

## How does T.A. change hearts and minds to win safer streets that give priority to the walking and bicycling majority in New York City? Here are a few examples of the ways we work citywide to educate, encourage and inspire New Yorkers from the grassroots on up to the highest levels of City government.



**E**ducating our elected officials and advocating for change: (l-r) T.A. brought Enrique Peñalosa former mayor of Bogotá, Colombia to speak to City officials, like City Planning Commissioner, Amanda Burden, about his successes creating Bus Rapid Transit and giving more street space to cyclists and pedestrians; T.A. presents Bronx Borough President Carrion with a “Friend of City Cyclists Award”; hundreds rally at City Hall for Pedestrian Safety.



**I**nspiring New Yorkers to reimagine the ways we use our city streets: (l-r) reclamations of valuable curbside real estate (aka parking spot squats); temporary closures of expressways, like the Sheridan in the Bronx as part of Tour de Bronx; car-free days like Car-free Sundays on the Grand Concourse.



**E**ncouraging New Yorkers to bike, walk and take transit: (l-r) Annual bike tours like T.A.’s Tour de Brooklyn and T.A.’s NYC Century Bike Tour showcase the fun and ease of cycling citywide. Group rides provide a safe and positive environment for new cyclists to test out their wheels. T.A. also holds smaller events like bike lane openings with DOT staff to introduce people to new cycling facilities in their neighborhoods.