

Keeping the green

green

Making our cities

livable

Finding

solutions

Last year Greenbelt Alliance...



Protected the Greenbelt

- ✓ Preserved more than 200,000 acres of open space and farmland around the Bay Area
- ✓ Protected 22 square miles in Contra Costa County from development
- ✓ Conserved more than 20,000 acres in San Jose
- ✓ Established or strengthened six more urban growth boundaries



Advocated More Livable Communities

- ✓ Launched a region-wide affordable housing campaign
- ✓ Helped secure nearly \$8 billion in funding for public transit
- ✓ Endorsed nine smart-growth developments that link housing, jobs, and transit
- ✓ Formed coalitions with social justice, housing, and faith-based groups



Educated People about Open Space and Smart Growth

- ✓ Published the widely-used At Risk map of endangered open space
- ✓ Informed people about good neighborhood design on our Urban Outings
- ✓ Shared the natural wonders of the Bay Area on our Greenbelt and Youth Outings
- ✓ Reached millions through media coverage of growth issues

Your Support Made It Happen



Greenbelt Protection

Last year was an amazing year for Greenbelt protection. In the face of enormous pressures created by the economic boom, Greenbelt Alliance helped stem the tide of sprawl with a long list of victories that **protected a whopping 200,000 acres**. The hard work of fiscal year 2000, which ran from January through September 2000,* resulted in the passage of seven green initiatives in the November 2000 election in addition to important successes throughout the year.



Thanks to your support, last year Greenbelt Alliance:

EAST BAY

- Saved more than 14,000 acres in Contra Costa County from development. By working with County Supervisors to tighten the **Urban Limit Line** in a hard-fought battle, we did what was once unthinkable in one of the Bay Area's most sprawl-happy counties: we took vast tracts of land already scheduled for development out of the path of bulldozers.
- Slowed the spread of Silicon Valley East by protecting Livermore's ranchlands and other key **Alameda County** open space by building support for Measure D, a Sierra Club-led initiative which protects more than 150,000 acres.

"Greenbelt Alliance is a leader among environmental groups in promoting healthy, equitable, and well-designed communities. They understand the linkage between housing and transportation issues, and they have played a very important role in promoting affordable housing as a critical part of smart growth."

DIANNE SPAULDING, Executive Director, Non-Profit Housing Association of Northern California

- Protected 4,000 acres of beautiful hillsides west of **Dublin** by working with local activists to establish an urban growth boundary in this fast-growing suburb.
- Finally defeated plans for a massive development at **Cowell Ranch** after years of county-wide organizing. After Greenbelt Alliance led the successful campaign to stop the development, the Trust for Public Land was able to purchase and protect almost 4,000 acres of the property. Greenbelt Alliance is continuing efforts to protect 400 acres of Cowell Ranch that are still being pursued by a developer.



- Continued to fight a massive luxury housing development in the **Camino Tassajara** area on the southern flank of Mt. Diablo, which could pave over an area larger than Emeryville.
- Built citizen support for farmland and open space protection in **Brentwood**, one of California's fastest growing cities, leading to the establishment of Citizen's Alliance for a Better Brentwood.

SOUTH BAY

- Preserved more than 20,000 acres of precious open space by building support for the voter-approved **San Jose Greenline**, a strengthened urban growth boundary.
- Secured a commitment to raise \$100 million for preservation of 45,000 acres of open space through an innovative **Conservation Partnership** with Cisco Systems and the Santa Clara County Open Space Authority.
- Mobilized grassroots activism against sprawl and for main street revitalization in **Gilroy**, where developers want to pave over 660 acres of prime farmland instead of using vacant land in the downtown area.

NORTH BAY

- Supported creation of the city of **Sonoma's** urban growth boundary, protecting 15,000 acres and ensuring that every city in Sonoma County except Cloverdale now has a line defining the edge of urban growth.
- Supported the adoption of an urban growth boundary in **Rohnert Park**, protecting nearly 14,000 acres.
- Built support for county-wide protection of open space through our **campaign for the Rural Heritage Initiative**, or Measure I. Although the measure was defeated by well-funded opposition, citizens were galvanized in their commitment to finding ways to preserve agricultural lands and open space in the county.
- Defeated **Measure B**, a sales tax to widen Route 101 in Sonoma county.
- Participated in a visioning process to gain support and build institutions for open space protection in fast-growing **Solano County**.



Livable Communities

Greenbelt Alliance has long been a proponent of healthy cities as a key component of a balanced Bay Area. We believe that good public transit, an adequate supply of affordable housing, and compact, integrated urban design that puts homes, shopping, and jobs close to each other are critical to preserving open space and ensuring a sustainable region. The year 2000 saw a major expansion of our urban work.

Last year, we:

- Established the new position of **Livable Communities Program Director** in order to significantly expand our existing smart-growth efforts. To fill this important post, we hired Janet Stone, who brings a strong background in affordable housing development and is raising the organization's profile as a leader in urban planning issues regionwide.
- Educated public officials, local leaders, city and county staff, and citizens about smart-growth alternatives to sprawl through our **Urban Outings** programs in Mountain View and Oakland. By posting tour summaries on our website, we shared good examples of downtown revitalization and compact, pedestrian-friendly urban design with an even broader audience.
- Helped eight compact, transit-oriented developments win approval through our **Compact Development Endorsement Program**. These examples of good smart-growth developments include Tierra Encantada, a transit-oriented development in San Jose that will provide local retail, 82 affordable senior apartments, and 23 townhomes for first-time homebuyers; the Adams Avenue Homes, affordable single family homes to be built in Fremont by non-profit developer Eden Housing; and the Rivermark Planned Development, a 225-acre master plan encompassing over 2,700 new homes for the old Agnews campus in Santa Clara.
- Co-sponsored the **Whistle-Stop Housing Tour** with the Santa Clara County Housing Action Coalition and the Silicon Valley Manufacturing Group, highlighting good examples of housing located near transit.

- Launched the **Fair Share 100K+ Affordable Housing Campaign** with a coalition of housing activists and land use organizations. The campaign aims to urge cities to meet their state-mandated requirements to provide affordable housing within their borders, a policy that will help preserve open space by directing investment into existing communities.
- Built **Housing Action Coalitions** to promote affordable housing and compact development in Sonoma County, San Francisco, and the Tri-Valley region of Alameda County. We continue to play a leadership role in the Santa Clara County Housing Action Coalition, a highly effective group that has provided the model for other HACs throughout the region.
- Created a Livable Communities area in our **website**, providing citizens and advocacy groups with links to research, education, and opportunities for activism.
- Conducted housing outreach around our **Housing Solutions for Silicon Valley Report** including presentations to Santa Clara County City Managers' Association and the Santa Clara Cities Association.



- Garnered support for more than \$1.4 billion in funding for **Greenbelt-friendly public transit** by helping win an astounding 81% support for Alameda County's Measure B. We supported the work of Transportation Choices Forum in advocating for this sales tax measure that included substantial funding for AC Transit buses and BART and unprecedented support for pedestrian and bicycle transportation alternatives.
- Supported Santa Clara County's Measure A, a measure that passed with a resounding 70% of the vote and will bring \$6.5 billion in transit investments over 30 years to traffic-choked Silicon Valley. The funding will improve **light rail and bus service** and bring East Bay BART lines to San Jose.
- Spearheaded the formation of **smart-growth coalitions** in Sonoma and Contra Costa Counties with faith-based groups, labor, and social justice organizations, and continued our leadership in smart-growth organizations in Silicon Valley.

*In January 2000, Greenbelt Alliance changed its fiscal year from a calendar year to October 1 through September 30. This annual report covers the nine-month period from January 1 through September 30, 2000. Next year's annual report will cover the 12-month period from October 1, 2000 through September 30, 2001.



Greenbelt Education

Greenbelt Alliance continues its leadership in educating the public about open space and urban planning issues.

In addition to the Urban Outings listed above, your contributions supported outreach efforts in which we:

- Led 46 **Greenbelt Outings** that took about 850 people on hikes to beautiful spots including Mt. Tamalpais, the vast Grizzly Island wetlands

- Educated the public about the importance of the Greenbelt through our annual **Go Greenbelt! bicycle tour**. Last year's tour took 60 riders on a 480-mile trek circling the Bay Area, highlighting endangered open space in Gilroy, Brentwood, and Sonoma County, and raised a record \$70,000 for Greenbelt protection.

- Highlighted the bounty of our local farms in **A Taste of the Greenbelt**, an educational and fundraising event showcasing locally produced food, wine, and microbrews, as well as art featuring the landscapes we are working to protect.

- Released the fourth edition of our **At Risk report** featuring detailed maps highlighting more than 490,000 acres of Bay Area land at risk of development. The report generated extensive media coverage and kept open space protection on the front burner for policymakers.

“When it comes to protecting open space throughout the Bay Area, no organization has been more effective over the years than Greenbelt Alliance.”

JOHN WOODBURY, Director, Bay Area Open Space Council

at Suisun Bay, and Mt. Diablo's hidden waterfalls. Greenbelt Outings are a crucial way to build public support for Greenbelt protection, showing citizens how anti-sprawl activism has saved fields of wildflowers and seemingly remote hillsides just minutes from urban centers. Our unique EcoHistory series taught about the complex interactions of humans and the Bay Area landscape, from logging and mining to conservation and restoration projects.

- Introduced more than 135 city kids to the Greenbelt through our **Youth Outings** program. We partnered with groups including the Tenderloin Recreation Center, Literacy for Environmental Justice, and the Richmond Youth Project to make each outing a complete educational experience starting with



a pre-trip curriculum session at the school or program site and culminating in an exciting

hike, bike ride, or canoe trip. Through interactive, hands-on activities during the outings, we taught children about the importance of open space protection and about the connections between the Greenbelt and the quality of our air, water, and food. We conducted 13 outings to locations including an organic farm in Sonoma County, the Crissy Field restoration project in San Francisco, the Don Edwards National Wildlife Refuge in Fremont, and Muir Woods.

Regional and State Leadership

Greenbelt Alliance believes that Greenbelt protection and better urban planning need the support of good regional and state policies. We provide leadership that reaches across jurisdictional borders and beyond local concerns to achieve a truly regional vision.

Last year, we...

- Joined with partner organizations from the business, social justice, and environmental communities to prepare a draft **“Compact for a Sustainable Bay Area.”**

- Supported a number of **state smart-growth bills** designed to protect open space, provide affordable housing, and guide growth within our cities and towns.

- Helped lead the **California Futures Network**—California's state-wide smart-growth coalition—in its efforts to adopt state smart-growth policy reforms.

- Continued our active participation on the **Association of Bay Area Government's Regional Planning Committee** with a special eye on environmental protection.

- Helped lead the **Bay Area Transportation and Land Use Coalition** and the **Open Space Council** in addressing critical transportation and open space protection issues.

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Friends,

Over the next 20 years, the Bay Area is expected to add more than a million more residents. Traffic congestion is estimated to increase 250%. And hundreds of thousands of acres of open space are at risk of being paved over.

When people look at statistics like these, some get discouraged. Some flee. Others become more determined than ever to save what is special about our beautiful region. They take action. Through your support of Greenbelt Alliance, you have been one of the activists—one of the optimists. Through your contributions you have helped bring about some stunning successes in protecting the Bay Area's Greenbelt and in promoting more thoughtful transportation and land use planning.

Please take a moment to look through this report to see the many concrete ways in which your support is making a real difference in preserving our region's quality of life. We appreciate your continuing encouragement and are proud to be building on our 42-year history of success to preserve the best of the Bay Area for future generations.

Sincerely,

Tom Steinbach
Executive Director
Greenbelt Alliance

Leadership Grants

Much of Greenbelt Alliance's work in the past year was made possible by generous multi-year grants from Bay Area foundations. We especially appreciate the following leadership grants:

The David and Lucile Packard Foundation set the standard with a two-year, \$300,000 grant for work in support of their Conserving California Landscapes Initiative.

The Wallace Alexander Gerbode Foundation provided a three-year, \$150,000 grant.

Previous multi-year commitments from **The Richard and Rhoda Goldman Fund**, **The William and Flora Hewlett Foundation**, and **The James Irvine Foundation** helped carry Greenbelt Alliance through 2000. A complete listing of foundations that support Greenbelt Alliance can be found on the next page.

Greenbelt People

Last year, we welcomed **Peter Cohen** and **Michele Stratton** to our board, and bid farewell to **George Ellman** after a long and fruitful tenure. On our staff, we were joined by **Amy Tanner** as our Outreach Coordinator, **Autumn Bernstein** as our South Bay Representative, **Susan Moffat** as our Communications Director, and **Janet Stone** as our Livable Communities Program Director. We said goodbye and thank you for many years of leadership to Policy Director **Vicki Moore** and Communications Director **Michael McCauley**.

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(JAN.–SEPT. 2000)

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Many Thanks to Our Special Donors

We would like to extend a special thank you to those who have included Greenbelt Alliance in their estate plan or who have made a direct contribution this year to Greenbelt Alliance's Endowment.

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New Endowment gifts received in 2000
\$50,000 OR MORE
Estate of Shirley Hicklin

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Thank you to our circle of major donors who helped make this a remarkable year of success through their annual donations.

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Please contact the Development Department at 415/398-3730 ext. 305 regarding any omission or error. Thank you.

Revenues and Expenses*

SUPPORT AND REVENUES

Foundations	\$924,400
Major Donors	147,400
Membership	125,300
Dedicated	106,600
Events (Net)	83,100
Business Associates	15,300
Earth Share	33,000
Fees	43,000
Interest/Others	35,700
In-Kind Contributions	11,700
Total Support and Revenues	\$1,525,500

EXPENSES

Policy	\$391,200
Education	168,100
Membership	67,400
Open Space Council	113,900
Transportation Choices Forum	190,800
BAEER Fair	15,200
Management & General	131,700
Fundraising	112,000
Total Expenses	1,190,300
CHANGE IN NET ASSETS	\$335,200

ASSETS

Current Assets	\$1,019,800
Grants Receivable	372,400
Endowment	349,200
Total Assets	\$1,741,400

LIABILITIES

	\$78,100
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NET ASSETS

	\$1,663,300
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Copies of Greenbelt Alliance's 2000 audit are available for review in our San Francisco office.

* In January 2000, Greenbelt Alliance changed its fiscal year from a calendar year to October 1 through September 30. This financial statement reflects the nine-month period from January 1 through September 30, 2000.