“Every metropolitan region in this country needs an organization fighting the good fight for smart growth and good planning. Thanks to Greenbelt Alliance, the San Francisco Bay Area is lucky to have one of the nation’s best.”

Jeff Speck
Author of *Walkable City* and nationally renowned urban designer

2014 was a pivotal year for the Bay Area. The economy was hot, fueling growth in our region unseen since the onset of the Great Recession. How would the Bay Area handle this growth? Would cities allow growth to sprawl out onto our region’s iconic natural and agricultural lands as they had in times past? Or would our region’s leaders choose to grow smart and focus new homes and workplaces within our existing cities and towns and near shops, parks, and public transit?

At Greenbelt Alliance, we are committed to shaping how the Bay Area grows and I am extremely proud to report that in 2014 our region—with some big help from Greenbelt Alliance—chose to, over and over, follow the path of smart growth and protecting the greenbelt rather than to return to sprawling growth patterns of years gone by.

The region’s commitment to greenbelt protection and smart growth, as well as Greenbelt Alliance’s hard work, was evident at the ballot box. We endorsed seven ballot measure positions in Alameda, San Mateo, and Santa Clara counties, as well as in Berkeley, Dublin, San Bruno, and Union City. Thanks to many of you who donated time and money on behalf of these efforts and to those of you who voted, we had a clean sweep, winning on every one of our endorsements! We are especially excited that Santa Clara County voters said yes to Measure Q, which will raise $118 million to protect and manage county open spaces. We were proud to serve as co-chair of the Measure Q effort and to help lead the campaign. We highlight Measure Q on page 6.

The impact went beyond election results. In Concord, Mountain View, Oakland, and San Jose, we worked with city leaders and residents to craft neighborhood plans and citywide policies that will lead to the creation of 10,000 homes, affordable across the income spectrum, in thriving downtowns and within walking distance of places to work, shop, and play. Continue reading on page 8 about our work in Oakland and San Jose.

Our 2014 wins show that Greenbelt Alliance’s work is making a difference throughout the Bay Area. But we can’t let up. Just because we held sprawl in check in 2014 doesn’t mean it’s gone forever. In 2015, we are working just as hard to fight sprawl from Sonoma County to Contra Costa County and to rally support, from Walnut Creek to San Jose, for channeling growth in the right places in ways that safeguard the Bay Area’s greenbelt, reduce our region’s impact on the climate, and make the Bay Area’s cities and towns wonderful places that we are all proud to call home. Continue reading on page 10 for a sample of our 2015 work in Sonoma County.

Greenbelt Alliance is proud to be the champion of the places that make the Bay Area special—our natural areas, our farms and ranches, and the cities and towns in which we live and work. It’s a big job, but it’s an essential one for those of us who believe the Bay Area is amazing and can be even more so in the future. Thank you for your support; without the generosity of people like you, Greenbelt Alliance simply would not be able to protect and support this region we love.

Jeremy Madson
Chief Executive Officer
WHERE NATURAL AND AGRICULTURAL LANDS THAT PROVIDE SO MUCH TO OUR REGION ARE PROTECTED AND WHERE EVERYONE CAN LIVE IN A THRIVING NEIGHBORHOOD THAT THEY ARE PROUD TO CALL HOME
GREENBELT ALLIANCE SHAPES THE RULES THAT GOVERN GROWTH

We do that by advocating for, providing expertise on, and building support behind public policy and planning which promote open space conservation and smart growth. Here is a snapshot of our work in 2014.
Voters overwhelmingly supported protecting our open spaces and helping cities and towns grow in a sustainable way. Greenbelt Alliance endorsed seven positions on key land conservation and smart growth ballot measures across the region—and we won on all seven!

One big election win was the passage of Measure Q in Santa Clara County. With leadership from Greenbelt Alliance, voters dedicated $118 million over 15 years to protect and steward county open spaces.

HOW MEASURE Q AFFECTS THE BAY AREA

This parcel tax will help preserve greenbelt lands in the fastest-growing county in the region—adding roughly 15,000 acres of protected open space throughout Santa Clara County. Measure Q will also increase public access to open space, make improvements to parks and trails, protect water supplies, and fund local environmental education programs.

WHAT’S NEXT

Now that the measure has passed, Greenbelt Alliance will ensure that the funds raised by Measure Q will be used effectively to safeguard and enhance Santa Clara County’s gorgeous landscapes. We are working to make sure the Santa Clara County Open Space Authority directs funds to some of the county’s most vital places, like Coyote Valley—7,400 acres of farmland and habitat on the southern edge of San Jose—as well as lands along the Bay, which provide wildlife habitat for more than 500 species of plants and animals.

OUR IMPACT

Greenbelt Alliance was instrumental to the passage of Measure Q. We co-chaired the campaign to pass the measure. Our leadership brought together a winning coalition and ensured the success of one of the region’s biggest land conservation wins of the 2014 Bay Area elections. In total, the Measure Q coalition garnered over 500 endorsements from organizations and individuals, including the endorsement of the Silicon Valley Chamber of Commerce, which provided its first-ever public backing of an environmental ballot measure.
More and more residents are feeling the heat from rising housing costs. Greenbelt Alliance has helped two of the Bay Area’s largest cities take important steps toward addressing the housing crisis in their communities.

Oakland and San Jose adopted plans which together will create over 4,300 new homes in two downtown neighborhoods. These plans call for a minimum of 600 new homes to be priced within reach of low- and middle-income residents, helping to address the Bay Area’s affordable housing need.

In Oakland, we led community members in shaping the Broadway Valdez District Specific Plan. Under this plan, the city’s busiest transit corridor, commonly called “Auto Row,” will be reinvented with 1,800 new homes, shops, and parks along Broadway between Grand Avenue and I-580.

In San Jose, we helped shape the Diridon Station Area Plan. It envisions a vibrant neighborhood with 2,500 homes around the South Bay’s main transportation hub—affectionately called the “Grand Central Station of the West.” Those living in this neighborhood will have excellent access to Caltrain, Amtrak, buses, and light rail—all at one stop.

These two projects have required years of collaboration and diligence. Greenbelt Alliance saw the plans through changes of elected leaders and city staff and several rounds of community input. Early versions of Oakland’s plan for the Broadway-Valdez District called for car-centric, big-box retail with sprawling parking lots, but we worked with community stakeholders and nonprofit partners for six years to shape the plan into one that would revitalize the neighborhood. In San Jose, Regional Director Michele Beasley (pictured) organized residents so that the Diridon Station Area Plan reflected their input and had their support. Thanks to Michele’s work, the planning process in San Jose had a level of community engagement that Councilmember Don Rocha called, “the highest I’ve ever seen.”

Oakland and San Jose combined have the most potential in the region to add new homes, create thriving neighborhoods, and prevent sprawl development from consuming our greenbelt. Both of these blueprints for smart growth will support thriving downtown neighborhoods by prioritizing land for homes and shops instead of parking lots and by improving public spaces like sidewalks and plazas.

Plans are just the first step. We will now work with city leaders and community members in Oakland and San Jose to ensure the right decisions are made to bring their smart growth blueprints to life. Working with partners in San Jose and Oakland, we will take these plans from words on paper to real homes and neighborhoods that two of our biggest cities can be proud of.
LOOKING AHEAD: PROTECTING SONOMA COUNTY

Sonoma County is one of the nation’s best examples of how a county and its cities can work together to preserve open spaces and promote smart growth. Part of the strategy to protect Sonoma County’s open spaces has been for voters and elected leaders to put in place an impressive set of land conservation policies.

Voters in each of Sonoma County’s nine incorporated communities have approved urban growth boundaries (UGBs), drawing distinct lines where communities can and cannot grow. To maximize the protection of lands outside cities, voters countywide put in place what are called “community separator policies” that limit the ability of county leaders to approve inappropriate development in key open spaces—mostly comprised of farms, ranches, and wildlife habitat.

But next year, this tapestry of open space protections could begin to unravel. Voter approval of the community separator policies will sunset in 2016 and 2018. Once this approval expires, it will only require three of five members of the Board of Supervisors to permit inappropriate development on these lands.

HOW IT AFFECTS THE BAY AREA

Open space defines the identity of Sonoma County and, in turn, Sonoma County’s open spaces help define the Bay Area. The leadership of Sonoma County decision-makers and voters in establishing urban growth boundaries and community separator policies has turned Sonoma County into a regional and national model for inspiration and guidance on protecting open space. The community separator policies protect 16,600 undeveloped acres lying between Sonoma County’s cities and are a critical element of the county’s renowned open space protection model.

With a strengthening economy, pressure to develop the lands protected by Sonoma County’s community separator policies is mounting. If these policies are weakened, the wrong message about the importance of open space protection could be sent to communities that see Sonoma County as a model. On the other hand, if the community separator policies are strengthened in the coming years, Sonoma County will continue to be an inspiration to those committed to controlling sprawl.

WHAT’S NEXT

The time to safeguard these community separator policies is now, before they sunset. Now is also the best time to improve these policies so that they protect Sonoma County’s landscape even better for years to come. To make the community separator policies as strong as they can be, county officials, conservation advocates, and other community leaders will have to work together over the coming months to reach an agreement on these policies that can be widely supported by all involved.

WHAT’S AT STAKE?

16,600
ACRES

PROTECTED BY
8
COMMUNITY SEPARATOR POLICIES

ALL OF WHICH WILL SUNSET BY
2018

Greenbelt Alliance was at the forefront of the effort to put in place Sonoma County’s urban growth boundaries and the community separator policies. We worked with voters and community leaders to craft these innovative tools. With action now needed to renew the community separator policies, we are committed to repeating this leadership role. We will use our expertise on open space protection tools, our ability to bring people together to craft solutions, and our advocacy skills to ensure Sonoma County continues to be a model for how to protect stunning landscapes.
**STATEMENT OF ACTIVITIES**
Fiscal Year: October 2013 to September 2014

**SUPPORT AND REVENUE**
- Individual Contributions: $114,931
- Major Donors: $801,480
- Foundations: $589,904
- Events: $210,733
- Contracts and Fees: $76,858
- Investment Income: $136,994

**TOTAL SUPPORT AND REVENUE**: $1,930,900

**EXPENSES**

**PROGRAM SERVICES**
Total Program Services: $1,565,230

**SUPPORTING SERVICES**
- Administration: $188,607
- Fundraising: $357,298

**TOTAL EXPENSES**: $2,111,135

**STATEMENT OF FINANCIAL POSITION**
As of September 30, 2014

**ASSETS**
- Current Assets: $1,144,491
- Endowment: $1,522,669
- Other Assets: $119,420

**TOTAL ASSETS**: $2,786,580

**LIABILITIES**: $127,299

**NET ASSETS**: $2,659,281

**FINANCIAL SUMMARY**

In September 2014, long-time board member John Chapman passed away after a nearly year-long battle with cancer. John had served on the Greenbelt Alliance Board of Directors since 2003 and as leader of the board from 2009 until September 2014. John’s love for the Bay Area was unwavering. He inspired and motivated everyone at our organization to go the extra mile to protect the Bay Area’s amazing landscapes and make our cities and towns great places. He was an outstanding leader and mentor.

His successor, Board Chair Andy Barnes, along with Greenbelt Alliance board and staff, has dedicated our work throughout 2015 in John’s honor. We will work tirelessly to ensure John’s vision and love for the Bay Area is manifested in everything we do.

**BOARD OF DIRECTORS**
- W. Anderson Barnes, Board Chair
- Wells Whitney, Board Vice Chair
- Elliot Evers, Advancement Committee Chair
- Michael Howe, Public Policy Committee Chair
- Jean McCown, Audit Committee Chair
- Anu Natarajan, Marketing & Communications Committee Chair
- Robert Oxenburgh, Secretary/Treasurer

**STAFF**
- Jeremy Madsen, Chief Executive Officer
- Amy Henson, Marketing & Communications Director
- Edward Lee, Chief Financial Officer & Director of Administration
- Stephanie Reyes, Senior Program Strategist
- Luisa Siravo, Director of Advancement
- Matt Vander Slus, Program Director
- Michele Beasley, Regional Director
- Alex Chen, Marketing & Communications Associate

**VOLUNTEER INTERNS**
- Emilio Balint
- Sara Barnett
- Jia-Lin Brasswell
- Melanie Chu
- Hannah Fariss
- Eric Gudz
- Erin Hatch
- Shashi Halton

**2015 IS FOR YOU, JOHN CHAPMAN**

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- Shashi Halton
This year, our outings program celebrated its 25th birthday. We couldn’t have done it without our fearless outings coordinator, Ken Lavin, and the many volunteer leaders who have helped us spread awareness of the challenges facing the Bay Area’s greenbelt, cities, and towns. A special thanks to all of you!

VOLUNTEER OUTINGS LEADERS
Judy Adler
Steve Bakaley
Sara Barz
Bruce and Sandra Beyaert
Janet Byron
Bill Chin
Sarah Cramer
Gael Erickson
Amie Fleming
Adam Garcia
Carol and Todd High
Melissa Hippard
Bob Johnson
Patti Kenyon
Jonathan Marshall
Eileen and Norman Ong
Cathy Petrick
Dave Schmidt
Bob Solotar
Karen Synowiec
Nancy Topp
Nancy Valente
Liz Watson
Suzanne Weakley
Thank you to everyone who supported Greenbelt Alliance in fiscal year 2014. Please contact Director of Advancement Luisa Siravo Teresa Alvarado and Jess Morales.

### $1,000-$2,499
- Eleanor Phipps Price
- Stephen and Maribelle Leavitt
- Toby and Sally Rosenblatt
- Zelbin-Nemberg Family Fund

### $500-$999
- Anonymous
- Jeffrey and Robin Blanchfield
- Casandra Benjamin
- Bob and Carol Berman *
- Peter Brantley
- Barbara Brooks and Henrik Jones
- Ruairí Donnacha
- A. Richard Carter
- The John and Nancy Cassidy Foundation, an advised fund of the Silicon Valley Community Foundation
- Bruce Dodd
- Danielle and Jan DeJules
- Judy A. Doy
- John and Carol Field
- Brian Fleischer
- Gretchen and Bob Gardner
- Valerie Glass
- Kate Godfrey and Robert Coley
- Raquel Gonzalez
- Sally Griffith
- Doug Harding
- Carolyn Johnson and Rick Thess
- Katharine Johnson
- Amelie Kayman and Eric Yopes
- Patti and Larry Kenyon
- Frederic Knopp
- Stephen Kach
- Anne LeBlanc
- Sue and Peter Lalourette
- Laura and Michael Lazarus
- Sasha Magus
- L. E. McCready
- Michael and Wendy Mendes
- Chiefs and Lotus Moore
- Sharone Moshimeri
- Holly Neber
- Michael Perkash and Karen Giles
- Peter Sager
- Patricia Silver
- Gary and Peg Smith
- Erik Strom
- Richard S. Taylor and Tracy Grubbs
- Anne Teller
- W. Deman and Kate Van Ness

**SUPPORTING INSTITUTIONS**

$100,000-$250,000
- The William and Flora Hewlett Foundation #
- The San Francisco Foundation
- Silicon Valley Community Foundation
- The Wallace Alexander Gerbode Foundation #

**Up to $9,999**
- County of Marin FICO

**SUPPORTING INSTITUTIONS**

$50,000-$99,999
- The Clarence E. Heller Foundation #
- The Health Trust

**$10,000-$19,999**
- Luisa Siravo
- Jeffrey (J.J.) Tate
- Mary Kent
- Bonnie Kilp
- Virginia Rowson
- Bob and Katrina Solitar
- Celia Thompson Taunp
- George Tuttle and Ben Cushman
- Paul and Brenda Backer

**SAVING THE GREENBELT SPONSORS**

This year’s sponsors of our annual fundraising dinner:

- $10,000
  - Nancy Adler and Arnold Milstein
  - Ekle B. Evers
  - Jon and Tammy Perkins

- $5,000
  - Craig Hartman and Jan O’Brien
  - Wil and Julie Parish

- $2,500
  - Linda Jo Faz
  - Joel Sherman and Sandra Monteño-Sherman
  - Michelle Yosney and Richard Geritz

- $1,000
  - W. Anderson Barnes and Sara Barnes
  - Kathy Best Design
  - Patricia S. Dinner
  - Wil Evers and Melissa Ellis Evers
  - Jason Fish and Courtney Benoist
  - Joe Gabbert
  - Jon and Katherine Harvey
  - Doug Havill
  - Nick and Sabrina Hellman
  - John Lund Kirken and Kathrein Kirken
  - Robert and Anne-Jette Oerleburn
  - Toby and Sally Rosenblatt
  - Albert and Joel Wells Schreck
  - Michelle and Richard Stratton
  - The Swanhuyser Family
  - Lanya and Peach Thomson
  - Bill and Kathleen Volkman
  - Wells Whitney and Anne Halsted

**IN-KIND CIRCLE**

- Google
- Lagunitas Brewery
- Buena Vista Winery
- Frog Hollow Farm
- Hafner Vineyard
- Visker Eisele Family Estate
- Gisela Ferrer Caves & Vineyards
- Hamel Family Wines

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**Thank you to everyone who supported Greenbelt Alliance in fiscal year 2014. Please contact Director of Advancement Luisa Siravo at 415-543-6771 x305 or siravo@greenbelt.org regarding omissions or edits.**

* Greenbelt Guardian Monthly Donor
* Deceased
# represents an installment of a multi-year commitment
“For decades, Greenbelt Alliance has been a champion of the Bay Area. Their knowledge and leadership in protecting our natural lands, farms, and ranches ensures that the Bay Area remains one of the most open and natural urban regions in the country.”

George Miller
Former U.S. Representative, CA 11th Congressional District