TRANSFORM

2024

ANNUAL REPORT

TRANSFORM'S VISION BURNS BRIGHT

Transform is committed to shaping a California where communities can thrive through equitable, sustainable, and people-centered transportation and housing policies. At a moment when California faces an affordable housing shortage, climate disruption, a transit fiscal cliff, and deep inequities in access and opportunity, our mission is more urgent than ever: to ensure that policies and funding reduce greenhouse gas emissions, expand affordable housing, and give everyone—no matter their income, race, or zip code—access to sustainable, affordable transportation. Our 2024 report showcases Transform's impact: securing funding to stave off fiscal collapse at Bay Area transit agencies, advancing the connections between affordable housing and lower greenhouse gas emissions and the connection between lower parking minimums and housing affordability. We passed a bill to bring transparency to Caltrans and campaigned against climate-killing highway expansions.

As I step into the Executive Director role at Transform, I am clear eyed about how essential Transform's work to build resilient, connected communities is in this political moment, and how our work must adapt in an era of unprecedented oppression, polarization, and distrust. Thankfully, Transform's work is powered by a growing community of supporters who share our vision, including our previous executive director, Jenn Guitart. Her contributions to Transform's progress over the past three years have been invaluable and we look forward to tapping into her passion and vision in the future.

Dear Transform Family.
I'm proud of all we accomplished in 2024. with your support. In case you missed it. I'm stepping down as E.D. this fall but staying on part time through December to support the transition. I'm excited for Zack to step into the role!
Warm wishes. Jenn

As we build on the momentum of 2024 and step into this next chapter, I'm deeply grateful for your partnership—and I invite you to continue standing with us as we fight for bold, equitable solutions that truly transform our communities.

ZDG

Zack Deutsch-Gross
Executive Director, Transform

2024 ACCOMPLISHMENTS

In 2024, Transform achieved key policy wins and delivered programs that helped families get where they need to go. We also laid the foundation for systemic solutions—moving the region closer to a more affordable, sustainable, and climate-resilient future with better transportation choices for all.

LESS DRIVING, MORE TRANSIT

Transportation is the largest source of California's greenhouse gas emissions—yet Caltrans keeps advancing highway projects that fuel more driving. Transform's policy team fought for real solutions that cut emissions and transform our transportation system for the better.

Big Win: Bringing Accountability to Caltrans

Transform partnered with Greenlining Institute to win the Transportation Accountability Act, shining a light on how Caltrans spends $30 billion of taxpayer dollars annually. Now we can hold the agency accountable to California's equity and climate goals.

New Vision, New Vibe

We launched a bold new chapter with a strategic plan, refreshed branding, and a brand-new website. Take a look at transformca.org

Saving Public Transit from the Fiscal Cliff

In 2024, Transform co-led a regional coalition to advance a regional transportation measure for Bay Area transit. We built broad consensus, raised public awareness, and elevated community voices in shaping a 2026 funding measure that can keep transit running and advance equity.

Moving Beyond Highways

As a key leader in a growing movement against highway expansion, we spoke up against adding lanes to I-680 and State Route 37. We helped shift the public conversation away from costly highway widening and toward real solutions—equitable road pricing, affordable housing, and great transit.

TRANSFORMING MOBILITY CULTURE

Our programs team works to change the story of what's possible, inspiring kids and families to bike, walk, roll, and take transit. In 2024, our team completed a groundbreaking pilot, launched new partnerships, and inspired the next generation of transportation activists.

Expanding Mobility for Low-Income Families

Our Mobility Hubs at Affordable Housing Pilot brought transit passes, bike share, car share, and more to 5,800 affordable housing residents in San Jose, Oakland, and Richmond. This model program reduced transportation costs and travel time—boosting independence, lowering stress, and strengthening community. We published a seminal report to share our learnings.

Making Walking and Rolling the Easy Choice

Transform engaged over 100,000 Alameda County students through Safe Routes to Schools programming at 300+ schools. From bike trains to the Golden Sneaker Contest, we empowered youth to lead and inspired thousands to walk, roll, and ride to school safely and joyfully.

INNOVATING FOR MORE HOUSING

Transform is pioneering new housing and parking solutions and making the connection between housing and sustainable, healthy, thriving communities.

Strides in San José

In 2024, Transform advanced SPOT SJ, our innovative effort to reclaim streets for people, not parked cars. By using smart tech to right-size parking in San José, we advocated making space for bike lanes, bus lanes, and parklets, engaging community members to shift the car-centric narrative toward vibrant, people-centered streets.

Making Climate Connections

Before the regional housing bond was postponed, Transform released a report showing how affordable housing can boost transit ridership, cut emissions, and expand access to opportunity. The measure will return—and when it does, we're ready to lead with a strong climate and equity case.

TRANSFORM IN THE NEWS

KQED

A Transportation Tax Measure Is Taking Shape for 2026 Ballot. Advocates Want to Make Sure It's Used for Transit, Not Freeways

Oakland-based TransForm said after SB 1031 was announced Monday that using revenue from the proposed tax to enhance highways — including by building new toll lanes — would encourage more driving in the future and thus perpetuate the environmental damage wrought by motor-vehicle traffic.

EAST BAY TIMES

A Bay Area without BART would impact housing, traffic and the economy

We won't hit our climate or housing goals without BART. Every mile driven emits 42 times the greenhouse gases of a BART trip and so much of our housing development is premised on high-quality transit options," said Zack Deutsch-Gross, the policy director for the nonprofit TransForm.

NBC BAY AREA

San Jose Unveils Mobility Hub at Apartment Complex

The city of San Jose is searching for solutions that move residents forward.

NEXT CITY

Even in California, Infrastructure Spending Is a Climate Time Bomb. Here's How to Fix It.

Op-ed: Without full transparency on California's transportation spending, the state's transportation investments will never align with our climate goals.

ZACK DEUTSCH-GROSS & CORRIGAN SALERNO

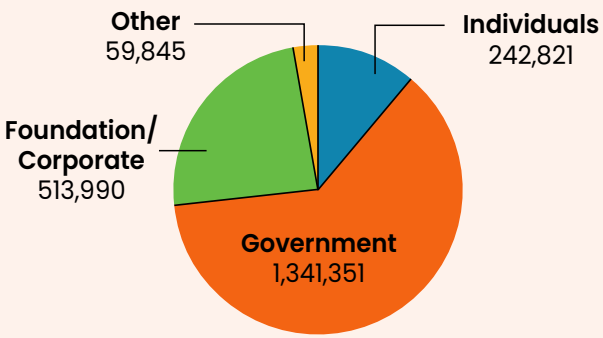
THANK YOU FOR ALL YOU DO

OUR IMPACT WOULD NOT BE POSSIBLE WITHOUT OUR GENEROUS SUPPORTERS.

Individual Donors

Byram Abbott •Zachary Accuardi •Gautam Agrawal •Josie Ahrens •Jessica & Michael Alba •Adele Amodeo •Louise Anderson •Aleida Andrino-Chavez •David Arkin & Anni Tilt •Naomi Armenta •Joey Asperger •Paul Atwood •Shelly Ball •Ingrid Ballus Armet •Mark & Lorae Batzdorf •John Bauters •Michele Beasley & Scott Janda •David Beezer •Whitney Bembenek •Thomas Bensko •Heather Bradley Ball •Pat Bregant •Scott Brenneman •Liz Brisson •Amanda Brown Stevens •Jordan Burns •Constance Burton •John Carpenter •Marya Carr •Edward Carroll •Lian Chang •Alice Chen & Kevin Keck •Claire Chen Carter •Harry Chomsky •Susannah Churchill •Nora Cody •Mitch Cohen •Raines Cohen & Betsy Morris •Stuart & Ronnie Cohen •Nate Conable •Jonathan Copulsky & Ellen Barreto •Paolo Cosulich-Schwartz •Paul Cothenet •Janet Cox •David Crabbe •Allan Crawford •Jan Crosbie-Taylor •Warren Cushman •Jim Harvilla •Larry Davidman •Craig Davini & Ashley Mccumber •Sara Davis & Steve Birdlebough •Colin Dentel-Post •Naomi Doerner •Patricia Draves •Jennifer Easton •Justin Eichenlaub & Kelly Gregory •Victoria Eisen •Philip Erickson & Connie Goldade •Jame-Ane Ervin •Elika Etemad •Dan Federman •Arielle Fleisher •Sofia Zander & Zachary Franklin •Douglas, Jonathan, & Fran Gary •Anirvan Chatterjee & Barnali Ghosh •Sarah Glaubman •Caitlin Gleason •Michael Graff •Sally Greenspan •Ian Griffiths •Grotellone Fund •Katherine Gunther •Kieran Gupta •Shayda Haghgoo •Barbara Hamlin •Elizabeth Hartka •Benjamin Haydock •Thomas Hayes •Gary Hedden •Janet Heller •Maria Henderson •Jeremy Hobbs •Jeff Hobson & Kimberly Seashore •Jeff Hoover •Justin Hu-Nguyen •Cheri Hudnut •Teslim Ikharo •Edie Irons •Claudia Jimenez •Nick Josefowitz & Tali Rapaport •Earl Kaing •Evan Kaiser •Fatumata Kamakate & Joel Ramirez •Jeanette King •Andrew Klein •John Knox White •Christopher Kost •Michael Krueger & Susan Decker •Paul Krupka •Brooke Kuhn & Bruce Johnson •Julieta Kusnir •Joseph LaClair •Stanley Lam •Joanne Lauer •Joseph Lawlor •Molly Lazarus •Amiel Leano Atanacio •Daniel & Laura Leaverton •Megan Ledet •Elizabeth & Christopher Lee-Egan •Christopher Lepe •Jeff Levin •Rose Linke •Lipman Family Foundation •James Little •Warren Logan •Jody London & Michael Aronson •Gabriela Lopez •Nirit Lotan •Steven Low •Dan Luscher & Lindakay Brown •Joseph M Goldman •Kendra Ma •David & Cecily Majerus •Alexander Maldonado •Helene Mandell •Andy Mardesich •Joy Massey •Ben Matlaw •Taylor McAdam •Laura McCamy •Katie McFadden •Jen McGraw •Eileen Menteer •Gerald & Barbara Meral •Josh Miller •Sarah & Don Moore •Urmi Mukherjea •Aimee Nalle •Betsy & Horace Nash •Theresa Nelson •Ayana Nir •Lance Nishihira •Liz O'Donoghue •Shola Olatoye •Claire Oldani •Jason Patton & Diana Downton •James Paxson •Christopher Pederson •James Perez •Matthew Raimi •Peter Ratto •Linda Rhine •Mark & Erin Rhoades •Rick & Allyson Rickard •Deb Rivlin •Maggie Robbins •Ken Rosen •Nicholas Rosenlicht •Ryan Russo •Rebecca Saltzman •Daniel Schulman •Christine Selig •Dave Severy & Brenda Illescas •Tejus Shankar •Noam Shimon •Sahar Shirazi •Alex Shoor •Zoe Siegel •Aatisha Singh •Michael Smith & Nancy Botkin •Paul R. Smith •Sam Smith •Dave Snyder •Carmen Solis •Abdi Soltani & Grace Kong •Matthew Spaur •Stacy Spink •Panah Stauffer •Carl Stein •Patrick Stelmach •Peggy Stone •Howard Strassner •Peter Straus •Jon Swae •Michael Swire •Andrew Tang •Luke Taylor •Amy Thomson •Andy Thornley •Mimi Torres •Shannon Tracey & Peter Jarausch •Kern Trembath •Zac Unger •John Van Horne & Lani Avocet •Jean Walsh •Monica Way •Meghan Weir •Sinclair Wessling •Tony Wessling •Frank Wheeler •Christopher White •Gail Whitty •Tom Willging •Brian Wilson •Victoria Woodhull Anderson •Sara Wynne •Rachel Zack •Liat Zavodivker

Total 2024 Revenue - $2,158,007



All Aboard Event Sponsors

BART •Chromium •East Bay Housing Organizations •Enterprise Community Partners •Kittelson & Associates •Lyft •Nelson/Nygaard •NPH Northern California •Public Advocates •SPUR •Veo •Zoox

Foundations

The California Endowment •Chan Zuckerberg Initiative •East Bay Community Foundation •Fledgling Fund •Hellman Foundation •The John S. & James L. Knight Foundation •Natural Resources Defense Council •Resources Legacy Fund