

2004 Annual Report

Letter from the Executive Director



Dear Friends,

Thanks to you Greenbelt Alliance delivered great results this year. Around the region we protected working farms and natural areas while guiding new growth and investment toward our existing cities and towns. Our unique Bay Area focus and community-based approach are achieving on-the-ground solutions to the region's most challenging environmental and urban planning problems. From Silicon Valley to Sonoma we've worked to conserve the spectacular rolling hills and valleys that define the region. We've also made important progress in encouraging growth that brings housing and jobs to our communities without generating sprawl development.

Our efforts are getting noticed. Senator Barbara Boxer praised Greenbelt Alliance's work this year by saying:

"Because of its innovative and comprehensive approach to confronting the problems of sprawl development, the organization has become a nationally recognized leader in promoting alternative patterns of urban growth that minimize environmental and social impacts."

We also received the highest rating of four stars for our sound financial management from Charity Navigator—America's largest charity evaluator. Our ground-breaking good growth report, *Getting it Right*, was honored with one of only five national Honor Awards for Excellence in Urban Design from the American Institute of Architects. We are very proud of our track record and pleased to be recognized as a highly effective organization.

Even with our strong results this year, the Bay Area continues to face daunting sprawl development threats. Poorly planned growth on the edges of the region is paving over valuable farmland, wildlife habitat and scenic areas. All told, nearly 500,000 acres—an area 16 times the size of San Francisco—is in danger of being lost to sprawl development. Greenbelt Alliance is committed to stemming this tide of sprawl. We recognize that focusing growth in already developed areas is good for our economy and environment—overall a win-win for the Bay Area. Your encouragement, volunteer effort and financial support are the elements that make our success possible.

We could not protect the region's greenbelt and promote vibrant livable communities without you. I hope you will take a moment to read the following pages, which detail the many specific successes you helped Greenbelt Alliance achieve this year.

Thanks for making 2004 so productive. We'll keep the results coming in acre by acre and community by community.

Sincerely,

Tom Steinbach
Executive Director, Greenbelt Alliance

Protecting the Bay Area's Open Space

In 2004, Greenbelt Alliance worked to protect farmlands and natural areas from sprawl development throughout the Bay Area.

In the East Bay, Greenbelt Alliance and local citizens convinced the Antioch City Council—after years of opposition—to shelve the "Future Urban Area 1" proposal for the Sand Creek area, a four-square mile expanse of rolling hills and wildlife habitat in eastern Contra Costa County.

In Solano County, Greenbelt Alliance started the City of Vacaville on the path toward creating an urban growth boundary, which will protect 30,000 acres of surrounding open space. It was a long journey to reach this milestone. First, Greenbelt Alliance led a petition drive opposing sprawl development in Lagoon Valley. Local volunteers collected over 12,000 signatures to bring the development approval to a vote of the people. But because the original development approval happened 13 years earlier, the development could not be stopped entirely—just changed. Finally, Greenbelt Alliance sued the developer and came to a settlement that scaled down and improved the project and raised funds for open space protection—and, most importantly, set in motion the process of establishing an urban growth boundary.

Also in Solano County, Greenbelt Alliance succeeded in defeating Measure A, a highway-heavy transportation sales tax measure on the November ballot. Because the measure would have funded highway expansion with no growth controls and no funding for transit, it was a recipe for sprawling growth that would result in more traffic, not less. Now Solano residents have the chance to create a more balanced transportation plan. ■



Photo: Richard Rollins

A historic settlement between Greenbelt Alliance, the City of Vacaville, and a developer will lead to the protection of 30,000 acres of open space around the city.

The Greenbelt Index

Acres of Bay Area open space at risk of development:	490,525
Acres per hour of land consumed by development in the U.S.:	340
Days that would be required at that rate to develop the Marin Headlands:	1.5
Months that would be required at that rate to develop all the Bay Area's at-risk land:	2
Acres of land outside Contra Costa County's Urban Limit Line that eastern cities want to develop:	6361
Percent below mean high tide of Oakley development proposed for an island in the Delta:	95
Number of elementary schools proposed for the Delta development:	3
Number of Delta islands that have been flooded since 1980:	17
Number of additional Bay Area homes needed to keep up with job creation in 2004:	36,427
Number of additional Bay Area homes needed to keep up with job creation by 2030:	300,000
Number of homes in proposed infill developments endorsed by Greenbelt Alliance in 2004:	11,405
Percentage of Bay Area commuters who drive to work alone:	70
Average number of years until a newly widened highway fills with traffic:	5
Percentage of funds earmarked for highway widening in 2004 Solano transportation sales tax measure:	47
Percentage of funds earmarked for highway widening in 2004 Marin transportation sales tax measure:	0
Tons of emissions saved per year by commuting on BART instead of driving:	5
Billions of Bay Area transit dollars that could be tied to compact development around transit stations:	3
Percentage of Bay Area residents who want new growth to be higher-density, near job centers:	55
Number of rare species at risk from sprawl development in the Bay Area:	257
Number of metropolitan areas in the continental U.S. with more species at risk than the Bay Area:	0

References can be found at www.greenbelt.org/resources/greenbeltlist.html

Making Cities Better Places to Live

Last year, Greenbelt Alliance's volunteer Compact Development Team endorsed plans and projects for 11,405 new homes, including 1,210 affordable homes, to be built within existing cities near transit and services, relieving pressure to build in the greenbelt.

Greenbelt Alliance also launched two new livable communities campaigns focused on getting well-planned housing and community development to happen in already developed areas. Working with Non-Profit Housing Association of Northern California (NPH), we started a campaign to get the region's cities and counties to adopt inclusionary housing ordinances, which require that every new residential development include a percentage of affordable homes. We helped convince the Sonoma County cities of Petaluma and Sebastopol to adopt jobs-housing linkage fees as well; these are fees on new commercial development to help housing creation keep up with job creation by funding affordable housing. Both of these policies act to create more affordable housing in existing cities, so that people don't have to move to the region's outskirts and beyond to find homes they



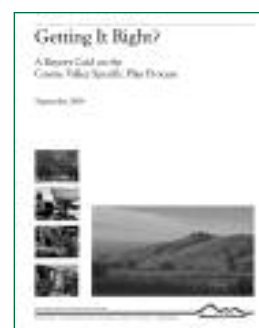
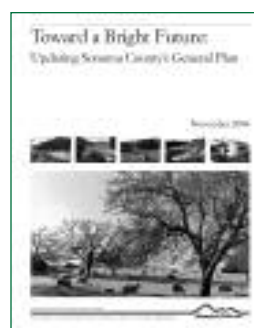
Before and after: a street with transit-oriented infill development. This computer-generated image shows how good development can transform existing urbanized areas into walkable, vibrant communities. Greenbelt Alliance's new transit-oriented development campaign will help make these transformations a reality.

can afford. The other campaign Greenbelt Alliance launched this year, together with NPH and the Transportation and Land Use Coalition, was a regional campaign to support transit-oriented development. We are working to get the Bay Area's transportation agency (the Metropolitan Transportation Commission) to require good land use around transit stations before funding new transit. This will result in more transit riders, a better transit system, and less traffic on the Bay Area's clogged roads.

Other livable communities accomplishments this year include helping to create a new East Bay Housing Action Coalition and a Contra Costa County Housing Trust Fund Coalition. Both of these will provide a solid foundation for creating thousands of much-needed affordable homes in East Bay cities—rather than in the greenbelt. ■

Guiding Good Planning Around the Region

Greenbelt Alliance authored three reports in 2004. The first of these, released in February, was a report bringing together Sonoma County's environmentalists and farmers to confront the threat of sprawl. The result of months of collaboration, *Preventing Sprawl: Farmers and Environmentalists Working Together* laid out guidelines for Sonoma County's growth in order to protect its working farms and natural areas from poorly planned development. Released to much acclaim, the report is now part of an outreach program to community groups around Sonoma County, building support for compact development. The November report, *Toward a Bright Future: Updating Sonoma County's General Plan*, focused on the current update of the General Plan, which will guide the county's growth for the next fifteen years. The report highlighted threats to the county's quality of life, and recommended ways to address them in the update. In the South Bay, we released a report evaluating the plans for developing Coyote Valley, a large valley at the southern end of San Jose. *Getting It Right? A Report Card on the Coyote Valley Specific Plan Process* found that the plan was missing many important elements that would ensure a protected greenbelt and a walkable, livable new community. The report and its accompanying media attention spurred the city to improve the plan. ■



Greenbelt Alliance's reports brought attention to the need for smart growth from Sonoma County to southern San Jose.

Winning Recognition

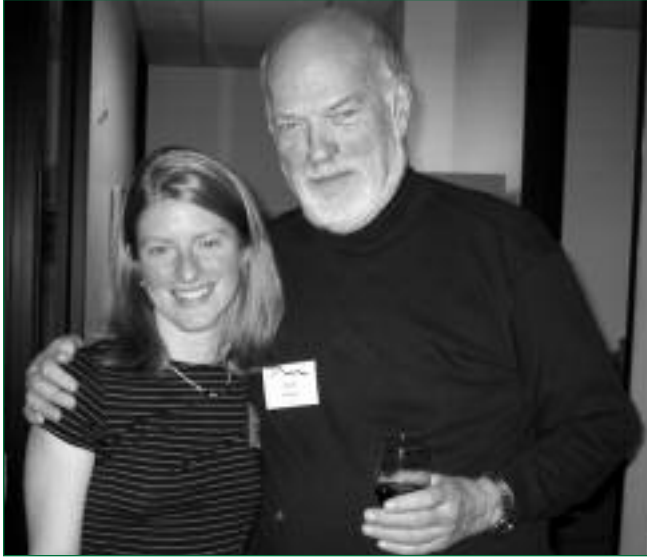
Greenbelt Alliance won two more prestigious awards for our smart growth vision, *Getting It Right: Preventing Sprawl in Coyote Valley*, with an Outstanding Planning Project award from the Northern California Chapter of the American Planning Association, and an award for Excellence in Urban Design from the American Institute of Architects. Greenbelt Alliance also won another four-star rating from Charity Navigator—the highest honors—for sound fiscal management. In 2004, many Bay Area residents agreed that donating to Greenbelt Alliance was a good investment: 897 people joined as new members, and many signed up for our newly-launched Greenbelt Guardians monthly donor program. The media recognized that our work was news, too: 236 stories mentioned Greenbelt Alliance in 2004. ■



Both Photos: Steve Price, Urban Advantage - www.urbanadvantage.com

Celebrating the Greenbelt—and its Protectors

Go Greenbelt!, our annual bike tour, sailed through its fifteenth year last May with the most riders ever—an impressive 73 people volunteered to spend a week biking 480 miles around the Bay Area. They raised funds and awareness to protect the greenbelt they cycled through—and had a great time. One rider was even younger than the ride: at 12 years old, Adam Perelman was the youngest independent rider ever! Greenbelt Alliance also celebrated our volunteers, donors, and other supporters at a Volunteer Recognition Party in January and a packed Open House just before the winter holidays. ■



Development Associate Melissa Wright and Board Member Bud Johns were among the many Greenbelt Alliance staff, Board members, and supporters who enjoyed chatting at our December Open House.



Karen Salinger, a long-time Go Greenbelt! rider and supporter, coasted alongside vineyards and rolling hills on our 15th annual Bay Area bike tour.

Educating the Public

Greenbelt Alliance helped 1300 Bay Area residents explore the wonders of the region’s greenbelt and cities this year through our free Outings programs. Our Youth Outings program took inner-city young people on adventures including a sunset and star-gazing hike, a habitat restoration day at a Arrowhead Marsh, a canoe trip, a seal-watching tour of Año Nuevo, a visit to community gardens and a farmer’s market, and a visit to Angel Island. Our volunteer-led Greenbelt Outings included 50 trips ranging from winter waterfall visits to summer farm tours to fall peak-bagging climbs. Our Urban Outings program included tours of local cities for decision-makers and interested members of the public to see how cities are achieving smart growth—and where they could do even better. A highlight of this year’s Urban Outings was a 60-person tour of the East Bay’s San Pablo Avenue transit corridor, attended by elected officials from the many communities that depend on this transportation artery. ■

Supporting Allies, Sharing Victories

Greenbelt Alliance also joined allies in their efforts, supporting campaigns that resulted in the following successes:

- San Mateo and Marin County’s transportation sales tax measures on the November ballot passed. These measures devote significant funds to transit as well as making roads safer and friendlier to cyclists and pedestrians.
- A measure in the East Bay to fund AC Transit also passed, ensuring continued service without increased fares for the people who depend on it.
- Two East Bay open space protection measures passed, raising funds for East Bay Regional Parks and putting Hercules’ Franklin Canyon off-limits to development.
- The proposal to build a casino on threatened wetlands on San Pablo Bay in Sonoma County was withdrawn, and the bayfront lands will now be permanently protected by the Sonoma Land Trust.
- Inclusionary housing ordinances were adopted in Sonoma County’s Windsor and in Pittsburg, in Contra Costa County. These policies will help increase the supply of homes affordable to people making less than the local median income.
- The Mid-Peninsula Open Space District’s jurisdiction expanded, enabling the protection of forests and farmlands across the Peninsula all the way to the coast. ■



Greenbelt Alliance joined Sonoma County allies to halt a casino development on precious wildlife habitat on San Pablo Bay, which will now be permanently protected by the Sonoma Land Trust.

Financial Statement

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUES

Foundations	\$444,634
Major Donors	320,648
Membership	172,795
Dedicated	78,151
Endowment Donations	105,234
Events	95,512
Business Associates	0
Workplace Giving	11,194
Fees	259,404
Interest	25,047
Miscellaneous	1,780
Net gain on Endowment investment	74,419
Total Support and Revenues	\$1,588,818

EXPENSES

Policy & Field	\$381,468
Communications & Education	245,020
Membership	100,297
Livable Communities	138,545
Greenbelt Alliance Initiative Fund	19,621
Open Space Council	341,497
SF Housing Action Coalition	81,767
BAEER Fair	22,867
Administration/Management & General	137,925
Fund Raising	154,476
Total Expenses	\$1,623,483
Change in Net Assets	\$(34,655)

STATEMENT OF FINANCIAL POSITION

Assets

Current Assets	\$916,866
Endowment Pledges Receivable	\$29,000
Endowment	\$1,087,475
Other Assets	\$38,900
Total Assets	\$2,072,241
Liabilities	\$93,378
Net Assets	\$1,978,863

FEDERAL TAX ID NUMBER: 94-1676747