

ACTIVE
TRANSPORTATION
ALLIANCE



ANNUAL REPORT 2011

GREETINGS FROM THE PRESIDENT

Dear friends,

Two-thousand eleven will be remembered as a game-changing year for transportation in Chicagoland. Great things are taking shape in Chicago and the suburbs, and the Active Transportation Alliance played no small role in making it all happen.

Active Trans has worked closely with the City of Chicago as Mayor Emanuel and his administration launched the city's transportation system into a new era, committing to 100 miles of protected bike lanes, launching a bike sharing system, making pedestrian safety a priority, and developing the region's first Bus Rapid Transit lines.

In the suburbs, Active Trans created more than 60 new policies and plans that will make it easier and safer to get to school, move around town and travel within the region using active transportation.

The region is experiencing a transportation renaissance and Active Trans is playing a leading role.

With more than 7,000 members behind us, Active Trans will continue to rally support for healthier, cleaner transportation options in the region.

Thank you for supporting Active Trans.

Sincerely,



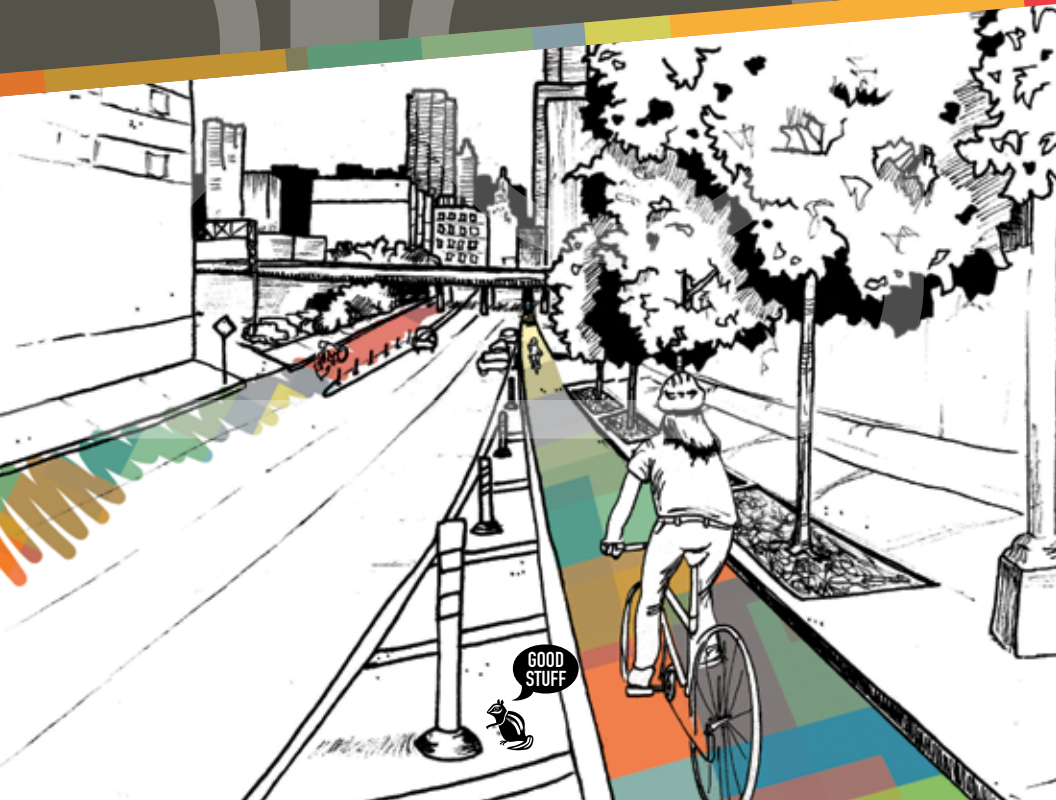
Jane Blew Healy

President

Active Transportation Alliance Board of Directors



one hundred miles of protected bike lanes



ADVOCACY & LEGISLATION: RALLYING SUPPORT

From the block level to the state level, Active Trans fights for people who get around on bike, on foot or on transit.

Active Trans initiated the Sustainable Transportation Platform, which identified important priorities for the next mayor of Chicago and helped elevate the issue of active transportation during the campaign. After Rahm Emanuel was elected, Active Trans was appointed to his transition team. Thanks to Active Trans' diligence and its position as a trusted authority, the new administration largely adopted our recommendations, including a commitment to build **100 MILES OF PROTECTED BIKE LANES**—more than any other city in the nation. The first two miles of the network were completed in 2011.

To support the city's protected bikeways initiative and spread the word that everyone—from an 8-year-old child to an 80-year-old grandparent—must be able to bike on Chicago streets, Active Trans launched its **NEIGHBORHOOD BIKEWAYS CAMPAIGN**. The campaign works in neighborhoods throughout the city building support and educating residents about the transformative nature of protected bikeways.

In 2011, Active Trans launched **RIDERS FOR BETTER TRANSIT**, a regional campaign that works to expand and improve train and bus service in Chicagoland.

As a result of Active Trans' lobbying and advocacy efforts in 2011, the State of Illinois took the first step in combating the problem of "DOORINGS"—a dangerous (and all-too-common) type of crash that occurs when a car door unexpectedly opens in the path of someone riding a bike. Up until 2011, the state did not keep track of these types of crashes. The state now tallies these crashes, and will have data to act on when problems rear up.

Active Trans shepherded the passage of multiple ordinances that will make suburban communities throughout the region **SAFER & MORE ACCESSIBLE** for people who bike, walk and use transit. This included six Safe Park Zones ordinances and eight Complete Streets ordinances.

Active Trans lobbied dozens of state legislators in the process of winning the passage of two state bills that focus on paying tribute to victims of fatal crashes and **ENHANCING ROAD SAFETY** near parks. The organization also played a key role in prompting the state to adopt a more bike-friendly policy on rumble strips, ensuring that thousands of miles of local and state roads remain accessible to cyclists.

HUMBOLDT PARK—one of the Chicago's prized green spaces—is now easier and safer for local residents to access on foot and on bike. Thanks to efforts of Active Trans, residents of this underserved community on Chicago's Northwest Side lobbied the alderman to implement a "road diet" and build new pedestrian refuge islands, signage and better crosswalks.

EVENTS: CREATING COMMUNITY

Every year, Active Trans holds memorable events that bring people together and show them they are part of a larger community.

Active Trans' signature fundraising event, **MB FINANCIAL BANK BIKE THE DRIVE**, saw a record breaking year in 2011 with nearly 22,000 registrations. Our much-loved annual neighborhood bike tour—successfully rebranded in 2011 as the **Four-Star Bike Tour**—began offering an on-street cycling class for people new to biking in city traffic.

In 2011, Active Trans signed up 420 employers and some 5,000 individuals for its annual **BIKE TO WORK WEEK** competition. As part of the week, Active Trans set up shop at 40 different locations in the city and the suburbs, handing out freebies and sharing information.

open streets

WELL DONE!



OPEN STREETS ON STATE STREET transformed an iconic slice of the Loop into a lively playground for part of a day in early fall 2011. Nearly 15,000 people from throughout the region turned out to enjoy a range of activities for kids and adults.

TRANSPORTATION PLANNING: DESIGNING FOR ACTIVE TRAVEL

In every corner of Chicagoland—from Midlothian to Marengo, from the Indiana Dunes to Elgin—Active Trans works to create better places for biking, walking and transit by offering communities guidance on improving infrastructure.

In 2011, Active Trans' planning efforts kicked into warp speed thanks to Communities Putting Prevention to Work, a federally-funded program aimed at creating healthier and more active lifestyles throughout the nation. As part of the local program, which was focused on suburban Cook County, Active Trans created 11 municipal active transportation plans, four regional bike plans, nine bike and pedestrian route signage networks, and travel plans for seven schools and four school districts. Active Trans received **NATIONAL ACCOLADES** for the quantity and the quality of its planning work on behalf of this program.

In 2011, both the Illinois and Michigan chapters of the American Planning Association recognized Active Trans' work with **BEST PRACTICE AWARDS**.

complete streets





ACTIVE TRANS PROVIDES

support for healthy lifestyles

In 2011, Active Trans trained nearly **4,000 STUDENTS** in traffic safety curricular programs and provided initial outreach to more than 21,000 people ranging in age from 5 to 85.

During the course of the year, Active Trans trained nearly 300 people on how to carry out **SAFE ROUTES TO SCHOOL** programs. The organization also produced a new toolkit for school leaders seeking to promote walking and biking to school.

EDUCATION: TEACHING GOOD HABITS

Active Trans' education efforts focus on encouraging a safe and respectful atmosphere on the road. We also serve as a resource to help make active transportation easier and more enjoyable for everyone.

In its second year of operation, Active Trans' Crash Support Hotline provided **SUPPORT TO 120 PEOPLE** who needed guidance after experiencing a crash while on foot or on a bike.

Active Trans worked with **SIX HIGH SCHOOLS** in McHenry County on a county-sponsored program that taught the students about the Complete Streets approach to transportation planning.

Thanks to Active Trans, the many thousands of commuters who use Chicago's Lakefront Trail everyday can access **UP-TO-THE-MINUTE TRAIL UPDATES VIA CELL PHONE**. People who use the trail now share news of events, weather conditions and construction projects along the route.

NICE



REVENUE	TYPE	AMOUNT	PERCENTAGE
	Contractual Services	1,735,356	43.39%
	Program Events	1,064,006	26.61%
	Membership Dues	158,833	3.97%
	Grants & Contributions	735,228	18.39%
	Donated Goods/Services	289,235	7.23%
	Merchandise/Investments	11,195	0.28%
	Other/Misc.	5,146	0.13%
	Total	3,998,999	100.00%
EXPENSE	TYPE	AMOUNT	PERCENTAGE
	Program Services	3,256,002	88.67%
	Management/General	340,681	9.28%
	Fundraising	75,249	2.05%
	Total	3,671,932	100.00%



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\$100-\$499 American Lung Association · Coldwell Banker · Cystic Fibrosis Foundation · Fox Valley Bicycle Club · Northbrook Garner Bicycle Club · Worn Jerabek Architects

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