



# 10 Years of Transit Advocacy

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TransitAlliance  
2016–2025 Impact Report

# Letter from the Director

Ten years ago, a small group of neighbors and advocates came together to address a glaring truth: the people of Miami-Dade County deserve, and need, better transit. Out of that spark, Transit Alliance Miami was born.

Our work really kicked off in 2017 when we brought together advocates to successfully restore \$15 million in transit funding. Since then, our small but mighty organization has grown into a nationally-recognized movement known for bold advocacy and deep community engagement, centered on the yet-to-be-achieved vision of a Miami built for people, not cars.

As we reflect on the past decade, I'm beyond heartened by what we've accomplished. Our team, supporters, and the dedicated volunteers who are the lifeblood of our work, have worked tirelessly to shape a Miami that's easier, and fairer, to move around. We've helped restore millions in transit funding, redesigned the bus system for the first time in 40 years, and pushed for safer solutions.

Good transit begins at our doorstep, with sidewalks, protected bike lanes, and shaded shelters being a taste of cost-effective investments that feed into greater transit access. To improve the transit stories across neighborhoods, we must set an agenda for transit that delivers practical, time-sensitive solutions for and by the people who move around Miami. Transit Alliance Miami will build on public support, and even more than improving what we have, we will reimagine transit systems to make people want to live, work, invest, and above all, stay in this Magic city.

The road ahead — or should I say, bike path ahead — has both challenges and promise. But with our committed community of transit advocates, policy makers, students, volunteers, and organizations who share our vision, I know we can harness the opportunity to make Miami move safer, faster, and happier.

Thank you for being part of our movement.



**Cathy Dos Santos Alves**

Executive Director

[cathy@transitalliance.miami](mailto:cathy@transitalliance.miami)





# Who We Are

Transit Alliance Miami (TAM) is a nonprofit 501(c)(3) organization made up of advocates, strategists, and organizers advocating for quality transit in Miami, FL.

## Vision

A Miami built for people, not cars.

## Mission

Freeing Miami from traffic by equipping people to influence transit decisions.

## Definitions

*When We Say...*

**Transit**

**Alliance**

**Miami**

*We Mean...*

Moving from one place to another without needing a car.

A community of people working together to build a shared future.

The people and places that make up Miami-Dade County.

## Our People

### Staff



**Cathy Dos Santos**  
Executive Director



**Nicholas Durán**  
Policy + Advocacy Manager



**Tala Habash**  
Communications Manager



**Richelle Vargas**  
Community Liaison

### Board of Directors

**Lucas Hernandez**, Chair

**Shaan Patel**, Treasurer

**Marta Viciado**, Founder

**Grace Perdomo**

**Lorraine Rosado**

**Ron Bilbao**, Vice-Chair

**Adam Old**, Secretary & Founder

**Shelly Neal**, Community Rider at Large

**Irvans Augustin**

**Paola Carozzo**

# A Decade of Milestones (2015–2025)

**\$15,000,000.00**

SAVED FOR THE TRANSIT BUDGET

Local Transit Advocates founded Transit Alliance Miami as a nonprofit.

Spotlighted reliability failures through the **"Metrorail Audit" & "Where's My Bus" Campaigns**

Showed gaps and issues in our bus system through the **24-HR Bus Marathon**.



Published 2018 Mobility Scorecard



Created the **COVID-19 Resilience Plan** to address service issues and expand walkable testing sites during the pandemic.

'16

'17

'18

'19

'20



Restored **\$15 Million** in threatened transit funding through the **"Stop Transit Cuts" Campaign**.

**Better Bus Project launched**, the first advocacy-led system redesign in the nation.



Reached **28k touchpoints** with residents through **130+ public events** for the Better Bus Network.

**28,000**

POINTS OF CONTACT WITH THE COMMUNITY

**My Transit My City Workshops** enrolled seniors in the Golden Passport Program and coached them on using shared ride services like Freebee



**Launched "Build It, Bike It"** Campaign to push for protected, safer bike infrastructure.



**Lowered Parking Minimums** for affordable housing through the **Paved Paradise Coalition**.

**5.25**

MILES OF BIKE LANES PROTECTED

'21

'22

'23

'24

'25

**Secured Unanimous County Commission Approval for the Better Bus Network.**



Published an expanded update of the **Mobility Scorecard**

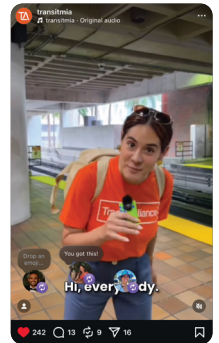
Ran the rider outreach program for the **Better Bus Network's** 2-phase launch as County rolled it out.

Launched **"It Takes Transit"** pledge drive.

Walked, biked, and rode transit for the **24-Hour Transit Triathlon**, highlighting connectivity, upgrades, and gaps around Miami-Dade 24-hrs nonstop.

**Launched Future of Live, Work Play** series to identify how to strengthen transit oriented communities through interactive programming.

**Stopped Transit Fare Increases** through advocacy during the 2026 Budget.



**\$325**

SAVED FOR DAILY RIDERS PER YR





# Campaign Highlights

## Better Bus Network

Miami-Dade's first comprehensive bus system redesign in 40 years, led by community advocacy.

- Conducted 130+ public workshops and events with 28,000+ resident touchpoints.
- Built a coalition of 26 organizations and mobilized over 200 volunteers.
- Secured unanimous County Commission approval in 2021, and 2023.
- Implemented in late 2023, resulting in a 20% increase in bus ridership within six months.



## Mobility Scorecard

A recurring performance accountability tool grading Miami-Dade's transit, biking, and walking infrastructure.

- Published in 2018 and 2023, each iteration based on system data and community feedback.
- Identified key issues including Metrorail gaps of more than 30 minutes, costly trolley inefficiencies, and lack of State Transportation Statistics reporting.
- Highlighted that 95% of bike lanes remain unprotected.
- Informed direct outreach to elected officials and public agencies.





## Paved Paradise

A public education campaign exposing how outdated parking mandates undermine vibrant, affordable communities.

- Created accessible, narrative-driven explainer series on parking history, policy, and reform.
- Engaged planners, housing advocates, and elected officials in rethinking land use priorities.
- Strengthened advocacy for reduced parking minimums in transit-oriented corridors.



## Build It, Bike It!

A programming and advocacy push to create a safe, connected, and protected bike lane network countywide.

- Surveyed and mapped gaps in infrastructure, showing only ~3% of bike lanes are protected.
- Led community bike rides and pop-ups to gather input and mobilize support.
- Elevated cyclist safety in local transportation planning processes.





## It Takes Transit

A community pledge campaign rallying public advocacy for a safer, more equitable, and affordable future of transit.

- Framed around four pillars: equity, affordability, health, and connectivity.
- Secured hundreds of pledges from riders, students, and residents.
- Leveraged as a platform for civic engagement and direct advocacy with public officials.



## Community Impact

**28K+**

touchpoints for  
Miamians' input  
through outreach,  
surveys, and  
workshops.

**200+**

Volunteers rolled up  
their sleeves across  
campaigns.

**26**

Organizational  
partners in Better  
Bus Coalition.

**5K+**

Residents engaged  
during Better Bus  
redesign.

**+2.93M**

Impressions across  
5 social media  
platforms.

**3**

national conferences  
hosted or headlined  
by Transit Alliance.

**20%**

increase in bus  
ridership after we  
implemented the  
Better Bus Network.

**180+**

Community events  
held to better our  
county's future.

**550**

Individual  
Donors.

**+15k**

Followers across  
all platforms.

**1**

county-wide movement for a Miami  
built for people, not cars.

## Stories of Change



"Efficient public transit equals community. Transit Alliance knows this. They ride the ride and experience the good and bad of transit. I'm hopeful that we continue to expand rail and BRT and add short/direct trolley routes and quality biking/walking infrastructure. It should be easy and convenient to choose transit."

**Roberta Neway, Coral Gables & South Miami**

"Transit Alliance gave me the resources I needed to volunteer and advocate for a Miami that brings us closer to the people and places we love, faster and safer. TAM's work puts within sight a better future for our transit and built environment."

**Tomás Calderón, Spring Garden**



"How empowering it would be to experience inclusive transit that meets everyone's daily needs and connects us with each other and the city's beautiful spaces. This is more than a hope; it is a vision that led me to the Transit Alliance, which is creating meaningful and inspiring, people-centered change."

**Yasmine Al Moghrabi, Fountainebleau**





# What's Ahead

Earlier in 2025, with support from the Knight Foundation, the Transit Alliance Miami team crafted a five-year strategic plan aimed at meeting and building on this moment. While government funding faces constraints, we see unprecedented opportunity: private sector partners ready to engage and, most uniquely, a decade of community-building has transformed public support for transit in Miami from a long-shot to the beginnings of a movement. Over the next five years, Transit Alliance Miami will invest in community building and harness these partnerships to deliver the multimodal future Miami demands and deserves. Our campaign priorities include:

## People Power

### **Building new TAM chapters in neighborhoods Countywide.**

Real change happens at the neighborhood level. We're launching TAM chapters across all 13 County Commission Districts, building from successful campaigns that engaged 28,000+ residents. In 2026, we'll develop at least six chapters primed to advocate for signature implementation projects in their neighborhoods. Each chapter will champion local projects while contributing to countywide advocacy, creating a grassroots movement that makes transit decisions truly democratic.

## Safe Streets for Everyone

### **More, safer sidewalks and bike paths.**

We're championing protected bike lanes and complete sidewalks in every neighborhood. With only 3% of bike lanes currently protected and countless missing sidewalk connections, we'll push for quick-build pedestrian projects and enforceable Vision Zero commitments. This moment demands we transform dangerous streets into safe passages that connect you from your doorstep to transit, work, and community.

## Neighborhoods that Work

### **Transit-oriented communities that fill residents' real-life needs.**

Great transit needs vibrant communities around it. We're advocating for housing people can afford near transit stops, schools and parks within walking distance, and local businesses that thrive when cars aren't required. By reducing parking mandates and prioritizing people-friendly development, we're ensuring transit investments create neighborhoods that meet residents' real needs.

## Good Government

### **Stronger accountability from government and elected officials.**

Trust in transit requires transparency. We'll push for greater oversight over municipal transportation spending, public participation standards, and accountability mechanisms that put community voices at the center of decision-making. By demystifying transit decisions, we're building a government that delivers on its promises and earns public confidence.

## Continued Advocacy

### **Protecting and Expanding equitable, reliable transit for all Miamians.**

Protecting existing transit while expanding connecting infrastructure requires constant vigilance. From stopping fare increases to preventing service cuts during budget crises, we'll mobilize our growing coalition to defend what we've built. Our proven track record, \$15M saved and 20% ridership increase, shows that sustained advocacy delivers results for all Miamians.

# THANK YOU TO OUR SPONSORS!

## TransitCenter



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Philanthropies

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**U.S. ENERGY  
FOUNDATION**



**Collaborative Sciences Center for  
ROAD SAFETY**  
FLORIDA ATLANTIC UNIVERSITY

MIAMIBEACH



**Centre for  
Public Impact**  
Founded by BCG



**Health  
Foundation**  
of South Florida

**verizon**✓

## TransitAlliance

### Donate to support the next 10 years!

To everyone who signed one of our petitions, showed up to a meeting, gave feedback or donated, **Thank You!** In the last 10 years, 550 supporters have donated a collective \$139,000 to directly fund transit advocacy in Miami. You've proven that when neighbors come together, we can reshape a region.

We rely on individual and corporate donors to fuel our independent advocacy efforts. We are always taking donations.

Go to [transitalliance.miami/donate](https://transitalliance.miami/donate) or email us at [help@transitalliance.miami](mailto:help@transitalliance.miami) for more information. We hope you'll join us for the next 10 years.