“Be the change you want to see in the world.” These words are famously attributed to Mohandas Gandhi, though some question whether he ever used the phrase. But whether or not these words belong to Gandhi, they are still pretty good words to live by.

We live in uncertain times. With years of gridlock in Washington and the current Administration, the federal government can be expected to be part of the problem rather than part of the solution when it comes to protecting the environment and creating inclusive communities. With Governor Jerry Brown’s encore term winding down, there is uncertainty at the state level, too.

Bay Area residents only have so much control over what happens in Sacramento or Washington. But here locally, we can create the world we want to see. I am proud to be Greenbelt Alliance’s CEO because we are doing just that. We are making our home a model for protecting natural and agricultural lands and creating thriving communities.

At Greenbelt Alliance, we address how the Bay Area grows. Our job is to make sure that the right kind of development happens in the right places and to prevent development where it does not belong: on our greenbelt of spectacular farms, ranches, and natural areas. Through our work we tackle some of today’s most pressing issues. For example, in this era of water uncertainty and climate change, we protect our region’s precious water resources by safeguarding open spaces that recharge rivers, reservoirs, and aquifers. As another example, by raising the issue of housing affordability as cities and towns plan for growth, we ensure that Bay Area residents across the income spectrum benefit as our region grows.

This past November, Bay Area voters demonstrated our region’s willingness to be the change we want to see. Greenbelt Alliance led the way. We spearheaded the ballot measure campaign to protect over 53,000 acres of natural and agricultural areas in Sonoma County (see pages 6-7 for details). Our work was critical in passing an urban growth boundary in Gilroy, protecting some of the Bay Area’s best farmland. We supported measures that will raise billions of dollars to build affordable homes and to make it easier to walk, bike, and use public transit.

The national elections created uncertainty and, for many, anxiety. Our local results, where Greenbelt Alliance was a leader, provide hope.

In 2017, Greenbelt Alliance will continue to lead. As development pressure puts iconic lands from Santa Clara County to Solano County at risk, we will be there to protect these landscapes. As cities from Silicon Valley to Santa Rosa struggle with growing populations, we will be there to ensure our communities become more sustainable and livable. With Greenbelt Alliance’s leadership in these uncertain times, the Bay Area can be a shining example, for the country and the entire planet, of the sustainable, prosperous, and inclusive world so many of us want to see. Without the generosity of people like you, Greenbelt Alliance simply would not be able to be the leader we are. Thank you.

Jeremy Madsen, CEO
MAKING GREENBELT ALLIANCE A PRIORITY IN OUR LIVES

Since 1958, Greenbelt Alliance has worked on the front lines of hard-fought battles, protecting open spaces and making our communities much more livable. We promote policies that protect natural and agricultural lands. These policies now safeguard more than 2 million acres of Bay Area open space. Greenbelt Alliance also supports smart growth within our cities and towns. We know that sprawl development consumes open space, puts more cars on the road, adversely affects quality of life, and burdens our Bay Area economy.

Greenbelt Alliance is the only Bay Area organization that holistically addresses these complex land-use issues across our region.

For a decade this organization has been a priority in my life. It has provided me with the opportunity to give back and broaden my understanding of the complex growth and development issues facing the Bay Area. It has been an honor to serve on the Board of Directors and to be the organization’s Chair for much of the last three years. Greenbelt Alliance is a leader in shaping the rules that govern growth in our region, and we have made impressive strides over the last decade. Now, we are stepping up and will make an even greater impact in the years ahead. With issues like climate change, housing affordability, and the future of our water supply, our work has never been more important. My wife Sara and I truly believe it is a necessity as well as an honor to support Greenbelt Alliance.

If you want to be part of an organization that makes a lasting difference in the sustainability of the Bay Area’s environment and the livability of our cities and towns, Greenbelt Alliance is your organization. Thank you for your past support and please join us in supporting Greenbelt Alliance in the months and years ahead.

William A. (Andy) Barnes
Chair of the Board of Directors 2014-2017

YOU CAN SHAPE HOW THE BAY AREA GROWS BY DONATING OR TAKING ACTION ONLINE.

DONATE: greenbelt.org/donate
TAKE ACTION: greenbelt.org/actions
GREENBELT ALLIANCE ADDRESSES A SINGLE CHALLENGE:
HOW THE BAY AREA HANDLES GROWTH
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 2016.

23 BALLOT BOX WINS

Across the Bay Area, Greenbelt Alliance and our partners celebrated when voters adopted our positions on 23 of the ballot measures we endorsed.

136,000 ACRES

of natural and agricultural land were protected by our policy and ballot measure wins in 2016.

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. Teri Shore, our North Bay Regional Director, and other Greenbelt Alliance staff.

SPOKE AT 80 PUBLIC EVENTS

WE WORKED WITH 176 ORGANIZATIONS AND COMMUNITY GROUPS

Collaboration is key when tackling complicated land-use issues. Our Planning & Research Manager Adam Garcia provides mapping services and visualization of land-use data to help our partners across the Bay Area bring our regional vision to life locally.
Outings Coordinator Ken Lavin directs a group of passionate local enthusiasts who guide our supporters through the Bay Area’s most beautiful places. In 2016 Greenbelt Alliance led 47 OUTINGS.

We provide a supportive voice for land conservation and smart growth decisions at regional and local community meetings. Regional Representative Kiyomi Honda Yamamoto and our staff attended 381 COMMUNITY MEETINGS.

Our expert staff, including Program Director Matt Vander Sluis, write comment letters on projects and plans, ensuring decision-makers have accurate policy analysis and recommendations for improvements. WE WROTE 56 COMMENT LETTERS.

6,700 NEW HOMES ENDOURED by Greenbelt Alliance’s Development Endorsement Program.

Led by Bay Area housing organizations like the Non-Profit Housing Association of Northern California and supported by Greenbelt Alliance, Bay Area voters approved $2 BILLION FOR AFFORDABLE HOUSING INVESTMENTS.
While at the national level the 2016 election created uncertainty and anxiety, here in the Bay Area we have a lot to celebrate. Our local ballot measure results proved that voters want our communities to be environmentally sustainable, prosperous, and inclusive.

This year, Greenbelt Alliance took a stance on 27 ballot measures that will guide how the region grows and worked tirelessly to shape the results. There were tough battles, but we won on nearly all of them—from open space protection in Gilroy to affordable housing funding in Alameda County. See our ballot measure results at greenbelt.org/voter-guide. One of the most exciting conservation wins of 2016 was the Measure K victory in Sonoma County.

Greenbelt Alliance led the Measure K effort and, in doing so, tripled the amount of land protected as “community separators” in Sonoma County. Community separators consist of farms, ranches, and natural lands between cities and towns. Measure K also renewed voter protection of these lands for another 20 years. Now, 53,576 acres of the county’s rich agricultural land and beautiful landscape will be protected from sprawl and subdivision for another two decades.
OUR IMPACT
Greenbelt Alliance dedicated more than two years of organizing and outreach to expand and strengthen community separator protections. We rallied local groups and supporters for a total of 280 endorsements for Measure K. Hundreds of residents sent letters and attended meetings in support of the campaign. Together with residents, we secured unanimous support from the County Board of Supervisors and a final countywide vote of 81% in support of the measure.

HOW MEASURE K AFFECTS THE BAY AREA
Sonoma County is known nationwide for protecting its landscapes and directing growth sustainably into existing cities and towns. Passing and strengthening policies that prevent sprawl development has allowed the local community to carry forward its legacy of fine wine, fresh local food, and beautiful landscapes for the Bay Area, and the nation, to enjoy. By choosing to protect their community separators, local voters have provided a fantastic example for the rest of the Bay Area on how to accommodate growth while conserving our vital lands.

WHAT’S NEXT
Passing Measure K was a huge win, but our work isn’t done. Holistically solving land-use issues requires both stopping inappropriate development and saying yes to the right development in the right places. In 2017, we will continue to extend policy protections to more of Sonoma County’s landscapes, as well as support smart development in existing cities and towns. A great example of smart development is the Greenbelt Alliance-endorsed DeTurk Winery Village in downtown Santa Rosa. This project adds homes that are affordable, shops, and new bicycle lanes near the future SMART train station.

MEASURE K AT-A-GLANCE
81% VOTER SUPPORT
53,576 ACRES PROTECTED FOR 20 YEARS
GREENBELT ALLIANCE ENDORSEMENT PROGRAM
WINNING APPROVAL OF GOOD GROWTH

To ensure that the Bay Area of the future is sustainable and inclusive, we need more people saying “yes” to the right development in the right places. That’s where Greenbelt Alliance’s Endorsement Program comes in. Since the 1980s, we have endorsed new homes and neighborhood projects and plans that enhance residents’ quality of life—without sprawling into the Bay Area greenbelt.

In 2016, we saw an upsurge of good development proposals inside of our cities and towns throughout the region. We endorsed and advocated for many of those plans that benefit the community and the environment.

HOW “GROWING IN” AFFECTS THE BAY AREA
It’s no secret that the Bay Area is suffering from a housing affordability crisis. The lack of affordable places to live takes a significant financial and emotional toll on Bay Area families, especially low-income residents. It also threatens the future of our natural and agricultural lands. When people can’t afford to live in communities near jobs and transit, they often move to less expensive places at the edges of the region and beyond. This creates new sprawl pressure in these edge communities, encroaching on the greenbelt lands that benefit us all. Creating new homes in our already-existing cities and towns can transform neglected sites into thriving neighborhoods with housing choices that are affordable. It can foster more walkable, bicycle-friendly neighborhoods that support active lifestyles and healthy communities, rather than long commutes. And it can stop pressure to build on our natural and agricultural lands.

WHAT’S NEXT
We will continue to build support for smart development proposals around the Bay Area through our Endorsement Program. For example, the City of Brisbane, just south of San Francisco, is debating the future of one of the region’s largest sites for infill development—684 acres of former industrial land adjacent to the Bayshore Caltrain Station. We’re encouraging the city to plan for a well-designed, walkable, public transit-oriented community for residents across the income spectrum. We are advocating for a mix of homes and jobs, ample open space, clean energy, and other community benefits for future generations.

2016 DEVELOPMENT ENDORSEMENTS

6,700 NEW HOMES ENDORSED
OUR IMPACT

Together, the plans we endorsed in 2016 include over 6,700 new homes near transit and downtowns—not on our greenbelt. For context, 6,700 homes is more than the total number of homes in the City of Emeryville. Since the 1980s, we have endorsed 184 top-notch housing plans and projects totaling over 77,500 new Bay Area homes. That’s more housing than there is in Fremont, the Bay Area’s fourth largest city.

A great example of developments we endorse is the old Sherwin Williams paint factory in Emeryville. In October 2016, the Emeryville City Council followed our advice and approved a proposal to transform the shuttered plant near the Emeryville Amtrak station into a thriving walkable community with 500 new homes for people across the income spectrum. The new development will also include offices, neighborhood shops, community meeting spaces, two acres of local parks, bike paths, and connections to the Emeryville Greenway trail.

When the project came up for approval by the City Council, Mayor Dianne Martinez raved about Greenbelt Alliance’s endorsement. “To have their blessing on this is a big, big deal for me. It says volumes about what we expect to see in our community.”
In the last 30 years, the Bay Area has lost 217,000 acres of agricultural land to sprawl development—a total area equivalent to seven San Franciscos. Greenbelt Alliance is providing creative solutions to stop sprawl from consuming our local farms and ranches.
In 2016, we wrote *HomeGrown: Tools for Local Farms and Ranches*, which is a call to action for local decision-makers to support local agriculture. It recommends smarter policies, a supportive culture, and more effective permitting practices that will help our remaining Bay Area farms and ranches thrive, rather than be lost to sprawl development.

Many decision-makers are now stepping up to protect farms and ranches. Two standout decisions came from the Local Agency Formation Commissions (LAFCos) in Contra Costa County and Santa Clara County. (Get the details on these two big wins in the Our Impact section to the right.)

**HOW THESE WINS AFFECT THE BAY AREA**

The Bay Area’s farms and ranches not only provide palate-pleasing local food but also an array of other benefits as well. Farms and ranches provide wildlife habitat and carbon sequestration and contribute to the aesthetics of the region. And Bay Area farms and ranches add $6.1 billion to our economy. These two wins in Contra Costa County and Santa Clara County were huge victories for the Bay Area because they set a precedent for choosing local farms and ranches over sprawl.

**WHAT'S NEXT**

Moving forward, Greenbelt Alliance will continue to protect the Bay Area’s agricultural landscape through our Farms and Ranches Forever Initiative. For example, in 2017 we will open an office in Solano County to protect its landscapes—including 355,000 acres of agricultural land—from sprawl development.

**OUR IMPACT**

Nearly 20% of Contra Costa County’s agricultural land has been paved over since 1990. Much of what’s left is still threatened by development pressure. In 2016, Greenbelt Alliance employed our *HomeGrown* policy recommendations to urge the passage of a countywide Agricultural and Open Space Preservation Policy. This new policy will make it much harder for sprawl to swallow up farm and ranch land, and natural habitat outside of cities and towns.

Another big win for agriculture was in Santa Clara County where Morgan Hill had proposed annexing 236 acres of farmland to make room for more sprawl development. For over 10 years, we worked with local advocates and partners to educate decision-makers and demand that they reject repeated attempts to consume this land. Finally, in March 2016, the Santa Clara County Local Agency Formation Commission struck down the City of Morgan Hill’s proposal to expand its boundaries. Protecting 236 acres may seem small, but each farm or ranch lost threatens the viability of local agriculture. With this win, decision-makers reinforced the principle that every acre of remaining agricultural land is important to our economy, environment, and local food culture.
STATEMENT OF ACTIVITIES
Fiscal Year: October 2015 to September 2016

SUPPORT AND REVENUE
Individual Contributions $108,403
Major Donors and Events $753,579
Corporate $110,395
Foundations $923,125
Contracts and Fees $61,358
Investment Income $167,826
SF Housing Action Coalition Donations $456,787

TOTAL SUPPORT AND REVENUE $2,581,473

EXPENSES
PROGRAM SERVICES
Greenbelt Alliance Programs $1,286,023
SF Housing Action Coalition Programs $451,472
Total Program Services $1,837,495

SUPPORTING SERVICES
Administration $196,415
Fundraising $421,712
Total Supporting Services $618,127

TOTAL EXPENSES $2,455,622

STATEMENT OF FINANCIAL POSITION
As of September 30, 2016

ASSETS
Current $1,760,530
Endowment $1,598,618
Other Assets $39,623
TOTAL ASSETS $3,398,771

LIABILITIES
$190,605

NET ASSETS $3,208,166
BOARD OF DIRECTORS, STAFF, & VOLUNTEERS

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Mehra Ardehishi
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CELEBRATING OUR COMMUNITY

JOIN US FOR SAVOR THE GREENBELT
October 3, 2017, at the world-renowned Fairmont San Francisco

For sponsorship information, visit greenbelt.org/savor-the-greenbelt or call 415.543.6771 x305.

OUR 2016 TOP BUSINESS DONORS
In October 2016, friends and donors of Greenbelt Alliance gathered in the San Francisco War Memorial’s Iconic Green Room for our annual benefit, Savor the Greenbelt. We celebrated record-breaking attendance and honored our inaugural Greenbelt Alliance Champion Awardees: environmental advocate and philanthropist Laney Thornton, and environmentalist John Sutter. With a custom menu from The Perennial, featured in GQ and Bon Appetit’s 2016 Best New Restaurants, this was a night to remember. We thank our guests, donors, and sponsors—individuals, businesses, and organizations—for making this the most successful Savor the Greenbelt yet.

Over 120 Greenbelt Alliance supporters and friends of the late John Chapman—Greenbelt Alliance’s former Board President—honored John’s legacy and our work to protect Bay Area agriculture at our Farms and Ranches Forever Fest. Food, margaritas, and a spirited auction made for a lively evening at The Ramp, a well-loved waterfront hangout in San Francisco’s Mission Bay. Thank you to all of our donors who contributed to the Farms and Ranches Forever Initiative in honor of John. Your support makes protecting our Bay Area’s working lands possible! Read more about our 2016 farms and ranches work on pages 10-11.

The Greenbelt Alliance Sonoma Leadership Council and 80 guests gathered in Glen Ellen in June 2016 to celebrate our efforts to keep Sonoma green. Hosted by Stephen and Maribelle Leavitt, the event raised funds to support our work to renew voter protections for over 53,000 acres of community separators for another 20 years in Sonoma County. Read about the resounding success of Measure K on pages 6-7.
THANK YOU TO OUR DONORS

$400,000 and above
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Matt and Janice Barger
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LEADERSHIP CIRCLE: AN AFTERNOON WITH JOHN KING

The donors of Greenbelt Alliance’s Leadership Circle gathered for a post-election conversation with John King of the San Francisco Chronicle to discuss the 27 local ballot measures Greenbelt Alliance took positions on in the 2016 Bay Area elections. Read more about our election results at greenbelt.org/voter-guide and on pages 6-7 of this annual report.

For information on becoming a member of the Leadership Circle, contact Luisa Siravo at lsiravo@greenbelt.org or 415.543.6771 x305.
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WAYS TO GIVE
Thank you for being a part of the Greenbelt Alliance community.
Your support keeps our Bay Area natural and agricultural lands free from sprawl development and creates thriving neighborhoods in our cities and towns. Together, we’re creating a prosperous, sustainable, and inclusive Bay Area. Make a gift now to make our shared vision a reality.

VISIT: greenbelt.org/donate
CALL: 415.543.6771 x305

¹ Deceased;  * payment on a multi-year grant;  ** total includes new gift and payment on a multi-year grant;
* These donors also supported our work in Sonoma County through in-kind donations.

ANNUAL REPORT 2016
Savor the Greenbelt
Savor the Greenbelt is our annual fundraising event to support Greenbelt Alliance’s programs.

Event Chairs
Nancy Adler and Arnold Milstein
Linda Jo Fitz
Tom and JaMel Perkins

Local Food Champions: $10,000
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“The efforts to protect these magnificent places is often driven by the people who are closest to them, and that’s why the work Greenbelt Alliance has done for the past 59 years is so important. It’s impossible to imagine what the Bay Area would be like without those who started this movement to save our farmland and our hills and all the members and volunteers who continue to do their part.”

Senator Barbara Boxer