It was a busy 2009 for us at Transportation Choices Coalition. To our new friends that might have met us for the first time at the opening of Sound Transit’s light rail, we hope this annual report provides some context about the work we do to educate, advocate, and develop policies that make it easier for Washington residents to live car-less or car-free. For our long time supporters, we hope you will appreciate this peek behind the curtain to learn a bit more about the organization.

For those of us on the staff and board of Transportation Choices Coalition, this is a great opportunity to reflect on how far we’ve come over the last year, to remind ourselves of the many great challenges ahead (like the cuts to bus service that are now happening all throughout Washington), and to thank all of you for your support to make this work possible. It might be cliché to say it, but it is true – without members and supporters like you, there would be no us.

Thank you for your support!

Kathy Huckabay  
President - Board of Directors

Rob Johnson  
Executive Director

THERE IS NO DENYING IT, the past few years have been a tough time for nonprofits. But while many of our peers have struggled with declining revenues, Transportation Choices Coalition has remained stable. Bucking the national trend, from 2007 to 2009 we’ve seen a rise in our revenue and used that to help establish a three-month operating reserve, a first in our history. This stronger and more diverse funding base was achieved thanks in large part to a big increase in individual members and the generous contributions of Washington businesses eager to support better transportation options.

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.

THANK YOU FOR YOUR SUPPORT!
FOR EVERY $1.50 OUR MEMBERS INVEST, WE HELP PROVIDE $25,000 IN TRANSIT, BICYCLE AND PEDESTRIAN INVESTMENTS

TRANSPORTATION IS ABOUT MORE than buses and trains, pathways and tracks. 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, footpaths and bike lanes are also the foundation upon which we can build communities that make sense for the people who live in them – communities supported by good land use policy, and which promote healthy lifestyles and the efficient movement of people and goods.

OVER THE PAST FIFTY YEARS, the U.S. has developed a transportation system that is environmentally, economically and socially unsustainable. It was from this landscape that Transportation Choices Coalition emerged in 1993, inspired by the tremendous challenge of changing the state’s future. Consider this:

> 52% of climate change emissions in Washington come from transportation
> 1 in 3 Washingtonians do not get enough physical activity
> $1.5 Billion – the cost of being stuck in traffic

The Transportation Choices Coalition is helping at every step

> We are working hard with legislators in Olympia to make more transit a priority for our state
> We are helping our cities and towns with creative ways to complete our sidewalks and bike lanes, and keep the ones we have functioning and safe
> We are a friend and resource for families and community groups who want to build the connections that make their communities work

Transportation is a challenge that is shared by many – from transit agencies to environmental and business groups, to neighborhood organizations, workers and students. Transportation Choices is the only organization in Washington that brings them all together.

Our work is to define a future for Washington that offers real transportation choices to connect people with jobs, housing, communities, and each other.

We are active participants in both grassroots efforts, and at the highest levels.

> Education programs that get the word out about transportation choices that work
> Being the voice of our communities and working with local, state and federal decision makers on transportation policies that work for people, the economy and the environment

And there is still tough work ahead of us. In 2010, we are at a crossroads – the economy is struggling, and the government is seeking to reinvest in our transportation networks. With your help we’re going to make sure we do it right, building a stronger transportation future with great transit options, safer sidewalks and bike lanes, and a modern, efficient road system.
Transportation Choices is not just about transit. They are about the whole network of mobility options. Transportation is a basic human need. Mobility is what keeps people engaged in life.

Lynne Griffith
CEO
Pierce Transit

My daughter loves riding the bus – it is our quality time together. We read stories, talk, point out the passing landmarks. It is also my way of teaching her the values that are important to me, about community, equality, thrift and healthy living.

Carla Saulter
TCC Member
Author: Bus Chick Transit Authority Blog

LAST FALL, TCC BEGAN WORKING WITH PIERCE TRANSIT ON A REDESIGN OF ITS 30-YEAR-OLD SYSTEM. WITH REGIONAL AGENCIES UNDER BUDGET PRESSURE, TCC IS WORKING TO PROVIDE BETTER TRANSIT SERVICES, AND KEEP THE ONES WE HAVE ON LINE.

IN 2009 TCC GATHERED 950 NEW MEMBERS. WE ALSO EDUCATED MORE THAN 15,000 WASHINGTONIANS ABOUT OPTIONS FOR GETTING AROUND IN THEIR COMMUNITIES – ON FOOT, BY BIKE, ON BUSES, AND BY RAIL.
Land use and transportation are inextricably connected. Both Futurewise and TCC understand that in order to have a better transportation system, you need to have land use that compliments that.

Kitty Klitzke
Eastern Washington Program Director for Futurewise

In Olympia and Tacoma, the buses have automated computer announcement systems, which are awesome. But in Seattle you have to play the lottery system, on whether the microphone is working, or whether the driver is going to announce the stops.

Jacob Struiksma
TCC Member
NBA’s loss is Seattle’s gain.
– the nuts and bolts guy. The

keeping bus and rail services
danger of losing Rob to the

Transportation Choices in 2004.

and mobile city that led Rob to

transportation planning in DC

it was his desire to help

transportation in the metropolis. After stints in

city has grown from meadows

at the turn of the century, the

Executive Director

Rob Johnson

Though basketball is a

Choices man on the ground in

Andrew is now Transportation

variety of state candidates,

from three campaigns for a

bike?”

Where can I get to on my

things like, ‘where do the buses

college student in Tacoma.

first got a look at where the

he recalls.

governments to advocate for a

better system. From his home

were taking the initial steps

Now Bill works with

governments to advocate for a

big market PR smarts to work

contractor for TCC, she uses her

crucial cog in the Transportation


The first Sound Transit

measure had passed, and they

were taking the initial steps

toward a real rail system here,”

he recalls.

Now Bill works with

governments to advocate for a

big market PR smarts to work

contractor for TCC, she uses her

crucial cog in the Transportation

choices...
THE STATE OF WASHINGTON IS AT A CROSSROADS – the environmental, economic and social future of our communities hangs in the balance. Will our state continue to languish underneath ancient road systems and a lack of public transportation? Or does a brighter future await? The decision is yours!

Transportation Choices Coalition is Washington’s only non-profit bringing you MORE CHOICES – buses, trains, sidewalks, and bike lanes. More transportation choices mean MORE TIME for yourself and your family, MORE MONEY in your pocket, and a cleaner environment.

By joining Transportation Choices, you are making a critical investment in your community. We are working hard to build a state that works for all – but we can’t do it without you. Sign up and get involved!

Renew your membership and climb aboard the Transportation Choices express!

WHERE ARE WEヘADED?
IT’S UP TO YOU!