Dear Friends, Members and Supporters,

New York is a city of 300 neighborhoods and, by my count, Transportation Alternatives has forged a connection to every single one. More than our list of accomplishments – the miles of bike lanes laid, the innovative transformation of streets into public walking space, the hundreds of millions of dollars of public transit funding protected – I’m proud that T.A. is a local resource for hundreds of communities. In every New York City neighborhood, we’re known as the people who can remake your streets, buses and subways for the better.

That reputation is the product of a lot of connections. When T.A. makes a street safer to cross, we connect New Yorkers to their neighbors. When we advocate for a bike lane to meet another, we ensure that bicyclists are never left without a connecting route. And in the eyes of New York’s political elite, T.A. connects millions of New Yorkers to their elected officials, and brings voices from every neighborhood into the halls of power. When 2013’s electioneering begins, we’ll have a growing assembly for public transit, walking and bicycling in every district.

This time next year, Transportation Alternatives will be a 40-year-old organization and New York will be on the cusp of a new mayoral administration. Those two milestones are major and I am confident that the future is bright. I’m confident in the resolve of our growing staff of passionate, tireless advocates. And I’m confident in the inarguable safety we have cemented into city streets.

T.A.’s four-decade-long legacy can be found in every New York City neighborhood, inscribed on the streets and in communities’ trust. This year’s annual report offers highlights from one year of victories – from winning the nation’s largest public bike share system to expanding Play Streets for our city’s children. With your continued support, I’m confident that our shared vision for New York City’s vibrant future will continue to win the day.

Sincerely,

Paul Steely White
Executive Director, Transportation Alternatives
Our mission is to reclaim New York City’s streets from the automobile, and to advocate for bicycling, walking and public transit as the best transportation alternatives.
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The Great Return

As the story goes, New York City streets have undergone a remarkable reinvention and New Yorkers have followed suit: hundreds of thousands have embraced bicycling as transportation and local residents in all five boroughs clamor for automobile-centric streets to be swapped for shared public space.

But in reality, the changes that Transportation Alternatives won in recent years are less about renaissance than *reclamation* – T.A. has reunited New York City with its foundations.

A century before Foursquare was a social network, it was a game played in the streets of New York by children confident that their block belonged to them. Now, we’re handing ownership back to the children of New York City.
When we transform a street into a safe public space, the resulting scene comes straight from New York’s roots: a child’s joy, freedom of movement for an older New Yorker, a parent confident when they let their young ones out to play.

It was in New York City, in 1894, that Frederick Olmsted and Calvert Vaux built the first bicycle lane in the United States. More than 100 years later, the bicycle lane is back in style. On Brooklyn’s Ocean Parkway that same lane is still enjoyed today as a protected, tree-lined route from Prospect Park to Coney Island. Among the abundant bike lanes T.A. brought to New York City neighborhoods in the past year, another route has made history equivalent to that Brooklyn predecessor. With the completion of the 1st and 2nd Avenue bike lanes to Harlem, New York City is home to the longest protected bicycle lane in the nation.

Our New York City forebears lived their lives outside, among their neighbors. As a result, they cultivated the vibrant street life that made this city a worldwide sensation. In immigrant enclaves across Manhattan Island, storefronts were less effective than the street corner for sales and outdoor markets were the centers of commerce. By the late twentieth century, that street life was all but lost to the automobile. Yet today, thanks to T.A., from Times Square to Jackson Heights’ new pedestrian plaza, our streets have re-emerged as neighborhood meeting places. As before, we gather in what used to be the domain of the automobile, to lounge, to laugh and to enjoy the wares of a street corner sale. When T.A. advocates for a safer street for walking or a fairer share for bus riders, we honor New Yorkers’ heritage of living life in public. Sharing those spaces is the singular thing that always made New York City a better place to live, work and play.

The great idea behind New York City— that density gives rise to ingenuity and people make each other better—is written into T.A.’s mission. For centuries, New York City’s streets and sidewalks were the breeding ground of our innovation, the common ground of our diversity; where we met and played and bought and made. Block by block, Transportation Alternatives is reintroducing New York City to that history, and neighbor by neighbor, reuniting New Yorkers with a fuller life.
Bicycling
On a local street, a bicycle lane forges a new connection between neighborhoods. On any city block, a bicycle lane can welcome hundreds of new faces – joyful neighbors meeting anew every day. Whether that new connection helps break down a barrier between communities or simply makes it safer to cross the street, a bicycle lane brings a better life to the place where it’s installed. Since 1973, Transportation Alternatives has secured the installation of hundreds of miles of bike lanes, and connected hundreds of thousands of New Yorkers to their neighbors.
With each new neighborhood linked into New York City’s growing network of bicycle lanes, bicycling becomes a practical, everyday choice for thousands of New Yorkers. For the simple choices we make each day – how to run errands or take our children to school – bicycling is increasingly the healthiest, most affordable option.

With 300 miles of new bike lanes installed since 2007, the number of New Yorkers who bicycle every day has doubled. When New York City adopted T.A.’s proposal to bring a public bike share system – Citi Bike – to New York City streets, we knew those streets would need safe and accessible bicycle lanes to connect neighborhood to neighborhood and each Citi Bike station to the next. With Citi Bike, New Yorkers will take 27.5 million new bicycle rides in the next year.

More than half a million New Yorkers ride a bike at least once a month. For those New Yorkers, and the hundreds of thousands more who will try bicycling in the next year, T.A. is the premier bicycling organization in the five boroughs. With BikeNYC.org, T.A. hosts the city’s best comprehensive bicycling community calendar. Our mobile team of Bike Ambassadors provides on-the-street communication with bicyclists and is the go-to resource for Citi Bike users. It’s how bicyclists on Central or Prospect Park’s loop know there’s been a change in traffic patterns, and the difference in how a new bicyclist behaves at the crosswalk; T.A. is the direct line of communication to this growing audience of New Yorkers.

“Community boards will shape this city whether we are involved or not, because our streets are shaped by the people who are present. T.A. encouraged me and so many others to influence our streets, and change our neighbors’ experience.”
Emilia Crotty
MEMBER OF COMMUNITY BOARD 2, CITI BIKE EDUCATION & OUTREACH MANAGER

To Emilia Crotty, her Sunnyside, Queens neighborhood felt like the epicenter of ill will for bicyclists. Before she got involved, there were few bicycle lanes or racks in the neighborhood. But even unsafe streets were less worrisome than how vehemently her neighbors seemed to oppose bicycles. Then, in 2008, she attended her first community board meeting as a T.A. volunteer. At the meeting, “community board members bombarded me with questions about bicycling in New York City,” she said. “The level of misunderstanding and the lack of knowledge took me by surprise, but it shouldn’t have. With no one on the community board actively representing bicyclists, it’s no wonder community board members were confused about cyclists’ rights and responsibilities.” Emilia’s been a member of her community board ever since, and with her fellow members, has seen a complete redesign of Queens Plaza, where Queens bicyclists board the Queensboro Bridge, and the first ever Queens Bike Forum, to envision a bold future for bicycling in the borough. “Now, other members mention bikes and bicyclists before I even get a chance! Whether we’re talking about car parking reform or an upcoming construction project, someone will nearly always ask how bicyclists will be affected and whether a complete street-style improvement can be implemented as a part of the project. With this cultural foundation in place, we are sure to see more improvements on the ground in the coming years.”
For residents in the Crown Heights area of Brooklyn, speeding on Franklin Avenue has long been an established danger of the neighborhood. As the avenue enters the neighborhood, the southbound bike lane abruptly ends and vehicles speed up to vie for two narrow lanes of traffic. After a bicycle lane on nearby Prospect Park West reduced speeding fourfold, local residents with the Crow Hill Community Association pushed for an extension of the Franklin Avenue bike lane to reduce speeding on the street. The high number of walkers from the nearby Brooklyn Museum, Prospect Park and Grand Army Plaza means a safer street is a community priority. “We’re all for making bicycling easier in this community, but extending the bike lane is really a tool to connect communities,” says Stacey Sheffey & Nina Meledandri

CROW HILL COMMUNITY ASSOCIATION

“More bikes. Just more bikes. You can’t have a city that relies on cars for transportation. This is a big overall vision for the city, and we want to be part of it.”
Nina Meledandri, a project manager for the Crow Hill Community Association. "A bicycle lane on Franklin Avenue will slow traffic down. That bicycle lane has the power to continue promoting Franklin Avenue as a vibrant community and keep bringing people into the community."

Bicycling

**Issues in Focus**

"Public Bike Share isn't about bicycling, it's about access. Simply put, it's the difference between a subway car and your own car; if you have to get from the Financial District to Times Square, public transit just makes more sense. With Citi Bike, bicycles are as accessible, as affordable, as on-the-ground and ready-for-you as public transit. The result is that everyone – hundreds of thousands of New Yorkers and countless tourists – rides a bike. Ten years ago, bicycling in New York City was a renegade subculture. Now, bicycling is overwhelmingly normal. Our allies sometimes ask, "How'd T.A. do it?" The answer is as simple as taking Citi Bike out for a spin: we talk to people. T.A. rallies New Yorkers to make New York City work better. Just like we normalized bicycling, T.A. is going to welcome thousands of Citi Bike users into the T.A. family, and make all those new bicyclists advocates for bicycling."

**Normalizing Bicycling**

**Caroline Samponaro**  
T.A.’s Director of Bicycle Advocacy
Walking
Every city sidewalk is worn with the history of generations of New Yorkers. Each trip we take starts as a walking trip – to the subway, the bus stop or the bike rack. The lion’s share of our shared public real estate, 80 percent of New York City’s public space, is made up of streets and sidewalks. Small business owners count footprints as a measure of commercial success and pedestrian traffic is the definition of a healthy neighborhood. It’s on our sidewalks that we interact with our neighbors, where we shop and where our children learn hopscotch.
When traffic dominates these spaces, public safety isn’t the only toll. Transportation Alternatives has proven time and again that the speed and density of local traffic is a key factor in a neighborhood’s quality of life, affecting the quiet that allows New Yorkers to know their neighbors and the security that allows a child to play outside.

In 2010, T.A. proposed a 20 mph Neighborhood Slow Zone project to the Department of Transportation and, after it was adopted last year, we demanded the application process be opened citywide. The results were evidence of an all-city demand. More than 100 groups of neighbors requested to participate in the first year of the program.

When New York City adopted T.A.’s vision for the redesign of Times Square, millions of New Yorkers found a new model for their neighborhood. Now 300 neighborhoods want to transform underused streets into active public plazas. Across the city, communities are turning to T.A. to organize a Play Street or to petition locally for a slower speed limit. As more and more New Yorkers clamor to increase their neighborhood’s public space, walkable streets are projected onto New York City’s future. In a city where commerce and quality of life are inseparable from a thriving street life, it is no surprise that so many New Yorkers demand that local streets and sidewalks be places safe for walking and play.

“We want more than a place for kids to play, because it seems to us that streets work best when you can provide a space for everyone.”
In Jackson Heights, locals know where to find their neighbors in the summer. The three-month street closure that transforms 78th Street into a Play Street attracts more than Queens kids and parents. Since the Play Street was inaugurated in 2008, it has been a vital public space for the neighborhood. "The 78th Street Play Street is a destination. People know it as a place to go," according to Elena Madison, an organizer with the Jackson Heights Green Alliance. "And we certainly couldn’t have done it without T.A." With the Jackson Heights Green Alliance, a coalition of local residents, Elena helped bring a Play Street to Jackson Heights. Now those New Yorkers have succeeded in transforming that Play Street into a year-round pedestrian plaza. And Jackson Heights has a tremendous need: the Queens community ranks second to last in the city for publicly accessible open space. For local senior citizens, families, teenagers and the rest of Jackson Heights’ diverse population, the Play Street is a summer reprieve, but permanent public space is a necessity. "The Play Street is a neighborhood resource," Elena explained. "But the public plaza will be an outdoor community center, a place where you can meet people, get a sense of what the neighborhood is like, feel like you have a community."
Our Streets, Our Health

Jennifer So Godzeno  
T.A.’s Pedestrian Advocacy Manager

“When cars are king of the road, physical activity plummets and rates of obesity, diabetes, heart disease and cancer skyrocket. This isn’t genetics; it’s what happens when a city constructs its streets for cars. Walking and biking are healthy activities; even public transit trips always begin and end with a stroll. But when our city planners focus on faster commutes for car drivers and more space for free parking, we’re literally engineering physical activity out of our lives. What we’re doing now at T.A. is engineering the physical activity back in. When we create a Play Street, even just for a summer, physical activity is a street’s purpose and play space isn’t sidelined to the sidewalk. And because we give communities the reins to make a Play Street, local residents are invested in their neighborhood’s health. A Play Street is our best tool to teach the youngest New Yorkers that streets are for people, not cars; with that, better public health can grow up citywide.”

Teresa Pedroza  
GRANDMOTHER OF DESHANE SANTANA

“Delancey Street is our main thoroughfare. Everybody needs it. For shopping and everything else, it’s where everybody goes. But we’re all scared of crossing. That’s what we talk about all the time: You have to run across, but even if you run, you only get halfway.”

For more than a decade, T.A. has been speaking up about Delancey Street. It is home to a diverse community, a thriving shopping district – and a mounting death toll. It is one of the most deadly streets to cross in New York City. More than 400 New Yorkers have been injured in crashes while walking or bicycling there in the past ten years. Seven have been struck and killed by vehicles; Deshane Santana was the youngest. Since 12-year-old Deshane Santana was struck and killed crossing Delancey Street this winter, her grandmother Teresa Pedroza has begun a steadfast crusade to change the thoroughfare. “The community is really affected by how dangerous Delancey Street is,” Teresa explains. “Deshane would be honored by us keeping up awareness. Let’s get those changes done for her. The Lower East Side really wants changes on Delancey.”
Before Transportation Alternatives dedicated one-third of its advocacy operations to representing riders on New York City’s public transit system, the 7.5 million New Yorkers who rely daily on New York City’s buses and subways were without access to the halls of power. Yet, according to a T.A.-commissioned poll of triple-prime voters, public transit is one of New Yorkers’ greatest necessities. With the economic climate in New York City shifting, public transit must evolve. Our buses and subways must be able to connect transit riders to opportunity. That’s why T.A. fights for affordable fares and expanded service options that respond to the needs of a progressing city.
T.A. provides a platform for the millions of New Yorkers who need buses and subways. When transit riders speak up, T.A. steers them into the conversations that decide fare increases, long-term capital projects, system repairs and schedule changes. We ensure that the elected officials who hold the purse strings on New York City’s public transit budget are accountable. Now, the decisions that affect New York City’s buses and subways are no longer made without the input of transit riders.

Locally, T.A. rallies communities around their bus routes and subway lines, connecting them to local elected officials so the demand for better service comes straight from the source. On the state level, T.A. brings the demands of New York City transit riders to Albany, obligating state leaders to listen to the needs of their constituents. As T.A.’s on-the-ground team of public transit organizers likes to put it: we put the public back in public transit.

In 2011, T.A. united New Yorkers to improve public transit at the local level. At Transit Town Halls, we brought local city and state elected officials to the neighborhoods most affected by overcrowding on buses, and let the community steer the conversation. In the citywide opposition to an increased fare, T.A. taught community-based organizations how to rally their membership around public transit. Now, the fight against the fare hike is 300 neighborhoods strong. With non-traditional partners, from tenants’ associations to the Transit Workers Union, T.A. has transformed affordable public transit into a fight for access to opportunity.

“It’s more than just an inconvenience. People have to get to work. Parents have to pick up their kids at day care. The service cuts disrupted our whole community.”
Residents of the Rochdale Village Cooperative Apartments rely on the QM21 Bus, the only express route into Manhattan from the Rochdale neighborhood of Eastern Queens. When the QM21 suddenly started to run less frequently, Lorna Welshman-Neblett knew the change harmed her neighbors as much as herself. “Before the service cuts, the bus ran every 15 minutes. Now it runs every half hour at best. In the winter, we stand there with numb feet waiting nearly an hour for the next bus,” Lorna explains. Lorna saw her neighbors stranded, some losing jobs because their bus never showed up. So Lorna stood up for public transit. In 2011, she co-founded Rochdale Village Commuters in Action and soon collected hundreds of petition signatures from bus riders along the QM21 Bus route in the Jamaica, Ozone Park and Briarwood sections of Queens. Her local assembly member encouraged her to reach out to Transportation Alternatives for help. “Now when I tell people what I’m doing everyone gets excited and motivated,” she says. Next on Lorna’s agenda: expanded Select Bus Service for commuters in Eastern Queens. “Transit-starved communities need more options,” she says. “Select Bus Service is a progressive and inexpensive way to improve bus service throughout the city.”
The Power of People

Brodie Enoch
T.A.’s Rider Rebellion
Campaign Manager

“...When your train breaks down between stations, or your bus pulls in 20 minutes late, most people blame the MTA. But the truth is that New York City’s public transit system is at the mercy of politicians in the State capital. And their Albany offices are 150 miles away from New York City. How do you hold a politician in Albany accountable for whether or not a bus is on time in Bedford-Stuyvesant, Brooklyn? That’s where T.A. comes in. We’re harnessing the power of the 7.5 million New Yorkers who rely on this system – to get to work and school and medical care and everything else – and giving them a soapbox, one neighborhood at a time. For the past year, we’ve been going to neighborhoods where public transit is often delayed, always overcrowded or entirely non-existent – that’s no short list. We bring a mass of neighbors together and challenge local politicians to show up and just listen. Our broken public transit system is a daily problem for 7.5 million New Yorkers. At T.A.’s Transit Town Halls, we take politicians off their soapbox, and hand it over to the transit riders who elected them.
In South Brooklyn, public transit is about a lot more than commuting. To Kathy Flynn, president of the Sheepshead Bay - Plumb Beach Civic Association, buses are how the neighborhood interacts. “Better buses are about the betterment of our community,” she explains. And that’s why, when local public transit stopped meeting the needs of her South Brooklyn neighborhood, correcting the inequity was a community project.

“Lots of people rely on the bus to get to doctor’s visits, to be at their child’s school or get to church on Sunday,” Kathy says. But since budget cuts eliminated the B4 Bus on weekends and off-peak hours, “now, to get to Coney Island Hospital, you need to take two buses. Senior citizens who have trouble getting on the bus in the first place now have to get off in the middle of the route and stand all alone on the corner waiting for a transfer.” Under Kathy’s direction, more than 1,000 residents signed on to a petition to demand restored bus service. With T.A.’s help, Kathy coupled that show of force with a Transit Town Hall, broadcasting the community’s call to action. In Plumb Beach and Sheepshead Bay, reliable public transit is more a neighborhood connector than an express route, and the determination to win better service is all local.

We’re giving New Yorkers a voice, and in Albany, that means one more politician who knows buses and subways are a big deal for their New York City constituents. One neighborhood at a time is slow work, but we’re affecting change bus by bus.”
There are more than 8 million people in New York City and, because Transportation Alternatives oils the gears of New York City’s most integral systems, all 8 million need what Transportation Alternatives does. Every New Yorker needs safe passage across city streets and reliable, affordable public transit, so T.A.’s success touches the lives of every single New York City resident. Because we make it more joyful and less treacherous to get from A to B, we improve the quality of life in every neighborhood.
There are only 24 full-time staff members at T.A., yet we succeed in changing the status quo in hundreds of communities across the five boroughs. That success is the product of an expansive network of supporters who are invested in our vision for New York City. There are more than 40,000 active, engaged New Yorkers who regularly take action, volunteer, and follow T.A.’s leadership. In every borough, T.A. has a committee of devoted volunteer community organizers who meet every month to organize local campaigns for change in the path of T.A.’s vision. The efforts of T.A. staff are multiplied by the hundreds of New Yorkers who volunteer their time with T.A. every month, from professional urban planners to photographers to trained researchers, to the generous New Yorkers who give up their evenings to prepare mailings to T.A.’s growing membership.

Our thousands of dues-paying members form the core of the T.A. family. These New Yorkers are avid readers of T.A.’s award-winning quarterly Reclaim magazine and biweekly StreetBeat newsletter, and thus our most informed spokespeople. If our vision for New York City is a whisper campaign, it is T.A.’s membership who speak our vision the loudest.

Increasingly, T.A.’s family of supporters are leaders in organizations in their own communities. As our tent grows larger, we seek to support New Yorkers as they organize in their own neighborhoods. For these communities, T.A. provides the expertise and tools to access change. Then we hand over the reins and encourage them to mold their New York City neighborhood to meet our shared vision.

Our success is the product of an expansive network of supporters who are invested in our vision for New York City.
Every week, Transportation Alternatives issues a call to action – and thousands of New Yorkers respond. T.A.’s network of supporters write hundreds of thousands of letters, e-mails and faxes each year, demanding that elected officials and City agencies stand up for public transit and the safety of bicyclists and pedestrians. Yet the overwhelming force we can rally digitally – which in the last year alone has changed City policy and converted swathes of the legislature to our vision – is far from T.A.’s most notable tool.

People are T.A.’s superpower. Since 1973, T.A. has been a membership organization built of New Yorkers eager to improve their neighborhood. Whether it’s a once-a-summer block party becoming an every-week Play Street or the way a crowded subway can be the platform for a campaign to improve public transit, T.A. provides New Yorkers with the tools to do it themselves.
“We walk and bike in East Harlem like in all New York City communities, but my constituents weren’t offered safe places to do so. With T.A.’s help, we were able to fight this inequity and win safe streets, bike lanes and pedestrian spaces in East Harlem.”

—Council Member Melissa Mark-Viverito
Transportation Alternatives’ bicycle and walking tours are a showcase for our work and a rolling parade of New York City’s transformation. A pedestrian plaza that provides respite alongside the chaotic lanes of New Lots Avenue in Brooklyn would only ever be seen by the locals, if a T.A. tour didn’t walk New Yorkers to the innovative pocket of street turned public space. When thousands try out the Kent Avenue protected bicycle lane en masse during T.A.’s Tour de Brooklyn, each takes home an understanding of how great their local streets could be. The effect is cumulative, and in each of New York City’s 300 neighborhoods, we see T.A.’s bicycle and walking tours spreading our vision of streets as public space.
While T.A. is winning innovative infrastructure for bicyclists in all five boroughs, taking to two wheels for the first time remains an intimidating task for many New Yorkers. Like training wheels, T.A.’s five yearly bike tours provide an entry-level path to on-street bicycling. Our borough tours in Brooklyn, Queens, Staten Island and the Bronx are 20-mile, family-oriented bicycle parades that loop through neighborhoods where New York City’s bicycling population has exploded.

T.A.’s bicycle and walking tours are a showcase for our work and a rolling parade of New York City’s transformation.

Our premier bicycle tour, the NYC Century Bike Tour, hosts an audience of 6,000 bicyclists and the nation’s only all-urban 100-mile route. Every year, T.A. organizes a citywide Bike to Work Day, and more than 150,000 bicyclists demonstrate how simple commuting by bicycle can be.

For the experienced bicyclist, T.A. tours are a way to explore new neighborhoods, dive into a personal challenge or embark on a bicycling adventure. For newcomers, they’re an access road to a new form of everyday transportation.
When Transportation Alternatives was founded in 1973, we were a grassroots organization fueled by the passion of a handful of volunteers. Now, 39 years later, T.A. is a powerful citywide institution with active committees of volunteer advocates in every borough and on-the-ground results in every New York City neighborhood.

T.A. has been a membership organization since day one and our dues-paying members remain at the heart of our success. Each year, more than 10,000 New Yorkers invest in T.A.’s vision for New York City’s future. Whether riding in T.A.’s popular bike tours, paying membership dues or donating direct support to T.A.’s advocacy campaigns, the generosity of our individual donors is what propels our labor. In fact, fully 75 percent of T.A.’s operating budget comes from donations from individuals.
### Statement of Activities

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### Statement of Financial Position

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<td>Accounts receivable</td>
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<td>$191,811</td>
<td>$111,707</td>
<td>$37</td>
</tr>
<tr>
<td>Pledge receivable</td>
<td>–</td>
<td>–</td>
<td>$8,602</td>
<td>$606,093</td>
</tr>
<tr>
<td>Prepaid expense</td>
<td>$21,780</td>
<td>$10,624</td>
<td>$10,394</td>
<td>$5,348</td>
</tr>
<tr>
<td>Deposits</td>
<td>$16,583</td>
<td>$16,583</td>
<td>$16,583</td>
<td>$15,583</td>
</tr>
<tr>
<td>Fixed assets, net of depreciation and amortization</td>
<td>$51,465</td>
<td>$18,749</td>
<td>$12,679</td>
<td>$20,289</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$1,537,040</strong></td>
<td><strong>$1,464,010</strong></td>
<td><strong>$1,234,012</strong></td>
<td><strong>$1,150,991</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$59,661</td>
<td>$55,086</td>
<td>$40,662</td>
<td>$2,767</td>
</tr>
<tr>
<td>Security deposit</td>
<td>–</td>
<td>$5,055</td>
<td>$5,055</td>
<td>$5,055</td>
</tr>
<tr>
<td>Loan payable</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>$58,000</td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>$59,661</strong></td>
<td><strong>$60,141</strong></td>
<td><strong>$45,517</strong></td>
<td><strong>$65,822</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted net assets – board designated</td>
<td>$400,000</td>
<td>$300,000</td>
<td>$300,000</td>
<td>$200,000</td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>$1,024,879</td>
<td>$1,058,869</td>
<td>$888,295</td>
<td>$757,992</td>
</tr>
<tr>
<td>Temporarily restricted net assets</td>
<td>$82,500</td>
<td>$45,000</td>
<td>–</td>
<td>$70,000</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$1,477,379</strong></td>
<td><strong>$1,403,869</strong></td>
<td><strong>$1,188,295</strong></td>
<td><strong>$1,027,992</strong></td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td>1,537,040</td>
<td>$1,464,010</td>
<td>$1,234,012</td>
<td>$1,150,991</td>
</tr>
</tbody>
</table>
Transportation Alternatives gratefully acknowledges the following individuals and organizations, whose generous contributions help provide the financial resources to sustain T.A.’s campaigns for better biking, walking and public transit in New York City. The following list represents major gifts received in 2011. We are immensely grateful to our more than 8,000 dues-paying members and our network of 40,000 supporters.

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LEFT T.A.’s Director of Transit Advocacy, Ya-Ting Liu (center), at the rooftop cocktail hour.

BELOW More than 200 of T.A.’s top supporters enjoy a farmer’s market-inspired dinner by the City Bakery, a pioneering Bike Friendly Business.

T.A.’s Seventh Annual Summer Benefit
JULY 20TH, 2011

A summer tradition, T.A.’s Seventh Annual Summer Benefit honored Heather Vandenberghe, a remarkable advocate for traffic justice, with the David Gurin Award for Improving Biking and Walking in New York City. The Honorable Bill de Blasio, New York City’s Public Advocate, was the keynote speaker for the evening.
T.A.’s Fifth Annual Winter Reception
DECEMBER 6TH, 2011

Nick Rohatyn and Jeanne Greenberg Rohatyn hosted this annual celebration of T.A. advocacy. Kenneth T. Jackson, distinguished professor of history and editor of the indispensable Encyclopedia of New York, delivered keynote remarks. A lively “everyone wins” auction allowed guests to bid on the services of T.A.’s Bike Ambassadors and have a direct impact on building support for public bike share at the grassroots.
Michele Masliah
Dr. Moin McCarty & Dr. Patrick Schnell
Eric McClure & Lumi Michelle Rolley
Risa Mckenberg & Felix Andrew
Evie Morrow & Steven Solinsky
Paul & Pamela Ness
Lily Parshall
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Adeline Adeline
Bespoke Bicycles
B-Fold Bicycles
Bicycle Doctor
Breakaway Courier
Brooklyn Outfitters
Brooklyn Roasting Company
Clearview Festival Productions
Clif Bar
Cooper Bikes
Country Choice
Cyclehawk Messengers
Deno’s Wonder Wheel
Dutch Boy Burger / Franklin Park
Fairway Market Red Hook
Fiorello H. LaGuardia Community College
Five Borough Bicycle Club
Fradkin & McAlpin Associates
Habana Outpost
LeadDog Marketing Group
New Century Holdings
New York Cycle Club
The New York Mets
Ninth Street Cycles
NYCE Wheels, Inc
Outlier Clothing
Park Slope Day Camp
Park Slope Food Coop
The Port Authority of NY & NJ
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RCN Telecom Services
Sloan Fine Art
Societe Generale Equipment Finance
Spokesman Cycles
Starborn Industries
Timbuk2
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Worksman Cycles
Yellow Bird Project
Ziff Brothers Investments Employee Allocated Gift Fund

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A thoughtful planned gift can minimize estate settlement costs and taxes, and ensure that your property is managed in the manner of your choosing.
Including Transportation Alternatives in your will or living trust is a powerful way to leave a lasting legacy, provide long-term support for T.A.’s vision and make New York City a better place for generations to come.
To learn more, call Ryan Nuckel at 646 873-6037 or visit transalt.org/support/legacy

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Nicole Rosenthal: 5, 14
Emmanuel Fuentebella: 6
Rebecca Lepkoff: 7
Caleb Ferguson: 26, 27
Harry Peronzius: 26, 27
Eric Schkrutz: 26, 27
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Daniel S. Burnstein: 30, 31, 35, 38
Brightroom Photography: 30, 31

Cover: Children play at the Pitkin Avenue Summer Plaza in Brownsville, Brooklyn.
Design: Sandy Zimmerman

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