



TRANSPORTATION ALTERNATIVES

ANNUAL REPORT 2017-2018

A Message from the Executive Director

By the time you receive this report, I'll have wrapped up the last day of my 14-year tenure as executive director of Transportation Alternatives. I can't imagine leaving on a higher note.

We secured a couple of major victories this year that have a special place in my heart. Almost 20 years ago, as a volunteer TransAlt activist, I was arrested as part of a mass protest to kick the cars out of Central Park—part of a decades-long campaign that we finally won early this year. That was my first and only arrest until this past summer, when I was arrested alongside Families for Safe Streets as we protested the dismantling of our city's school zone speed camera program. As you'll read in the following pages, the cameras were reactivated just weeks later.

I'm enormously proud of these victories. But the transformative spirit that fueled them—the willingness to take our fight to the streets and demand the change we know is right, whatever it costs—isn't something I brought to TransAlt. It's something TransAlt brought to me. The brilliant organizers and advocates of TransAlt have inspired and humbled me every single day of my tenure here, and I can only hope I've been worthy of them.

As I move on to the next phase of my life, I'm gratified by the knowledge that the TransAlt community has never been more powerful. To our volunteers, our donors, our staff, and our supporters: thank you. Your passion has changed our city for the better. I can't wait to see what you'll do next.



Paul Steely White

Executive Director, 2004-2018



A Message from the Board of Directors

As you read the following pages and look back on a year of incredible wins, know that your donation makes a difference. Every day, Transportation Alternatives' donors empower us to transform streetscapes, save lives, and bring New York City closer to the goal of Vision Zero: an end to traffic violence.

Going into 2019, you're going to see us take on a host of new challenges, from the looming shutdown of the L train to a new push for congestion pricing. And, of course, you'll see us demand—and win—the block-by-block, lane-by-lane improvements we fight for every day in every borough of New York City.

Our outgoing Executive Director Paul Steely White will be deeply missed. Over the years, he's overseen a revolutionary shift in how New York City views street safety. But Paul has also assembled a truly incredible team of advocates and staffers to accomplish this work, and their expertise and commitment will carry us forward under our next executive director.

As we search for the perfect candidate for that role, Transportation Alternatives is in excellent hands under the leadership of Co-Interim Executive Directors Ellen McDermott and Marco Conner.

No matter what challenges come our way next year, you can bet that Transportation Alternatives will keep doing what we've done for the past 45 years: fighting for safer walking, better biking, and happier living in New York City.



Adam Mansky

Board Chair



Steve Hindy

Board Vice Chair

About Transportation Alternatives

Our mission is to reclaim New York City's streets from the automobile and to advocate for better bicycling, walking, and public transit. We have spent 45 years fighting for the installation of infrastructure improvements that prioritize efficient modes of transportation, reduce speeding and traffic crashes, save lives, and improve the everyday well-being of all New Yorkers. Few other advocacy organizations can claim as many victories and varied physical improvements to New York City's streetscape as TransAlt – we've revolutionized our transportation networks, inspired reciprocal change across the country, and helped millions of New Yorkers see the possibilities of alternative transportation. And we're just getting started.



28.4
MILES



of **protected
bike lanes**
scheduled for
completion in
2018 – more
than any
previous year

Over
330
**Bike Train
commuters**



**pedal-assist
Citi Bikes
launched** –
and 1,000
more coming
next year

Safer Cycling City-Wide



Every mile of bike lane TransAlt wins has a story behind it, whether we're responding to tragedies in our communities or preparing New York City for the future of alternative transportation. Take Skillman and 43rd avenues, one of our dozens of community-level wins this year. This spring, a local community board in

Queens rejected a lifesaving plan to protect cyclists and pedestrians, ignoring the broad community support we'd built. So TransAlt rallied over 100 activists to join hands on 43rd Avenue and create Queens' first human-protected bike lane, putting their bodies on the line to make street users safer—and igniting a storm of

media and political attention that ultimately led Mayor de Blasio to overrule the community board. Then there are the new bike lanes along the L train corridor. When TransAlt learned that the L train would shut down in April 2019 and strand a quarter of a million daily commuters, we got to work securing major

improvements along the corridor, including exclusive bus lanes, expanded sidewalks, pedal-assist Citi Bikes, and multiple protected bike lanes. And to get all those new cyclists ready, we've been hosting weekly Bike Trains since April, guiding groups of bike commuters from Brooklyn into Manhattan.

The Battle for Speed Cameras



14



courageous
arrestees

140



speed
cameras
saved

55%



fewer
fatalities
in camera-
protected
areas over
four years

Speed cameras save lives. That's why, in 2014, TransAlt successfully advocated for a pilot speed safety camera program in New York City school zones. And when petty politics and obstructionism in the New York State Senate threatened to let the lifesaving program expire this summer, TransAlt and Families for Safe Streets fought back. This was the toughest advocacy campaign we've ever faced, and it called for extraordinary tactics. Throughout the summer, we targeted one obstructionist senator's office with creative protests including a 24-hour vigil, a marathon-length walk, and a

delivery of hundreds of boxes of pudding—and on two occasions, Families for Safe Streets members and TransAlt staffers put protest signs around their necks, joined hands, and blocked streets until they were arrested. Thanks to our months of relentless advocacy, the program's expiration was short-lived and the speed cameras were turned back on. Our fight to save the speed cameras also garnered months of near-daily news coverage and won the vocal support of the New York City political establishment, creating dozens of powerful new supporters in the fight against traffic violence.

Parks to the People

39



year-old
campaign

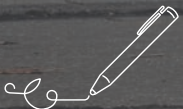
1,369



newly
car-free acres
of public space

Over

130,000



petition
signatures



Central Park and Prospect Park were designed to give every New Yorker the chance to relax and connect with the natural world. But for over a century, biking and walking in these iconic parks meant facing pollution, noise, and danger—until this year, when both parks became permanently car free for the first time in 119 years. TransAlt first launched its campaign to make

Central and Prospect Parks car free way back in 1979, fighting to expand car-free hours and turn car-oriented street space into recreational lanes. Decades of slow but steady progress were punctuated by major demonstrations and petition drives, which raised the profile of the movement and drove more rapid changes. Finally, in 2018, we made history. In January, Prospect

Park was permanently closed to all motor vehicles, with the exception of emergency and park services vehicles. Months later, in June, Central Park was made permanently car free as well. For the first time in all our lifetimes, New Yorkers can now begin to know our greatest parks as they were meant to be known: as permanent havens of natural calm in our hectic city.

A Human-Powered Movement



On a cold evening in March, over one thousand New Yorkers gathered in Park Slope for one of the most moving protests in recent memory: the NYC Kids' March for Safe Streets. Spurred by the tragic loss of Kevin Flores, Abigail Blumenstein, and Joshua Lew—the first three children killed by unsafe drivers in 2018—a crowd including hundreds of parents and children came together to demand an end to these senseless deaths. The strength of the community response compelled the City to take notice. Just six months later, safety improvements

began on the street where Abigail and Joshua were killed. That's TransAlt in a nutshell. In more than 40 advocacy campaigns this year, we brought new supporters into our activist networks and turned ordinary New Yorkers into powerful advocates for change. Through petitions and phone calls, meetings and protests, conferences and trainings, TransAlt and our supporters made our demands so loud and clear that they could not be ignored—and we won critically needed street safety improvements in each of the five boroughs.

542



Public-facing
events and
actions

321



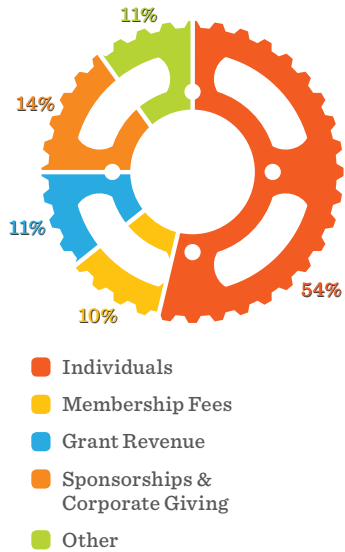
meetings with
elected
officials and
community
boards

108

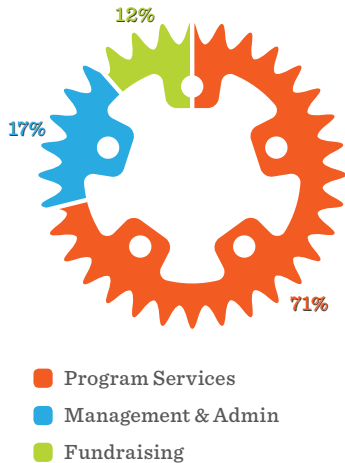


campaign
victories and
milestones

Revenues & Other Support



Expenses



Financials (FY18)

April 1, 2017 - March 31, 2018

FINANCIAL STATEMENTS

REVENUES & OTHER SUPPORT

Contributions (Individuals)	\$2,276,694
Membership	440,693
Grants	461,126
Program Service Fees	381,281
Sponsorships	237,565
Other Corporate Giving	369,000
Consulting Income	25,272
Investment Income	8,659
Other Income	30,512
Total Revenues and Other Support	4,230,802

EXPENSES

Program Services	\$3,065,659
Management & Administration	746,043
Fundraising	488,950
Total Expenses	4,300,652
Change in Net Assets	-\$69,850
Net Assets At Beginning Of Year	945,338
Net Assets At End Of Year	875,488

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash/Cash Equivalents	\$348,578
Investments	280,775
Receivables	311,118
Prepaid Expenses	204,429
Deposits	74,404
Fixed Assets	113,988
Total Assets	1,333,292

LIABILITIES

AP/Accrued Expenses	\$106,727
Deferred Revenue	285,310
Deferred Rent	65,767
Total Liabilities	457,804

NET ASSETS

Board Designated	\$400,000
Undesignated	286,044
Temporarily Restricted	189,444
Total Net Assets	875,488

Total Liabilities and Net Assets **1,333,292**

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HUMAN-POWDERED: KHOLOOD EID

Your donations power TransAlt's mission

If you made a donation to TransAlt this year, you joined over 9,400 individuals, foundations, corporations, and institutions in making our work possible. To view this year's donor list, please visit transalt.org/fy18supporters.

