



# ANNUAL REPORT

2018

**We protect the Bay Area's open spaces and ensure neighborhoods within our cities and towns are amazing places for everyone.**

Discover our impact this year and explore our upcoming projects.

WE ADDRESS A  
SINGLE CHALLENGE:

HOW THE  
BAY AREA  
HANDLES  
GROWTH

## GREENBELT ALLIANCE BOARD OF DIRECTORS

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**Heather Wooten**



# A MESSAGE FROM THE GREENBELT ALLIANCE BOARD CHAIR

The Bay Area is special. It has assets that exist almost nowhere else in this country: dynamic towns and cities, surrounded by a thriving greenbelt of natural and agricultural lands; some of the most productive and innovative companies in the world, employing a diverse and talented population. But these very qualities present challenges in planning for the future so that our region remains a place where our children and grandchildren can live, thrive, and recreate.

Greenbelt Alliance, as the only Bay Area organization that takes a holistic approach to land use with a balance of land conservation and smart growth development, is ideally positioned to address those complicated challenges.

With a presence at both the local and regional level, we see the individual and big pictures with comparable clarity. We advocate for and defend strong growth management policies that place the right development in the right places. Our record of success stretches back six decades, from early wins like preserving the Marin Headlands to more recent victories like preventing sprawl proposals in Antioch and, with our partners in Mountain View, securing a plan for almost 10,000 new homes near major employers.

The pressure to sprawl outward and eliminate the region's growth management policies has never been greater. In the next 20 years our region is expected to grow by more than two million people. They'll need places to live, but sprawl is not the answer if we are to preserve what makes the Bay Area extraordinary. **The mission of Greenbelt has never been more relevant—or more necessary.**



Board Chair Lynne Deegan-McGraw out in the field at a local farm in Sonoma County.

We are inspired by the lessons we've learned, the fights we've won, and the community we have helped to build.

As I begin my first year as Board Chair, the legacy of Greenbelt Alliance is at the forefront of not only my mind, but also that of our hardworking staff and Board members. We are immensely grateful for your past support and are committed to preserving the livability and vibrancy of the nine Bay Area counties for generations to come.

Lynne Deegan-McGraw

A handwritten signature in black ink that reads "Lynne Deegan-McGraw".

Chair, Board of Directors

## GREENBELT ALLIANCE SHAPES THE RULES THAT GOVERN GROWTH

We do this by providing expertise on and building support behind public policy and planning that promote open space conservation and smart growth.

Here is a snapshot of our work this year.



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

# 325

COMMUNITY MEETINGS

With our group of passionate local enthusiasts, we guide our supporters through the Bay Area's most beautiful places. In 2018 Greenbelt Alliance led

# 47

OUTINGS



Photo: Zoe Meyers

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 85

PUBLIC EVENTS



Our expert staff, including East Bay Regional Representative Hayley Currier, write comment letters to ensure that decision-makers have accurate policy analysis and recommendations for improvements. We wrote

# 69

COMMENT LETTERS  
INFORMING LOCAL &  
REGIONAL DECISIONS



## VOLUNTEERING AT LOCAL PARKS

Dorothy Erskine Park is nestled in a hilly neighborhood in San Francisco. It's a relatively small park with a panoramic view—from downtown to the Mission, the Excelsior, and all the way to San Bruno Mountain. It is a beautiful vista, but one seldom seen on postcards. We have a special love for this park though. It's named in honor of our founder, Dorothy. So rather than a typical annual holiday party, our staff chose to volunteer for the day restoring the park, clearing brush, creating a berm, and doing other erosion control work. Under the direction of two city gardeners we honored our founder Dorothy Erskine and improved open space in the middle of the city.

Read more about our staff's impact on Bay Area parks, open space, and cities in the following pages.



## WE COLLABORATED WITH 189 ORGANIZATIONS & 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.



### GREENBELT ALLIANCE STAFF

<b>Larry Simi</b> Interim Chief Executive Officer	<b>Adam Garcia</b> Planning and Research Manager
<b>Justin Probert</b> Chief Financial Officer and Director of Administration	<b>Lilibeth Gonzalez</b> Executive Assistant and Office Manager
<b>Matt Vander Sluis</b> Deputy Director	<b>Amy Hartman</b> Regional Representative, Solano County
<b>Amy Henson</b> Marketing & Communications Director, Interim Advancement Director	<b>Kiyomi Honda Yamamoto</b> Regional Representative, South Bay
<b>Brian Schmidt</b> Program Director	<b>Kieffer Katz</b> Marketing Associate
<b>Nadia Benafghoul</b> Advancement Associate	<b>Ken Lavin</b> Outings Coordinator
<b>Nora Cullinen</b> Advancement Manager	<b>Teri Shore</b> Regional Director, North Bay
<b>Hayley Currier</b> Regional Representative, East Bay	

### VOLUNTEER INTERNS

Eric Acedo	Elizabeth Greenfield	Jessica Robbins
Owen Cooper	Tomio Hayase-Izu	Nikita Sinha
Amulya Dhulipala	Sandhya Laddha	Lucy Tang
Anne Graham	Jessica Prasad	Kimberly Venegas

### VOLUNTEER OUTING LEADERS

Mary Bernstein	Amy Hartman	Gail MacGowan
Bruce and Sandra	Staci Hobbet	Cathy Petrick
Beyaert	Patti Kenyon	David Schmidt
Janet Byron	Jim and Ceci Kim	Carolyn Schour
Colette Cussary	Debbie Klein	Teri Shore
Serena Enger	Bob Johnson	Nancy Topp
Gael Erickson	Tania Malik	Liz Watson
Adam Garcia	Jonathan Marshall	Suzanne Weakley





## BOB JOHNSON'S PATH TO A LASTING LEGACY

For most of his life, Bob Johnson has loved to walk. He walked to school nearly every day in Webster Groves, a suburb of St. Louis, which he describes as “like Berkeley, only smaller and a bit less liberal.” Today, as both an outings leader and Board member for Greenbelt Alliance, Bob helps spread the word about the unique wonders of the Bay Area and the joys of seeing the world on foot.

Bob has been involved with Greenbelt Alliance since 1989 and officially joined the Board of Directors in 1992. His desire to spread the organization's vision inspired him to lead urban outings, highlighting examples of smart growth, vibrant communities, and ideal sites for infill development—development within existing urban areas.

Inspired by his pedestrian outings, he wrote a book called *Berkeley Walks*. Co-authored with Janet Byron, this book guides the reader along sidewalks and paths through the city's natural and architectural delights. It's this connection to both cities and nature that has kept Bob involved with our organization for so long.

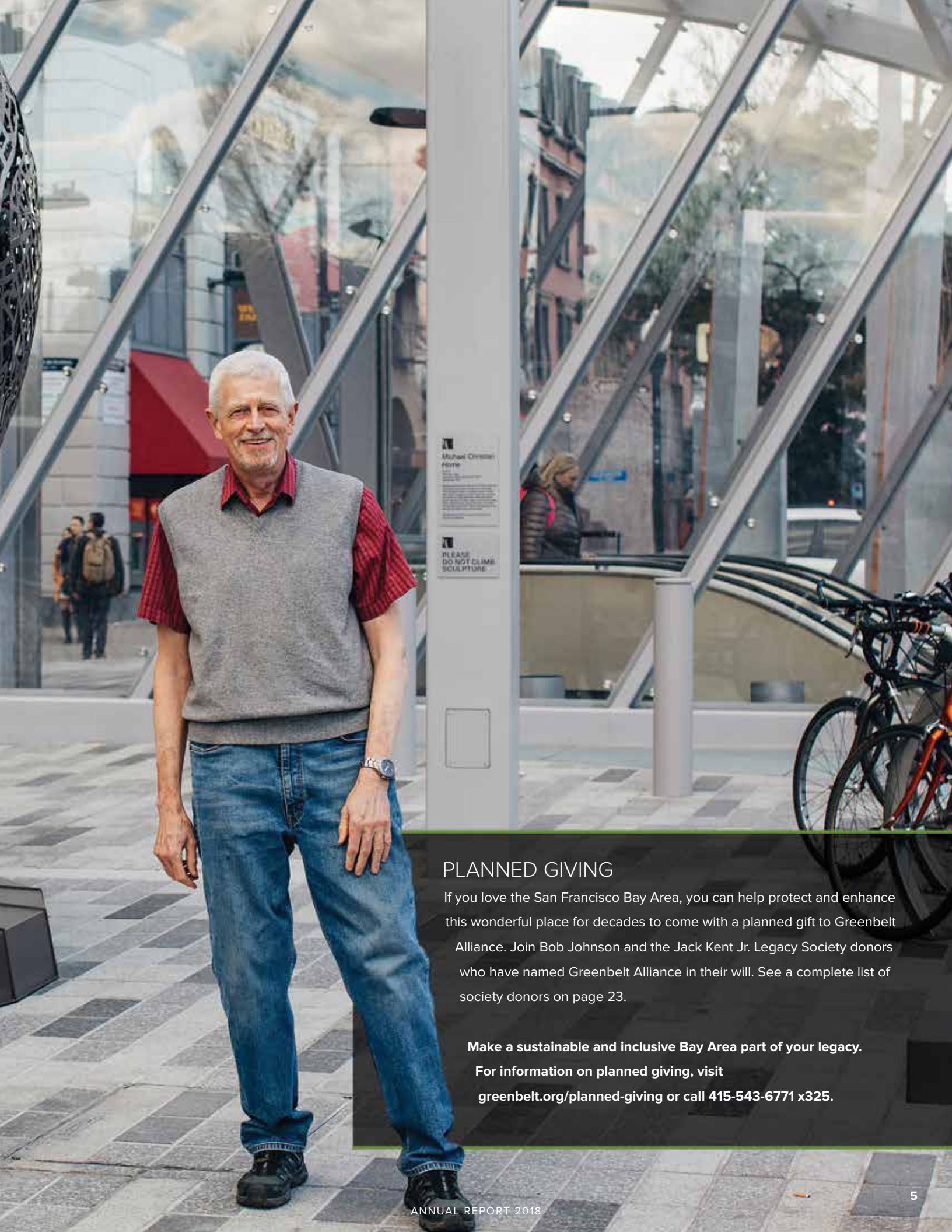
As he describes it, “The fact that Greenbelt Alliance [does] both sides of the equation...working on open space on one hand and better urban areas on the other,” is incredibly important. “We don't just say, ‘we have to lock this up and protect it.’ We also say ‘we have to make our cities more desirable places to live, with homes and jobs.’” To Bob, that makes Greenbelt Alliance unique in the Bay Area as well as in his own life.

He sees Greenbelt Alliance as playing a unique role in his legacy, too. He hopes his outings have “opened people's eyes to the greenbelt...to what's around them in our cities...the value of our cities.” To support his legacy, Bob has included Greenbelt Alliance in his estate. “I am not a rich person, but I have some assets,” Bob says. He intends to put them toward “[continuing] what I think is the good work of preserving open space and making more vibrant cities.”

With planned gifts like this, we will make sure future generations can fall in love with the Bay Area—just like Bob has. You too can make our vision a part of your legacy with a gift to Greenbelt Alliance.

Learn more about our planned giving program and how you can follow Bob's footsteps at [greenbelt.org/planned-giving](https://greenbelt.org/planned-giving).





Michael Chisler  
Artist  
1970-1971  
PLEASE  
DO NOT CLIMB  
SCULPTURE

## PLANNED GIVING

If you love the San Francisco Bay Area, you can help protect and enhance this wonderful place for decades to come with a planned gift to Greenbelt Alliance. Join Bob Johnson and the Jack Kent Jr. Legacy Society donors who have named Greenbelt Alliance in their will. See a complete list of society donors on page 23.

**Make a sustainable and inclusive Bay Area part of your legacy.**  
**For information on planned giving, visit**  
**[greenbelt.org/planned-giving](https://greenbelt.org/planned-giving) or call 415-543-6771 x325.**

## SOUTH BAY

# THREE MONUMENTAL BALLOT MEASURE WINS FOR OPEN SPACE

In summer 2018, the fight to sink Measure B and pass Measure C, two competing measures in San Jose, was a battle of dollars versus democracy—and democracy won. Despite being out-spent at least 10-to-1 by Measure B's billionaire backers, our team of organizations stopped the destructive measure, which would have rewritten local rules and allowed sprawl development across the city. It threatened thousands of acres of open space across San Jose, including the majestic Coyote Valley. It also included development plans for the Evergreen area, which would have paved over greenbelt lands while bypassing affordable housing requirements and local fees. The stakes were incredibly high. Measure B would have set a dangerous precedent for the entire Bay Area.

Thankfully, Greenbelt Alliance has been stopping sprawl development for 60 years, and we know a bad plan when we see one. We have seen efforts like Measure B in the past, as sprawl developers tried to mislead the public and overrule community and environmental protections. Our experienced team helped San Jose's voters see through the deception.

**In addition to stopping Measure B, voters delivered a one-two punch by passing Measure C, which installed new safeguards for the area's farms, ranches, and watersheds.**

Measure C will make future attempts at sprawl development around San Jose even more difficult.

Following the June elections, the good news kept coming.

**We celebrated several more election wins in November which will raise \$226 million in funding for parks and open space around the region.** One of the most exciting wins was Measure T in San Jose. Measure T will fund the purchase and protection of lands in Coyote Valley—a longstanding goal of Greenbelt Alliance.

These three monumental wins are a great example of how our work to shape local decisions, powered by your support, protects the Bay Area's natural and agricultural lands. Together we're both stopping short-sighted sprawl now and planning for future generations.

### OUR IMPACT

Greenbelt Alliance brought together Neighbors for Affordable Housing and Open Space—the campaign against Measure B and for Measure C—with our partners ranging from environmental groups to affordable housing advocates. We rallied residents, organized volunteers, walked precincts, and hit the phones, urging voters to stop Measure B and support Measure C. Our campaign expertise and ability to assemble a team of organizations from many backgrounds was key to our success. On the heels of that success, we rallied residents again to pass Measure T and fund the purchase and protection of threatened lands in Coyote Valley.

### WHAT'S NEXT

Building on these three victories, Greenbelt Alliance and our partners will continue to protect our region's precious natural and agricultural lands—including Coyote Valley—while helping the Bay Area create the right development in the right places. Now that Measure T funding has been secured, we will continue to seek out support, hold public rallies, host online petitions and letter-writing campaigns, and speak at city meetings to ensure the City Council spends these funds in the way the voters intended—to protect Coyote Valley. If the City Council follows the will of the voters, funds from Measure T will protect pieces of Coyote Valley. However, the threat of sprawl still looms large for much of this last chance landscape. We won't stop until it is protected, permanently.



MEASURE C

**PROTECTS**

MORE THAN

**2,000**

UNDEVELOPED ACRES

MEASURE T

**PROVIDES**

UP TO

**\$50MILLION**

TO PURCHASE LANDS IN  
COYOTE VALLEY



## EAST BAY

# WINNING PROTECTIONS FOR AGRICULTURE & OPEN SPACE

Greenbelt Alliance celebrated a big win this summer when the Antioch City Council voted to protect 1,200 acres of natural and agricultural lands, which had long been in the crosshairs for sprawl development. The City Council also strengthened local environmental protections by renewing their urban limit line—which defines where the city can and cannot expand—indeinitely, with voter approval required for any future changes to the line. This decision isn't just a win for Antioch or the East Bay—it's a huge win for the entire Bay Area.

The newly protected lands in the foothills of Mount Diablo are an area called Sand Creek. Known for its well-loved walking routes and scenic vistas, this land also provides a host of natural benefits, from wildlife habitat to groundwater recharge and carbon sequestration. **But most importantly, 77% of the 1,200 acres protected is composed of farmland—contributing to our local food supply and the Bay Area's \$6.1 billion agricultural economy.** By protecting the ever-shrinking amount of farm and ranch land in the Bay Area from poorly planned sprawl development, Greenbelt Alliance is ensuring that future generations have access to local, healthy food.

### OUR IMPACT

The Sand Creek area has long been threatened by sprawl development, including the most recent proposal called "The Ranch." With City plans eyeing up to 4,000 units of sprawl in place of the existing farms, ranches, and natural land, Greenbelt Alliance and our partners, including Save Mount Diablo, have battled poorly planned development here for decades.

To shift the battle and put an end to ongoing threats like "The Ranch" we, our partners, and Antioch residents joined together to develop the "Let Antioch Voters Decide: Sand Creek Area Protection Initiative." This measure was designed to encourage future development within the urban footprint. It would prevent large-scale development on 1,800 acres of open space, require voter approval for more intensive development, and permanently require voter approval on changes to Antioch's urban limit line. We mobilized over 150 volunteers to gather more than 9,000 signatures, qualifying our measure for the ballot.

The developers realized that they had underestimated the community's concerns. In response, they created their own measure, which was largely based on the "Let Antioch Voters Decide Initiative." They called for 1,200 acres of land to be protected and required voter approval for changes to the city's urban limit line—stipulations very much in line with our own measure.

In July, the Antioch City Council adopted the developer's initiative. This measure in many ways mirrored our own, and





BY PROTECTING FARM  
AND RANCH LAND FROM  
SPRAWL DEVELOPMENT,  
GREENBELT ALLIANCE  
PROTECTS OUR  
ACCESS TO LOCAL,  
HEALTHY FOOD.

therefore is a big win for open space. Ultimately, Antioch came together to stand up against sprawl and the result is a more sustainable future for the city as a whole.

#### WHAT'S NEXT

While this decision is great for conservation, moving forward, the City of Antioch also needs to encourage the right development in the right places to become a truly sustainable and inclusive community. Recently, the Antioch Hillcrest BART Station opened, presenting an opportunity to create transit-served neighborhoods for Antioch's residents across the income spectrum.

Development patterns like this will use our limited resources—like water and energy—more efficiently. It will provide more equitable access to public infrastructure and increase resilience to fires, floods, and the impacts of climate change. It will foster a thriving Antioch community while protecting land and resources critical to our health and wellbeing.

#### SAND CREEK AT-A-GLANCE

**1,200**  
**ACRES**  
**PROTECTED**

**77% IS FARMLAND**



A couple is seen from behind, looking out over a crowd at an outdoor event. The man is wearing a blue patterned shirt and a brown shoulder bag. The woman is wearing a blue shirt and has her hair in a ponytail. They are both looking towards a large crowd of people in the background, which is slightly out of focus. The scene is set outdoors with trees and buildings visible in the distance.

## NORTH BAY REBUILDING FOR RESILIENCE

Across the North Bay, communities gathered on October 8 to commemorate the first year of recovery from the 2017 firestorms. People throughout the Bay Area remember where they were when a cloud of smoke covered the entire region—the first of a series of wildfires that burned across the state. In the North Bay alone, the loss of life and homes was devastating. Today, residents can still point to where the fires raced across the Bay Area greenbelt. Scarred hillsides are slowly recovering with new growth and the return of wildlife.


As a community that experienced this together, we will never be the same. But in many ways, we will be stronger.

Through 2018, North Bay residents and leaders focused on rebuilding and getting people and communities back on their feet. For Greenbelt Alliance, it was also a year of forging new partnerships to make cities and towns more sustainable and our landscapes more resilient in the wake of the fires.

### OUR IMPACT

Greenbelt Alliance's North Bay Regional Director Teri Shore responded to the challenge of fire recovery with advocacy, collaboration, and public outreach, while learning much along the way. As city and county officials passed urgency ordinances to expedite rebuilding and new development in response to the fires, Teri, our board members, and staff were on the front line, tracking and shaping the policies to both aid recovery and see that good planning was at the core of urgent relief.





**Focusing the right development in the right places will be key to the North Bay's resilience and recovery.** That's why in Santa Rosa, we partnered with the City Council to get streamlining measures for new development right, focusing on the downtown area and neighborhoods close to transit instead of citywide. We supported initiatives that revitalize the city's core and avoid sprawl on the edge of town—reducing future fire risk. We also ensured that new proposed developments in the burned areas of the city are planned with future fires in mind. We insisted that these proposals, including a plan for a large cookie-cutter chain hotel, have more detailed fire-safe plans and greener construction before being considered.

And to increase availability of homes in fire-safe areas countywide, we worked with Sonoma County's supervisors, planners, and residents to put in place new housing measures. These measures allow more second units (ADUs) and cottage houses with increased affordability, but only where public services are already in place—not on the greenbelt or in fire-prone areas.

**The second key to resilience and recovery is supporting the long-term health of our landscapes and natural resources.** Together with 60 natural resource agencies and environmental groups, we quickly developed an action plan for recovery of our watersheds and their future resilience. We also pushed for fire-safe land use provisions to be included in the countywide Fire Recovery and Resiliency Plan, which is being implemented today. And to involve the community, we held fire recovery walks to share our efforts and explore how the land is healing. As a founder of the Alliance for a Just Recovery, we're continuing to hold public forums about wildfires, land use, and rebuilding.

#### **WHAT'S NEXT**

Greenbelt Alliance is a leader in the effort to create a more resilient North Bay after the wildfires. And there's much more work to do for long-term fire safety. Wildfire science shows that placing homes in wildland areas presents the highest risk of a devastating fire. The highest risk factor is not the shape of the land, the type of trees or brush, the gap between a house and trees—not even the material that buildings are made of. It's placing medium-density subdivisions in the wildland-urban interface, especially in fire-prone landscapes. This fact needs to be incorporated into all of our planning for where development should and should not go. As a local resident and survivor of the fires, Teri is on the ground in the North Bay making smart planning happen for the long-term safety of her community.

# LOOKING AHEAD BRINGING SOLANO COUNTY'S PARKS—AND PEOPLE—TOGETHER

Living near a park or having access to park and recreation facilities leads to more regular physical activity and better health.

Not only that, residents feel a greater sense of belonging, community, and connection when they have well-maintained parks and open space surrounding them. But as it stands, not every city, town, or neighborhood has equal access to the myriad benefits that parks provide.

That's one of the reasons Greenbelt Alliance fights to protect these lands for future generations and why we're working so hard to bring a countywide park and open space district to Solano County.





**Solano County is the only county in the Bay Area that doesn't have a countywide park and open space district.**

That means that the parks and open spaces in and around cities like Fairfield, Vallejo, and Vacaville operate independently, without a unified vision. Creating a park and open space district would give the County access to new opportunities for funding, create a pathway toward adding new parks and open space protection to the district, and ensure that all of Solano County's residents can easily and safely access the natural resources of their chosen home.

**In Solano County, park access is a particularly serious issue.** Solano County has the lowest per capita income of any county in the Bay Area. It's also one of the most racially diverse counties in the entire country, and is home to Vallejo, the most racially diverse city in the United States. The local and regional open space that Greenbelt Alliance seeks to protect are often the most accessible places for people from economically disadvantaged communities to breathe freely and explore nature.

Because underrepresented and economically disadvantaged communities have fewer resources, they have less capacity to advocate and fundraise for parks and open spaces in their neighborhoods. A countywide park and open space district helps overcome that obstacle by approaching the issue of park access more holistically, making it easier to bring park and recreation services to everyone in the area.

Our partners throughout the state strongly support our efforts to create a district. In the June 2018 primary election, voters all across the state of California overwhelmingly supported Proposition 68, a \$4.1 billion park bond bill. Of that money, \$775 million is designated for "park-poor areas" throughout the state; millions more are dedicated to improving access to public lands.

**We are on track for a Solano County Park and Open Space District to go to the ballot in 2020.** This year, the County will craft an administrative and finance plan, which will serve as a blueprint for what the district will look like in the years to come. As the process moves forward, we'll be there at every turn, ensuring that the residents of Solano County have easy access to parks and open spaces.

## WHAT YOU CAN DO TO HELP

We need your help to bring Solano County's parks and people together. To create a more equitable and inclusive future for both the county and our region, we're helping underrepresented communities provide their vision for the county's parks and recreation facilities. Maintaining our on-the-ground presence in the county lets us authentically connect with and support residents across the socioeconomic spectrum. Together, we're making a countywide park and open space district a reality. To learn more about this campaign and to support our Solano County staff, contact Amy Hartman: [ahartman@greenbelt.org](mailto:ahartman@greenbelt.org).

## LOOKING AHEAD

# SUSTAINABLE, AFFORDABLE HOMES IN SILICON VALLEY

Far too many Bay Area families struggle with high housing costs, enduring ever-longer commutes to find a home they can afford. Our region needs more of the right development in the right places to give its residents sustainable, affordable communities close to work, shops, and transit options. Several South Bay and Peninsula cities along the El Camino Real corridor have the opportunity to do better for their residents. We're helping them make it happen.

El Camino Real—a main thoroughfare that runs through the entire Peninsula and South Bay—passes through two major cities where our work is changing housing affordability for the better.

The process starts with crafting and updating specific plans in each city to create more homes. But homes are just one component of a thriving neighborhood. We're making sure that new development plans benefit all residents—giving them the ability to walk and bike to shops; providing workplaces; offering convenient transportation choices; and adding access to nature with pocket parks, street trees, and more.

**In Sunnyvale, where a small two-bedroom apartment rents for over \$3,200 per month, we're focused on the urgent affordability problem.** To get growth right, we're partnering with the city; local advocate groups like Sunnyvale Cool and Livable Sunnyvale; neighborhood associations; and housing, bicycle, and pedestrian groups. Together, we convinced Sunnyvale's City Council to commit to 6,900 new homes along the El Camino Real corridor. We're continuing to press for strong affordable housing policies for the area and to focus new development and streetscape improvements, including protected bike lanes and urban greening elements, near future Bus Rapid Transit stations for easy commuting. The final plan is expected to be adopted this year. Our South Bay staff will be there beside the local community to see it through.

Following in Sunnyvale's footsteps, the **City of Santa Clara** kicked off the planning process for their El Camino Real Precise Plan in Spring 2018. Creating a thriving, livable corridor is an immense opportunity for the city to address the still-widening gap between Santa Clara's many available jobs and increasingly inadequate supply of homes that people can afford.

Our *Fixing the Foundation* research report—which details the biggest barriers to new homes in 12 of the region's top cities with growth potential—shows that Santa Clara has a clear and inspiring vision for new homes, shops, and workplaces within their existing footprint. We are working with residents currently living along the corridor to ensure that this plan and any new development benefits their community. **Ultimately, we're working toward a plan that improves current neighbors' quality of life and adds affordable, sustainable housing options to Santa Clara for future generations.**





### WHAT CAN YOU DO TO HELP

We need to plan. People who love the Bay Area need to come together to envision how we'll create "complete communities" with new homes, jobs, parks, and amenities. These communities must be within existing cities and towns, with opportunities to walk, bike, or use transit instead of drive. Done right, this planning will deliver cities and towns we are all proud to call home. City Council members and other community leaders need to back up these plans with policies like zoning codes that encourage the types of development projects that will make this vision a reality.

**Most importantly, to get growth right we all have to get involved.** We need to speak out against development where it doesn't belong—on our iconic greenbelt of farms, ranches, and natural areas. And just as loudly, we need to say yes to the right growth in the right places by supporting plans, policies, or projects that lead to more affordable and accessible communities. Whether you speak through your dollars, in your conversations with neighbors, over social media, or at City Hall, we need your support to get growth right.



## SAVOR THE GREENBELT

On October 11, 2018, 250 Bay Area philanthropists, dignitaries, elected officials, and thought leaders gathered at the Fairmont San Francisco to celebrate Greenbelt Alliance's 60th anniversary at our annual fundraising gala, Savor the Greenbelt. As guests dined, keynote speaker Oakland Mayor Libby Schaaf energized the room—calling for the Bay Area to come together as a region and build a better future for all residents.

To top off a night of inspiration, we honored the Evers family with the third annual Greenbelt Alliance Champion Award for their three generations of defending the places that make the Bay Area special.

Savor the Greenbelt raised nearly \$350,000 in one evening to benefit our work to preserve open space, safeguard farms and ranches, and advance smart growth solutions across the Bay Area.



Smitha Seshadri,  
Keri Lung,  
Lori Kaplan

Elliot Evers, Anu Natarajan, Will Evers

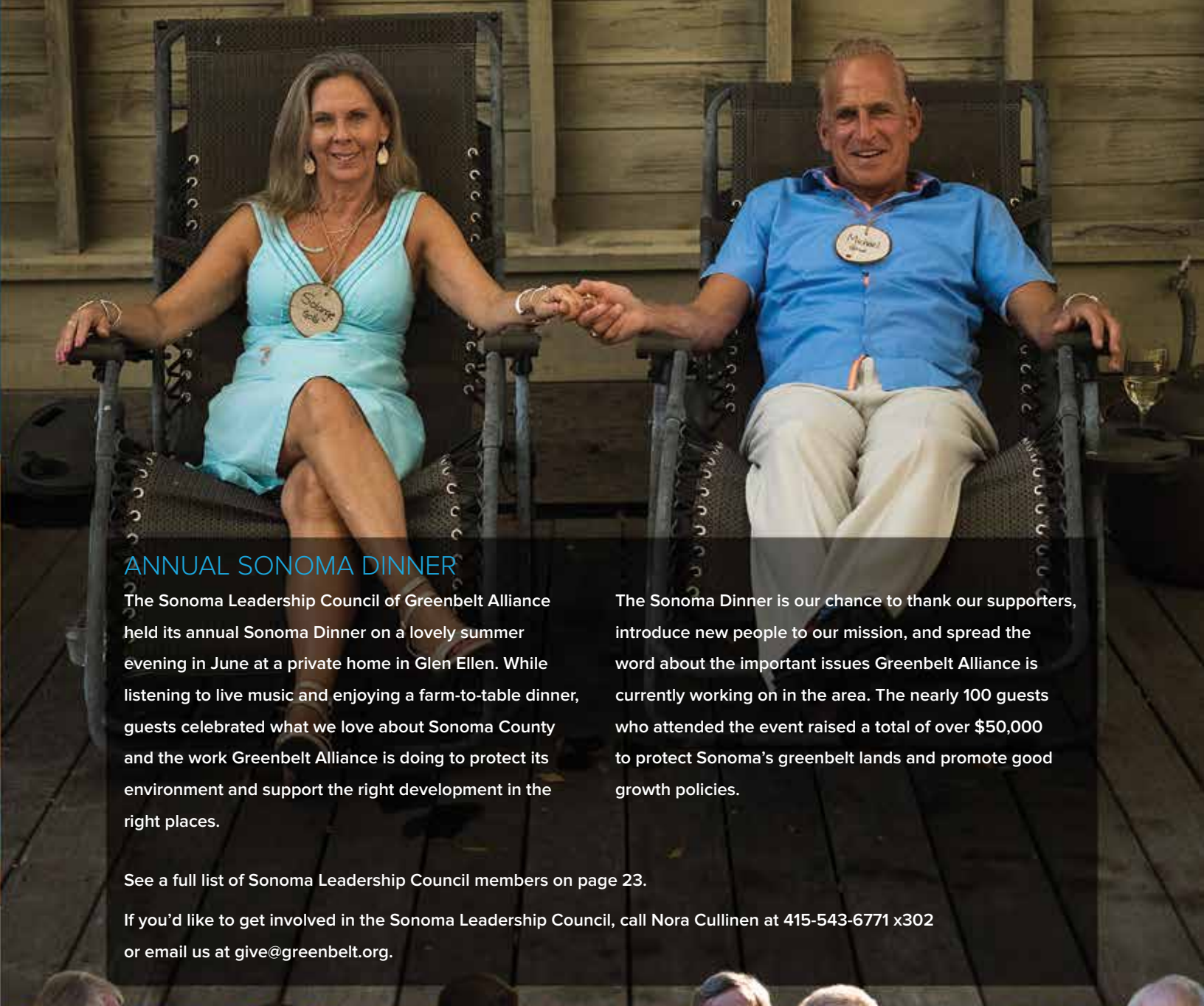


See a list of all sponsors on page 23.



Matthew Nichols, Matt Vander Sluis,  
Oakland Mayor Libby Schaaf, Dan Marks





### ANNUAL SONOMA DINNER

The Sonoma Leadership Council of Greenbelt Alliance held its annual Sonoma Dinner on a lovely summer evening in June at a private home in Glen Ellen. While listening to live music and enjoying a farm-to-table dinner, guests celebrated what we love about Sonoma County and the work Greenbelt Alliance is doing to protect its environment and support the right development in the right places.

See a full list of Sonoma Leadership Council members on page 23.

If you'd like to get involved in the Sonoma Leadership Council, call Nora Cullinen at 415-543-6771 x302 or email us at [give@greenbelt.org](mailto:give@greenbelt.org).

The Sonoma Dinner is our chance to thank our supporters, introduce new people to our mission, and spread the word about the important issues Greenbelt Alliance is currently working on in the area. The nearly 100 guests who attended the event raised a total of over \$50,000 to protect Sonoma's greenbelt lands and promote good growth policies.



Photos: Bryson Silvestri

## GREENBELT ALLIANCE CHAMPION AWARD

# THE EVERS FAMILY



The Evers Family. Clockwise from top left: Sepha Evers, Edwina Evers holding Johan Evers, Bill Evers, Anne Evers and Elliot Evers

Beginning in the 1930s, it was Sepha Evers' environmental activism that set the stage for her family. Sepha—along with Portia Forbes, Caroline Livermore, and Helen Van Pelt—realized that the completion of the Golden Gate Bridge would trigger explosive development in Marin and threaten the county's open spaces and natural wonders. So, these four crusaders formed the Citizens Survey Committee, which evolved into the Marin Conservation League, an organization that was critical to making Marin the special place we know today.

The women achieved several early wins, including raising capital for Marin's first general planning maps and transforming a former paper mill, burdened with back taxes and controversy, into the current Samuel P. Taylor State Park.

They continued fundraising to purchase lands that now belong to various parks and preserves, including Mount Tamalpais, Stinson Beach, and Angel Island. As Sepha's grandson, Elliot, explains, "Some of the resources these women helped preserve are today the most significant components of the Golden Gate National Recreation Area. They helped protect nearly all of the undeveloped land from Marin to Drake's Bay."

The Evers family has been an integral part of Greenbelt Alliance for decades. Their passion for the environment and commitment to smart growth in the Bay Area are rooted in their family history. From activism to spearheading policy to providing unwavering support, without the Evers, the Bay Area would not be what it is today.

That's miles and miles of land along the Northern California coastline that is now safe from development.

Sepha's passion was clearly reflected in her son Bill, who spent his life deeply involved with environmental organizations throughout California. As a founding member of People for Open Space (now Greenbelt Alliance), Bill constantly showed his commitment to protecting the natural lands that make the Bay Area special. Former Executive Director Larry Orman reaffirms Bill's impact on the organization, saying **"Bill was a tremendous visionary and effective civic leader—especially with Greenbelt Alliance....he had the boldness and grasp of things that made his thinking extremely powerful to all of us."**

In addition to leading several environmental organizations, in 1978 Bill became the head of the San Francisco Mayor's Office of Economic Development—serving under both Mayors George Moscone and Dianne Feinstein. And, in 1969, Bill wrote a white paper on San Francisco's environmental regulations that is often considered the foundational documentation for the creation of the Environmental Protection Agency.



**Like his mother before him, Bill passed his strong work ethic, love for the environment, and passion for the Bay Area on to his sons, Will and Elliot.** Will and Elliot's commitment to environmental stewardship evolved as they witnessed the negative impacts of unregulated growth on the Bay Area's diminishing open spaces. "I knew early on that growth in the Bay Area was going nuts and started asking questions about how we could preserve this place," explains Elliot. Like their grandmother and father before them, Will and Elliot were inspired to continue their family's legacy.

Will joined Greenbelt Alliance's Board of Directors in 2004. "Greenbelt Alliance was the only environmental organization working in all nine counties of the Bay Area. Back then they were doing more on the conservation side, establishing urban growth boundaries in places that badly needed regulation. It was really important work that resonated with me." Will was drawn to support the organization's policy-driven work—feeling that the results are most impactful and cost-effective. He was instrumental in Greenbelt Alliance's evolution into the only Bay Area organization that addresses both land protection and smart growth development. "Over the years, the notion of cities getting denser and therefore healthier became a reality. I supported Greenbelt Alliance's adoption of this theme and the goals that come with it."

---

## "THEY HELPED PROTECT NEARLY ALL OF THE UNDEVELOPED LAND FROM MARIN TO DRAKE'S BAY."

---

In 2012 Will passed on the family board position to his brother Elliot, whose passion lies in preserving the Bay Area's open spaces while ensuring the local economy continues to thrive on its strengths in tech and intellectual capital. The more the



Elliot, Bill, Will, and John Evers

region grows, the more he wants to do his part. "I want to see the Bay Area continue to have a healthy economy while being a place my kids and grandkids can live and thrive. In my view, the best way to do that is to raise funds and do whatever little bit I can to help Greenbelt Alliance."

Elliot believes that now more than ever, the key is to focus on managing the growth that shows no signs of stopping. "How do we build housing to accommodate growth while protecting our open spaces?" Elliot asks. It's that growth, after all, that's threatening the resources that make this place unique.

Greenbelt Alliance's work to both preserve open space lands and encourage transit-oriented development within cities and towns motivates Elliot's commitment. **"I think it's important that Greenbelt Alliance focuses on the places that are at risk. Whether it's Coyote Valley because of growth in the South Bay, or Sonoma County because the temptation after the fire is to go rebuild without thinking it through."** In order to protect these lands, Elliot continues, **"we need to keep focus on smart growth and thoughtful planning."**

The Evers family have been working for nearly 85 years to ensure growth happens in a way that preserves the landscapes that make the Bay Area special. Their work has helped shape our region into a place where both natural lands and our cities and towns can thrive. Help us continue the Evers family legacy by supporting Greenbelt Alliance's work to protect lands at risk and encourage the right development in the right places.

# FINANCIAL SUMMARY

## STATEMENT OF ACTIVITIES

Fiscal Year: October 2017 to September 2018

### SUPPORT AND REVENUE

Individual Contributions	\$93,752
Major Donors and Events	\$785,739
Corporations	\$123,500
Foundations	\$411,000
Contracts and Fees	\$211,614
Investment Income	\$161,856
Dedicated Donations	\$3,500
SF Housing Action Coalition Donations	\$465,837

**TOTAL SUPPORT AND REVENUE** \$2,256,798

### EXPENSES

#### PROGRAM SERVICES

Greenbelt Alliance Programs	\$1,358,041
SF Housing Action Coalition Programs	\$498,006
<b>Total Program Services</b>	<b>\$1,856,048</b>

#### SUPPORTING SERVICES

Administration	\$342,115
Fundraising	\$473,862
<b>Total Supporting Services</b>	<b>\$815,997</b>

**TOTAL EXPENSES** \$2,672,024

## STATEMENT OF FINANCIAL POSITION

As of September 30, 2018

### ASSETS

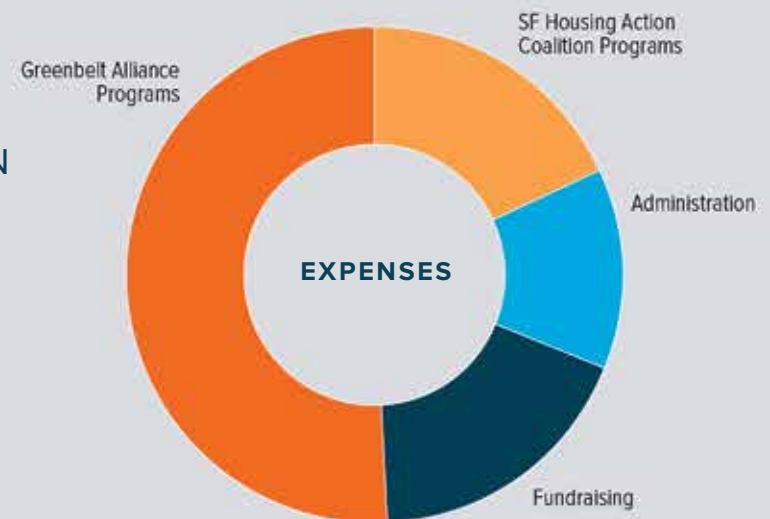
Current	\$1,222,340
Endowment	\$1,782,034
Other Assets	\$131,874

**TOTAL ASSETS** \$3,136,249

### LIABILITIES

\$211,789

**NET ASSETS** \$2,924,460





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Savor the Greenbelt is our annual fundraising event to support Greenbelt Alliance's programs.

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The Greenbelt Alliance Leadership Circle is a donor society open to those who give \$5,000 or more to Greenbelt Alliance during a single fiscal year (October 1 to September 30). Their willingness to champion our core work of creating a more sustainable and inclusive future has a real impact on our ability to pursue our mission.

To find out more our leadership circle, visit [greenbelt.org/leadership-circle](http://greenbelt.org/leadership-circle) or contact Nora Cullinen [ncullinen@greenbelt.org](mailto:ncullinen@greenbelt.org).

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Gavin Newsom  
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