



TCCONNECTS

WASHINGTONIANSTOWASHINGTON

# TCC FINANCIALS

## 2011 REVENUE SOURCES



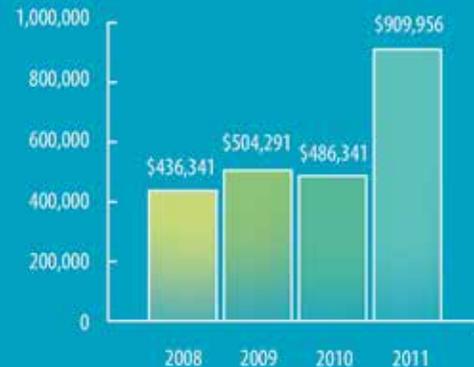
## 2011 EXPENSES



IN 2011, TRANSPORTATION CHOICES COALITION saw an incredible jump in our revenue growth. We were able to maintain our traditional funding base, and TCC and our partners at Futurewise were the recipients of two large grants from national foundations in support of our two year Transportation For Washington campaign. As the fiscal agent for this grant, TCC is required to report the grants for both organizations and for both years in 2011. This revenue growth allowed TCC to add staff and diversify our program work.

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.

## 2008-2011 REVENUE GROWTH



**THANK YOU FOR YOUR SUPPORT!**

## YEAR IN REVIEW

# 9.7M TRANSIT RIDES SAVED 12,000 INDIVIDUALS EDUCATED STATE POLICY WINS AND TRANSIT GRANTS RESTORED 1 BIG NEW CAMPAIGN – TRANSPORTATION FOR WASHINGTON TCC'S EXTREME MAKEOVER

It was a busy 2011 for us at Transportation Choices Coalition.

We have accomplished a lot in 2011, working to save bus service from devastating cuts, educating Washingtonians about transportation options, and developing policies to create a system that works for all in the community. We hope that this annual report gives you a snapshot of our work and the direction we're heading.

For those of us on the staff and board of TCC, 2011 was the beginning of a new era. With new staff and board, a new strategic plan, new programs, website, logo, tagline, and look, the only constant around here is change! While our biggest new program – Transportation For Washington – is featured in this report, we're very proud of ALL of our work in 2011 and know that although the challenges ahead of us are great. We face those challenges head on as a bigger, tougher, and stronger organization than we've ever been.

Thank you for your support!



Barbara Wright  
Chair : Board of Directors

Rob Johnson  
Executive Director

## WHAT WE DO

**OUR WORK IS TO DEFINE A FUTURE** for Washington that offers real transportation choices to connect people with jobs, housing, communities, and each other.

### TRANSPORTATION AFFECTS EVERYONE IN WASHINGTON

- > 52% OF CLIMATE CHANGE EMISSIONS IN OUR STATE COME FROM TRANSPORTATION
- > 1 IN 3 WASHINGTONIANS DO NOT GET ENOUGH PHYSICAL ACTIVITY
- > TIME WASTED STUCK IN TRAFFIC COSTS AMERICANS \$1.5 BILLION EVERY YEAR

Transportation Choices is the only organization that brings together diverse interests from across the state to work toward a common goal. We are active participants in both grassroots efforts and high-level decision-making processes.

- > We work with legislators in Olympia to make transit a priority for our state.
- > We help cities and towns find creative ways to build and maintain sidewalks and bike lanes.
- > We support citizens and community groups who want to build the transportation connections that make their communities work.

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

### 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**

## WHAT'S NEW

**AT TRANSPORTATION CHOICES, WE KNOW THAT INFLUENCING RIDERSHIP** is about more than lecturing people about why they should take transit; it's about providing an experience that makes them want to.

Our newest project, **Books on the Bus** (BOB), is a quarterly book club for bus (and train!) riders, designed to take advantage of the best that transit has to offer: time to yourself to read and immersion in a unique and very diverse community. Every quarter, we will select a book for participants to read on their bus rides. (In the spirit of community, we will make an effort to select books written by local authors or that take place in the Pacific Northwest.) At the end of the three-month reading period, we will host an event to celebrate and discuss the book. Then, we will repeat the process with a different book.

We hope that Books on the Bus will encourage conversation and interaction on buses and at stops. We also hope that the books we choose for the program will contribute the broader community discussion about the issues that are important to all of us.

Being part of Books on the Bus means always having a book to enjoy on your travels and an excuse to strike up conversations with fellow passengers. It doesn't matter if you ride the bus in Spokane or Seattle, sign up today ([transportationchoices.org/books](http://transportationchoices.org/books)) and take your mind on a ride!



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



OUR MEMBERS



// I trust Transportation Choices and how they do their work. It's not just the content of the work but how the organization goes about doing that: in a way that doesn't alienate other groups, that really builds community, that builds conversations, and is done in a quiet way — as opposed to being loud and divisive.”

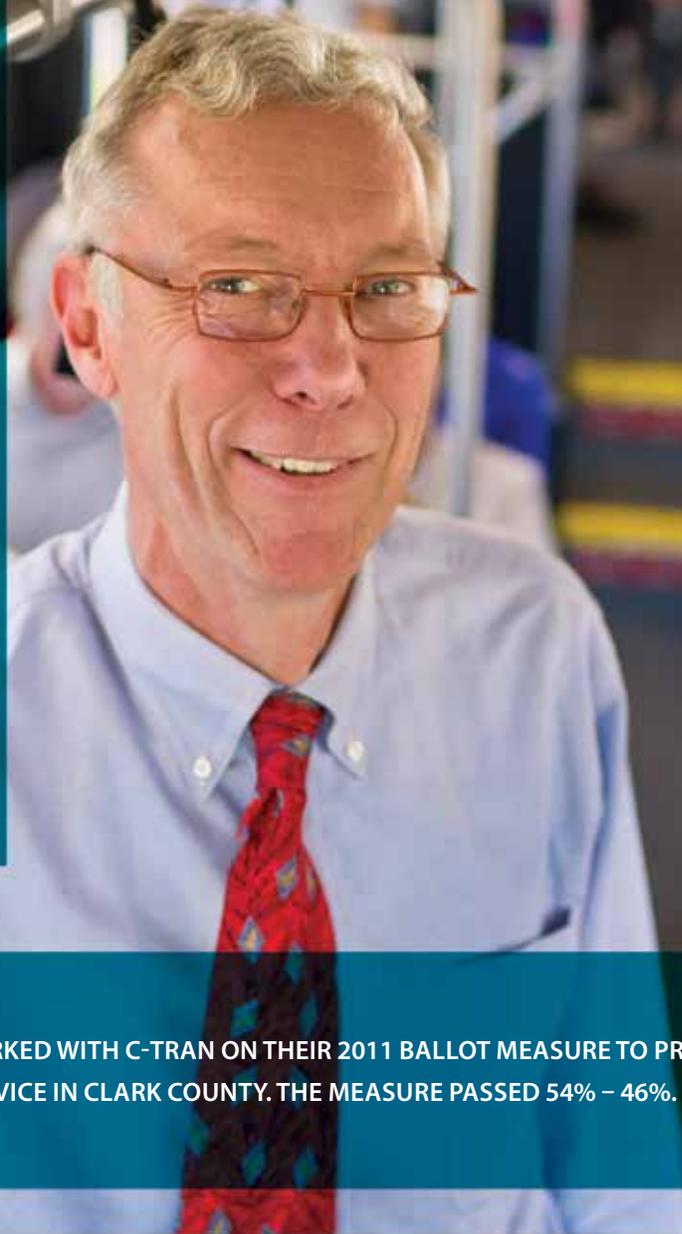
Priya Singh  
Family Engagement Manager  
Seattle University  
TCC member

PRIYA LEARNED ABOUT TCC WHEN HER DAUGHTER, JASMINE, STARTED A HIGH SCHOOL INTERNSHIP WITH US IN THE SUMMER OF 2011. AS A CARFREE PARENT OF TWO AND AN ADVOCATE FOR SMART TRANSPORTATION SOLUTIONS, SHE IS A PROUD MEMBER OF TRANSPORTATION CHOICES.



TCC was intimately involved [in Clark County's Proposition 1 ballot measure] from the very beginning. The organization helped at all levels, both in terms of strategy development and deployment of staff down here. It was kind of a 360-degree assistance.”

Jeff Hamm  
General Manager  
C-TRAN



TCC WORKED WITH C-TRAN ON THEIR 2011 BALLOT MEASURE TO PRESERVE BUS SERVICE IN CLARK COUNTY. THE MEASURE PASSED 54% – 46%.



Transportation Choices helped to make the case that that transit service is not some add-on to transportation. It's not some boutique service for urbanites or only for people who have no options. It is the backbone of our transportation system in central Puget Sound."

Dow Constantine  
King County Executive

TCC WORKED WITH EXECUTIVE CONSTANTINE AND A BROAD COALITION OF GROUPS IN KING COUNTY TO PASS A TEMPORARY, \$20 CONGESTION REDUCTION CHARGE THAT WOULD PREVENT DEVASTATING, 17% CUTS TO METRO.

## T4W by the numbers:

- > 200 endorsing organizations and elected officials
- > 8000+ supporters
- > 22 Equity Caucus members representing social justice, affordable housing, immigrant and refugee, senior, student, and health organizations
- > 1,708 Twitter followers
- > 823 Facebook fans
- > 5 policy white papers on transit, roads, health, toxic runoff, and jobs
- > 4 regional summits in Whatcom, Snohomish, Pierce, and Spokane Counties
- > 1 national Transportation for Washington conference
- > 9.7M transit rides saved through our advocacy in King and Clark Counties



IN 2011, TCC AND FUTUREWISE LAUNCHED THE TRANSPORTATION FOR WASHINGTON CAMPAIGN. OUR DIVERSE COALITION INCLUDES ENVIRONMENTAL, SOCIAL JUSTICE, BUSINESS, LABOR, PUBLIC HEALTH, SENIOR, AND COMMUNITY GROUPS WORKING TO CREATE A TRANSPORTATION FUTURE THAT BRINGS OPPORTUNITY TO ALL PEOPLE.

**Rob Johnson**  
**Executive Director**

After stints in transportation planning in DC and LA, Rob moved back home to Seattle to work at Transportation Choices. Currently on his third title at TCC, Rob's in charge of fundraising, strategic direction, and running the day to day operations of TCC. Though basketball is a passion, there never was much danger of losing Rob to the NBA. Instead he spends his time working with the board and staff to increase the depth and breadth of TCC's work. Rob lives with his wife Katie and twin daughters Eileen and Margaret in Seattle.

**Carrie Dolwick**  
**Policy Director**

Carrie leads our Policy and Legislative Programs. It's a tough job advocating for anything in Olympia these days, but Carrie has the chops; she's a graduate of the University of Washington's Evans School for Public Administration and a veteran advocate for energy and the environment. She also has the passion. Carrie loves getting around the region by bike and transit and even rides public transportation when she travels. "Transit is a great way to get to know a place. You get to experience the neighborhoods, see the real people who live there, and see how they treat you and each other."

**Carla Saulter**  
**Membership Manager**

Carla is responsible for growing and cultivating our membership base. The author of the blog Bus Chick, Transit Authority, with Carla brings some of her enthusiasm for all things transit to TCC. She admits to an obsession with what she calls "transit culture" and believes that getting people out of their cars is not about convincing them why they should; it's about showing them why they want to. "There's plenty of propaganda promoting cars as the best way to get around. Those of us who ride buses and trains regularly know what everyone else is missing."

**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 it everywhere. Love has its price - nowadays the Mustang gathers dust. Just as she has done for individuals all over the state, Shefali showed Mustang Murari how leaving the car at home can free you up, socially and economically. As the Director of Programs, she coordinates our education work and helps build coalitions with communities who depend on transit. Shefali loves traveling and enjoys trying out transit systems with her husband around the world.

**Dana Brown**  
**Accountant**

"Yes is a world." Dana lives. Nestled within a hardwood forest that invited them home, Dana and her husband are the caretakers of the land, fur, and feathers that reside with them. In the midst of loving this place, Dana tends after TCC's financial records with the same care and attention she gives to her life. Dana brings with her a deep background in the Puget Sound nonprofit world and has been TCC's accountant for nearly eight years.



## TCCPARTNERS

### CORPORATE PARTNERS

AECOM  
Boeing Company  
EnviroIssues  
Fearey Group  
Google, Inc.  
HDR Engineering  
HNTB Corporation  
Huitt-Zollars  
Jacobs Engineering  
Microsoft Matching Gifts Program  
Parametrix  
Parkio, Inc.  
Parsons Brinckerhoff  
Seattle Children's Hospital  
Starbucks  
Vulcan  
Zipcar

### PUBLIC SECTOR PARTNERS

City of Edmonds  
City of Seattle  
City of Tacoma  
Island Transit  
King County Metro  
Pierce Transit

Sound Transit  
Spokane Transit  
UW Transportation Services  
Washington State Transit Association  
Whatcom Transit

### FOUNDATION SUPPORT

American Public Transportation Association  
Bullitt Foundation  
Earthshare of Washington  
Giving Assets, Inc.  
Good Jobs First  
Horizons Foundation  
Rockefeller Foundation  
Schwab Charitable Foundation  
Seattle Foundation  
Spitfire Strategies  
Surdna Foundation  
US Bancorp Foundation  
Real Networks Foundation

### MAJOR DONORS

Jay Arnold  
Dave and Hae-Sun Asher  
Sally Bagshaw

Leilani Delrey  
Adam Edwards and Carla Sautler  
Elizabeth Faulkner and Andrew Booy  
Mukund Gopalan  
Murari Gopalan and Shefali Ranganathan  
Amy Gotefendt and Matt Roewe  
Mike Harbour  
Claudia and Stephen Hirshey  
Diane Horn  
Charles Howard  
Kathy and Warren Huckabay  
Ann Jamison  
Matthew Kerner  
Ronald and Margo Klein  
David and Frances Korten  
Matt and Leslie Leber  
Kyle and Kathryn Loring  
David Maymudes  
Victor Obeso  
Dave Ross  
David and Hazel Russell  
Christian Sinderman  
Jared Smith and Karen Daubert  
Nancy Ward  
Barbara Wright and Dwight Gee

## OURBOARD

### Barbara Wright

Former Deputy Director Environmental Health Division, Public Health of Seattle & King County – Board President

### Amy Gotefendt

Principal, EnviroIssues – Board Vice President

### Kyle Loring

Staff Attorney, Friends of the San Juans – Board Vice President

### Josh Kavanagh

Director of Transportation Services, University of Washington – Treasurer

### Matt Ferguson

Graduate Student, School of Engineering, University of Washington – Board Secretary

### Genesee Adkins

Director of Government Relations, King County

### Dave Asher

Kirkland City Councilmember

### Mike Cooper

Former Mayor, City of Edmonds

### Steve Crane

President, Crane International, Inc.

### Dan Evans

Dan Evans Consulting

### Mike Harbour

General Manager, Intercity Transit

### Sandeep Kaushik

Sound View Strategies

### Pearl Leung

Community Relations Manager, Vulcan Inc.

### Greg Nickels

Former Mayor of Seattle

### Brian Painley

Western Regional Manager, CH2MHill

### Dave Ross

Talk Show Host, KIRO radio

### Christian Sinderman

President, Northwest Passage Consulting

## THANKS FOR EVERYTHING YOU DO TO SUPPORT TRANSPORTATION CHOICES COALITION

We would like to thank our team of Mary LaFleur, Josh Lieberman, and Katie Johnson for their generously donated design and photography work.



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[www.transportationchoices.org](http://www.transportationchoices.org)

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## CONNECT WITH TCC

**OUR WORK BRINGS RESULTS.** We can turn a handful of quarters into tens of thousands of dollars in transportation investment: buses, trains, sidewalks, bike lanes, and safer roads.

**MORE** transportation **CHOICES** mean **MORE TIME** for yourself and your family, **MORE MONEY** in your pocket, and a cleaner environment.

We are working hard to preserve Washington's economic, environmental, and social health, but we can't do it without you. Renew your membership today to ensure that our state continues to give transportation choices the priority they deserve.

**GET ON BOARD!**

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

