LETTERS FROM OUR LEADERS

OUR VISION FOR THE NEXT FIVE YEARS

What happens when you get 30 people who are passionate about planning, sustainability, and equity in a room and ask them how to make California a better place to live? You come out with truly remarkable ideas.

That’s what happened in 2014, as our staff and board completed our five-year Strategic Plan. In the face of skyrocketing rents, gridlock traffic, growing inequality, and air pollution, we knew that we had to go even deeper with our work - and move quickly. Our strategic plan lays out ambitious, measurable, and achievable goals to tackle some of the biggest issues of our time.

So what can you look forward to seeing from TransForm in the next few years? In the Bay Area, we will apply our unique combination of hard-hitting advocacy and innovative new programs to create communities where transportation and housing decisions help solve the region’s growing affordability crisis.

Statewide, we will continue to make California a national and worldwide leader in sustainable transportation and land use policies to protect our climate, keep the state affordable for all, and improve our health.

At all levels, TransForm will continue to connect the dots between climate and equity. We are translating our cutting-edge research and coalition work into tangible solutions that both reduce greenhouse gases and lift up disadvantaged communities, such as building affordable homes near transit.

With your help, by 2019 everyone in California will live in healthier, more connected, and more equitable communities. Thank you for being a part of TransForm’s vision.

Jennifer Jeffers, Board Chair

TURNING IDEAS INTO ACTION

I couldn’t be more proud of what TransForm accomplished in 2014. Not only did we refine our vision for the next five years of our work, but we have already begun to make good on some of our ambitious goals.

In the Bay Area, we won big in November’s election. We supported five local ballot measures, opposed two others, and the voters agreed with us on every single one! These ballot measures will bring in billions for transportation, set living wages, and preserve progressive city policies.

TransForm also helped our state lead the way in connecting equity & climate. In 2014, the California Legislature invested cap-and-trade revenues for the first time. Thanks in part to our research, the lion’s share of these funds will go to public transportation, sustainable communities, and affordable homes near transit - strategies proven to reduce climate pollution while improving the lives of our most vulnerable neighbors.

Of course, TransForm would not be able to do this without you, our supporters. Thank you! Our success in 2014 is a testament to your generosity.

We are proud of the progress that we have made together, a small sampling of which you’ll learn more about in the pages ahead. But more importantly, we are looking forward to the important work to come as we transform our future into one defined by access, health, fairness, and sustainability.

Jeff Hobson, Deputy Director

HIGHLIGHTS FROM 2014

LOCAL INNOVATION

GREENTRIP DATABASE: RESEARCH SUPPORTS INNOVATIVE PARKING ALTERNATIVES

Our work to support a paradigm shift in new development got some major momentum when we launched GreenTRIP’s Parking Database to rave reviews. The free online tool is already helping housing developers save millions of dollars on reduced parking for their affordable units, as well as helping cities move more quickly toward better parking requirements. GreenTRIP also helped one developer create a first-of-its-kind zero-parking development in downtown Berkeley, complete with free transit passes, carsharing, bike facilities, and other innovative traffic reduction strategies.

ADOPTION OF THE LAKE MERRITT STATION AREA PLAN

After nearly five years of organizing and advocacy with local partners, we celebrated the final adoption of the Lake Merritt BART Station Area Plan. The Plan presents a vision for a denser, safer, and more sustainable community around the Lake Merritt BART Station. Thanks in part to TransForm, the plan was adopted with unparalleled community engagement throughout its formation, and resulted in an authentic community vision for the area.

SAFE ROUTES TO SCHOOLS PROGRAM INSPIRES AND ACTIVATES THE NEXT GENERATION

Our Alameda County Safe Routes to Schools staff members worked with parents and teachers to empower more students to safely walk, bike, carpool, and take transit to school. With their hard work, the program grew by nearly 30% in 2014, reaching a total of 130 elementary, middle, and high schools. The program expanded its first-of-its-kind Youth Task Force in 2014 with students from eight local high schools. These students learn organizing and advocacy skills that they use to increase active transportation at their own schools and advocate for safer streets with local planners and elected officials.
REGIONAL SOLUTIONS

BEATING THE DRUM FOR A BETTER BART
We had a major win with our Save BART campaign in 2014. Record ridership coupled with the system’s aging infrastructure have resulted in delays, hot and crowded cars, and the lowest rider satisfaction rate in decades. In October, the BART Board of Directors voted to adopt a spending plan that prioritizes spending on repairs and maintenance to make the core BART system better for 400,000+ daily passengers and counting. TransForm’s advocacy was instrumental in ensuring that the budget prioritized the right projects for our region.

MEASURE BB: BILLIONS IN FUNDING FOR TRANSIT AND ACTIVE TRANSPORTATION IN THE EAST BAY
Thanks to TransForm, Bike East Bay, Genesis, ACCE, and many partner groups and volunteers, Alameda County voters approved an historic one-cent sales tax that will dramatically expand bus service, improve BART, and create complete streets, along with a whopping $1 billion-plus to make walking and biking safer. We will continue to work on getting that funding spent in the communities that need it most.

CHAMPIONING AN INNOVATIVE APPROACH TO MOVE MORE PEOPLE WITH LESS TRAFFIC
The era of building bigger highways in the Bay Area has left us with crippling commutes that waste our time and harm our health. In the last two years TransForm has advocated that county transportation agencies make more efficient use our highways through Optimized High Occupancy Toll (HOT) lanes, spurring San Mateo, San Francisco, and Santa Clara counties to study and test the concept in 2014.

HIGHLIGHTS FROM 2014

LET’S GET MOVING, SILICON VALLEY SUMMIT DRAWS A HUGE CROWD
Our second annual Let’s Get Moving, Silicon Valley Summit drew over 300 advocates and allies to Palo Alto to network and strategize towards a better-connected and more equitable Silicon Valley. The 65 engaging speakers included Manuel Pastor and Ash Kalra, Councilmember at the City of San Jose.

FIRST BUS RAPID TRANSIT (BRT) BREAKS GROUND IN THE BAY AREA
After more than a decade of planning, design, and input, the Bay Area’s first Bus Rapid Transit (BRT) project broke ground on March 21 in San Jose. The project will not only speed up travel along Santa Clara-Alum Rock, but it represents a huge milestone in transforming transit in Silicon Valley, creating fast, frequent, affordable bus service at a fraction of the cost of rail.
HIGHLIGHTS FROM 2014

STATE LEADERSHIP, CLIMATE, AND EQUITY

CAP-AND TRADE FUNDING: BILLIONS OF DOLLARS FOR TRANSIT AND AFFORDABLE HOMES STATEWIDE

Two years of advocacy with the Sustainable Communities for All coalition yielded an incredible victory: the Legislature approved a long-term spending plan that dedicates 60% of California’s cap-and-trade funds to public transportation, sustainable communities, and affordable homes near transit. A big factor in this win was a report we co-authored with the California Housing Partnership Corporation that finally shows the significant greenhouse gas reduction benefits from building affordable homes near transit.

WINS FOR SAFER BIKING

2014 was a good year for bicyclists. The Three Feet for Safety Act, which requires drivers to allow three feet of space when passing bicyclists, went into effect. The Governor also signed two bills supported by TransForm that allow for more flexibility for the funding, planning, and building of safer bicycle infrastructure. AB 1193 and SB 1183 bring us closer to having safer places to bike.

TRANSPORTATION CHOICES SUMMIT

Our third annual Transportation Choices Summit brought together nearly 200 advocates and activists from across the state to learn, network, and strategize in Sacramento. We heard from heavy-hitting speakers like Kevin De Leon, Senate President pro Tem, and Kate White, Deputy Secretary of Environmental Policy and Housing at the California State Transportation Agency. To wrap up the conference, we hosted our popular Advocacy Day to educate legislators about the importance of greenhouse gas reduction strategies centered on transportation and affordable homes.

AT TRANSFORM

CLIMATE RIDE

For the second year in a row, TransForm created a team of “Carbon Crushers” who took on the challenge of the California Climate Ride, raising over $30,000 and pedaling 250 miles to support our work. The 2014 Carbon Crushers were comprised of 7 staff and 3 supporters who pedaled through California’s beautiful wine country.

INTERNSHIP PROGRAM

Thanks to the Wallace Alexander Gerbode Foundation, TransForm piloted a successful new internship program to help cultivate young professionals of color in the fields of transportation and community planning. Two incredible young leaders joined our team for part of 2014. They worked hard to create a new online Best Practices Library, organize around Bus Rapid Transit in the Silicon Valley, and took advantage of mentoring and networking opportunities.
“I am a Firefighter, all the fatalities I’ve witnessed on the job have been from automobiles. Your advocacy for safer, walkable, streets and public transportation will save lives, I know this from first-hand experience.”
– Michael Patrick Crehan

“You are good at reminding the culture that public transportation and cycling are good alternatives.”
– Allyn Rice

“TransForm is representing new voices or voices that haven’t been heard as much as they should.”
– Lola Torney

$10,000+
Anonymous
Clarence E. Heller Foundation
East Bay Community Foundation
Fledging Fund
Ford Foundation
James Irvine Foundation
Kaiser Permanente
Community Benefit
John S. and James L. Knight
Foundation
Lisa & Douglas Goldman Fund
New Belgium Family Foundation
Resources Legacy Fund
San Francisco Foundation
Silicon Valley Community Foundation
Sunida Foundation
The California Endowment
The Kresge Foundation
Union Bank
Wallace Alexander Gerbode Foundation
Wells Fargo
William and Flora Hewlett Foundation

GOVERNMENT FUNDERS,
$10,000+
Alameda County Transportation Commission
Caltrans
Enterprise Community Partners
Metropolitan Transportation Commission

$5,000-$9,999
Citizens for Alternative Transportation Solutions (CATS)
Climate Ride
Andy Ball and Corinne Winter
Rocky Birdsey
Kar and William Fraser
Geoff Gordon-Creed and Jean Fraser

$1,000-$4,999
Amy and Gene Baker
Anvil Chatterjee and Barnali Ghosh
Sarah Connick
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Brian Raymond and Ephrem Chen
John Scheuerman and Steven Kellar
Paul Shephard
TomKat Charitable Trust
Rick Theis and Carolyn Johnson
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Jonathan Weiner

$500-$999
Jeanette Dawid Charitable Fund
Darl Beatty
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Lynette Dias
Caryl Gay and Didik Hoag
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Charlie Hsu
Sarah Karksinsky
Brooke Kuhl and Bruce Johnson
Kent Lewandowski
Gary Michael
Barbara Moulton and Tom Helm
Dr. Robert Piper
Margaret Robbins
Brian Wilson

$250-$499
Cynthia Allman and Henry Hilken
Matt Baker
Paul Bendix and Jane McDougle
Craig Davini and Ashley McCremer
Maxwell Dukman and Lisa Feldstein
John Evans
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Laura and Boris Telsker
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Odi Zuckman
Jody Zailkin and Mark Neiber
Sofia Zander and Zach Franklin

$100-$249
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Bob Allen
Jamie Allison
Louise Anderson
Janet Arnold and Michael Rubin
Luis Arleaga
Alan Atkinson
Mary Lou Avanzino
Michael and Suzanne Balmaceda
Beverly and Dennis Balster
Jennifer Baird
Julie Barney
Sham Bhat
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Lynn Sonfield
Jennifer Stanley
Carl Stein
Kim Suczynski Smith
Catherine Teare

MANY THANKS TO OUR SUPPORTERS
SUPPORT AND REVENUE

<table>
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<tr>
<th>Source</th>
<th>Amount</th>
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<tr>
<td>Government Contracts</td>
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<td>Individual Donations</td>
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<td>Programs</td>
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<td>Total Support &amp; Revenue</td>
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EXPENSES

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<td>Liabilities</td>
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<td>Safe Routes to Schools</td>
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<td>Green TRIP</td>
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<tr>
<td>Total Expenses</td>
<td>3,186,269</td>
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</tbody>
</table>

FINANCIALS

January 1, 2014 - December 31, 2014 (Unrestricted Funds)

**SUPPORT AND REVENUE**

- Government Contracts: $35,438
- Individual Donations: $190,470
- Programs: $257,673
- Total Support & Revenue: $3,645,216

**EXPENSES**

- Liabilities: $179,332
- Safe Routes to Schools: $678,607
- Green TRIP: $394,016
- Total Expenses: $3,186,269

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

TransForm promotes walkable communities with excellent transportation choices to connect people of all incomes to opportunity, keep California affordable, and help solve our climate crisis. With diverse partners we engage communities in planning, run innovative programs, and win policy change at the local, regional, and state levels.

BOARD OF DIRECTORS

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