

THE WAY WE WANT TO LIVE



ACTIVE TRANSPORTATION
ALLIANCE



Jane Blew Healy with her children, Will and Gen.



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DEAR FRIEND,

This year, I've been thinking a lot about the way we want to live and how it relates to our members and the work we do. You, our members and supporters, are Active Transportation Alliance's guiding heartbeat. You are living the way you want to live—and you only want to make it better.

You cherish the freedom that bicycling gives you. You want safe places to walk and to ride your bike. And you want transit service that is seamless, fast and affordable. You want these transportation options to be safe and enjoyable.

We want our kids to be healthy, too. I think about that often as I walk my daughters to school or ride my bike to work. What can we do to make sure that our children, our families, and our community members live in the world that they want?

The way I see it, transportation is at the heart of this question. Our communities, cities, and suburbs are interconnected systems that, if leveraged thoughtfully, can create a metropolitan region that is vibrant, accessible and environmentally sustainable. We must support policy that promotes active transportation. We must push for encouragement programs and on-the-ground changes.

We know there's plenty of room for growth. We know we need more people like you. And we need to continue to partner with our government leaders and community advocates to make sure that the way we want to live is front and center.

We are so grateful for our members who have made this possible. You are the heart of organization. Please join in the continuing dialogue. Got a suggestion? See it differently? I want to know. Comment on our blog at www.activetrans.org and join us on Facebook at www.facebook.com/activetrans. Email us at info@activetrans.org or just give us a call at 312.427.3325.

We're in this together. Let's get to the way we want to live.

Sincerely,

Jane Blew Healy

Jane Blew Healy
President, Active Transportation Alliance Board of Directors

THE WAY WE WANT TO LIVE: LET'S MAKE IT HAPPEN!





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THE BATTLE AGAINST DISTRACTED DRIVING

Traffic fatalities on our roads are too often forgotten the next day and dismissed as an unfortunate, albeit inevitable, part of modern life.

Active Trans is fighting to change these attitudes and make these deaths unacceptable. We stand up for pedestrians, bicyclists and transit riders because safer streets and sidewalks welcome active transportation. If we can raise the stigma of distracted driving to the level of that for drunk driving, our civic environment will become safer and more active.

This means shining a spotlight on road safety and rallying members to educate everyone—including lawmakers—about the terrible consequences of distracted driving.

Fortunately, we're not alone in this struggle.

Distracted driving has been on just about everybody's mind. The attention it's attracted has been nothing short of game-changing. The U.S. Department of Transportation declared an all-out battle against distracted driving this year. Oprah Winfrey even joined the fray and Webster's New World Dictionary chose "distracted driving" as the 2009 Word of the Year.

It's going to take more than talking to reduce nearly 6,000 deaths and more than 515,000 injuries each year that the U.S. Dept. of Transportation attributes to distracted driving.

Active Trans members played a crucial role in major legislative victories that curb distracted driving in Illinois. One new law passed in 2009 bans texting while driving; another bans cell phone use while driving through school and construction zones. These laws build on a two-year-old Illinois law that restricts teens under 19 years of age from using cell phones anytime while driving.

Education is the other component to ensuring safe passage for everyone, including bicyclists and pedestrians. We need to equip teenagers with more transportation tools than just a set of

car keys. Active Trans is on the forefront of a new movement called Mobility Education that integrates biking and walking safety and transit education into drivers education curriculum. The outcome is safer drivers, fewer drivers and more biking, walking and transit trips.

Laying the groundwork for a lifetime of good transportation choices has been the goal for Active Trans' Drive With Care program. In one of these programs, students at Curie Metropolitan High

School on Chicago's Southwest Side work with Active Trans on a peer-to-peer effort to raise awareness at the school of the perils of distracted driving.

These students are truly building a movement around the way we want to live. They have designed posters, written blogs, and collected more than 1,000 Drive With Care Pledge signatures. And they are being heard: students met with their alderman, Mayor Daley and legislators in Springfield, urging them all to support traffic safety initiatives.

Mothers Against Drunk Driving proved that society's attitudes toward dangerous driving can be changed by organized advocacy. By working closely with lawmakers and creating programs aimed at young people, Active Trans is on the leading edge of a profound shift taking place in people's attitudes toward distracted driving. Help us ensure our political representatives understand the urgency of this issue. Please join us in the fight for safer roads for everyone.

www.activetrans.org/drivewithcare

Active Trans presented its 2009 Emerging Leader Volunteers Award to students in the Drive With Care program at Curie Metropolitan High School.



"Local transportation groups like the Active Transportation Alliance are important partners as we work to make sure that communities across America have access to a wide range of transportation options, including trains, buses, bicycles and walking paths. I'm grateful as well that they've joined our campaign to stop the unnecessary injuries and deaths caused each year by distracted driving. Together, we can create a safer, more livable America."

RAY LAHOOD
U.S. Secretary of Transportation

"The Active Transportation Alliance's Drive With Care program is a valuable service project for my students. Students had many opportunities to be creative, to communicate, to debate, and to present to the public the serious problem of careless driving. It was a great experience."

CHRISTOPHER PELLIKAN
Teacher, Northside College Preparatory High School, Chicago Public Schools



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OPEN STREETS INSPIRES RESIDENTS TO GET ACTIVE



The 2008 and 2009 Open Streets events were nothing less than transformative.

It's tough to choose just one favorite part of Open Streets. For some of us, it was the smiling faces of parents and their kids zipping around on their bikes. For others, it was the local high school marching band, the zumba lessons, and the aerobic workouts that peppered the sidelines of the route.

If you couldn't make it, here's a quick recap: Tens of thousands of Chicago neighbors poured into the streets to walk, dance, run, bike and play in their neighborhood. Active Trans partnered with five community-based organizations to transform Chicago streets in five underserved communities into safe and accessible places to be physically active. These were the first events

Kids had a range of fun activities to choose from during the 2009 Open Streets event.

of this kind in Chicago, but these types of *ciclovía* events have been popping up all over the world and now in U.S. cities like New York, San Francisco and Miami.

2010 will be the year of momentum-building and planning. Expect to see a few smaller events around the city while Active Trans and Open Streets stakeholders take stock of our next move to produce a major, high-profile event in 2011. We're also standing by ready to support any community or organization interested in bringing Open Streets to its residents.



"Open Streets is an excellent example of how a diverse set of Chicago neighborhoods and leaders can come together to accomplish innovative projects. Active Trans has shown great leadership on making our communities better places to walk, bike and lead active lifestyles."

SUSANA VASQUEZ

Director, New Communities Program, Local Initiatives Support Corporation, Chicago

Open Streets transformed Cicero Avenue in Oak Forest this spring as part of the city's annual Fleadh Festival. We are excited to explore these kinds of opportunities around the region. We know they are out there!

In the meantime, we will be busy learning from and sharing notes with our counterparts in other U.S. cities. We are working to lower the cost of these transformative events. Chicago Police helped us significantly reduce the cost of the 2009 event, and we have seen from other cities that the cost can be reduced further. This kind of city support—

"Tens of thousands of Chicago neighbors poured into the streets to walk, dance, run, bike and play in their neighborhood."

like you see in San Francisco, New York City, and Portland, Oregon—would help make regular Open Streets events a reality.

Sure, money is now tight for the state, the City of Chicago and surrounding suburbs. But let's not forget the crucial goal of Open Streets: to get people active and inspire them to consider different ways of moving around. Cities like Bogota, Colombia find that regular Open Streets events reduce public health costs and expand the ranks of people biking and walking.

If your community is ready for Open Streets, give us a call. We can't wait to help.

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"The Active Transportation Alliance is dedicated to making alternative modes of transportation a reality for all Chicago's residents."


JUANA BALLESTEROS

Director, Greater Humboldt Park Community of Wellness



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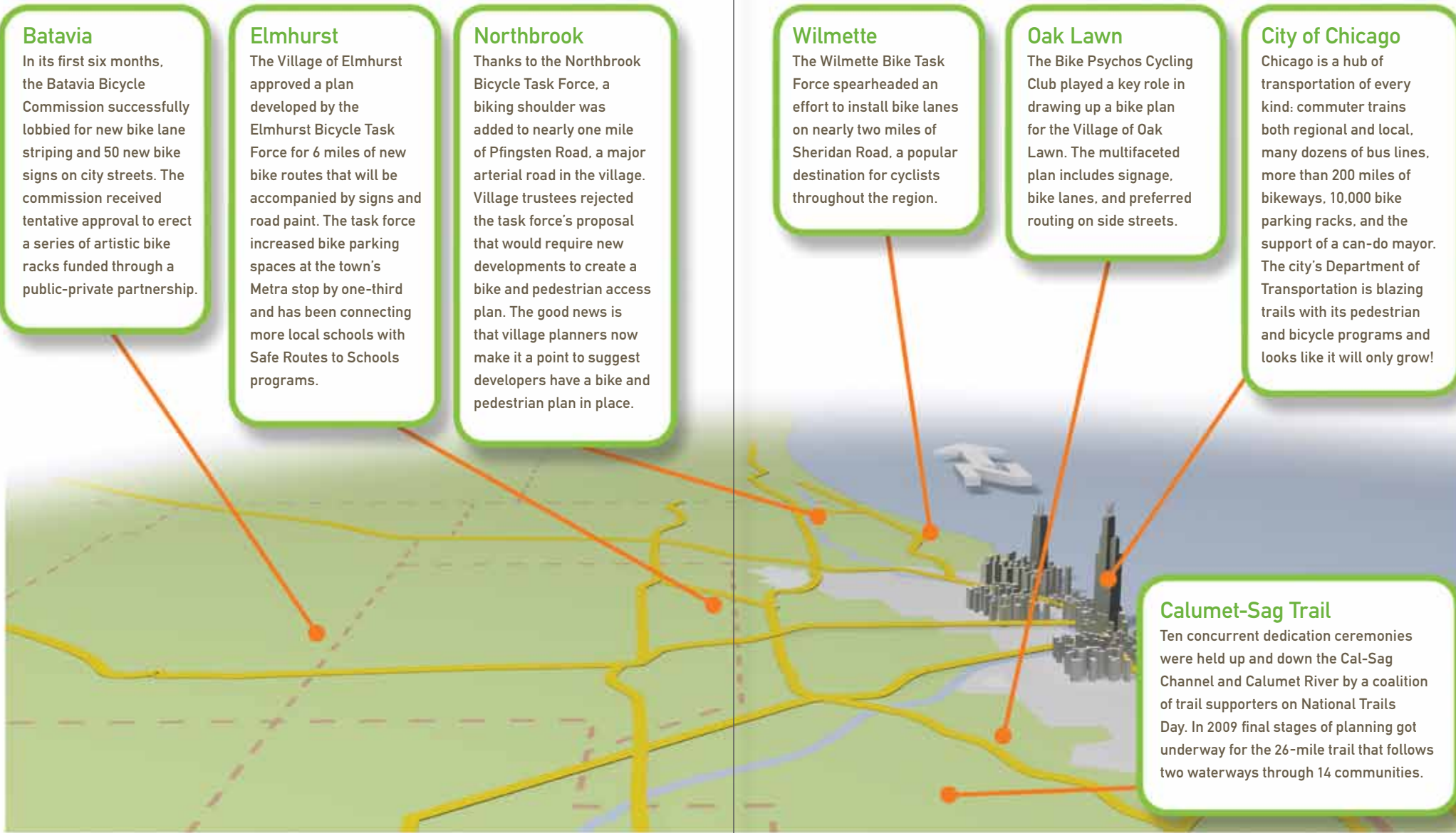


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MOBILIZING ADVOCATES THROUGHOUT THE REGION

You can think of us as your information hub. We can connect you to ongoing efforts in your community, and if you want to jumpstart some advocacy of your own, we can help that happen, too.

This gives you a glimpse of our organization's reach in the past year. We have been providing the tools to residents who are committed to building biking and walking oases throughout the region. If you see opportunities for making your community more walkable or bikable, give us a call. We can't wait to start working with you!



We're ready to help you bring more active transportation to your community! Contact Active Trans staff people to learn more:

NORTH SUBURBS
Lina Hoffman
lina@activetrans.org
312.427.3325 x383

WEST SUBURBS
Pamela Brookstein
pamela@activetrans.org
312.427.3325 x242

SOUTH SUBURBS
Steve Buchtel
steve@activetrans.org
708.365.9365

CITY OF CHICAGO
Adolfo Hernandez
adolfo@activetrans.org
312.427.3325 x296

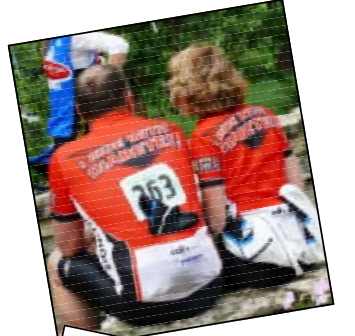
"Active Transportation Alliance's support has been vital to our new cycling club. The staff is smart, dedicated and personable. Whenever our club turned to Active Trans for assistance, the organization came through without hesitation. Bottom line: without Active Trans our club's efforts in promoting cycling would be much tougher. Thank you Active Trans. We're glad you're here."

DEWAYNE FERRIS
Chairman, Major Taylor Cycling Club Chicago

"New York City has been trying like mad to catch up to the head start Active Trans has given Chicago in terms of safe, urban cycling. Active Trans has shown how advocates can shape the policies at city hall and put alternative transportation at the top of the agenda. And when Chicago innovates, the rest of us take note."

PAUL STEELY WHITE
Executive Director, Transportation Alternatives, New York City

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KIDS ON THE MOVE



Last year Carolyn Kosiba wasn't satisfied to see only two or three of her students walking and biking to Apollo Elementary School. She wanted to see more of them getting exercise and fresh air, and feeling the sense of self-sufficiency that arises when kids rely on their own muscle power to travel between home and school.

The school, located in unincorporated northwest Cook County, serves many families that have trouble covering the costs of extracurricular sports programs. As a physical education teacher at the school, Kosiba recognized that getting her school's students walking and biking to school would help fill a physical activity gap that most kids now face.

But the barriers looked daunting. She knew she would need help addressing the crime, heavy car traffic, and lack of street lights that kept students from safe and active commutes.

The tide has started to turn with help from Active Trans. The number of students walking and biking multiplied to 100 for the school's first Walk and Roll to School Day in October 2009.



Apollo is just one of 10 schools in underserved communities throughout Illinois where Active Trans is lending a hand with establishing Safe Routes to Schools programs. Active Trans provides support and guidance for these schools as they pursue infrastructure improvements and safety education, and drum up support among the students, staff, and volunteers. These Safe Routes efforts are funded through the Illinois Department of Transportation.

“Walking and biking to school gives kids more time to talk, share and get to know one another.”

Kosiba went the extra mile by also introducing Walk Across Illinois to her students. This growing Active Trans program takes third through sixth graders at her school on virtual routes that highlight state themes and locations. Students can accumulate miles no matter where they are—at home, at school and in between—to reach the program's physical activity goals.

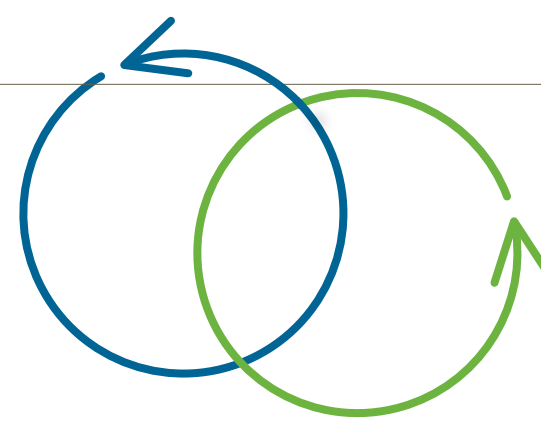
“The Walk Across Illinois and Safe Routes programs have made an important difference in the lives of our students,” explained Kosiba. “As a result, the kids have started thinking about ways to be active in their free time.”

www.walkacrossillinois.org
www.activetrans.org/saferoutes

“Active Trans is an invaluable resource for DuPage County. The organization's work coordinating regional discussions on issues from long-range transportation planning to Safe Routes to School is extremely important. While it is not visible to the average bicyclist or walker, we all benefit from the results.”

DEBORAH JAN FAGAN
Chief planner and county trail system coordinator
DuPage County Department of Economic Development and Planning

BREATHING NEW LIFE INTO OUR STREETS



The Active Transportation Alliance envisions a region where half of all trips are made by foot, on bike or transit. To get there, we must create streets that welcome everyone. Complete Streets takes an important stride in the right direction. Complete Streets allow parents to walk their children to school. They allow the elderly to catch a bus to see a friend. They give the average commuter a safe space for bicycling. And they help us strive toward the way we want to live.

Complete Streets are designed and developed to enable safe access for all users. Pedestrians, bicyclists, motorists and transit riders of all ages and abilities must be able to safely move along and move across a Complete Street.

Making streets safe and welcoming to active transportation fosters community, improves health and enhances air quality. One study found that 43 percent of people with safe places to walk within 10 minutes of home

met recommended daily physical activity levels; among individuals without safe place to walk, only 27 percent met these recommendations.

The Complete Streets movement is happening at the state and regional level—with Complete Streets policies being passed by Chicago, Cook County, and the State of Illinois—and the local level—with programs like Better Blocks that ask residents to identify barriers to biking and walking in their neighborhood. (Turn to page 15 to learn more about Better Blocks; for more information about the national movement, visit www.completestreets.org).

The next step is turning policy into real improvements. Get involved in Complete Streets in your community by making sure cyclists and pedestrians are given their due. We want to help! Contact Adolfo Hernandez at 312.427.3325 x296 or adolfo@activetrans.org to get started.



You will find most of these ingredients in Complete Streets:

- Highly visible bike lanes
- Sidewalks in good condition
- Clearly defined crosswalks
- Curb extensions that increase pedestrian visibility
- Frequent and safe crossing opportunities
- Accessible transit stops
- Islands that provide refuge for people crossing a wide street

the Drive 97.1

THE SOUNDTRACK OF OUR LIVES

FROM THE MAYOR



RICHARD M. DALEY
MAYOR
OFFICE OF THE MAYOR
CITY OF CHICAGO
May 30, 2010

GREETINGS.

As Mayor and on behalf of the City of Chicago, it is my distinct pleasure to present the Active Transportation Alliance's 2010 Bike The Drive.

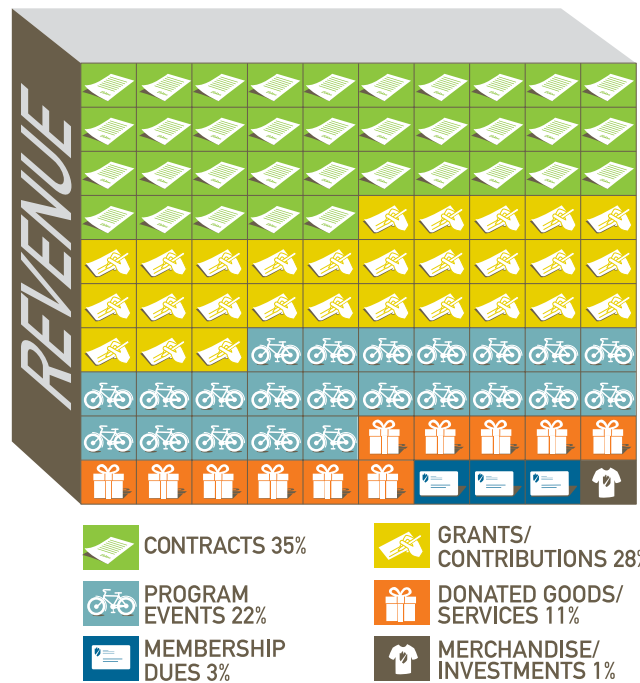
Bike The Drive offers bicyclists an exclusive opportunity to enjoy Chicago's skyline along our beautiful Lake Michigan and Lake Shore Drive. In Chicago, we are working to improve the quality of bicycle transportation through various initiatives. The Active Transportation Alliance encourages people to take advantage of these improvements and the health and environmental benefits that come from cycling.

I commend the Active Transportation Alliance for its efforts and dedication to our city and encourage everyone to continue bicycling. May you all have an exciting and fun-filled event.

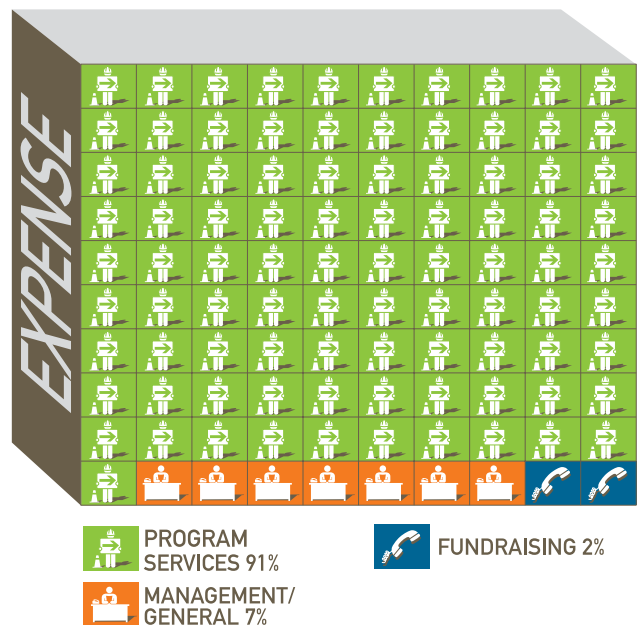
Sincerely,

Richard M. Daley
Mayor

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INCREASE OUR IMPACT— BECOME A MEMBER TODAY!

We represent bicyclists, pedestrians and transit riders who want safer and more convenient transportation options in every Chicagoland community. Help make your community a better place to live, work and play—the way we want to live.

Join today and become a part of our movement! Together, we'll create a powerful voice.

Your \$30 membership makes our community a better place to live, plus members enjoy great benefits:

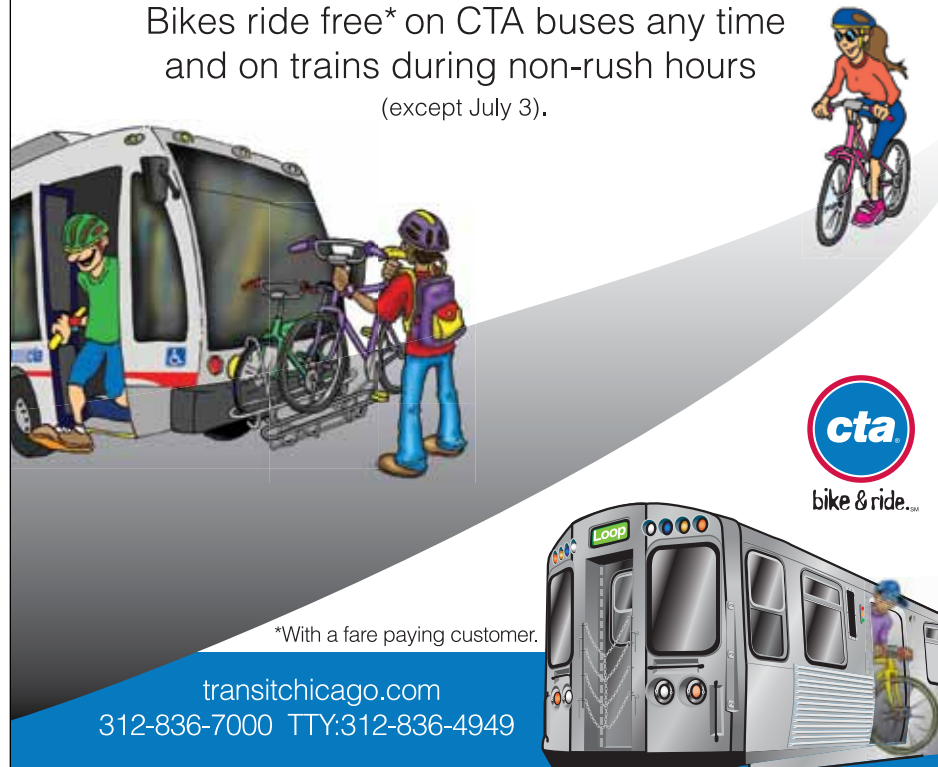
- Get the inside scoop with our *ModeShift* newsletter and *Traffic Signals* e-bulletin.
- Save with member card discounts at area businesses and bike shops.
- Receive a free copy of the newly updated Chicagoland Bicycle Map.
- Enjoy special rates on our events like Bike the Drive and Boulevard Lakefront Tour.
- Connect to volunteering and advocacy opportunities.

Join online and learn more at www.activetrans.org/membership.



Pedal to Our Metal!

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Ride to Wrigley!

Chicago cyclists don't forget...

The quickest and easiest way to get to any Chicago Cubs game is on your bike!
Free bike parking is available at the **Cubs Bike Check Service**, on Clark Street just north of Waveland Avenue.

Bike check opens two hours prior to game time and all bikes must be retrieved within an hour after the games.

"Chicagoland residents are fortunate to have the Active Transportation Alliance working to improve and promote public transportation in the region. Through initiatives such as Chicagoland Car-Free Day, the RTA and Active Trans have been effective partners in showing people that they can reduce air pollution while helping to reduce traffic congestion in our region."

STEVE SCHLICKMAN
Executive director, Regional Transportation Authority

THE YEAR AHEAD:

We have big ambitions for improving bicycling, walking and transit in the region. We've seen some progress, but it's not enough. We need more bike trails, lanes, and parking. We need safer crossings and more frequent transit service. We need more members and we need an even louder voice demanding safe and convenient transportation options.

It's the way we want to live.

Working closely with our members, we can accomplish all this and more. Active Trans has the chops to make it happen.

Active Trans uses policy change, community education, and on-the-ground infrastructure to make safe and active transportation choices possible for everyone every day. Here are a few of the efforts you'll see us pursuing in the coming year.

Innovative transit

This year you can expect us to advance the fight for bus rapid transit. Bus rapid transit is a network of high-speed buses that make limited stops on arterial roadways. The protected painted lanes used by bus rapid transit can also accommodate bicycles. Bus rapid transit is an important ingredient in Active Trans' 20-year long-range strategic goal of ensuring that 50 percent of all trips in Chicagoland are made by bicycling, walking and transit.



Better Blocks

Active Trans is redesigning streets by going straight to the experts—residents. Better Blocks allows our staff to engage residents in underserved communities in a dialogue about what keeps them from biking and walking in their neighborhood, whether it's speeding cars, poor lighting or broken sidewalks. We then equip residents with the tools to fix those problems—local resources, infrastructure ideas, and a network of support.

5,000 voices speaking as one

Active Trans is entering a new era of partnership with governments and community members to make our region more livable and vital. It is thanks to members that we get in the door and have the opportunity to make our case. Expect to see us fighting for better resource allocation every day of the year: federally, statewide, regionally and in your neighborhood. We use the power of our membership to make a strong case for the way we want to live.





BIKE THE DRIVE

Active Transportation Alliance would like to thank the following supporters of MB Financial Bank Bike the Drive.

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Created by a dedicated team of volunteers who rode all the streets and trails just for you, the fifth edition of the Chicagoland Bike Map includes:

- Updated street and route information
- New bike trails, both paved and dirt
- New bike lanes
- Location of bicycling resources and historic sites

The new map is FREE when you join Active Transportation Alliance!! Sign up today at www.activetrans.org/membership