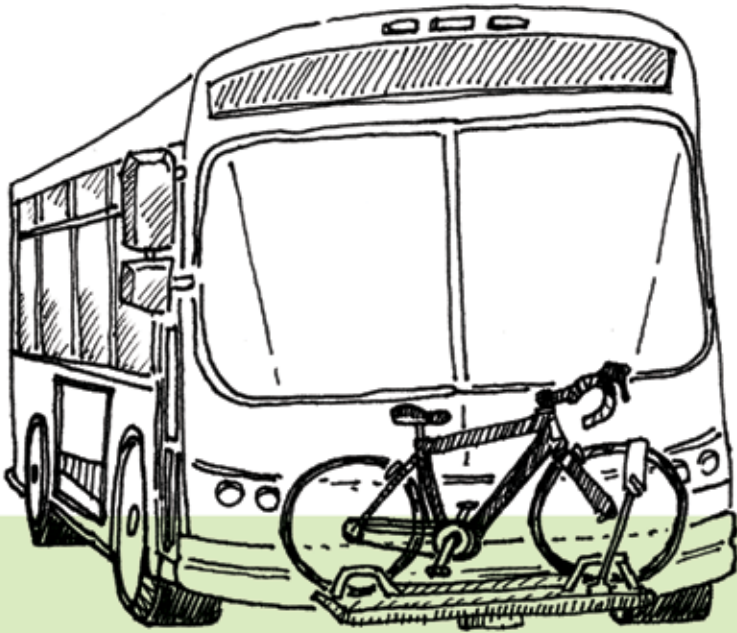




ACTIVE  
TRANSPORTATION  
ALLIANCE

ANNUAL REPORT 2010



*Chicagoland's voice  
for better biking,  
walking & transit*



## *a letter from the president*

Dear Friend,

As you browse through Active Transportation Alliance's accomplishments in 2010, please keep this in mind: We didn't do any of this alone.

Whether it was legislators in Springfield, school teachers in Palatine or volunteer bike mechanics at one of our fundraising rides, we made big strides again this year thanks to people who are excited to support our mission.

Sure, staff elbow grease keeps the gears clicking and the pedals turning. But at the end of the day, our successes are due to thousands of members, supporters, friends, partners and sympathetic cohorts.

That's the way it's been for the past 25 years. Ever since 1985, Active Trans has been working collaboratively to bring healthy transportation choices to communities across Chicagoland. That's how we helped Chicago become one of the most bike-friendly large cities in the nation, and that's why we represent a powerful force as we continue to push for expanding and improving Chicagoland's network of bike, pedestrian and transit facilities.

Sincerely,

Jane Blew Healy  
President, Active Transportation Alliance  
Board of Directors



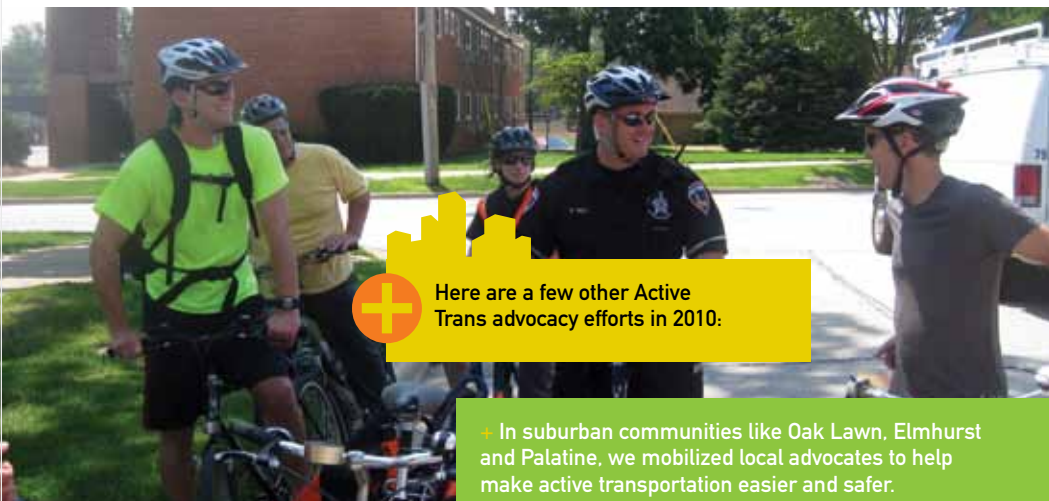



## *we mobilize advocates*


Active Trans works side by side with members, volunteers, government agencies and advocacy groups to ensure that local municipalities always consider the rights of bicyclists, pedestrians and transit users.


In preparation for the Chicago mayoral election, we asked candidates to support a sustainable transportation platform, which we created with a coalition of advocacy organizations.


Just as we hoped, the platform sparked multiple discussions with candidates and helped elevate bicycle, pedestrian and transit issues to a more prominent position in the campaign.



 Here are a few other Active Trans advocacy efforts in 2010:

 In suburban communities like Oak Lawn, Elmhurst and Palatine, we mobilized local advocates to help make active transportation easier and safer.

 In Oak Forest, Homewood and Chicago, we helped organize community events that temporarily closed off streets to cars and opened them for biking, walking and other types of self-propelled activities.

 In Chicago's Humboldt Park neighborhood, we guided alderman in a plan to calm traffic and give residents easier access to one of the city's most prized green spaces.




## *we pursue laws to make streets safer*

For a quarter century, Active Trans has been working with lawmakers to pass legislation that protects vulnerable road users and encourages sustainable transportation.

Active Trans' chief legislative accomplishment in 2010 resulted in a big leap for pedestrian safety. The Must Stop for Pedestrians law, which requires Illinois drivers to stop for pedestrians in crosswalks, was added to the books thanks to Active Trans lobbying lawmakers, rallying our members and building a coalition of supporters. Since the passage of the law, Active Trans has been helping train police departments on enforcement strategies.



 Here are a few other laws that we helped enact in 2010:

 Punishment is now stiffer for motorists who drive too close to pedestrians and bicyclists.

 Local communities now possess more control over their local speed limits.

 Red light cameras continue to make the streets safer for all road users—whether you're a cyclist, a pedestrian or a motorist.



## *we help communities plan for active transportation*

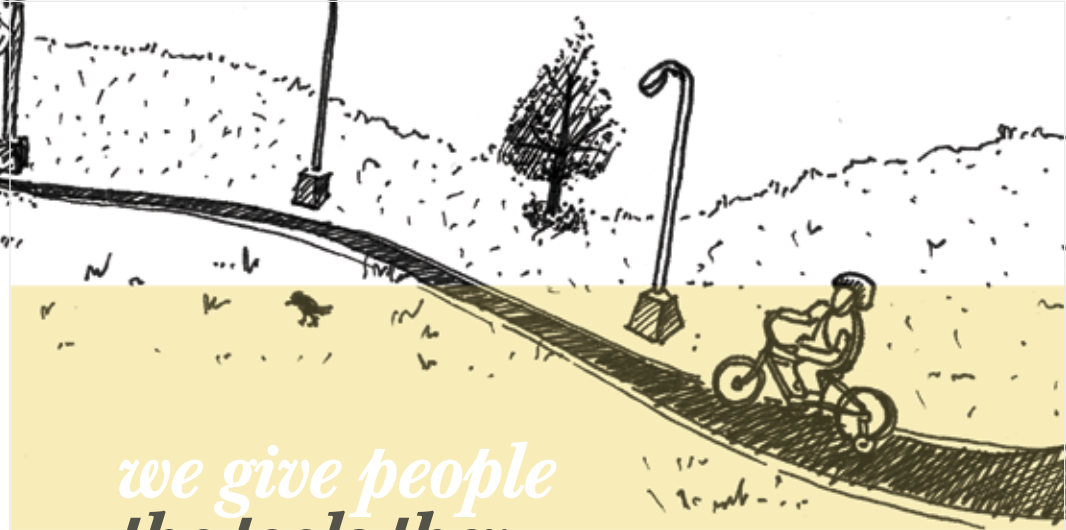
Ensuring better biking, walking and transit options in a community requires a comprehensive set of strategies that outline needed infrastructure, as well as policy and programming recommendations.

Active Trans is well known for creating innovative transportation plans for communities throughout the Chicago region. Check out some of our planning efforts during the past year.

+ We developed biking and active transportation plans for the Chicago suburban communities of Mount Prospect, Palos Heights, Oak Forest, Oak Lawn and Wheaton.

+ Active Trans took on the formidable task of integrating a collection of existing bike plans and bike facilities into a regional biking plan for Chicago's northwest suburbs. The Northwest Municipal Conference Bicycle Plan—which covers 42 municipalities in Cook, Lake, McHenry, Kane, and DuPage counties—will guide bicycling improvement efforts for years to come in the region.

+ The Chicago Park District will be using our report on Lakefront Trail usage to make the trail safer, more accessible and less congested.



## *we give people the tools they need to be safe*

Active Trans has a deep and abiding commitment to creating safe environments for cyclists, pedestrians and transit users. We educate people on rules of the road, and we give local residents the tools to make their streets better for walking and biking.

Here are some highlights of our efforts to create safer streets in 2010:

+ In 2010, Active Trans provided safety training to 5,800 people, showed 1,400 people how to fit bike helmets, enrolled 6,000 children in curricular programs and provided initial outreach to 21,600 individuals, ranging in age from 5 to 85.

+ Since opening the Crash Support Hotline mid-year, we've provided scores of cyclists and pedestrians with guidance and advice after they've been in a crash.

+ Active Trans worked with residents in Humboldt Park, N. Lawndale and Logan Square to make their blocks safer and more inviting for active transportation. In 2010, nearly 200 schools from every corner of Chicagoland participated in Walk and Roll to School Day, an international event to encourage more children to bike and walk to school. Active Trans helped many of these schools develop school travel plans and train staff and teachers.



# we build community

Some 30,000 people turned out for our fun-filled events through the year. Ranging from big to small, these events build connections in the community and allow us to reach new supporters while spreading the word about the transformative nature of healthy, clean transportation.



+ Nearly 20,000 people participated in last year's MB Financial Bank Bike the Drive, our event that closes Lake Shore Drive to car traffic and opens it to cyclists. Another 3,500 cyclists participated in our long-standing bike tour of Chicago neighborhoods.

+ Some 450 companies and 5,000 people from throughout Chicagoland got involved in our annual Bike Commuter Challenge, an event that pits workplace teams head-to-head to determine the employer with the highest number of bike commuters.

+ Throughout the year, Active Trans organized events—like restaurant and real estate tours, and a car-free day celebration—showcasing the ease and convenience of active transportation.



# Active Trans Finances

Oct. 2009 to Sept. 2010

REVENUE	TYPE	AMOUNT	PERCENTAGE
	Contract Revenue	1,272,353	39.09%
	Program Events	1,028,288	31.59%
	Membership Dues	138,350	4.25%
	Grants And Contributions	542,985	16.68%
	Donated Goods/Services	227,420	6.99%
	Merchandise	37,964	1.17%
	Investments/Other	7,297	0.22%
	<b>TOTAL</b>	<b>3,254,657</b>	<b>100.00%</b>
EXPENSE	TYPE	AMOUNT	PERCENTAGE
	Program Services	2,803,807	88.07%
	Management/General	314,462	9.88%
	Fundraising	65,423	2.05%
	<b>TOTAL</b>	<b>3,183,692</b>	<b>100.00%</b>

REVENUE & EXPENSES

AAA Chicago · The Alliance For Biking and Walking · AstraZeneca · Bank of America · Bikes Belong · Blue Cross Blue Shield Of Illinois · The Boeing Company · Children's Memorial Hospital · Clif Bar · Ford Motor Company Fund · General Mills Foundation · The Kresge Foundation · The National Trust for Historic Preservation

· New Belgium Brewing Company · Patagonia · The Polk Bros. Foundation · The Richard H. Driehaus Foundation · Robert Wood Johnson Foundation · SRAM · Stop For Maya Foundation · Tawani Foundation · U.S. Department of Education · United Way of Metropolitan Chicago · Village Cycle

GRANTS

\$100 - \$499 Jeff Aeder · Paul Aeschleman · Dena Al-Khatib · Judith and Melissa Anderson · Jaime Angeles · Mulubwa Munkanta and Welugewe Aningo · David Arfa · Ross Baker · Dan Baldwin · Eric Bangeman · Patrick and Pamela Barry · Madeline Baum · William Baumgardt · Deborah Bayly · Brian Bender · Fred Bates and E. Benjamin · Shirlee Berman · Doug Berman · Bernard Black · Jane and Mike Blew Healy · Scott Bonnett · Thomas Borders · Greg Borzo · Bradley Braun · Joe Breeze · Henry Bronson · Mr. and Mrs. Ralph Brown · Alan and Mary Jo Brown · Elizabeth Brune · Bob Brunn · John Bucksbaum · Jo Ann and Norbert Budde · Carl and Jennifer Buehrer · Ald. Walter Burnett · John Burrell · Elizabeth Burtelow · Greg Cameron · Rob Cappucci · Jill Carabelli · Suzanne Carlson · Andy Carter · Peter Chen · Shafaq Choudry · Allen Cichon · Gary Clay · Ronald Coelho · Steve Cohen · Ezra and Michelle Cohen · Michelle Collins · Dolores Connolly · Corey and Edda Coscioni · Chris Costas · Arlene and Harvey Coustan · David Spielfogel and Lee Crandell · Travis Cronkhite · Vi Daley · John D'Ambrose · Will Damico · Tom Darcy · Miriam Dasic · Jennifer Davis · Michael Davis · Robert Day · Mark De La Vergne · Verranzo (Tony) De Sadier · Mary Debacker · Cindy and James Devlin · Erik Didriksen · James and Michelle Dignan · Lynn Donaldson · Caitlin Dorsey · Andrew Clarke and Ladoris Duncan · Zach Egan · David Eidenberg · Jamie and Monica Elenbaas · Jerry Enenstein · Marjorie Ettlinger · Todd Fagen · Warren Fellingham · Laura Finkel · Emily Fitzgerald · Gregory Forrester · Louise Frank · George Frayn · Madelon and Roger Fross · James Furey · Ellen Gallo · Frank Geilen · Chris Gent · Henry and Sandra Gentry · Gary and Virginia Gerst · Matthew Gilbert · Art Gilfand · Chris Gladwin · Karen Glennemeier · Peter Goldman · Julia Goode · Beth

Graham · Judy and William Greffin · Dorothy and William Grimm · Norah and Ben Guequierre · Jim and Kathleen Gysler · Michael Haack · Jim Hajicek · Tim Hamilton · Joseph Hanc · Bill and Diana Harvey · Shelby Hatch · Mr. and Mrs. Martin Hauselman · Andrew Heidel · Carolyn Helmke · Adolfo Hernandez · Dr. Michael Herron · Heather Cirre and Dave Heselbarth · Ronald Heuer · Matthew Goulsh and Lin Hixson · Elizabeth Holland · Sidney Hollander · Anita Holloway · Hailey Horwath · Patricia Hunt · Kim Hunt · Tom Huyck · Barbara Huyler · Gary Illg · Lisa Jaburek · Thomas Jacobs · Carolyn Jahn · Steven Jansen · Elizabeth Jarvis · Susan Jenks · Jill and Sean Johnson Andrews · Matthew Joly · Daniel Jordan · Daniel Joseph · William Kable · Timothy Adams and Karen Kane · Dr. Ann Kaplan · Christopher Kardaras · Steven Karlman · Catherine Kauper-Brown · Walter Kawula · Michael Keating · Edward Kennedy · Michael Burton and Gin Kilgore · Holly King · Alan Allphin and Carole King · Tom Klimmeck · David Klumpp · Steve Knipstein · Catherine and Douglas Knuth · Steve Koch · Elizabeth Kocsis · Ingeborg Kohler · Ken Kohler · Dayne and Maya Kono · Jim Kramer · Michael Kremer · Leslie Krohn · Sharon Krohn · Chester Kropidowski · Mike Kruger · Arthur Krumrey · Laura and Richard Kuhlman · Tracy Kurtzals · Daniel Laich · Emily Hendel and Matthew Lang · John Laplante · Nils Larsen · Lynn and William Lazarus · Mr. and Mrs. Joe and Julie Learner · Lisa Lefkowitz · Charles Lerman · Mark Lerman · Ms. Ronna Lerner · R. Peter Carey and Lois Lipton · John and Rochelle Lodder · James Longfield · Greg Loose · Brian Love · Philippe Lunardelli · Joseph Lynn, IV · Emily and Jim MacDonald · Christina Maimone · George and Kay Mamo · James Mann · Robyn Mann · Christopher Manning · Barbara and Larry Margolis · Joseph Martin

INDIVIDUAL DONORS

· Lesley Martin · Holly Martin · Clifford Massie · Tom Masters · Charles Matza · Gordon McDonald · Joanne McKell · James McKenna · Bryan Merrill · Sophie Michals · John Mielnik · Daniel Miller · Keith Mistrik · Frank Mitchell · Rob Mohler · Kelly and Rhys Moore · James Motzer · Ms. Karen Raden and Mr. Tony Mroczek · Russ Mueller · Marilyn Murphy · Colin Murphy · Thomas Murtha · Michael Nawrocki · Mike Neary · William Nedza · Lowell Nelson · Roger Nelson · Carolyn Neuman · Lawrence Neuman · Gareth Newfield · Naneil Newton · Cheryl Dudeck and Terry Nicola · Jolie Macier and James Niehoff · Jim Nugent · Christine O'Brien · Patrick O'Connor · Gavin O'Donahue · Jim O'Donnell · Christina and Robert Carter O'Brien · Mathew Grimes and Christina Ochs · Nadia Oehlsen · Bernard O'Reilly · Anita Orlikoff · Thomas Osterkorn · Barbara and Scott Padiak · Michael Frerker and Allison Park · Mark Parts · Chirag Patel · Michael Peck · Julia, Karl and Shauna Peet · Neil Pellicci · Mark Perlow · Bill and Jean Peterman · Bill and Suzan Pinsof · Sara Polonsky · Paul Pomerance · Dean Radcliffe and Maria Poulos · Aaron Erkenwick and Melissa Powers · Paul Cochran and Edie Quinby · Keri Rainsberger · Kiersten Grove and Zubin Rao · Sharon Maloy and Mark, Sage and Sky Raulston · Margarita Reina · Yamile Reina · Sylvie Legere and Todd Ricketts · Patty Vinyard and Wes Ridgeway · James Roche · Debra Hass and Buc Rogers · Sarah Mangelsdorf and Karl Rosengren · Gracemary and Peter Rosenthal · Elliot Rossen · Todd Witse and Linda Rosul · Joel and Cessy Roth · Greg Rothman · Charles Rubner · John Rudnicki · Dan and Sarah Rudrud · Scott Sanderson · Dan Schleifer · Michael and Rhoda Schlesinger · John Schneider · Matt Schoenfeldt · Kathy Schubert · Briget Schwab · Dorie Schwertz · Stephen Scott · Barbara and John Seaman · David Seglin · Jill McGowan and Mark Sheehy · Melody Geraci and Sharon Sheridan · Mary Davis and Ron Sherman · Karen Shinnors · Ann Shroyer · Cheryl and Craig Simon · Lee Skinner · Lauralyn Persson and Laurence Sloma · Timothy Smith · Stephen Sohn · Whitman Soule · Greg Spear · Matthew Speer

· Adena Staben · Kevin Stanciel · Joe Stanis · Richard Stefan · Brian Stockmaster · Stuart Strong · Matthew Stuczynski · Joanne Bjerga and Mark Suri · Juliette and Sam Swett · Jerry Szatan · Barry Taerbaum · Carol Talisse · Ellen Patridge and Ed Tanzman · David Davis and Lucia Tebbetts · Thomas Terry · Kathy Tholin · Evan and Maria Thomas · David Thomas · John Thomason · Greg Thompson · Tara Thompson · Ann Tomlinson · Bryan Traubert · Joseph Tyler · Elle Ullum · Constance Van Der Eb · John and Sharon Van Pelt · Richard Vander Molen · Catherine and Eberhard Veit · Dominick Vetrano · Jeanette Virgilio · Lisa Von Drehle · Anna Wagner · Peter Wahlgren · Jacqueline Walker · Michael Wasserman · Gene Wedoff · Helen and David Weiner · David Weisbach · Mark and Nancy Weksler · Audrey and Herbert Wennink · Nancy Sinclair and Sidney Weseman · Charlene and Sam Wexler · Kim Stone and Ken Wexler · Dan and Julie Wheeler · Donna and Jay Williams · John Wilson · Sundee Wislow · Terry Witt · Leonard and Revecca Xavier · Chip Yager · Richard Yant · Andrej and Deborah Zajac · Howard Zar · Michael Zellmann · Ken Ziejewski · Robert Zimmerman · Herbert Zobel

**\$500-\$999** Rod and Julie Berthold · James and Marie Considine · Steve Buchtel and Laura Devine · Norma Friedemann · Roger Harris · Bob Hoel · Becky and Steve Kismohr · Nancy Knights · Jim Kreps · Susan Levin · Rep. Elaine Nekritz · Bruce Rosenzweig · Luke McGuire and Claire Sandahl · Carl Schoedel · Scott Simmons · Al Sturges · Pat Weiland

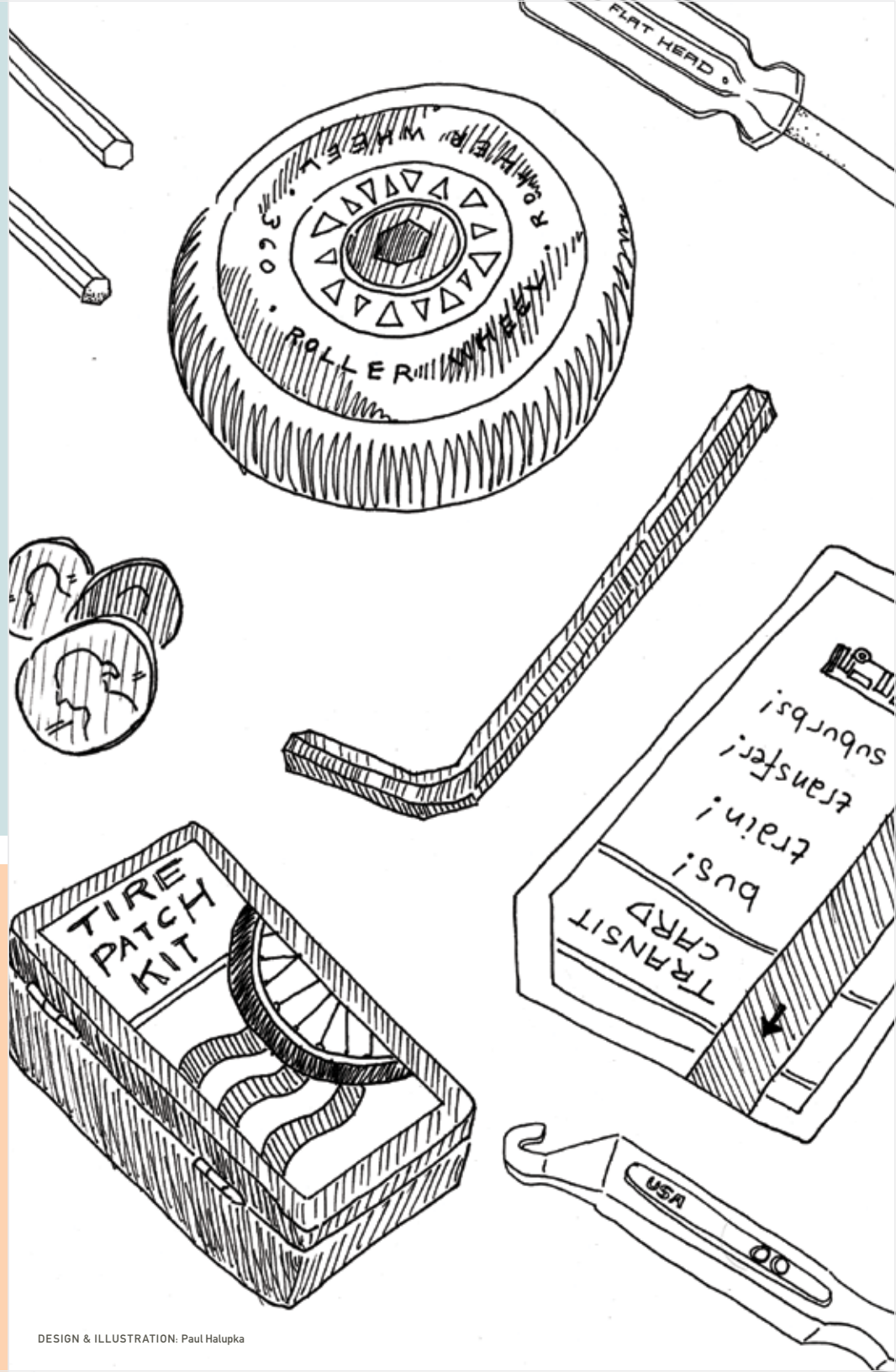
**\$1,000 - \$9,999** Aaron Ali · Anne Alt · John and Lynn Annis · anonymous · Chris Brunn · F.K. Day · Stan Day · James Freeman · Jay Fried · Kevin Womac and Karen Furlong · David Goltz · Janet and Michael Hanley · Jane Hauck · Cherilyn Heramb and Bob Kunze · Susan Geil and Randy Neufeld · Neal Ney · Sally Olds · Col. James Pritzker · Julie Kiefer and David Reinisch · Kati Rooney and Jim Hennessey · Josh Squire · Christ Stacey · Jennifer Wilson

**\$100 - \$499** Big Shoulders Realty, LLC · Blue Duck Catering · Boulevard Bikes · C3 Presents · Chicago Water Taxi · Chipotle · Clark Maxfield Properties · Court Theatre · Desoto House Hotel · Downers Grove Bicycling Club · Eli's Cheesecake · Extreme Organizing · Fox Valley Bicycle and Ski Club · G Boutique · Harmony Haus Painting · House of Wax · J. Gordon Designs · Katten Muchin Rosenman LLP · Koslow Cycle, Inc. · Lillstreet Art Center · Lynfred Winery · Metro / Smart Bar · Mikes Bike Shop · Morton Arboretum · Mother Hubbard's · Museum of Science & Industry · Northlight Theater · Old Town School of Folk Music · Patagonia · Po Campo · Roberts Cycle · Svrve · The Field Museum · The Spa at Trump · Todson Inc. · Truckchamp.com · Upgrade Cycle Works · Uptown Bikes · YoJimbo's Garage

**\$500 - \$999** Arlington Heights Bicycle Association · Cardinal Fitness · Chai Lifeline · Christopher Burke Engineering · Creative Fitness · I-Go Car Sharing · I Do Foundation · ING · Jamba Juice · Life Elements · Naperville Bike Club · Neal & McDevitt · Northbrook Bicycle Club · Respiratory Health Association · CowaLUNGa · Southwest Airlines · Civic And Charitable Contributions · Tattooed Tees, Inc.

**\$1,000 - \$9,999** Bank of America Matching Gifts · Bicycle Club of Lake County · Bike and Roll Chicago · Caribou Coffee · Chicago Athlete · Citigold · CLEAR Wireless · Clif Bar · Dank Haus · Dutch Bike Co. · Evanston Bicycle Club · Fairmont Hotel Chicago · Fitness Formula Club · Fuzzy Math · Goose Island Brewpub · Hospira Employee Matching · League of Illinois Bicyclists · McHenry County Bicycle Club · Michigan Apple Committee · MS Society · Naked Juice · NES/Roadsafe · Pearl Izumi · Power Balance · Rapid Transit Cycleshop · REI · Reside Living · Roscoe Village Bikes · UnitedHealthcare · Village Cycle Center · Wheeling Wheelmen · Whole Foods

**\$10,000+** Chicago Transit Authority · Columbia Sportswear Company · Kozy's Cyclery · NBC5 Chicago · PACE · Schwinn · SRAM Corporation · WDRV The Drive



DESIGN & ILLUSTRATION: Paul Halupka



ACTIVE  
TRANSPORTATION  
ALLIANCE

9 West Hubbard Street, Suite 402  
Chicago, Illinois 60654-6545

NON-PROFIT ORG  
U.S. POSTAGE PAID  
PERMIT 6197  
CHICAGO, IL

