

A photograph of a diverse crowd of people at what appears to be a protest or demonstration. Several individuals are holding up identical white signs with black text that reads "SPEED 20 IS PLENTY" and "RIGHT OF WAY" with small icons of a bicycle and a pedestrian. A young child in an orange patterned shirt is being held up by a man, also holding a sign. The background shows a light-colored building with windows. Overlaid on the image are two large, semi-transparent circles: a teal one in the upper center and an orange one on the left side. The orange circle contains a large white graphic of a right-turn arrow.

## TRANSPORTATION ALTERNATIVES



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## TRANSPORTATION ALTERNATIVES IS YOUR ADVOCATE

Transportation Alternatives' mission is to reclaim New York City's streets from the automobile and promote bicycling, walking and public transit as the best transportation alternatives.

Since 1973, the hard work and passion of Transportation Alternatives advocates, members and activists have transformed the streets of New York City.

### BY THE NUMBERS







At a City Hall rally to demand the protection of pedestrians' and bicyclists' right of way, Transportation Alternatives Executive Director Paul Stealy White stands with Greg Thompson, whose 16-year-old sister Renee was struck and killed by a truck driver in a Manhattan crosswalk.



## DEAR FRIENDS, MEMBERS AND SUPPORTERS

Every day I open the paper to another story of a New Yorker killed crossing the street. Every 30 hours in our city, another pedestrian's life is lost.

In the face of such staggering violence, there is the reason for everything Transportation Alternatives does. **We are fighting to save lives.** Arterial roadways re-engineered with new bike lanes and public plazas, the speeding epidemic halted by a safer speed limit and automated enforcement cameras — these are all rungs on the ladder to Vision Zero, a city where no one is killed or injured in traffic.

When a long-running campaign is sidelined by a recalcitrant community board member, or an ill-motivated politician kills a critical safety bill, that's what I tell my staff and the hundreds of local activists who make T.A. so effective: *With Transportation Alternatives, you are saving lives.*

It's why we hold the hands of the survivors and learn about the deaths, and the great lives, of those who did not survive. On the phone with reporters, at City Hall rallies, at conferences with policy makers and in the offices of politicians, I repeat these stories of the injured, the dead and the families left behind. I repeat the need for each story to be the last of its kind. Guided by the bravery of these remarkable New Yorkers, we say again and again: *Not one more.*

Greg Thompson became an advocate after his 16-year-old sister Renee was killed by a truck driver who failed to check the crosswalk before turning. David Shephard became an advocate after he saw his fiancée killed by a speeding driver while they were out Christmas shopping. These men have taught me an unforgettable lesson. There's no statistic I can repeat or demand I can make that is more powerful than the stories of those who have lost a loved one on a New York City street.

What do you say to someone who has just lost their parent, their child, their partner in life, as their tears are welling up and yours, too? There are no perfect words. **The best response is to take action.**

Transportation Alternatives is a family of New Yorkers, activists, community organizers, families and friends who grasp the gravity of these stories. Together, every day, we are taking action to prevent tragedy from striking again. That is the right response, the only humane response. And fighting for a better way may be the most healing thing for those who have been through such hell.

For those in mourning, there's no language that can salve the heartache, and no speech that can bring back their missing pieces. There is only action. When we change the status quo, preventing the next tragedy, we honor the victims of New York City's dangerous streets. That is the only comfort.

That is why New Yorkers who have suffered such loss, like Greg and David, keep taking action. Their legacy, forged in the name of their lost loved ones, is an extraordinary gift to the future of New York City. Every brave speech or wretchedly powerful quote has the potential to inspire a stricter law or a new safety measure. **Because the victims of crashes are speaking up today, New Yorkers of tomorrow are less likely to be harmed.**

These future New Yorkers will not just survive on our streets and sidewalks — they'll thrive in a city where every single human life has value. With the stories of those we've lost in traffic as a point of departure, we're building a city where the value of human life is indelibly etched in the streets themselves — with protected space, humane speed limits and rigorous, fair enforcement.

Your continued support is how we will build that city. Together.

A handwritten signature in black ink, appearing to read 'Paul Steely White'.

Paul Steely White  
Executive Director  
Transportation Alternatives



## THE BIG IDEA

# VISION ZERO

No loss of life on New York City streets is acceptable. With the inauguration of Mayor Bill de Blasio, this mission statement has been inked into the agenda of City Hall. This is the decade of Vision Zero.

It is the simple idea that no one should be killed or seriously injured in traffic. First officially introduced as a road safety initiative of the Swedish government more than a decade before Mayor de Blasio took up the cause in January 2014, Vision Zero is a moral barometer that has guided the decisions of Transportation Alternatives activists for 41 years. When the idea was adopted by City Hall, it heralded a new focus for Transportation Alternatives activists: prevent the tenets and goals of Vision Zero from being watered down in the wash of New York City politics.

Vision Zero will not be reached in a single leap. From pinpointing the dangers of arterial streets to getting tough on speeding drivers to amplifying voices of crash victims, realizing Vision Zero will involve changing behavior and culture in a city built to be fast-paced.

There is consensus that the road to Vision Zero will be built with two tools — enhanced enforcement and redesigned streets — and with a decade of persistence. Targeting enforcement can stop the speeding drivers who cause a majority of fatal crashes, and re-imagining arterial roadways can change the functionality of the intersections where most fatal crashes occur.



In the past year, Transportation Alternatives activists launched a campaign to pressure New York officials to square city policy with what America's best traffic engineers say will make Vision Zero possible: a parallel push to stop speeding and fix New York City's most-used streets. In all five boroughs, local activists fought to take the treacherous arterial roadways that run through every borough and transform them into Complete Streets — with protected bike lanes, dedicated bus lanes, wide sidewalks and new pedestrian

spaces. Citywide, advocates rallied thousands behind changing New York's speed limit and expanding automated speed enforcement.

New York City is on the road to Vision Zero. To improve commutes for hundreds of thousands of New Yorkers who ride bicycles every day, to guarantee that New York's 8.4 million residents feel safe crossing the street, to make sure not one more life is lost to dangerous streets and reckless drivers, Transportation Alternatives is leading the way.

## HOW NEW YORK CITY FOUND VISION ZERO

1997

Sweden introduces Vision Zero, a road safety policy that aims to create a highway system where no one is killed or seriously injured in traffic by 2020.

2009

Transportation Alternatives board member Steve Hindy publishes an open letter to New York Police Commissioner Ray Kelly in *Reclaim* magazine introducing Vision Zero to New York City officials and laying out a road map of traffic enforcement policies to get there.

2010

Generous Transportation Alternatives supporters help bring Great Britain's Rod King to New York City for the first-ever Stop Speeding Summit, where he explains to policy makers how a lower speed limit can eliminate traffic deaths.

2014

Mayor de Blasio releases the City's *Vision Zero Action Plan*, a 63-step programmatic approach to Vision Zero, the majority of its recommendations pulled directly from Transportation Alternatives' reports and studies.

2013

After receiving more than 4,500 letters from Transportation Alternatives activists, and personal pleas from the crash survivors and victims' families who would go on to form Families for Safe Streets, mayoral candidate Bill de Blasio announces that, if elected, his administration would launch a citywide Vision Zero initiative.

2011

Transportation Alternatives publishes a report recommending the City of New York adopt a Vision Zero policy — redesigning arterial roads, expanding automated enforcement and lowering the speed limit to reduce traffic fatalities and serious injuries to zero.

# STOPPING THE SPEEDING EPIDEMIC

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## TRANSPORTATION

**ALTERNATIVES** is fighting to stop the epidemic of speeding, the number one cause of fatal crashes on New York City streets. Stopping speeding can change the nature of our streets, preventing hundreds of deaths and thousands of devastating injuries.

Buoyed by the moral authority of Families for Safe Streets, a new group of crash survivors and the families of those killed in traffic, in the past year Transportation Alternatives launched two campaigns to address New York City's deadly speeding juggernaut — advocating for more automated speed-enforcement cameras and for lowering the speed limit citywide.



BY THE NUMBERS

4,000

letters sent to Governor Andrew Cuomo in support of automated speed-enforcement cameras

2,340

intersections where New Yorkers told T.A. an automated speed-enforcement camera needs to be installed

950

handwritten letters delivered to State Senator Martin Golden's Bay Ridge office after he expressed opposition to automated speed-enforcement cameras



Bay Ridge activists march in the rain to deliver a stack of handwritten letters asking State Senator Martin Golden to support automated speed-enforcement cameras.

# AUTOMATED ENFORCEMENT CAMERAS

**A**utomated enforcement cameras can extend the reach of any police force, creating a sweeping deterrence to dangerous driving. In fact, New York City's automated red light enforcement camera program, launched in 1988 at the urging of Transportation Alternatives activists, issues more than 95 percent of all summonses for running red lights. That ability to multiply the police force's effectiveness, combined with the fact that speeding is the number one cause of fatal crashes in New York City, led T.A. activists in 2013 to push the New York State Legislature to authorize red light cameras' sister technology, automated speed-enforcement cameras.

Two weeks before the New York State Legislature wrapped up its 2013 session, it appeared that T.A.'s campaign to automate enforcement of the speed limit had hit a brick wall. The bill that State Senator Jeffrey Klein had introduced in the Senate and had rallied the critical votes to pass in the Assembly — to pilot an automated speed-enforcement camera program in New York City — was being held in limbo by a powerful state senator.

Senator Martin Golden would determine the Senate agenda for the final days of the session, including whether or not T.A.'s speed camera bill would be put to a vote. Transportation Alternatives advocates had already rallied a huge coalition of support for the bill, including

the backing of the City Council, the mayor and the police commissioner. The bill had passed the Assembly, and after weeks of meetings in Albany, T.A. advocates were confident that they had secured more than enough votes in the Senate for the bill to pass.

But Senator Golden, the only person who could bring the bill to a vote, remained unconvinced.

That's when the people of New York City spoke up. Staff and volunteers phoned every T.A. supporter in Senator Golden's Bay Ridge, Brooklyn, district. In the next two weeks, local activists took to the streets of Bay Ridge, talking to their neighbors and collecting handwritten letters to Senator Golden. Thousands of New Yorkers from across the city called and emailed Governor Cuomo. Days before the end of the session, Vitaly Obodovsky, whose fiancée was killed by a speeding driver in Bay Ridge, led a march in the rain with his neighbors to Senator Golden's office door.

In Albany, legislators were buzzing about the number of phone calls and emails they had received demanding a floor vote. In the halls of the Senate, every legislative aide had a single question for Transportation Alternatives staff: *Did you change Senator Golden's mind?*

Thousands of residents of New York City made their voices heard, inundating Senator Golden's office with letters,

emails and phone calls demanding lifesaving automated speed-enforcement cameras. And all those New Yorkers had indeed changed Senator Golden's mind.

It was 4:30 in the morning on June 22, 2013, when the bill came up for a vote in the Senate. It passed with overwhelming support.

"The people of New York spoke up, that's how this fight was won," explains Noah Budnick, T.A.'s Deputy Director. "Politicians should make streets safer, not stand in the way, and New Yorkers let their elected officials know that, loud and clear. This change came because the people of New York demanded it."

In August 2013, Governor Cuomo signed the bill into law, allowing the City of New York to install 20 speed cameras in school zones. The following January, the cameras were turned on, and immediately created a real deterrent to speeding, summoning 11,500 drivers traveling at deadly speeds in just two months.

The day after advocates won the battle for the first automated speed-enforcement cameras, T.A. launched a campaign to grow the number of those cameras. In 2014, the New York State Legislature agreed to this next demand, increasing the number of speed-enforcement cameras installed on New York City streets by 600%.



BY THE NUMBERS

3,200

letters sent to elected  
officials demanding a lower  
speed limit

150

New Yorkers traveled  
to Albany by bus for 50  
meetings with state  
legislators about New  
York City's speeding  
epidemic

30

active members of Families  
for Safe Streets, a new group  
of crash survivors and families  
of New Yorkers killed and  
injured in traffic



Amy Cohen, with a photo of her son Sammy, testifies  
at a City Council oversight hearing on Vision Zero.

# NEW YORK CITY'S SPEED LIMIT

**L**owering the speed limit by just five miles per hour can reduce the number of pedestrians killed in traffic crashes by half. That's the lifesaving impetus behind a campaign launched by Transportation Alternatives activists in 2014 to lower New York City's default 30 mph speed limit to 25 mph.

In the wake of tragedy in 2013, a leader emerged who would be critical to reaching that goal: the mother of a bar mitzvah boy-to-be named Sammy Cohen Eckstein. In October 2013, the 12-year-old was struck by a fast-moving van driver outside his Park Slope home. He did not survive.

After Sammy's death, his mother, Amy, made a decision that would change New York City's future. She decided to take action before tragedy struck again.

Following Amy's example, T.A. advocates began to reach out to people they knew had lost a loved one to New York City's dangerous streets: the siblings who emailed T.A. for legal advice, the parents T.A. helped find a voice in the press, the children and partners who, in mourning, called T.A. for answers. Story by story, a coalition grew. For the first time ever, crash victims and the families of people killed or seriously injured in New York City traffic would unite to lead the

fight for safe streets. At their inaugural meeting in January 2014, these brave New Yorkers voted on their own name and a profound but exigent goal: Families for Safe Streets would lower New York City's speed limit.

"Families for Safe Streets was the game-changer," explains Caroline Samponaro, T.A.'s Senior Director of Campaigns and Organizing. "Their stories, and their willingness to tell those stories in service of a safer New York, is the most powerful thing I've ever seen. From our first meeting I knew, with these brave people taking the lead, we could win this fight."

Less than one month later, in February, Families for Safe Streets inspired hundreds of New Yorkers to stand with them at a City Hall rally. In the months that followed, their coalition prompted thousands more New Yorkers to call, email and write to their elected officials, asking them to lower New York City's speed limit.

In May, hundreds packed into buses to the State Capitol. Carrying signs that said *Not One More* and *Survivor*, the members of Families for Safe Streets prepared for a day of meetings where they would tell their heart-wrenching stories to New York State legislators and their aides. That

day began with Amy Cohen standing on the steps of the New York State Capitol, telling the story of her son.

"One small change and my son Sammy would be alive today," Cohen told the gathered crowd of reporters and politicians. That change was simple: lower New York City's speed limit.

Sammy's story, and all the other horrific stories Families for Safe Streets told and retold, made the need for change manifest. In June, by an overwhelming majority, the New York State Senate and Assembly passed bills that would allow the City of New York to lower the default speed limit to 25 mph.

In summer 2014, Governor Cuomo signed the bill into law, giving the New York City Council a green light to set the speed limit at 25 mph. It's a change that would not have happened if not for a coalition of brave New Yorkers who chose to turn their mourning into action. By leading the movement to lower the speed limit with the moral authority of their stories, Families for Safe Streets convinced New York's most powerful decision makers of what many considered unthinkable — that a lower speed limit makes sense. Their success will save countless lives.



# HAZARDOUS ARTERIAL STREETS

## TRANSPORTATION ALTERNATIVES

is focused on redesigning hazardous arterial streets. Working with groups of activists in the five boroughs, Transportation Alternatives pinpoints problematic arterial roadways and organizes local campaigns to redesign how those streets function. Fueled by neighborhood demand, these dangerous corridors are being turned into Complete Streets — with protected bike lanes, dedicated bus lanes, wide sidewalks and new pedestrian spaces. Teams of T.A. activists are transforming roads that once divided neighborhoods into places for New Yorkers to come together.







## HAZARDOUS ARTERIAL STREETS

# MANHATTAN

### AMSTERDAM AVENUE

**A**fter four-year-old Ariel Russo was struck and killed by an SUV driver while she walked to school with her grandmother in 2013, Transportation Alternatives activists in Manhattan knew that the status quo on Amsterdam Avenue needed to change. These activists turned to Community Board 7 with a proposal to install a Complete Street to calm traffic on Amsterdam Avenue, and provide a safe northbound route to match Columbus Avenue's protected bike lane. They backed up their proposal with a video featuring some of the 208 local business owners who support the plan, and a petition with signatures of 1,800 of their neighbors.

"Amsterdam Avenue is in the heart of the Upper West Side, but it is so incredibly dangerous and scary that no cyclist, pedestrian or motorist is unaffected by the craziness of the street," explains Manhattan activist Sarah Zell Young. "It is unfortunate that an activity that gives us so much freedom, like biking, is made scary by the conditions on Amsterdam

Avenue."

This winter, Community Board 7 agreed that all users of Amsterdam Avenue could benefit from a Complete Street, redesigned for biking, walking and public transit, and the board voted to ask the Department of Transportation to study the proposal. In summer 2014, the Department of Transportation chose Amsterdam Avenue as one of the hazardous streets slated for traffic calming as part of the City's new Arterial Slow Zone program, and agreed to study T.A. activists' proposal.

### FIFTH & SIXTH AVENUES

**S**ixth Avenue is the most bicycled street in New York City. Fifth Avenue has a greater density of pedestrian traffic during rush hour than anywhere else in Manhattan. But with minimal space for biking or walking on these high-traffic avenues, thousands of pedestrians and bicyclists have been injured in the past decade. Business owners in this thriving commercial center know a safer street will

bring more customers to their storefronts and improve their bottom line.

Transportation Alternatives activists in Manhattan realized that building Complete Streets on 5th and 6th avenues could boost business, prevent crashes and save lives, but transforming the heart of Manhattan is no small task. That's why the Manhattan Activist Committee's 5th and 6th Forward campaign is being led by a powerful coalition of commercial businesses and real estate interests. By summer 2014, more than 1,500 local businesses and institutions had signed on in support of the campaign. In addition, nearly 12,000 New Yorkers signed a petition in support of bringing these Complete Streets to the middle of Manhattan. That's what convinced community boards 2, 4 and 5 to join in. In 2013, after each of these community boards endorsed the plan, the Department of Transportation agreed to study the feasibility of the project, and in summer 2014, planned traffic calming on Sixth Avenue as part of the City's new Arterial Slow Zone program.

# THE BRONX

## THE GRAND CONCOURSE

**T**he Grand Concourse is a historic thoroughfare that touches nearly every neighborhood of New York City's northernmost borough. It's also a dramatically wide arterial street, which is why Transportation Alternatives activists in the Bronx identified the Grand Concourse as an ideal candidate for a Complete Street transformation.

"There is a bike lane, but on almost every block, you can find someone double parked in it," explains Bronx activist Hatuey Ramos-Fermín. "The Concourse is also one of the widest streets in the city, and with a little creativity it can be transformed easily to accommodate safe protected bike lanes, wider pedestrian crosswalks and bus lanes, as well as lanes for regular car traffic."

But with few bike lanes or pedestrian spaces in the Bronx, local activists understood they would have a tough time convincing the Department of Transportation that the neighborhood wanted to diverge from the status quo. That's why they began by campaigning for a temporary change that would demonstrate the potential of the Grand Concourse: a summertime play space in

the middle of the street. In a campaign they named Boogie on the Boulevard, activists gathered 1,600 petition signatures in support of three car-free Sundays on the Grand Concourse, slated for August 2014. After 29 community organizations and businesses signed on in support of the campaign, Community Board 4 endorsed the idea.

In 2014, City Hall took note of the overwhelming neighborhood enthusiasm for changing the iconic street and officially approved Boogie on the Boulevard as part of its summertime Weekend Walks programming. Furthermore, this spring the City announced that the Grand Concourse would be included in its new Arterial Slow Zone Program, making the street more complete, vibrant and welcoming than ever before.

## CO-OP CITY

**I**n the Bronx, a proliferation of highways and a lack of infrastructure for bicyclists makes it hard to travel between neighborhoods and nearly impossible to leave the borough without a car. Local Transportation Alternatives activists saw that the Bronx's expansive parkland, like

the new Bronx River Greenway, remained inaccessible without bike lanes to connect people to the parks. So they proposed a solution: Bronx activists drew up a plan for bike lanes in and around Co-op City, connecting New York's largest housing development to surrounding parkland.

It only took a few months for the Department of Transportation to recognize the potential of the Bronx Activist Committee's proposal and break ground on a new network of bike lanes in Co-op City and on 222nd Street, creating direct access to the Bronx River Greenway from Co-op City. In 2013, Transportation Alternatives hosted Bronx activists and Council Member Andy King for a ribbon-cutting ceremony and an inaugural bike ride.

"I've seen many more cyclists recently, including seniors, who make up a large part of this community," explains Stephanie Clark, a Co-op City resident and T.A. activist who led the campaign for the new lanes. "Being connected to the rest of the Bronx via bike lanes has opened people's eyes to the fact that there is another, healthier option than driving or waiting for crowded buses, and that parks, greenways and other neighborhoods are within reach."







## HAZARDOUS ARTERIAL STREETS

# QUEENS

### 21ST STREET

**O**n 21st Street between the Long Island Expressway and Grand Central Parkway, drivers rarely slow down to the speed limit of the residential neighborhoods sandwiched between the two highways. Everyday speeding does not change the fact that Queens residents need to use 21st Street for shopping, transportation and more. In the last ten years, seven pedestrians and bicyclists have been killed on 21st Street and more than 100 have been injured.

When Transportation Alternatives activists in Queens launched a campaign to change 21st Street, they knew if they could get local decision makers to take a walk there, the treacherousness of crossing would make their argument for them. And they were right. After the Queens Activist Committee hosted Council Member Jimmy Van Bramer and Council Member-elect Costa Constantinides on their 21st Street Safety Walk, both Council members signed on in support of the campaign. Their endorsement, along with the 1,600 Queens residents who signed a petition in favor of calming traffic on the street, convinced Community Board 1 to support the campaign. In 2014, the community

board and both Council members formally asked the Department of Transportation to add traffic calming infrastructure, new pedestrian spaces and a shared bike lane to 21st Street. The department is currently studying the street for pedestrian safety improvements.

### QUEENS BOULEVARD

**M**any New Yorkers know Queens Boulevard by its morbid moniker, the Boulevard of Death, but few are as familiar with the dangers as the Transportation Alternatives activists in Queens who have been fighting to change the street for decades.

“My family lives along Queens Boulevard and I see every day how dangerous it is, how fast the cars drive, how difficult it is for pedestrians to cross, and how dreary and ugly and depressing it is,” explains Queens activist Peter Beadle. “Every day my own 12-year-old son has to cross the Boulevard of Death, twice, to get to and from school. It is a constant source of anxiety and he is one of hundreds, perhaps thousands, of other children who have to make similar trips every day.”

It’s not only the widest street in New York City, it’s a critical connection between countless Queens communities.

With the help of T.A. activists, who have recruited a coalition of parents, parent-teacher associations and family groups to lead the way, Queens Boulevard finally has a plan for a safer future. After collecting more than 4,800 petition signatures from Queens residents who want to see a change on the dangerous street, and the support of more than 200 businesses and community centers, these activists presented their plan for a Complete Street on Queens Boulevard to Community Board 6 and the transportation committee of Community Board 2 this spring. Both endorsed the idea. All five Council members whose districts touch Queens Boulevard formally requested that the Department of Transportation conduct a feasibility study, and in spring 2014, the department chose Queens Boulevard as one of the hazardous streets slated for traffic calming as part of the City’s new Arterial Slow Zone program.

In July, Transportation Commissioner Polly Trottenberg joined local activists and City Council members for a visit to the street, where everyone agreed that Queens Boulevard was long overdue for a new vision. Local activists will continue to push for that vision to be grounded in community input, and to build a street that’s safe for all users.



# STATEN ISLAND

## CLOVE ROAD

**B**icyclists and recreation-seekers of all stripes rely on Clove Road as a critical connection between some of Staten Island's largest parks and the miles of bicycling and walking paths along the Staten Island Greenbelt. The fact that this wide street remains a haven for speeding drivers and tracks a high rate of crashes inspired Transportation Alternatives activists in Staten Island to endeavor to make this dangerous road friendlier to the cyclists who rely on it.

"I got involved because I use Clove Road frequently and do not feel safe on it. It matters deeply to me because I want to see Staten Island's roads designed in a way that encourages cycling and walking," explains Staten Island activist Laura Barlament. "Traffic calming

measures and a protected bike lane would create a better, safer, healthier, cleaner community in this beautiful borough."

Their effort was so needed that it only took petition signatures from 473 New Yorkers and the support of 24 businesses and coalition partners before Community Board 1 signed on in support of their campaign for a protected bike lane on the dangerous street. Together with the local community boards in fall 2013, Staten Island activists requested the Department of Transportation conduct a traffic study about their proposal.

## RICHMOND TERRACE

**R**ichmond Terrace is a critical route for any New Yorker connecting to the Staten Island Ferry or the Staten Island Railway. It's also fundamentally unsafe for

anyone traveling outside the confines of a car or truck.

In an effort to transform Richmond Terrace into a street that can serve the needs of all Staten Island residents, especially those who ride bikes, walk or need to access area bus lines, Transportation Alternatives activists in Staten Island proposed the creation of a Complete Street there. More than 700 people signed on in support of the campaign, backed by another 28 businesses and cultural institutions. That show of support convinced elected officials on both the city and state levels to back the campaign, with activists recruiting New York City Council Member Debi Rose and State Assembly Member Matthew Titone to speak up about the need for a Complete Street on Richmond Terrace.







## HAZARDOUS ARTERIAL STREETS

# BROOKLYN

### ATLANTIC AVENUE

**A**tlantic Avenue traverses ten Brooklyn neighborhoods and is known as treacherous in every one. That's the driving force for the group of Transportation Alternatives activists in Brooklyn who proposed big changes for this big street. In spring 2014 they presented their idea for a Complete Street for Atlantic Avenue to Community Board 2 with a letter signed by local City Council members, more than 3,000 New Yorkers and more than 100 community partners, including the Atlantic Avenue Business Improvement District, the Brooklyn Academy of Music and Two Trees Management. Community Board 2 unanimously supported the proposal. When the Department of Transportation chose streets for the new Arterial Slow Zone program in spring 2014, Atlantic Avenue was number one on its list.

But Brooklyn activists say that isn't enough. On a recent Friday night, they protected pedestrians crossing Atlantic

Avenue by lighting their path, drawing attention to the intrinsic danger of the street they were walking across.

"We need Atlantic to be so much more," explains Brooklyn activist Michelle Chai. "It must be safe and efficient for pedestrians, bicyclists and motor vehicles. It must support public transportation options. It must support crossing to ease access to neighborhoods it physically separates. The possibilities are endless. Now is the time for us to be bold and envision a better street for our future."

### JAY STREET

**O**n Jay Street, a narrow, painted bike lane is intended to provide safe haven for the tens of thousands of bicyclists who commute to and from the Manhattan and Brooklyn bridges. Yet every day, double-parked cars pack the lane. With the convergence of numerous subway and bus routes, and thousands of New Yorkers walking to work and school at MetroTech and Long Island University,

double parking isn't the only problem.

To fix Jay Street's extreme overcrowding, Transportation Alternatives activists in Brooklyn have proposed a more fair way to share the road — a Complete Street, with a protected bike lane, wider sidewalks, safe crosswalks and dedicated bus lanes. Already, their demand for this simple, commonsense solution has been endorsed by more than 1,500 New Yorkers and businesses like Forest City Ratner, Etsy and Tough Mudder. To put their vision for this crowded street at the top of local decision makers' agendas, activists helped Council Member Steve Levin, Community Board 2 and local business improvement districts host the Department of Transportation, the New York Police Department, Brooklyn Borough President Eric Adams and more than 100 New Yorkers this spring at Re-imagine Jay Street, an event that kicked off a community process to recreate the corridor so it can serve everyone who uses it. Now, activists are reporting back on that process with a publication about the community's vision for Jay Street.

# MILESTONES

IN EACH BOROUGH, NEW YORKERS are fighting to change local streets and city policies so their neighborhoods can be better places to live. These are just a few of the small milestones that Transportation Alternatives activists reached in the past year, each a giant leap toward Vision Zero for New York City.



## MARCH 2013

After the New York State Department of Motor Vehicles follows T.A.'s recommendation to replace the word "accident" with "collision" in all agency materials, thousands sign a T.A. petition to convince the NYPD to follow suit. The NYPD immediately agrees to stop using the word "accident" and to expand the purview of the Collision Investigation Squad to include crashes involving serious injuries.

## SEPTEMBER 2013

More bicyclists ride the NYC Century Bike Tour than ever before, setting a new record of 7,800 riders.

## APRIL 2013

T.A. launches a campaign to get candidates running for mayor and City Council on the record about biking and walking. More than 4,500 New Yorkers send letters to the candidates declaring, "I bike, I walk and I vote."

## MAY 2013

The first Neighborhood Slow Zones — traffic-calming installations enforced with a 20 mph speed limit, an idea proposed by T.A. activists in 2011 — are installed.

## AUGUST 2013

After hosting four City Council and three mayoral candidate forums, Transportation Alternatives becomes the first advocacy organization to sponsor the official mayoral, comptroller and public advocate debates.





## MAY 2014

More than 600 New York City workplaces and more than 2,000 employees participate in the second annual Bike to Work Challenge.

## MARCH 2014

The fourth annual Tour de Staten Island sells out in 48 hours.



## FEBRUARY 2014

The City of New York publishes the *Vision Zero Action Plan*, detailing a T.A.-recommended strategy focused on stopping speeding and fixing arterial streets.

## OCTOBER 2013

On the eve of the election, T.A. activists from five boroughs deliver 4,500 letters to then-candidate Bill de Blasio, asking him to adopt Vision Zero policies that improve conditions for bicycling and walking citywide.

## NOVEMBER 2013

After releasing a traffic safety platform based on Vision Zero, Bill de Blasio is elected mayor of New York City. T.A. recommends that former NYPD Commissioner Bill Bratton and U.S. Department of Transportation Under Secretary for Policy Polly Trottenberg be appointed police and transportation commissioner, respectively.

## JANUARY 2014

The 78th Precinct in Brooklyn initiates New York City's first-ever failure-to-yield sting operation, a best practice recommended in a November 2013 T.A. report.

# POWERED BY PEOPLE



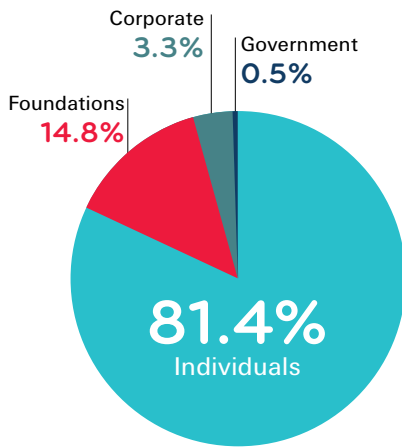
## TRANSPORTATION

**ALTERNATIVES** is powered by the passion and financial support of New Yorkers who believe in Vision Zero. T.A. members are the driving force behind the most powerful advocacy organization in New York.

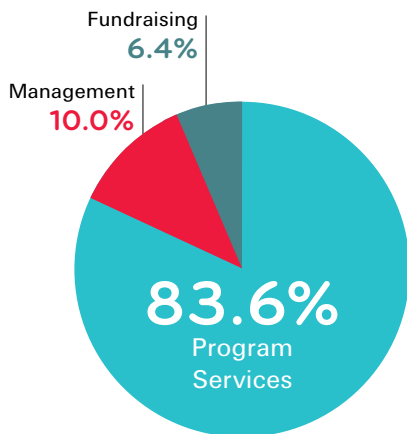
In 2013, contributions totaled more than three million dollars — roughly triple T.A.'s annual budget a decade ago. Fully three-quarters of T.A.'s income came from individual donors. In the past year, the people who donated to T.A. pushed a big idea into New York City's future: no one should be killed or injured in New York City traffic.



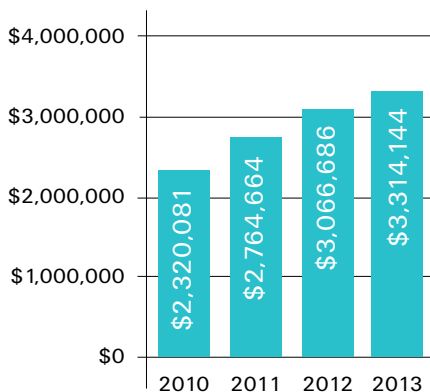
## 2013 INCOME



## 2013 EXPENSES



## TOTAL REVENUE



## FINANCIAL STATEMENTS

DECEMBER 31, 2013, 2012, 2011

REVENUE & OTHER SUPPORT	2013		2013 Total	2012 Total	2011 Total
	Unrestricted	Temporarily Restricted			
Contributions	\$1,844,206	\$-	\$1,844,206	\$1,707,531	\$1,508,015
Membership	\$353,399	\$-	\$353,399	\$279,843	\$216,381
Grants	\$161,228	\$328,844	\$490,072	\$515,399	\$525,398
Program service fees	\$446,502	\$-	\$446,502	\$394,195	\$366,937
Sponsorship	\$108,503	\$-	\$108,503	\$134,015	\$129,771
Interest income	\$2,238	\$-	\$2,238	\$2,643	\$3,383
Other	\$69,224	\$-	\$69,224	\$33,060	\$14,779
Funds released from restriction	\$288,368	\$(288,368)	\$-	\$-	\$-
<b>TOTAL REVENUE &amp; OTHER SUPPORT</b>	<b>\$3,273,668</b>	<b>\$40,476</b>	<b>\$3,314,144</b>	<b>\$3,066,686</b>	<b>\$2,764,664</b>
<b>EXPENSES</b>					
Program services	\$2,920,982	\$-	\$2,920,982	\$2,576,173	\$2,140,281
Management	\$351,399	\$-	\$351,399	\$254,024	\$337,118
Fundraising	\$224,290	\$-	\$224,290	\$174,398	\$213,755
<b>TOTAL EXPENSES</b>	<b>\$3,496,671</b>	<b>\$-</b>	<b>\$3,496,671</b>	<b>\$3,004,595</b>	<b>\$2,691,154</b>
CHANGE IN NET ASSETS	\$(223,003)	\$40,476	\$(182,527)	\$62,091	\$73,510
NET ASSETS AT BEGINNING OF YEAR	\$1,481,837	\$57,633	\$1,539,470	\$1,477,379	\$1,403,869
<b>NET ASSETS AT END OF YEAR</b>	<b>\$1,258,834</b>	<b>\$98,109</b>	<b>\$1,356,943</b>	<b>\$1,539,470</b>	<b>\$1,477,379</b>

## STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2013, 2012, 2011

ASSETS	2013	2012	2011
Cash & cash equivalents	\$957,366	\$1,284,661	\$1,290,567
Accounts receivable	\$373,401	\$207,244	\$156,645
Prepaid expense	\$48,944	\$27,860	\$21,780
Deposits	\$16,583	\$16,583	\$16,583
Fixed assets, net of depreciation & amortization	\$56,067	\$57,079	\$51,465
<b>TOTAL ASSETS</b>	<b>\$1,452,361</b>	<b>\$1,593,427</b>	<b>\$1,537,040</b>
<b>LIABILITIES</b>			
Accounts payable & accrued expenses	\$87,918	\$53,957	\$59,661
Deferred revenue	\$7,500	\$-	\$-
<b>TOTAL LIABILITIES</b>	<b>\$95,418</b>	<b>\$53,957</b>	<b>\$59,661</b>
<b>NET ASSETS</b>			
Unrestricted net assets - board designated	\$400,000	\$400,000	\$400,000
Unrestricted net assets	\$858,834	\$1,081,837	\$1,024,879
Temporarily restricted net assets	\$98,109	\$57,633	\$52,500
Total net assets	\$1,356,943	\$1,539,470	\$1,477,379
<b>TOTAL LIABILITIES &amp; ASSETS</b>	<b>\$1,452,361</b>	<b>\$1,593,427</b>	<b>\$1,537,040</b>



# SUPPORTERS

**TRANSPORTATION ALTERNATIVES** gratefully acknowledges the following individuals and organizations whose generous contributions provide the financial resources to sustain T.A.'s campaigns for safe streets. The following list represents major gifts received in 2013. T.A. is supported by more than 12,000 dues-paying members and a network of 100,000 supporters, and is immensely grateful to all the members whose gifts are not listed here due to space limitations.

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# DIVERSITY PLAZA

In Jackson Heights, the New York City neighborhood with the least parkland per capita, a pedestrian plaza is a symbol of the power of open space. Since Transportation Alternatives activists helped secure Diversity Plaza in 2012, the car-free area has boosted local business revenue, provided space for civic organizations to host cultural festivals, calmed a dangerous intersection and made public transit easier to reach. And, as further proof that plazas are a boon for any neighborhood they touch, public space became fuel for civic discourse when, in summer 2013, Diversity Plaza hosted the first-ever community board meeting in a public plaza.



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# CITI BIKE

In 2006, Transportation Alternatives advocates first proposed a bike share program to city officials. In 2013, Citi Bike launched, and since its inception, T.A. has fought to make bike share work better. Throughout the past year, T.A. activists took up posts at Citi Bike docking stations around the city, helping riders learn how to use the system, providing directions and sharing tips for bicycling in New York City. To determine how Citi Bike could improve, T.A. activists conducted the first-ever poll of Citi Bike riders. Thousands reported their experiences, assessing the effectiveness and convenience of the system. Now, T.A. is leading the charge for expansion and reform, and watchdogging the program as it settles into New Yorkers' lives to assure that bike share is a New York City success story.



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