



Give Streets  
Back to  
*People*

# If We Can Make It Here...

Dear Friends,

A challenging year for New York City has turned into a challenging two. In New York and across America, the pandemic lingers, traffic violence and congestion rise, and budgets are strung tight.

Amid these challenges, we also see remarkable shifts in the status quo. The people of New York City are reclaiming their streets and it is clear that we cannot go back to being a city centered around cars.

On our bridges, we turned car lanes into bike lanes. In our neighborhoods, we turned congested streets into park-like open spaces. New York City's leaders agree that our streets are a pathway to recovery and that the future rests on a connected and protected transportation network that serves all New Yorkers. Open Streets, Bridges for People, the end of biased NYPD crash investigations, a boom of bike parking, and the widespread adoption of our NYC 25x25 challenge to reclaim space from cars — all of this is a direct result of your support of Transportation Alternatives (TA).

Our shared success changes New Yorkers' lives, providing access to economic opportunities, cleaner air, space for recreation, reliable transportation, and an improved quality of life. And what you help TA to accomplish in New York City also changes cities around the nation.

Since our founding, TA has been the vanguard of bold and visionary ideas for reducing traffic violence and reclaiming city streets. What we make happen here together inspires the nation. Countless lifesaving innovations that began as TA campaigns are now national policy and implemented on the ground in cities across America, such as bike share, parking-protected bike lanes, Vision Zero, and Open Streets. In just the past year, cities around the U.S. have replicated TA efforts to reimagine traffic enforcement and our ambitious proposal to convert 25 percent of car space into space for people.

Your support is the first domino in a cascade of transformative change, across New York City and the nation. That is why your participation matters so much.

If we can make it happen here, we can make it happen anywhere.

Onwards and upwards — together!



Daniel Harris  
Executive Director



## By The *Numbers* 2020-2021

**5** BIKE BOULEVARDS  
PLANNED  
— A New York City first! —

CAR LANES  
turning into  
**BIKE LANES**  
on 2 Bridges



**30+ Miles**  
of Protected  
Bike Lanes  
INSTALLED

**20,000**  
New Bike Parking Spaces  
SECURED

**5** New Staff  
Members  
HIRED

**1,600+**  
BIKE VALET  
PARKED

**5** NEW  
CAR-FREE  
BUSWAYS  
Planned

**nyc**  
**25x25** SUPPORTED BY  
**7** MAYORAL  
CANDIDATES

**7,000+**  
Signatures Collected

**270+**  
Car-Free  
Open Streets  
Unveiled



**1** New Staff Union  
WELCOMED

**11,000** RESTAURANTS  
& **100,000** JOBS  
SAVED BY OPEN RESTAURANTS





# Year *in* Review

As New Yorkers recover from devastating loss and push forward in an uncertain future, we recognize that the past year has transformed New York City. Tomorrow brings a new governor, a new mayoral administration, a majority of fresh faces in the City Council, and a city with a new perspective on public space.

As the pandemic shut down our city, TA responded with an idea to meet the moment: *NYC 25x25* — a challenge to New York City’s next leaders to convert 25 percent of car space into space for people by 2025.

We introduced this proposal with a groundbreaking report supported by citywide polling data in March, and met with more than 500 organizations and individuals in a comprehensive feedback and outreach process through the spring. We built a coalition of more than 200 economic, educational, environmental, disability rights, labor, and public health organizations that endorsed the *NYC 25x25* challenge, and all seven leading mayoral candidates followed suit.

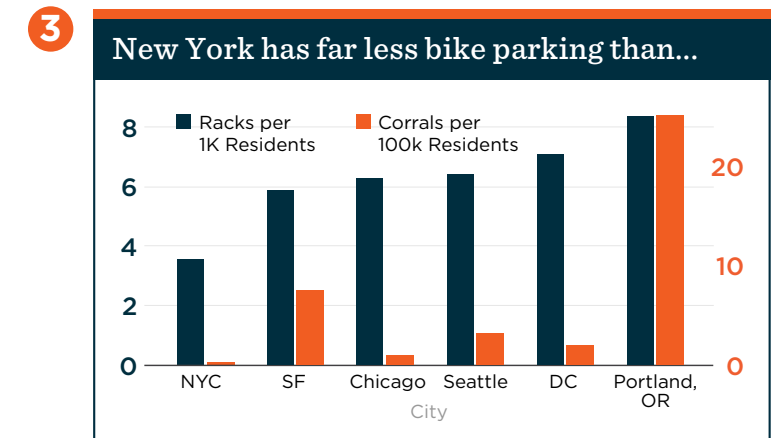
The idea is simple: Streets are New York City’s largest public space and must serve the needs of the greatest number of people. Our asphalt is an asset and by reimagining our streets, we can find solutions to our current crises and those yet to come ❶.

At the same time that TA was putting forth ideas for New York City’s future, we were fighting for immediate changes on the ground. In the fall of 2020, our report — *The Unrealized Potential of Open Streets* — inspired the City Council to make the city’s beloved Open Streets program (another TA initiative) a permanent fixture of the streetscape ❷. Early in 2021, our report — *The Power of Bicycle Parking* — convinced the City to increase the pace of bike parking installation, including replacing car parking spaces with bike parking and adding 20,000 new bike parking spaces by 2022 ❸. And in February, we convinced the City Council to move crash investigations from the purview of the NYPD to the DOT — ending an era of victim-blaming — as recommended in our 2020 report: *The Case for Self-Enforcing Streets*.

Across local campaigns, our advocates and organizers secured new infrastructure for people walking, biking, and using public transit. In the coming months, long-awaited street safety redesigns will be coming to Meeker Avenue and McGuinness Boulevard in Brooklyn, and Queens Boulevard in Queens ❹. Additionally, car space will be transformed into 30



*“I fight for safer streets because I’ve experienced the consequences of traffic violence in the most heartbreaking way possible. If my activism can save one family from the pain and suffering that I’ve gone through, I count it a success.” — Tom, Bronx Activist*



miles of protected bike lanes and 20 miles of bus lanes and car-free busways — including three long-standing TA bus campaigns in Queens and Manhattan: Main Street, Flushing Avenue, and 5th Avenue. And, thanks to TA’s advocacy, one innovative new street design will be distributed around the city. Every borough will soon host one of the city’s first bike boulevards. But perhaps the most trailblazing victories of 2021 are not streets, but bridges. Mayor Bill de Blasio adopted TA’s longtime Bridges for People campaign as a city project. See *The Bridges for People Story* on the facing page to learn how TA is transforming car lanes into bike and pedestrian lanes on two iconic bridges.



A NYC 25x25 reimagining of East 17th Street at Beverly Road in Brooklyn



# The Bridges for People Story

In our archipelago city, bridges are an essential connector. For decades, TA has fought for the rights of cyclists and pedestrians to access New York's many crossings. Over the course of almost 50 years, we secured the construction of new routes and defended existing cyclist and pedestrian access on the most important bridges in the five boroughs.

In 2016, the City cut off access to one of those routes, shutting down overnight access to the Queensboro Bridge for cyclists and pedestrians and replacing this access with a shuttle bus. Delivery and other late-night workers were especially affected. Queens activists recognized the problem right away — and proposed a solution: give car space back to people. At the same time, crowding on the Brooklyn Bridge was more dangerous than ever, with everyday commuters fighting for space with thousands of tourists on the narrow path.

From these dual crises, the Bridges for People campaign launched a new approach to a goal that TA activists had been chasing for some 40 years: giving space back to people on some of the city's most iconic bridges. More New Yorkers were biking and walking, but bridge space had not grown to match. Bridges for People demanded a fairer share.

Two petitions were launched, one for each bridge, and while activists set out collecting signatures, organizers published op-eds and sat down with local elected officials to bring them on board. In Queens, activists documented crashes indicative of overcrowding, and when the pandemic shut down the city, activists in Brooklyn organized online teach-ins for the elected officials in the districts surrounding the bridge. The Bridges for People campaign earned the support of local City Council members, state senators and assembly members, and one U.S. congresswoman, along with thousands of New Yorkers.

But the City would not move quickly enough, despite our advocacy and a growing demand to give car space to people. Activists and organizers decided that in-person action was necessary. In Brooklyn, activists organized a ride and rally that ended at Gracie Mansion. In Queens, organizers executed a dramatic takeover of the south outer roadway in a protest march.

A few months later, Mayor Bill de Blasio conceded to our demands. In 2021, he announced what he called "Bridges for the People" — and we were happy to share the name. A full car lane on both the Queensboro and Brooklyn bridges would be given back to New Yorkers. While an important accomplishment, our campaign fights on, seeking even more space on those iconic bridges, as well as space for people on other bridges across New York.



*"Our activists are our driving force. It takes guts to stand in front of our leaders and demand what you deserve. We couldn't do what we do without our passionate, fiery, and knowledgeable activists!"*

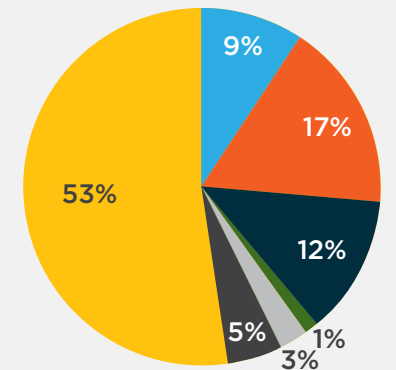
— Suzan Al Shammari  
Manhattan Organizer

# Financials

April 1, 2020 — March 31, 2021

REVENUES & OTHER SUPPORT	
Contributions (Individuals)	\$2,189,783
Membership	\$387,409
Grants	\$713,330
Special Events (Benefit)	\$519,875
Program Service Fees	\$52,529
Sponsorship	\$108,350
Consulting Income	\$148,914
Investment Income	\$38,572
Other Income	\$15,071
<b>Total Revenues &amp; Other Support</b>	<b>\$4,173,833</b>

## REVENUES & OTHER SUPPORT



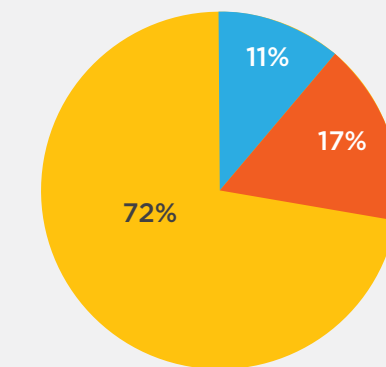
- Contributions
- Membership
- Grants
- Special Events
- Program Service Fees
- Sponsorships
- Other

EXPENSES	
Program Services	\$2,218,143
Management & Admin	\$346,177
Fundraising	\$507,286
<b>Total Expenses</b>	<b>\$3,071,606</b>

<b>Change in Net Assets</b>	<b>\$1,102,227</b>
<b>Net Assets at Beginning of Year</b>	<b>\$1,047,614</b>
<b>Net Assets at End of Year</b>	<b>\$2,149,841</b>

ASSETS	
Cash/Cash Equivalents	\$2,534,340
Investments	\$338,522
Receivables	\$64,070
Prepaid Expenses	\$80,367
Deposits	\$74,404
Fixed Assets	\$75,571
<b>Total Assets</b>	<b>\$3,167,274</b>

## EXPENSES



- Program Services
- Management & Admin
- Fundraising

LIABILITIES	
AP/Accrued Expenses	\$77,152
Deferred Revenue	\$47,020
Deferred Rent	\$89,364
<b>Total Liabilities</b>	<b>\$1,017,433</b>

NET ASSETS	
Board Designated	\$400,000
Without Donor Restrictions	\$1,523,591
With Donor Restrictions	\$226,250
<b>Total Net Assets</b>	<b>\$2,149,841</b>

<b>Total Liabilities and Net Assets</b>	<b>\$3,167,274</b>
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# Our Mission

To reclaim New York City's streets from the automobile and advocate for better walking, biking, and public transit for all New Yorkers.

## YOU make our work possible!


It is the support of our community that powers TA's team and impact — thank you!  
To view this year's donor list, please visit

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*Transportation Alternatives is affiliated with the Technical, Office and Professional (TOP) Union, Local 2110 UAW, AFL-CIO.*

ALL PHOTOGRAPHS BY SCOTT HEINS EXCEPT:  
COVER: STILL FROM NYC25X25 ANIMATION BY EGE SOYUER  
YEAR IN REVIEW #1: RENDERINGS BY WXY  
BRIDGES FOR PEOPLE STORY #1: NYC DOT

