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.

THANK YOU FOR YOUR SUPPORT!
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!
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

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
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 to 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) and take your mind on a ride!
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
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.
Thank you for everything you do to support Transportation Choices Coalition!

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