



2008 ANNUAL REPORT



LETTER FROM THE EXECUTIVE DIRECTOR



In 2008, Greenbelt Alliance protected natural areas around the Bay, from watersheds to productive farms to wetlands.

This past year, my first as Executive Director, Greenbelt Alliance celebrated our 50th anniversary and took time to reflect. We like what we see.

The Bay Area is a thriving, diverse metropolis surrounded by oak-studded hills, redwood forests, and productive farms. Greenbelt Alliance's tireless advocacy for open spaces and great neighborhoods has been a leading force in making our region the envy of the nation.

Reflection was only part of 2008; our talented staff and volunteers, led by our Board of Directors, achieved major victories, as you'll see.

A new era also began, one that calls for change. The housing crisis and fluctuating gas prices have proven that sprawl development is truly unsustainable. State leaders, working to reduce greenhouse gas pollution, now recognize that where homes are built profoundly impacts



global warming. In the Bay Area, leaders are working together to support new patterns of growth that are both environmentally sustainable and socially just.

Greenbelt Alliance is ready to lead the way. For 50 years Greenbelt Alliance has been the voice for creating vibrant, planet- and people-friendly communities. Now, as the solutions we have long promoted become increasingly popular, we will use our solid research, grassroots activism, and policy expertise to bring change to the Bay Area.

I am proud to be Greenbelt Alliance's Executive Director as we enter this new era.

Thank you for your support in 2008. Your continued support, in 2009 and beyond, will help Greenbelt Alliance make the Bay Area a model for the nation and an even better place to live.

Sincerely,

Jeremy Madsen



Members and friends hiked through the mist at Castle Rock on one of the more than 60 Greenbelt Outings in 2008.

1 Mega-mall stopped on Santa Clara County farmland; developers considered a vacant building within Gilroy instead.

7 Improved policies in the Sonoma County General Plan, following our advocacy.

28 Urban growth boundaries in the Bay Area, with the newest unanimously adopted by the Vacaville City Council.

62.5 Percent of Californians voted for Proposition 99, which fixed eminent domain without dismantling environmental safeguards.

70 Miles of a new train line and a parallel bike and pedestrian pathway from Cloverdale to Larkspur; Greenbelt Alliance campaigned hard for the SMART train.

200 Elected officials and civic leaders attended Greenbelt Alliance Urban Outings to envision better neighborhoods.

\$225 Million in funding for new parks and trails in the East Bay, following the passage of Measure WW.

290 Supporters rallied by Greenbelt Alliance to advocate for a green direction for the future use of the Concord Naval Weapons Station.

1,300 Copies of *Smart Infill*, Greenbelt Alliance's new practical guide to revitalizing communities, in the hands of local officials and leaders region-wide.

5,600 Future homes endorsed by Greenbelt Alliance in cities from San Rafael to San Jose to Hercules.

\$400,000 More each year for affordable homes in Marin, after county supervisors adopted a fee on new oversized homes.

980,000 Acres in Solano and Napa counties preserved by the passage of Measures T and P, both Greenbelt Alliance-supported initiatives.

5,000,000 metric tons of greenhouse gases to be reduced through better land use, a policy adopted by the Air Resources Board.

ACHIEVEMENTS



Nina Robinson, www.ninarobinsonphotography.com

Greenbelt Alliance organized a tour of North San Jose to encourage plans to make the neighborhood more walkable.

CLIMATE POLICY IMPROVED

The Global Warming Solutions Act will include improved land use:

“I think people are sick of traffic, and they do care about the issue of global warming, and they do want to spend more time with their families and spend less time in their cars.” —*Amanda Brown-Stevens, Director of Programs*

“Creeping sprawl overtakes refugees from cities,” **San Francisco Chronicle**, April 18, 2008

PROPOSITION DEFEATED

Proposition 98 was a threat that failed, thanks to advocacy by Greenbelt Alliance and allies:

“If this measure were to pass, it would ... invalidate planning, zoning and other regulations that are put in place by local governments to enhance the quality of life.” —*Jeremy Madsen, Executive Director*

“‘Private use’ clause splits law’s allies, foes,” **San Francisco Chronicle**, May 7, 2008

LINE DRAWN

The Vacaville City Council adopted a 20-year urban growth boundary:

“This is a great day for Vacaville. This will preserve the city’s quality of life by protecting the natural areas and working farms around it.” — *Amanda Brown-Stevens, Director of Programs*

“Signers like growth zone,” **The Vacaville Reporter**, Feb. 12, 2008

FARMLAND PROTECTED

The passage of Measure P and Measure T was a victory for Napa and Solano counties:

“Together, these initiatives can protect almost a million acres of the Bay Area’s most scenic and productive landscapes, including the Napa Valley.” — *Elizabeth Stampe, Communications Director*

“Bay Area Environment on the November Ballot,” **Bay Nature Magazine**, October–December 2008

BETTER CITIES ENVISIONED

Greenbelt Alliance and its allies organized several successful Urban Outings:

“We really see in the development of the First Street corridor how other cities around the region could do infill development.” — *Michele Beasley, Senior Field Representative*

“San Jose leaders try to reverse urban sprawl,” *San Francisco Chronicle*, Aug. 17, 2008

DEVELOPERS STOPPED

A letter-writing campaign helped to halt Coyote Valley development plans:

“One of the biggest blows to the proposal came last year, when the city decided that parts of an environmental impact report needed to be redone—largely because of more than 1,000 letters of opposition.”

“Developers drop plan for San Jose’s Coyote Valley,” *San Jose Mercury News*, March 19, 2008

GREEN TRAIN APPROVED

Greenbelt Alliance played a critical role in the passage of Measure Q, the SMART train:

“Here in the North Bay, our tailpipes have an outsized impact on the climate. That’s because today, we have few or no alternatives to driving. With Measure Q, we can change that.” — *Daisy Pistey-Lyhne, Senior Field Representative*

“SMART: A green, effective solution,” *Marin Independent Journal*, Oct. 21, 2008

GRASSROOTS INFLUENCE

A strong coalition improved plans for the Concord Naval Weapons Station:

“We want more assurances open space stays open permanently and that the entire development, whatever it is, is supported by public transportation.” — *Christina Wong, Field Representative*

“Environmental groups react to Naval Weapons Station proposals,” *Contra Costa Times*, Oct. 4, 2008



Greenbelt Alliance influenced the City of Concord to preserve much of the former Concord Naval Weapons Station.

AFFORDABLE HOMES

Greenbelt Alliance opened a field office in Marin and backed a fee on oversized homes:

“The fee is justified because commercial buildings already pay a fee to promote affordable housing. This is closing a loophole, not a radical departure.” — *Nathan Johnson, Field Representative*

“County doubles housing fee for builders,” *Marin Independent Journal*, Sept. 16, 2008

NEW GUIDEBOOK RELEASED

Greenbelt Alliance published a revised and updated *Smart Infill* full of practical advice:

“Climate change is the latest reason for cities to embrace this kind of planning. New state legislation now encourages it. *Smart Infill* makes both the reasons and the strategies clear.”

Editorial, *San Jose Mercury News*, Oct. 13, 2008

THANK YOU



Hot Buttered Rum played at Bluegrass for the Greenbelt.

Many thanks to everyone who supported Greenbelt Alliance this year. Annual gifts of \$500 or more are recognized in this report.

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* indicates Greenbelt Guardian monthly donors



Friends of all ages enjoyed Greenbelt Alliance's 50th anniversary party at Herbst International Exhibit Hall in San Francisco.

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Support and Revenue	
Membership	\$238,828
Member Appeals	\$12,356
Workplace Giving	\$21,914
Major Donors	\$446,258
Business Contributions	\$4,535
Foundation Grants	\$1,114,526
Endowment Donations	\$50
Dedicated Donations	\$12,954
Educational Events	\$297,777
Contracts & Fees	\$288,107
Interest Income	\$63,568
Miscellaneous	\$16,924
Net Gain on Endowment Investment	-\$281,959
Total Support and Revenue	\$2,235,838

Expenses	
Policy & Field	\$821,830
Communications & Education	\$210,292
Membership	\$351,038
Research and Education	\$203,717
Greenbelt Alliance Initiative Fund	\$32,000
Open Space Council	\$478,347
SF Housing Action Coalition	\$131,532
Administration/Management & General	\$71,216
Fundraising	\$152,723
Total Expenses	\$2,452,695

STATEMENT OF FINANCIAL POSITION

Assets	
Current Assets	\$1,180,815
Endowment	\$1,131,557
Other Assets	\$16,048
Total Assets	\$2,328,420
Liabilities	\$125,167
Net Assets	\$2,203,253
Total Liabilities and Net Assets	\$2,328,420

“Greenbelt Alliance is one of the things that makes the San Francisco Bay Area special—its clear vision has empowered generations of civic leaders and grassroots activists alike.”

—Carl Pope, Sierra Club

The Bay Area’s advocate for open spaces and vibrant places since 1958

“Greenbelt Alliance is right on track to help preserve the Bay Area we all know and love. Fostering smart growth in our cities and towns is critical to reducing sprawl and greenhouse gas emissions and protecting our precious open spaces, farms, and valleys.”

—State Senator Mark Leno

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