

2014 ANNUAL REPORT

TRANSIT **FOR ALL**



TRANSPORTATION **CHOICES** COALITION

Photo credit: Sound Transit

2014

2014 WAS A YEAR OF MANY MILESTONES FOR TRANSPORTATION CHOICES.

With support from Social Venture Partners, we were able to bring on Carla Chavez, our development manager. With Carla's steady hand we continued to diversify our funding base to include more corporate and individual donors. We were grateful to have the support of long-time grantors including the Bullitt Foundation, Social Venture Partners, Surdna Foundation, Seattle Foundation, Boeing Community Foundation, Horizons Foundation, and Northwest Fund for the Environment. We also received very generous donations from anonymous donors in 2014. These factors allowed us to bolster our reserve fund to six months of operating expenses – a longstanding strategic goal that we achieved 2 years ahead of schedule! In 2015, we continue our work to grow that reserve and build capacity for what will likely be a very busy and fun 2016.

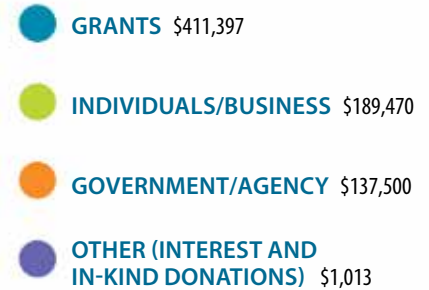
These condensed financial statements are presented for information purposes only. TCC is audited annually by the firm of Peterson Sullivan LLP. Audited financial statements are available upon request.

Source: 2014 Audited Financial Statements

TCC FINANCIALS

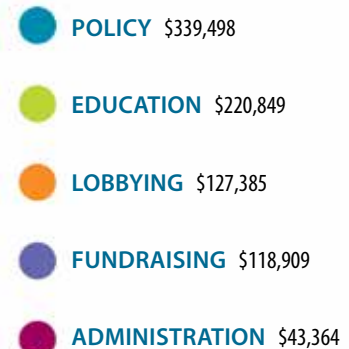
2014 REVENUE SOURCES

TOTAL: \$739,380



2014 EXPENSES

TOTAL: \$850,005



YEAR IN REVIEW

\$300M IN NEW BUS SERVICE **\$1.50 TRANSIT FARE IN KING COUNTY** **A PIERCE COUNTY COMPLETE** **STREETS ORDINANCE**

In 2014, Transportation Choices achieved significant victories! We successfully passed the largest increase of bus service in Seattle's history, with nearly two-thirds of Seattle voters supporting Proposition 1 last November.

Earlier in the year, in partnership with a broad coalition, we worked to have King County Metro and Sound Transit adopt the new ORCA LIFT program, a low-income transit fare that will benefit nearly 25 percent of King County residents. This transformative policy reduces low-income households' transit costs by half, making transit even more accessible.

In the spring, we culminated three years of policy development and research by successfully advocating for a Complete Streets Ordinance in Pierce County. Modeled on national best practices, this ordinance means more significant bike and pedestrian infrastructure will be built, improving mobility and public health in Pierce County.

While our biggest successes are featured in this report, we're very proud of ALL of our work in 2014. We're working hard every day to make the lives of transit riders better around Washington State and we are looking forward to even more success in 2015.

Thank you for your support!

AMY GROTEFENDT

Board President

ROB JOHNSON

Executive Director



TCC'S VISION IS
**AFFORDABLE,
WALKABLE, BIKE
FRIENDLY, VIBRANT
COMMUNITIES**
CONNECTED BY
FREQUENT AND
RELIABLE TRANSIT.

WHAT WE DO

**HERE'S A PEEK AT WHAT WE HAVE GOING ON THIS YEAR
TO MOVE OUR VISION FORWARD.**

SMART POLICIES

This year, we are working at the regional and local level to make sure that we are creating reliable choices for people to get around. We are on various committees including the Puget Sound Regional Council's Transportation Futures Task Force, King County Metro's Service Guidelines Task Force and the Seattle Transit Advisory Board, advocating for the transportation options that matter to you. From Sound Transit to King County Metro, and Puget Sound Regional Council to the City of Seattle, we are working to create smart policies and engage with regional and local stakeholders to turn ideas and policies into real transportation solutions.

MORE TRANSIT, SIDEWALKS AND BIKE LANES

Transportation Choices will be fighting for more transportation funding in Seattle and Snohomish County to give you options to get where you need to go. In Seattle, we will be leading a broad coalition to pass a transportation levy, [Move Seattle](#), to support bus rapid transit, new sidewalks, and more bike lanes. In Snohomish County, we will be supporting Community Transit's efforts to add new service for their growing ridership.

EDUCATION AND OUTREACH 2.0

We have revamped our education and outreach programs to serve communities better. Our quarterly forums, [Transit Talks](#), cover cutting-edge and timely transportation issues in the Puget Sound region. We are bringing together experts, leaders and community members to have great conversations. Our [Ride Transit Month](#) challenge is an easy way to get involved with us. We encourage existing and new riders to take transit by offering fabulous prizes and transit-related events to keep you engaged. Learn more about these programs on our website, transportationchoices.org.

STUDENTSSHOPPERSFAMILIESCOMMUTERSSENIORSSIGHTSEERSENV

WHAT'S NEXT: MASS TRANSIT NOW!

JOIN OUR **15 FOR 15** CAMPAIGN. SUPPORT US AT **\$15 A MONTH FOR \$15 BILLION** IN MASS TRANSIT INVESTMENTS.

WE HAVE A ONCE-IN-A-DECADE OPPORTUNITY TO EXPAND MASS TRANSIT IN THE PUGET SOUND REGION WITH SOUND TRANSIT 3. TRANSPORTATION CHOICES WILL BE LEADING THIS WORK TO EXPAND LIGHT RAIL AND EXPRESS BUS SERVICE WITH OUR **MASS TRANSIT NOW** PROJECT.

Our **Mass Transit Now** project is well underway. We've already helped win a new revenue source for Sound Transit for a \$15 billion expansion of transit service from the State Legislature. The next 18 months will be critical for us to make this transit expansion a reality.

Here's our plan to win –

- Create a light rail expansion plan and the policies to increase sustainable, affordable and reliable transit choices for Puget Sound residents.
- Educate thousands of residents about the benefits of mass transit expansion.
- Lead a broad coalition of environmental, active transportation, social justice, affordable housing, health, labor, business and community groups to win rail and bus expansion in Seattle, Redmond, Federal Way, Everett, Tacoma and dozens of other communities.

Mass Transit Now will require significant resources to win. We cannot do it without your support. Our **15 for 15 campaign**, a monthly contribution of just \$15, to help us win \$15 billion in transit investments, will help us reach thousands of Puget Sound residents, build a winning coalition and expand transit for generations to come. Together, we can bring **Mass Transit Now** to the Puget Sound region. You can find out more about our **Mass Transit Now** project at transportationchoices.org/masstransit.



ENVIRONMENTALISTS EMPLOYERS LEGISLATORS TRAVELERS CYCLISTS HIKERS

PROJECT: MORE TRANSIT SERVICE IN SEATTLE

LAST FALL, TRANSPORTATION CHOICES WORKED WITH A BROAD COALITION IN SEATTLE to pass

Proposition 1, a \$300M measure to give Seattle the best bus service it's ever had! More than 57 Seattle bus routes will get faster, better and more service starting in June 2015.

Seattle's Prop. 1 measure was in response to an earlier King County-wide transit measure that fell short in April. While that loss was heart breaking, we developed a proposal to improve service within Seattle, and led a broad coalition of businesses, labor, environmental, social justice and neighborhood groups to pass this measure by more than 62%. We spoke with thousands of voters and attended hundreds of neighborhood events to educate residents on the benefits of more bus service. Thanks to this win, 85% of bus routes in Seattle will see improvements ranging from reduced over-crowding to more service during peak hours, as well as nights and weekends.



RIENDSCYCLISTS COMMUTERS RUNNERS TOURISTS HIKERS NEIGHBORS



reduced fare.
increased possibilities.

PROJECT: ORCA LIFT

IN 2014, WE WON A LOW-INCOME TRANSIT FARE IN KING COUNTY, the first of its kind. This ground-breaking **ORCA LIFT** program will benefit more than half a million residents with a reduced \$1.50 fare on buses and light rail. **ORCA LIFT** has already received national attention with stories in the New York Times, BBC and even NBC's Meet the Press!

This win would not have been possible without our ***Transit for All*** coalition including OneAmerica, Puget Sound Sage, Transit Riders Union, Seattle-King County Coalition on Homelessness and many others who worked tirelessly to make transit more affordable. Because of **ORCA LIFT**, many bus riders' transportation costs will be cut in half, creating more opportunities for people to get to jobs, schools or wherever they need to go.



STUDENTSSHOPPERSJOGGERSSENIORSWORKERSWALKERSVISITORS



PROJECT: COMPLETE STREETS ORDINANCE IN PIERCE COUNTY

**FOR THE FIRST TIME EVER,
PIERCE COUNTY HAS
A COMPLETE STREETS**

ORDINANCE. TCC successfully advocated for this policy ensuring that Pierce County plans streets that are safe for all users – pedestrians, bicyclists, transit riders and drivers. This work was the culmination of two years of technical assistance, outreach, and education in Pierce County, bringing together residents, planners, leaders and community groups. Making it safe for people to get around by bike or on foot is good for the environment, improves health and connects communities.

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PROJECT: STRENGTHENING TCC— OUR PARTNERSHIP WITH SOCIAL VENTURE PARTNERS

TRANSPORTATION CHOICES AND SOCIAL VENTURE PARTNERS (SVP) HAVE BEEN WORKING TOGETHER since 2012 to strengthen our organization and deliver more impactful programs. SVP provides resources in the form of multi-year grants and amazing volunteers, who have worked with us to improve our fundraising, sharpen our communications, strengthen our board, and refine how we evaluate and measure the effectiveness of our programs. This partnership is transforming TCC. It has increased our ability to advocate for more transit service, create and implement more equitable and environmentally responsible transportation policies, and engage with more Washingtonians about transportation choices. Thanks for believing in us, SVP!



BIGGER. STRONGER. BETTER.

OUR PARTNERSHIP WITH SVP HAS
RESULTED IN MORE EFFECTIVE PROGRAMS,
COMMUNICATIONS, AND FUNDRAISING
FOR TRANSPORTATION CHOICES

GHTSEERSENVIRONMENTALISTSEMPLOYERSCUSTOMERSPEDESTRIAN

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 | DEPUTY DIRECTOR 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. As the Deputy Director, she develops and evaluates our programs, represents TCC on various policy committees, and helps build coalitions with communities who depend on transit. Shefali loves traveling and enjoys trying out transit systems with Murari and daughter Aleya.

HESTER SEREBRIN | POLICY ANALYST Hester's decade-long love affair with walking to work drew her to TCC, where everyone has an "alternative" commute and everyone works hard for policies that support pedestrians, bicyclists, and bus riders. After 10 years in the private sector, Hester ditched the corporate ladder and started climbing a nonprofit one instead: She first volunteered at TCC, then worked as a contract employee before finally taking the Policy Analyst position. Of course, it doesn't hurt that TCC is located next to the International District, her favorite food neighborhood in Seattle. She is currently pursuing her Master of Public Administration at the University of Washington Evans School of Public Policy and Governance.

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Washington State Transit Association
Whatcom Transit

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Northwest Fund for the Environment
Seattle Foundation
Schwab Charitable Foundation
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219 1st Ave S, Suite 420 | Seattle, Washington 98104
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JOIN US

CONNECT WITH TCC

OUR WORK BRINGS RESULTS. We can turn a handful of quarters into tens of thousands of dollars in transportation investments: 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!