





40 YEARS OF
**TRANSPORTATION
ALTERNATIVES**

EST 1973

About **Transportation Alternatives**

Our mission is to reclaim New York City's streets from the automobile, and to advocate for bicycling, walking and public transit as the best transportation alternatives.

- EST: 1973
- Staff: 27 full-time, 35 part-time
- Members: 11,000
- Supporters: 100,000



TRANSPORTATION ALTERNATIVES



12.12.12
MEMBER HOLIDAY PARTY



TRANSPORTATION ALTERNATIVES

12.12.12
MEMBER HOLIDAY PARTY



TRANSPORTATION ALTERNATIVES

12.12.12
MEMBER HOLIDAY PARTY



TRANSPORTATION ALTERNATIVES



TRANSPORTATION ALTERNATIVES



TRANSPORTATION ALTERNATIVES



T.A. MEMBER
SINCE: ????

STATEN
ISLAND
TA Members!

T.A. MEMBER
SINCE: 7:27 PM
12-12-12



Bike
Guard

De Blasio: Protected Bike Lanes Are A "Success"

Tuesday, October 08, 2013 - 02:18 PM

By ANDREA BERNSTEIN

Share

Tweet 36

Like 94



Brooklyn's Prospect

Park West bike lane

New York City mayoral frontrunner Bill de Blasio has come a long way since his days of opposing the Prospect Park West bike lane. At a speech Tuesday afternoon before a

Streets for **PEOPLE**

Your Guide To Winning Safer And Quieter Streets



Transportation
ALTERNATIVES

New York City's Advocates for Walking,
Bicycling and Sensible Transportation



“The President has replaced civil engineering with *social engineering*”





I expect not only to take

**all of their bikers, but I
also want all the jobs
that come with this**



A man in a dark suit and tie is speaking at a wooden podium. Behind him is a large, circular seal of the University of Seattle, featuring a figure and the year 1889. The background wall is covered in a perforated acoustic panel. The text is overlaid in large, white, bold letters.

**Rahm Emanuel wants
our bikers and tech jobs**

**We're going to work to
keep them here**

Gen Y Steering Clear of Car Ownership

By Emily Driscoll

Published January 21, 2011 | FOXBusiness

Print Email Share



Growing up is tough enough without the worries of your financial future, so [Money101](#) is here for you. [E-mail us](#) your questions and let us take off some of the pressure.

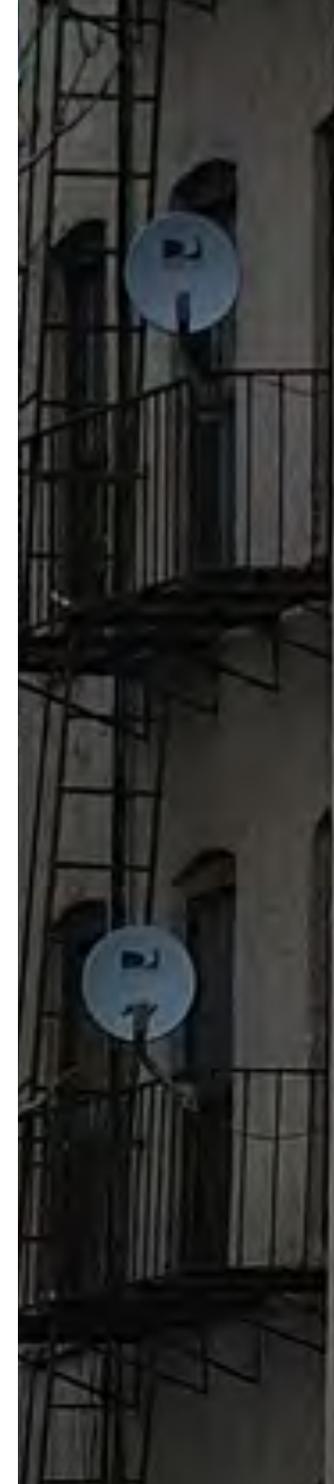
Owning a car was once a rite of passage for American youth, but times are changing, and this big-ticket purchase is becoming less relevant to people under 30.

New studies are showing that many people in Generation Y no longer have the ambition to purchase cars or drive in general. According to an [independent study conducted by ZipCar, Inc.](#), the world's largest car sharing service, nearly half of all 18 to 34-year-old drivers are driving less and owning fewer cars. Almost two-thirds surveyed said they would drive less if alternative transportation, such as public transportation, carpooling, or car sharing, was available.

Although only 1,000 people were surveyed, the auto industry should take note that a new breed

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MSFT	MIC
4:00 PM	Bu
GOOG	GC
4:00 PM	Bo
XOM	EX
4:00 PM	Ch



What is a Complete Street?

Bike lanes are only one piece of a 'Complete Street.' Complete Streets serve the needs of everyone who uses them – making

space for pedestrians, bicyclists and public transit alongside cars. Transportation Alternatives advocates for all these street improvements, and we encourage you to incorporate them in your campaigns for more bike-friendly communities, too!

PEDESTRIAN STREET LAMPS

It's a city, not a highway. Lighting shouldn't just be for cars.

DEDICATED BUS LANES

Why should a single-passenger SUV be allowed to delay the morning commute of 60 bus riders? Dedicated lanes get buses out of traffic and make transit trips fast and predictable.

SEPARATED BIKE LANES

Bikes are the cleanest, healthiest, and most inexpensive mode of urban transportation. Dedicated lanes provide physical protection for cyclists and encourage bike use.

TRAFFIC LIGHTS WITH A LEADING PEDESTRIAN INTERVAL

By showing a walk signal a few seconds before turning cars are given light, LPI lights allow pedestrians time to enter a crosswalk before traffic makes them impassable.

STREET TREES AND PLANTINGS

Not only do they provide shade and oxygen and make the street look nicer, it's been shown that urban trees increase traffic safety and improve business.

VENDORS

For thousands of years before the advent of the automobile, urban streets were a scene of vibrant civic and economic life. Vendors help make streets into destinations rather than places to be driven through.

CURB EXTENSIONS

Also known as BULB-OUTS or NECKDOWNS, these decrease pedestrians' exposure to traffic by reducing crossing distances. By narrowing the street, they help reduce drivers' speeds, as well.

RAISED, TEXTURED CROSSWALKS

Raising and texturing the sidewalks creates a natural speed bump and makes pedestrians more visible to motorists.

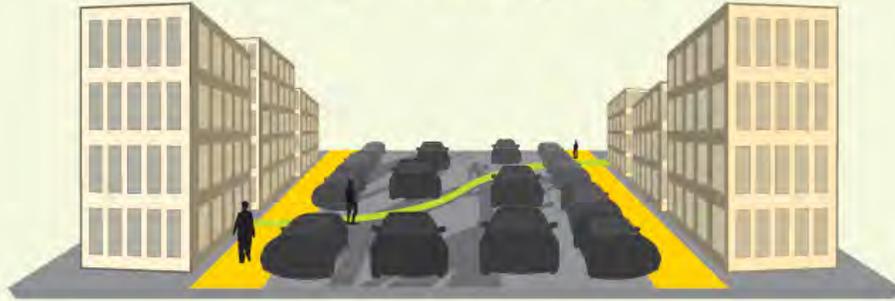
BOLLARDS

These short vertical posts protect pedestrians at dangerous intersections and prevent motorists from parking on sidewalks.

SPEED BUMP

Slow down or pay the price.

HEAVY TRAFFIC
16,000 vehicles per day



0.9 friends per person
3.1 acquaintances per person

MEDIUM TRAFFIC
8,000 vehicles per day



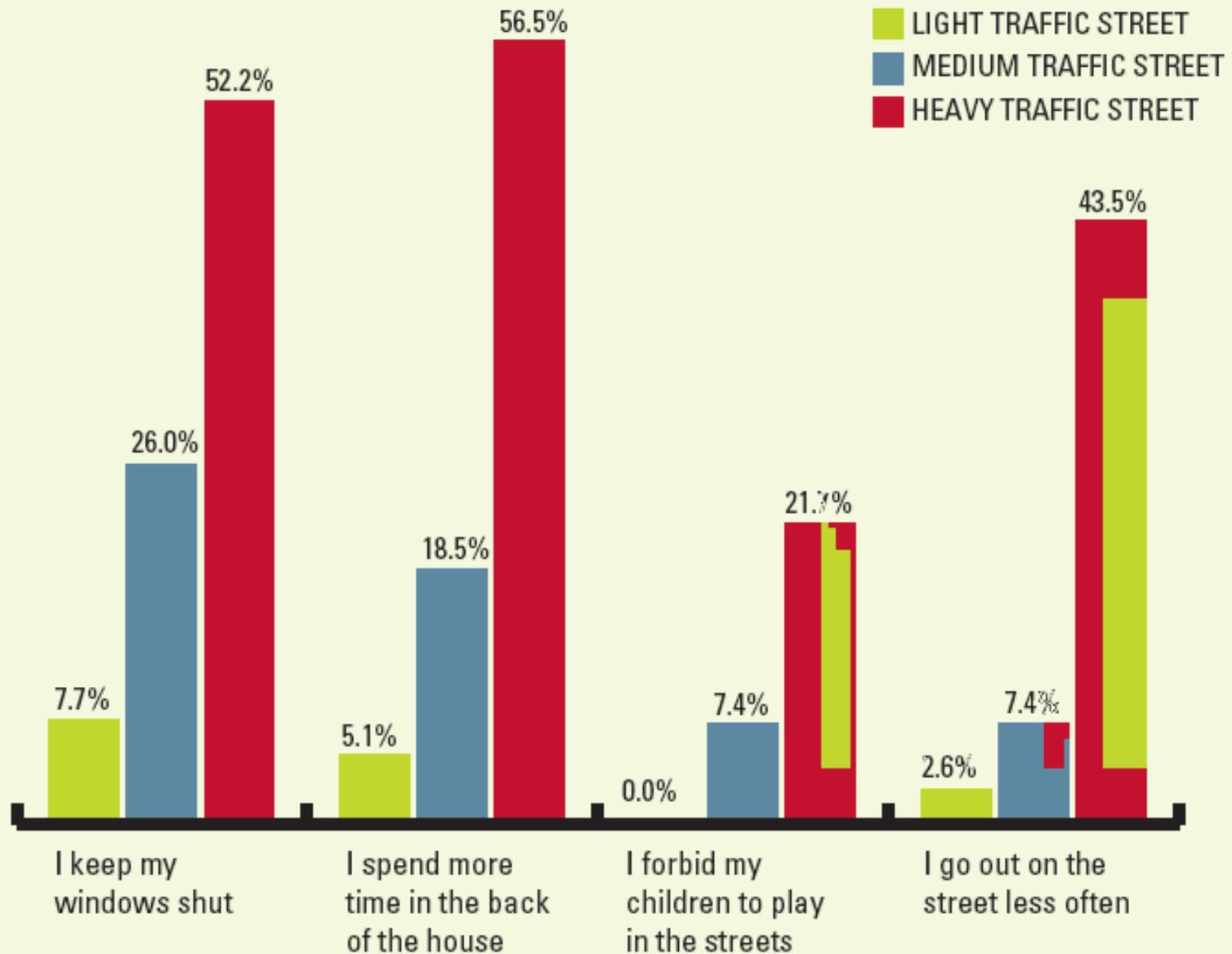
1.3 friends per person
4.1 acquaintances per person

LIGHT TRAFFIC
2,000 vehicles per day



3 friends per person
6.3 acquaintances per person

I deal with traffic in my neighborhood in the following ways:

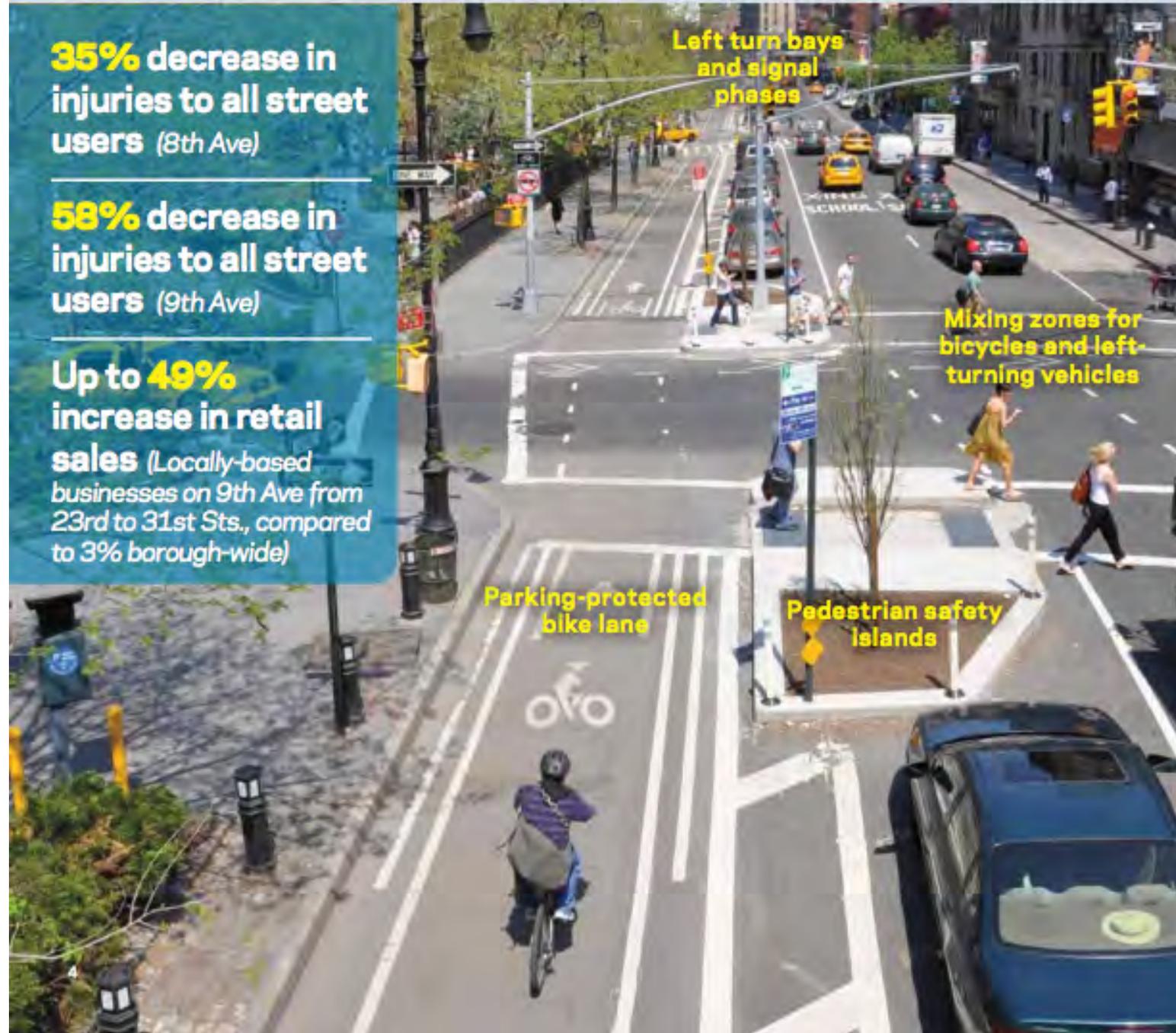


First protected bicycle lane in the US: 8th and 9th Avenues (Manhattan)

35% decrease in injuries to all street users (8th Ave)

58% decrease in injuries to all street users (9th Ave)

Up to 49% increase in retail sales (Locally-based businesses on 9th Ave from 23rd to 31st Sts., compared to 3% borough-wide)



NYC CAR-CENTRIC STREETS VS

5% INCREASE IN
COMMERCIAL VACANCIES
ACROSS MANHATTAN



MANHATTAN-WIDE
AVERAGE OF JUST 1%
INCREASE IN SALES



SHOPPERS ARRIVING
BY CAR IN THE EAST
VILLAGE ONLY SPENT



NYC BIKE-FRIENDLY STREETS

PEDESTRIAN-FRIENDLY REDESIGN WITH CYCLE TRACK RESULTS IN 49% FEWER COMMERCIAL VACANCIES IN UNION SQUARE



MERCHESSES ALONG THE 9TH AVENUE CYCLE TRACK REPORT UP TO 49% INCREASE IN SALES



SHOPPERS ARRIVING BY BIKES IN THE EAST VILLAGE SPENT

\$16,485*









World Class Streets:

Remaking New York City's Public Realm



The “Green Paint Approach”

- Inexpensive
- Fast
- Increase your allies
- Prove that it works (or not)





For more information visit
www.govdot.org or call 311



NO

UNIVERSAL
New Orleans Gumbo
New Sweet & Spicy Asian Chicken

GNC

CORT

BICYCLE





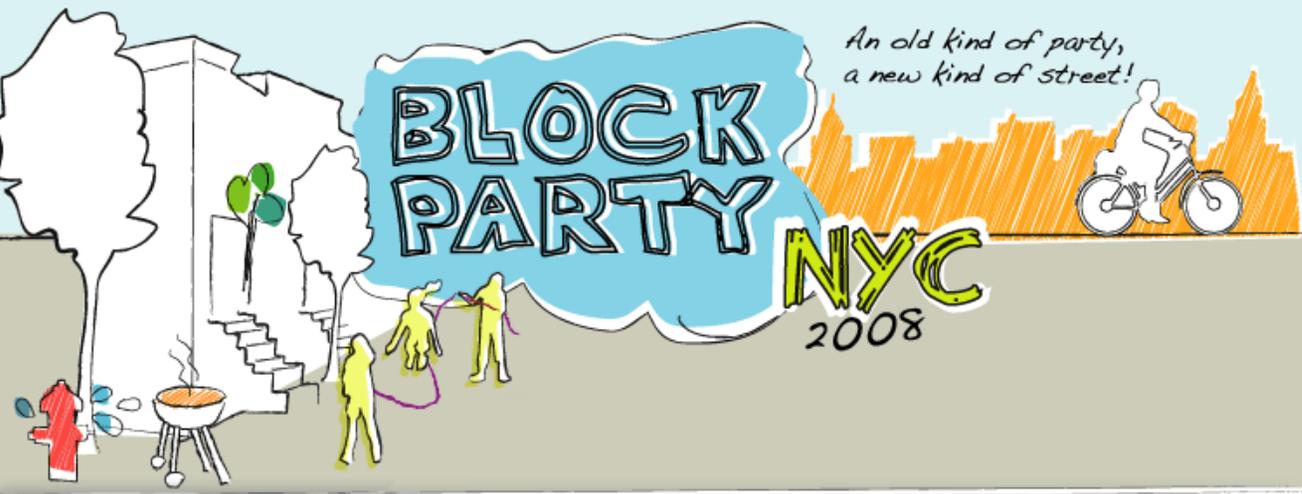












SUMMER STREETS EVENT MAP



- Rest Stops
- Summer Streets Route
- Open to Vehicles

SUMMER STREETS
-6.9 miles of closed street
-5 Rest Stops
-25 traffic crossings

Duration:
3 Saturdays in August
7am – 1pm

Attendance:
2008: 150,000
2012: 250,000



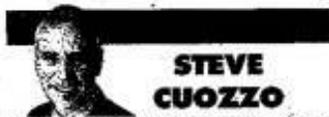




POSTOPINION

Killing Times Square

B'berg's ruinous redesign



STEVE
CUZZO

IS Mayor Bloomberg determined to destroy Times Square?

Bloomberg and Transportation Commissioner Janette Sadik-Khan can believe, if they wish, the praise for their ruinous redesign of the city's most iconic space. There was plenty of it at last week's ribbon-cutting for the "final" touches of the reconfiguration, which closed Broadway to vehicular traffic and installed ugly pedestrian plazas in the "bowtie" between 42nd and 47th streets.

But Bloomberg, who's vowed to "evaluate" things by year's end to decide whether to make

tives of two Times Square restaurants who told me on a not-for-attribution basis that business has been down since the plazas were set up after Memorial Day — a fact that's counterintuitive until you realize that a horde of milling, idling tourists can chase away purposeful strollers looking for a place to eat.

In fact, leading businesspeople are alarmed over the damage the scheme threatens to do to Times Square's office buildings, stores, hotels, restaurants and theaters — all industries reeling from the recession.

Bloomberg never got over Albany's nixing of his congestion-pricing scheme. He's used Sadik-Khan — a bicycles-uber-alles ideologue — to thin traffic by other means and without a whiff of oversight.

The hideous results are wor-



Sleeping not shopping: David Letterman says the chairs have turned the "greatest street in the world" into a "petting zoo." Dan Brizac

fun with the mess. Letterman said the plazas had turned "the greatest street in the world" into "a petting zoo" and "no-

tocratic flats — a reaction that's privately shared by innumerable real-estate, retail, hotel, industry and Broadway ex-

One of them termed the reconfiguration "ugly" and "bizarre." (An exception: SL Green, which owns 1515 Broadway and says it "fully supports" the scheme.)

And "terrible for retail" isn't only Trump's view. Cushman & Wakefield retail broker Bradley Mendelson, who negotiated leases for many of Times Square's largest stores (including Toys 'R' Us and the new American Eagle Outfitters), calls it "anti-retail."

"It took basically narrow sidewalks and created a sidewalk 10 times wider. What this does is disperse the crowd and move pedestrians away from storefronts," he said.

"I don't see those people in the chairs shopping."

CB Richard Ellis superbroker Mary Ann Tighe may know Times Square's economics better than anyone. She negotiated the deal that brought Conde Nast to Broadway and 42nd Street, among other things.

And while she respects the city's effort to make the area more navigable, she's not at all sold: "Who is benefiting? The people who are benefiting are tourists. The people who inhabit Times Square on a daily



“[pedestrian plazas are] ugly as sin, drenched in a primitive blue paint job that the DOT claims is "suggesting a river flowing" when "suggesting a river of blue vomit" is more like it.



“Right along side of the mayor-bike and skateboards at the ready-was the Transportation Alternative wackos...”



SAFER STREETS
FOR
SENIORS

SAFETY FIRST
BIKE LANE

BIKE LANE
FEWER
PARKING SPOTS

CAUTION!
EXTREME MAKEOVER
(D.O.T. STYLE)

RESPONSE TIME
DELAYED!

TIME TRAFFIC LIGHTS
TO CALM TRAFFIC!

THE BIKE LANE =
TRAFFIC CONGESTION
and
DANGER!

DONT
CONSTRUCT
PPW!

THE NEW P
ALL RISK
NO REWA

DONT
CONN
BY
SADIK-I

CHANGING
OUR LANES
IS
RISKING

ICE LINE DO NOT CROSS
POLICE DEPT

IS
THE WORSE

TRANSPORTATION
ALTERNATIVES

POLICE DEPT.



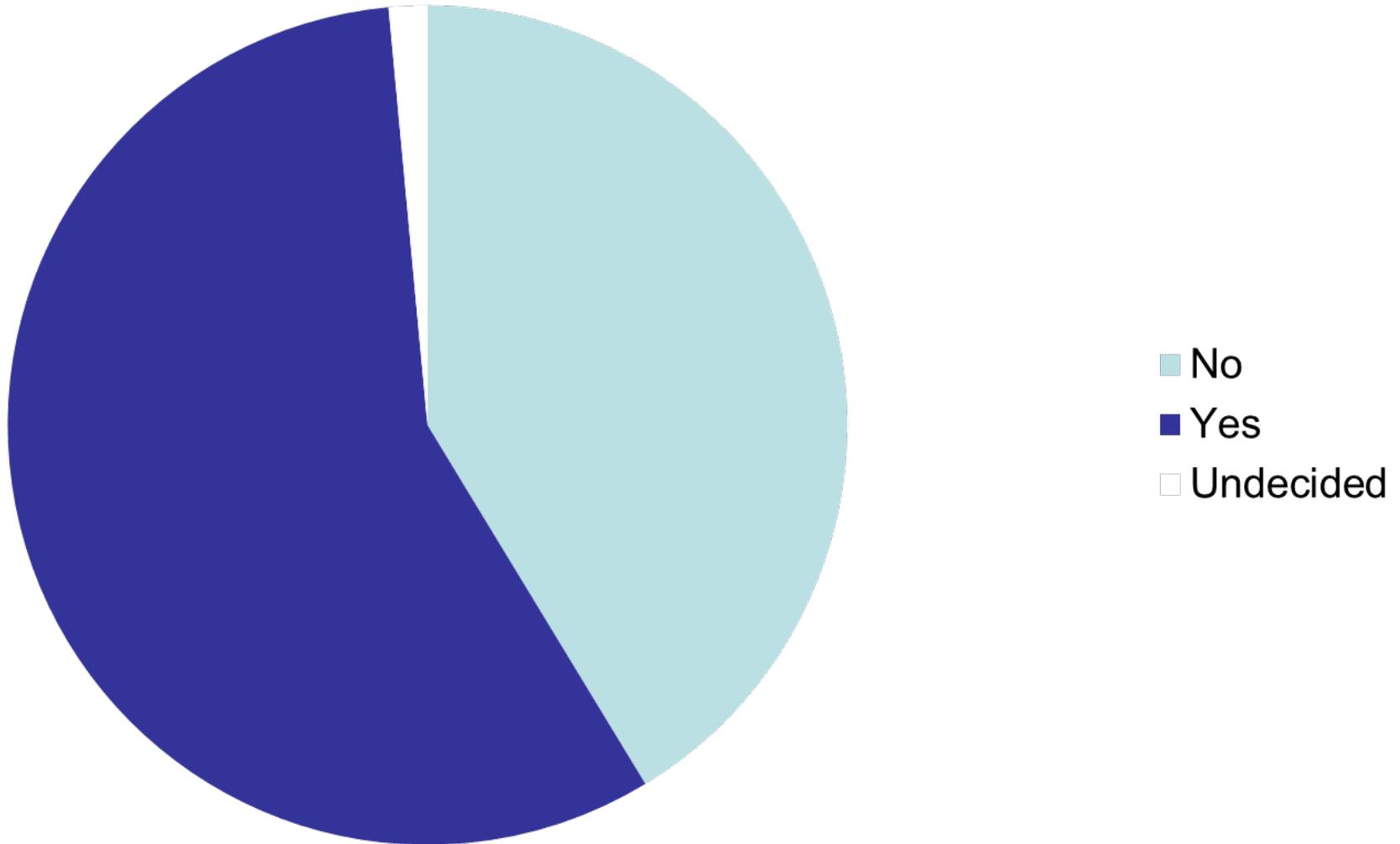
IT'S INSANE!
REMOVE
BIKE LANE!

Bike-Lane
-Not On My
Speedway!

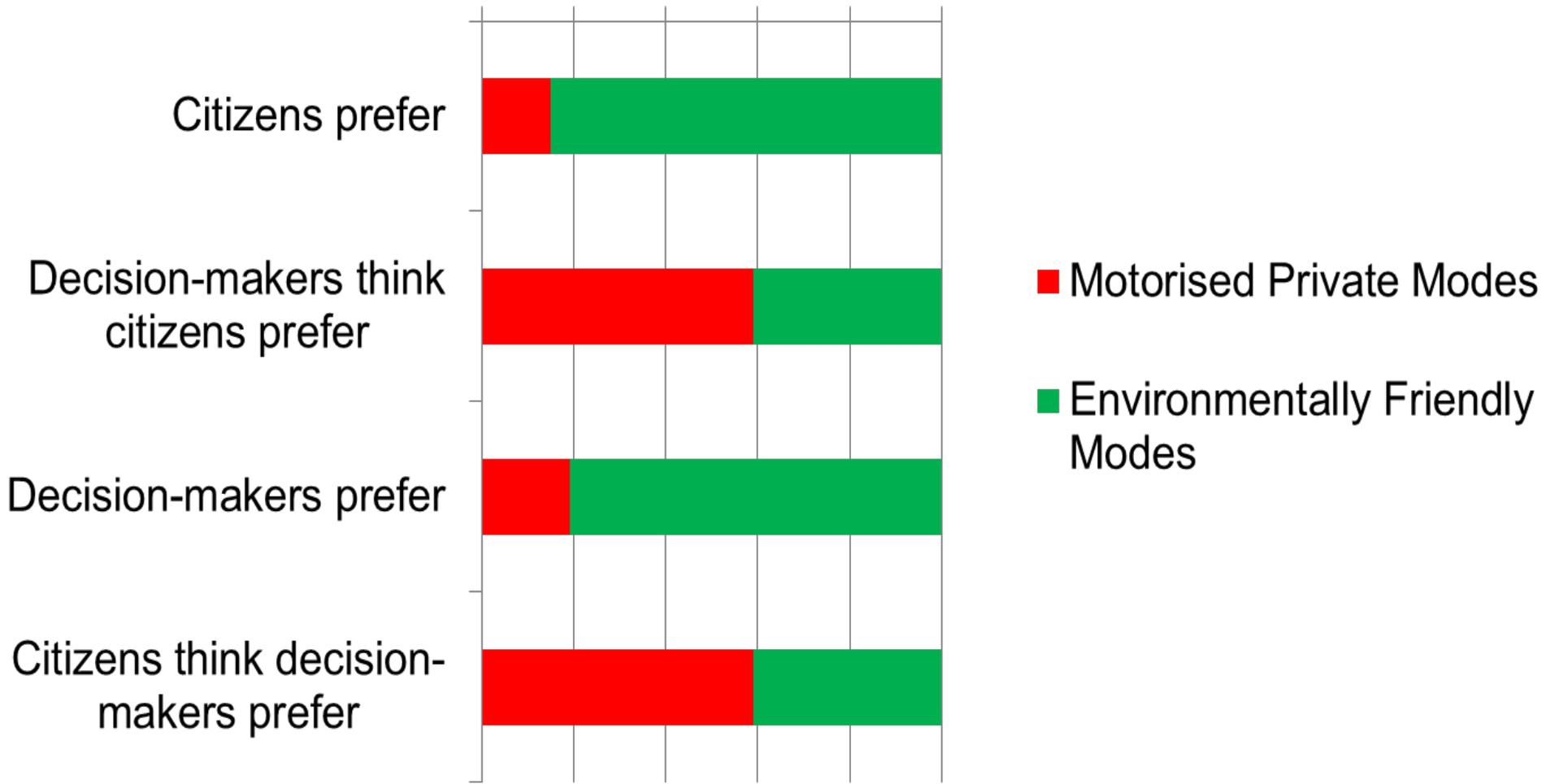
THE NEW PPW
ALL RISK
NO REWARD

RES
D

Do You Support Bike Lanes?

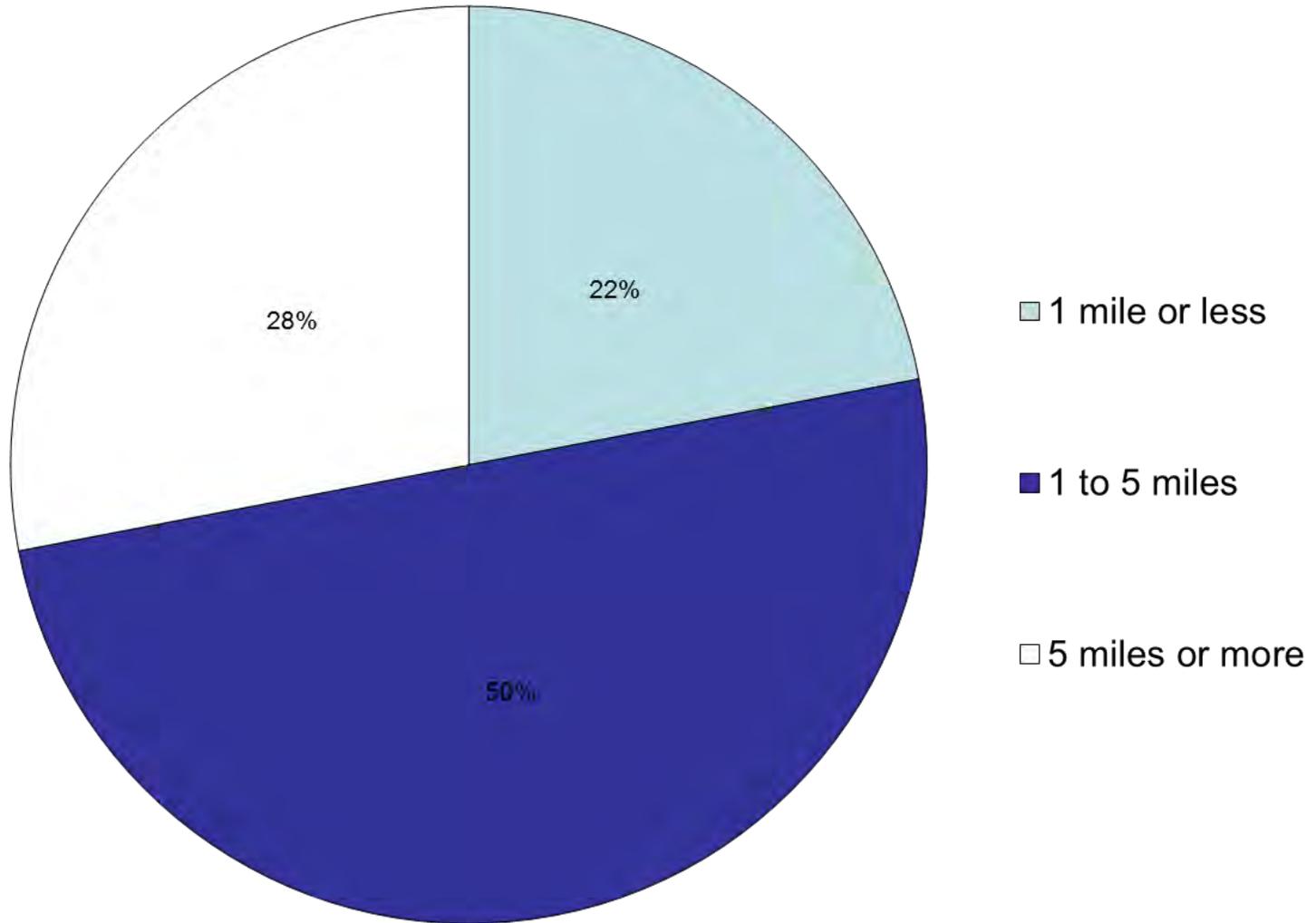


0% 20% 40% 60% 80% 100%





Automobile trip distance, *New York City*



TRANSIT CHOICE



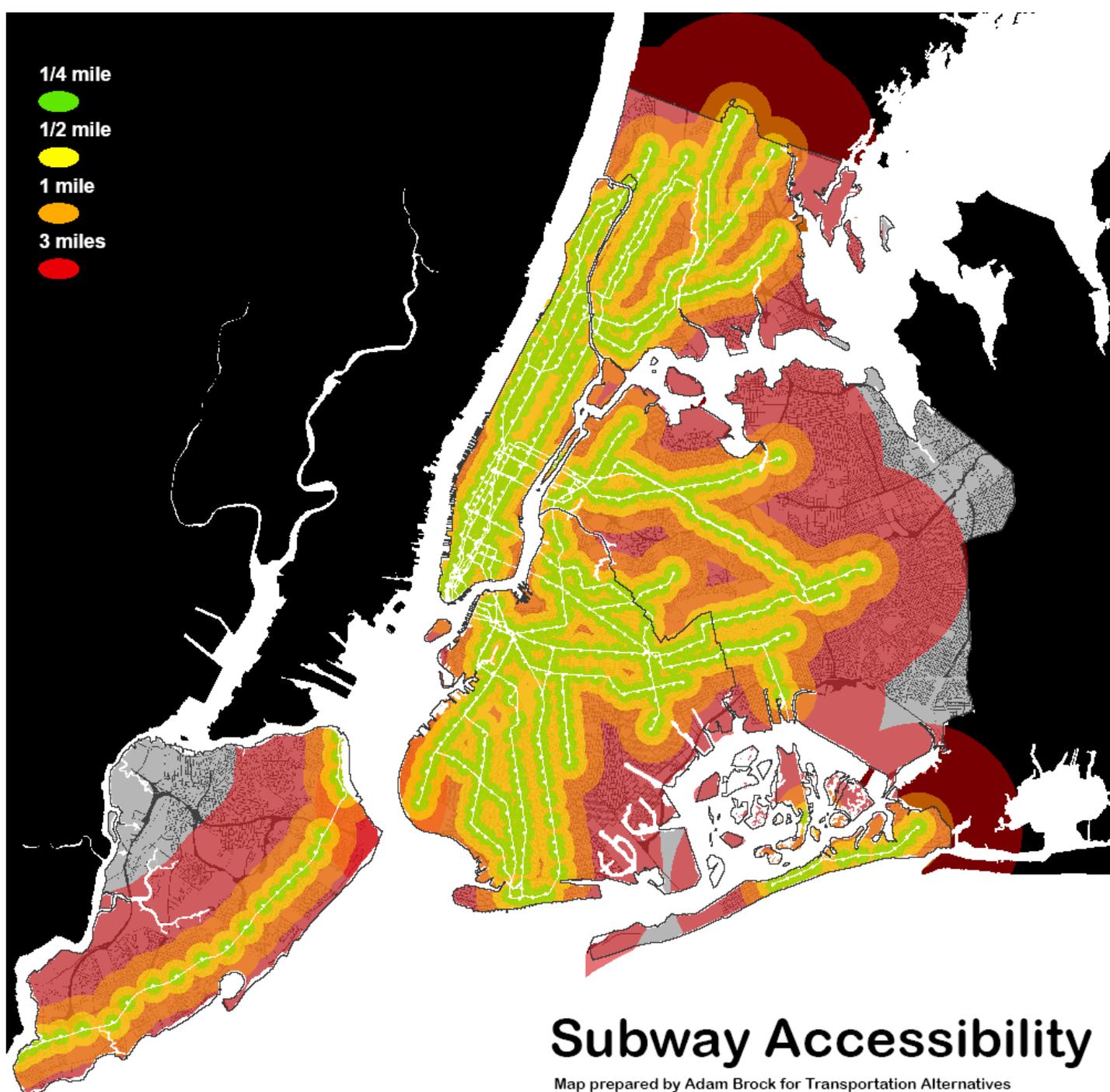


 In Service  Out of Service  Planned



TRANSIT CHOICE

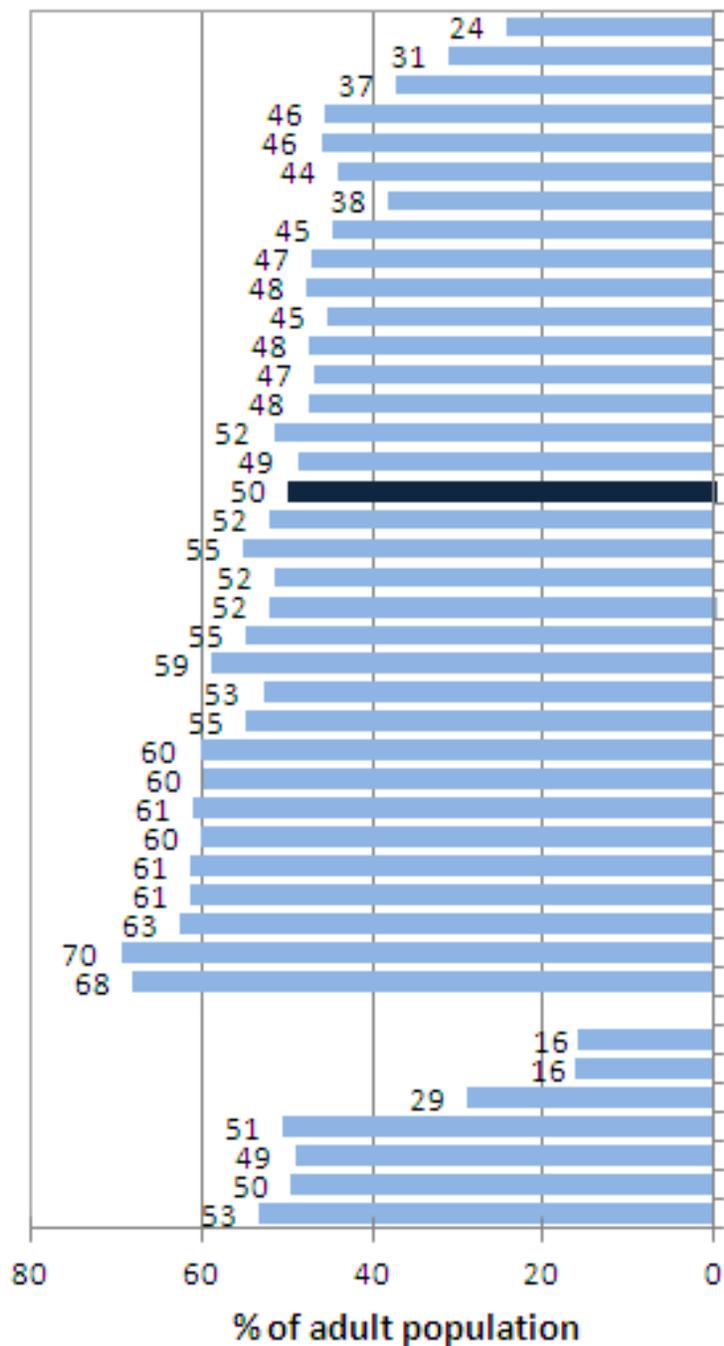




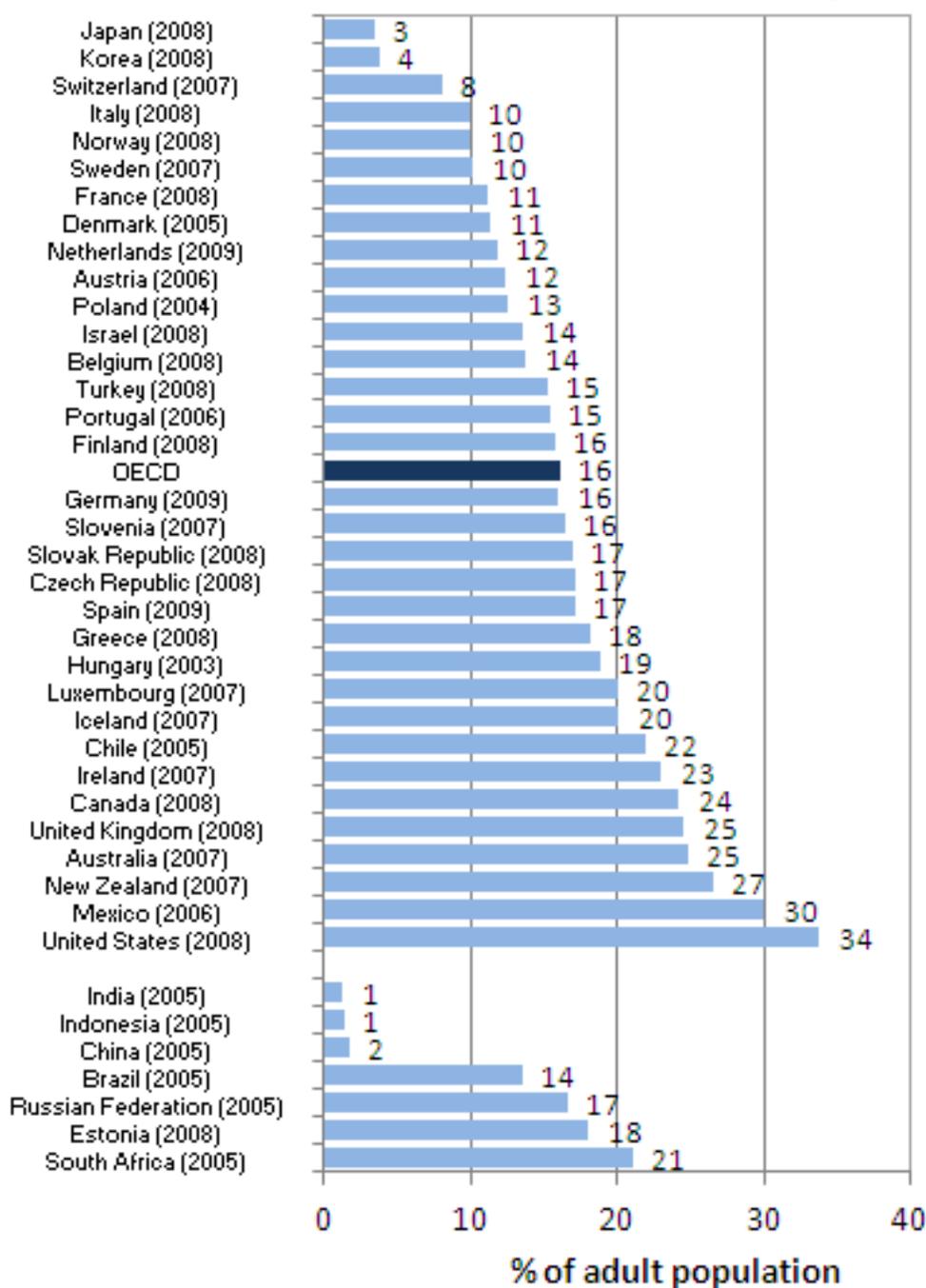
Subway Accessibility

Map prepared by Adam Brock for Transportation Alternatives
© 2006

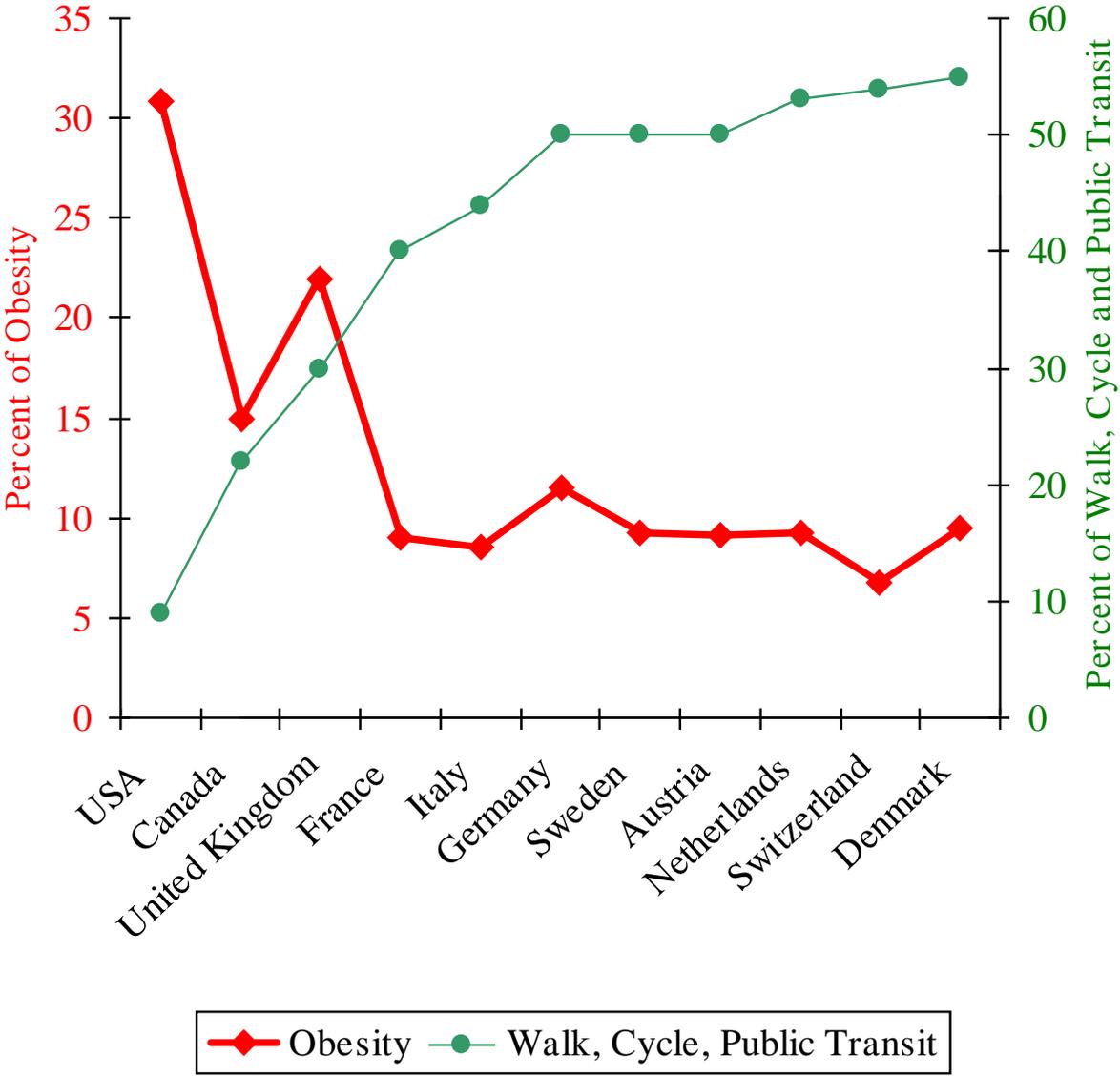
Overweight



Obesity



Obesity is very high in countries where people don't walk, cycle or use public transit as much



Source: Pucher and Dijkstra, "Promoting Safe Walking and Cycling to Improve Public Health, *Am Journal of Public Health*, September 2003.

24
HOUR

FITNESS

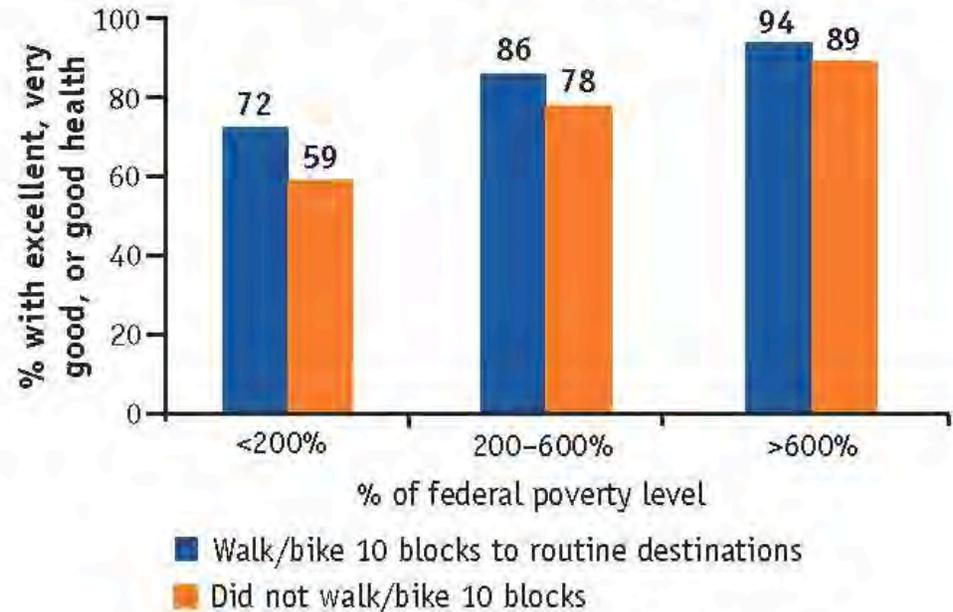
FITNESS

24
HOUR

New Yorkers who walk or bike report better overall health



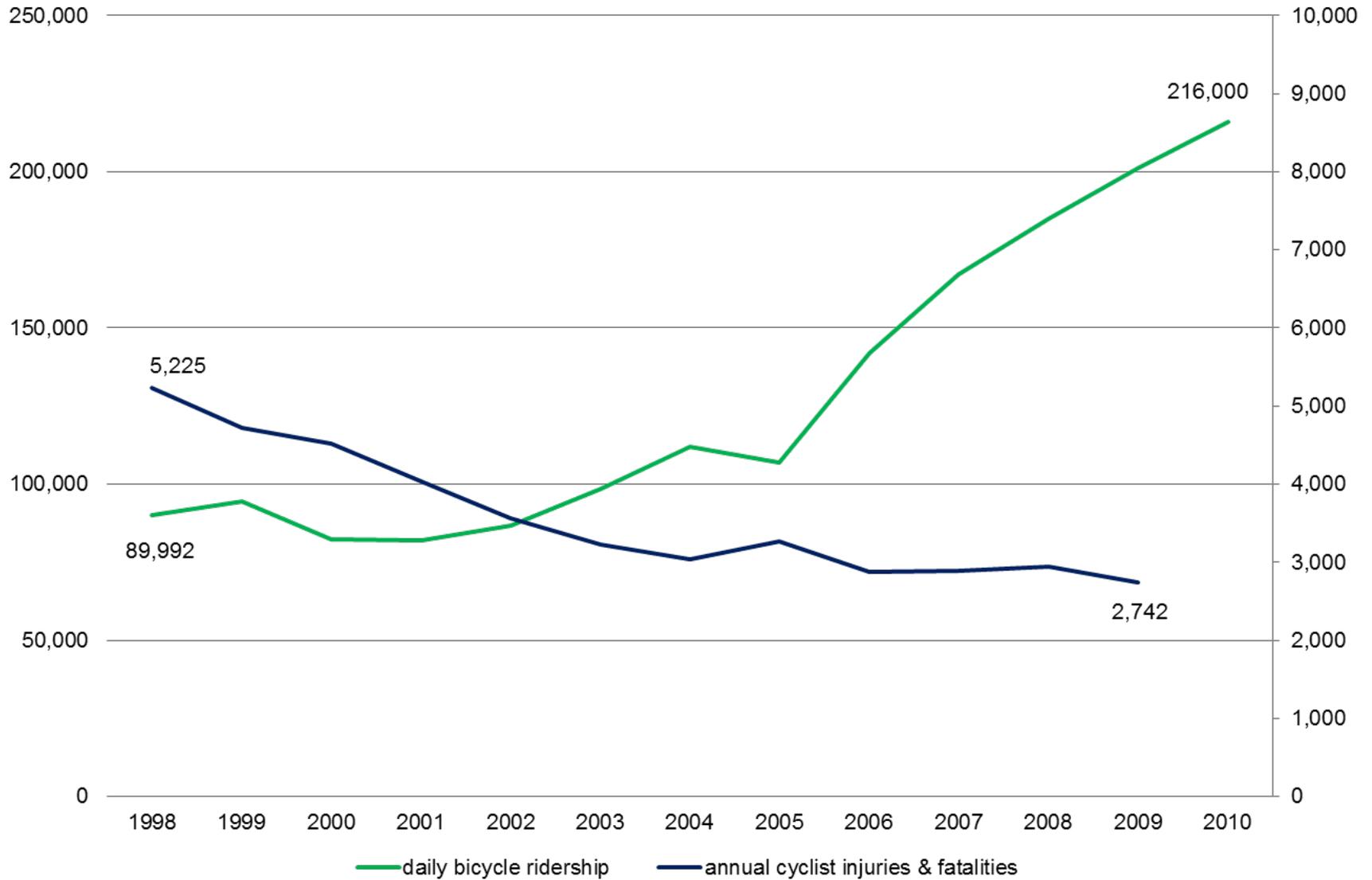
Self-reported excellent, very good or good health is more common among New Yorkers who walk or bike in all income groups







Bicycle Ridership and Crashes, New York City



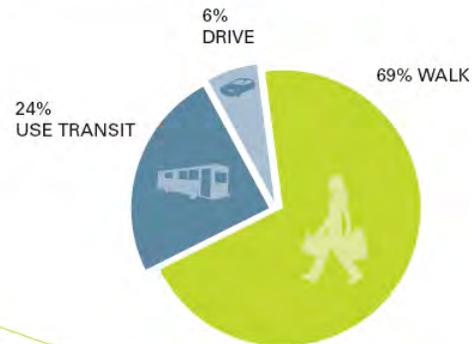
Shoppers are Walkers



All too frequently we forget that cars don't shop, people do. When shopping destinations work for the pedestrians and connect well to public transportation, people linger longer and spend more.



How do shoppers get around?



Only 6% of shopping below 59th Street in Manhattan involves a car.

NYC Bike Friendly Business Districts



"As a NYC Bike Friendly Business, I support a greener New York City and reach an entirely new audience of two-wheeled customers."

Tremaine Wright, Owner, Common Grounds

BENEFITS OF BEING A NYC BIKE FRIENDLY BUSINESS

- Reach Transportation Alternatives' 40,000 subscribers
- Be featured in the NYC Bike Friendly Business Guide, distributed to NYC's 500,000 regular bicyclists
- Promote a greener NYC





1. Offer incentives for customers who arrive by bike
2. Request Bike Infrastructure
3. Distribute Biking Rules
4. Work with T.A.'s Bike Ambassadors to train working cyclists





TRANSPORTATION ALTERNATIVES

Your advocate for bicycling, walking and public transit



TAKE ACTION

CAMPAIGNS

RESOURCES

NEWSROOM

EVENTS

SUPPORT US

ABOUT

SEARCH

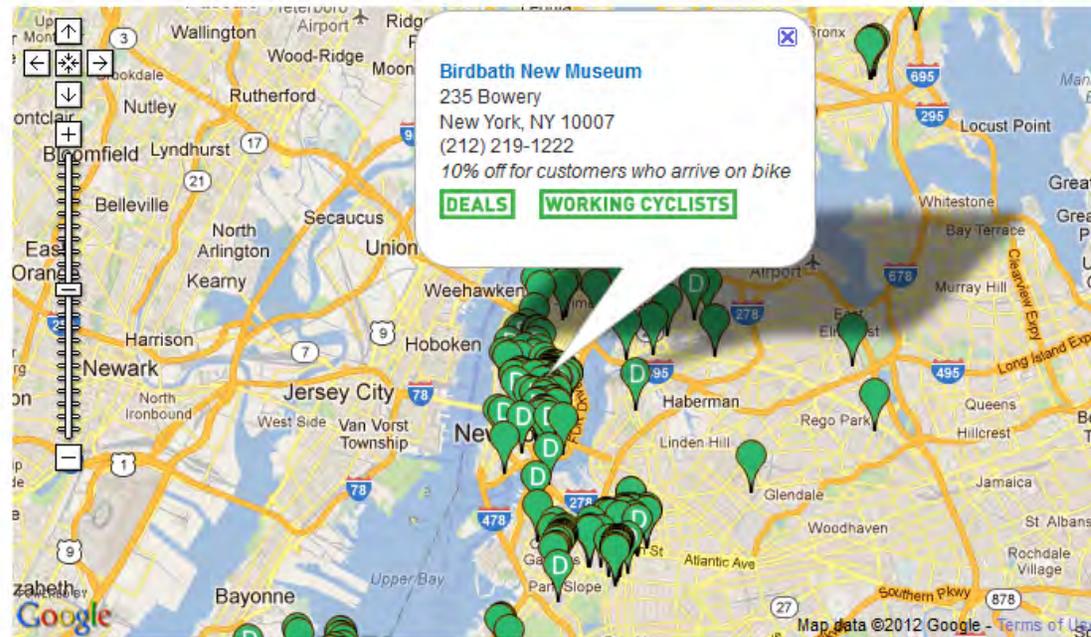
CAMPAIGNS

Bicycling

- Bike Friendly Business
 - Submit a Bike Friendly Business
 - Bike Friendly Businesses Directory
 - How Can a Business Qualify?
- Bike Network
- Bicycling in New York City: Know the Facts
- Bike Share
- NYC Bike Ambassadors
- Biking Rules
- BikeNYC.org

- Walkable Communities
- Congestion Pricing
- Car-Free Central Park
- Car-Free Prospect Park
- NYC Streets Renaissance
- Parking Reform
- Traffic Safety and Enforcement

Bike Friendly Businesses Directory



Borough/District	Business Type	Deals Available to Bicyclists?	
<All>	<All>	<All>	Submit
Brooklyn	Cafe/Coffee Shop	Deal Available	
Manhattan	Fitness/Spa	No Deal Available	
-Downtown (Below 14th Street)	Other		
-Lower East Side/East Village	Restaurant		
-Upper East Side	Souvenir/Gifts		
-Upper West Side			
-West Side 14th-40th			

JOIN US

16 Handles 2nd Avenue
153 2nd Avenue



GET INVOLVED

Enter your email address



BIKE
NYC
ORG

TIPS, EVENTS AND DEALS
POWERED BY NYC BICYCLISTS

Be a part of the city you read so much about.

START NOW

Get a cultural life



HOME EVENTS DEALS TIPS ABOUT MAP TAKE ACTION

LOGIN



TODAY'S CURATOR



Noel Hidalgo

Organization: #BikeNYC tech
meetup

Motto: Volksvelo!

Bike: #DutchSUV, a blue
Batavus!

► MORE

VIEW ALL CURATORS

TIPS

Noel Says:

NOM!!! MT @BrooklynBikes: If
u like to eat & ride, this
weekend's food-friendly tour is
4 you! #bikeNYC [http://t.co/
Xyn8tZMX](http://t.co/Xyn8tZMX) #fb

Thanks BRO! "@bikehugger:
For men that want to pin
<http://t.co/tL6eZG1E>"

I too want to know. "MT
@ShareFitness: Q. Tweet what
tech gadgets you cycle with?
#bikenyc" #fb

@bitchcakesny THANKS!!!



VIEW ALL TIPS

DEALS

Brindle
ROOM

The Brindle Room

Free Appetizer for People Who
Arrive by Bike. Eclectic spot in
the East Village. Come check us
out!

► MORE

VIEW ALL DEALS

FEATURED EVENTS



**Bike Brooklyn Beer
Blitz!**

Sunday, May 20 12:00pm to
4:00pm

► MORE EVENT INFO

VIEW MAP

VIEW ALL EVENTS

ADD YOUR EVENT

LOCAL

Transportation Alternatives pushes candidates to expand Bloomberg-era bike lanes and pedestrian plazas

Group calls on candidates to commit to more lanes and more safety measures. More than 270 people were killed on the roads last year.

[Comments \(59\)](#)

BY [PETE DONOHUE](#) / NEW YORK DAILY NEWS

PUBLISHED: WEDNESDAY, MARCH 27, 2013, 3:26 PM

UPDATED: THURSDAY, MARCH 28, 2013, 2:10 AM



SPENCER PLATT/GETTY IMAGES

Bike lanes, such as this one on Prospect Park West in Brooklyn, have sometimes been controversial. But supporters say the evidence is clear that they save lives. Transportation Alternatives is pushing for the next mayor of New York to get on board.







81% of NYC Democrats think the City should increase or maintain the bike network

13% want to “Tear out the f@#king bike lanes”



**20 IS
SAFER!**

**Apply for
a Slow Zone
today >>**



20mph Slow Zones
Pedestrian Plazas
Weekend Walks
Play Streets
Street Racks
City Racks





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