

TRANSPORTATION IS ABOUT MORE than buses and trains, roadways and paths. 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, sidewalks, and bike infrastructure are also the foundation upon which we can build communities that make sense for the people who live in them – communities that are supported by good land use policy and that promote healthy lifestyles and the efficient movement of people and goods. Our goal is to create a system with a robust mix of transportation options.

At TCC, we believe our organization gets stronger with each ballot victory, each new policy idea that is implemented, and each new member. We're proud of our recent work and know that, although the challenges ahead of us are great – statewide bus cuts, initiatives, and a struggling economy – we face those challenges head on as a bigger, tougher, and stronger organization than we've ever been.

TCC is working diligently to preserve Washington's economic, environmental, and public health, and our work brings results. We can turn a handful of quarters into tens of thousands of dollars in transportation investment: buses, trains, sidewalks, bike infrastructure, and safer roads. But the future is uncertain. Will we be able to prevent devastating cuts to bus service at a time when buses are needed most? Will we rise to the challenge to prevent our bridges, roads, and streets from deteriorating? Will we make the difficult political, policy, and funding choices necessary to keep Washington moving forward?

In this strategic plan, you will find a set of guiding principles intended to keep TCC focused on delivering effective and equitable solutions based on sound policy, innovative educational opportunities, successful advocacy, and a healthy bottom line. It will serve as a yardstick to allow us to judge our success in building a better transportation system for Washington residents and a stronger Transportation Choices Coalition.

*A special thank you to the photographers who generously contributed their images:
Spokane transit bus — Chad Solomon via Flickr
RapidRide station — Atomic Taco via Flickr
Link light rail — Michael Brunk / nwlens.com*



STRATEGIC PLAN 2012 – 2015



The future of our transportation system hangs in the balance. Major decisions loom on the horizon, from how we finance our transportation system to how we implement the projects in the pipeline. Concurrently, we must be planning for future expansion to keep pace with our growing population and to be competitive in the global economy. This strategic plan is intended to guide TCC over the next three years while we work to increase the real availability of choices and to enhance the affordability, appeal, accessibility, reliability, and safety of Washington's transportation system.

Transportation Choices Coalition | transportationchoices.org





OUR VISION : AFFORDABLE, WALKABLE, BIKE FRIENDLY, VIBRANT COMMUNITIES CONNECTED BY FIRST-RATE TRANSIT

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 APPROACH

- Provide collaborative policy solutions with a common goal: create a transportation system that works for everyone.
- Bring together different interests from across the state to educate and support citizens and community groups who want better transportation choices.
- Make transit, bike infrastructure, sidewalks, and other transportation choices a high priority for decision makers.
- Build a stronger organization with an increased focus on equity, socio-economic and geographic diversity, and sustainable funding sources.

GOALS AND OBJECTIVES

POLICY – TCC will advance cutting-edge public policies to increase transportation choices.

TCC will develop policy solutions that promote affordable, appealing, accessible, reliable, safe transportation choices that benefit communities, sustain economic vitality, and improve public health and the environment.

- > Support the development and implementation of state transportation projects and programs that align with this objective.
- > Serve as a reliable resource for state, regional, and local transportation policy.
- > Work with local and regional governments across the state to achieve TCC's state-wide mission.
- > Leverage our recent policy successes to develop more ground-breaking transportation policies.

TCC will assess, prioritize, and evaluate its policy work to benefit a broad audience.

- > Listen, learn from, and to the degree possible, incorporate the viewpoints of people who benefit from TCC's program work by increasing our engagement with our members and coalition partners.
- > Develop a broader set of coalition partners with a specific focus on labor, social justice, health, and business organizations.
- > Communicate effectively to different audiences about the successes of TCC.
- > Establish tools for program assessment and evaluation to ensure that TCC's work is benefitting geographically and socio-economically diverse populations.

EDUCATION – TCC will broaden its efforts to educate Washington residents on the financial, public health, and environmental benefits of driving less.

TCC will build effective coalitions that represent Washington's diversity and improve the organization's ability to develop and advocate for policies that benefit transit riders, bicyclists, and pedestrians.

- > Bolster our attention to grassroots organizing with a focus on representing the needs and interests of transit riders.
- > Identify and cultivate leaders from racial, socioeconomic and geographically diverse communities to support transportation choices.
- > Strengthen our existing coalitions to include more significant participation from the labor, education, social justice, health, business, and environmental communities.
- > Build new partnerships to help spread the word about the benefits of choices.
- > Exist as the platform for convening diverse voices on transportation issues.

TCC will create an inclusive education program that supports the objectives of our policy, advocacy, and organizational goals.

- > Continue to provide education on the benefits of transportation options.
- > Expand our outreach to people who do not ride public transit.
- > Assess, prioritize, and evaluate our education programs to ensure that we are reaching diverse audiences.

ADVOCACY – TCC will provide focused advocacy for funding and policies that create affordable, appealing, safe transportation choices for Washington residents.

TCC will advocate for policy and funding solutions that create transportation choices that benefit communities, sustain economic vitality, and improve health and the environment.

- > Support and advocate for long-term, sustainable funding solutions for transit at the State Legislature and in any subsequent ballot measures.
- > Influence state and federal priorities to increase funding for transit, bike/pedestrian infrastructure, and transit-oriented communities.
- > Mobilize local partners or assist existing local coalitions (when applicable) to advance funding or policy solutions for transit, bike and pedestrian infrastructure, as well as road repair and maintenance.
- > Work with local government agencies, businesses, residents and other stakeholders to influence the development of affordable transit-oriented communities.
- > Encourage federal, state, and local elected officials to advocate for more transportation choices.
- > Develop accountability measures for identifying elected officials that are champions and those that are opponents.

ORGANIZATION – TCC will maintain a diverse staff, board, and membership.

- > Recruit, hire, and retain staff members from diverse backgrounds. Focus on staff recruitment to broaden our geographic, age representation, and non-policy skill sets.
- > Recruit and retain an engaged and energized board of directors with a broad spectrum of experience, geographic reach, and institutional perspective.
- > Build our membership to reflect different audiences in Washington State, including all users of the transportation system.
- > Increase organizational capacity by focusing on diversifying our funding base.
 - Create a strong membership program and associated benefits with becoming a TCC member.
 - Expand our coalitions to include more dues paying members.
 - Transition supporters from the grassroots transit campaigns to become supporters of TCC.



for washingtonians