



TRANSPORTATION
ALTERNATIVES

CREATED BY EVERYBODY

ANNUAL REPORT 2014-2015



"CITIES HAVE
THE CAPABILITY
OF PROVIDING
SOMETHING
FOR EVERYBODY,
ONLY BECAUSE, AND
ONLY WHEN, THEY
ARE CREATED BY
EVERYBODY."

JANE JACOBS

The Death and Life of Great American Cities



Andrew Hinderaker



TRANSPORTATION
ALTERNATIVES

TRANSPORTATION
ALTERNATIVES' 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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This year was one for the history books. In the coming decades, I believe urbanists will call it the year of Vision Zero.

Just as New Yorkers made history when they first boarded the subway in 1904 or when the Commissioners' Plan laid out Manhattan's street grid in 1811, this year, we altered the future of New York with a citywide consensus: no one should be killed or injured in traffic.

That's a remarkable victory in an urban center plagued by traffic violence. But it's also a major challenge. No global city has achieved Vision Zero. I plan for New York to be the first.

From Staten Island to the Bronx, that will require protected lanes for bicyclists and bus riders, and grand avenues where New Yorkers are safe to stroll. We need more Citi Bikes, more pedestrian head-starts and more care from drivers, every time they get behind the wheel.

Vision Zero demands a transformation – and that transformation will only happen when people across the five boroughs demand it.

Today, Transportation Alternatives' mission is backed by more than 150,000 New Yorkers and a powerful coalition of community leaders. In this movement, the trailblazers are real people talking about their own streets, taking action in response to their own tragedies, and speaking up for their own idea of justice.

Our challenge now is to prepare more New Yorkers, in more neighborhoods, to take a stand. This is your directive, and ours. In the coming years, we can help give every New Yorker a voice, but only if you help us grow.

With your continued dedication, I predict that the people of New York will demand Vision Zero. And, in time, we will achieve it, and that will be something for the history books.

Paul Stealy White
Executive Director and T.A. member since 1997

VISION ZERO



In 2011, Transportation Alternatives first introduced the concept that no one should be killed in New York City traffic. In 2014, we convinced City Hall to adopt **Vision Zero** and pass 12 laws to advance it. Last year, fewer pedestrians were killed than ever before.

FIVE BIKE

What began as a Transportation Alternatives proposal in 2006 is now New York's favorite way to get from A to B. In 2015, **Citi Bike** doubled its footprint and its fleet thanks to our advocacy.



RIGHT OF WAY

Transportation Alternatives convinced the New York City Council to pass the **Right of Way Law** in 2014, creating a groundbreaking defense of crosswalks and bike lanes. When special interest lobbyists tried to weaken the law in 2015, Families for Safe Streets fought back hard, and the law stuck.



SAFE SPEED LIMIT

Campaigning on two fronts, at City Hall and in the State Legislature, Transportation Alternatives advocates secured a **25 mph speed limit** for New York City.

GLOBAL STREETS

In 2014, Transportation Alternatives hosted the first-ever **Vision Zero for Cities Symposium**, where hundreds of experts from 18 global cities shared their knowledge with New York City decision-makers.



URBAN INNOVATION

Great ideas are the building blocks of great cities, but New York's cornerstones are anything but cement. A constant influx of ingenuity is required to keep New York moving. That's why Transportation Alternatives dedicates so much energy to delivering innovation to decision-makers. We propose, and advocate for, the best possible future transportation for the next generation of New Yorkers.

In the past decade, Vision Zero, bike share, protected bicycle lanes, automated enforcement and the innovative "complete street" redesign all came to New York City as a product of this brain trust. **By introducing great ideas here, we influence New York's trajectory, and in turn, the nation's.** Each idea that succeeds in our city-as-incubator creates opportunities for innovation on street corners across America.

This year, we gathered global thinkers to brainstorm solutions to traffic safety challenges at the first-ever Vision Zero for Cities Symposium. We developed legislation to change the status quo, like New York City's new Right of Way Law. And we forced the hand of change with the publication of groundbreaking studies like *The Vision Zero Investment* that pinpoint direct solutions to pressing problems of enforcement, street design and public policy.

Today, our investment in innovation turns to the big picture: how New York City will reach Vision Zero and how we will move "beyond zero" – not only saving the lives of individuals but transforming public spaces to improve daily life for the whole city. New York is renowned for a breakneck pace of change, and for the first time since Robert Moses moved to town, the transformation of the city is moving in the right direction.

THE GRAND CONCOURSE

Activists demonstrated their vision for the **Grand Concourse** by petitioning for car-free summer Sundays. That, plus piles of letters from local businesses, inspired City Hall's redesign plans this year.

LINCOLN SQUARE

At **Lincoln Square** in Manhattan, a proposed plan would have made walking safer but left conditions unsafe for people on bikes, so local activists hit the phones and collected a stack of petitions. City Hall responded by more than doubling the length of the bike lanes in the complicated "bow-tie" intersection.

CLOVE ROAD

On Staten Island, activists collected signatures and telephoned supporters before a community meeting about dangerous **Clove Road**. One reluctant neighbor in attendance asked, "Who even rides a bike?" Every hand in the room went up. Now, Staten Island is getting its first bike lane in seven years.

ATLANTIC AVENUE

Through three rallies and seven presentations to City Council members and community boards this year, local activists stood by their idea for fixing **Atlantic Avenue**. Then, City Hall agreed to redesign the street.

QUEENS BOULEVARD

Backed by 150 neighbors carrying 6,500 petition signatures at a safety workshop, activists demanded a fix for **Queens Boulevard**. Now, the "Boulevard of Death" is slated to become New York's most innovatively redesigned street.





TRANSFORMED STREETS

If streets are built for everyone, they will become the business of everyone. Our activists are bringing fresh eyes to congested thoroughfares and dangerous intersections. **We believe that these streets are full of potential, ripe to be transformed into public spaces worthy of celebration.**

In our vision, bike lanes are protected. Buses are the most efficient form of transportation, traveling in dedicated lanes with expedited boarding. People on foot are comfortable enough to be curious, with wide sidewalks, clear crosswalks and priority crossings.

In the most pedestrian-dense urban center in the nation, we believe those walking deserve special protection. In a city where private automobiles clog every route, we believe people making sustainable decisions deserve a clear path. Each day, Transportation Alternatives is broadcasting these beliefs citywide – and supporting local activists' struggles to rebuild their neighborhood streets.

In select corners of New York, like First Avenue in Manhattan or Prospect Park West in Brooklyn, Transportation Alternatives has already brought this vision to life. This year, with campaigns active on more than 25 streets in all five boroughs, we are fighting to introduce this transformative vision far and wide. And we are setting an example of what is possible by challenging the status quo on some of New York's most dangerous streets: the Grand Concourse, Atlantic Avenue and Queens Boulevard, the long-notorious "Boulevard of Death."

Historically, only the wealthiest quarters of our city have seen their streets transformed. So today, we are homing in on places still in need of change. In Brownsville, Harlem and Eastern Queens our new grassroots coalitions are empowering residents to direct their own campaigns so future New Yorkers, regardless of income or geography, will have extraordinary public spaces, designed by them, for them.

57,300 ACTIONS

New Yorkers spoke up against dangerous streets and reckless driving, **taking action more than 57,300 times** this year, watchdogging decision-makers to push the Vision Zero agenda forward.

15,300 BICYCLISTS

Transportation Alternatives took **15,300 New Yorkers on a bike ride**. Borough bike tours in Brooklyn, Queens, Staten Island and the Bronx sold out in 48 hours and thousands rode the 100-mile NYC Century Bike Tour.



COALITION OF 800

Activists launched 25 neighborhood campaigns in five boroughs, backed by **a coalition of 800 local businesses and cultural institutions**.

1,000 ACTIVISTS

There are **1,000 neighborhood activists** organizing in Brooklyn, Queens, Staten Island, Manhattan and the Bronx. They led the local fight for Vision Zero in 37,000 conversations with New Yorkers this year.

Thanks to dedicated investment in our growth, Transportation Alternatives counts more than **150,000 New Yorkers as supporters**.

150,000 NEW YORKERS



A POWERFUL MOVEMENT

Vision Zero is an ambitious idea. To achieve it, Transportation Alternatives will need to mobilize an unprecedented number of people. Because reckless driving and speedway-style streets affect every New Yorker, this movement must represent New York's multiplicity.

For some, the threat of traffic is exponentially greater. Children, senior citizens and residents of public housing all face disproportionate danger. So we are investing to reach the New Yorkers most affected by dangerous streets: the business owner whose bottom-line suffers because the street outside is unsafe, and the parents in a NYCHA building whose children are more likely to be killed in a traffic crash than wealthier children a few blocks away.

This year, to directly combat this inequity, we launched new organizing committees in Eastern Queens and Upper Manhattan, hired a multilingual street team and supported the foundation of the first-ever youth effort toward Vision Zero.

It is critical that our momentum continue. Every effort of Transportation Alternatives should reach more New Yorkers. From bike tours to educational roundtables to poster-making get-togethers the night before a rally, we are helping people find the confidence to speak up and providing tools that allow them to be active in making change.

More than 40 years ago, when 5,000 cyclists first biked down Broadway with Transportation Alternatives, we demonstrated the effective power of New Yorkers gathering to redefine their city. **Today, these interactions are the backbone of a community of more than 150,000 New Yorkers, and growing.**

If we reach beyond the New Yorkers represented by Transportation Alternatives today, we can build a movement that shapes our city's future. When we achieve Vision Zero, it will only be because we've grown this movement to represent every New Yorker.

LOOKING AHEAD

In the coming year of Transportation Alternatives advocacy, pavement will only be part of the equation. We will seek a city where transportation is equitable for every person. And we will keep our advocacy trained on New York's political horizon.

Here's how Transportation Alternatives will stride toward Vision Zero in 2016...

PROTECT OUR LAWS

Recently enacted laws, like the Right of Way Law and New York's new 25 mph speed limit, are already saving lives, and already in the crosshairs of special interest lobbyists. In 2016, Transportation Alternatives will launch a campaign to protect the Right of Way Law and the 25 mph speed limit.



CHANGE THE CULTURE

Too many New Yorkers still say “accidents happen” in the aftermath of preventable traffic crashes. Transportation Alternatives will propel a culture shift in 2016, and swell our movement, with #crashnotaccident.

MORE MODEL STREETS

The future Queens Boulevard will become a model for redesigning the worst New York City streets. Transportation Alternatives will push City Hall to expedite the overhaul of New York’s worst streets in 2016, each in the image of this soon-to-be exemplary street.

EMPOWER LOCAL VOICES

Today, few New Yorkers have the opportunity to engage with local government. To increase access to neighborhood halls of power, Transportation Alternatives will unveil a new petition hub in 2016 that supports hundreds of community-led campaigns for change on local streets.

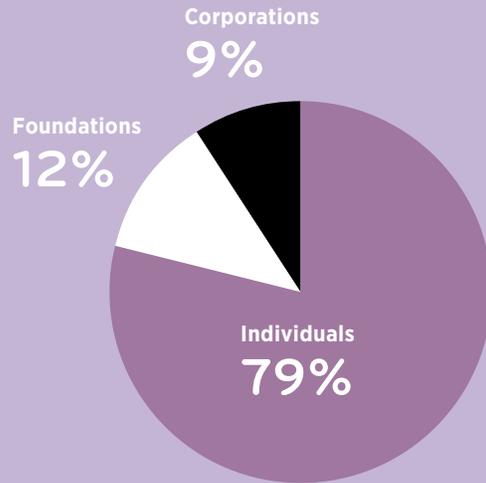
OUR COMMITMENT

Transportation Alternatives is committed to rebuilding New York City's streets for people. This commitment extends to the tremendously efficient fiscal management of our growing 501(c)(3) non-profit organization.

Transportation Alternatives' more than 12,250 card-carrying members and network of 150,000 supporters are the driving force behind the most powerful advocacy organization in New York. To maintain laser focus on our mission, we do not accept donations from oil companies or automobile manufacturers, and we promise that we never will.

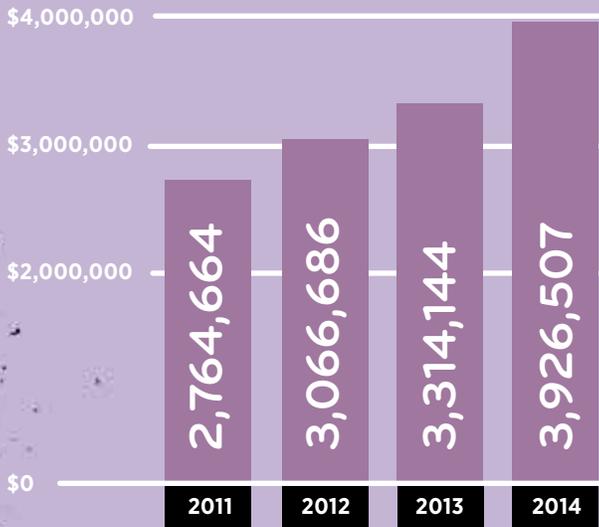
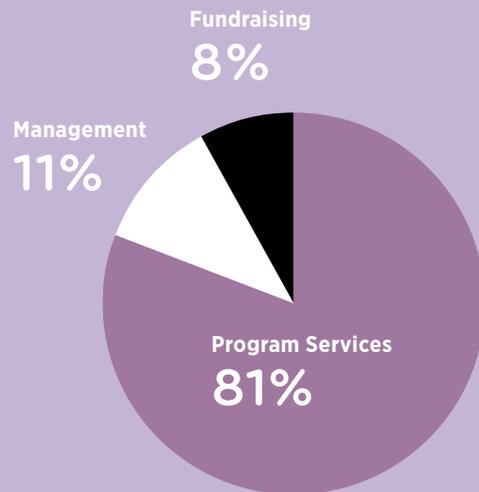
INCOME

FISCAL YEAR 2014 & 2015



EXPENSES

FISCAL YEAR 2014 & 2015



TOTAL REVENUE

FINANCIAL INFORMATION

TRANSPORTATION ALTERNATIVES FINANCIAL STATEMENTS

Fiscal Year: 2015, 2014, 2013, 2012

	*2015 Total	2014 Total	2013 Total	2012 Total
REVENUES AND OTHER SUPPORT				
Contributions	\$ 80,687	\$ 1,675,816	\$ 1,844,206	\$ 1,707,531
Membership	36,485	424,018	353,399	279,843
Grants	61,170	968,657	490,072	515,399
Program service fees	15,000	512,526	446,502	394,195
Sponsorship	750	263,838	108,503	134,015
Interest income	2,889	2,508	2,238	2,643
Other	4,374	79,144	69,224	33,060
TOTAL REVENUE AND OTHER SUPPORT	201,356	3,926,507	3,314,144	3,066,686
EXPENSES				
Program services	611,946	2,975,689	2,920,982	2,576,173
Management	104,711	406,995	351,399	254,024
Fundraising	78,895	274,145	224,290	174,398
TOTAL EXPENSES	795,551	3,656,829	3,496,671	3,004,595
CHANGE IN NET ASSETS	(594,196)	269,678	(182,527)	62,091
NET ASSETS AT BEGINNING OF YEAR	1,626,621	1,356,943	1,539,470	1,477,379
NET ASSETS AT END OF YEAR	\$ 1,032,426	\$ 1,626,621	\$ 1,356,943	\$ 1,539,470

TRANSPORTATION ALTERNATIVES STATEMENT OF FINANCIAL POSITION

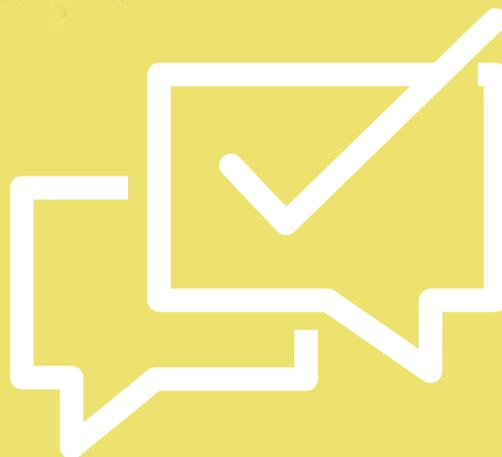
Fiscal Year: 2015, 2014, 2013, 2012

	*2015	2014	2013	2012
ASSETS				
Cash and cash equivalents	\$ 968,313	\$ 1,075,258	\$ 957,366	\$ 1,284,661
Receivables	58,314	525,069	373,401	207,244
Prepaid expense	108,811	51,142	48,944	27,860
Deposits	25,792	25,792	16,583	16,583
Fixed assets, net of depreciation & amortization	64,809	42,906	56,067	57,079
TOTAL ASSETS	1,226,038	1,720,167	1,452,361	1,593,427
LIABILITIES				
Accounts payable & accrued expenses	70,337	93,546	87,918	53,957
Deferred revenue	123,275	-	7,500	-
TOTAL LIABILITIES	193,612	93,546	95,418	53,957
NET ASSETS				
Unrestricted net assets - board designated	400,000	400,000	400,000	400,000
Unrestricted net assets	267,605	838,050	858,834	1,081,837
Temporarily restricted net assets	364,821	388,571	98,109	57,633
Total net assets	1,032,426	1,626,621	1,356,943	1,539,470
TOTAL LIABILITIES AND NET ASSETS	\$ 1,226,038	\$ 1,720,167	\$ 1,452,361	\$ 1,593,427

TRANSPORTATION ALTERNATIVES recently redefined our fiscal year: Transportation Alternatives' fiscal year was 1/1 to 12/31 in 2014 and prior. Fiscal year 2015 was 1/1 to 3/31. Hereafter fiscal years begin 4/1.

* 2015 financial numbers are pre-audit. For audited numbers, please contact: info@transalt.org.

SUPPORTERS



THE FOLLOWING LIST REPRESENTS DONATIONS MADE TO TRANSPORTATION ALTERNATIVES FROM JANUARY 1, 2014 TO MARCH 31, 2015.

\$100,000 +

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The Cordelia Corporation

\$50,000 - \$99,999

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\$500 - \$999

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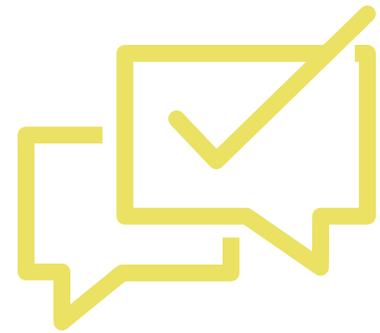
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