Our Mission
TransForm works to create world-class public transportation and walkable communities in the Bay Area and beyond.

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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All photos in this report were taken by TransForm’s fabulous volunteer photographer, Brandon Matthews. Graphic Design: KimberlySchwede.com

Five Ways to Connect with TransForm

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4. Request our e-newsletter.
5. Read our blog.
Innovative Local Models

- An evaluation of the first five GreenTRIP-certified developments showed that together these developments will provide the equivalent of 80,000 years of free transit passes and 24,000 years of carshare memberships to residents. Residents are also projected to drive 42-70% less than the regional average! These certified developments, from San Jose to Berkeley, set a high standard in reducing parking, creating more affordable homes, plus offering incentives for new tenants to drive less and own fewer vehicles.

- The revolution in public transportation gained momentum in Silicon Valley as a huge number of residents and local groups coalesced to demand high-quality Bus Rapid Transit with bus-only lanes and pedestrian improvements along the Valley’s busiest transit corridors. Once Bus Rapid Transit plans are approved and brought to life in the next few years, they will showcase what’s possible: fast, reliable, frequent transit service plus a better experience for riders – all at an incredible value.

- TransForm and our wonderful partners in the Great Communities Collaborative successfully initiated the pioneering Bay Area Transit-Oriented Affordable Housing Fund. This $50 million revolving loan fund makes flexible loans so that affordable housing developers are not priced out of transit-rich areas. One of the first projects the loan fund financed is a green, affordable, mixed-use senior housing development in San Jose that will offer free transit passes to all residents.

- Also as part of our work with the Great Communities Collaborative, TransForm did intensive multilingual outreach to East Oakland residents so they could weigh in on major decisions being made about the future International Boulevard Bus Rapid Transit corridor. After years of working in this area, we were especially proud when the California Chapter of the American Planning Association gave these outreach efforts their 2011 Grassroots Initiative Award.

- We expanded the urban-focused, model Alameda County Safe Routes to Schools Partnership to all public elementary and middle schools in Alameda County. We also started pilot programs at four high schools to get more teens walking, biking, taking public transportation, and carpooling. Plus, our incredible Safe Routes staff provided support to newer programs in San Francisco, Contra Costa, Sonoma, San Mateo, and Santa Clara counties!

- In November 2012, Alameda County will likely vote on a ballot measure that would raise nearly $8 billion for transportation. But how that money would be spent? We worked with a range of partners to push for the expenditure plan to focus on the most urgent needs: fixing and improving public transportation, local streets, and bike/ped infrastructure. The final plan was significantly improved.
Smarter Regional Policy and Plans

- Thanks to a huge outcry led by our close partners at Friends of Caltrain and with support from TransForm’s South Bay office, regional leaders pieced together several sources to keep Caltrain running with all 86 trains and no station closures for the next fiscal year.

- Right now, the Bay Area’s $6.4 billion express lane project would add highway lanes but has no commitment to expanding public transportation or vanpooling, nor does it address impacts on low-income people or the climate. We kicked off our campaign to change that with analysis proving the plan’s shortcomings and getting the message out to the media.

- In the Bay Area and working closely with Greenbelt Alliance, we brought together an incredibly diverse range of organizations to develop a detailed, shared platform on the projects and policies we want to see in the Sustainable Communities Strategy when it is adopted in 2013. This platform has served as the centerpiece of our advocacy and organizing efforts – and many health and equity pieces were incorporated into early versions of the Strategy.

- We worked intensively with San Diego advocates to help them craft a series of recommendations for their Sustainable Communities Strategy. They won $700 million to improve bike/ped safety near public transportation and a bold new commitment to transit-oriented development (two ideas exported straight from the Bay Area)!

- We also spurred transformative regional planning in Southern California and the Central Valley through the incredible work of ClimatePlan, a coalition of environmental, social justice, and public health organizations from across California united in changing how the state plans for future growth. TransForm co-founded, fiscally sponsors, and provides programmatic support for ClimatePlan.

  In 2011, ClimatePlan spearheaded regional coalitions in Southern California and the San Joaquin Valley to shape their respective Sustainable Communities Strategies. Southern California’s plan, adopted in April 2012, presents a new vision for the Southland that marks a departure from its legacy of sprawl and freeways by investing in the most ambitious plan for expanding public transportation in the nation while strongly directing new growth to those areas. Planning in the San Joaquin Valley is still in process and will be finalized in 2013.
**State and Federal Transportation Reform**

- We were thrilled that despite California’s dire budget situation, there were no cuts to public transportation in the state budget for the first time in many years. And our presence and influence in the halls of the State Capitol continues to grow!

- We launched a statewide Invest in Transit campaign that quickly grew to include over 30 partners – from business groups to social equity organizations – united to win reforms and more funding for transportation choices across California.

- In January we celebrated the U.S. Congress extending a tax benefit doubling the amount employees can deduct from their paychecks (before taxes) to apply towards public transportation commuting costs. Public transportation commuters saved up to $1,000 over the course of 2011 as a result.

- After a year of intense pressure led in great part by our Transportation For America coordinator, we were proud when at the end of the year Senator Boxer released a strong draft federal transportation bill that protects funds for public transportation, biking, and walking – plus includes a new policy that will ensure roads are built for all users, not just cars.

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**“When we have good options for public transportation, walking, and biking, nothing’s off limits for those of us who can’t afford to own a car, don’t drive, or choose not to drive.”** – Jocelyn Wicker

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**Strengthening TransForm**

- In December, TransForm welcomed fantastic new Board leadership representing a diverse range of issues and expertise: Barnali Ghosh, Jennifer Jeffers, Yoriko Kishimoto, Brian Raymond, and Rick Theis. The passion of these individuals for TransForm’s mission was palpable at their first Board meeting and we couldn’t be more excited for the ways they’ll boost our program work, governance, and fundraising in 2012.

- The Advocates’ Fund continued to grow thanks to many generous individuals listed in this annual report. Members of the Advocates’ Fund Leadership Circle stepped up with an extra level of commitment at the $1,000+ level. The Advocates’ Fund was established in 2010 so that TransForm has the flexibility and resources to respond to and win on urgent advocacy opportunities.
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