

# A Day in the Life of T.A.

**9 am:** All of the New York daily papers are delivered and torn into by the advocacy staff.

**9:30 am:** T.A. staff are in the office, coffee is brewing, phones are ringing.

**10 am:** Time for meetings, one staffer may be out at the New York Metropolitan Transportation Council meeting, another has an appointment with a City Councilmember to discuss a new bike lane in their district, another is meeting with the head of a Business Improvement District to talk about how illegal parking is affecting the ability of their businesses to receive deliveries.

**11:25 am:** A member of the press calls, asking us to weigh in on a topic from bicycling, to congestion pricing to bollards to a crash that injured a pedestrian or cyclist. A staffer does research if necessary and promptly replies to the journalist. Sometimes we are asked to do a "stand-up" which is when you will see T.A. on the evening news. T.A. is mentioned in the major media over 300 times a year.

**11 am:** Staffers back at the office are busily replying to all the emails we get sent via [info@transalt.org](mailto:info@transalt.org) and the comment form on our website. We make it our policy to respond to all inquires, most within 24 hours. We get nearly 100 emails via these channels each week.

**12 pm:** Time for lunch. Some staffers journey out to enjoy the sunshine. Others stay in the office and catch up on reading the paper, or email.



**1 pm:** Mail call, most of the weekly papers from the boroughs arrive and are snatched up by advocacy staff; our development and events staff comb through everything ranging from the *Chronicle of Philanthropy* to *Bicycling Magazine*.

**1:15 pm:** Advo-Stat Meeting, our advocacy staff gets together to discuss the priorities and progress of their various campaigns.

**2 pm:** More off-site meetings. Our Development Director goes out to meet a new sponsor for Transportation Alternatives' NYC Century Bike Tour. Have you ever sat down with someone and asked them to give you 200 messenger bags?

**2:30 pm:** A lapsed member calls in to renew their membership; they need a valid membership card to claim their discount at their local bike shop!

**4:30 pm:** Magazine articles are due to the editor. Late submissions are set on fire.

**3:30 pm:** As a follow-up to these letters, we send out an action alert to our email list, rallying the troops to write letters to their electeds.

**3:20 pm:** Advocacy staff is busy writing letters to city decision makers requesting things ranging from new bike lanes and greenways to wider, safer median strips.

**5:15 pm:** Impromptu bike clinic in the hallway as one staffer helps another change a flat tire.



**5:30 pm:** Some T.A. staffers depart, but their workday is not over yet, they are on their way to testify at a Community Board meeting.

**6 pm:** A mini-mass of T.A. staffers departs for the evening together on their bikes.

**6:15 pm:** Volunteers are pouring in for the mailing party, enjoying refreshments, music and good company as they stuff envelopes and do other light office tasks.

**9 pm:** Goodnight volunteers, goodnight Community Boards, goodnight New York City! We need some sleep so we can get up and do it all again tomorrow....ZZZZ.

