

TRANSPORTATION CHOICES COALITION



2013 ANNUAL REPORT

# 2013

## 2013 WAS A BANNER YEAR FOR TRANSPORTATION CHOICES COALITION.

We celebrated our 20th Anniversary with a signature fundraising event including great support from funders across the financial spectrum from large corporate donors to small individual donations. In October, we were a co-host for Rail~Volution, a national conference on smart growth issues in Seattle. We also received multi-year grants from the Surdna and Kresge Foundations.

These factors allowed us to bolster our reserve funds to just under four months of operating expenses. In 2014, we continue to diversify our funding base to build more community support and a stronger Transportation Choices.

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.

## TCC FINANCIALS

### 2013 REVENUE SOURCES

TOTAL: \$1,281,638



- GRANTS \$753,088 (59%)
- OTHER (RAIL~VOLUTION) \$238,500 (19%)
- INDIVIDUAL/BUSINESS \$148,050 (11%)
- GOVERNMENT/AGENCY \$142,000 (11%)

### 2013 EXPENSES

TOTAL: \$825,512



- OTHER (RAIL~VOLUTION) \$238,500 (29%)
- POLICY \$238,437 (29%)
- EDUCATION \$157,090 (19%)
- FUNDRAISING \$83,130 (10%)
- LOBBYING \$68,061 (8%)
- ADMINISTRATION \$36,893 (5%)

## YEAR IN REVIEW

### OKANOGAN COUNTY HAS A TRANSIT AGENCY

104,000 LBS OF CARBON REDUCED  
DURING 'TRY TRANSIT' MONTH  
TCC TURNS 20

2013 was TCC's 20th Anniversary and we kicked it off with a bang by throwing a Roaring 20's party headlined by Sen. Patty Murray and debuted our Transportation Hall of Fame. In the fall, we turned out thousands of people to state transportation hearings, rolled out our first 'Try Transit Month' in October, and passed a November ballot measure to create a brand new transit agency in Okanogan County. We co-hosted the national smart growth conference Rail-Volution, welcoming thousands of transit and smart-growth advocates to Seattle and demonstrated TCC's place as the Puget Sound region's go to organization for all things transit.

While our biggest successes are featured in this report, we're very proud of ALL of our work in 2013. As a small non-profit with big dreams for our community, we are working hard every day to make the lives of transit riders better around Washington state. While the challenges ahead of us are great, particularly as transit agencies around the state reduce or eliminate service, we face those challenges as a better and stronger organization.

**Thank you for your support!**

**AMY GROTEFENDT**

*Board President*

**ROB JOHNSON**

*Executive Director*



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 WE DO

**THOUGH THIS REPORT COVERS OUR WORK IN 2013, WE THOUGHT YOU'D LIKE TO LEARN MORE ABOUT WHAT WE'RE DOING NOW.**

### **PRESERVING TRANSIT SERVICE**

We're working with partners in the City of Seattle to pass a ballot measure to save as much city service as possible. We're also working with other cities in the county to identify funds that can be used to buy back some routes.

Through our *Transit for All* project, a collaboration with Puget Sound Sage and One America, we are working to ensure that bus cuts in King County don't disproportionately affect those who need transit most.

### **PERFORMANCE MEASURES**

Transportation Choices is developing a framework for WSDOT and the Puget Sound Regional Council to evaluate and prioritize projects. If we want more funding for transit, we must ensure that transportation tax dollars are not wasted on costly and inefficient projects.

### **ACTIVE TRANSPORTATION**

We're partnering with the Tacoma-Pierce County Health Department to adopt complete streets legislation in Pierce County. At the same time, we're educating community members about the benefits of getting around on foot, by bike, or using transit.

TUDENTSSHOPPERSFAMILIESCOMMUNTERSSENIORSSIGHTSEERSENV

## WHAT'S NEXT

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

**MANY OF YOU HAVE RIGHTFULLY BEEN ASKING, WHAT'S NEXT FOR OUR TRANSIT SERVICE?** The legislature has failed again and again to authorize local funding options, and voters have rejected our existing, imperfect tools to save service.

There is some hope. Community Transit in Snohomish County has been adding back some of the service it lost during the recession, and Pierce Transit has, for now, stopped cutting service. But, both agencies are over 30% smaller than they were five years ago.

There is also some hope for lessening the impact of the coming cuts in King County. Metro has developed a partnership program that enables cities to buy back service the county. Several cities, including Seattle, Bellevue, and Federal Way, are looking into options for preserving some routes.

But these are Band-Aids on a gaping wound. Until we have a stable, sustainable funding source for transit, we will always live with the threat of cuts. Our state is growing. Seattle is the fastest growing city in the nation. Demand for transit is at an all-time high. At the same time, we're starving the agencies that provide it.

This is not the time to throw up our hands. We need to fight harder than ever. We need to work in Olympia and in every local community that needs our help. Most importantly, we need to build a strong, statewide movement for change.

**We hope you'll stand with us and keep fighting!**



IRONMENTALISTSEMPLOYERSLEGISLATORSTRAVELERSCYCLISTSHIKER

## PROJECT: OKANOGAN COUNTY



**LAST FALL, TRANSPORTATION CHOICES WORKED WITH PARTNERS IN OKANOGAN COUNTY** to start a brand new transit agency. Transit service in the county began 40 years ago as a small ancillary service offered by the seniors' association. Over time, it grew into a countywide system, providing fixed-route and on-demand service for over 70,000 riders annually.

Unfortunately, the service, which was funded solely through grants, was not able to keep up with demand. So, local advocates formed a public transit authority and worked with Transportation Choices to pass a ballot measure to fund it. The .04% sales tax increase is projected to generate slightly over \$2 million per year for the newly minted **Okanogan County Transit Authority**. OCTA isn't up and running yet, but TCC is continuing to provide assistance to help the agency navigate the process.

56% voter approval!

RIENDS CYCLISTS COMMUTERS RUNNERS TOURISTS HIKERS NEIGHBORS

## PROJECT: TRY TRANSIT MONTH

**LAST OCTOBER, ALONG WITH OUR PARTNER, TACOMA'S DOWNTOWN ON THE GO!**, Transportation Choices launched Try Transit Month, a month-long outreach and education campaign to encourage people to get on the bus (and train). We hosted events, provided information and encouragement, and gave away lots of prizes – including a grand prize of Seahawks tickets.

Our first year was a success! Our 900 participants rode transit to work, to school, to church, to dinner, to the doctor, to the zoo, and to work out. They rode in sunshine and rain, early and late, every day of the week. Their efforts saved over 104,000 pounds of CO2 – the equivalent of taking 100 cars off the road for a month – and a whole lot of money and stress.

### TRY TRANSIT MONTH BY THE NUMBERS

**31 DAYS**

**880 CHALLENGE PARTICIPANTS**

**55 TEAMS**

**14,239 TRIPS**

**81 PRIZES AWARDED**

**8 EVENTS**

**104,000 POUNDS OF CO2 SAVED**



STUDENTS SHOPPERS JOGGERS SENIORS WORKERS WALKERS VISITORS

GO TRANSIT RIDERS!

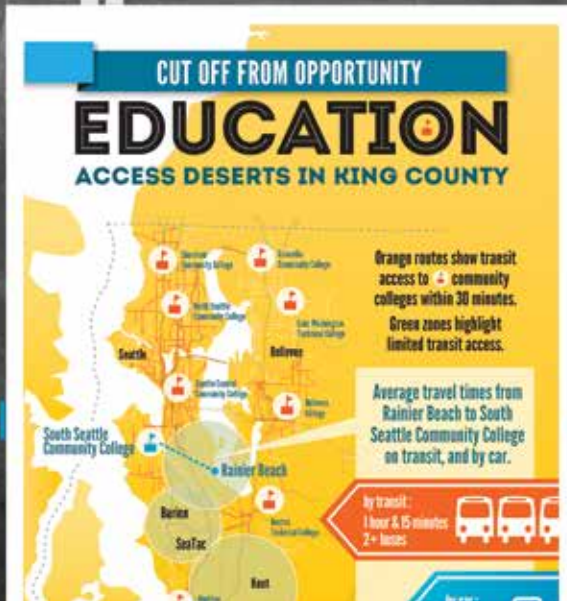
## PROJECT: TRANSIT FOR ALL

**TRANSPORTATION CHOICES HAS BEEN PARTNERING WITH ONE AMERICA AND PUGET SOUND SAGE SINCE 2012.**

Our partnership has been focused on a simple goal: making sure that transit serves all in the community.

Listening to community partners, we worked to develop a series of transit equity maps and posters that offer a snapshot of current transit access and opportunities in King County. These maps tell real stories about people's lives and how transit policy and funding decisions can shape their access to opportunities.

Equity and the environment are two sides of the same coin. When we work to make transportation policies and funding more equitable, not only do we increase the community's access to opportunity, we can create a win-win for the environment.





## PROJECT: 20TH ANNIVERSARY

**IN MAY OF 2013, TRANSPORTATION CHOICES TURNED 20, AND WE CELEBRATED WITH A BIG, 1920'S-THEMED BASH.**

We're proud of our 20-year record of fighting for a more sustainable, equitable, healthy, and efficient transportation system in Washington, and we're particularly proud of our accomplishments, including:



Winning **28 TRANSIT BALLOT MEASURES.**



Educating thousands of Washingtonians about the benefits of choosing alternatives to driving alone, with programs like **ON THE MOVE, BOOKS ON THE BUS,** and our **FRIDAY FORUMS** series.




Passing ground-breaking legislation to increase funding for transit service and encourage innovative efforts, such as personal carsharing in 2012.

**BETWEEN 2007 AND 2013, WE  
WON 15 OF 19 BALLOT MEASURES**

**SAVING OVER 20 MILLION TRANSIT TRIPS**

RIGHTSEERS ENVIRONMENTALISTS EMPLOYERS CUSTOMERS PEDESTRIAN


## TCC TEAM




**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 daughters Eileen, Margaret and Hannah in Seattle.




**ANDREW AUSTIN | POLICY DIRECTOR** Andrew Austin is the policy director at Transportation Choices, overseeing our regional and state policy programs. A political hack turned transit nerd; previously he was the executive director of Americans for Transit and before that, the field director at Transportation Choices. He's also managed numerous political campaigns and worked as an aide in the state legislature. When not advocating for more transit across Washington, you'll most likely find him exploring the world by bus or bike.




**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.



**CARLA CHAVEZ | DEVELOPMENT DIRECTOR** Carla joined Transportation Choices in April of 2014 and handles TCC's fundraising activities, including our annual event. Carla has a background in marketing and event planning and has been a transit fan since her college days at the University of Florida. She moved to Seattle from Dallas in 2012, promptly sold her car, and now enjoys a stress-free commute. For her, taking the bus is a triple win: good for the environment, her health, and her pocketbook.



**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 – the Mustang has been donated and replaced with an ORCA transit pass. 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 develops and evaluates our programs and helps build coalitions with communities who depend on transit. Shefali loves traveling and enjoys trying out transit systems wherever she goes.



**KATE WHITING | FIELD DIRECTOR** Kate brings seven years of experience with grassroots development, campaign management, volunteer coordination, and coalition building to Transportation Choices Coalition. She has worked on political campaigns both large and small throughout Washington State. When she's not mobilizing our members for transit or promoting active transportation, you'll find Kate climbing Tacoma's hills on her bike and planning "bus-ventures" with her kids.

## TCC PARTNERS

### CORPORATE PARTNERS

Boeing Company  
Car2Go  
CDM Smith  
CH2MHill  
EMC Research  
EnviroIssues  
Expedia Matching Gifts Program  
Fred Hutchinson Cancer Research Center  
Google, Inc.  
Google Matching Gifts Program  
HDR Engineering  
HNTB Corporation  
Huitt-Zollars  
Microsoft  
Microsoft Matching Gifts Program  
Parametrix  
Parsons Brinckerhoff  
PRR  
Seattle Children's Hospital  
Siemens  
SvR Design  
URS  
Vulcan  
Zipcar

### PUBLIC SECTOR PARTNERS

Cascade Bicycle Club  
City of Seattle  
Futurewise  
Impact Capital  
Intercity Transit  
Island Transit  
King County Metro  
MLK Jr. County Labor Council  
Pierce Transit  
Puget Sound Sage  
Sound Transit  
Spokane Transit  
Tacoma-Pierce County Public Health  
Transportation for America  
UW Transportation Services  
Washington State Transit Association  
Whatcom Transit

### FOUNDATION SUPPORT

APTA  
Bill and Melinda Gates Foundation  
Boeing Charitable Trust  
Bullitt Foundation  
Earthshare of Washington  
Horizons Foundation  
Loom Foundation  
Seattle Foundation  
Social Venture Partners  
Surdna Foundation

### MAJOR CONTRIBUTORS

Genesee Cooper Adkins  
Kathy Albert  
Cody Arledge  
Jay Arnold and Mary Beth Binns  
Dave and Hae-Sun Asher  
Andrew Austin  
Chuck Ayers  
Claudia Balducci  
Jessecia Brand  
Frederick Brown  
Dick Burkart and Mona Lee  
Diane Carlson and Daryl Wendle  
Kevin Collins  
Sharon Colman  
Kevin and Cynthia Desmond  
Joni Earl  
Adam Edwards and Carla Saulter  
Lars Erickson  
Daniel Evans  
Kelly Evans  
Brian Ferris and Amy Wheelless  
Ann Freeman-Manzanares  
Matt and Erin Ferguson  
Tony Formo  
Andrew and Cassidy GlassHastings  
Mukund Gopalan  
Murari Gopalan and Shefali Ranganathan  
Lynne Griffith  
Amy Grotefendt and Matt Roewe  
Will Hall  
Mike Harbour

Roger Harrison  
Thomas Hingson  
Jeff Hamm  
Claudia and Stephen Hirsche  
Jemae and Ray Hoffman  
Diane Horn  
Rob and Katie Johnson  
Sandeep Kaushik  
Josh Kavanagh  
Bill LaBorde  
Roberta Lewandowski  
Chris Karnes  
Quentin King  
David and Frances Korten  
Matt and Leslie Leber  
Pearl Leung  
Kyle and Kathryn Loring  
Brice Maryman  
David Maymudes  
Ryan Mello  
Sunshine Monastrial  
Jane Moore  
Connie Niva  
Michael and Diane O'Hagen  
Jennifer Olegario  
Brian Painley  
Robert Pantley  
April Putney  
Vaishali Ranganathan and Karthik  
Subramanyam  
Phillip Reis  
Andrew Richardson  
William Roach  
Dave Ross  
David and Hazel Russell  
Jared Smith and Karen Daubert  
Latosha Smith  
Rachel Smith  
Mary Catherine Snyder  
Cathy Strombom  
Greg and Julie Walker  
Nancy Ward  
Anne Ward-Ryan  
Barbara Wright and Dwight Gee

## OUR BOARD

### Amy Grotefendt

Principal, EnviroIssues – Board President

### Rachel Smith

Government and Community Relations Specialist,  
Sound Transit – Board Vice President

### Kyle Loring

Staff Attorney, Friends of the San Juans – Board Treasurer

### Matt Ferguson

Post Doctoral Researcher, School of Engineering,  
University of Washington – Board Secretary

### Jeanne Acutanza

Director of Major Projects, PRR

### Genesee Adkins

Director of Government Relations, King County

### Mike Harbour

Acting CEO, Sound Transit

### Sandeep Kaushik

Sound View Strategies

### Josh Kavanagh

Director of Transportation Services,  
University of Washington

### Pearl Leung

Community Relations Manager, Vulcan Inc.

### Mark Liias

Washington State Senator

### Ryan Mello

Tacoma City Councilmember

### Sunshine Monastrial

Senior Planning & Evaluation Analyst at  
International Community Health Services (ICHS)

### Greg Nickels

Former Mayor of Seattle

### Brian Painley

Former Western Regional Manager, CH2MHill

### Dave Ross

Talk Show Host, KIRO radio

### Barbara Wright

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

---

We would like to thank Mary LaFleur for  
her generously donated design work.



219 1st Ave S, Suite 420 | Seattle, Washington 98104  
[www.transportationchoices.org](http://www.transportationchoices.org)

Non-Profit  
U.S. Postage  
PAID  
Seattle, WA  
Permit No. 5816

JOIN US

## 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!**