our collective power through research, advocacy, programs, Community Mobility Rituals, and social enterprises, to improve the lives of Black, Brown, and Indigenous people in our society. Headquartered in Chicago, Equiticity offers direct-service programs and community initiatives on the West and South Sides of Chicago, while expanding our reach through national consultancy work. Equiticity serves approximately 1000 individuals annually through our programs and initiatives, including:

Mobility Justice Campaign: Advocacy initiatives and related research that seek to advance mobility justice, including reducing potentially risky police encounters, eliminating pretextual vehicle stops, and decriminalizing transit fare evasion. This campaign operates through a network of partner community-based organizations, with participants recruited from those organizations. We implement quantitative and qualitative data and research initiatives, conducted with university and local partners, that underpins our advocacy positions.

Mobility Opportunities Fund: Financial incentives program designed to help limited-income Black and Brown residents purchase climate-friendly transportation, including conventional bicycles, electric bicycles, electric cargo bicycles, and electric vehicles. Equiticity offers education programs to recipients of the stipends, as well as low- to no-cost repair services for bikes and e-bikes.

BikeForce E-Bike Technologies Workforce Development Program: Apprenticeship program focused on high school students and out of school young adults, offering training around emerging transportation technologies, such as e-bikes, e-scooters, battery systems, and electric motors. Program participants gain the necessary skill sets leading to living wage and career-oriented job opportunities, as well as educational and/or entrepreneurial opportunities.

One Lawndale Bike Team: Bicycle team offered to high school students through a collaboration among Equiticity, Chicago Public Schools, and other community-based organizations. The Bike Team works with high school students to provide mentorship, leadership development, and advocacy training. The Bike Team teaches basic bicycle mechanics and ride safety and facilitates ride training through weekly community bicycle rides with program members. The Bike Team is Equiticity's contribution to the broader effort to connect predominantly Black neighborhoods and predominately Brown neighborhoods to reduce violence in and among communities.

Community Mobility Rituals (CMRs): Regularly scheduled, hyperlocal mobility events - bike rides, walking tours, public transit excursions, scooter rolls, and open streets festivals - engaging residents in active mobility that enhances fitness and well-being, while increasing social cohesion and safety, and promoting more vibrant streets. Equiticity delivers CMRs in partnership with a variety of organizations, which promote the events through their networks.

The Go Hub: Now in development, will provide a mobility hub custom-tailored to the needs of Black and Brown residents, offering climate-friendly, shared-use mobility, and transportation options.

Where will the project take place? (State the name of the transit station or stop and the specific location where the activation project will take place. Please also note the name of the property owner if not on Service Board property.)

CTA Central Park Pink Line Station 1906 Central Park Ave, Chicago, IL 60623
CTA Pulaski Pink Line Station 2016 S Pulaski Rd, Chicago, IL 60623

How much funding are you requesting? Please detail the expenses (estimates are fine).

Equiticity is requesting \$20,000 to plan and implement a Transit Station Activation project. Our estimated expenses to implement the two-day project are:

Community Partner Outreach Stipends (2 orgs x \$2000/ea): 4,000
Food & Beverage (licensed and insured vendor): 2,000
Entertainment: 2,000
Marketing & Educational Materials - Printing: 2,000
Tables & Exhibit Setup: 2,000
Survey Development & Implementation (Consultant): 2,000
Giveaways: 1,000
Project Staff Planning & Implementation: 3,182
Indirect Costs (10% for Operations and Finance)

What is the timeline for this activation? (i.e. What is your thinking about the time of day, day of the week, month, for your proposal)

August 1st-2nd, 2024
12pm-4pm each day

Will the project process include activities in which the general public will be invited to participate? If so, please describe:

Through our Transit Station Activation Project we will invite the general public to participate in activities such as data collection around their opinions of Chicago transit systems, health screenings, entertainment, community discussions and refreshments.

Is your organization currently in communication with the relevant transit agency and/or property owner? Do you anticipate needing assistance in making contact?

Yes, Equiticity is currently in partnership with RTA and CTA and will connect with our current contacts to collaborate on implementing the activation project. We would also appreciate any technical assistance available through this RTA pilot program to ensure we follow proper operational protocols.

Describe any experience you have with implementing something similar to your proposal:

Each year, Equiticity hosts a series of weekly events - Community Mobility Rituals (CMRs) from May to early November that include walking tours, bicycle rides, scooter rolls, transit excursions, and open street festivals. We design our CMRs to encourage mobility and multiple modes of transportation, increase social cohesion and collective trust in neighborhoods, encourage community storytelling, and uplift local businesses. Ultimately, Community Mobility Rituals strive to reduce violence in neighborhoods and increase positive community engagement.

What resident or community support do you have or would like to gain for the proposed activation?	Equitcity has great support from North Lawndale and surrounding communities and seeks to broaden our impact and increase participation from throughout Chicago's West and South Sides.
Is there any additional information you want us to know?	Equitcity has engaged hundreds of residents through our CMRs while partnering with community-based organizations to ensure the events reflect the character and culture of the host neighborhoods. These weekly mobility events have inspired people to explore our neighborhoods' assets and inequities, and experience how active, climate-friendly modes of travel (e.g. cycling, walking, public transit) advance healthy lifestyles and help transform communities.
Please upload a map of where specifically the activation will take place:	https://www.formstack.com/admin/download/file/16096076383
Closing Questions	
How did you find out about the call for projects? (Select all that apply)	Email from my CMAP local government network (LGN) liaison Planning liaison
What resources did you find helpful as you apply for the call? (Select all that apply)	Web page FAQ Meeting with call for projects team to discuss a project
How difficult was it to fill out this application?	Neither easy nor difficult