2015 was a landmark year for transportation in Washington, and TCC was there, every step of the way. We successfully passed a state transportation package with unprecedented levels of multimodal investments and new revenue authority for Sound Transit 3 and Snohomish County to expand transit service.

At the local level, TCC led the coalition to pass Let’s Move Seattle, a $930 million levy, and supported Snohomish County residents as they expanded transit service with Community Transit Now!

On the policy front, we worked with our social justice allies to expand ORCA LIFT, now the largest low income transit fare program in the nation.

It was also a year of change at TCC. We bid farewell to our former Executive Director and new Seattle City Councilmember Rob Johnson, our Policy Director Andrew Austin, and our longtime accountant Dana Brown who moved on to pursue new opportunities and welcomed our new Advocacy Director Abigail Doerr and Policy Director Ricardo Gotla to our growing team.

We are proud of what we accomplished in 2015 and these successes would not have been possible without your contributions, your volunteering, and everything else you do to win more transportation choices.

Thank you for your support!

YEAR IN REVIEW

$1 BILLION FOR MORE CHOICES
BALLOT WINS FOR SEATTLE & SNOHOMISH COUNTY
EXPANDING OPPORTUNITY THROUGH ORCA LIFT

2015 was very successful for transportation choices despite being a year of transition.

In addition to the generous support of our longtime funders such as the Boeing Charitable Trust, Horizons Foundation, Seattle Foundation, and Social Venture Partners, we received a multi-year grant from the Surdna Foundation with our partners Futurewise and OneAmerica. The Surdna Foundation award is a three-year award and GAAP standards require us to report the entire award in 2015, which reflects our significant revenue increase. We also welcomed new support from the New Belgium Foundation and Satterberg Foundation. This has helped us get ready in 2016 to win the most significant transit expansion in Washington State – Sound Transit 3.

Thanks for all that you do for us!
HERE’S A PEEK AT WHAT WE HAVE GOING ON THIS YEAR TO MOVE THIS VISION FORWARD.

BETTER POLICIES, STRONGER COMMUNITIES

In the first half of the year, TCC led a broad coalition of transit, bike, pedestrian, affordable housing and social justice organizations, the Transit Access Stakeholder group, to strengthen policies around access to transit, housing and more opportunity. As a result of this work, the Sound Transit 3 plan before voters includes ground-breaking policies and stronger projects that will make it easier for people to live and work near affordable and reliable transit.

FOCUSED ADVOCACY, MORE TRANSIT CHOICES

This year, voters in the Puget Sound region and Spokane will have an opportunity to increase their transit choices. With the Mass Transit Now and Yes for Buses campaigns, we can bring more transit service to our state’s most urban regions connecting more people to jobs, schools and opportunity. We will be working tirelessly to educate thousands of residents and build support for these important measures.

EXPANDED EDUCATION, BROADER SUPPORT

Outreach and education are critical components of our long-term strategy of building a base of transit supporters. When the new University Link (U Link) light rail line opened in Seattle, TCC and more than a hundred volunteers talked with transit riders about the benefits of expanding high-capacity transit in the Puget Sound. In April, we completed the third year of Ride Transit Month – encouraging people to take transit. We will continue our Transit Talks educational forums, which draw crowds of 100+ participants each as we work to increase awareness about our state’s more important transit issues.

PROJECT: MASS TRANSIT NOW

For the past 18 months TCC has been steadily working towards putting a great Sound Transit 3 plan on the ballot. Now, we are pivoting into campaign mode as we lead the coalition to pass Sound Transit 3, a transformational transit expansion this November. When Sound Transit 3 is complete, the Puget Sound region will be connected with a 116 mile light rail system giving nearly a million people a fast and reliable transit option to get where they need to go.

Here’s our plan to win:

• Educate thousands of residents about the benefits of mass transit expansion.
• Build a strong coalition of business, labor, environmental, active transportation, social justice, affordable housing, health, and community groups.
• Mobilize hundreds of volunteers in a massive field effort to connect with voters on the phones, in person and at community meetings all across the Puget Sound region.

Sound Transit 3 will require significant resources to be successful; with your support, we will be able to add capacity this year with two additional staff members. Our goal is to raise $100,000 to support this work to win in November.

WE CANNOT DO IT WITHOUT YOUR SUPPORT

Together, we can bring Mass Transit Now to the Puget Sound region.

SUPPORT OUR EFFORT TO WIN SOUND TRANSIT 3, THE MOST SIGNIFICANT TRANSIT INVESTMENT IN OUR STATE’S HISTORY

WHAT’S NEXT: MASS TRANSIT NOW!

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

WHAT WE DO

STUDENTS SHOPPERS FAMILIES COMMUTERS SENIORS SIGHTSEEERS ENVIRONMENTALISTS EMPLOYERS LEGISLATORS TRAVELERS CYCLISTS HIKERS
CONNECTING WASHINGTON, THE STATE’S 16-YEAR TRANSPORTATION PACKAGE, was a hard fought victory that included new revenue authority for Sound Transit 3, Community Transit and a record level of multi-modal investments. TCC worked with our partners and community to ensure that the plan included right-sizing of projects, and advocated for increased investments in transit infrastructure. With more than $1.2 billion in transit, bike and pedestrian investments, Connecting Washington will provide better choices for people to get around - quickly, safely and with lower impact on the environment.

LET’S MOVE SEATTLE & COMMUNITY TRANSIT NOW

LET’S MOVE SEATTLE CAMPAIGN WINS! TCC led the campaign to bring $930 million in investments in Seattle. The Move Seattle levy will transform mobility and safety for residents in Seattle by investing in 250 blocks of new sidewalks, 7 new Rapid Rider transit corridors, bike lanes, and Safe Routes to School for children at every public school.

COMMUNITY TRANSIT NOW WINS! Thanks to Snohomish County voters, Community Transit will expand service with the addition of a second SWIFT line, increase service levels, and provide connections to future light rail stations. After years of service cuts because of the great recession, TCC was proud to support the local campaign to win.

The Seattle Times

Seattle giving green light to big transportation taxes

Eyman plan passing; county voters supporting kids levy

Photos: (Top) SDOT; (Right) Joe A. Kunzler

Photos: (Left) SDOT; (Upper) Don Wilson
EXPANDING ORCA LIFT FOR MORE COMMUNITIES

IN 2015, TCC IN PARTNERSHIP WITH OneAmerica, Transit Riders Union, Puget Sound Sage, Seattle-King County Coalition on Homelessness and others expanded ORCA LIFT to include Sound Transit, making it the largest reduced transit fare program in the nation! With more than 25,000 participants, the program has already resulted in a 45% increase in ridership because transit has become more affordable.

VISION FOR TRANSPORTATION CHOICES

A note from TCC’s new Executive Director, Shefali Ranganathan

IN JANUARY 2016, I BECAME THE NEW EXECUTIVE DIRECTOR OF TRANSPORTATION CHOICES COALITION. While this role is new, I’ve been at TCC for nearly a decade in a variety of roles including Education and Outreach Director, Program Director and Deputy Director. I’ve grown at TCC and helped to build the organization alongside our Board, current and former staff.

I have never been more excited and inspired to be at Transportation Choices. In 2016, we will be leading the most important transit campaign in our 23-year existence with Sound Transit 3 (ST3). This investment will transform our region for generations to come. With the right team and a strong Board, we are ready to step up to this challenge.

In the next few years, there is a lot to look forward to on transportation. At the end of the year we will chart the plan to shape our programs, and our priorities.

I hope that you will be with us every step of the way as we work to bring more transportation choices to communities all across the state.
Hester Serebrin

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 modes of transportation for Washington residents.

Ricardo Gotla

Ricardo Gotla joins TCC with significant policy, education to program evaluation and fundraising. Her love of all things transit began in Washington 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. She is currently Vice-Chair of the Seattle Transit Advisory Board overseeing Prop. 1 funds.

Abigail Doerr

Abigail leads Transportation Choices’ Advocacy programs. In 2016, that includes everything related to Sound Transit 3. Abigail gets her Washington State street cred from her 509 area code, born, raised, and rode her first public transit in Spokane. She first got involved with TCC in 2014 when she ran the successful “Yes for Seattle Transit” ballot measure right after a winning and managing the “Seattle Parks for All” ballot measure. When she is not riding the Metro bus 10, probably traveling with her husband and five year old, eager to try transit all around the world.

Carol Chaves

Carol Chaves joined Transportation Choices in April of 2014 and directs TCC’s fundraising, including our donor stewardship and annual event. Carol 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. She is currently Vice-Chair of the Seattle Transit Advisory Board overseeing Prop. 1 funds.

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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 contribution today to ensure that our state continues to give transportation choices the priority they deserve.

GET ON BOARD!