READY FOR THE FUTURE!
Growing up in unincorporated King County, the bus was my lifeline, connecting me to school, volunteer opportunities, internships, jobs, and to where I am today. Public transportation made my future big because it made my world small. It meant that virtually no place was out of reach, and I had to rely on no one but myself and my local bus driving heroes to get to my destination and my dreams. As the new Executive Director at Transportation Choices Coalition, I am honored to join this organization and bring transportation options that connect communities to the resources and place that facilitate a full and vibrant life.

When TCC was first founded in 1993, the question we were answering was “why transit?” Today, the question is “how fast can you build it?” We are now at a critical moment for transit. Communities all across Washington State are saying, “Yes!” to more and better mobility options. It is imperative to deliver on our commitments, and work with local communities to ensure our neighborhoods are healthy, sustainable, and accessible to all. The choices we make about transportation today will improve our entire state for generations to come.

As our region grows, TCC continues to grow alongside it, delivering our many transit projects successfully and leading the way towards new policies and transportation solutions. We will continue to lead with our values, centering justice and equity in our work, and building coalitions that bring the many communities of our state to the table.

The need for better transportation is urgent. Our work is nowhere near done. I am thrilled to continue moving forward with you and bringing us closer to our collective bright future, one transit ride at a time.

Now let’s take a moment to celebrate the progress we have made during these past 25 years. Thank you for growing with us and being a key part of our work and success.

All aboard,

Alex Hudson, Executive Director | Transportation Choices Coalition

TCC works to improve reliable and affordable access to transportation that connects our communities to jobs, education, health care, and each other. When our transportation system works for everyone, we all thrive. Here’s a look at our work in 2017-2018.

Education and outreach
Our education program helps build a base of lifelong transit supporters. In June 2017 and 2018, we organized Ride Transit Month and partnered with 24 organizations across the state to show our appreciation for transit riders—over 20,000 people pledged to ride transit during June. We continued our Transit Talks series, bringing together transportation experts and the community to discuss critical topics such as mobility equity and multimodal systems. In 2018, we started a pilot program U District Let’s Go to provide Seattle’s University District with transportation resources to prepare for Link light rail service coming in 2021.

Just fare enforcement
We have worked alongside a coalition of partners to ensure no one ends up in the court system because they can’t afford a bus fare. An audit in 2017 revealed people experiencing housing instability, low-income people, and people of color are disproportionately cited for fare evasion on King County Metro buses. Our coalition worked with King County to quickly pass legislation to improve Metro’s fare enforcement program by reducing fines, minimizing the chance of riders entering a cycle of debt, allowing community service time in lieu of payment, and conducting studies to better understand the barriers to fare payment. We will continue to improve fare enforcement to ensure transit is safe and accessible for all.
The future of congestion pricing
In 2018, the City of Seattle announced plans to develop a strategy aimed at reducing congestion and transportation pollution through pricing. TCC is participating in the formation of a City report on the equity implications of congestion pricing, bringing community-based organizations into the early stages of the planning process, and collaborating with national organizations to inform possible pricing programs in Seattle.

Building an equitable light rail system
After the passage of Sound Transit 3, we have been working to ensure decision makers follow through on equitable transit priorities. We helped pass an equitable transit-oriented development policy and are shaping the System Access Fund policies that ensure Sound Transit invests in equitable improvements in access to transit. TCC staff also currently serve on Sound Transit’s Stakeholder Advisory Group, advising on the West Seattle and Ballard Link extension station alignments, locations, and other project elements.

Legislative session: Securing transit investments
At the state level, our work in Olympia resulted in transportation victories including defeating attacks on voter-approved Sound Transit 3; securing revenue for a congestion relief pilot program; maintaining funding commitments to multimodal investments such as the safe routes to schools program; allowing Intercity Transit to head to the ballot to increase its taxing authority; and requiring population-based representation on governing bodies of public transportation benefit areas.

Planning for health and equity outcomes in the Puget Sound
As the region plans for 1.8 million additional people and 1.2 million new jobs by 2050, we are working with the Puget Sound Regional Council (PSRC) to build a thriving and connected transportation system. We have helped update PSRC’s long range transportation plan and are working on the Vision 2050 growth management plan to create inclusive community engagement processes and growth and investment strategies that create better environmental, land use, social equity, and health outcomes.

Operational excellence
With the expansion of our team and the release of our five-year strategic plan in 2018, TCC is adding capacity and strengthening our programs to work towards our vision of creating vibrant communities connected by great transit.
With the recent upzone, Northgate Link light rail extension opening in 2021, and RapidRide coming to Roosevelt Way, the University District will soon grow into one of Seattle’s major urban centers. To help prepare for this growth, TCC has partnered with SDOT and the U District Partnership to create U District Let’s Go, a year-long pilot program that connects people working, living, and visiting the U District with transportation resources.

- **62 employer toolkits** distributed to small businesses that include neighborhood maps, information on ORCA for business options, commute planning services, and other employee transit materials.
- **3,670 event attendees.** UDLG organized community events such as panel discussions, pre-tax transit payment workshops, neighborhood cleanups, and other gatherings to hear and address community concerns.
- **184 ORCA LIFT enrollments.** UDLG hosted enrollment events at local businesses and community organizations to give preloaded low-income transit passes to those who qualify.
- **3 neighborhood stakeholder meetings** held to convene small businesses, service providers, public agencies, community organizations, and neighbors to discuss and prepare for mobility changes in the University District.

The U District Let’s Go program has demonstrated a successful and replicable model for approaching equity-centered, place-based transportation programming in neighborhoods. This foundational model for TCC’s future work in education and outreach centers community connection and enhances neighborhood capacity.

**Note:** UDLG program numbers are from October 2018.
TCC is born! With a vision to bring more transportation alternatives to Washington State, a group of dedicated individuals began TCC, formerly known as ALT-TRANS.

High-capacity transit leaves the station. Alt-Trans helps pass the Sound Move campaign in 1996, creating Sound Transit, and launching the region into a new era of high-capacity transit for the Puget Sound region.

Alt-Trans becomes Transportation Choices Coalition! Faster and more accessible transit comes to the Puget Sound. Transportation Choices helps pass Transit Now which brings Rapid Ride to King County Metro services, expands access services to rural King County, and continues to show our region’s commitment to a connected transit system for all.

A regional system becomes a reality. Transportation Choices works to pass Sound Transit 2, a voter-approved expansion of Link light rail, express bus, and Sound rail.

A big year for Transportation Choices. Transportation Choices releases its first strategic plan, launches an updated logo, and adopts the guiding tagline “transit for all.”

2008

2011

2012

2013

2014

2015

2016

2018

Safe streets in Pierce County. Transportation Choices begins a partnership with the Coalition for Active Transportation and Tacoma-Pierce County Public Health to provide technical expertise, community outreach, and education to ensure streets in Pierce County are safe for everyone.

A new transit agency in North East Washington. TCC helps pass a ballot measure to create a brand new transit agency in Okanogan County, winning with 56 percent of the vote!

Bus service expands in Seattle. TCC and a coalition of human service providers, transit advocates, and small businesses pass Yes for Seattle Transit, the largest increase to bus service in Seattle’s history, with nearly two-thirds of voter support.

Transit for All is born. Puget Sound Sage, One America, and Transportation Choice form Transit for All, a coalition advancing policy solutions that ensure our transportation system delivers racial equity outcomes.

ORCA LIFT connects more people to opportunity. Transit for All along with Transit Riders Union and Seattle-King County Coalition on Homelessness pass ORCA LIFT, the most expansive reduced fare program in the nation.

Mass Transit Now wins! TCC leads the coalition to win Sound Transit 3, $54 billion for light rail, bus, and commuter rail. This is the most significant transit expansion ever in Washington State.

Yes for Buses wins! TCC helps Spokane pass its Yes for Buses campaign, expanding bus service by 25 percent and improving service in several regional corridors.

A win for equitable transit-oriented development! The Transit for All coalition and Housing Development Consortium help develop an equitable transit-oriented development framework that allows Sound Transit to use land parcels near light rail stations for affordable housing and further expand access to transportation. The Sound Transit Board passes the ETOD framework.
ALEX HUDSON | EXECUTIVE DIRECTOR Alex oversees the administration, programs, and strategic plan of TCC. Alex is an advocate for people-centered planning and design who works strategically with a variety of partners to ensure transportation funding, policies, and systems create the most good for the largest number of people.

KEIKO BUDECH | COMMUNICATIONS MANAGER Keiko transforms policy jargon into accessible language, develops messaging, and advances TCC’s audience outreach to continue building support for equitable transportation choices for all. Her values-based strategies help TCC’s communications focus on people, and resonate with our diverse audiences.

MIRIAM CASTRO | PROGRAM MANAGER Miriam leads the U District Let’s Go program, a year long pilot program helping connect people working, living and visiting the U District with transportation resources and ensures that anyone who wants to travel to and through the neighborhood has the ability to do so.

JACLYN GAUL | OPERATIONS MANAGER Jaclyn ensures that systems, processes, and resources are in place to support a thriving organization, and that staff and Board do our work well while having fun.

KELSEY MESHER | ADVOCACY DIRECTOR Kelsey leads TCC’s work in building support among elected officials, transportation leaders, and the public for equitable transportation policies and practices. Kelsey sees urban policy and planning as a means to building healthier, fairer and more resilient communities.

HESTER SEREBRIN | POLICY DIRECTOR Hester researches and collaborates with organizational partners, policy experts, and elected leaders to develop and support intersectional policies that prioritize and fund safe, sustainable, affordable, and healthy transportation investments in areas that need it most.

SELINA URENA | DEVELOPMENT MANAGER Selina strengthens donor relationships, provides fundraising support, and leads the individual giving program. Selina sees fundraising as a way to build collective power and provide avenues for people to invest in their communities.
TCC FINANCIALS

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<th>EXPENSES</th>
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TOTAL: $893,040

*These condensed financial statements are presented for information purposes only. TCC is audited annually.

TCC BOARD

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Washington State Senator, Legislative District 21

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Chas Briggs
Principal Communications and Outreach Specialist, Maul Foster & Alongi, Inc

Rachael Smith
Director of Government Relations, King County Executive Dow Constantine

Jeremy Une
Bus Driver

Kristina Walker
Executive Director, Downtown On the Go

Barb Wilson
Government Affairs Officer, Vulcan Inc

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

TCC CHAMPIONS (1,000+)

Volyndra Architects

TCC 2017 & 2018 DONORS AS OF OCTOBER 1, 2018

THANK YOU!

2017 INCOME

FOUNDATION SUPPORT

American Public Transportation Association
Bisman Charitable Trust
Bulletin Foundation
New Belgium Family Foundation
Northwest Fund for the Environment
Samaritan Foundation
Social Venture Partners
Sunfed Foundation
The Rooney Community Impact Fund
The Seattle Foundation
Transit Center, Inc.

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Fitch & Partners
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Google Matching Gifts Program
GreenBean Group
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Jacobs Engineering
Maul Foster Alongi
Microsoft Matching Gifts Program
Motorola Solutions Foundation

PUBLIC SECTOR PARTNERS

ATU Legislative Council of Washington
City of Seattle
Community Transit
Commuter Seattle
Downtown Seattle Association
Ezpay
Future Transit Authority
Key City Metro

MAJOR DONORS

TCC CHAMPIONS (1,000+)

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Cody Allidge
Brad and Susan Blanken
Sharon Coleman
Kevin Collins
Coop Dangerous
Smirne East

Toby Crittenden and Elizabeth Sinclair
Toby Crittenden
Karen Daubert and Jareld Smith
Mead Duxion
Naomi Doerner
Abigale Doer
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Walker Duhan
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Diane Whitt
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Barbara Wright
Joseph Woods
Dave Woolley Williams

2018 ANNUAL REPORT | 12
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.

CONNECT WITH TCC
Our work brings results. More transportation choices mean more time for yourself and your loved ones, more money in your pocket, and a cleaner environment.

Renew your contribution today to ensure that Washington State continues to give transportation choices the priority they deserve.