





"As we face threats like the record drought in California, population growth, and climate change, I'm grateful that we have Greenbelt Alliance ensuring that the Bay Area grows sustainably, that our farms and ranches are protected, and we continue to have some of the most incredible open spaces in the country. Thanks to all of you for supporting Greenbelt Alliance's mission."

U.S. Rep. Jared Huffman, California's 2nd Congressional District

When I first came to Greenbelt Alliance over 14 years ago, it was immediately apparent that this was a unique organization. I quickly noticed that only a handful of Bay Area organizations were focused on how land is used and protected across our region. Of those organizations, I noticed that very few worked on shaping the public policies that address the growth of the nine Bay Area counties. And I realized that only one organization had a holistic focus when it came to land-use policy, a tireless passion for protecting the iconic open spaces of our region, and a commitment to ensuring the right development happens as our cities and towns grew and evolved. That organization was Greenbelt Alliance.

As Greenbelt Alliance's CEO, I am proud that we continue to play this unique role today. When I step back and reflect on the important impact of Greenbelt Alliance's land-use work, my pride grows further. Our work is critical to a host of issues that are priorities for the Bay Area today. Allow me to share a few examples.

In the Bay Area, 40 percent of our greenhouse gas emissions come from vehicles. Sprawl development increases the amount we have to drive, intensifying our negative impact on the environment. However, the smart growth that Greenbelt Alliance advocates for—where walking, bicycling, and using public transit are viable alternatives to driving—can reduce greenhouse gas pollution and make the Bay Area more climate-friendly.

Many of us in the Bay Area are committed to eating in ways that are healthy and have minimal impact on the Earth. Local farms bring us the fresh, healthy, environmentfriendly food that we so desire. Within the nine Bay Area counties, there are approximately 600,000 acres of farmland. Greenbelt Alliance's work to protect our region's farms from development ensures that we will continue to have access to this amazing local food that so many of us love.

Of course, after years of drought, we are all thinking about water. Greenbelt Alliance's work to protect Bay Area open spaces safeguards 1.2 million acres that recharge our region's rivers, reservoirs, and aquifers. And smart growth, which relies on less landscaping, is simply more water-wise than sprawl. In fact, a new smart growth home built today uses 35 percent less water than one built in a new sprawl development.

Few issues have gotten more attention in the Bay Area recently than our housing affordability crisis. At Greenbelt Alliance, we play a critical role in addressing the region's housing challenge. When Bay Area cities and towns create land-use plans and policies, our role is to ensure that affordable homes are planned for and that tools are put in place to fund the construction of affordable homes. By doing so, we ensure Bay Area residents across the income spectrum all benefit as our communities grow.

Greenbelt Alliance's single focus is to address the challenge of how the Bay Area grows. We make sure the right development happens in the right places and prevent development where it does not belong at all: on our greenbelt of spectacular farms, ranches, and natural areas. Every day, as we take on the region's growth challenge, it is very satisfying to know that our work is also making a difference on so many issues—from drought to affordable housing—that are important to the region we love. I am pleased to share this 2015 annual report with you. In its pages, you will see some great examples of the important difference Greenbelt Alliance is making for the Bay Area.

Without the generosity of people like you, Greenbelt Alliance simply would not be able to do this impactful work. Thank you. We look forward to a 2016 in which Greenbelt Alliance continues to make a big difference for the Bay Area.

Jeremy Madsen CEO, Greenbelt Alliance



GREENBELT ALLIANCE IS THE ONLY BAY AREA ORGANIZATION THAT HOLISTICALLY ADDRESSES LAND-USE ISSUES ACROSS OUR REGION—INCLUDING LAND CONSERVATION AND SMART GROWTH DEVELOPMENT.

GREENBELT ALLIANCE SHAPES THE RULES THAT GOVERN GROWTH

We do this by 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 2015.

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PRIORITY CONSERVATION AREA ACRES ADOPTED



COMMUNITY MEETINGS

We provide a supportive voice for land conservation and smart growth decisions at regional and local community meetings.

48 COMMENT LETTERS SENT

We write comment letters on projects and plans, ensuring decision-makers have

accurate policy analysis and

recommendations for improvements.

47 OUTINGS

Getting out to enjoy the greenbelt is essential to reminding ourselves what's at stake if we don't handle our regional growth in the right way.

201 groups collaborated with

Collaboration is key when tackling complicated land-use issues. We partner with organizations and community groups to bring our regional vision to life locally.

66 PUBLIC EVENTS SPOKEN AT

We serve as experts at public events focused on land-use issues, leading the conversation about today's challenges and opportunities in the Bay Area.



and annual and



BIG WIN FOR OPEN SPACE PRIORITY CONSERVATION AREAS

2015 was a big year for open space protection in the Bay Area. The Association of Bay Area Governments (ABAG) voted to expand the region's Priority Conservation Area (PCA) Program significantly. Priority Conservation Areas are exactly what they sound like: natural areas, recreation lands, farms, ranches, and urban open spaces that should be protected from development. Local governments nominate open spaces as PCAs, and ABAG vets and approves the nominations. Now that the PCA Program has been expanded, there are 165 PCAs across the Bay Area, covering over 2 million acres.

2015 PCA STATS



NEW PRIORITY CONSERVATION AREAS CREATED

MORE THAN 400,000 ACRES



MILLION TOWARD THE PCA GRANT PROGRAM

,600

LETTERS TO REGIONAL LEADERS IN SUPPORT OF THE PCA PROGRAM

OUR IMPACT

Greenbelt Alliance led the effort to expand the Priority Conservation Area Program. We helped ABAG improve the design of the program to advance the Bay Area's conservation priorities. We also provided advice and technical guidance to many local governments that shaped their PCA nominations. And most significantly, we pushed hard to increase funding for the PCAs.

Through our website, Bay Area residents sent over 1,600 letters to local leaders, urging them to increase funding for PCAs in the One Bay Area Grant (OBAG) Program. After Greenbelt Alliance's advocacy, \$16.4 million was designated for PCAs. These funds will be critical in leveraging other state, federal, and private dollars to permanently protect the PCAs from development.

HOW PRIORITY CONSERVATION AREAS AFFECT THE BAY AREA

The new Priority Conservation Areas cover more than 400,000 acres—an area more than 13 times the size of San Francisco! Expanding the PCA Program will safeguard even more of the Bay Area's critical open spaces that provide clean air and water, locally produced food, wildlife habitats, carbon sequestration, outdoor recreation, and urban green spaces. The expansion includes designating more land and allocating more funding to preserve that land. The Metropolitan Transportation Commission increased funding for the PCA Grant Program by over 60 percent to \$16.4 million, which can benefit PCAs throughout the entire Bay Area.

WHAT'S NEXT

The next step is to ensure the \$16.4 million is spent wisely. Past funding for PCAs went to local projects, such as the preservation of:

- Breuner Marsh in Richmond.
- The Loma Mar area of San Mateo County, including a redwood forest.
- The Suscol Creek Headwaters Preserve in Napa County.

Greenbelt Alliance will continue our leadership role on future funding, land-use, and policy decisions that will affect the PCAs.

COMING IN 2016 AT RISK: THE BAY AREA GREENBELT

Between 2006 and 2012, we helped cut the region's land at risk of development by 20 percent. But in the hottest development market in the country, are the Bay Area's growth policies and plans still stopping sprawl? Find out in our signature research report, *At Risk,* coming in fall 2016.

SIGN UP TO GET YOUR COPY ON THE DAY OF RELEASE.

GREENBELT.ORG/AT-RISK-2016

IMPLEMENTING SMART GROWTH A TOOLKIT FOR SAN JOSE

Every community in California is required to have a general plan, which serves as a blueprint for growth. In 2011, San Jose adopted a general plan that focuses growth in "urban villages" throughout the city rather than on urban expansion into the Bay Area greenbelt. Urban villages are walkable, bicycle-friendly, transit-oriented neighborhoods that provide a mix of homes, jobs, and amenities. All of San Jose's urban villages are envisioned within the city's existing footprint, largely along outdated commercial strips.

As a longtime smart growth advocate and watchdog of city planning, Greenbelt Alliance knows that even though urban villages are included in the general plan, they are not guaranteed to happen. Therefore, we are working with local residents to shape urban village plans along West San Carlos Street and South Bascom Avenue—two areas just outside of downtown San Jose. We want these plans to excite residents about their neighborhood and motivate neighbors to support smart growth in San Jose. We will ensure that these urban village plans reflect the residents' desires and are models for how great San Jose neighborhoods can be.

West San Carlos Street and South Bascom Avenue are only two of 70 envisioned urban villages to be planned over the next 25 years. To amplify our impact on San Jose's many urban villages, Greenbelt Alliance created the *San Jose Urban Village Toolkit* in 2015. This guide cuts through technical jargon and helps neighbors work with each other, the city, and developers on neighborhood plans. The toolkit also guides residents through the planning process and helps them identify and build on what makes their neighborhood great.

HOW THE URBAN VILLAGE TOOLKIT AFFECTS THE BAY AREA

San Jose—the Bay Area's biggest city—is a linchpin in addressing the Bay Area's current housing crisis. The 2011 San Jose general plan calls for the city to build 120,000 new homes by 2040, which is more than any other city in the region. If this growth is handled well through the creation of urban villages, San Jose will demonstrate how to address housing needs while safeguarding our greenbelt and helping neighborhoods thrive. Our toolkit is a critical resource for making San Jose's vision of urban villages a reality.

WHAT'S NEXT

As new urban village planning efforts kick off, Greenbelt Alliance will share the *San Jose Urban Village Toolkit* with community members to encourage and prepare them to get involved in the planning process for their neighborhood. In the West San Carlos Street and South Bascom Avenue areas, we are working for amenities desired by community members—such as bike lanes, street signs, neighborhood parks, and art projects—to demonstrate the benefits of smart growth. In addition, in 2016, San Jose is reviewing its general plan. As part of this review, Greenbelt Alliance will encourage the City to revise urban-village-related policies to make them more effective at bringing the urban village vision to reality.



The San Jose Urban Village Toolkit cuts through technical jargon and helps neighbors get organized so they can engage with each other, the city, and developers on neighborhood plans. The toolkit also guides residents through the planning process and helps them identify and build on what makes their neighborhood great. "This toolkit is excellent. It's by far the best and clearest advice on [community] organizing I've ever seen."

 Professor Emeritus Terry Christensen, specialist in state and local politics, San Jose State University



OUR IMPACT

Greenbelt Alliance has been a long-standing leader in promoting smart growth in San Jose. We served on the city-appointed task force that created the 2011 general plan and brought environmental, business, affordable housing, labor, neighborhood, and other interests together to support the urban village concept. Through our work with the West San Carlos Street and South Bascom Avenue planning process, we are doing more on the ground than any other Bay Area organization to implement urban villages. Our experience in shaping the San Jose general plan and our direct engagement in urban villages have

given us the unique knowledge and experience to create the San Jose Urban Village Toolkit.

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GYM GYM BOUNCE RAMA

LOOKING AHEAD THE FARMS AND RANCHES FOREVER INITIATIVE

The local food movement has exploded across the nation, and the Bay Area is the epicenter—yet the Bay Area's farms and ranches are in jeopardy. Since 1984, we've lost 217,000 acres of agricultural land—that's seven times the size of San Francisco! Today, 200,000 acres of farms and ranches are at risk of being converted to development.

Greenbelt Alliance has long been a champion for the Bay Area's agricultural lands. In the coming year, we will step up support for our region's farms and ranches. In 2016, we are releasing *HomeGrown: Tools for Local Farms and Ranches*. This report presents innovative tools and best practices for protecting agricultural land and helping farmers and ranchers stay in business.

Our new report is just the first step. Also in 2016, we will act on the recommendations in *HomeGrown*, seeing that they are put in place across the Bay Area. We are starting with Contra Costa County, where county leaders are developing an important agricultural and open-space policy. This policy is an ideal mechanism for integrating the findings from *HomeGrown*. Greenbelt Alliance's goal is for the policy to:

- Emphasize the significance of local agriculture.
- Set strong standards to avoid urbanizing agricultural lands.
- Fund permanent protection of farmland.
- Support environmentally responsible practices of farmers and ranchers.

HOW FARMS AND RANCHES FOREVER AFFECTS THE BAY AREA

Our Farms and Ranches Forever Initiative affects the entire Bay Area. We will share the tools and strategies in *Home-Grown* with elected officials, county staff, community leaders, farmers, and ranchers. With our Contra Costa County work, we will spur other Bay Area counties to pursue new policies and programs that will better protect farms and ranches and support their economic viability.

OUR IMPACT

Greenbelt Alliance is the only organization that focuses on the local policies, plans, and programs that govern how our Bay Area lands are used. Given this focus, we are the best organization to bring local leaders and supporters together to protect and sustain the Bay Area's agricultural landscape.

116,000 ACRES OF GRAZING LAND AT RISK

AT STAKE



EARMLAND AT RISK

TAKE ACTION SUPPORT BAY AREA FARMS & RANCHES

"How our region uses land and the rules that govern that use can change local agriculture forever. We have to both help remove government barriers to farming and ranching and prevent conversion of agricultural land to sprawl development. Greenbelt Alliance's holistic approach to land-use policy can accomplish both. That's why I've chosen to honor my friend John Chapman by making a leadership investment in Greenbelt Alliance's Farms and Ranches Forever Initiative."

-Jon Harvey, Greenbelt Alliance board member and lead investor in the Farms and Ranches Forever Initiative You can help us shape agricultural policies around the Bay Area by taking action online or donating to our Farms and Ranches Forever Initiative. The Farms and Ranches Forever Initiative is dedicated to the memory of our late Board President John Chapman. John was a tireless advocate for Bay Area farms and ranches, especially in his home county of Contra Costa.

DONATE: greenbelt.org/john-chapman

TAKE ACTION: greebelt.org/actions

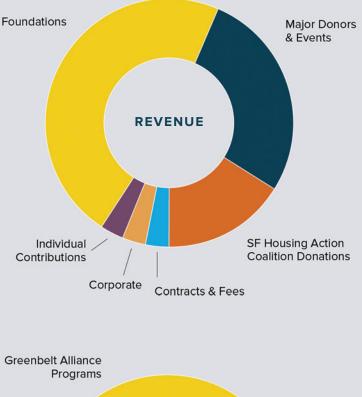
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FINANCIAL SUMMARY

STATEMENT OF ACTIVITIES

Fiscal Year: October 2014 to September 2015

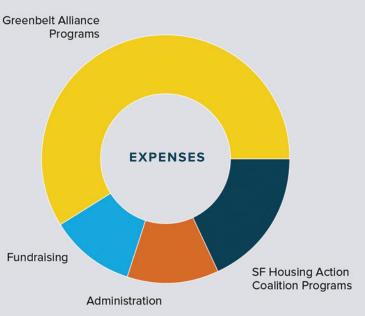
SUPPORT AND REVENUE Individual Contributions Major Donors and Events Corporate Foundations Contracts and Fees Investment Income SF Housing Action Coalition Donations	\$93,120 \$733,377 \$78,686 \$1,270,700 \$86,261 (\$730) \$415,490
TOTAL SUPPORT AND REVENUE	\$2,676,904
EXPENSES PROGRAM SERVICES Greenbelt Alliance Programs SF Housing Action Coalition Programs Total Program Services	\$1,328,814 \$411,748 \$1,740,562
SUPPORTING SERVICES Administration Fundraising Total Supporting Services	\$262,254 \$251,055 \$513,309
TOTAL EXPENSES	\$2,253,871



STATEMENT OF FINANCIAL POSITION

As of September 30, 2015

ASSETS Current and Other Assets Endowment	\$1,733,648 \$1,493,582
TOTAL ASSETS	\$3,227,230
LIABILITIES	\$144,915
NET ASSETS	\$3,082,315



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\$10,000- \$19,999

Climate Ride East Bay Community Foundation Gaia Fund **

UP TO \$9,999

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The Greenbelt Guardians are a group of loyal donors who have committed to making automatic contributions each month to Greenbelt Alliance.

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Thank you to everyone who supported Greenbelt Alliance in fiscal year 2015. Please contact Director of Advancement Luisa Siravo at 415-543-6771 x305 or Isiravo@greenbelt.org regarding omissions or edits.

Judy A. Doi Ann Dolyniuk Simms Duncan Dale Engle Arleen Feng John Fioretta Mark Gion Karl Goldstein Steve Greenberg Kara and Michael Gross Eric Haas Rainer Hoenicke Wendy and Dan Marinaccio Husman David Kadish Frances Kaplan George Kramm Tobin Kendrick Michelle Koo Gustav Larsson Sam Liccardo Pierce MacDonald David Madson Karen and Scott Matsueda Lawrence Maxwell Hugh McDevitt Judy and Jerry Merrill Elizabeth and Michael Mooney Elizabeth Nally Matthew O'Grady Elizabeth Pigford Margaret Powell Isabel Santos J. Donald Seaver Kurt Shaver Lawrence Shubert and Julie Lustig Patrick Siegman Maria and Pilar Silva Elizabeth Leonie Simpson and John Wurr Elizabeth Stampe Theresa Sweeney and James Blanchard Ruth Tretbar Russell and Claire Urzi Elizabeth Wierzbianska

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IN MEMORY

We thank our donors who remembered their loved ones with a gift to Greenbelt Alliance.

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Savor the Greenbelt is an annual event that raises funds to support Greenbelt Alliance's programs.

\$10,000 Nancy Adler and Arnold Milstein Elliot Evers Tom and JaMel Perkins

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\$5,000

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⁺ Deceased; * Represents both a single year grant and an installment payment on a multi-year grant; ** represents an installment payment on a multi-year grant; *** represents two awarded grants

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\$250-\$499

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Greenbelt Alliance addresses a single challenge: how the Bay Area handles growth. We shape the rules that govern growth to protect the region's open spaces and to ensure neighborhoods within our cities and towns are amazing places for everyone.

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