WE CAN’T ACHIEVE OUR VISION WITHOUT YOU

There’s that moment on your bicycle when you’re going down a huge hill and you feel an incredible sense of momentum, like you might take off in flight. As someone who has served on TransForm’s Board of Directors since 2007, I think we are having that moment. The wind is rushing by as we take off, with our issues gaining incredible momentum.

First, a cultural shift is happening. 80% of Americans think we need more public transportation. 56% of Americans would prefer living in walkable, mixed-use neighborhoods with transit. Bicycles are fashionable. Doctors now see smart growth as a way to fight disease. Transportation is viewed as a key civil rights issue and way to address climate change.

Second, the economics are on our side and matter more than ever. Investing in public transportation produces twice as many jobs as the same investment in highways. Building places with more density dramatically reduces the cost of the accompanying streets, sewers, and electricity for cities and taxpayers. Families – especially low-income families – save thousands of dollars a year when they have good access to public transportation.

Finally, there are opportunities to make big changes at every level of government and TransForm is uniquely positioned to take on these opportunities. But even with all this momentum, we can’t do it without you. In California, where America’s car culture was born, the kind of change we want isn’t easy. We will need to be a stronger movement than ever, which means we need you. With your help, we’ll have even more to celebrate 15 years from now.

Corinne Winter,
TransForm Board Chair and Executive Director
of the Silicon Valley Bicycle Coalition

A MISSION THAT’S MORE URGENT THAN EVER

When people ask me how TransForm started, the truthful answer is pure frustration. Public transportation was being bled dry while more highway projects got the green light. Bulldozers were carving up our remaining open spaces and farms. Huge numbers of people — especially low-income families — were fleeing in pursuit of affordable places to live only to have grueling, costly commutes. And things were getting pretty scary if you were on foot, bicycle, or using a wheelchair.

The time had come to turn the tide on sprawl, and redefine transportation in terms of access, health, justice, and sustainability.

Thanks to the incredible work by so many of you, we are making incredible progress towards achieving this paradigm shift. As you’ll read in this report, we are fundamentally transforming the laws, funding decisions, and planning processes that determine whether or not we have good transportation choices. We’re also championing solutions to some of the most challenging barriers to creating more affordable, walkable communities and world-class public transportation.

Today, the Bay Area is now considered a national model on these issues. And as the Bay Area has transformed, we’ve started to transform California, too. There are so many people who got us where we are today: our incredible partners at other nonprofits and foundations; forward-thinking elected officials and agency staff; our great Board of Directors and dedicated staff; and so many passionate volunteers, activists and donors.

But as you know, we have a lot of work still to do – and our mission is more urgent than ever. Carbon in our atmosphere recently reached frightening levels. Health and economic inequities based on income and race are still growing. What is so exciting, though, is that we have proven by working together with diverse partners we can win profound changes and a cascade of social, environmental, and economic benefits that truly benefit us all.

Thank you again, and please join us in transforming even more over the next 15 years.

Stuart Cohen,
Executive Director and Cofounder of TransForm

Corinne Winter,
TransForm Board Chair and Executive Director
of the Silicon Valley Bicycle Coalition

PHOTO CREDITS: STUART COHEN: JESSEY DEARING FOR THE IRVINE FOUNDATION. CORINNE WINTER: RICHARD MASONER. FRONT COVER: BRANDON MATTHEWS.
HOW TRANSFORM IS TRANSFORMING LIVES
By Fidel Valenzuela as told to Marta Lindsey

If you get off BART at the Ashby station, it couldn’t be easier for a wheelchair user to get to the Ed Roberts Campus, a service hub in the Bay Area for people with disabilities. BART connects seamlessly with the Campus. If you walk around the Ashby station area, there are wide, smooth sidewalks and curb cut outs. If you cross Adeline Street nearby, you feel safe because you cross between flashing lights and bollards.

The Ashby BART station is how things should be. Our public transportation systems and stations should be designed for everyone. Our public transportation should connect not just with housing and retail, but resources and services, too.

Many people who use wheelchairs don’t have the option of driving. So when you depend on public transportation and it’s not what it should be, you can easily spend your whole day getting just one thing done. Stopping at the bank, grocery shopping, meeting a friend for coffee... these basic activities become huge challenges.

For the people who come to Ed Roberts Campus, the connectivity and accessibility of the Ashby station means independence and opportunity. It means more empowered people. It means life.

TransForm’s advocacy work is why we have two regional funding programs that together put almost $3.5 million in transportation dollars toward making the Ashby BART station and Adeline Street what they are today. TransForm’s name isn’t on a plaque anywhere in Ashby station. But TransForm’s work is behind so many of the ways our region is getting better for people with disabilities. But it’s also getting better for all people. So thank you, TransForm, for transforming lives for 15 years.

WHY I’M AN ACTIVIST AND DONOR
By Alice Frayne as told to Marta Lindsey

When I was growing up in South San Francisco in the 1930’s, cars were still a rarity. I would take the streetcar all the way up Mission Street from South San Francisco into the City to see the ice skating scene in the Emporium Christmas windows. It cost just pennies. My family walked everywhere: school, church, the market, the movies, and the library. All of these things were close by.

But by the 1950s, cars were everywhere and everything was changing in order to accommodate them. As a young woman I started to see the impacts of this new way of life that went far beyond my neighborhood and city. I heard fellow scientists say that our intense new dependence on oil would lead to shortages and even wars.

Then the Six Day War happened in 1967 between Israel, Egypt, Jordan, and Syria. Golda Mier said to America, “Do not equate barrels of oil with barrels of U.S. dollars; equate barrels of oil with barrels of Israeli boys’ blood.” I’ve never forgotten that quote, and ever since hearing it I’ve seen our country’s love affair with cars in a very dark way.

That’s why for 50 years now, public transportation has largely defined how I live my life. And when you really do take the bus everywhere, you experience all the ways it needs to be better. A worker deserves to be able to get to a night shift at their job. A parent deserves to be able to get their child to a doctor’s appointment. A senior like me deserves to be able to visit my granddaughter or take a trip to the City.

That’s why I’ve testified countless times with TransForm at Santa Clara Valley Transportation Authority and Metropolitan Transportation Commission meetings on how and why they must improve public transportation service. That’s why I have been a donor to TransForm for a decade now. It’s because I want things to be like when I was a kid again in one fundamentally important way: everyone can live their life fully without a car. Thank you to TransForm for 15 years of unique, essential leadership.

PHOTO CREDITS: MARTA LINDSEY
1998 The era of sprawl as a self-fulfilling prophecy ends when TransForm, working with incredibly diverse partners, gets the region to commit to creating a “smart growth blueprint” to direct where future development should happen. Other regions in California soon follow suit.

2000–2004 TransForm flips Bay Area transportation funding on its head after bringing together coalitions in key Bay Area counties to pass groundbreaking transportation sales tax measures. In total, these measures yield $16 billion for transportation with an unprecedented breakdown in how monies are spent: 74% for transit and paratransit; 12% for local streets or bicycle-pedestrian improvements; 3% designated bicycle-pedestrian; 1% to support more housing and development near transit; and only 10% for highways and arterials.

2004 TransForm plays a leading role in developing and passing Regional Measure 2, the one-dollar bridge toll increase to fund a massive expansion of bus, train, and ferry service in the Bay Area.

2006 TransForm cofounds the Great Communities Collaborative, which engages communities – especially low-income and people of color – in local planning processes. Dozens of Bay Area communities start to winning everything from more affordable homes and bike paths to grocery stores and childcare, all while bringing more walkable, transit-oriented places to life. This approach is quickly replicated in other states.

2007 TransForm cofounds ClimatePlan, a network of leading organizations working to improve land use and transportation planning in California. Thanks to ClimatePlan, the state adopts ambitious transportation-related greenhouse gas emissions targets for regions across California in 2010.

2009 TransForm wins the biggest victories yet in the Bay Area’s transportation planning process: a doubling of funding to ensure low-income communities can get to jobs and health care on transit; $10 million per year for a regional Safe Routes to Schools grant program; and $1 billion over 25 years to build the Regional Bike Network.

2009 TransForm opens a Sacramento office to stop the severe cuts in state public transportation funding and build a statewide movement for transportation choices.

2010 The Transbay Transit Center officially breaks ground in San Francisco. TransForm, working with SPUR and other groups, pushed for this “Grand Central Station of the West” for more than a decade to be the cornerstone of a truly regional public transportation system.

2011 Our urban model Safe Routes to Schools program expands to serve all of Alameda County, working in 80 public elementary and middle schools.

2011 TransForm and our partners in the Great Communities Collaborative successfully start the pioneering Bay Area Transit-Oriented Affordable Housing Fund. This $50 million revolving loan fund makes flexible loans to affordable housing developers so they can afford to build in areas with good public transportation that they are typically priced out of.
“In a world in which transportation access matters more than ever, TransForm is linking together the research, advocacy, and policy change we need to ensure a more just and sustainable Bay Area. If TransForm didn’t exist, we’d need to invent it!”
– Dr. Manuel Pastor, Professor of American Studies and Ethnicity at the University of Southern California

“Over the past 15 years, few smart land use or transportation decisions in the Bay Area have been made without TransForm leading the way. TransForm is a forward-thinking, vigorous, and determined bridge-builder.”
– Mary King, Former Metropolitan Transportation Commissioner and BART Director

“In a world in which transportation access matters more than ever, TransForm is linking together the research, advocacy, and policy change we need to ensure a more just and sustainable Bay Area. If TransForm didn’t exist, we’d need to invent it!”
– Mary King, Former Metropolitan Transportation Commissioner and BART Director

“TransForm sees challenges comprehensively; integrating transportation, land use, ecology, social equity, and economics into compelling policies and strategies.”
– Peter Calthorpe, Architect and Pioneer in Regional Planning

“We are proud of the many firsts we’ve proposed and won in the Bay Area. We are bringing many of these cutting-edge regional policies and programs to other regions in California, too.

1 A Transit-Oriented Development Policy which requires cities to plan for creating homes and transit-oriented development near new public transportation stations before they can receive transportation funding.

2 The Safe Routes to Transit Program, which funds projects that make it safer and easier for people to walk and bicycle to regional public transportation hubs.

3 A Housing Incentive Program that gives incentives and rewards to cities that build affordable housing near public transportation.

4 A Lifeline Transportation Program that fills specific gaps in transportation for kids, seniors, and low-income people who depend solely on public transportation to reach essential destinations.

5 The Climate Innovation Grants Program, which funds innovative models that cut emissions from transportation through less driving.

“TransForm sees challenges comprehensively; integrating transportation, land use, ecology, social equity, and economics into compelling policies and strategies.”
– Peter Calthorpe, Architect and Pioneer in Regional Planning

“TransForm plays a unique role as convener of diverse organizations who share a common goal: making California communities more livable.”
– Mary Nichols, Chairman of the California Air Resources Board
High speed rail takes off
TransForm believes that high speed rail can play an important role in California’s future if it’s done in a way that fulfills its potential to shape future growth and transform transportation. TransForm’s timely analysis, report and advocacy in 2012 helped get the proposed California high speed rail project on the move. We were cautiously optimistic when the California legislature appropriated $2.7 billion of voter-approved Proposition 1A bond funds to start building the first segment of the rail system – which will also upgrade existing commuter rail systems, like Caltrain, Metrolink, ACE, and Amtrak. The Governor then signed this into law.

New law links health and transportation
Transportation decisions have huge health impacts, from the air we breathe to the safety of our streets. But until the passage of AB 441, which we cosponsored with the California Pan-Ethnic Health Network, regions weren’t required to make this connection in their planning. Now best practices for addressing health disparities and promoting health will be part of the Regional Transportation Plan Guidelines used across the state. AB 441 is the first bill TransForm sponsored to become law.

Hundreds descend on the State Capitol in the name of transportation choices
At TransForm’s first-ever Transportation Choices Summit in Sacramento, activists from every corner of the state and every issue area (labor, disability rights, seniors, social justice, environment, health) came together to send a message that all Californians deserve safe, affordable and abundant options besides a car to get where they need to go. We met with every single legislator’s office – 120 in total – urging the passage of key bills. AB 441 ultimately passed (see above) and we got serious momentum behind our proposal that a large portion of state funding from cap-and-trade goes towards public transportation, walking/biking, and affordable homes near transit.

Historic wins for transportation choices across California
We’re bringing the transportation revolution to regions across California through ClimatePlan, a statewide coalition that is fiscally sponsored by TransForm. In Southern California, ClimatePlan spearheaded a campaign with local partner Move LA to win a regional plan that was hailed as a “model of sustainability” in the L.A. Times. The plan triples funding for active transportation and devotes almost half of funds to transit, including major investments in Southern California’s fast-growing rail network. Meanwhile, the greater Sacramento area adopted a regional plan that will achieve the highest greenhouse gas reductions of any plan in the state, with a doubling of existing transit service and a 77% increase in bike lanes.

Bus Rapid Transit victory starts a transportation revolution
After years of community engagement and advocacy, we were thrilled when final votes approved bringing true Bus Rapid Transit with dedicated bus lanes to the East Bay. This project will showcase what’s possible in the Bay Area: fast, reliable, frequent, and comfortable buses at a fraction of the cost of rail. Between Bus Rapid Transit projects in the works in the East Bay, Santa Clara County (where TransForm is also organizing), and San Francisco, we are about to witness a revolution in public transportation.

Transit-oriented development gets a big boost
The East Bay Bus Rapid Transit project isn’t just a chance to dramatically improve bus service. It’s a chance to bring desperately needed grocery stores, services, mixed-income housing, bike lanes, jobs, and more to the corridor as laid out in the award-winning International Boulevard Transit-Oriented Development Plan. To ensure that this plan didn’t end up on a shelf, TransForm and the Great Communities Collaborative worked with the City of Oakland to win a $1 million grant to implement the policies called out for in the plan.
Funding saved for climate program
After months of putting the pressure on the Bay Area’s Metropolitan Transportation Commissioners, we had an important win within the draft Regional Transportation Plan: $226 million for the Climate Innovative Grants program (up from $0!) to support parking reform, transportation demand management, regional bike sharing, and other great ideas that will reduce climate emissions from transportation.

Caltrain gets the support it needs
The Bay Area’s Metropolitan Transportation Commission approved a $1.5 billion plan to electrify Caltrain, replace its rail cars, and install an advanced train-control system. Funding will come from the high-speed rail bond, plus local, regional and state transportation sources. We strongly advocated for this plan as once it’s completed, Caltrain will carry up to 50% more passengers. It also means cleaner, quieter, faster trains and gets the region ready for high-speed rail.

Sonoma-Marin train breaks ground
The North Bay witnessed a huge moment for better transportation choices: the groundbreaking of the Sonoma-Marin train and accompanying bike/ped pathway. It wasn’t quite your traditional groundbreaking, as activists, politicians, and SMART leaders dug shovels into a mound of sand. We’re thrilled to see this project which we’ve supported for more than a decade come to life.

Getting to public transportation gets safer in many cities
The Safe Routes to Transit program – first proposed and now administered by TransForm and the East Bay Bicycle Coalition – awarded $4 million in 2012 for projects across the Bay Area that will make it safer and easier to walk or bicycle to public transportation. Projects include a new bike station for Downtown Oakland and a pedestrian tunnel at the Santa Clara Caltrain Station. Our work with advocates in the San Diego region led to a commitment of $700 million over 40 years for a similar program there.

Record numbers of kids walk and bike to school
In Alameda County, where TransForm leads the county’s Safe Routes to Schools program, 99 schools participated in 2012’s International Walk and Roll to School Day. More than 13,000 kids arrived at school either on foot, bike, scooter, bus or in a carpool! Kids had a blast – and that’s the best way to inspire the next generation to make walking, biking and public transportation part of their daily lives.

Space for cars is transformed into space for people
TransForm celebrated international PARK(ing) Day in two cities on September 21, turning asphalt in downtown Oakland and San Jose into temporary parklets. We played games and drums; we made art and smoothies; and we simply enjoyed public space while making a small but powerful statement on transforming space for cars into space for people.

GreenTRIP gains momentum and a ringing endorsement
Too often, opportunities for good transit-oriented development end up as projects with massive parking structures, pricey units, and more traffic. That’s why we started GreenTRIP, TransForm’s certification program for developments near public transportation that reduce parking, create more affordable homes, plus offer incentives for new tenants to drive less and own fewer vehicles. Because of GreenTRIP, Donald Shoup, a leader in urban planning and professor at UCLA, deemed TransForm the head of a “new fountain of innovation in parking policy.” Another highlight for this growing program in 2012: certifying a 122-unit development in San Jose that will provide residents with Valley Transit Authority passes for the next 40 years!
JOËL RAMOS,  
SENIOR COMMUNITY PLANNER

Joël Ramos grew up riding AC Transit, or as he and his friends called it, “rolling with Aunt Claire.” “I feel horrible for the drivers now, thinking about how rambunctious we were on the bus,” says Joël, “but I remember the ride to and from school being the best part of the day.”

In his 7 years at TransForm, Joël’s been the tenacious force behind TransForm’s efforts to bring Bus Rapid Transit to the East Bay. Bus Rapid Transit is revolutionizing bus service around the world by mimicking rail with features like dedicated lanes, actual stations, state-of-the-art vehicles, and traffic signal priority.

But as AC Transit’s planning process for a Bus Rapid Transit project unfolded, it was clear the final project might not achieve its potential – or even be approved. So Joël talked with hundreds and hundreds of seniors, teens, shop owners, and other residents near the future route. He worked with more than 30 community groups. People who had never been involved in local decision-making attended multiple public hearings. Their input made the project stronger and eventually a groundswell of support for the project grew. In July 2012, the AC Transit Board, Oakland City Council, and San Leandro City Council unanimously approved bringing true Bus Rapid Transit with dedicated bus lanes from downtown Oakland to San Leandro.

What inspires you to do this work?
Growing up in Pittsburg (where AC Transit used to run), my entire family depended on public transportation. So I know what it feels like to have the bus truly be your only way to get places, which is why it’s so important public transportation is good. I also know that the people riding the bus are rarely involved in the decisions that shape whether or not public transportation is good, and that’s got to change.

What’s your favorite bike/bus/train/ferry ride?
I love the 43-Masonic and the 44-O’Shaughnessy in San Francisco. Both those routes come frequently, you usually get a seat, and they cut through so many parts of the City. And I don’t take it often, but Caltrain is such a treat. It makes me feel like I’m on top of the world. It’s fast, efficient, comfortable, and dignified. All public transportation should feel more like Caltrain.

What do you like about working for TransForm?
I love that TransForm is both analytical and visionary. We’ll take on issues that no one else will – like parking reform and high occupancy tolls lanes – that are wonky, but critically important to the bigger picture of creating walkable communities and world-class public transportation. And I work with brilliant people who really care about these issues and believe in being inclusive in every aspect of how we work.

What does your typical day look like?
Let’s see… I might hop on the 1R (bus) to go to a meeting with teen activists at Youth Uprising. Just like when I was young, they’re always rolling with Aunt Claire, so we’re working together on some important local transportation decisions. Then it’s back on the 1R, where I always talk with passengers about Bus Rapid Transit coming to International Boulevard. Then I might meet with groups in San Francisco strategizing how to raise operating revenues for transit or head to a public meeting for the Lake Merritt BART station planning process. In between all that, I’m on the phone a lot: to BART, to the Metropolitan Transportation Commission, to partners, that kind of thing.

TransForm was excited when you were unanimously elected to serve on the Board of the San Francisco Municipal Transportation Agency. What’s one example of how you’ve brought your beliefs, experience, and policy expertise to making change from the inside at MTA?
One thing I pushed for was all-door boarding on all buses and trains, which we passed at MTA and Muni then implemented mid-2012. It’s been really successful at speeding up buses by reducing boarding time, plus fare evasion is down, too. The buses are even a little less crowded-feeling, as the backseats and spaces get filled up more instead of everyone getting jammed at the front. Such a simple solution and something that Bus Rapid Transit systems almost always do, but it took a lot to make it happen.
“Whether they’re working in local communities like East Oakland, shaping regional land use and transportation plans, or advancing state policies that improve access for underserved communities, TransForm is creating a healthier, more equitable, and prosperous California.”
- Ray Colmenar, Senior Program Officer, The California Endowment

“TransForm is a true leader when it comes to creating communities of opportunity for all people, with good public transportation so that no one is left behind.”
- Angela Glover Blackwell, Founder and Chief Executive of PolicyLink

“Since day one, TransForm has led the way in making our transportation system better.”
- Carl Anthony, Pioneering Environmental Justice Activist; Founder of Urban Habitat

“TransForm has become the truly exceptional statewide voice in California for smart transportation policy and its essential link to smart land use policy.”
- Denny Zane, Executive Director of Move LA and Former Mayor of Santa Monica
Financials
January 1, 2012 - December 31, 2012 (Unrestricted Funds)

SUPPORT AND REVENUE
- 68% Foundations $2,160,338
- 27% Government Contracts $846,736
- 3% Individual Donations $110,104
- 2% Fee for Service $66,657
- 0% Other $2,918
Total Support & Revenue $3,186,753

EXPENSES
- 80% Programs
  - Advocacy: Local, Regional, State & Federal $1,026,756
  - ClimatePlan $560,186
  - Safe Routes to Schools $579,312
  - Great Communities Collaborative $263,448
- 12% General and Administration $372,795
- 8% Fundraising $247,792
Total Expenses $3,050,279

FINANCIAL POSITION
- Assets $3,343,363
- Liabilities $217,626
- Unrestricted Net Assets $568,432
- Temporarily Restricted Net Assets $2,557,305

For a copy of TransForm's audited financial statements or IRS Form 990, please visit our website or call 510.740.3150.

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Donna Liu
John McConnell
Barbara & Rex Naden
Carli Paine & David Jaeger
Christopher Pederson
Bob Piper & Rita Archibald
Quadric Group
Richard & Marisa Raya
Elliott Schwartz
Patricia & Gregg Schwinn
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Meredith Trauner
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Jody Zaitlin
Sofia Zander & Zachary Franklin
Jessica Zenk

Stephen Bingham
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David Sepanik
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Aleida Andrin-Chavez
Karen Anselmo
Arkin-Tilt Architects
Alan Atkinson
Thomas Ayres
Cheryl Bailey
Diane & Wesley
Joyce Baker
Eric & Mindy Balster
Jim Baross
Robert Beggs
Suzanne Beittel
Ruben Cantu
Craig Castellanet
Gerald Caufield
Manish Champsee

$100 - 249
Jennifer Abbingsole
Karen Ackerman
John & Marcia Addison
Raymond Ahearne
Charles Aldred
Bob Allen
Anonymous
Janet Arnold & Michael Rubin
Darcy Asbe & Steve Cherry
Marylou Avanzino
Dennis & Beverly Balster
Jennifer Bard
Julie Barney
Leila Bengali

$1 - 99
Joshua Abrams
Monica Altmaier
Beth Alshuler
Jennifer Anderson
Aleida Andrin-Chavez
Karen Anselmo
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Alan Atkinson
Thomas Ayres
Cheryl Bailey
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Manish Champsee
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- John Carpenter
- Jonah Chiarenza
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- Fran Taylor
- Katie Valenzuela
- D Jan Visaya
- Hannah Waen
- Demitris Woodard
- Catherine Yang
- Phillip Yellin

Thank you! Listings are for January 1, 2012 through December 31, 2012. If you have questions about your listing, please contact us at 510.740.3150.
Our Mission
TransForm works to create world-class public transportation and walkable communities in the Bay Area and California. We build diverse coalitions, influence policy, and develop innovative programs to improve the lives of all people and protect the environment.

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Join us in Sacramento next spring for our Transportation Choices Summit.

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This report was designed by Kimberly Schwede (www.kimberlyschwede.com) and written by Marta Lindsey. Printed in June 2013 using recycled, chlorine-free paper and vegetable oil-based inks.

“I was part of the first ever TransForm meeting and have watched as they have become one of the most effective, innovative transportation groups in the country. Our Sustainable Communities Initiative regularly points to TransForm as a model for community-based organizations that want to have a powerful and constructive impact on livability.”

– Shelley Poticha, Senior Advisor for Sustainable Housing and Communities at the U.S. Department of Housing and Urban Development

TransForm’s annual report is dedicated to the wonderful allies and supporters we have lost in the past 15 years, including Ron Bishop, Jim Gleich, Richard Goldman and Tom Graff.