



2009 ANNUAL REPORT



LETTER FROM THE EXECUTIVE DIRECTOR



At the launch of Grow Smart Bay Area, San Jose Mayor Chuck Reed, Urban Habitat founder Carl Anthony, and Executive Director Jeremy Madsen participated in a panel discussion moderated by San Jose Mercury News editor Barbara Marshman.

Last June, Greenbelt Alliance released Grow Smart Bay Area, a vision for how our region, over the next generation, can protect our oak-studded hills and productive farms as well as improve the quality of life in our cities and towns.

Grow Smart is a vision that is well-suited for the times in which we live. Rigorously researched, it shows how smarter growth can save money for both households and city governments and lead to a more sustainable, climate-friendly metropolis.

Greenbelt Alliance's work is now focused on making the Grow Smart vision a reality. Targeted campaigns are aimed at **protecting landscapes threatened by development and encouraging investment in neighborhoods** to help overcome years of neglect. We are educating decision-makers, tracking policy proposals, building coalitions, and helping residents speak up.

Part of what makes Greenbelt Alliance unique is that we **translate our regional vision into**

local action. We are working to protect the farms of Santa Clara County's "garlic country" as well as Sonoma County's redwood forests; we are working to create a vibrant downtown San Jose as well as a great new community at the site of the former Concord Naval Weapons Station. This community-level work is essential to achieving Grow Smart Bay Area.

We need your help to realize this vision of a thriving region prospering in harmony with the environment. **Thank you for your support in 2009.** Your help allows Greenbelt Alliance to stay focused on both the big picture and the small details. Your ongoing support will ensure Greenbelt Alliance can continue our work to create a better Bay Area.

Sincerely,

Jeremy Madsen



In Oakley, the courts agreed with Greenbelt Alliance and upheld safeguards designed to protect farmland from development.

1 Regional Climate Protection Authority established in Sonoma County, making the county a leader in efforts to fight global warming through land-use changes.

2 Bay Area cities, San Jose and Santa Rosa, added policies that encourage the development of affordable homes.

16 core residents of Mountain View formed a coalition allied with Greenbelt Alliance to advocate for a more sustainable future for their city.

32 Acres of commercial land in Pleasanton near transit designated for the construction of affordable homes and shops.

58 Greenbelt Outings led from Sutro Heights and the John Muir Historic House to Mount Wanda and many more of the Bay Area's diverse natural landscapes.

200 Planners, environmentalists, developers, elected officials, and media members attended the launch of Grow Smart Bay Area, Greenbelt Alliance's vision for a climate-friendly region.

250 More miles of on-street bicycle lanes approved in San Jose.

600 Acres of wildlife habitat and working farms rescued from annexation into the City of Gilroy.

828 Acres of farmland protected by a landmark lawsuit victory over the City of Oakley, in which plans were halted to build a development below sea level.

1,086 Future homes endorsed by Greenbelt Alliance in cities from Novato to Berkeley to San Jose.

2,858 Morgan Hill residents approved an initiative to revitalize the downtown by adding new homes.

3,200 Acres of open space secured in a preliminary plan for the former Concord Naval Weapons Station.

\$67,000,000 dedicated annually in the region's transportation plan to create walkable, bikeable neighborhoods.

ACHIEVEMENTS



Greenbelt Alliance and partners organized a tour of Oakland's Lake Merritt to promote plans for a more walkable community.

GROW SMART LAUNCHED

Unveiled research that the region has room for projected growth within existing urban areas:

“We have the opportunity to take communities where the best times appear to have passed and make them better places. It gives us the opportunity to create climate-friendly communities, and it gives us the opportunity to protect this amazing open space that is so much a part of the identity of our region.” — *Jeremy Madsen, Executive Director*

Forum on *KQED*, June 8, 2009

LEGAL WIN FOR FARMS

Won a lawsuit against the City of Oakley, halting plans to build below sea level:

“This is a huge victory for the Bay Area and the state, because cities will have to protect farmland.” — *Christina Wong, Field Representative*

Contra Costa Times, October 2, 2009

ANNEXATION HALTED

With allies, stopped the absorption of wildlife habitat and farms into Gilroy's city limits:

“For Gilroy to think it is timely and necessary to annex more land for low density housing far from public transportation is poor land use planning.” — *Michele Beasley, Senior Field Representative*

The Gilroy Dispatch, October, 2009

MARIN HOMES FOR ALL

Persuaded Marin County Supervisors, intent upon rolling back a fee that benefits affordable housing, to put \$78,000 back into its fund.

“In Marin, our workers commute farther to get to work than workers in any other Bay Area county... We need to look at ways to allow more people who serve us to live closer by, reducing our ecological footprint.” — *Whitney Merchant, Field Representative*

Mill Valley Herald, November 4, 2009



Greenbelt Alliance held more than 50 outings and hikes in 2009, including in Vasco Caves Regional Preserve.

SMART PLAN IN CONCORD

Working with a coalition, won preliminary approval for a park and clustered homes for the former Concord Naval Weapons Station:

“[Greenbelt Alliance and others] have called this ‘smart growth’ because people would live near a major transportation hub, depending less on their cars. And such plans, they add, leave more land available for parks and open space.”

Contra Costa Times, January 14, 2009

HOMES IN SILICON VALLEY

Successfully lobbied the City of San Jose to require more affordable homes:

“Affordable-housing advocates and others including the Silicon Valley Leadership Group and Greenbelt Alliance, urged approval, calling it an important tool for dealing with Silicon Valley’s chronic problem of unaffordable housing.”

San Jose Mercury News, December 9, 2008

THRIVING CITIES TOURED

Hosted numerous tours to show good development and to encourage good planning:

“Communities are being built farther and farther out, into farmland, into open space. There just aren’t enough homes—especially affordable homes—near transit, near where people work.” — Marla

Wilson, Sustainable Development Associate

KPFA Evening News, March 28, 2009

GOLDEN OPPORTUNITY

With partner organizations, released *Golden Lands, Golden Opportunity*, a county-by-county assessment of vital Bay Area lands.

“We are at a critical point where we need to take the long view and secure our natural heritage. Protecting these lands is an investment in the long-term security and prosperity of our region.” — Jeremy

Madsen, Executive Director

San Francisco Chronicle, February 4, 2009

THANK YOU



Michael Duncan and Gene Schnair at a San Francisco event.

Many thanks to everyone who supported Greenbelt Alliance in 2009. Annual gifts of \$500 or more are recognized in this report.

Major Gifts

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\$50,000 & UP

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The Annual Major Gifts list includes gifts made in 2009. Please contact Development Director Ernie Notar at (415) 543-6771 x305 or enotar@greenbelt.org regarding any omissions or errors or if you'd like information about planned giving opportunities or making an endowment gift.

* indicates Greenbelt Guardian monthly donors



Great music united fans of all ages at the fourth annual Bluegrass for the Greenbelt, Greenbelt Alliance's benefit concert.

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STATEMENT OF ACTIVITIES

Support and Revenue	
Membership	\$210,818
Workplace Giving	\$18,021
Major Donors	\$626,264
Business Contributions	\$17,315
Foundation Grants	\$1,530,908
Endowment Donations	\$40,200
Dedicated Donations	\$12,048
Educational Events	\$144,884
Contracts & Fees	\$135,062
Interest Income	\$38,465
Miscellaneous	\$8,401
Net Gain on Endowment Investment	-\$27,144
Total Support and Revenue	\$2,755,242

Expenses	
Policy & Field	\$915,920
Communications & Education	\$190,802
Membership	\$258,205
Research and Education	\$185,544
Greenbelt Alliance Initiative Fund	\$9,092
Open Space Council	\$439,960
SF Housing Action Coalition	\$135,729
Administration/Management & General	\$61,282
Fundraising	\$180,960
Total Expenses	\$2,377,494

STATEMENT OF FINANCIAL POSITION

Assets	
Current Assets	\$1,557,226
Endowment	\$1,074,864
Other Assets	\$57,068
Total Assets	\$2,689,158
Liabilities	\$108,158
Net Assets	\$2,581,000
Total Liabilities and Net Assets	\$2,689,158

* indicates Greenbelt Guardian monthly donors

“One of this region’s most daunting challenges is to figure out how to accommodate the addition of an estimated 2 million residents by 2035. ... But a new analysis by Greenbelt Alliance, a group with a long history in the region’s wars over sprawl, contains a refreshingly upbeat view of the future.”

—*San Francisco Chronicle*

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

“We need better governance at the metro level to change how we build the built environment and boost the economy. In the San Francisco metro area, Greenbelt Alliance is doing just that—advocating regional thinking and working with local agencies to end sprawl development and shift to walkable urban places; reflecting what the market wants.”

—Christopher B. Leinberger, visiting fellow,
Brookings Institution

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