

**Streets  
are  
for**

creativity  
fun  
hope  
celebration  
opportunity  
progress  
the next generation

*people*



TRANSPORTATION  
ALTERNATIVES

**ANNUAL REPORT**  
2018-2019

# 2019 by the numbers

Transportation Alternatives' unrelenting advocacy secured remarkable transformations to the streets of New York City in the past year.

Protected schools with  
**2,000**



speed cameras

→ Rode **249,095 miles** in Bike Month ←

Collected



**15,000+**

petition signatures

Built **20+** miles of

**PROTECTED BIKE LANES**

Secured  
**BIKE SHARE EXPANSION** to

**29**

new  
**NEIGHBORHOODS**

HOSTED **500+** PUBLIC EVENTS

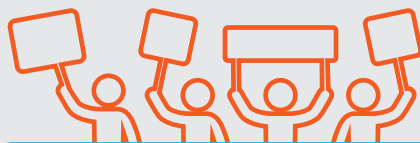
**1**

**BUSWAY**  
*launched*



Had  
**350+**  
meetings with  
**ELECTED OFFICIALS**

TURNED OUT



**16,000+**

**PEOPLE**

Welcomed

**9**

**NEW STAFF**

**SPOILED**  
**2 fluffy office dogs**



RECRUITED **500+** *Coalition Partners*

# Streets are for **people**



Dear friends,

No matter the hour of the day, people are struggling to move through New York City. On the streets, traffic crawls. On public transit, riders lose time to overcrowded, unreliable service. On sidewalks, pedestrians fight for limited space — increasingly with piles of garbage. Cyclists battle with parked vehicles in their path and a disconnected network of bike infrastructure. **While transportation is broken for everyone in New York City, it doesn't have to be this way.**

At Transportation Alternatives (TA), we believe that New York City's best days are ahead. In the past year, we made great strides towards that hopeful future, **helping to pass laws and advance transformational ideas that put people first** — from congestion pricing to the city's first car-free busway. All the while, we stayed firmly rooted in New York City's neighborhoods, advancing grassroots campaigns that empower residents to fight for change, block by block.

Together with our dedicated staff and tens of thousands of volunteers and supporters, we are tackling New York City's broken transportation systems and building the infrastructure of **a better future for all New Yorkers**. The landmark accomplishments that TA made this year will change New York City for decades to come — and we're just getting started.

Onwards and upwards!

A handwritten signature in black ink, appearing to read "Danny Harris".

**Danny Harris**  
Executive Director



# Streets are for opportunity

All New Yorkers deserve safe, equitable, and dignified transportation alternatives. In giving residents options, we provide inroads to economic mobility and the immeasurable gift of time back to all New Yorkers.

This year, Transportation Alternatives (TA) advanced several groundbreaking policies and approaches. On 14th Street, we advanced a **car-free busway**, which is speeding up bus service, increasing ridership, and becoming a new model for streets throughout the city. We helped expand Citi Bike across four boroughs and fought for **20+ miles of new protected bike lanes**, including those on Shore Parkway, Willis Avenue, and Central Park West. In the City Council, we helped pass groundbreaking legislation to create hundreds of miles of protected bike and bus lanes, to reduce driving of private sanitation trucks by 18 million miles a year, and to build **one million square feet of new pedestrian space**.

This new infrastructure will multiply opportunity for millions of New Yorkers, and become part of the fabric of a city built for people. We seek to create a city where transportation holds no one back and every trip helps someone reach their potential.



## 2019 VICTORIES

### CONGESTION PRICING PASSED



The nation's first congestion pricing program, secured after a decade-long campaign, will reduce traffic and crashes while supporting public transit.

### BIKE LANES INSTALLED



Miles of protected bike lanes, born of local TA campaigns, will make cycling safer from Central Park West to Willis Avenue to Shore Parkway.

### SPEED CAMERAS SECURED



The world's largest speed camera program, secured after a six-year campaign, will protect schoolchildren with 2,000 cameras.

# progress



Photo: NYC DOT

New York City's streets must be a pathway for progress, not paralysis. At TA, we are fighting to pioneer transportation improvements for all residents and make New York City a national model of urban innovation.

In the past year, TA researched and developed game-changing measures to make biking, walking, and public transit better, and imported some of the best ideas in urban mobility from around the globe. We uprooted the dominant paradigm of gridlocked streets with the passage of **the nation's first congestion pricing plan**, which will reduce car traffic, lower the crash rate, and build a new pool of funding for public transit. We set a new standard for safety by launching **the world's largest speed camera program** to protect school zones. After a sharp rise in the number of cyclists killed on city streets in 2019, TA used direct action to persuade Mayor Bill de Blasio to put forth a "Green Wave" plan, which will bring **the first bike boulevard** and many other meaningful changes to New York City streets.

These transformative ideas will improve the lives of all New Yorkers and provide a bold, new standard for cities across the nation looking to replicate our success. We seek to create a city where transportation moves people and ideas forward, and inspires the world.



## GREEN WAVE ANNOUNCED



A strategy to protect bicyclists, announced after a massive TA-led protest, will accelerate bike lane installation and create the city's first bike boulevard.

## WASTE REFORM PASSED



A law to mandate commercial waste zones, created by a TA-backed coalition, will protect pedestrians by controlling how waste trucks use city streets.

## DESIGN STANDARD ENACTED



A street design checklist, inspired by Vision Zero and developed by TA, will mandate how safety for cyclists and pedestrians is added to city streets.

# the next generation

In New York City, we must build for the next generation and honor an older generation seeking to age in place. For the benefit of our city, our environment, and the health of all our neighbors, TA will continue to fight to bring forward-looking policies that create safe, equitable, and dignified transportation alternatives for all New Yorkers.



Photo: NYC DOT

In the coming year, we will improve the lives of millions of New Yorkers by securing **more space for people to thrive**: new protected bike lanes, more busways, more life-saving efforts to protect people's right to the street, and more innovation in solving our broken transportation system.

Working hand-in-hand with our partners and supporters across the city, we will fight for new approaches, funding, and policies that **prioritize people, not traffic**.

As we advance this work, we do so with the vision of a city where children can walk safely to school, where older New Yorkers can age in place, where bicycling is an accessible tool for anyone able to ride, where public transportation is a ladder to economic mobility, and where those of all ages, backgrounds, races, income levels, and abilities can have equal access to their city.

***Our advocacy is dedicated to that promise — and the belief that New York City's best days are ahead.***

## BUSWAY LAUNCHED



A car-free busway, conceived by TA, will shorten bus commutes, make cycling safer, and create more public space.

## MASTER PLAN PASSED



A monumental streets-for-people plan, supported by TA, will create hundreds more miles of protected bike and bus lanes and acres of walking space.

## MICROMOBILITY ADVANCED



A new legal definition for e-bikes and e-scooters, crafted by TA, will secure safe and legal access to micromobility for all New Yorkers.

# Financials

## REVENUES & OTHER SUPPORT

Contributions (Individuals)	1,547,667
Membership	361,654
Grants	558,034
Special Events (Benefit)	865,644
Program Service Fees	357,788
Sponsorship	287,040
Other Corporate Giving	0
Consulting Income	11,874
Investment Income	15,034
Other Income	17,424
<b>TOTAL</b>	<b>4,022,159</b>

## EXPENSES

Program Services	2,834,730
Management & Admin	665,204
Fundraising	574,772
<b>TOTAL</b>	<b>4,074,706</b>

<b>Change in Net Assets</b>	<b>-52,547</b>
<b>Net Assets at Beginning of Year</b>	<b>875,488</b>
<b>Net Assets at End of Year</b>	<b>822,941</b>

## ASSETS

Cash and Cash Equivalents	419,814
Investments	295,622
Receivables	95,743
Prepaid Expenses	127,683
Deposits	74,404
Fixed Assets	96,496
<b>TOTAL</b>	<b>1,109,762</b>

## LIABILITIES

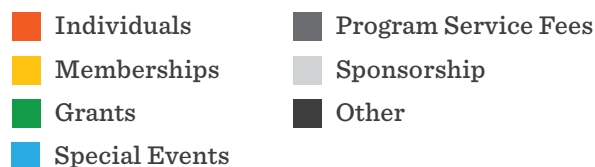
AP & Accrued Expenses	71,424
Deferred Revenue	134,560
Deferred Rent	80,837
<b>TOTAL</b>	<b>286,821</b>

## NET ASSETS

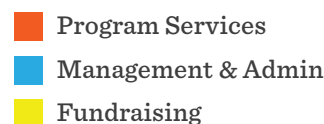
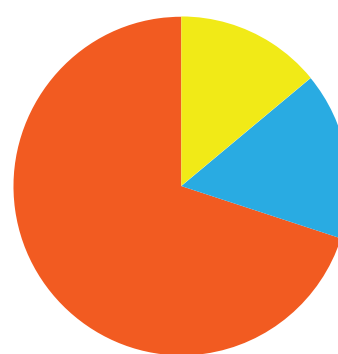
Board Designated	400,000
Without Donor Restrictions	397,941
With Donor Restrictions	25,000
<b>TOTAL</b>	<b>822,941</b>

<b>Total Liabilities and Net Assets</b>	<b>1,109,762</b>
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## REVENUES & OTHER SUPPORT



## EXPENSES



*Donors like you power our work — thank you!*

80 percent of TA's work is funded by philanthropic contributions, and the vast majority of those contributions are from individuals like you. To view this year's donor list, please visit [transalt.org/fy19supporters](http://transalt.org/fy19supporters).



Front and back cover: NYC DOT

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# Our mission

Reclaim New York City's  
streets from the automobile and  
advocate for better bicycling,  
walking, and public transit for  
all New Yorkers.



[transalt.org](http://transalt.org)

111 John Street, Suite 260, New York, NY 10038 | 212-629-8080 | [info@transalt.org](mailto:info@transalt.org)

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