TRANSPORTATION CHOICES COALITION2015 ANNUAL REPORT



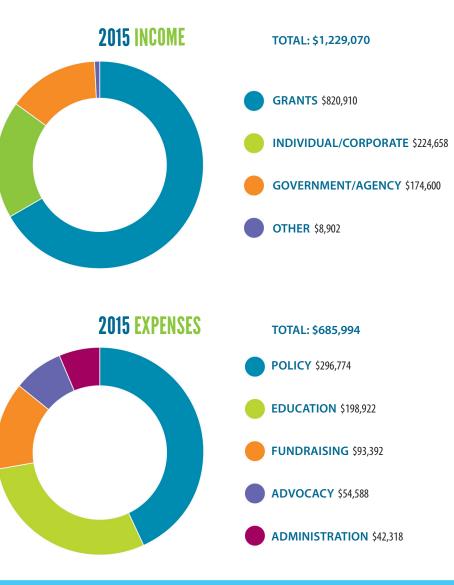
TCC FINANCIALS

YEAR IN REVIEW

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 threeyear 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!



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

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!

These condensed financial statements are presented for informational purposes only. TCC is audited annually by the firm of Peterson Sullivan LLP. Audited financial statements are available upon request. Source: 2015 Audited Financial Statements

SHEFALI RANGANATHAN **EXECUTIVE DIRECTOR**

RACHEL SMITH BOARD PRESIDENT

Cover Photo: Atomic Taco





TCC'S VISION IS CONNECTED BY FREQUENT **AND RELIABLE TRANSIT**

WHAT WE DO

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 groundbreaking 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 for 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:

- 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

SOUND TRANSIT 3,

TRANSIT INVESTMENT IN

OUR STATE'S HISTORY



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WHAT'S NEXT: MASS TRANSIT NOW!

- 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.



PROJECT: CONNECTING WASHINGTON

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556

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.

DSC





The Seattle Times

Seattle giving green light to big transportation taxes

Eyman plan passing; county voters supporting kids levy

PROJECT: 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 Ride+ 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.



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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.

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TCC TEAM

SHEFALI RANGANATHAN | EXECUTIVE DIRECTOR Shefali has been with Transportation Choices for nearly a decade, shaping priorities and implementing programs from policy and education to program evaluation and fundraising. Her love of all things transit began in Washington DC where she earned a Masters in Environmental Science and spent six years exploring the city on the rail system. When she is not working on a transit campaign or getting ready for TCC's strategic plan, Shefali is probably traveling with her husband and five year old, eager to try transit all around the world.

CARLA CHAVEZ | DEVELOPMENT DIRECTOR Carla joined Transportation Choices in April of 2014 and directs TCC's fundraising, including our donor stewardship and 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. She is currently Vice-Chair of the Seattle Transit Advisory Board overseeing Prop. 1 funds.

ABIGAIL DOERR | ADVOCACY DIRECTOR 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, 43, Link, Street Car, her bike or Pronto, you can find her hunkered down over her sewing machine or trying to complete a New York Times crossword puzzle.

RICARDO GOTLA | **POLICY DIRECTOR** Ricardo Gotla joins TCC with significant policy, legislative and advocacy experience. Hailing from Brooklyn, Ricardo most recently worked at Regional Plan Association to secure funding for the country's largest transit system. He also created and managed a program to ensure social and economic equity issues were properly addressed in RPA's long-term planning document for the New York metro region. Having been car free for 13yrs, Ricardo is excited to advocate for alternate modes of transportation for Washington residents.

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. She has a Master of Public Administration at the University of Washington Evans School of Public Policy and Governance. Hester sits on the Transportation Commission for the State of Washington.

TCC PARTNERS

FOUNDATION SUPPORT

Advocacy Associates American Public Transportation Association Bill and Melinda Gates Foundation **Boeing Charitable Trust** Brainerd Foundation **Bullitt Foundation** Horizons Foundation ImpactAssets Northwest Fund for the Environment Satterberg Foundation Seattle Foundation Social Venture Partners Surdna Foundation Transit Center **Treeline Foundation**

HNTB Corporation Jacobs Associates Jacobs Engineering KPFF LTK Engineering Microsoft Matching Gifts Program Parametrix Parsons Parsons Brinckerhoff PRR Transpo Group Vulcan Zipcar

Vanguard Charitable Endowment

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

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CONNECT WITH TCC

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!





