



*Greenbelt Alliance is the Bay Area's
leading organization at taking a
regional vision for protecting land and
growing smartly and applying it locally*

**ANNUAL
REPORT**

**20
13**



THE PROTECTION OF
2.1 MILLION ACRES OF
FARMS, RANCHES &
NATURAL AREAS
RELIES ON THE POLICIES THAT
GREENBELT ALLIANCE CHAMPIONS

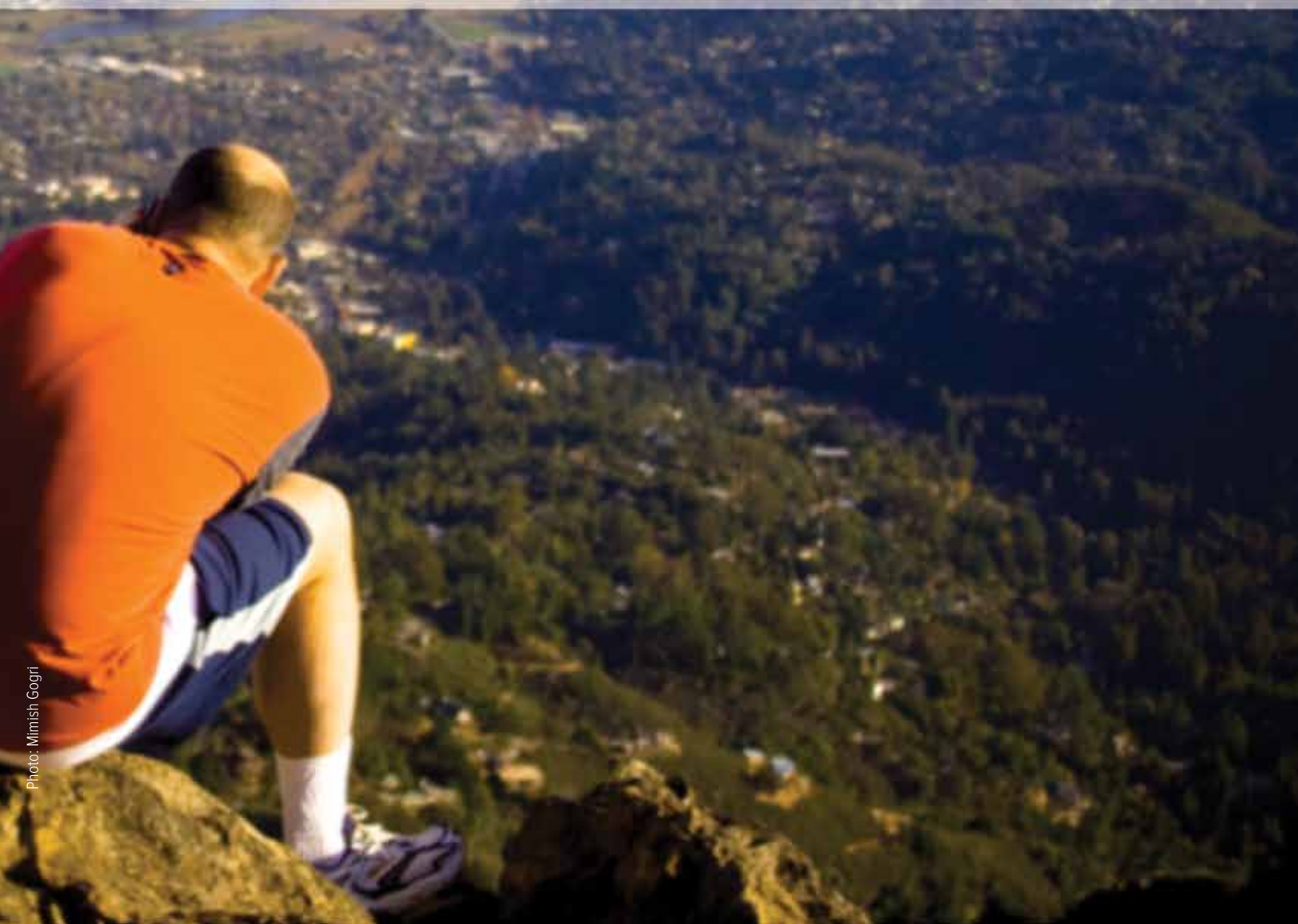


Photo: Mimish Gogri

I WAS FIRST INTRODUCED TO GREENBELT ALLIANCE AT THE TURN OF THE MILLENNIUM. IT'S REMARKABLE TO SEE HOW THINGS HAVE CHANGED SINCE THEN.



In 2000, nearly half a million acres of the Bay Area's greenbelt were at risk of development. To accommodate a growing population, sprawl development that consumed farms, ranches, and natural areas was simply considered the norm. The alternative to sprawl—smart growth within our existing cities and towns that brings homes, jobs, shops, and amenities together as thriving neighborhoods—was viewed as an almost revolutionary concept. In 2000, Greenbelt Alliance's work seemed like a very long hike, up a very steep hill.

Now, less than a decade and a half later, momentum is much more on our side. The amount of the greenbelt threatened by sprawl has dropped from nearly 500,000 acres to just over 300,000. Smart growth is not a revolutionary concept; it's what Bay Area residents looking for great places to live are saying they want. Greenbelt Alliance's work today is as much about helping elected leaders get development right in the right places as it is about preventing development in the wrong places. The hike is still long. But in 2013 the trail was a little flatter and we made great progress. In this annual report, you'll read about some big wins—the adoption of Plan Bay Area, the passage of the Santa Clara Valley Habitat Conservation Plan, and the defeat of the ironically named "New Farm"

development proposal for Contra Costa County's Tassajara Valley. Each of these big wins is an illustration of the momentum that is currently on our side.

But just because we have momentum doesn't mean there are not challenges on the path ahead. The 300,000-acres at risk is still an area 10 times the size of San Francisco. Our booming economy is a blessing in so many ways, but with housing costs soaring and our population expected to grow by two million over the next generation, pressure to develop in the greenbelt will be on the rise. Within our cities and towns, more people must speak out and show their support for development done right—development that can be used as a tool to make neighborhoods more sustainable, healthy, and vibrant for all of the people of the Bay Area. Greenbelt Alliance is there to take on these challenges. In coming years, I am confident we will have many more wins as big as those from 2013.

Thank you for your support. The wins of 2013 are because of you and our 6,000 supporters. The wins of the future will be yours too. We can't do it without you.

Jeremy Madson
Executive Director

GREENBELT ALLIANCE IS FOCUSED ON ADDRESSING A SINGLE CHALLENGE—HOW THE BAY AREA HANDLES GROWTH.

We believe that instead of expanding outward to accommodate a growing population, it is better for our environment, economy, and our communities to reinvest in our cities and towns in ways that benefit all Bay Area residents. Greenbelt Alliance is the Bay Area's leading organization at taking that regional vision for how the Bay Area should grow and working locally to bring it to life.

As advocates and experts, we help shape the rules that govern growth. We help people in communities and their elected leaders understand land-use issues and shape

decisions that will impact their communities, and the entire Bay Area, for decades to come. Over Greenbelt Alliance's 56-year history, we've guided countless decisions that make the Bay Area the one-of-a-kind place it is today.

The things that make the Bay Area special are incredibly diverse, and so is our work—from protecting Sonoma's natural landscapes and Brentwood's farms to creating thriving neighborhoods of shops, parks, and affordable homes in Oakland and Silicon Valley. The sum of all these local efforts is a better Bay Area for everyone.

GROW SMART 2035 GOALS

FULLY PROTECT
THE BAY AREA'S
3.6 MILLION-ACRE
GREENBELT

DIRECT ALL
NEW DEVELOPMENT
INTO ALREADY
URBANIZED
AREAS

ACCOMPLISH BOTH
IN A WAY THAT
EQUITABLY BENEFITS
ALL BAY AREA
RESIDENTS

WE ARE THE CHAMPIONS
OF THE PLACES THAT MAKE
THE BAY AREA SPECIAL
AND ARE COMMITTED TO
MAKING SURE THE RIGHT KIND
OF DEVELOPMENT HAPPENS
IN THE RIGHT PLACES

READ ON TO DISCOVER HOW WE'RE MAKING
AN IMPACT AROUND THE REGION

SANTA CLARA VALLEY HABITAT CONSERVATION PLAN

A HUGE WIN FOR
BAY AREA WILDLIFE AND
NATURAL LANDSCAPES

THE PLAN

\$658
MILLION

WILL BE RAISED
FOR CONSERVATION

46,000
ACRES

WILL BE PROTECTED
FROM SPRAWL

18 ENDANGERED
& THREATENED
SPECIES

WILL BE PROTECTED

WHAT'S NEXT

Although we're celebrating this success with our supporters, we know our work is far from done. As the economy improves, there will be more and more development pressure to sprawl into wildlife habitat in Santa Clara County. Greenbelt Alliance will watch over these lands and challenge threats, ensuring these special places remain protected for future generations.

Program Director Melissa Hippard made one of Greenbelt Alliance's biggest accomplishments of 2013 happen. Having worked in the South Bay for 10 years, Melissa was compelled to find a financially viable, long term way to protect plants and animals that were continuously threatened by poorly planned development.

"I've always loved exploring Santa Clara County with my daughter," Melissa says. "Seeing our shrinking habitat and the consumption of greenbelt lands first hand lit a fire under me—at this rate, my daughter could be the last generation to see some of our native species."

Melissa brought that fire to work with her at Greenbelt Alliance in 2009. She organized staff and supporters, and partnered with organizations throughout the long process of building a groundbreaking policy—the Santa Clara County Habitat Conservation Plan (HCP).

OUR IMPACT

Under Melissa's guidance, Greenbelt Alliance led Habitat Conservation Now—a coalition of county, regional, and national organizations with the common goal of supporting the HCP—and worked tirelessly with community leaders, residents, and government officials to get the plan passed. The entire process, began by scientists and experts, took 12 years and

required six governmental agencies to approve this leading example of HCPs in California.

The HCP's passage didn't come easy. After eight years in development, the plan was at risk as two key jurisdictions, the City of San Jose and Santa Clara County, wanted the plan to be scaled back in light of the poor economy at the time. Led by Melissa, Greenbelt Alliance and the coalition monitored the process to ensure that all revisions achieved the plan's protection goals, without creating undue financial stress on the cities and counties that support it. The end result was a plan that every stakeholder could be proud of.

"You rarely get instant gratification in the policy world," says Melissa. "But the day that the final city approved the plan...that day I felt instantly proud of what we had accomplished. I want our supporters and everyone who was in it for the long haul to know that dedication pays off. And I am so proud of the advances we've made in sustainable land conservation."

Designed to be in place for 50 years and apply to 60% of the county, the HCP will protect 46,000 acres of habitat. Encouraging the right development in the right places, the plan uses fees to direct development away from the most ecologically valuable lands that support endangered species, including the San Joaquin kit fox pictured here.

“NEW FARM DEFEAT”

LOCAL VICTORIES
LIKE STOPPING THE
“NEW FARM” SPRAWL
DEVELOPMENT ARE VITAL
TO CUTTING THE LAND AT
RISK OF DEVELOPMENT IN
HALF BY 2020.

2013 marked an important step toward the protection of Contra Costa County’s Tassajara Valley. Following a six-year battle, developers withdrew their proposal to sprawl deep into this rural valley—a gorgeous slice of the greenbelt. Had it been approved, the 187-unit, 771-acre sprawl proposal, dubbed “New Farm”, would have broken voter-approved growth boundaries—lines that define where growth can and cannot go.

HOW IT AFFECTS THE BAY AREA

Beyond devastating Tassajara Valley, “New Farm” would have set a dangerous precedent that undermines the integrity of growth boundaries and similar open space policies throughout the Bay Area. Local victories like stopping the “New Farm”

sprawl development are vital to cutting the land at risk of development in half by 2020.

OUR IMPACT

Greenbelt Alliance helped lead a coalition—that included Save Mount Diablo, the Sierra Club, and the California Native Plant Society, and residents from Danville and San Ramon—who fought the sprawl proposal for the better part of a decade.

The withdrawal of “New Farm” is the culmination of years of hard work and resilience—it is a victory for all of our supporters, who love the Bay Area and want to see its farms, ranches, and natural lands protected.

ARM” TED

WHAT'S NEXT

While “New Farm” is dead, the threat of sprawl development is still alive. Greenbelt Alliance will continue serving as the watchdog of Tassajara Valley’s rolling hills and continue defending long-standing open space protection policies so that the Bay Area’s working and natural landscapes remain untouched.

PLAN BAY AREA

THIS UNPRECEDENTED REGIONAL STRATEGY FOR CREATING SUSTAINABLE COMMUNITIES IS THE BLUEPRINT FOR STOPPING SPRAWL IN THE BAY AREA—AS LONG AS WE IMPLEMENT IT CORRECTLY.

THE PLAN

30 YEARS
0 SPRAWL

ENVISIONS 100% OF NEW GROWTH
WITHIN EXISTING URBAN BOUNDARIES

80% | **60%**
NEW HOMES | NEW JOBS

WILL BE NEAR
PUBLIC TRANSIT



In 2009, Greenbelt Alliance made public our Grow Smart Bay Area goals; our vision for how the Bay Area can, by 2035, become more climate-friendly, affordable, and economically competitive, while protecting the greenbelt. Right about the same time, the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) began working on Plan Bay Area—our region’s state-required transportation and land-use plan. Over the following four years, we worked nonstop to ensure that Plan Bay Area looked as much like Grow Smart as possible.

We succeeded! Plan Bay Area, approved on July 18, 2013, calls for all new growth to be in the existing urban footprint—not sprawling onto our farms, ranches, and natural lands. It also envisions most of the region’s new growth happening near transit within our cities and towns, meaning that the Bay Area of the future will be one of thriving neighborhoods where people have the opportunity to walk, bike, and use transit rather than drive.

HOW IT AFFECTS THE BAY AREA

In addition to the statistics to the left, the One Bay Area Grant (OBAG) program distributes funds for transportation and affordable homes to the places that are doing the most sustainable and equitable development. The OBAG conservation grant program also dedicates funds for protecting natural and agricultural lands.

OUR IMPACT

To make Plan Bay Area a reality, we brought together organizations with a broad range of interests—from social equity and health advocates to conservation and business leaders—creating a strong voice for sustainable and equitable development.

We provided decision-makers with clear data to inform the plan and we worked closely with them to develop the plan’s conservation grant program. People from all over the Bay Area rallied with us to attend public meetings throughout the process. Greenbelt Alliance also spread the word about Plan Bay Area through our broad networks of friends and supporters and the media.

Together, we built a blueprint that will have impact on the places we love for generations to come. Your support made it possible.

WHAT’S NEXT

Although the plan has been adopted, we’re not done yet. We need to ensure that our cities and counties follow through. Our work to create sustainable and equitable communities ramped up in 2013 and is going strong in 2014. Already a champion of smart growth, San Jose approved its first “urban villages” that adhere to the goals of Plan Bay Area. We’ll continue to advocate for neighborhoods like these urban villages in cities and towns throughout the region.

FINANCIAL SUMMARY

STATEMENT OF ACTIVITIES

Fiscal Year: October 2012 to September 2013

SUPPORT AND REVENUE

Individual Contributions	\$222,353
Major Donors	\$594,988
Foundations	\$1,070,500
Dedicated Donations	\$5,350
Events	\$185,184
Contracts and Fees	\$142,696
Investment Income	\$128,056

TOTAL SUPPORT AND REVENUE \$2,349,127

EXPENSES

PROGRAM SERVICES

Policy and Field	\$998,042
Communication and Education	\$363,322
San Francisco Housing Action Coalition	\$167,882
TOTAL PROGRAM SERVICES	\$1,529,246

SUPPORTING SERVICES

Administration	\$133,904
Fundraising	\$405,030
TOTAL SUPPORTING SERVICES	\$538,934

TOTAL EXPENSES \$2,068,180



STATEMENT OF FINANCIAL POSITION

As of September 30, 2013

ASSETS

Current Assets	\$1,306,547
Endowment	\$1,420,406
Other Assets	\$243,957

TOTAL ASSETS \$2,970,910

LIABILITIES \$131,394

NET ASSETS \$2,839,516

Increase (Decrease) in Net Assets \$280,947



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Read her story at greenbelt.org.*

*Since 2000, we've helped improve 111
neighborhoods* around the Bay Area
by supporting the right development
in the right places.*

*Census tracts touched by the Greenbelt Alliance development endorsement program.

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