



ANNUAL REPORT FY16

ABOUT OUR WORK

ABOUT TRANSALT

Our mission is to reclaim New York City's streets from the automobile and to promote bicycling, walking and public transit as the best transportation alternatives. Since 1973, Transportation Alternatives (TransAlt) has empowered New Yorkers to make real changes to streets and sidewalks on their blocks, in their neighborhoods and across the five boroughs.

Along the way, we have made an unrivaled impact on New York City's streets and sidewalks, which constitute an overwhelming 80% of our public space. Some of

TransAlt's greatest achievements include: introducing protected bike lanes, a bike share program (Citi Bike), Select Bus Service and speed safety cameras to New York City streets; pedestrian-friendly redesigns of Times Square and Union Square, along with dozens of smaller

public plazas; and the historic lowering of the citywide speed limit from 30 mph to 25 mph – a difference that doubles the chance that a pedestrian will survive if struck by a vehicle.



BOROUGH ACTIVIST COMMITTEES

TransAlt's grassroots base is at the heart of the organization's power to transform New York City's most dangerous streets, reduce speeding, save lives and improve everyday transportation for all New Yorkers. Our ever-growing network of over 160,000 supporters, 10,000 dues-paying members and a committee of activists working locally in every borough commands political respect that has helped catapult New York City to

the vanguard of cities around the world that are refocusing efforts on sustainable transportation and urban design.

TransAlt engages and empowers New Yorkers primarily through seven activist committees in the Bronx, Brooklyn, Lower and Upper Manhattan, Eastern and Western Queens and Staten Island. The committee structure ensures that every TransAlt campaign is fueled by neighborhood demand. While each committee is overseen by a TransAlt staff borough organizer, activists vote on campaigns, develop strategy and elect peer leaders. Activists also perform

critical community outreach and petitioning alongside the TransAlt Ambassadors – the organization's seasonal street outreach team.

FAMILIES FOR SAFE STREETS & VISION ZERO

Families for Safe Streets (FSS) is a branch of TransAlt

that was founded in 2014 for individuals who have lost loved ones or who have been seriously injured in traffic crashes on New York City streets. FSS was founded in partnership with traffic violence survivors and family members of victims on TransAlt's Board of Directors and in its membership network.

FSS members represent the full breadth of New York City's diversity, and TransAlt uses their powerful stories as a tool for change. There are tandem goals for this branch of TransAlt: FSS seeks to achieve Vision Zero, the elimination of traffic deaths and serious injuries, through advocacy and targeted awareness campaigns, and to support other crash victims with information and a wide range of support service programs.

TransAlt introduced New York City to the concept of Vision Zero in 2011, which Mayor de Blasio committed to achieving in 2014, within his first two weeks in office. Watchdogging progress toward Vision Zero remains one of TransAlt's core mission goals.

COMPLETE STREETS

TransAlt fights for complete streets – streets designed for everyone, regardless of age, ability or chosen mode of transport. Every complete street is unique, but common elements include: expanded sidewalks; frequent and safe pedestrian crossing opportunities; pedestrian refuge islands; protected bike lanes; dedicated bus lanes; accessible public transportation stations; curb extensions; and narrower automobile lanes to discourage speeding. Providing dedicated space for each mode improves traffic predictability and safety, and boosts local economies.

In places where the New York City Department of Transportation (NYC DOT) has made street design improvements, injuries to all street users have decreased by as much as 58% (9th Ave., Manhattan), and crashes involving pedestrians have decreased by 67% (E. 180th St., Bronx). Enhanced bus service along Fordham Road in the Bronx led to a 71% increase in retail sales at locally-owned businesses. Other clearly documented benefits of complete streets include

improved air quality, increased physical activity and decreased noise pollution and traffic congestion.

TransAlt prioritizes advocating for complete street

transformations on arterial streets like Queens Boulevard, Atlantic Avenue in Brooklyn and the Grand Concourse in the Bronx. Such multi-lane thoroughfares were historically designed to accommodate large volumes of vehicle traffic, and they are New York City's deadliest corridors.

“Transportation Alternatives makes a real difference in the lives of New Yorkers as we struggle to overcome the negative consequences of the nation's over-dependence on the automobile.”
-Transportation Alternatives Member

Arterial streets are the location of over half of the city's traffic deaths despite making up only 15 percent of its street network. Improvements to the following streets were recently implemented or announced as a result of TransAlt advocacy: Queens Boulevard, 6th Avenue, Amsterdam Avenue below 110th Street, Chrystie Street, Jay Street and the Pulaski Bridge. Streets prioritized for continued or new TransAlt advocacy over the coming year include: Atlantic and Meeker avenues in Brooklyn; the Grand Concourse in the Bronx; Richmond Terrace, Hylan Boulevard and Van Duzer Street on Staten Island; 111th Street in Queens; 2nd and 5th avenues in Lower Manhattan; and Amsterdam Avenue above 110th Street and Dyckman Street in Upper Manhattan.

BIKE NYC

TransAlt was founded by a tenacious group of cyclists-turned-activists who sought to counter the monopoly held on public space by private automobiles. TransAlt's origin was also spurred by the idea that prioritizing biking could be a key way to revitalize urban neighborhoods in terms of character, safety, public health and environmental quality.

Thanks in large part to TransAlt's cycling advocacy over the past forty-plus years, biking already plays a significant role in New Yorkers' personal mobility: 25 percent of adult New Yorkers, nearly 1.6 million people, ride a bike. Of those, about three-quarters of a million bike regularly. 400,000 trips by bicycle are made in New York City every day, and there was a 68 percent growth in daily cycling between 2010 and 2014. With TransAlt continuing to advocate for the expansion and improvement of New York City's bicycling infrastructure, biking has the potential to be a key strategy to reducing carbon emissions and fighting climate change.

ACCOMPLISHMENTS

35,423



PETITIONS
SIGNED

24,264



VOLUNTEER
HOURS

1,000



ACTIVISTS

400



MARSHALS &
TOUR STAFF

donated by

and

292



EVENTS

INCLUDING COMMUNITY BOARD AND COALITION PARTNER MEETINGS, COMMUNITY VISIONING SESSIONS AND RALLIES HELD ACROSS THE FIVE BOROUGHES

140



NEW YORKERS

ATTENDED TRANSALT
ACTIVIST TRAININGS

1,000



ATTENDEES

AT THE FIRST VISION ZERO VIGIL AND **300** ATTENDEES FROM AROUND THE WORLD AT THE 2ND ANNUAL VISION ZERO CONFERENCE

10,000



CITI BIKES

IN ROTATION AND OVER **140** NEW STATIONS IN BROOKLYN, THE UES AND UWS



TRANSALT GRASSROOTS CAMPAIGNS

RESULTED IN SIGNIFICANT STREET SAFETY ACTION

AMSTERDAM AVE
PROTECTED BIKE LANE



TRANSPORTATION ALTERNATIVES FINANCIAL STATEMENTS

Fiscal Year: 2016, 2015, 2014, 2013

REVENUES AND OTHER SUPPORT	2016 Total	2015 Total	2014 Total	2013 Total
Contributions	\$ 2,476,493	\$ 80,687	\$ 1,675,816	\$ 1,844,206
Membership	426,863	36,485	424,018	353,399
Grants	593,076	61,170	968,657	490,072
Program service fees	490,502	15,000	512,526	446,502
Sponsorship	267,252	750	263,838	108,503
Investment Income	8,191	2,889	2,508	2,238
Other	67,678	4,374	79,144	69,224
TOTAL REVENUE & OTHER SUPPORT	4,330,055	201,355	3,926,507	3,314,144
EXPENSES				
Program services	3,232,228	611,946	2,975,689	2,920,982
Management	474,611	104,710	406,995	351,399
Fundraising	548,242	78,894	274,145	224,290
TOTAL EXPENSES	4,255,081	795,550	3,656,829	3,496,671
CHANGE IN NET ASSETS	74,974	(594,195)	269,678	(182,527)
NET ASSETS AT BEGINNING OF YEAR	1,032,426	1,626,621	1,356,943	1,539,470
NET ASSETS AT END OF YEAR	\$ 1,107,400	\$ 1,032,426	\$ 1,626,621	\$ 1,356,943

TRANSPORTATION ALTERNATIVES STATEMENT OF FINANCIAL POSITION

Fiscal Year: 2016, 2015, 2014, 2013

ASSETS	2016	2015	2014	2013
Cash and cash equivalents	\$ 531,714	\$ 714,264	\$ 1,023,855	\$ 957,366
Investments	261,288	254,049	51,403	
Receivables	144,187	58,314	525,069	373,401
Prepaid expenses	95,268	108,811	51,142	48,944
Deposits	74,404	25,792	25,792	16,583
Fixed assets, net of depreciation and amortization	158,722	64,808	42,906	56,067
TOTAL ASSETS	1,265,583	1,226,038	1,720,167	1,452,361
LIABILITIES				
Accounts payable & accrued expenses	76,199	70,337	93,546	87,918
Deferred revenue	67,014	123,275		7,500
Deferred rent	14,970			
TOTAL LIABILITIES	158,183	193,612	93,546	95,418
NET ASSETS				
Unrestricted net assets - board designated	400,000	400,000	400,000	400,000
Unrestricted net assets, undesignated	601,483	267,605	838,050	858,834
Temporarily restricted net assets	105,917	364,821	388,571	98,109
Total net assets	1,107,400	1,032,426	1,626,621	1,356,943
TOTAL LIABILITIES & NET ASSETS	\$ 1,265,583	\$ 1,226,038	\$ 1,720,167	\$ 1,452,361

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

\$100,000+

Individuals

Anonymous (1)
Kitty Patterson & Tom Kempner

Foundations and Corporations

Anonymous (1)
Cordelia Corporation

\$50,000 - \$99,999

Individuals

Patricia Begley & George Beane
Christopher Davis
Alexandra & Paul Herzan

Foundations and Corporations

C. Robert Passantino Trust
craigslist Charitable Fund
Davidson Kempner Capital
Management LP
Jay Herman Fund

\$25,000 - \$49,999

Individuals

Anonymous (1)
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Mark Gorton
Lauren Wilkinson & Donald Wilkinson III
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Nanar & Anthony Yoseloff

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American Traffic Solutions
Brooklyn Brewery
Cumberland Packing Corp.
Law Office of Vaccaro & White
Medhat F. Sami Foundation
Seedworks Fund
TransitCenter

\$10,000 - \$24,999

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Jeanne Greenberg Rohatyn &
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Rochelle Serwator & Paul Gertner
Ariana & Michael Smith
Sandra & Steven van der Zwan
Howard Wolfson

Government

NYS Governor's Traffic Safety Committee
NYC Department of Youth and
Community Development

Foundations and Corporations

Anonymous (2)
AirFlow Deflector
Bicycle Habitat
Con Edison
The Dinan Family Foundation
The Gilbert & Ildiko Butler
Family Foundation
Google Matching Gifts Program
The Grace Jones Richardson Trust
Hamond Family Foundation
Institute for Family Health/
Bronx Health REACH
Kiwi Energy NY, LLC
Motivate
PeopleForBikes
Robert Wood Johnson Foundation
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Area Community Foundation
Spinlister - The Global Bike Share
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van Ameringen Foundation, Inc.
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Pond Family Foundation
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FJC - A Foundation of Philanthropic Funds
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Partnership for New York City
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\$500 - \$999

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CityMD
The Jean Bruce and Juan Carlos
Cappello Fund
Mamma Chia
McGraw Hill Financial Matching
Gift Program
McKinsey&Company
News Corp
nybikejumble.com

Under \$500

**16,675 donations totaling
\$743,870**

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Jack Donaghy
Bruce Evans
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CRITICAL NEED FOR OUR SERVICES

BUILDING SAFE STREETS FOR PEOPLE BIKING AND WALKING

With a powerhouse team of seven borough committees and community organizers working in every neighborhood, we have transformed hundreds of miles of traffic-clogged roadways across the five boroughs, creating complete streets for everyone who uses them – along with pedestrian plazas and other open space. No campaign has demonstrated our commitment to safer, more livable streets as powerfully as our campaign to transform Queens Boulevard from the notorious “Boulevard of Death” into a “Boulevard of Life.” But our work can’t stop there. TransAlt is committed to keep pushing the City to fix the 13% of our streets where 70% of serious crashes happen.

#EVERYSCHOOL DESERVES SAFE STREETS

Speeding kills more New Yorkers than drunk driving and cell phone use at the wheel combined, and traffic crashes remain the leading cause of injury-related death among New York City children under 14. That’s why Transportation Alternatives is working to protect the city’s more than one million school children with speed safety cameras. These lifesaving devices have reduced speeding by 60% in areas where they’ve been installed, but the State pilot program that TransAlt won only allows the City to deploy 140 cameras – leaving 93% of our 2,000-plus schools unprotected. We’re fighting in Albany so the City can protect every school with speed safety cameras.



ACHIEVING VISION ZERO BY 2024

TransAlt advocacy compelled newly-elected Mayor Bill de Blasio to adopt a Vision Zero policy during his first weeks in office. In partnership with Families for Safe Streets (FSS), we worked with the administration and State lawmakers to win a safer 25 mph speed limit and expand our speed safety camera program. We also partnered with the City Council to secure funding to fix dangerous streets, and to pass life-saving measures like the Right of Way law. Though the City has made great progress on street safety, much work remains. Together with Families for Safe Streets, we are watchdogging Vision Zero to make sure the City gets back on track to meet its goal of eliminating traffic fatalities and serious injuries by 2024.



WHO WE ARE

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Center for Court Innovation

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Dan Hendrick

NRG

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Lily Auchincloss Foundation

Daniel Kaizer

Mary Beth Kelly, ACSW

Laurence Levi
VO2 Partners

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Control Group

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111 John Street, Suite 260
New York, NY 10038
transalt.org

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