

LETTER FROM THE DIRECTOR

Dear friends and supporters,

The High Road Strategy Center (formerly COWS) broadened its impact in 2024 even as the world around fractured and continued its democratic regress. We deepened our commitment to finding high-road ways to grow social value while increasing sustainability, inclusive fairness, and democracy.

The pages that follow update you on all of our major ongoing projects: the Mayors Innovation Project, State Smart Transportation Initiative, Work and Opportunity, ProGov21, and GPAL. We've helped mayors improve pedestrian safety, connected states on cutting-edge transportation reforms, equipped policymakers with strategies to strengthen worker protections and economic justice, and served the broader democratic community with a variety of information and advisory services.

While our name changed, our mission and purpose did not. We thank our supporters and hope we've done you proud.

Onward,



Joel Rogers

Director, High Road Strategy Center

