

TRANSPORTATION CHOICES COALITION 2010 ANNUAL REPORT



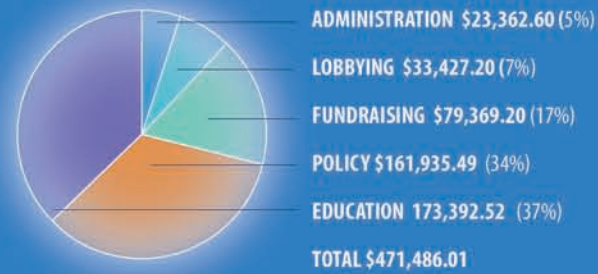
TCCCONNECTS

WASHINGTONIANSTOWASHINGTON

2009 REVENUE SOURCES



2009 EXPENSES



2007-2009 REVENUE GROWTH



THERE IS NO DENYING IT, the past few years have been a tough time for nonprofits. But while many of our peers have struggled with declining revenues, Transportation Choices Coalition has remained stable. Bucking the national trend, from 2007 to 2009 we've seen a rise in our revenue and used that to help establish a three-month operating reserve, a first in our history. This stronger and more diverse funding base was achieved thanks in large part to a big increase in individual members and the generous contributions of Washington businesses eager to support better transportation options.

These condensed financial statements are presented for information purposes only. TCC is audited annually by the firm of Peterson Sullivan LLP. Audited financial statements are available upon request.

THANK YOU FOR YOUR SUPPORT!

“ **900 NEW MEMBERS**
1 OPENING OF LIGHT RAIL
15,000 INDIVIDUALS EDUCATED
1 MAJOR EMISSIONS REDUCTION RULE FROM GOV. GREGOIRE
150 COMMUNITY TRANSPORTATION MEETINGS

IT WAS A BUSY 2009 for us at Transportation Choices Coalition.

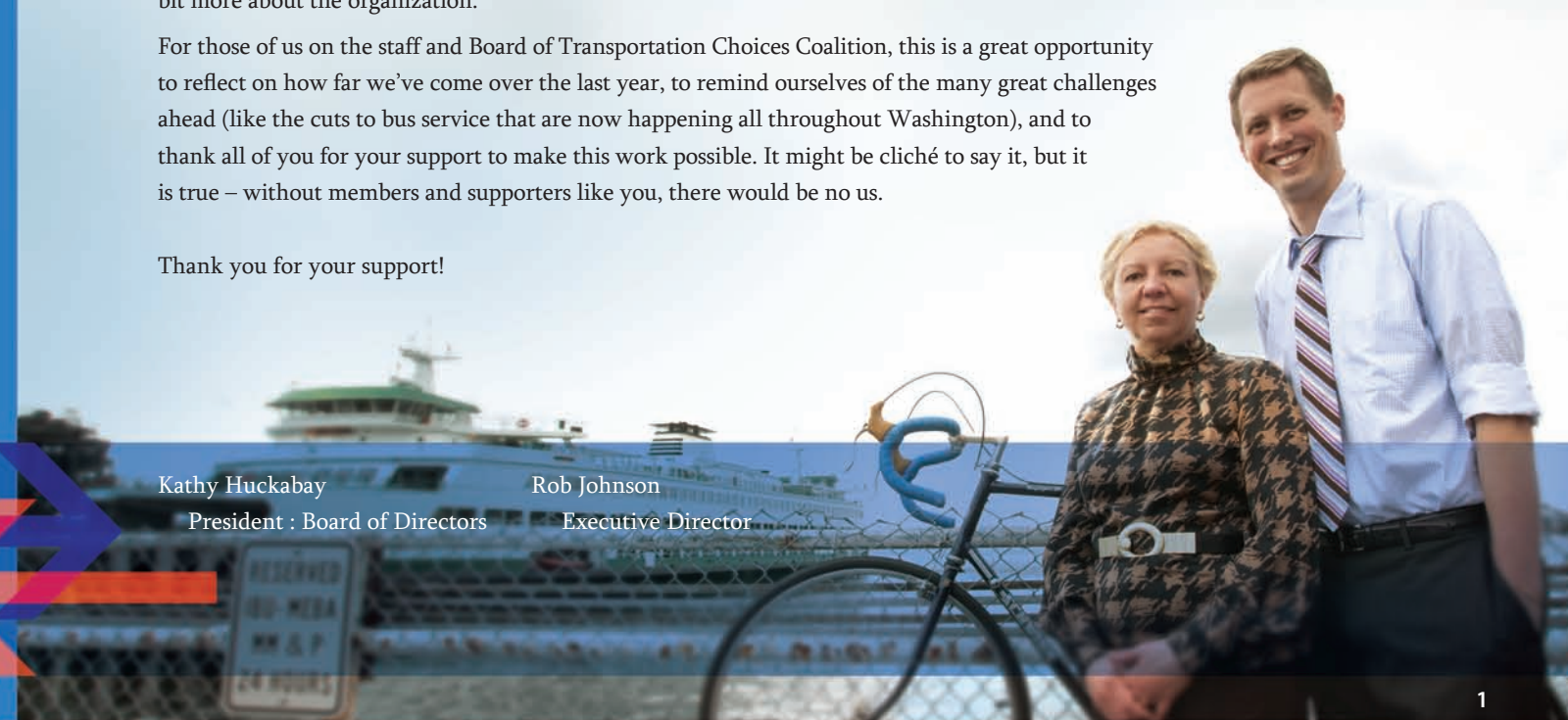
To our new friends that might have met us for the first time at the opening of Sound Transit's light rail, we hope this annual report provides some context about the work we do to educate, advocate, and develop policies that make it easier for Washington residents to live car-less or car-free. For our long time supporters, we hope you will appreciate this peek behind the curtain to learn a bit more about the organization.

For those of us on the staff and Board of Transportation Choices Coalition, this is a great opportunity to reflect on how far we've come over the last year, to remind ourselves of the many great challenges ahead (like the cuts to bus service that are now happening all throughout Washington), and to thank all of you for your support to make this work possible. It might be cliché to say it, but it is true – without members and supporters like you, there would be no us.

Thank you for your support!

Kathy Huckabay
 President : Board of Directors

Rob Johnson
 Executive Director



FOR EVERY \$1.50 OUR MEMBERS INVEST, WE HELP PROVIDE \$25,000 IN TRANSIT, BICYCLE AND PEDESTRIAN INVESTMENTS

TRANSPORTATION IS ABOUT MORE than buses and trains, pathways and tracks. It is about getting from point A to point B, allowing people the freedom to live, connect, engage and be involved in their cities and towns. It is about what people do, how they work and where they play.

Washingtonians understand that how they get from place to place is a key piece of a bigger puzzle. By taking public transportation, Washingtonians are making a positive decision that benefits our environment, boosts our economy, and brings us a small step closer to a sustainable, secure future.

Buses, trains, footpaths and bike lanes are also the foundation upon which we can build communities that make sense for the people who live in them – communities supported by good land use policy, and which promote healthy lifestyles and the efficient movement of people and goods.

OVER THE PAST FIFTY YEARS, the U.S. has developed a transportation system that is environmentally, economically and socially unsustainable. It was from this landscape that Transportation Choices Coalition emerged in 1993, inspired by the tremendous challenge of changing the state's future. Consider this:

- > 52% of climate change emissions in Washington come from transportation
- > 1 in 3 Washingtonians do not get enough physical activity
- > \$1.5 Billion – the cost of being stuck in traffic



OUR MISSION

TCC IS WORKING TO BRING WASHINGTONIANS MORE AND BETTER TRANSPORTATION CHOICES – REAL OPPORTUNITIES TO TAKE A BUS, CATCH A TRAIN, RIDE A BIKE, OR WALK



OUR MEMBERS COME FROM COMMUNITIES ACROSS THE STATE
CYCLISTS, TRANSIT RIDERS, RAIL SUPPORTERS, ACTIVISTS
ENVIRONMENTALISTS, PLANNERS, STATE AND CITY LEADERS

OUR MEMBERS

The Transportation Choices Coalition is helping at every step

- > We are working hard with legislators in Olympia to make more transit a priority for our state
- > We are helping our cities and towns with creative ways to complete our sidewalks and bike lanes, and keep the ones we have functioning and safe
- > We are a friend and resource for families and community groups who want to build the connections that make their communities work

Transportation is a challenge that is shared by many – from transit agencies to environmental and business groups, to neighborhood organizations, workers and students. Transportation Choices is the only organization in Washington that brings them all together.

Our work is to define a future for Washington that offers real transportation choices to connect people with jobs, housing, communities, and each other.

We are active participants in both grassroots efforts, and at the highest levels.

- > Education programs that get the word out about transportation choices that work
- > Being the voice of our communities and working with local, state and federal decision makers on transportation policies that work for people, the economy and the environment

And there is still tough work ahead of us. In 2010, we are at a crossroads – the economy is struggling, and the government is seeking to reinvest in our transportation networks. With your help we're going to make sure we do it right, building a stronger transportation future with great transit options, safer sidewalks and bike lanes, and a modern, efficient road system.



“ Transportation Choices is not just about transit. They are about the whole network of mobility options. Transportation is a basic human need. Mobility is what keeps people engaged in life.

Lynne Griffith
CEO
Pierce Transit

LAST FALL, TCC BEGAN WORKING WITH PIERCE TRANSIT ON A REDESIGN OF ITS 30-YEAR-OLD SYSTEM. WITH REGIONAL AGENCIES UNDER BUDGET PRESSURE, TCC IS WORKING TO PROVIDE BETTER TRANSIT SERVICES, AND KEEP THE ONES WE HAVE ON LINE.



“ My daughter loves riding the bus – it is our quality time together. We read stories, talk, point out the passing landmarks. It is also my way of teaching her the values that are important to me, about community, equality, thrift and healthy living.

Carla Saulter
TCC Member
Author: Bus Chick
Transit Authority Blog

IN 2009 TCC GATHERED 900 NEW MEMBERS. WE ALSO EDUCATED MORE THAN 15,000 WASHINGTONIANS ABOUT OPTIONS FOR GETTING AROUND IN THEIR COMMUNITIES – ON FOOT, BY BIKE, ON BUSES, AND BY RAIL.





“ Land use and transportation are inextricably connected. Both Futurewise and TCC understand that in order to have a better transportation system, you need to have land use that compliments that.

Kitty Klitzke
Eastern Washington
Program Director
for Futurewise

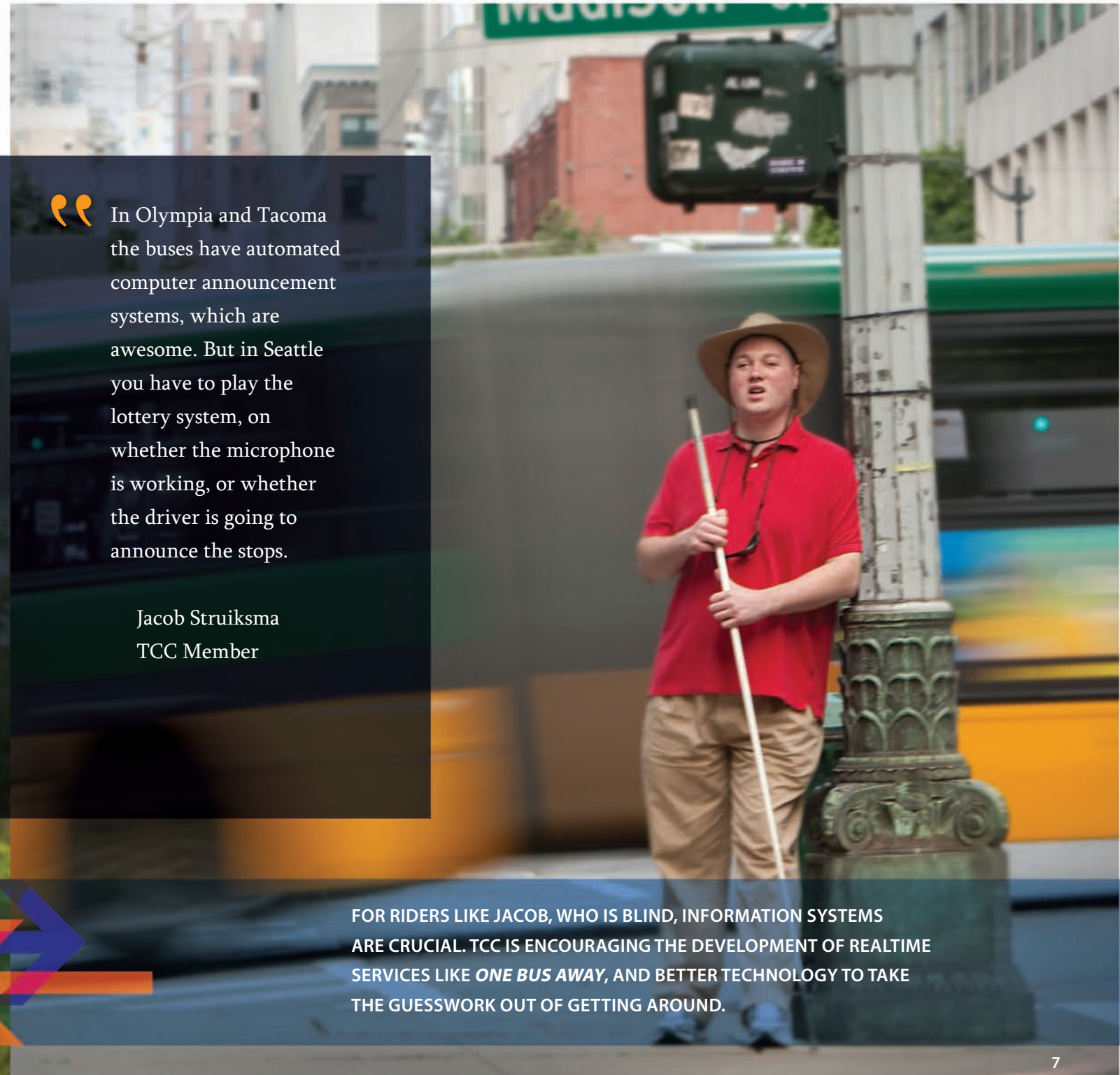
TCC WORKED WITH GOVERNOR CHRISTINE GREGOIRE AND FUTUREWISE TO BEGIN IMPLEMENTING A CUTTING-EDGE PLAN TO REDUCE EMISSIONS FROM CARS AND GIVE WASHINGTONIANS MORE TRANSPORTATION CHOICES — THE FIRST OF ITS KIND IN THE NATION.



“ In Olympia and Tacoma the buses have automated computer announcement systems, which are awesome. But in Seattle you have to play the lottery system, on whether the microphone is working, or whether the driver is going to announce the stops.

Jacob Struiksmma
TCC Member

FOR RIDERS LIKE JACOB, WHO IS BLIND, INFORMATION SYSTEMS ARE CRUCIAL. TCC IS ENCOURAGING THE DEVELOPMENT OF REALTIME SERVICES LIKE *ONE BUS AWAY*, AND BETTER TECHNOLOGY TO TAKE THE GUESSWORK OUT OF GETTING AROUND.



Rob Johnson
Executive Director

Rob is a rare bird – a fifth generation Seattle-ite. In a place defined by an influx of professionals from across America, Rob is old school. Since his family settled on Capitol Hill at the turn of the century, the city has grown from meadows to metropolis. After stints in transportation planning in DC and LA, it was his desire to help Seattle develop into a vibrant and mobile city that led Rob to Transportation Choices in 2004.

Though basketball is a passion, there never was much danger of losing Rob to the NBA. Rob's true talent is in keeping bus and rail services in front of our legislators and planners. He is the facilitator, fundraiser, and our public face – the nuts and bolts guy. The NBA's loss is Seattle's gain.

Andrew Austin
Policy Associate

Born in Sand Point, Idaho, but raised in Bellingham, Andrew first got a look at where the rubber meets the road in transportation planning as a college student in Tacoma.

"I didn't have a car. That's when you start to really think of things like, 'where do the buses go?' Where can I get to on my bike?"

Batting 1.000 with 3 wins from three campaigns for a variety of state candidates, Andrew is now Transportation Choices man on the ground in the state capitol.

Shefali Ranganathan
Director of Programs

First, a little secret... "When I first met my husband, Murari, he had a silver Mustang, a convertible. He drove that thing everywhere. Right away I said 'I can never be seen in this...'"

Love has its price – nowadays the Mustang gathers dust. Just as she has done for communities and individuals all over the state, Shefali showed Mustang Murari how leaving the car at home can free you up, socially and economically.

As Transportation Choices' outreach wonder woman, Shefali turns the transit bureau-speak into information we can all understand.

"It's about bringing all this policy and funding stuff down to a personal level."

Bill LaBorde
Policy Director

As a young lawyer and political junkie Bill first came to Transportation Choices as a volunteer board member in the late 90s. It was a crucial time.

"The first Sound Transit measure had passed, and they were taking the initial steps toward a real rail system here," he recalls.

Now Bill works with governments to advocate for a better system. From his home in Columbia City, Bill sees the energy the light rail system is bringing into communities – just like it did in his native DC 30 years ago.

"I still remember the day the DC metro system opened back in the 70s. I was 10. I remember riding the trains that first day."

Jennifer Olegario
Development and Outreach Associate

High-powered Wall Street player, tired of the hundred hour work weeks, packs up her Jeep and heads out west to ponder the bigger picture. That's the story of how Jennifer came to swap Manhattan for Puget Sound.

It didn't take long for her to feel the same frustration that locals do about our jammed-up highways. And so it was that a passionate young woman became one of Washington's most effective transit advocates.

Loving her car-free life in Seattle, Jennifer has become a crucial cog in the Transportation Choices unit. An independent contractor for TCC, she uses her big market PR smarts to work with donors and plan fancy fundraising events.

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Hatch Mott MacDonald
HDR
HNTB
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Parsons Brinckerhoff
Vulcan Inc.

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Downtown Seattle Association
EMC Research
Hale's Brewery
Jones Soda
Starbucks
Wilbur Smith Associates
W.P. Coburn
Zipcar

ORGANIZATIONAL MEMBERS

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City of Redmond
City of Sammamish
City of Seattle
City of Tacoma
Community Choices Clark County

IBEW, Local 77
Snohomish County
Walla Walla 2020

TRANSIT AGENCY PARTNERS

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Kitsap Transit
Pierce Transit
Sound Transit
Spokane Transit
Washington State Transit Association
Whatcom Transit

FOUNDATION SUPPORT

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Earthshare of Washington
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Smart Growth America

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Business Analyst, Parker Staffing Services
Brian Painley
Western Regional Manager, CH2MHill
Dave Ross
Talk Show Host, KIRO radio
Christian Sinderman
President, Northwest Passage Consulting



< Rob, Andrew, Shefali, Bill & Jennifer



THANKS FOR EVERYTHING YOU DO TO SUPPORT THE
TRANSPORTATION CHOICES COALITION

This annual report was made possible through the support of the Taproot Foundation. We would like to thank our Taproot team of Jay Drowns, Li Hou, Mary LaFleur, Jake Lynch, Scott Michelson, Eve Psalti and Aden Ryan. Thank you for your vision, creativity, commitment and effort in making our first ever annual report a reality.



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TCCCONNECTS YOU TO MORE

THE STATE OF WASHINGTON IS AT A CROSSROADS – the environmental, economic and social future of our communities hangs in the balance. Will our state continue to languish underneath ancient road systems and a lack of public transportation? Or does a brighter future await? The decision is yours!

Transportation Choices Coalition is Washington's only non-profit bringing you **MORE CHOICES** – buses, trains, sidewalks, and bike lanes. More transportation choices mean **MORE TIME** for yourself and your family, **MORE MONEY** in your pocket, and a cleaner environment.

By joining Transportation Choices, you are making a critical investment in your community. We are working hard to build a state that works for all – but we can't do it without you. Sign up and get involved!

Renew your membership and climb aboard the Transportation Choices express!

WHERE ARE WE HEADED?
IT'S UP TO YOU!

