

# Civic Crowdfunding: A New Method of Participatory Community Development

Robert Goodspeed, UM Taubman College of Architecture and Urban Planning  
Rodrigo Davies, Stanford University (non-presenting)  
Presented at #micities, 4 October 2014, Ann Arbor, MI

# Truck Farm Chicago- Growing Creative Minds, Anywhere!

by Seven Generations Ahead

Home Updates **13** Backers **114** Comments **1**

Chicago, IL Food

**Funded!** This project was successfully funded on May 24, 2012.



# 114

backers

# \$4,412

pledged of \$4,000 goal

# 0

seconds to go



Project by

**Seven Generations Ahead**

Oak Park, IL

**K** First created - 3 backed

**f** Has not connected Facebook

**globe** [sevengenerationsahead.org](http://sevengenerationsahead.org)



STATUS: FUNDED, ACCEPTING VOLUNTEERS

# Federico Garcia Lorca "Sleepless City" Mural Project

We are celebrating the neighborhood's multiculturalism by depicting Federico Garcia Lorca's "Sleepless City" poem in a 4-part mural series.

SHARE THIS PROJECT [f](#) [t](#) [e](#) [+](#)

**OVERVIEW** BUDGET UPDATES DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$1,861



**project leader**  
 Klwelbanks

**location**  
 Knickerbocker Ave and Himrod St  
 Brooklyn (Bushwick)

**latest update**   
 No updates yet.

**\$2,290**  
 RAISED SO FAR

**\$0**  
 STILL NEEDED

**goal reached!**

This project met its goal, but will still gladly accept donations.



[donate to this project](#)

## the project

As part of a street beautification project by [Artmakers, Inc.](#) and under the direction of NY Artist Camille Perrottet, we are celebrating Bushwick's unique multicultural character by showcasing Federico Garcia Lorca's poem "Sleepless City". Established in 1984, [Artmakers, Inc.](#) collaborates with community organizations to create high quality public art relevant to lives and concerns of

# Illustrative Projects

The Federico Garcia Lorca Murals (New York, NY)

Public Art, lobby

A project of Artmakers Inc., the last of four Federico Garcia Lorca Murals based on Lorca's poem Ciudad sin sueo (Nocturno de Brooklyn Bridge) / Sleepless City (Brooklyn Bridge Nocturne).

Better Block KC 2013 (Kansas City, MO)

Category: Event, Platform: Neighbor.ly

Temporary block upgrade

135th Street Beautification Project (New York, NY)

Category: Event, Platform: lobby

The need is for environmental beautification of this block. Uplifting the morale in the community in a healthier and self-esteem way.

Signage Depicting Imaginary Building Uses In New Orleans (LA)

Category: Publication, Platform: Kickstarter

We are illustrating Hypothetical Futures for overlooked, neglected buildings in New Orleans -- and need your help to print the results for the public.

Shore Soup Project (New York, NY)

Category: Other, Platform: lobby

We're a volunteer-led group preparing hot soups in Rockaway and delivering them door-to-door to Rockaway residents, all of whom have been hard hit by Hurricane Sandy.

Ice Cream Club (New York, NY)

Category: Event, Platform: Kickstarter

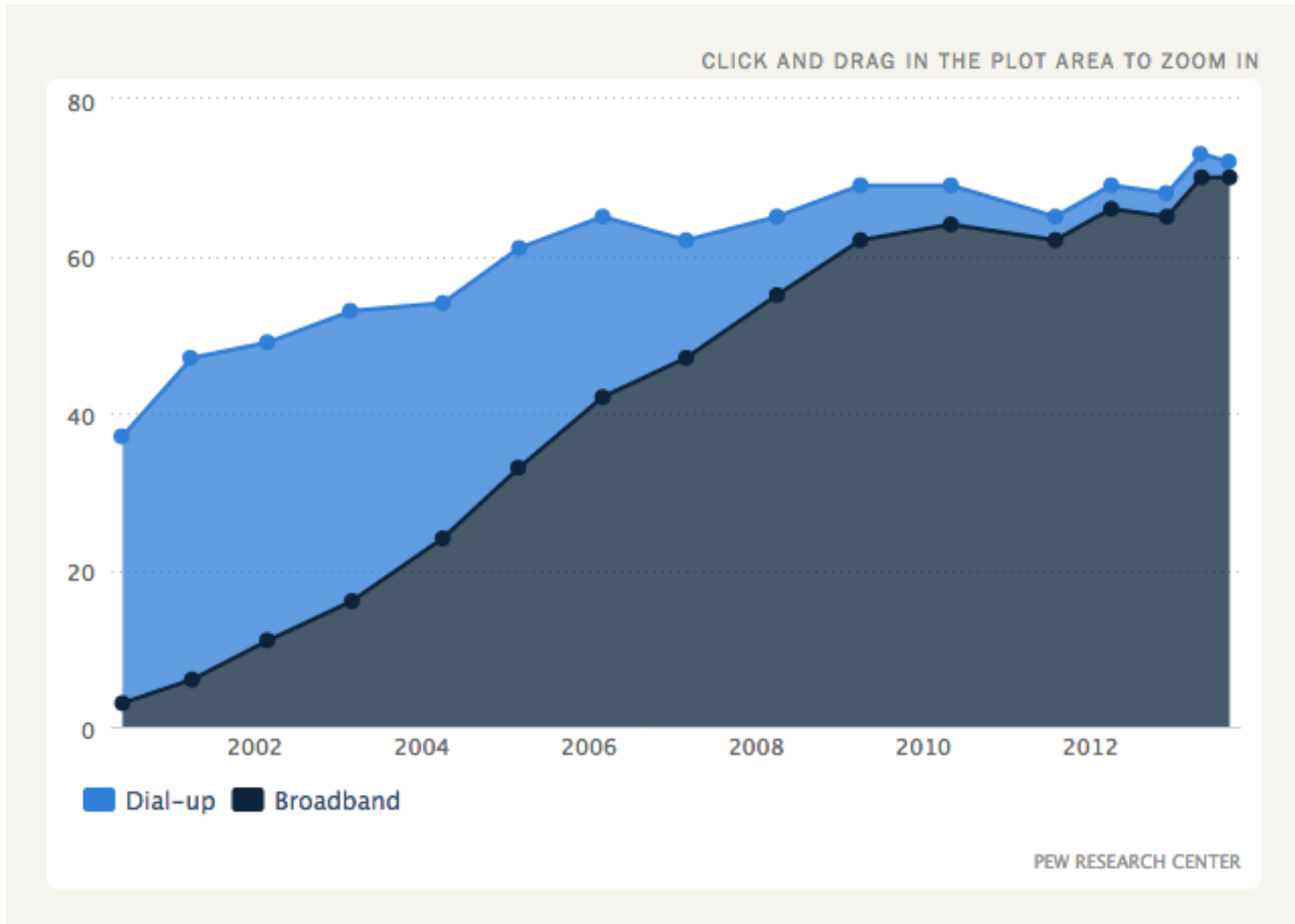
When it's 100 degrees outside you'll wish you had some ice cream. If you make it, let's all swap. If you don't? No sweat, I'll make you some.

Truck Farm Chicago- Growing Creative Minds, Anywhere! (Chicago, IL)

Category: Food Truck, Platform: Kickstarter

A mobile, edible garden planted in the back of a pickup truck, Truck Farm Chicago engages kids in conversations about food and health

# U.S. Dial-up and Broadband Adoption



Source: Pew Internet & American Life Project



Table 1. Summary of Civic Crowdfunding Platforms

Platform Name	Country	Currency	Open posting	Flexible funding	Platform fee	Entity Type	Founded
Catarse	Brazil	BRL	Yes	No	13%	For-profit	2010
Citizeninvestor	USA	USD	Government	Yes	5%	For-profit	2012
Goteo	Spain	EUR	Open Source only	2nd round only	8%	Non-profit	2011
ioby	USA	USD	Yes	Yes	\$35*	Non-profit	2009
Kickstarter	USA	USD	Individuals, for-profit	No	5%	For-profit	2009
Neighbor.ly	USA	USD	Government, non-profits	Yes	5%**	For-profit	2012
Spacehive	UK	GBP	Yes	Yes	5%	For-profit	2011

\* Applies to projects over \$1,000 only. ioby charges an additional 5% to organizations that use it as a 501(c)(3) fiscal sponsor.

\*\* Neighbor.ly founder Jase Wilson said in June 2013 the platform is planning to lower the fee.

Table 2. Platform Project Summary

Platform	Number of projects	Completed projects	Successful projects	Success rate	Total raised (successful)	Number of pledges (all projects)	Average pledge (all)
Neighborly	18	9	9		\$1,050,833	943	\$159
Citizeninvestor	20	18	15		\$202,826	575	\$105
Spacehive	42	29	29		\$1,976,413	1714	\$122
ioby	409	214	210		\$360,409	5423	\$52
<b>Type One</b>	<b>489</b>	<b>270</b>	<b>263</b>		<b>\$3,590,481</b>	<b>8655</b>	<b>\$113</b>
Kickstarter	356	352	281	79.8%	\$5,260,803	72,360	\$62
Catarse	15	12	4	33.3%	\$23,148	1,079	\$30
Goteo	363	327	223	68.2%	\$1,858,807	31,374	\$61
<b>Type Two</b>	<b>734</b>	<b>691</b>	<b>508</b>	<b>73.5%</b>	<b>\$7,142,758</b>	<b>104,813</b>	<b>\$61</b>
<b>Type One + Two</b>	<b>1223</b>	<b>961</b>	<b>771</b>		<b>10,733,239.00</b>	<b>113,468.00</b>	<b>\$62</b>
					\$/£ and \$/€ exchange rates on Dec 31, 2013		

Table 3. Type 1 Platform Projects Summarized by Category

Categories	Projects	Proportion
Garden / Park	140	29%
Event	70	14%
Education and Training	56	11%
Food	35	7%
Environment and Wildlife	28	6%
Maintenance and Renovation	26	5%
Public Art and Monuments	24	5%
Media	21	4%
Technology	21	4%
Organization	18	4%
Facility	15	3%
Streetscape	13	3%
Other	11	2%
Sports	6	1%
Mobility	5	1%
Total	489	100%



# A Little Econ 101...

Excludable

Non-excludable

Rivalrous

**Private goods**

food, clothing, cars,  
personal electronics

**Common**

**goods (Common-pool  
resources)**

fish stocks, timber, coal

Non-rivalrous

**Club goods**

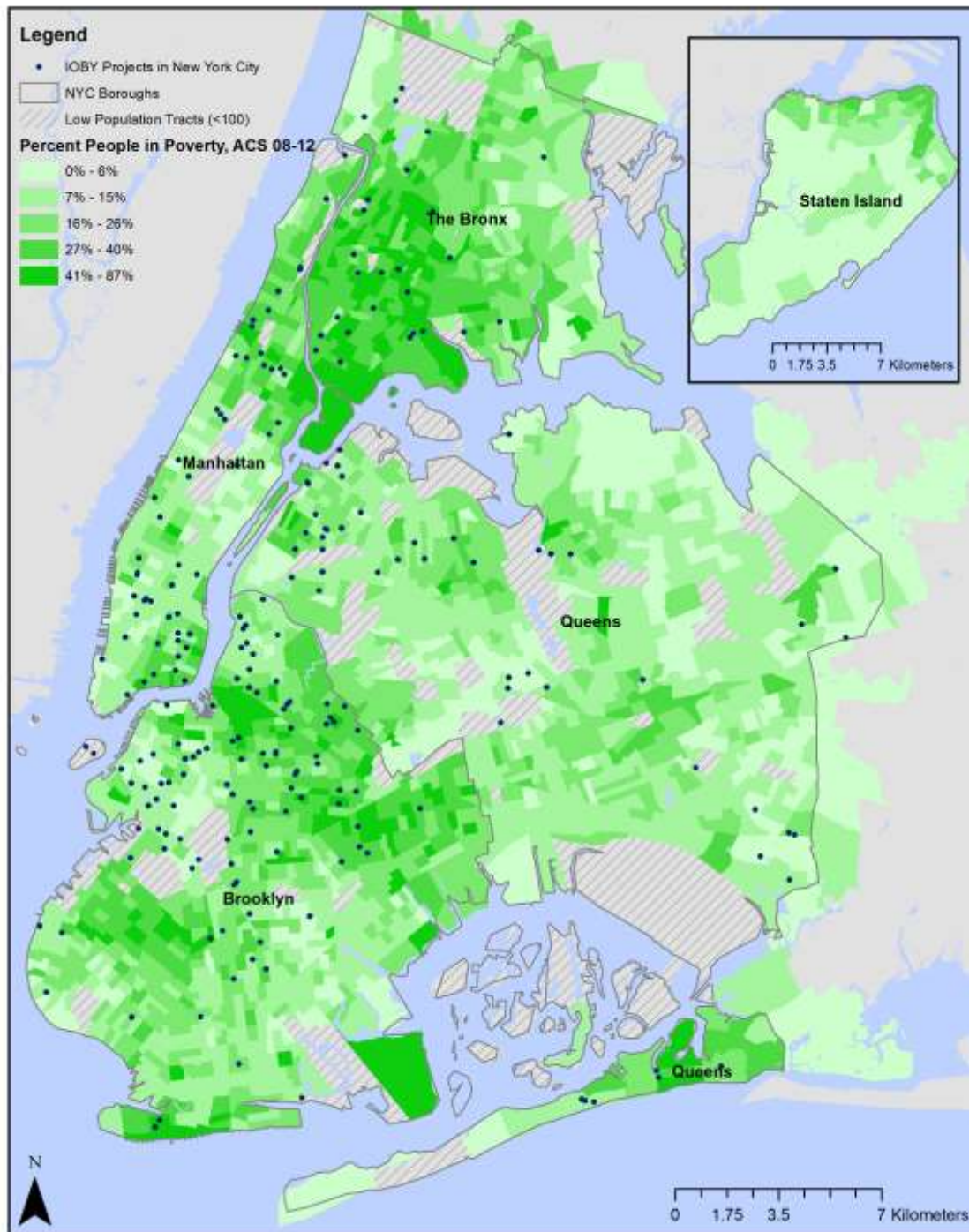
cinemas, private parks,  
satellite television

**Public goods**

free-to-air television, air,  
national defense

Table 4. Goods Analysis of Type 1 Platform Projects

	Excludable	Non-excludable
Rival	105 (21%) Private Goods	53 (11%) Common Goods
Non-Rival	89 (18%) Club Goods	242 (49%) Public Goods



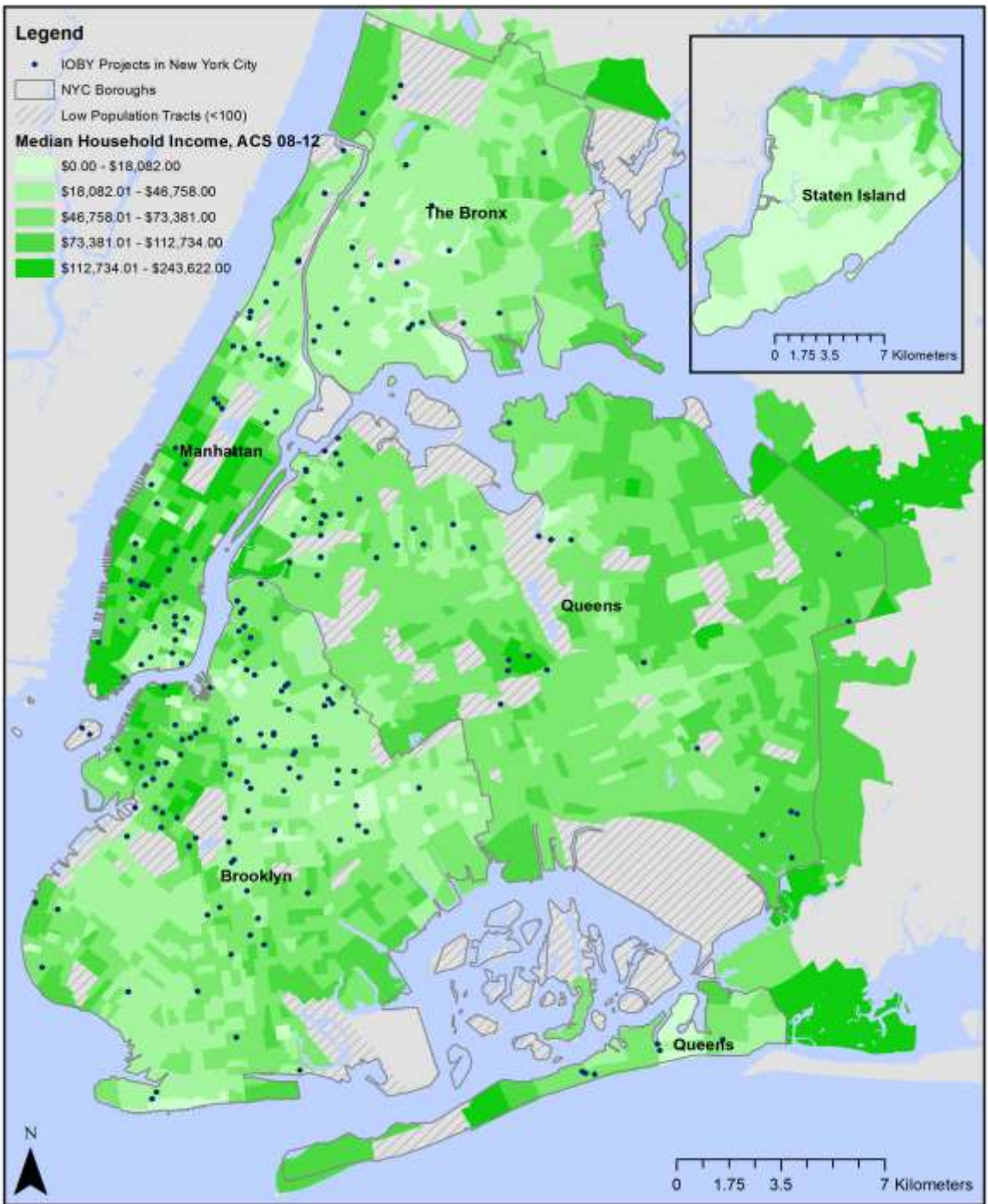


Table 6. Neighborhood Analysis of ioby Projects in New York City

	Tracts With ioby Projects		Tracts Without ioby Projects		New York City	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
<b>Number of People in Poverty</b>	165,842	+/- 4,828	1,449,634	+/- 14,649	1,603,360	+/- 13,553
<b>Proportion of All People in Poverty</b>	10.3%	+/- 0.0%	90.4%	+/- 0.0%	100%	+/- 0.0%
<b>Percent in Poverty (average)</b>	19.7%	n/a	18.4%	n/a	19.9%	+/- 0.2
<b>Median Household Income (average)</b>	\$58,549	n/a	\$57,249	n/a	\$51,865	+/- 266

Data from the U.S. Census Bureau, American Community Survey, 2008-2012.

# Thank You!

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