2016 Annual Report
Making California more connected, affordable, and equitable
A letter from our executive team

Now is the time for bold action to confront social inequality and the climate crisis, and it has become more clear than ever that state and local governments will be the ones to lead.

Californians are rising to that challenge. We are not throwing up our hands in defeat; we are rolling up our sleeves to make our state a leader for climate justice and sustainable communities, and a beacon of hope in the U.S. and the world.

Here are a few highlights among the many successes we achieved this past year with our incredible partners and supporters. You can learn more about them in the pages ahead.

• California continued its climate leadership by passing the most ambitious emissions reduction targets in the country. Working with great allies, we also supported legislation that guides agencies to protect the most disadvantaged communities as we implement climate solutions.

• We helped win local election victories that brought billions of dollars for transit and affordable housing to the Bay Area. The bond measure for BART to repair and upgrade its aging infrastructure was an especially big win for us.

• Our advocacy to expand access to bike share and car share in Oakland helped make Ford GoBike the most equitable bike share system roll-out in the country. Now we’re keeping the pressure on and leading outreach throughout the Bay Area.

While external wins are important, we are equally proud of internal changes we are making to advance equity, inclusion, and shared leadership. We now have a three-person executive team, many more staff engaged in decision-making, and a Social Justice Action Plan that covers our programs, our board of directors, and organization-wide systems. These efforts strongly align with our values, and we believe they will increase TransForm’s impact in the field.

We deeply appreciate your partnership to make California more connected, affordable, and equitable. We couldn’t do this without you.

With gratitude,

Stuart Cohen, Executive Director
Jo Ann Prompongsatorn Farrant, Deputy Director of Organizational Development
Shannon Tracey, Deputy Director of Campaigns
Election 2016

We worked hard on Bay Area ballot measures in the November 2016 election, helping win more than $10 billion in funding for transportation and affordable housing.

Measure RR, the $3.5 billion bond measure for BART to repair and upgrade its aging infrastructure, was a big win for us. TransForm has been pushing for years for BART to address existing problems before growing the system, and when BART considered asking the voters for less money, we pushed them to go big with Measure RR.

Election results across the state showed a willingness to invest in more inclusive, sustainable communities. We’re going to keep pushing California towards that vision, no matter what happens at the federal level.

Winning Funding for a Better Bay Area

$6.75 Billion for public transportation
$1.6 Billion for affordable housing
$3.5 Billion for road repair, complete streets, bike/pedestrian improvements, and other infrastructure
Regional Planning Director Joël Ramos speaks at a rally for Measure RR in Oakland alongside local and statewide leaders, including Congresswoman Barbara Lee, Lieutenant Governor Gavin Newsom, and Mayors Libby Schaaf and Ed Lee.
In July 2016 we launched GreenTRIP Connect, a powerful new tool that shows how building affordable homes near transit and implementing traffic reduction strategies can dramatically reduce greenhouse gas emissions, the need for parking, and the cost of living. More than 3,000 people have already used this free online tool to model and advocate for more sustainable, affordable housing.

We also awarded GreenTRIP Certifications to seven housing developments in the Bay Area that successfully incorporated GreenTRIP strategies into their buildings to reduce driving, excessive parking, and greenhouse gas emissions.
GreenTRIP Certified Projects in 2016

7

Projected annual GHG reduction:

5,364 metric tons CO₂

Over the 40-year project commitment,

35,982 transit passes or bike share/car share memberships will be provided

and residents will save:

$100,279,594

Already formally adopting GreenTRIP strategies:

BART, Emeryville, Richmond, Sunnyvale

1,515 housing units

of which

208 will be affordable

1,515 of which

208 will be affordable

housing units

1,515

208

7

1,515

208
Expanding Access to Bike Share

Before bike share rolled out around the Bay Area, we led a successful advocacy effort to ensure low-income communities of color could afford and access the new system. We surveyed residents in East and West Oakland about their transportation needs and preferences during a series of outreach events called Oakland Mobility (OakMob) 101. Together with our partners, we successfully advocated for the new Ford GoBike system to offer low-income memberships, integration with Clipper card, and cash payment options, and to expand the location of bike share pods to Fruitvale. We are continuing to lead further outreach efforts throughout the Bay in 2017.

After our OakMob outreach, participants said they were:

80% more likely to try bike share
70% more likely to try car share
Breaking ground on East Bay Bus Rapid Transit

In August, Bus Rapid Transit (BRT) finally broke ground on International Boulevard in San Leandro. For more than 14 years we worked with city officials, residents, local businesses, and transit agencies to help bring BRT to AC Transit’s most heavily trafficked corridor. We also organized community support for AC Transit to designate the Macarthur-Grand Boulevard Corridor as the site of the next BRT project, and to include it in their request for new regional transportation funding.

Local leaders celebrate the groundbreaking of the first BRT line in the East Bay, and the most comprehensive BRT project in the Bay Area.

This BRT line will cut travel times by \( \frac{1}{3} \) and eliminate 610,000 car trips per year.
BART commits to affordable housing near stations

For years, TransForm and local partners advocated for a requirement that affordable housing be built around BART stations as part of any new transit-oriented development. In February, BART’s Board of Directors heeded the call and passed a landmark policy to require developers building housing on BART property to make at least 20% of the new units affordable. In addition, our advocacy encouraged BART to set a goal in December of increasing affordable housing systemwide to 35% by 2025, and no net loss of low-income households in station areas by 2040. Projects will also be asked to incorporate GreenTRIP strategies, like free transit passes for future residents.

Impact fee brings more affordable homes to Oakland

The Oakland Community Investment Alliance (OCIA), which was co-founded and co-led by TransForm, has pressed the City of Oakland for years to fund affordable housing through new market-rate development. In April, the City Council finally approved OCIA’s recommendation of a housing impact fee that will raise roughly $60 million over 10 years to build permanently affordable homes.
FAST express lanes under consideration for 101

We have an idea for how to reduce highway traffic without building new highway lanes or pricing low-income people out of the fast lane. Our solution is FAST express lanes ("Fast, Affordable, and Sustainable Transportation"). FAST express lanes would convert an existing lane into an express lane, allowing carpools and buses to use the lanes for free and charging solo drivers a fee to use. These fees would fund car-free and affordable transportation options.

In 2016, San Mateo and San Francisco counties began studies about how to improve traffic on Highway 101 and I-380 that included an important component of our FAST express lanes alternative. These studies raise the real possibility of transforming the whole 101 corridor in the Bay Area into a model for smarter traffic management.

Let’s Get Moving! 2016

Our 4th annual Let’s Get Moving! Silicon Valley summit, brought together more than 200 advocates, experts, and community members around solutions to housing and transportation problems in the South Bay. Summit panels included experts like Dr. Karen Chapple from UC Berkeley’s Urban Displacement Project and discussions about Vision Zero, autonomous vehicles and transit, affordable transit-oriented development, and much more.
Safe Routes to Schools

Our award-winning Alameda County Safe Routes to Schools team helps students from elementary to high school get to class safely without a car. Alameda County consistently registers some of the highest numbers of participating schools for their annual events: for this year’s Walk & Roll to School Day, our schools made up over 15% of the total number of schools registered in California.
180 schools served

2016 Golden Sneaker Contest, a week-long walk to school event:

102 schools 2,126 classrooms

51,528 students

Bike to School Day 2016:

126 schools 4,226 bikers

616 scooterers 200 skateboarders

5,107 students

Walk to School Day 2016:

20,081 students walked, rolled, rode transit, or carpooled to school
Mapping the benefits of California’s climate policy

As efforts to renew California’s climate policy heated up, we relaunched our Climate Benefits for California map with new features, making it even easier to see how California’s climate investments are improving people’s lives throughout the state. Policymakers, journalists, and advocates have used this online tool to track where money from the Greenhouse Gas Reduction Fund goes, and to understand the positive social, economic, and environmental benefits of these projects. We also brought great projects to life through storytelling, including a video with our friends at the Greenlining Institute.

Supporting Affordable Housing and Sustainable Communities

Three years after TransForm, Housing California, and California Housing Partnership helped shaped the state’s Affordable Housing & Sustainable Communities (AHSC) program, over $440 million from California’s cap-and-trade program has been invested in affordable homes near transit as a way to reduce greenhouse gas emissions.

Esther Robert lives near her son and grandson in an affordable housing development in West Sacramento.
In 2016, our technical support helped 14 projects win $180 million from the Affordable Housing and Sustainable Communities program.

14 projects = 1,333 affordable units

13 of these developments are located in disadvantaged communities.
California’s climate leadership

Along with a broad coalition of allied organizations from across the state, TransForm fought hard for ambitious new climate goals.

**SB 32** is now law, despite intense opposition from polluters. SB 32 sets a goal to reduce California’s greenhouse gas (GHG) emissions to 40% below 1990 levels by 2030.

All of the legislators we targeted in our advocacy voted YES on **SB 32** as well as **AB 197**, which strengthens climate protection for the most disadvantaged communities.

TransForm also helped win support for **AB 1550**, which will dedicate a larger proportion of cap-and-trade auction proceeds to benefit disadvantaged communities.

Transportation Equity Summit and Advocacy Day

In April nearly 150 advocates gathered in Sacramento at our annual Transportation Equity Summit and Advocacy Day, which we co-hosted with the California Bicycle Coalition. Speakers from state and federal transportation agencies discussed the need to increase access and opportunity for communities that have been harmed and excluded by transportation planning in the past, and participants shared their ideas and initiatives to make transportation in California more equitable.
Walking the Talk as an Organization

As part of our commitment to equity, inclusion, and social justice, TransForm evolved our leadership and decision-making structure in 2016 to align more with these values. We expanded our executive team from two people to three, creating two new deputy director positions and hiring from within. We also turned our management team into a decision-making body and began creating an ambitious Social Justice Action Plan for the organization. The Board of Directors and staff now have clear goals to ensure we are baking equity and justice into the way we do the work.
Events

At our 3rd annual LIVE Awards + Benefit, we honored two incredible Californians for their Leadership, Innovation, Vision, and commitment to Equity: Kate White, Deputy Secretary of Environmental Policy and Housing Coordination at California State Transportation Agency, and Guillermo Mayer, President & CEO of Public Advocates.

Guillermo Mayer: "We don’t have to choose between a sustainable environment, a vibrant economy, and the rich cultural fabric of our cities. Our work in California with TransForm is a testament to that."

Kate White: "More than ever, I am resolved to work with TransForm to build inclusive greener communities. Because rather than walls, here in California cities — with lots of credit to TransForm and sister organizations — we are building bridges... pedestrian bridges, bicycle bridges, and transit bridges."

At our two summer socials in San Francisco and San Jose, we enjoyed mingling with long-time TransFormers and meeting new ones.
Donors, funders, and volunteers

$10,000+
Anonymous
Fledgling Fund

$1,000-$9,999
Andy Ball and Corinne Winter
Edward Carroll
Ephrem Chan and Brian Raymond
Anirvan Chatterjee and Barnali Ghosh
Wayne Chen
Sarah Connick
Rachel Flynn
Frank and Karen Geefay
Geoff Gordon-Creed and Jean Fraser
Jeff Hobson and Kimberly Seashore
Fanta Kamakaté and Joel Ramirez
Steven Keller and John Scheuerman
Susan and Douglas Linney
Patrick Moore
Judy Nakadegawa
Patricia and Robert Raburn
Sara Rahimian and Chris Harrelson
Mary Ratner
Margaret Robbins
Patrick Siegman
Soren Spies

$500-$999
Anonymous
Manish Champsee and Jean Doyle
Dana and Aaron Cohen
Craig Davini and Ashley McCumber
Lynette Dias
John Evans
Katharine Gale and Jack Shepherd
Caryl Gay and Didrik Hoag
Dipti Ghosh and Margaret Gotuaco
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Heather Hood and Rick Jacobus
Nathaniel Irons
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Earl Kaing
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Todd Miller and Jean Roggenkamp
Dr. Robert Piper
Paul Smith
Laura and Boris Teksler
Rick Theis and Carolyn Johnson
Jeffrey Turnin
Brian Wilson
Jody Zaitlin and Mark Nienberg
Sofia Zander and Zach Franklin
David Zebker

$250-$499
Cynthia Allman and Henry Hilken
Louise Anderson
Amanda Brown-Stevens and Adam Van de Water
Jack and Angela Chan
Alice Chen and Kevin Keck
Stuart and Ronnie Cohen
Lee Collins and Yoriko Kishimoto
Deborah Drew
Victoria Eisen and David Wampler
Maureen Futtner and Kate White
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David Jaeger and Carli Paine
Curt Johansen
Reverend Earl Koteen
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Aila Malik and Kapil Verma
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Dr. Adam Millard-Ball
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Barbara Moulton and Tom Helm
Jennifer and Alexander Quinn
Murray Ross
Matthew Taeker
Alan Tobey
Meredith and David Moles

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David Arkin and Anni Tilt
Janet Arnold and Michael Rubin
Shelly Ball
Beverly and Dennis Balster
Julie Barney
Mark and Lorae Batzdorf
Andrew Bennett
Brenda Bloomfield
Allison Brooks
David Burch
Nithya Chandra and Ramkumar Sridharan
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<td>Barry Robbins</td>
<td>Jeffrey Salzman and Gail Price</td>
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<td>Jayson Welden</td>
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<td>Jane Rothstein</td>
<td>Susan Schacher</td>
<td>Deepti Singhani</td>
<td>Sara Zaske</td>
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Financials

January 1, 2016 - December 31, 2016 (Unrestricted Funds)

**SUPPORT AND REVENUE**

- Foundations: $1,984,235
- Government Contracts: $984,442
- Individual Donations: $215,719
- Fee for Service: $153,895
- Other: $2,378
- **Total Support & Revenue**: $3,340,669

**EXPENSES**

- Programs
  - Safe Routes to Schools: $832,673
  - Regional Advocacy: $662,942
  - ClimatePlan: $446,487
  - GreenTRIP: $439,263
  - State Advocacy: $332,436
  - General and Administration: $329,740
- Fundraising: $290,587
- **Total Expenses**: $3,334,128

**FINANCIAL POSITION**

- Assets: $1,971,106
- Liabilities: $269,894
- Unrestricted Net Assets: $1,207,443
- Temporary Restricted Net Assets: $493,769

For a copy of TransForm's IRS Form 990, please visit our website or call 510-740-3150.

Acknowledgements

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- Brandon Matthews, back cover

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Board of Directors
