

Form **990**

Return of Organization Exempt From Income Tax

OMB No. 1545-0047

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

2008

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2008 calendar year, or tax year beginning _____, and ending _____

- B** Check if applicable:
- Address change
 - Name change
 - Initial return
 - Termination
 - Amended return
 - Application pending

Please use IRS label or print or type. See Specific Instructions.

C Name of organization
Transportation Alternatives, Inc.

Doing Business As _____

Number and street (or P.O. box if mail is not delivered to street address) Room/suite
127 West 26th Street 1002

City or town, state or country, and ZIP + 4
New York NY 10001

D Employer identification number
51-0186015

E Telephone number
212-629-8080

G Gross receipts \$ **1,902,978**

F Name and address of principal officer:
Paul White
127 West 26th Street
New York NY 10001

H(a) Is this a group return for affiliates? Yes No

H(b) Are all affiliates included? Yes No

If "No," attach a list. (see instructions)

I Tax-exempt status: 501(c) (**3**) ◀ (insert no.) 4947(a)(1) or 527

J Website: ▶ **www.transalt.org**

H(c) Group exemption number ▶

K Type of organization: Corporation Trust Association Other ▶ **L** Year of formation: **1973** **M** State of legal domicile: **NY**

Part I Summary

Activities & Governance	1 Briefly describe the organization's mission or most significant activities: Promotion of Transportation Alternatives			
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its assets.			
	3	Number of voting members of the governing body (Part VI, line 1a)	3	13
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	12
	5	Total number of employees (Part V, line 2a)	5	56
	6	Total number of volunteers (estimate if necessary)	6	1000
	7a	Total gross unrelated business revenue from Part VIII, line 12, column (C)	7a	
	b Net unrelated business taxable income from Form 990-T, line 34	7b	0	
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	1,251,731	1,533,148
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	582,895	305,946
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	14,025	15,545
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	62,551	48,339
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1-3)	1,911,202	1,902,978
	14	Benefits paid to or for members (Part IX, column (A), line 4)		
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)	813,794	1,094,457
	16a	Professional fundraising fees (Part IX, column (A), line 11e)		
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 81,365		
	17	Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)	676,533	911,932
Net Assets or Fund Balances	18	Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)	1,490,327	2,006,389
	19	Revenue less expenses. Subtract line 18 from line 12	420,875	-103,411
	20	Total assets (Part X, line 16)	Beginning of Year	End of Year
	21	Total liabilities (Part X, line 26)	1,139,225	1,150,991
22	Net assets or fund balances. Subtract line 21 from line 20	7,822	122,999	
		1,131,403	1,027,992	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer: **PAUL WHITE** Date: _____
Type or print name and title: **EXECUTIVE DIRECTOR**

Paid Preparer's Use Only

Preparer's signature: _____ Date: **11/17/09** Check if self-employed: Preparer's identifying number (see instructions): **P00176056**

Firm's name (or yours if self-employed), address, and ZIP + 4: **Coates & Hutchinson, P.C.**
P. O. Box 561
Odenton, MD 21113

EIN: ▶ **52-1639708** Phone no.: ▶ **410-672-6339**

May the IRS discuss this return with the preparer shown above? (see instructions) Yes No

Part III Statement of Program Service Accomplishments (see instructions)

1 Briefly describe the organization's mission:

Promotion of Transportation Alternatives

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No

If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No

If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ **723,180** including grants of \$) (Revenue \$)

Bicycle Program

The overarching goal of T.A.'s Bicycle Advocacy Program is to transform bicycling into an integral component of NYC's larger public transportation network. With City Hall increasingly investing in pro-cycling projects, bicycling in 2009 holds unprecedented potential to lower carbon emissions, traffic calm our public right of ways, improve public health and supplement over-crowded existing public transit options. T.A.'s priority Bicycle Advocacy campaigns in 2009 will focus on increasing public and private investment in cycling, re-prioritizing

4b (Code:) (Expenses \$ **717,430** including grants of \$) (Revenue \$)

PEDESTRIAN POLICY:

IN 2007, THE BLOOMBERG ADMINISTRATION ADOPTED T.A.'S GROUNDBREAKING SAFE ROUTES FOR SENIORS PROGRAM AS A CITYWIDE-INITIATIVE. THEY COMMITTED TO SENIOR-SPECIFIC PEDESTRIAN IMPROVEMENTS AT 25 AREAS WITH A HIGH CONCENTRATION OF SENIORS AND A HIGH FREQUENCY OF SENIOR-RELATED CRASHES. THAT MEANS LONGER PEDESTRIAN CROSSING TIMES AT WIDE AND DANGEROUS INTERSECTIONS, BETTER MAINTAINED CURBS AND SIDEWALKS AND NARROWER STREETS THAT ARE LESS LIKELY TO FOSTER SPEEDING AND RECKLESS DRIVING. IN OTHER WORDS, SAFE ROUTES FOR

4c (Code:) (Expenses \$ **185,263** including grants of \$) (Revenue \$)

TRANSPORTATION POLICY:

THE NYCSR CAMPAIGN COMBINES THE RESOURCES OF THE OPEN PLANNING PROJECT, THE SKILLS OF THE PROJECT FOR PUBLIC SPACES AND THE EXPERIENCE AND SAVY OF TRANSPORTATION ALTERNATIVES TO HELP NEW YORKERS PLAN STREETS AND NEIGHBORHOODS FOR PEOPLE, NOT CARS. IN 2007 THE CAMPAIGN SPONSORED VISITS BY TRANSPORTATION LUMINARIES LIKE JAN GEHL AND DON SHOUP AND INCORPORATED THEIR PROGRESSIVE PLANNING IDEAS INTO COMMUNITY VISIONS FOR THE UPPER WEST SIDE OF MANHATTAN AND GRAND AREY PLAZA IN BROOKLYN. IN

4d Other program services. (Describe in Schedule O.)

(Expenses \$ **30,727** including grants of \$) (Revenue \$)

4e Total program service expenses ▶ \$ **1,656,600** (Must equal Part IX, Line 25, column (B).)

Part IV Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A	X	
2	Is the organization required to complete Schedule B, Schedule of Contributors?	X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	X	
5	Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III		
6	Did the organization maintain any donor advised funds or any accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		X
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		X
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9	Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		X
10	Did the organization hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V		X
11	Did the organization report an amount in Part X, lines 10, 12, 13, 15, or 25? If "Yes," complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable	X	
12	Did the organization receive an audited financial statement for the year for which it is completing this return that was prepared in accordance with GAAP? If "Yes," complete Schedule D, Parts XI, XII, and XIII	X	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a	Did the organization maintain an office, employees, or agents outside of the U.S.?		X
14b	b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the U.S.? If "Yes," complete Schedule F, Part I		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Part II		X
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Part III		X
17	Did the organization report more than \$15,000 on Part IX, column (A), line 11e? If "Yes," complete Schedule G, Part I		X
18	Did the organization report more than \$15,000 total on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II		X
19	Did the organization report more than \$15,000 on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
20	Did the organization operate one or more hospitals? If "Yes," complete Schedule H		X
21	Did the organization report more than \$5,000 on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		X
22	Did the organization report more than \$5,000 on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III		X
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5? If "Yes," complete Schedule J		X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer questions 24b-24d and complete Schedule K. If "No," go to question 25.		X
24b	b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
24c	c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
24d	d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		X
25b	b Did the organization become aware that it had engaged in an excess benefit transaction with a disqualified person from a prior year? If "Yes," complete Schedule L, Part I		X
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II		X
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, or substantial contributor, or to a person related to such an individual? If "Yes," complete Schedule L, Part III		X

Part IV Checklist of Required Schedules (continued)

		Yes	No
28	During the tax year, did any person who is a current or former officer, director, trustee, or key employee:		
a	Have a direct business relationship with the organization (other than as an officer, director, trustee, or employee), or an indirect business relationship through ownership of more than 35% in another entity (individually or collectively with other person(s) listed in Part VII, Section A)? If "Yes," complete Schedule L, Part IV		X
b	Have a family member who had a direct or indirect business relationship with the organization? If "Yes," complete Schedule L, Part IV		X
c	Serve as an officer, director, trustee, key employee, partner, or member of an entity (or a shareholder of a professional corporation) doing business with the organization? If "Yes," complete Schedule L, Part IV		X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1		X
35	Is any related organization a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2		X
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		X
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X

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Part V Statements Regarding Other IRS Filings and Tax Compliance

		Yes	No
1a	Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable		
	1a 11		
1b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable		
	1b 0		
1c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return		
	2a 56		
2b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return. (see instructions)	X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?		X
3b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O		
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?		X
4b	If "Yes," enter the name of the foreign country: <input type="checkbox"/> See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?		X
5b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?		X
5c	If "Yes," to question 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?		
6a	Did the organization solicit any contributions that were not tax deductible?		X
6b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?		
7	Organizations that may receive deductible contributions under section 170(c).		
7a	Did the organization provide goods or services in exchange for any quid pro quo contribution of more than \$75?		X
7b	If "Yes," did the organization notify the donor of the value of the goods or services provided?		
7c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?		X
7d	If "Yes," indicate the number of Forms 8282 filed during the year		
7e	Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?		X
7f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?		X
7g	For all contributions of qualified intellectual property, did the organization file Form 8899 as required?		X
7h	For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?		X
8	Section 501(c)(3) and other sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a fund maintained by a sponsoring organization, have excess business holdings at any time during the year?		X
9	Section 501(c)(3) and other sponsoring organizations maintaining donor advised funds.		
9a	Did the organization make any taxable distributions under section 4966?		X
9b	Did the organization make a distribution to a donor, donor advisor, or related person?		X
10	Section 501(c)(7) organizations. Enter:		
10a	Initiation fees and capital contributions included on Part VIII, line 12		
10b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities		
11	Section 501(c)(12) organizations. Enter:		
11a	Gross income from members or shareholders		
11b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)		
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?		
12b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year		

Part VI Governance, Management, and Disclosure (Sections A, B, and C request information about policies not required by the Internal Revenue Code.)

Section A. Governing Body and Management

		Yes	No
For each "Yes" response to lines 2-7b below, and for a "No" response to lines 8 or 9b below, describe the circumstances, processes, or changes in Schedule O. See instructions.			
1a	Enter the number of voting members of the governing body	13	
1b	Enter the number of voting members that are independent	12	
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		X
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		X
4	Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed?		X
5	Did the organization become aware during the year of a material diversion of the organization's assets?		X
6	Does the organization have members or stockholders?	X	
7a	Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body?		X
7b	Are any decisions of the governing body subject to approval by members, stockholders, or other persons?		X
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:		
8a	The governing body?	X	
8b	Each committee with authority to act on behalf of the governing body?	X	
9a	Does the organization have local chapters, branches, or affiliates?		X
9b	If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization?		
10	Was a copy of the Form 990 provided to the organization's governing body before it was filed? All organizations must describe in Schedule O the process, if any, the organization uses to review the Form 990		X
11	Is there any officer, director or trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		X

Section B. Policies

		Yes	No
12a	Does the organization have a written conflict of interest policy? If "No," go to line 13	X	
12b	Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		X
12c	Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done		X
13	Does the organization have a written whistleblower policy?		X
14	Does the organization have a written document retention and destruction policy?		X
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision:		
15a	The organization's CEO, Executive Director, or top management official?	X	
15b	Other officers or key employees of the organization? Describe the process in Schedule O. (see instructions)		X
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		X
16b	If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

17	List the states with which a copy of this Form 990 is required to be filed NY
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply. <input checked="" type="checkbox"/> Own website <input type="checkbox"/> Another's website <input type="checkbox"/> Upon request
19	Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization: The Organization 127 West 26th St New York NY 10001 212-629-8080

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Use Schedule J-2 if additional space is needed.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if the organization did not compensate any officer, director, trustee, or key employee.

(A) Name and Title	(B) Average hours per week	(C) Position (check all that apply)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
NEYSA PRANGER PRESIDENT	4	X					0	0	0	
WALTER HOOK VICE PRESIDE	4	X					0	0	0	
LAURIE DAVIDOWITZ TREASURER	4	X					0	0	0	
COLIN BEAVAN BOARD MEMBER	4	X					0	0	0	
CHRISTINE BERTHET BOARD MEMBER	4	X					0	0	0	
KENNETH COUGHLIN BOARD MEMBER	4	X					0	0	0	
DANIEL KAIZER BOARD MEMBER	4	X					0	0	0	
RICHARD KASSEL BOARD MEMBER	4	X					0	0	0	
STEVE MCMASTER BOARD MEMBER	4	X					0	0	0	
JEFF PRANT BOARD MEMBER	4	X					0	0	0	
KATE SLEVIN BOARD MEMBER	4	X					0	0	0	
LAWRENCE W. LEVI SECRETARY	4	X					0	0	0	

Part VIII Statement of Revenue

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
Contributions, gifts, grants and other similar amounts	1a Federated campaigns	1a				
	b Membership dues	1b	265,566			
	c Fundraising events	1c				
	d Related organizations	1d				
	e Government grants (contributions)	1e	114,000			
	f All other contributions, gifts, grants, and similar amounts not included above	1f	1,153,582			
	g Noncash contributions included in lines 1a-1f: \$					
	h Total. Add lines 1a-1f			1,533,148		
Program Service Revenue	2a Registration Fees	Busn. Code	179,314	179,314		
	b Consulting		126,632	126,632		
	c					
	d					
	e					
	f All other program service revenue					
	g Total. Add lines 2a-2f			305,946		
Other Revenue	3 Investment income (including dividends, interest, and other similar amounts)		15,545			15,545
	4 Income from investment of tax-exempt bond proceeds					
	5 Royalties					
	6a Gross Rents	(i) Real (ii) Personal				
	b Less: rental exps.					
	c Rental inc. or (loss)					
	d Net rental income or (loss)					
	7a Gross amount from sales of assets other than inventory	(i) Securities (ii) Other				
	b Less: cost or other basis & sales exps.					
	c Gain or (loss)					
	d Net gain or (loss)					
	8a Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	a				
	b Less: direct expenses	b				
	c Net income or (loss) from fundraising events					
	9a Gross income from gaming activities. See Part IV, line 19	a				
b Less: direct expenses	b					
c Net income or (loss) from gaming activities						
10a Gross sales of inventory, less returns and allowances	a					
b Less: cost of goods sold	b					
c Net income or (loss) from sales of inventory						
Miscellaneous Revenue	Busn. Code					
11a MISCELLANEOUS		48,339	48,339			
b						
c						
d All other revenue						
e Total. Add lines 11a-11d			48,339			
12 Total Revenue. Add lines 1h, 2g, 3, 4, 5, 6d, 7d, 8c, 9c, 10c, and 11e			1,902,978	354,285	0	15,545

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Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21				
2 Grants and other assistance to individuals in the U.S. See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16				
4 Benefits paid to or for members				
5 Compensation of current officers, directors, trustees, and key employees	322,418	291,143	18,055	13,220
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7 Other salaries and wages	619,237	559,171	34,677	25,389
8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	2,926	2,642	163	121
9 Other employee benefits	75,098	67,815	4,206	3,077
10 Payroll taxes	74,778	67,525	4,188	3,065
11 Fees for services (non-employees):				
a Management				
b Legal				
c Accounting	12,751		12,751	
d Lobbying				
e Professional fundraising services. See Part IV, line 17				
f Investment management fees				
g Other	168,788	159,688	9,100	
12 Advertising and promotion				
13 Office expenses	19,664	5,457	14,042	165
14 Information technology				
15 Royalties				
16 Occupancy	114,188	5,011	108,929	248
17 Travel	47,344	35,888	6,477	4,979
18 Payments of travel or entertainment expenses for any federal, state, or local public officials				
19 Conferences, conventions, and meetings	11,871	6,146	5,725	
20 Interest				
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	10,505	9,034	1,156	315
23 Insurance	11,807	8,304	3,503	
24 Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.)				
a Bike Tour expenses	262,954	262,954		
b Supplies/Materials	66,714	21,603	27,954	17,157
c Printing	58,135	45,231	1,286	11,618
d Magazine Production Exp	52,290	52,290		
e Postage and Delivery	41,930	39,513	2,302	115
f All other expenses	32,991	17,185	13,910	1,896
25 Total functional expenses. Add lines 1 through 24f	2,006,389	1,656,600	268,424	81,365
26 Joint Costs. Check here <input type="checkbox"/> if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

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Part X Balance Sheet

		(A) Beginning of year		(B) End of year	
Assets	1	Cash—non-interest bearing		1	277,492
	2	Savings and temporary cash investments	495,082	2	226,149
	3	Pledges and grants receivable, net		3	606,093
	4	Accounts receivable, net	595,219	4	37
	5	Receivables from current and former officers, directors, trustees, key employees, or other related parties. Complete Part II of Schedule L		5	
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges	2,546	9	5,348
	10a	Land, buildings, and equipment: cost basis	76,556		
	b	Less: accumulated depreciation. Complete Part VI of Schedule D	56,267	10c	20,289
	11	Investments—publicly traded securities		11	
	12	Investments—other securities. See Part IV, line 11		12	
	13	Investments—program-related. See Part IV, line 11		13	
	14	Intangible assets		14	
	15	Other assets. See Part IV, line 11	15,583	15	15,583
16	Total assets. Add lines 1 through 15 (must equal line 34)	1,139,225	16	1,150,991	
Liabilities	17	Accounts payable and accrued expenses	2,767	17	59,444
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow account liability. Complete Part IV of Schedule D		21	
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable		24	
	25	Other liabilities. Complete Part X of Schedule D	5,055	25	63,555
	26	Total liabilities. Add lines 17 through 25	7,822	26	122,999
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.				
	27	Unrestricted net assets	1,008,903	27	957,992
	28	Temporarily restricted net assets	122,500	28	70,000
	29	Permanently restricted net assets		29	
	Organizations that do not follow SFAS 117, check here <input type="checkbox"/> and complete lines 30 through 34.				
	30	Capital stock or trust principal, or current funds		30	
	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
	32	Retained earnings, endowment, accumulated income, or other funds		32	
33	Total net assets or fund balances	1,131,403	33	1,027,992	
34	Total liabilities and net assets/fund balances	1,139,225	34	1,150,991	

Part XI Financial Statements and Reporting

		Yes	No
1	Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		X
b	Were the organization's financial statements audited by an independent accountant?		X
c	If "Yes" to lines 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		
b	If "Yes," did the organization undergo the required audit or audits?		

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)
 (Complete only if you checked the box on line 5, 7, or 8 of Part I.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")	525,750	699,756	828,683	1,463,170	1,798,984	5,316,343
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
3 The value of services or facilities furnished by a governmental unit to the organization without charge						
4 Total. Add lines 1-3	525,750	699,756	828,683	1,463,170	1,798,984	5,316,343
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f)						886,772
6 Public support. Subtract line 5 from line 4						4,429,571

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
7 Amounts from line 4	525,750	699,756	828,683	1,463,170	1,798,984	5,316,343
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	3,012	8,670	12,042	14,025	15,545	53,294
9 Net income from unrelated business activities, whether or not the business is regularly carried on						
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)	16,238	9,190	34,394	62,551	48,339	170,712
11 Total support. Add lines 7 through 10						5,540,349
12 Gross receipts from related activities, etc. (see instructions)					12	1,573,434
13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

14 Public support percentage for 2008 (line 6, column (f) divided by line 11, column (f))	14	79.9511 %
15 Public support percentage from 2007 Schedule A, Part IV-A, line 26f	15	95.3371 %
16a 33 1/3 % support test—2008. If the organization did not check the box on line 13, and line 14 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization ► <input checked="" type="checkbox"/>		
b 33 1/3 % support test—2007. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3 % or more, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>		
17a 10%-facts-and-circumstances test—2008. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>		
b 10%-facts-and-circumstances test—2007. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ► <input type="checkbox"/>		
18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ► <input type="checkbox"/>		

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I.)

Section A. Public Support

Calendar year (or fiscal year beginning in) ►	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose						
3 Gross receipts from activities that are not an unrelated trade or business under section 513						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf						
5 The value of services or facilities furnished by a governmental unit to the organization without charge						
6 Total. Add lines 1-5						
7a Amounts included on lines 1, 2, and 3 received from disqualified persons						
b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of 1% of the total of lines 9, 10c, 11, and 12 for the year or \$5,000						
c Add lines 7a and 7b						
8 Public support (Subtract line 7c from line 6.)						

Section B. Total Support

Calendar year (or fiscal year beginning in) ►	(a) 2004	(b) 2005	(c) 2006	(d) 2007	(e) 2008	(f) Total
9 Amounts from line 6						
10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources						
b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975						
c Add lines 10a and 10b						
11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)						
13 Total support. (Add lines 9, 10c, 11, and 12.)						
14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here <input type="checkbox"/>						

Section C. Computation of Public Support Percentage

15 Public support percentage for 2008 (line 8, column (f) divided by line 13, column (f))	15	%
16 Public support percentage from 2007 Schedule A, Part IV-A, line 27g	16	%

Section D. Computation of Investment Income Percentage

17 Investment income percentage for 2008 (line 10c, column (f) divided by line 13, column (f))	17	%
18 Investment income percentage from 2007 Schedule A, Part IV-A, line 27h	18	%

19a 33 1/3 % support tests—2008. If the organization did not check the box on line 14, and line 15 is more than 33 1/3 %, and line 17 is not more than 33 1/3 %, check this box and **stop here**. The organization qualifies as a publicly supported organization

b 33 1/3 % support tests—2007. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3 %, and line 18 is not more than 33 1/3 %, check this box and **stop here**. The organization qualifies as a publicly supported organization

20 Private foundation. If the organization did not check a box on line 14, 19a or 19b, check this box and see instructions

Part IV Supplemental Information. Complete this part to provide the explanation required by Part II, line 10; Part II, line 17a or 17b; or Part III, line 12. Provide any other additional information. (see instructions)

Part II, Line 10 - Other Income Detail

MISCELLANEOUS \$ 165,204

GAIN ON SALE OF SECURITIES \$ 5,508

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Schedule B
(Form 990, 990-EZ,
or 990-PF)
Department of the Treasury
Internal Revenue Service

Schedule of Contributors
▶ **Attach to Form 990, 990-EZ, and 990-PF.**

OMB No. 1545-0047

2008

Name of the organization

Employer identification number

Transportation Alternatives, Inc.

51-0186015

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

501(c)(**3**) (enter number) organization

4947(a)(1) nonexempt charitable trust **not** treated as a private foundation

527 political organization

Form 990-PF

501(c)(3) exempt private foundation

4947(a)(1) nonexempt charitable trust treated as a private foundation

501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**. (**Note.** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.)

General Rule

For organizations filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

For a section 501(c)(3) organization filing Form 990, or Form 990-EZ, that met the 33 1/3% support test of the regulations under sections 509(a)(1)/170(b)(1)(A)(vi), and received from any one contributor, during the year, a contribution of the greater of **(1)** \$5,000 or **(2)** 2% of the amount on Form 990, Part VIII, line 1h or 2% of the amount on Form 990-EZ, line 1. Complete Parts I and II.

For a section 501(c)(7), (8), or (10) organization filing Form 990, or Form 990-EZ, that received from any one contributor, during the year, aggregate contributions or bequests of more than \$1,000 for use exclusively for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For a section 501(c)(7), (8), or (10) organization filing Form 990, or Form 990-EZ, that received from any one contributor, during the year, some contributions for use exclusively for religious, charitable, etc., purposes, but these contributions did not aggregate to more than \$1,000. (If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year.) ▶ \$

Caution. Organizations that are not covered by the General Rule and/or the Special Rules do not file Schedule B (Form 990, 990-EZ, or 990-PF), but they **must** answer "No" on Part IV, line 2 of their Form 990, or check the box in the heading of their Form 990-EZ, or on line 2 of their Form 990-PF, to certify that they do not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990. These instructions will be issued separately.

Schedule B (Form 990, 990-EZ, or 990-PF) (2008)

Name of organization Transportation Alternatives, Inc.	Employer identification number 51-0186015
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Part I Contributors (see instructions)

(a) No.	(b) Name, address, and ZIP + 4	(c) Aggregate contributions	(d) Type of contribution
1	Mark Gorton The Lime Group 377 Broadway #11 New York NY 10013	\$ 500,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
2	Marc Agger Pierless Fish Corp 5 Montague Terrace Brooklyn NY 11201	\$ 51,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
3	JM Kaplan 261 Madison Ave 19th Floor New York NY 10016	\$ 45,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
4	Adam R. Rose Foundation PO Box 657 Cross River NY 10518	\$ 100,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
5	Tom Kempner 65 East 55th St 19th Floor New York NY 10022	\$ 50,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)
6	Aaron Sosnick 143 Ave B #PHA New York NY 10009	\$ 100,000	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.)

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SCHEDULE C (Form 990 or 990-EZ)

Political Campaign and Lobbying Activities

OMB No. 1545-0047

2008

Open to Public Inspection

Department of the Treasury Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527

To be completed by organizations described below.

Attach to Form 990 or Form 990-EZ.

If the organization answered "Yes," to Form 990, Part IV, line 3, or Form 990-EZ, Part VI, line 46 (Political Campaign Activities), then

- Section 501(c)(3) organizations: Complete Parts I-A and B. Do not complete Part I-C.
Section 501(c) (other than section 501(c)(3)) organizations: Complete Parts I-A and C below. Do not complete Part I-B.
Section 527 organizations: Complete Part I-A only.

If the organization answered "Yes," to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)): Complete Part II-A. Do not complete Part II-B.
Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)): Complete Part II-B. Do not complete Part II-A.

If the organization answered "Yes," to Form 990, Part IV, line 5 (Proxy Tax), then

- Section 501(c)(4), (5), or (6) organizations: Complete Part III.

Name of organization

Transportation Alternatives, Inc.

Employer identification number

51-0186015

Part I-A To be completed by all organizations exempt under section 501(c) and section 527 organizations.

See the instructions for Schedule C for details.

- 1 Provide a description of the organization's direct and indirect political campaign activities in Part IV.
2 Political expenditures
3 Volunteer hours

Part I-B To be completed by all organizations exempt under section 501(c)(3).

See the instructions for Schedule C for details.

- 1 Enter the amount of any excise tax incurred by the organization under section 4955
2 Enter the amount of any excise tax incurred by organization managers under section 4955
3 If the organization incurred a section 4955 tax, did it file Form 4720 for this year?
4a Was a correction made?
b If "Yes," describe in Part IV.

Part I-C To be completed by all organizations exempt under section 501(c), except section 501(c)(3).

See the instructions for Schedule C for details.

- 1 Enter the amount directly expended by the filing organization for section 527 exempt function activities
2 Enter the amount of the filing organization's funds contributed to other organizations for section 527 exempt function activities
3 Total of direct and indirect exempt function expenditures. Add lines 1 and 2 and enter here and on Form 1120-POL, line 17b
4 Did the filing organization file Form 1120-POL for this year?
5 State the names, addresses and employer identification number (EIN) of all section 527 political organizations to which payments were made.

Table with 5 columns: (a) Name, (b) Address, (c) EIN, (d) Amount paid from filing organization's funds, (e) Amount of political contributions received and promptly and directly delivered to a separate political organization.

Part II-A To be completed by organizations exempt under section 501(c)(3) that filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.

- A** Check if the filing organization belongs to an affiliated group.
B Check if the filing organization checked box A and "limited control" provisions apply.

Limits on Lobbying Expenditures (The term "expenditures" means amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals												
1a Total lobbying expenditures to influence public opinion (grass roots lobbying)														
b Total lobbying expenditures to influence a legislative body (direct lobbying)														
c Total lobbying expenditures (add lines 1a and 1b)														
d Other exempt purpose expenditures														
e Total exempt purpose expenditures (add lines 1c and 1d)														
f Lobbying nontaxable amount. Enter the amount from the following table in both columns.														
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">If the amount on line 1e, column (a) or (b) is:</th> <th>The lobbying nontaxable amount is:</th> </tr> </thead> <tbody> <tr> <td>Not over \$500,000</td> <td>20% of the amount on line 1e.</td> </tr> <tr> <td>Over \$500,000 but not over \$1,000,000</td> <td>\$100,000 plus 15% of the excess over \$500,000.</td> </tr> <tr> <td>Over \$1,000,000 but not over \$1,500,000</td> <td>\$175,000 plus 10% of the excess over \$1,000,000.</td> </tr> <tr> <td>Over \$1,500,000 but not over \$17,000,000</td> <td>\$225,000 plus 5% of the excess over \$1,500,000.</td> </tr> <tr> <td>Over \$17,000,000</td> <td>\$1,000,000.</td> </tr> </tbody> </table>	If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:	Not over \$500,000	20% of the amount on line 1e.	Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.	Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.	Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.	Over \$17,000,000	\$1,000,000.		
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is:													
Not over \$500,000	20% of the amount on line 1e.													
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000.													
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.													
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000.													
Over \$17,000,000	\$1,000,000.													
g Grassroots nontaxable amount (enter 25% of line 1f)														
h Subtract line 1g from line 1a. Enter -0- if line g is more than line a														
i Subtract line 1f from line 1c. Enter -0- if line f is more than line c														
j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?		<input type="checkbox"/> Yes <input type="checkbox"/> No												

4-Year Averaging Period Under Section 501(h)
(Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f of the instructions.)

Lobbying Expenditures During 4-Year Averaging Period					
Calendar year (or fiscal year beginning in)	(a) 2005	(b) 2006	(c) 2007	(d) 2008	(e) Total
2a Lobbying non-taxable amount					
b Lobbying ceiling amount (150% of line 2a, column(e))					
c Total lobbying expenditures					
d Grassroots non-taxable amount					
e Grassroots ceiling amount (150% of line 2d, column (e))					
f Grassroots lobbying expenditures					

Part II-B To be completed by organizations exempt under section 501(c)(3) that have NOT filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?		<input checked="" type="checkbox"/>	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?	<input checked="" type="checkbox"/>		
c Media advertisements?		<input checked="" type="checkbox"/>	
d Mailings to members, legislators, or the public?		<input checked="" type="checkbox"/>	
e Publications, or published or broadcast statements?		<input checked="" type="checkbox"/>	
f Grants to other organizations for lobbying purposes?		<input checked="" type="checkbox"/>	
g Direct contact with legislators, their staffs, government officials, or a legislative body?	<input checked="" type="checkbox"/>		4,753
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means?		<input checked="" type="checkbox"/>	
i Other activities? If "Yes," describe in Part IV		<input checked="" type="checkbox"/>	
j Total lines 1c through 1i			4,753
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		<input checked="" type="checkbox"/>	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?		<input checked="" type="checkbox"/>	

Part III-A To be completed by all organizations exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6). See the instructions for Schedule C for details.

	Yes	No
1 Were substantially all (90% or more) dues received nondeductible by members?	<input type="checkbox"/>	<input type="checkbox"/>
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?	<input type="checkbox"/>	<input type="checkbox"/>
3 Did the organization agree to carryover lobbying and political expenditures from the prior year?	<input type="checkbox"/>	<input type="checkbox"/>

Part III-B To be completed by all organizations exempt under section 501(c)(4), section 501(c)(5), or section 501(c)(6) if BOTH Part III-A, questions 1 and 2 are answered "No" OR if Part III-A, question 3 is answered "Yes." See Schedule C instructions for details.

1 Dues, assessments and similar amounts from members	1	
2 Section 162(e) non-deductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).		
a Current year	2a	
b Carryover from last year	2b	
c Total	2c	
3 Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues	3	
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the excess does the organization agree to carryover to the reasonable estimate of nondeductible lobbying and political expenditure next year?	4	
5 Taxable amount of lobbying and political expenditures (line 2c total minus 3 and 4)	5	

Part IV Supplemental Information

Complete this part to provide the descriptions required for Part I-A, line 1, Part I-B, line 4, Part I-C, line 5, and Part II-B, line 1i.

Also, complete this part for any additional information.

Schedule C, Part II-B, Line 1i

The issue worked on was Congestion Pricing Plan

Part IV Supplemental Information (continued)

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SCHEDULE D (Form 990)

Department of the Treasury Internal Revenue Service

Supplemental Financial Statements

Attach to Form 990. To be completed by organizations that answered "Yes," to Form 990, Part IV, line 6, 7, 8, 9, 10, 11, or 12.

OMB No. 1545-0047

2008

Open to Public Inspection

Name of the organization

Employer identification number

Transportation Alternatives, Inc.

51-0186015

Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts. Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

Table with 3 columns: Question number, (a) Donor advised funds, (b) Funds and other accounts. Includes questions 1-6 regarding donor advised funds.

Part II Conservation Easements. Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

Table with 3 columns: Question number, Description, and Held at the End of the Year. Includes questions 1-9 regarding conservation easements.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets. Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

Table with 3 columns: Question number, Description, and Amount. Includes questions 1a, 1b, and 2 regarding art and historical treasures.

Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)

3 Using the organization's accession and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a Public exhibition
- b Scholarly research
- c Preservation for future generations
- d Loan or exchange programs
- e Other _____

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection? Yes No

Part IV Trust, Escrow and Custodial Arrangements. Complete if organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X? Yes No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

	Amount
c Beginning balance	1c
d Additions during the year	1d
e Distributions during the year	1e
f Ending balance	1f

2a Did the organization include an amount on Form 990, Part X, line 21? Yes No

b If "Yes," explain the arrangement in Part XIV.

Part V Endowment Funds. Complete if organization answered "Yes" to Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1a Beginning of year balance					
b Contributions					
c Investment earnings or losses					
d Grants or scholarships					
e Other expenditures for facilities and programs					
f Administrative expenses					
g End of year balance					

2 Provide the estimated percentage of the year end balance held as:

- a Board designated or quasi-endowment ▶ _____ %
- b Permanent endowment ▶ _____ %
- c Term endowment ▶ _____ %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

- (i) unrelated organizations
- (ii) related organizations

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R?

	Yes	No
3a(i)		
3a(ii)		
3b		

4 Describe in Part XIV the intended uses of the organization's endowment funds.

Part VI Investments—Land, Buildings, and Equipment. See Form 990, Part X, line 10.

Description of investment	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Depreciation	(d) Book value
1a Land				
b Buildings				
c Leasehold improvements				
d Equipment				
e Other		76,556	56,267	20,289
Total. Add lines 1a–1e. (Column (d) should equal Form 990, Part X, column (B), line 10(c).)				20,289

Part XIV Supplemental Information (continued)

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SCHEDULE O

(Form 990)

Department of the Treasury
Internal Revenue Service

Name of the organization

Supplemental Information to Form 990▶ Attach to Form 990. To be completed by organizations to provide
additional information for responses to specific questions for the
Form 990 or to provide any additional information.

OMB No. 1545-0047

2008Open to Public
Inspection**Transportation Alternatives, Inc.**

Employer identification number

51-0186015**Form 990, Part I, Line 6**

Volunteers are used for various items. They help with general office tasks, data entry, event set-up, registration, and breakdown.

Form 990, Part III, Line 4a - First Achievement

transportation planning to include bicycles in all 'complete streets' projects and a generating the necessary shift in public opinion to support this growth and investment.

Biking Rules!, a multi-media campaign to encourage cyclists to follow the rules of the road, will kick off in May during Bike Month. Biking Rules! will address the growing concerns among non-cyclists regarding bicyclists behavior, as well as provide a new a distinct forum through which T.A. can take the lead on bike culture growth in development in NYC. Biking Rules! in Brooklyn, made possible through a grant from the Independence Community Foundation, will be launched in June with the help of T.A. Brooklyn Volunteer Committee. Biking Rules! will include a new professional design, events and segmented marketing materials targeting different road user groups. BikingRules.org will launch in May, and a Biking Rules! film festival will follow in the late summer to generate short PSAs addressing street safety as lead and encouraged by cyclists.

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T.A., through anticipated support from the JM Kaplan Fund, will be working hard to bring a quality Public Bike Share program to NYC in 2009. There will be no better way to mainstream cycling, integrate bicycles fully into the public transit network and calm our streets than through a large scale public bicycle program, similar to Velib in Paris. The NYC DOT is currently pursuing this concept and is expected to release an RFP in November. T.A. will simultaneously be advocating for bike share best practices and building the grassroots member and volunteer support that will be necessary to make this project navigate successfully through the community boards.

Our new East Side campaign is off and running. We've already organized an inaugural meeting of our East Side members who are interested in helping, and fired off a great letter to the DOT asking for protected bike lanes to be included with the new 1st and 2nd Avenue BRT corridors. May, of course, is Bike Month NYC, for which we have over 200 events registered on-line. Working on campaign design with NYC & Co. and soon should be wrapping up this week. Our pitch to them was to convey visually bicycling as part of the public transit system. T.A.'s IT/Web/Design team recently launched Phase 1 of the new BikeMonthNYC.org, which allows Bike Month events organizers to register, review and edit their own events, and enables the T.A. Events staff to edit and publish Bike Month events all within the website.

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Pedestrian Program

Our pedestrian advocacy is tied into street reclamation projects, safety for the most vulnerable pedestrians and the creation of healthy built environments. We've been playing a key supportive role in community-based responses. At the request of Manhattan Community Board 3, T.A. researched pedestrian safety issues related DOT's new design proposal to redesign Chatham Square. Our Safe Seniors program has been adopted by the city; we continue to watch dog its progress.

Our work with the Food and Fitness Partnership with the W.K. Kellogg Foundation continues apace and for 2010, we will be a co-convenor along with City Harvest and Brooklyn Rescue Mission, for the 200-member partnership. We are working on projects in "high-need" public health districts, such as Central Brooklyn, Central/East Harlem and the South Bronx, and with community organizations to improve street safety and access to parks so that their neighborhood public spaces/built environment can be better utilized for engaging in physical activity. Also within the context of this important health/transportation project, we are developing a "Play Street" program with Bronx schools lacking adequate gym space by helping them close adjacent streets for recreation. In 2008 we completed 4 community based projects in Central Brooklyn, Harlem, and the Bronx that focused on communities reclaiming public spaces and using their streets to engage

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in physical activities (Car Free Crotona Park, Feeder rides to Summer Streets in Bed-Stuy, Neighborhood wide traffic calming in Harlem).

Our UWS Streets Renaissance Campaign continues to break new ground, including a new partnership with the Lincoln Center NORC (senior community) to win LPIs (leading pedestrian intervals) and daylighting (removing parking at the intersections to improve sightlines and safety) throughout the UWS. In 2009, we waged a campaign asking the DOT for physically separated bike lanes in the Upper West Side and won community board approval for the resolution.

Our project to improve access to Harlem River Park between 135th and 142nd Streets continues apace. T.A. has completed a survey analysis and report, and developed design recommendations for improving pedestrian and cyclist safety. Through our work advocating with local elected officials and community-based organizations, DOT agreed to conduct a study to assess improvements to the access ways.

Our longstanding Car-Free Central Park campaign is gearing up for another push, most notably with the reinvigoration of the Car-Free Central Park Committee. Earlier this week the committee cemented 5 incremental asks while pushing to move again on the City Council legislation for a trial car free summer.

Transportation Policy

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T.A. has been working with the Empire State Transportation Alliance and the Campaign for NY Future in support of the Ravitch plan to secure and stabilize MTA funding for years to come. T.A. staff travelled to Albany on 4 lobbying days, testified at a City Council hearing, organized 2 weeks of letter writing that generated 1,623 letters to State lawmakers, placed ads in local papers and a back page ad in AM NY. T.A. is keeping track of the Department of City Planning's efforts to reduce the requirements for off-street parking in New York City. Amanda Burden is on task and will send an update in the next week.

In 2009, T.A. will make it possible for volunteers and concerned citizens to submit posts of illegally parked placarded vehicles to our Uncivilservants.org from handheld mobile phones. Two new studies, one quantifying the improvement in illegal placard parking caused by City reforms, and the other shaming the most blatant users of illegal placards, will keep this issue in the media spotlight and ensure the Mayor and other candidates from office are compelled to iterate their positions.

T.A. hired veteran campaigner Jessie Singer as our part-time traffic safety and enforcement researcher.

Jessie led T.A.'s Prospect Park Youth Advocates program this summer, which was a great success and included a blog written by the four high schoolers, Street Films starring them and a march across the Brooklyn Bridge to a City Hall rally. In addition to her advocacy acumen, Jessie has

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strong journalism experience, working for Wayne Barrett at the Village Voice and the National Lawyers Guild. Jessie is building on the work from the end of 2008 to research and draft a best practices report on traffic enforcement, which we aim to garner endorsements from a "Blue Ribbon" panel of traffic engineers and former police to public health officials and people who've lost loved ones in crashes.

T.A. staff is also collaborating with DOT legislative staff on a few traffic justice and enforcement related State bills as well. T.A. will support DOT's bus camera bill, red light camera bill, cross-over mirrors for trucks and legislation to increase penalties for drivers who leave the scene of an accident. On bus cameras, T.A. will work with ESTA and the Campaign for NY Future.

T.A. is working with a broad-based coalition of groups, including Tri-State Transportation Campaign and the Pratt Center for Urban Development, to bring world-class Bus Rapid Transit to New York City. T.A. has established itself well as a player in federal policy issues. We worked with the NYC Congressional delegation to ensure that stimulus funding is available to bicycle and pedestrian projects and to increase the amount available for transit. T.A. is working with the T4 America coalition and urban advocates to advance the urban and green mobility agendas in the next federal transportation bill (due this fall).

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T.A.'s first-ever Candidate Survey is in motion. T.A. staff met last week to discuss potential questions for lawmakers and will meet this week with staff at The Open Planning Project to plan for the development of a candidate look-up tool and an exciting website to display candidate responses. The candidate survey will be online August 15th.

Events

T.A. hosted 4 "round trip rides" a day for 2 of 3 DOT's Summer Streets from Inwood, the Bronx, Queens and Brooklyn (last ride was canceled due to rain). The rides were well attended from Queens, Brooklyn and the Bronx. We also had three T.A. promotional tables along Park Avenue (SoHo, North of Union Square and Midtown), we took this opportunity to talk about Park(ing) Day, the NYC Century Bike Tour, Biking Rules and the Eastside Bike Lane Petition coupled with a membership pitch. It was a huge lift for staff to work 2/3 Saturdays straight but remarkably everyone did it on top of their rigorous Monday-Friday workload. We concluded for next year that T.A. should take on one large space along Summer Streets, with a huge group of T.A. supporters (staff, members and volunteers), to make it more inviting, celebratory and appreciative (street party) versus spreading ourselves along a 7 mile stretch.

Our final event of the summer is also the largest fundraiser for T.A., the NYC Century Bike Tour. The tour

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always has its challenges working with multiple city agencies (MTA, NYPD, Parks and Recreation, DOT, Mayors office, Sanitation, EMS) sponsors, volunteers and surrounding city-wide events happening the same day, but we manage to be flexible and cooperative.

T.A.'s bike valet program had an unprecedented impact this summer, thanks largely to our partnership with the Celebrate Brooklyn concert series. David Byrne kicked off the season in early June with a big on stage shout-out to T.A.'s valets. At Celebrate Brooklyn, MoMA Monday Nights, Movies with a View in Brooklyn Bridge Park and other events, nearly 100 T.A. volunteers parked an estimated 6,000 bikes, distributed 1,500 copies of Biking Rules and generated tremendous goodwill for T.A. with NYC cyclists.

Form 990, Part III, Line 4b - Second Achievement

SENIORS MEANS SAFER CONDITIONS AND BETTER WALKING FOR THE ELDERLY, AS WELL AS FOR EVERYONE ELSE IN NYC. IN 2008, T.A. WILL BE WATCH-DOGGING THIS PROGRAM AND MAKING SURE ITS FIXES ARE APPLIED WHERE THEY ARE NEEDED MOST.

TRANSPORTATION ALTERNATIVES HELPED BRING SAFE ROUTES TO SCHOOL TO THE UNITED STATES IN 1995. IN THE YEARS SINCE, WE'VE BEEN WORKING SCHOOL BY SCHOOL AND COMMUNITY BY COMMUNITY TO ENSURE THAT YOUNG NEW YORKERS ARE SAFE WALKING AND PLAYING ON THE STREETS AROUND THEIR EDUCATIONAL INSTITUTIONS. OVER THE YEARS, THE PROGRAM HAS GROWN, AND OUR TIRELESS ADVOCACY HAS MADE A REAL

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DIFFERENCE. IN 2007 FORMER GOVERNOR SPITZER LAUNCHED A
NEW SAFE ROUTES TO SCHOOL INITIATIVE USING \$32.1 MILLION
IN FEDERAL FUNDING. THIS WAS A HUGE BOOST FOR OUR SAFE
ROUTES TO SCHOOL PROGRAM AND A GIANT LEAP FORWARDED FOR
STUDENT SAFETY. IN 2008, T.A. WILL BE BUSY WATCH-DOGGING
AND MAKING SURE NEW YORK CITY RECEIVES ITS FAIR SHARE OF
IMPROVEMENTS AND FUNDS.
COMPLETE STREETS ENSURE THAT EVERY NEW YORKER CAN GET
AROUND SAFELY. COMPLETE STREETS PRIORTIZE THE SAFETY AND
MOVEMENT OF THE MOST EFFICIENT AND
ENVIRONMENTALLY-FRIENDLY STREET USERS; BIKERS, WALKERS
AND TRANSIT-TAKERS. THEY HAVE PROTECTED BUS AND BIKE
LANES, TRAFFIC CALMING AND PEDESTRIAN FRIENDLY SIGNAL
TIMING AND SHOULD BE THE NORM IN NEW YORK CITY. THANKS TO
T.A.'S LANDMARK WORK IN 2007, THEY'RE FAST BECOMING A
REALITY. STILL, THERE IS MUCH TO BE DONE BEFORE THE
CITY'S NEW COMPLETE STREETS PHILOSOPHY BECOMES PUBLIC
POLICY. T.A. HAS BEEN WORKING TO EDUCATE LEGISLATORS
ABOUT THE NEED FOR MEASURES THAT WOULD REQUIRE COMPLETE
STREETS TREATMENTS TO BE INSTALLED ON EVERY STREET THAT
IS REPAVED OR RECONSTRUCTED AS A MATTER OF COURSE. IN
2008, WE'LL CONTINUE TO EDUCATE LEGISLATORS AND PUBLIC
ALIKE ABOUT THE NEED FOR COMPLETE STREETS.

Form 990, Part III, Line 4c - Third Achievement

2008, THE CAMPAIGN WILL CONTINUE TO MAKE BEST PRACTICES
AVAILABLE TO ALL NEW YORKERS WITH OUTREACH EVENTS LIKE

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BLOCKPARTY NYC AND PARK(ING) DAY.

IN 2007, AT THE BEHEST OF T.A. AND OTHER TRANSIT

ADVOCATES, NEW YORK CITY INSTALLED BUS BULBS, PIGMENTED

LANES, SIGNAL PRIORITIZATION AND OTHER BUS RAPID TRANSIT

ELEMENTS TO SPEED THE COMMUTES OF MILLIONS OF NEW

YORKERS. BY YEAR'S END THE DOT AIMS TO HAVE AT LEAST TWO

OF THE FIVE DEMONSTRATION ROUTES UP AND RUNNING.

ALTHOUGH THIS TIMETABLE ISN'T AS SPEEDY AS EXPECTED, IT

IS PROOF POSITIVE THAT "SURFACE SUBWAYS" ARE COMING TO

OUR STREETS. IN 2008, T.A. WILL CONTINUE TO PRESSURE THE

CITY TO DO BRT RIGHT AND EXPAND THE PROGRAM TO AREAS

WHERE IT'S NEEDED MOST.

SINCE 2005, TRANSPORTATION ALTERNATIVES HAS BEEN THE

LEADING VOICE IN THE CALL FOR PARKING PERMIT REFORM. OUR

GROUNDBREAKING STUDIES, UNCIVIL SERVANTS AND ABOVE THE

LAW, AS WELL AS OUR USER-DRIVEN WEBSITE

UNCIVILSERVANTS.ORG, HAVE SHAPED THE PARKING PERMIT

DEBATE, FUELED THE FIGHT FOR REFORM AND SPAWNED SCORES OF

MEDIA STORIES THAT KEEP THIS HOT-BUTTON ISSUE FRONT AND

CENTER. AS A RESULTS OF OUR ADVOCACY IN 2007. CITY HALL

HAS CRACKED DOWN ON PERMIT PARKING ABUSE AND FORGERY,

ORDERED A FULL ACCOUNTING OF PERMITS AND CALLED FOR A 20%

REDUCTION IN THE TOTAL NUMBER ISSUED. IN THE COMING

YEAR, WE'LL WORK TO MAKE SURE THE CITY LIVES UP TO ITS

PROMISES AND CONTINUES TO TAKE ILLEGAL PERMIT PARKING

SERIOUSLY.

PARKING IS THE TROJAN HORSE OF URBAN PLANNING. IT ENTERS

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THE NEIGHBORHOOD UNNOTICED, EVEN APPRECIATED, BUT AS TIME GOES ON AND MORE CARS APPEAR, IT BEGINS TO STEAL VALUABLE STREET SPACE, ENCOURAGE DOUBLE AND TRIPLE PARKING AND CREATE TRAFFIC TIE-UPS BECAUSE DRIVERS ARE CRUISING FOR THOSE ELUSIVE FREE SPACES. IN 2007, T.A. PUSHED A VARIETY OF COMMON SENSE SOLUTIONS TO THE CITY'S PARKING PROBLEMS, LIKE EQUALIZING THE DISPARITY BETWEEN GARAGE COSTS AND ON-STREET PARKING COSTS. IN 2008, WE'LL BE SUPPORTING BUSINESS AND COMMUNITY GROUPS IN IMPLEMENTAING THE FIRST-EVER "PERFORMANCE PARKING" PROJECTS IN NEW YORK CITY.

THE CAMPAIGNS FOR A CAR-FREE CENTRAL PARK AND A CAR-FREE PROSPECT PARK ARE TWO OF T.A.'S LONGEST STANDING AND MOST POPULAR EFFORTS, AND IT'S EASY TO SEE WHY. THE PRESENCE OF CARS IN OUR CITY'S RARE URBAN REFUGES IS A SYMBOL OF MUCH THAT IS WRONG WITH THE CURRENT STATE OF URBAN PLANNING AND TRANSPORTATION POLICY. IN 2007, WE CONTINUED TO FIGHT THE GOOD FIGHT AND FOR THE FOURTH STRAIGHT YEAR WON SIGNIFICANT REDUCTIONS IN THE HOURS WHICH CARS ARE ALLOWED TO DRIVE IN BOTH PARKS. IN 2008, WE'RE POISED TO TAKE THE NEXT BIG STEP AND GET SUMMER-LONG TRAIL-CLOSURES IN ONE, OR BOTH OF THESE CROWN JEWEL PARKS.

WHEN T.A. AND PARTNERSHIP FOR NYC BROUGHT PRICING TO THE FORE IN 2005, IT WAS TANTAMOUNT TO POLITICAL SUICIDE FOR ELECTED OFFICIALS TO MENTION THE WORDS, LET ALONE SUPPORT THE PROGRAM. BUT IN THE YEAR SINCE MAYOR

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BLOONBERG PUT HIS FIRST CONGESTION PRICING PROPOSAL ON THE TABLE, T.A. HAS LED ORGANIZING EFFORTS FOR THE CAMPAIGN FOR NEW YORK'S FUTURE, SECURING THE PASSAGE OF CONGESTION PRICING IN THE CITY COUNCIL AND BROADENING SUPPORT IN BROOKLYN, QUEENS, STATEN ISLAND AND THE BRONX. ALTHOUGH THE STATE LEGISLATURE REJECTED CONGESTION PRICING AS A WAY TO THIN TRAFFIC AND CLEAN THE AIR, WE WILL CONTINUE TO BUILD THE COALITION OF CONGESTION PRICING ALLIES AND PLACE THE ISSUE AT THE TOP OF ELECTED OFFICIALS' LEGISLATIVE AGENDAS TO ENSURES ITS EVENTUAL PASSAGE.

Form 990, Part III, Line 4d - All Other Achievements

EVENTS:

RALLIES, RIDES, LECTURES AND BOOK LAUNCHES, STREET THEATER, BLOCK PARTIES, FUND RAISERS AND MUCH MORE THAT 13,000 RIDERS, HELP ORGANIZE PARK(ING) DAY WHICH BROUGHT MORE THAN 20 TEMPORAY GREEN SPACES TO PARKING PLACES, STAFFED BIKE REPAIR BOOTHS ON THE GRAND CONCOURSE AND ORGANIZED BIKE MONTH NYC, A SMASHING SUCCESS THAT HAD MORE THAN 200 EVENTS UNDER ITS UMBRELLA. 2007 WAS T.A.'S BEST YEAR OF EVENTS EVER AND 2008, WITH THE BRAND NEW TOUR DE QUEENS AND 20 BLOCK PARTIES ALREADY PLANNED, WILL BE EVEN BETTER. MORE THAN 2 MILLION PEOPLE VISITED TRANSALT.ORG LAST YEAR. THEY CAME LOOKING FOR EVERYTHING FROM BIKE MAPS TO BEST PRACTICES, AND THEY FOUND THEM ALONG WITH THOUSANDS



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OF OTHER INTERESTING TIDBITS AND CITY-CHANGING ACTIONS.

ALL THAT AND IT LOOKS GREAT, TOO. WE ALSO LAUNCHED A

BRAND NEW GOOGLE-MAP-BASED CRASHSTAT.ORG, OUR ACCLAIMED

BICYCLE AND PEDESTRIAN INJURY AND FATALITY MAPPING TOOL.

THIS SITE IS THE BEST OF ITS KIND AND AN IMPORTANT

RESOURCE FOR COMMUNITY ORGANIZERS, MEDIA OUTLETS AND

ANYONE ELSE LOOKING TO EXPLAIN THE BENEFITS OF SAFER

STREETS. WE ALSO REDESIGNED OUR SUITE OF WEB SITE

PROMOTING T.A. BIKE EVENTS INCLUDING BIKEMONTHNYC.ORG,

TOURDEBROOKLYN.ORG, NYCCENTRRY AND TOURDEBRONX.ORG. IN

2008, WE'LL CONTINUE TO UPDATE OUR WEB PRESENCE WITH NEW

AND ENHANCED FEATURES THAT MAKE IT EASIER FOR VISITORS

TO FIND WHAT THEY NEED AND HELP CHANGE THE STREETS WITH A

FEW CLICKS.

T.A. IS MANY THINGS TO MANY PEOPLE, BUT AT OUR HEART,

WE'RE A COMMUNITY ORGANIZATION WORKING ON A QUILT OF

COMMUNITY ISSUES. IN 2007, WE ENLIVENED OUR COMMITTEES

IN QUEENS, BROOKLYN AND THE BRONX, STARTED PLANNING A NEW

BIKE TOUR (THE TOUR DE QUEENS), WORKED ON THE CITY'S

FIRST-EVER TRAFFIC CALMING MURAL AND PARTNERED WITH NEW

GROUPS ON EXCITING PROJECTS IN CENTRAL AND SOUTH

BROOKLYN, NORTHERN STATEN ISLAND AND THE NORTHERN BRONX,

WE SPREAD OUR EFFORTS ACROSS THE CITY AND WERE REWARDED

WITH NEW MEMBERS, SUPPORTERS AND LIVABLE STREETS

ADVOCATED WHO ARE STARTING TO SEE RESULTS IN THEIR

NEIGHBORHOODS.

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Form 990, Part VI, Line 6 - Classes of Members or Stockholders

We have members based on different levels of giving

Form 990, Part VI, Line 15a - Compensation Process for Top Official

The board of directors reviews the Executive Director and recommends salary increases that are consistent with other non profits of similar size and budget.

Form 990, Part VI, Line 19 - Governing Documents Disclosure Explanation

All docuemnts are available on organization's website

Client Copy

Federal Statements**Taxable Interest on Investments**

<u>Description</u>	<u>Amount</u>	<u>Unrelated Business Code</u>	<u>Exclusion Code</u>	<u>Postal Code</u>
INTEREST	\$ 15,545		14	
Total	<u>\$ 15,545</u>			

Client Copy

Federal Statements**Form 990, Part IX, Line 24f - All Other Expenses**

<u>Description</u>	<u>Total Expenses</u>	<u>Program Service</u>	<u>Management & General</u>	<u>Fund Raising</u>
Temporary help	\$ 20,509	\$ 9,054	\$ 11,255	\$ 200
Miscellaneous	12,482	8,131	2,655	1,696
Total	<u>\$ 32,991</u>	<u>\$ 17,185</u>	<u>\$ 13,910</u>	<u>\$ 1,896</u>

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Federal Statements

FYE: 12/31/2008

Schedule A, Part II, Line 5 - Excess Gifts

<u>Donor Name</u>	<u>Total</u>	<u>Excess</u>
Mark Gorton	\$ 930,000	\$ 819,193
Robert Fader	7,500	
Robert Kotch	5,000	
Laurie Davidowitz	9,000	
George Beane	55,000	
Mabardi Foundation	70,000	
JM Kaplan	165,000	54,193
Tiger Williams	45,000	
Organic Trade Association	12,000	
Wolfensohn Foundation	65,000	
Aaron Sosnick	120,000	9,193
Lily Auchincloss Foundation	50,000	
Scherman Foundation	55,000	
Davidson Kemper Capital Mgmt	115,000	4,193
Arnold and Porter	50,456	
Trek Bicycle	10,000	
YMS Management Assoc	15,000	
Marc Agger	15,000	
Kathleen Berger	10,000	
Cashin Family Fund	25,000	
Ms. Lied Eckbaid	20,000	
The Durst Organization	20,000	
Adam Rose Foundation	65,000	
Silverman Charitable	15,000	
Bikes Belong Coalition	25,000	
Amerigen Foundation	5,000	
Independence Community Foundation	15,000	
Agger Fish	51,000	
Wade Davis	25,000	
Paul Gertner	10,000	
Elizabeth Gilmore	10,000	
Mark Johnston	30,000	
Daniel Kaiser	7,500	
Charlie McCorkell	12,000	
Total	\$ <u>2,139,456</u>	\$ <u>886,772</u>