



UNSTOPPABLE Together

Annual Report
2023-2024

Our Mission

We reclaim New York City from cars, transforming our streets into safe, sustainable, and equitable places to walk, bike, take transit, gather, and thrive.

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✕ @TransAlt
f TransportationAlternatives
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@transportationalt

Transportation Alternatives is affiliated
with the Technical, Office and Professional
(TOP) Union, Local 2110 UAW, AFL-CIO.

BY THE NUMBERS 2023-2024

500 secure bike parking
locations announced

1 first-ever TA youth-led
activist committee
launched

523 bikes donated via
Bike Match since
March 2020

99 -hour hunger strike
in the State Capitol for
Sammy's Law

6 test-drives by elected
officials of vehicles
equipped with speed-
limiting technology

12 trips to Albany to
educate elected
officials

600 red light safety
cameras authorized

3 groundbreaking restorative
justice "circles" through
Families for Safe Streets

60% wider bike lanes on
Second, Third, Ninth,
and 10th Avenues

300+ children, parents, grandparents,
siblings, and spouses marching
for street safety in Queens

\$30 MILLION
in federal funding for safety
improvements on Queens Boulevard

2,000+ visitors to Bike Commuter Stations
across the five boroughs

1,200 bikes parked as part of TA's
free Bike Valet

1,000 intersections scheduled
for daylighting

22,000+ petition signatures
for safer streets



FINANCIALS

April 1, 2023 - March 31, 2024

REVENUES & OTHER SUPPORT

CONTRIBUTIONS	\$2,094,670
MEMBERSHIP	\$302,182
GRANTS	\$1,187,253
SPECIAL EVENTS	\$749,557
PROGRAM SERVICE FEES	\$115,013
SPONSORSHIPS	\$212,029
CONSULTING INCOME	\$95,650
INVESTMENT INCOME	\$61,070
OTHER INCOME	\$29,722

**TOTAL REVENUES
& OTHER SUPPORT** **\$4,847,146**

EXPENSES

PROGRAM SERVICES	\$4,115,713
MANAGEMENT & ADMIN	\$395,941
FUNDRAISING	\$623,629

TOTAL EXPENSES **\$5,135,283**

ASSETS

CASH/CASH EQUIVALENTS	\$1,312,990
INVESTMENT	\$1,722,276
RECEIVABLES	\$1,111,743
PREPAID EXPENSES	\$110,072
DEPOSITS	\$74,404
FIXED ASSETS	\$65,217
LEASE RIGHT OF USE (EQUIPMENT & OFFICE SPACE)	\$395,994

TOTAL ASSETS **\$4,792,696**

LIABILITIES

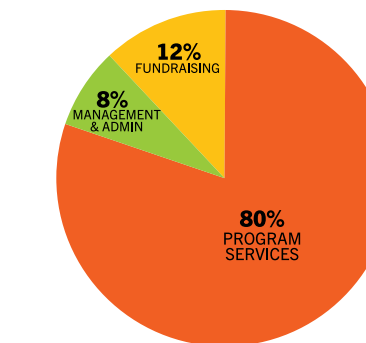
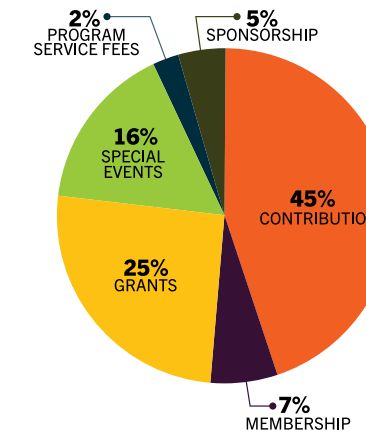
AP/ACCRUED EXPENSES	\$140,978
DEFERRED REVENUE	\$87,235
LEASE LIABILITY	\$442,437

TOTAL LIABILITIES **\$670,650**

NET ASSETS

BOARD DESIGNATED	\$1,000,000
WITHOUT DONOR RESTRICTIONS	\$2,174,030
WITH DONOR RESTRICTIONS	\$948,016

TOTAL NET ASSETS **\$4,122,046**



**CHANGE IN
NET ASSETS**
-\$288,137

**NET ASSETS
AT BEGINNING OF YEAR**
\$4,410,183

**NET ASSETS
AT END OF YEAR**
\$4,122,046

**TOTAL LIABILITIES
AND NET ASSETS**
\$4,792,696

BOARD OF DIRECTORS

Janet Liff, *Chair*
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Bahij Chancey, *Secretary*
Andrew Lerner, *Treasurer*

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Steve Vaccaro
Lloyd Westerman
Howard S Yaruss

MORE THAN 50 YEARS OF TRANSFORMING NEW YORK CITY
Since 1973, New Yorkers like you have made it possible for us to
reimagine our streets. *Thank you.*

View this year's donor list at transalt.org/fy24supporters



YEAR in REVIEW

Dear Friends,

New York City's streets are not set in stone. Every inch of space given over to car traffic can be given back to people — for biking and walking, to make space for dining and play, to be replaced with public transportation that keeps everyone moving. And with your support, that is our work here at Transportation Alternatives.

But if the past year has taught us anything, it's that this fight is never linear. This work requires constant vigilance to protect all we have fought for in the past 50 years. With protest and public action, we safeguarded our bike lanes, sidewalks, public spaces, and lifesaving policies from being deprioritized and undone by those too shortsighted to see their value. And we have secured some remarkable changes.

Your support brought new safe space for biking to Brooklyn's Underhill Avenue, Queens Boulevard, and the Grand Concourse in the Bronx — to name a few — and gave New York City local control of its speed limit with Sammy's Law, expanded the red light enforcement camera program, announced the Department of Sustainable Delivery, and secured lifesaving "daylighting" for 1,000 intersections across the city.

There were times during these fights when we could have lost hope. For every step forward, there are setbacks, closed doors, and days of campaigning against intractable, cynical forces. But TA never gives up. We pause, take stock, and find a way around every roadblock. Your support sustains us for the long haul, allowing us to keep fighting for a better New York City.

The year ahead promises change — a new executive director for TA, a mayoral election, the priorities of a new presidential administration — and a guarantee that our work is more needed than ever. Which is why we need you, more than ever. Your support pushes TA, and New York City's streets, forward — past setbacks, through uncertainty, and into the future we want to build.

Onward, together —

Elizabeth Adams and Megan Eiss
Interim Co-Executive Directors



“ I do what I do as an activist because I realized I don't have to be a passive participant in the way our city operates. ”
— David Morant
Western Queens Chair

This past year, TA continued to lead the fight to transform New York City's streets. With your support, we secured lifesaving new laws and changes to the streetscape that make walking safe, biking joyful, and public transit efficient.

In the wake of the horrific death of a seven-year-old in Fort Greene, Families for Safe Streets members organized a powerful coalition that pushed City Hall to commit to **daylight 1,000 intersections each year** by removing the parking spaces closest to the crosswalk. In response to TA's research, the City announced new **vehicle fleet safety improvements**, including a first-in-the-nation **Intelligent Speed Assistance** pilot program that prevents city vehicles from speeding.



This year, recognizing the rise of e-micromobility, like e-bikes and e-scooters, on city streets, TA led the charge for better infrastructure and regulation with new research and on-the-ground organizing. We secured the city's first **extra-wide bike lanes in Manhattan**, expanded **North Brooklyn Open Streets**, making space for these new modes, and cemented plans to expand space on the Queensboro Bridge for biking and walking. We also persuaded City Hall to announce a new **Department of Sustainable Delivery** and to launch an **e-micromobility charging station pilot** for delivery workers.



In Albany, TA and FSS had our most effective legislative session in a decade. We passed **Sammy's Law** after years of organizing (see story opposite). We secured a threefold expansion of New York City's lifesaving **red light camera safety program** and the passage of **speed camera legalization bills** in Westchester, Syracuse, and Albany, modeled off of New York City's school zone speed safety camera law.



And in every borough, staff organizers and volunteer activist committees **transformed streets.**

TA activists in the Bronx succeeded after years of campaigning to secure bike and pedestrian improvements on the **Grand Concourse**, a permanent Open Street on **Jennings Street**, a new plan for expanding the **Harlem River Greenway**, and safer crossings on the **Washington Bridge**.



THE BRONX Grand Concourse



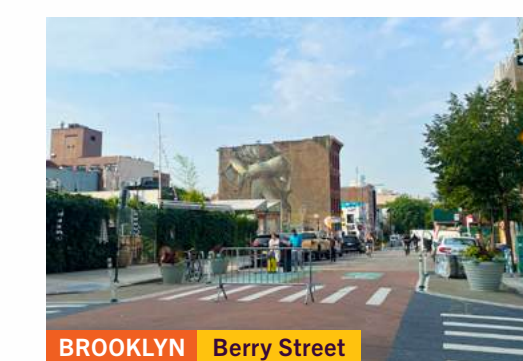
QUEENS 34th Avenue Paseo Park

In Queens, TA campaigns led to \$30 million in new funding for **Queens Boulevard** and the installation of Phase 5 of the project, as well as new protected bike lanes on **44th Drive and 11th Street** in Long Island City and on the **Addabbo Bridge**, new pedestrian plazas at **34th Avenue Paseo Park** and at **LaGuardia Community College**, and the completion of the 1.7-mile **Northern Boulevard bus lane**.



MANHATTAN Third Avenue

In Manhattan, TA activists secured a new set of pedestrian safety improvements as part of the **Fix Canal campaign**, the construction of new bike and bus lanes on **Third Avenue** in Midtown East, and the expansion of complete street improvements on **Broadway** north of Union Square.



BROOKLYN Berry Street

In Brooklyn, TA activists secured new Bike Boulevards on **Underhill Avenue** in Prospect Heights and **Berry Street** in Williamsburg, a protected bike lane on **Ninth Street** in Gowanus, improvements to the Brooklyn-side bike approach to the **Manhattan Bridge**, and new protected bike lanes in East New York on **Cozine and Wortman Avenues**.



STATEN ISLAND North Shore Greenway

On Staten Island, activists' **North Shore Greenway** campaign resulted in a new planned section of a walking and biking promenade from the Lighthouse Museum to the Alice Austen House. As part of a coalition of local groups led by TA, **Seaview Avenue** will get upgraded bike lanes and safe street infrastructure.

The Fight for SAMMY'S LAW

It took some 50 trips to Albany, hundreds of meetings with lawmakers, and thousands of hours of testimony to pass a simple, lifesaving idea — that New York City should control its own speed limits — into law. Sammy's Law is named for Sammy Cohen Eckstein, a 12-year-old boy who was killed by a speeding driver, and whose mother, Amy Cohen, helped found Families for Safe Streets.

For more than a decade, advocates have known that speed is a leading factor in fatal crashes, yet officials were not permitted to limit the speed on most city streets, because they were under Albany's control. After years of state-level advocacy combining FSS' relentless moral courage and TA's strategic activism, a bill was finally introduced in 2020. And that's when the real fight began.

State legislators were reluctant to give any new power to the city, so TA took a different approach. In 2021, we published an extensive research study and convinced the New York City Council to pass a resolution in support of the bill. That year, when most lobbying was still virtual, FSS organized a 1,000-mile drive to meet with community leaders across New York State — and laid the groundwork for the New York State Safe Streets Coalition, made up of nearly 150 advocacy groups and community leaders. Those efforts were enough to earn the State Senate's support, but the Assembly remained intractable.



In the 2023 session, backed by the newly-formed state coalition, FSS and TA doubled down, bringing hundreds of activists to Albany for a series of meetings with key lawmakers. That convinced Governor Hochul to include Sammy's Law in the budget, but the Assembly did not listen. Activists began a barrage of emails and phone calls.

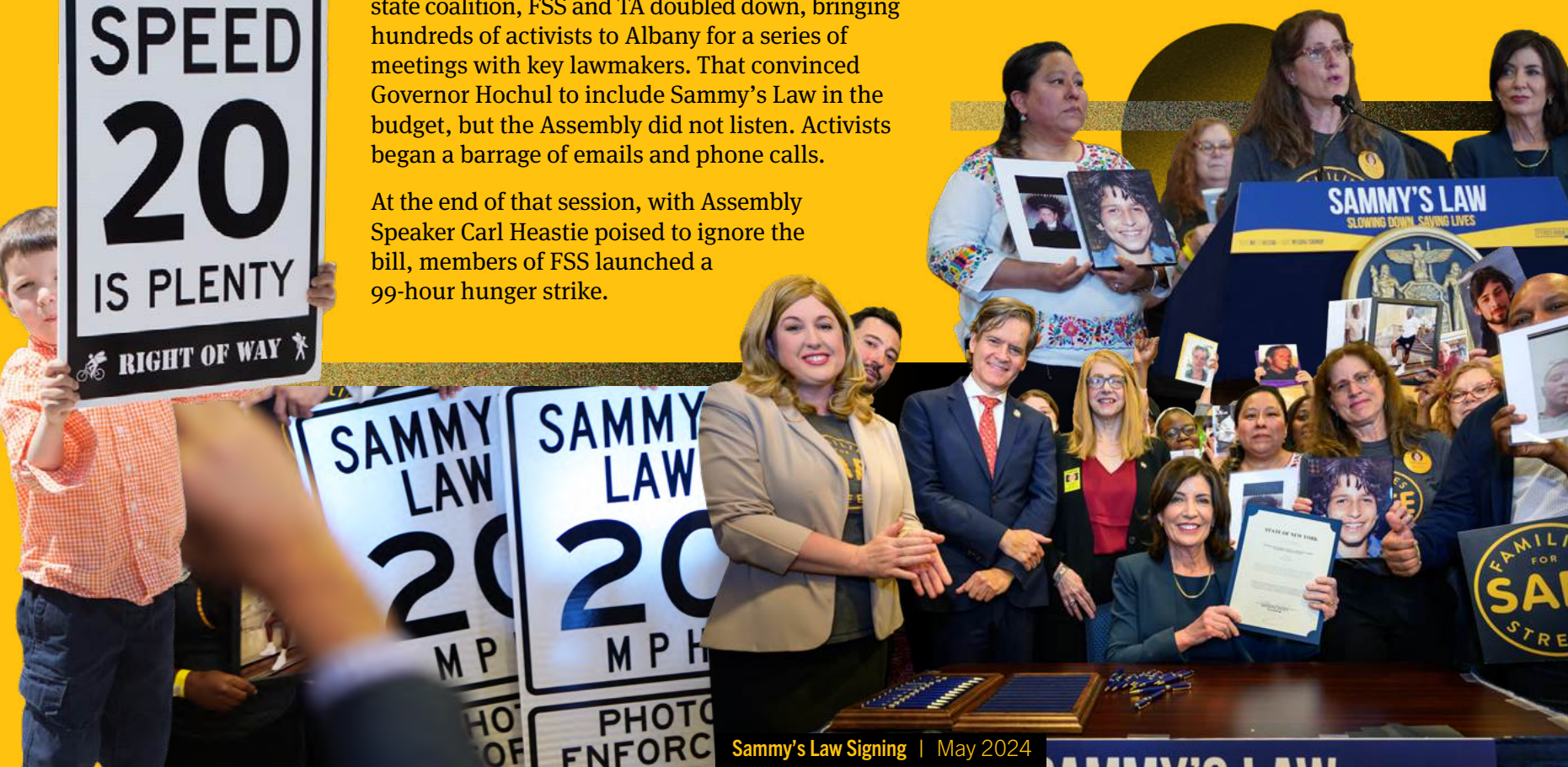
At the end of that session, with Assembly Speaker Carl Heastie poised to ignore the bill, members of FSS launched a 99-hour hunger strike.

The legislature went home without passing a bill, but FSS and TA had gained ground. With newly supportive legislators behind them, and the public galvanized and inspired, FSS and TA set the stage to come back even stronger in 2024.

It would take another six months of dedicated advocacy to pass Sammy's Law. We expanded our board and diverse coalition of organizations, we strategically ratcheted up public pressure in the districts where it was most needed. In the heat of this legislative fight, a child was killed by a speeding driver in East Elmhurst, Queens, and we quickly mobilized to support local electeds, community groups and family and friends to hold a Children's March.

In the end, the signing of this lifesaving legislation in 2024 stands as a testament to FSS and TA's uniquely-effective brand of advocacy, combining authoritative research and strategic grassroots organizing with the moral authority of those most affected by unsafe streets.

“ I hope we can learn more children's names because of their accomplishments, their personalities, and their spirit — not their final moments. ”
— Amy Cohen
Founder of Families for Safe Streets



Sammy's Law Signing | May 2024



Home Rule Press Conference | May 2023

Die-In Rally Action | June 2023

Hunger Strike in Albany | June 2023

Relaunch Rally | December 2023

Press Conference | March 2024