At every level, 2013 marked a turning point in our work to transform transportation in California.

In this report, you’ll read how the roots of our work are still bearing fruit, with the approval of a new regional plan for the Bay Area that for the first time explicitly aims to reduce climate pollution from driving.

You’ll see how our innovative GreenTRIP program brought a new paradigm to life with the first certification of a zero-parking housing development.

You’ll learn how our efforts in Sacramento set the stage for a groundbreaking investment in clean transportation and sustainable communities from the state’s new cap-and-trade climate program.

And you’ll know that we’re setting our sights even higher in the years to come with a new strategic plan for the next five years.

I’m excited to share these and other successes in the pages to come, and I’m even more grateful for the help of so many partners in making this work possible. Thank you!

And let’s keep going! Together, we can continue to build a movement for transportation choices to keep California affordable, promote equity, and help solve our climate crisis.

Stuart Cohen
Executive Director
Key Achievements in 2013

Plan Bay Area: The Bay Area adopts a regional plan that goes farther than any other in the country to focus growth in existing developed areas.

Three years of advocacy yielded a groundbreaking victory when the Bay Area adopted its Sustainable Communities Strategy, Plan Bay Area. The plan is bolder than any regional plan in the country in terms of reining in sprawl, and directs all new development within the existing urban footprint. Also part of the plan, the groundbreaking OneBayArea Grant Program will reward cities that build more compact homes affordable to all incomes near transit; and thanks to our efforts, a commitment to study conversion of regular lanes to express lanes in the proposed Express Lane Network.

Sustainable Communities for All: California commits to investing billions of dollars of cap-and-trade auction revenues in clean transportation and sustainable communities.

TransForm and our allies at Housing California united over 60 diverse organizations statewide in support of our Sustainable Communities for All platform – which was strongly reflected in the state’s Final Investment Plan for cap-and-trade auction revenues. The Final Investment Plan recommends that the lion’s share of cap-and-trade funding to clean transportation and sustainable communities, strategies that will reduce climate pollution from driving while also boosting community health, equity, and economic vitality throughout California.

GreenTRIP: A new certified development with “zero parking” sets the bar for building places that reduce driving and Increase affordability.

Too often, opportunities for good development near transit ends up as projects with massive parking structures, pricey units, and more traffic. Garden Village, a proposed 77-unit building in Berkeley with 10% very-low-income units, faced a lot of local opposition due to concerns about traffic. Our GreenTRIP program worked with the developers to rethink the project. They eliminated an expensive parking garage in favor of car sharing, free transit passes for residents, and 200 bike parking spaces. Opposition turned to overwhelming support.

Strengthening TransForm: We launch an intensive strategic planning process to engage our Board of Directors, staff, allies, and supporters in charting our course for the next five years.

With support from the William and Flora Hewlett Foundation, we were able to undertake a more comprehensive strategic planning process than ever before. With a new focus on climate and equity, our ambitious strategic plan will direct our work to create an abundance of walkable communities with excellent transportation choices. The plan was previewed at our annual fall event before its final release in early 2014.
More Highlights from 2013

Bay Area

Safe Routes to Transit: This first-in-the-nation grant program, conceived by TransForm and Bike East Bay, has funded over 50 projects, from the Berkeley Bike Station to a bike/ped highway overcrossing in Santa Rosa to bike sharing in San Jose. In 2013, fourteen projects totaling nearly $5 million were selected for funding in the final round of grants.

Safe Routes to Schools: Our urban-focused Alameda County Safe Routes to Schools program grew to more than 100 public elementary, middle and high schools in 2013. We now touch the lives of thousands of youngsters (and their parents and teachers) each year, and are seen as a national model.

Express Lanes: We published two reports calling for a new approach to express lanes, “optimized HOT,” to avoid the need to build new lanes and invest revenues instead in transportation choices. Moving People, Not Just Cars helped us win an amendment to the regional Express Lane Network (see Plan Bay Area, above). Innovation Required analyzed the benefits of using “optimized HOT” on highway 101 in San Mateo County.

Bus Rapid Transit: Our campaign to revolutionize public transportation in the Bay Area advanced with another unanimous vote from the Oakland City Council, allowing the East Bay Bus Rapid Transit project to proceed towards its target of beginning service in 2017. In the South Bay, we continued to monitor plans on three corridors, including Alum Rock/Santa Clara Avenue which was on track to break ground in early 2014.

Silicon Valley Transportation Summit: Our first-ever Silicon Valley Transportation Summit drew over 200 attendees to strategize and network towards a better-connected and more equitable Silicon Valley. TransForm had 16 co-sponsors and coordinated 35 speakers for this event, which is destined to become an annual success.
More Highlights from 2013

California

Three-foot Passing Law: After the Governor refused to sign a similar bill in 2012, TransForm helped the California Bicycle Coalition build a groundswell of grassroots support for AB 1371. This year Governor Brown signed the bill, which will require drivers to allow three feet of space when passing bicyclists to increase safety.

Transportation Choices Summit: Our second annual California Transportation Choices Summit brought advocates from around the state to learn, network, and strategize in Sacramento. Nearly 200 participants joined us for the Summit, followed by a day of advocacy to educate legislators about the need for real transportation choices and affordable homes.

ClimatePlan: TransForm continued to serve on the Steering Committee of and provide fiscal sponsorship for ClimatePlan, whose efforts helped win a game-changing reform to transportation planning. SB 743 eliminates traffic congestion as the focus of transportation analysis under the state’s environmental review process, requiring a new methodology that instead promotes reducing climate pollution and developing multimodal transportation networks.

At TransForm

Climate Ride: TransForm fielded our first-ever team for Climate Ride, a multi-day bike ride and fundraiser benefiting organizations fighting climate change. Our ten-person “Carbon Crushers” team raised over $30,000 and pedaled 300 miles in support of our work.

Internship Program Funded: Thanks to a one-time grant from the Gerbode Foundation, we began to shape our first paid internship program aimed at providing pathways to careers in planning for young professionals of color.

2013 Awards

TransForm’s Executive Director Stuart Cohen received a prestigious James Irvine Foundation Leadership Award for championing innovative regional planning. TransForm was also honored by the U.S. Green Building Council - Northern California Chapter as a 2013 Green Building Super Hero for our work to advance sustainability through transportation and community planning.
Many Thanks to our Supporters

Individual and Foundation Funders, $10,000+
- Ashoka
- Anonymous donor
- Clarence E. Heller Community Foundation
- Climate Ride
- East Bay Community Foundation
- Federal Home Loan Bank of San Francisco
- Fledgling Fund
- Ford Foundation
- James Irvine Foundation
- Kaiser Foundation Health Plan
- Lisa and Douglas Goldman Fund
- New Belgium Family Foundation
- Resources Legacy Fund
- San Francisco Foundation
- Silicon Valley Community Foundation
- Surdna Foundation
- The California Endowment
- The Health Trust
- The Kresge Foundation
- Union Bank
- Wallace Alexander Gerbode Foundation
- William and Flora Hewlett Foundation

Government Funders, $10,000+
- Alameda County Transportation Commission
- City of Berkeley
- Metropolitan Transportation Commission

$5,000 - $9,999
- Andy Ball and Corinne Winter
- Rocky Birdseye
- Geoff Gordon-Creed and Jean Fraser

$1,000 - $4,999
- Ephrem Chan and Brian Raymond
- Anirvan Chatterjee and Barnali Ghosh
- Connie Goldade and Phil Erickson
- Jennifer Jeffers and Michael Balster
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- Sara Rahimian and Chris Harrelson
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- Jonathan Weiner
- Sofia Zander and Zach Franklin

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- Murray Ross
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- Meredith Trauner
- Shani Trudgian
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- Jody Zaitlin and Mark Neinberg

Financials
January 1, 2013 - December 31, 2013 (Unrestricted funds)

SUPPORT AND REVENUE
- 73% Foundations
- 22% Government Contracts
- 4% Individual Donations
- 2% Fees for Service
- 0% Other
Total Support & Revenue: $3,537,080

EXPENSES
- 77% Programs
  - Advocacy & Legal, Regional, State & Federal
    - ClimatePlan
  - Safe Routes to Schools
  - Land Use & GrowthTRIP
- 14% General and Administration
- 9% Fundraising
Total Expenses: $3,372,291

GENERAL AND ADMINISTRATION EXPENSES:
- General and Administration expenses totaling $461,881 in 2013 are more than typical, due to costs of strategic planning work which are not normally a part of the Organization’s recurring annual expenses. These costs totaled $127,448 in 2013 and are supported by funds dedicated to those activities.

A net decrease in Temporarily Restricted Net Assets (TRNA) is a result of the two-year schedule of grants that the Organization regularly receives. The Organization increased its net assets in 2012 and was in spend-down mode in 2013. In 2014, the Organization anticipates a net increase of its TRNA, again a result of the regularly occurring two-year cycle of grants. For a copy of TransForm’s audited financial statements or IRS Form 990, please visit our website or call 510-740-3150.
## Sustainers' Circle

Sustainers provide consistent, ongoing support through monthly or quarterly recurring gifts. The following individuals were part of the Sustainers' Circle in 2013:

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Our Mission

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.

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