



ACTIVE  
TRANSPORTATION  
ALLIANCE



ANNUAL REPORT 2012

# OUR IMPACT

## OUTREACH & EDUCATION



## BIKE



## EVENTS



## WALK



## LEGISLATIVE



## TRANSIT



## PLANNING





## DEAR SUPPORTERS,

As a member of the Active Transportation Alliance Board of Directors for more than 11 years, I can tell you it's an exciting time for the organization. I have seen much growth, positive change and expansion of our vision and mission over these last several years.

The organization has been able to do more thanks to greater support. It's the backing of 7,000 members, hundreds of volunteers and a dedicated team of staff people that serves as the foundation of Active Trans' growth and success. Sponsors, foundations and partners also play a key role in making the crucial work of the organization happen.

Active Trans' education, planning and community outreach efforts are increasing in the region. Events like MB Financial Bank Bike the Drive, Four-Star Bike & Chow and Open Streets events allow the organization to connect with many new fans. Every day Active Trans works to mobilize more supporters, connect with more public officials, secure more funding and provide more assistance to people who wish to make their local communities more inviting for people to walk, bike and take transit.

I'm a dedicated bicycle rider. I've been doing it nearly every day for 23 years. Like many other cyclists, though, I'm also a pedestrian and transit user. I'm excited to see Active Trans continuing to serve the needs of people biking while ratcheting up its work on behalf of people who walk and use transit.

I hope you enjoy reading about the important work Active Trans is doing to shape our future and create a region where we would all like to live.

Sincere regards,



**Jim Kreps**  
President, Active Transportation Alliance  
Board of Directors



**5,232 SUPPORTERS  
SIGNED ONTO THE  
NEIGHBORHOOD  
BIKEWAYS CAMPAIGN**

**WHICH HELPED CHICAGO BUILD  
MORE BUFFERED AND  
PROTECTED BIKE LANES  
BY THE END OF 2012 THAN  
ANY OTHER CITY  
IN THE NATION**



# IMPROVING LIVES WITH CONCRETE RESULTS

Whether it's at the neighborhood or the national level, Active Trans works with lawmakers and community leaders to make biking, walking and transit easier and more inviting.

To ensure that a wide range of people from every corner of the city had their say in **Chicago's landmark Streets for Cycling Plan 2020**, Active Trans organized community advisory groups to provide input on this wide-ranging blueprint that will guide street safety improvements for years to come.



Through its **Neighborhood Bikeways Campaign**, Active Trans conducted neighborhood outreach to smooth the way for the city to build 30 miles of protected and buffered bike lanes like the one at left – more than any other U.S. city.



With the CTA assessing a possible **Bus Rapid Transit (BRT)** system in the Western or Ashland corridors in Chicago, Active Trans took the message of BRT to neighborhoods, meeting personally with 11 aldermen and 16 community organizations. After collecting more than 1,300 signatures in support of building bus-only lanes on the Ashland/Western BRT corridors, great news arrived in spring 2012 when CTA announced that Ashland would be the first BRT project and it would use bus-only lanes.



In 2012, Active Trans wrapped up **Better Blocks**, a program that equips residents in underserved Chicago communities with the tools to fix problems that keep them from biking, walking and using transit in their neighborhood – whether it's speeding cars, poor lighting or broken sidewalks. During the course of the three-year program, Active Trans held 71 planning charrettes in 18 communities, directly serving 884 residents. With the aid of custom toolkits, Better Blocks participants advocated for 33 funded projects, channeling an estimated \$1 million toward local transportation improvements.



In response to ailing transit agency budgets and the threat of fare increases and service cuts, Active Trans launched its first **transit-related action alert**. In response, supporters sent nearly 3,000 messages to state and federal legislators, asking them to make transit funding a priority.



Cultivating and strengthening **grassroots advocacy efforts** around the region has been one of Active Trans' goals since the organization formed 27 years ago. This was no different in 2012 when Active Trans helped launch resident-led transportation advisory committees in eight Chicago wards. In suburban communities, Active Trans helped create four new bike and pedestrian advisory committees in the communities of Elk Grove Village, Homewood, Chicago Heights and Berwyn.



## IMPROVING LIVES (Cont'd)

Active Trans aided Cook County, the city of Chicago and eight suburban municipalities in crafting **Complete Streets** policies and adding the policies to their books.



Active Trans helped persuade U.S. **Environmental Protection Agency** not to pull the plug on \$80 million per year in Congestion Mitigation and Air Quality Improvement funds that flow to Chicagoland, mainly for biking, walking and transit projects.



To advance the conversation about transit funding in Illinois, Active Trans introduced new state legislation and rallied thousands of city and suburban transit riders in Chicagoland's first-ever **Transit Day of Action**. Although the legislation was not passed, the effort raised awareness among lawmakers and the public on the issues, laying groundwork for future work.



Because enforcing speed limits is a known method for reducing crashes and crash severity, Active Trans joined the effort to pass **speed camera legislation** at the state level. After the state-wide measure was adopted, Active Trans assisted with passing an ordinance that allows camera use in the City of Chicago.



As part of a successful effort to turn the **Illinois delegation** in the U.S. Congress against a deeply flawed transportation bill, Active Trans spurred supporters to send nearly 2,500 messages to congressional representatives.



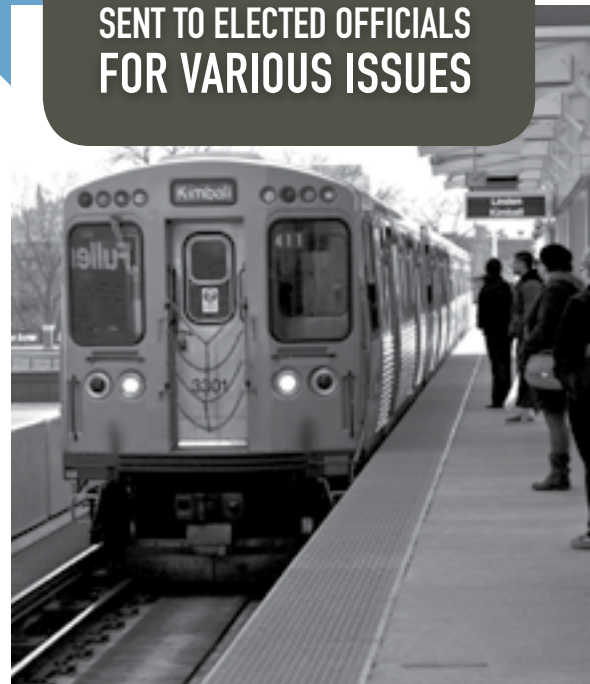
THE COMPLETE STREETS MOVEMENT  
CONTINUES TO GATHER MOMENTUM

12 CITIES, 3 COUNTIES  
AND THE STATE OF ILLINOIS  
PUT COMPLETE STREETS  
POLICIES ON THEIR BOOKS

**\$80 MILLION  
OF FEDERAL FUNDS  
SAVED FOR BIKING  
WALKING AND TRANSIT**

**3,267 RIDERS FOR  
BETTER TRANSIT  
RECRUITED**

**10,060 MESSAGES  
SENT TO ELECTED OFFICIALS  
FOR VARIOUS ISSUES**



**OUR PLANNING TEAM  
HAS PROVIDED ITS EXPERTISE  
TO DOZENS OF SUBURBS  
THAT ARE WORKING TO MAKE  
BIKING, WALKING & TRANSIT  
SAFER, EASIER AND  
MORE WELCOMING**



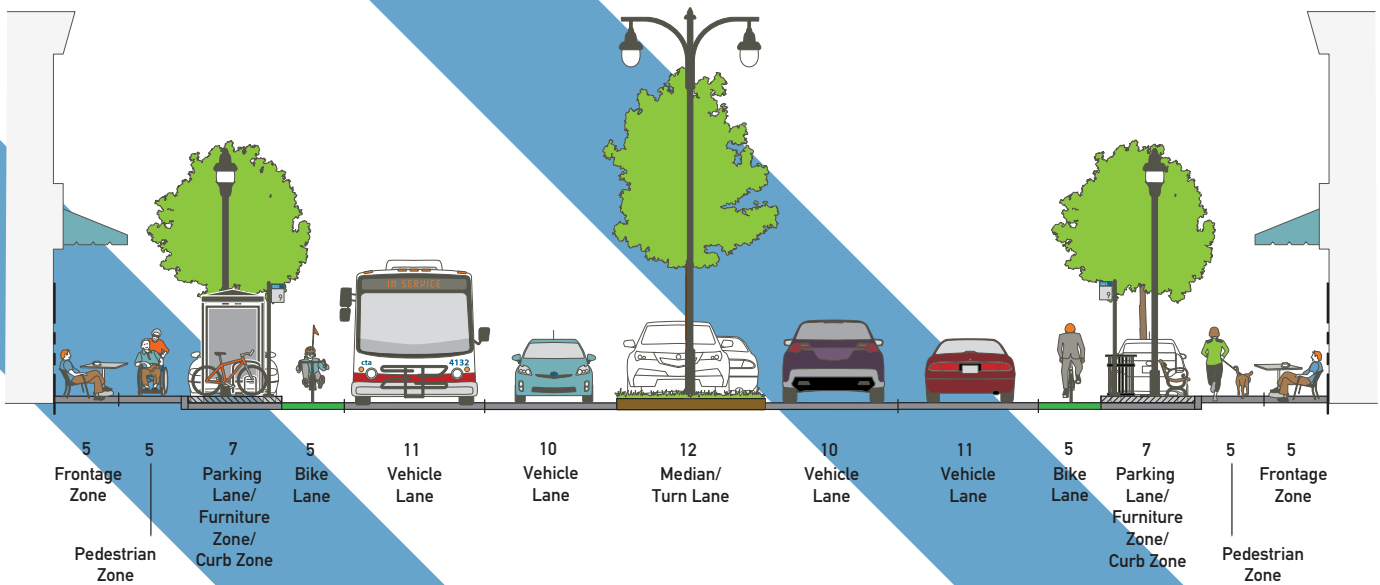


# DESIGNING FOR HEALTHY TRAVEL

Active Trans helps local communities create plans and policies that expand the healthy transportation options in a community. As we wrapped up the massive, multi-year public health project — Communities Putting Prevention to Work — the organization tallied up a series of striking accomplishments in the suburbs.

**10** COMPLETE STREETS POLICIES | **62** SUCCESSFUL PLANNING & POLICY PROJECTS

- Published *Complete Streets, Complete Networks*, a transportation design manual that received the **Best Practice Award** from the American Planning Association. (One of the diagrams from the design manual is pictured below.)
- **Launched [atpolicy.org](http://atpolicy.org)**, a website that serves as a clearinghouse for regional school and municipal policies that promote active travel.
- Provided bicycle, **pedestrian and transit planning assistance** for Wheeling, Des Plaines, Chicago Heights and eight other communities in the region.



# MAKING SAFETY AND EDUCATION A PRIORITY

Active Trans teaches adults and youth how to stay safe when biking and walking.

Active Trans was hired by the **Chicago Department of Transportation (CDOT)** to carry out education efforts at 515 CDOT events throughout the city. Of the nearly 63,500 people who benefited from the face-to-face education, 1,235 adults and youths were taught how to properly fit a helmet and more than 15,000 people were educated about dangerous cyclist and motorist behaviors.



Active Trans **worked with schools** to teach students how to be safe while walking, biking and using transit:

- Created new curriculum aimed at middle school students in after-school programs.
- Provided classroom content to more than 6,000 students enrolled in curricular programs.
- Published a Safe Routes to School toolkit aimed at making it easier and safer for kids to bike and walk to school.



**150**  
CRASH VICTIMS  
SUPPORTED

Active Trans' **Crash Support Hotline** provided support to nearly 150 people who needed guidance after experiencing a crash while on foot or on a bike.



In 2012 Active Trans provided more than 2,500 individuals with direct education services at more than 40 education events. Additionally, Active Trans visited 18 individual schools to provide direct, on-bike safety programming to **more than 2,000 students.**





**70,000  
PEOPLE  
ATTENDED  
OUR EVENTS**



# ENCOURAGING ACTIVE COMMUNITIES

When people participate in Active Trans' events, they get a glimpse of how fun and easy active travel can be.

Nearly 40,000 people turned out for two **Open Streets** events – one in Chicago's Loop and one in the Wicker Park/Bucktown neighborhood (pictured at left). These events close the streets to car traffic and open them for biking and walking, as well as games, activities and socializing.



Some 20,000 people saddled up for MB Financial Bank **Bike the Drive**, the biggest car-free ride in the Midwest. Participants in Active Trans' signature fundraising event got a long-sought-after additional half hour of riding. Active Trans' other major fundraising ride, the Four-Star ride, offered a second year of on-bike traffic safety instruction as it rolled through the city and the suburbs.



With **PlayStreets** Active Trans helped bring more physical activity options to thousands of Chicago youth in the underserved neighborhoods of Little Village, Woodlawn, Chicago Lawn and South Chicago. Active Trans partnered with local organizations to hold more than 50 PlayStreets events, which transform a one-block-long length of street into a recurring pop-up playground that features games and activities designed to get kids active and build community relationships.



Among the 500 teams and 7,000 individuals who went helmet-to-helmet during Active Trans' annual **Bike to Work Week** competition, 40 percent of the participants were women and 18 percent had never biked to work in the past. As part of the event, Active Trans handed out freebies and shared tips at 34 Bike Pit Stops in the city and the suburbs (pictured below).



Working with the Regional Transportation Authority, Active Trans launched **DriveLessLiveMore**, a new rewards program that challenges participants to use active transportation and cut down on their vehicular trips taken alone. During the first several months, more than 600 participants signed up to track their commutes and win prizes.



**500 BUSINESSES**  
ENCOURAGED EMPLOYEES  
TO BIKE TO WORK

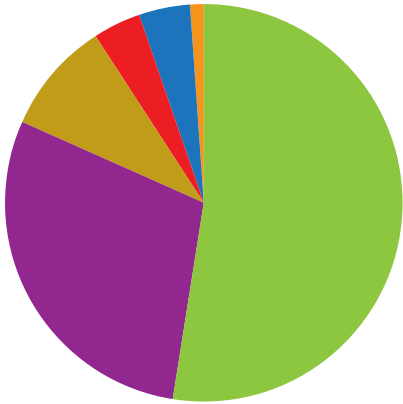
**1,260 PEOPLE**  
BIKED TO WORK  
FOR THE FIRST TIME



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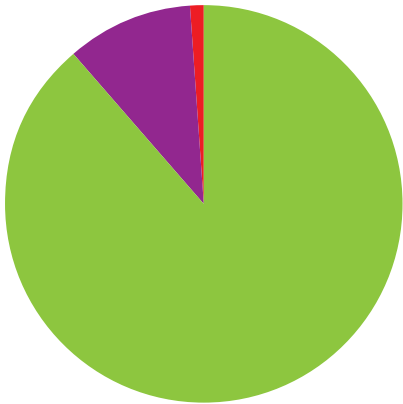
# 2012 FINANCIALS

October 1, 2011 – September 30, 2012



## REVENUE

- 52.27% **Contracts**
- 29.57% **Events**
- 9.00% **Grants & Contributions**
- 4.33% **Membership**
- 4.23% **Donated Goods & Services**
- .60% **Other Income**



## EXPENSES

- 88.84% **Program Services**
- 10.06% **Management / General**
- 1.10% **Fundraising**

## INDIVIDUAL DONORS

**\$9,999–\$1,000** Brit Bartter · John Bucksbaum · F.K. Day · Dana & Stan Day · Jean Emery · Ben Helphand · Bob Hoel · Anita Holloway · Julie Kiefer & David Reinisch · Sylvie Legere & Todd Ricketts · William Martin · Thomas Murphy · Suzan Pinsof · Col (II) J.N. Pritzker, II ARNG (Ret) · Bruce Rosenzweig · Thomas Scheiber · Christ Stacey · Joe Stanis · Donald Wilson · Kevin & Louisa Womac

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## FOUNDATIONS, CLUBS & BUSINESSES

AAA Auto Club · The Albert Pick, Jr. Fund · Alphawood Foundation · Arlington Heights Bicycle Club · Barnard's Schwinn · Bekkerman Law Offices · Bicycle Club of Lake County · Blue Cross Blue Shield of Illinois · Bobby's Bike Hike · The Boeing Company · The Chicago Community Trust · Chicago Cycling Club · Chicagoland Bicycling Group · Evanston Bicycle Club · The Field Foundation of Illinois · Folks On Spokes · Fox Valley Bicycle Club · Fuzzy Math · General Mills Foundation · Kluth Family Foundation · Koch Family Foundation · The Kresge Foundation · Law Offices of Jim Freeman · League Of Illinois Bicyclists · McHenry County Bicycle Club · Magnolia Chicago · Moving Design Inc · PeopleForBikes · Planet Bike · Polk Bros. Foundation · The Richard H. Driehaus Foundation · SRAM Corporation · SRAM Cycling Fund · Tawani Foundation · Trek Bicycle Corporation · United Way of Metropolitan Chicago · Upgrade Cycle Works · Wheeling Wheelmen Bicycle Club

## IN-KIND SUPPORT

Brookfield Zoo · Caribou Coffee · Chicago Athlete · Chicago Sinfonietta · Chicago Velo Campus · Chicago Water Taxi/Wendella · CTA · Enzos Cycling Products · Field Museum · Fitness Formula Clubs · Friends of the Bloomingdale Trail · Half Acre Beer · Kayak Chicago · Kozy's · League of Illinois Bicyclists · MB Financial Bank · Michigan Apple Committee · Mikes Bike Shop · Mystic Blue Cruises · NBC · Pacific Cycle Schwinn · Polo Café · PRP Wine International · Ravinia · REI · Saris · Schwinn · SRAM Corporation · Thought You Knew · Trek · Turin Bicycle · Village Cycle Center · WXRT · Zipcar



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TRANSPORTATION  
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Chicago, Illinois 60654-6545

NON-PROFIT ORG  
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REGION-WIDE  
THE NUMBER OF PEOPLE  
RIDING BIKES  
**DOUBLED**  
BETWEEN 2006 & 2011

TRANSIT RIDERSHIP  
IN THE REGION  
HIT THE HIGHEST LEVEL IN  
**20 YEARS**

ACTIVE TRANS IS:

**24** **850** **27**  
BOARD VOLUNTEERS YEARS  
MEMBERS ANNUALLY OLD

**46** **7,000**  
STAFF MEMBERS