A MESSAGE FROM THE GREENBELT ALLIANCE EXECUTIVE DIRECTOR

As I reflect on my new role as Executive Director of Greenbelt Alliance and the path that brought me here, I am struck by how lucky I am that I can make a living by protecting, preserving, and enhancing the features that make our region unique. But I also see the challenges our communities are facing and the urgent need for us to come together more effectively as a region and build a more resilient future.

In 2019 Greenbelt Alliance staff were hard at work for a better Bay Area. Some of our work has deep roots in the legacy of change our organization has spearheaded over the last 60+ years. We started the year defending a previous win protecting 1,200 acres of rolling hills and riparian corridors outside of Antioch from lawsuits. And we ended the year with a big win at the ballot that protected hundreds of acres outside of Brentwood from sprawl development. Those lands will continue to provide habitat, protect our water supply, and increase resilience to wildfires by maintaining buffers around cities.

We also crisscrossed the region, supporting policies that will make it easier to build more desperately needed homes within our cities and towns, close to transit and jobs, to alleviate the affordability crisis while reducing the climate impacts of building farther and farther out. We supported a density bonus for affordable projects in Santa Rosa and an inclusionary housing ordinance in Sunnyvale. We endorsed climate-smart developments from San Mateo to Castro Valley, and we advocated in favor of a homeless navigation center in Fremont.

And we connected with people. We organized educational events to help residents learn more about how to get involved in shaping their communities. We spoke at public hearings to hold our leaders accountable for bad decisions and to commend them for good ones. We shared lessons learned and best practices at meetings and conferences around the region and beyond. We listened to community members, leaders, partners, allies, and even our opponents to better understand what challenges our region is facing and how we can best make a difference.

We heard that people love where they live, that they value the open space and natural and working lands that surround our communities, and that they love the vibrant, diverse region we call home. We also heard anxiety and fear. Many people are struggling to be able to continue to live in an area where the cost of living is skyrocketing. They are worried about the increasing hazards and threats and how floods and fires might affect them, their neighbors, and the wildlife and landscapes that they love. They are stretched thin with jobs and long commutes and don’t feel heard in a civic dialogue that often prioritizes the voices of the privileged.

In 2020 we look forward to building on the incredible legacy of this organization to tackle the biggest challenges our region is facing today. We need to ensure that we are preserving a resilient Bay Area, with a natural infrastructure of forests, farms, fields, and wetlands that are home to vibrant ecosystems and protect us from the impacts of a changing climate. We need to ensure that we are building a vibrant Bay Area where people can live and work in safe, affordable homes, close to jobs, parks, and a great transportation system. We’re committed to building a Bay Area we’ll be proud to leave for future generations.

Amanda Brown-Stevens
Greenbelt Alliance Executive Director
Jake Mackenzie knows a thing or two about standing strong. Whether herding sheep as a boy on his Scottish family croft or responding to a tough crowd at a regional planning hearing, Jake is a man who doesn’t stand down. True to his convictions and a natural leader, Jake is known in the North Bay and beyond as a steward of smart city planning and a voice many seek when it comes to local and regional government.

Jake landed in America from his homeland, Scotland, in 1962 to study for his master’s degree at Oregon State University where he also earned a PhD in pesticide research and development. With PhD in hand, Jake enjoyed two years of international work, after which he became one of the early hires in the Environmental Protection Agency, bringing him to the Bay Area in 1972. For three decades, Jake was a pesticide regulator, including a stint in Jerry Brown’s first administration as Director of California’s Pesticide Programs.

Following a two-year assignment at EPA headquarters in Washington, DC, Jake returned to the Bay Area and in 1984 met his wife Barbara. In 1993, Jake and Barbara met with Owen Byrd, Greenbelt Alliance’s policy director at the time. Owen was organizing the first Urban Growth Boundary campaigns in Sonoma County. Creating action groups in each of the nine cities in the county, Owen asked Jake and Barbara to lead the Rohnert Park campaign.

In 1996 they put together a campaign for a four-year Urban Growth Boundary. Jake ran for a seat on the Rohnert Park City Council at the same time. Both campaigns were successful, and shortly after, nine Urban Growth Boundaries were enacted throughout the county. Those very boundaries are responsible for much of the remaining natural land in Sonoma County—a globally recognized area where agriculture, natural lands, and vibrant cities coexist.

Jake served as Mayor of Rohnert Park for five terms and City Council for 23 years, the second-longest run of any current official in the area. With his leadership in 2008, the Regional Climate Protection Authority was formed and recognized by the White House. Jake has just concluded a two-year term as Chair of the Metropolitan Transportation Commission. He was involved with Sonoma-Marin Area Rail Transit from its beginning and served on the board of the Local Government Commission in Sacramento.

Jake joined Greenbelt Alliance’s Board of Directors 12 years ago. From campaigning for Sonoma County Urban Growth Boundaries early in his career to supporting land protections—such as expanding community separators throughout the county in 2016—he’s maintained his commitment to Greenbelt Alliance and the preservation of natural lands. Beyond Jake’s open space contributions, he has also pushed the region to stand strong in its fight for climate resilience, affordable homes, and smart growth development.

Recently celebrating his 80th birthday, Jake has a fascinating perspective. Both planning long into the future and drawing from a deep, storied past, his view of what the Bay Area could be and his drive to get us there are the reasons we’re honored to award him the 2019 Greenbelt Alliance Champion Award. The impact his leadership and actions have made will carry on for decades, touching the lives closest to him and those of millions of people he may never meet. Jake Mackenzie has truly helped to shape this stunning place we call home. We thank him for his wisdom and his vision. Read more about Jake online at greenbelt.org/our-community.
On November 5, 2019, people across the Bay Area made their priorities clear—we need more homes within our cities, affordable at all income levels, and we need to protect and preserve our precious natural and working lands while we still can.

In the North Bay, the people of Rohnert Park were asked to renew their commitment to protect the natural and agricultural lands that surround their hometown by renewing the city’s Urban Growth Boundary for another 20 years. By hosting events, knocking on doors, and spreading the word about the importance of Measure B, our North Bay Regional Director, Teri Shore, made sure the community knew what was at stake. And the people of Rohnert Park responded without hesitation—an overwhelming 90% of voters said yes to Measure B to renew the Urban Growth Boundary, helping to preserve the agricultural economy while keeping new development out of the path of wildfires.

In the East Bay, developer Blackhawk Nunn tried to side-step Brentwood’s community planning process by drafting Measure L, which would have allowed the company to build a sprawling 2,400-unit subdivision on top of protected lands. But Greenbelt Alliance, our partners, and the voters stood our ground, saying no to this cynical ploy that would have paved over farmland and critical habitat—escalating traffic congestion and greenhouse gas emissions and putting the community’s water supply at risk. This was the third time since 2005 that sprawl developers tried to convince Brentwood voters to allow development on open space lands outside of the city. Each time, we’ve helped the voters reject those plans.

Encouraging the right development in the right places is equally as important to our climate future as preserving natural lands. Our region is growing rapidly, and as the housing crisis becomes even more extreme, we need creative policies that ensure that the Bay Area remains inclusive and sustainable. That’s why we supported San Francisco’s Propositions A and E for funding to create and renovate homes for our low-income neighbors while ensuring that our educators can afford to live in the same city where they teach.

OUR IMPACT
Greenbelt Alliance worked with the City of Rohnert Park to craft Measure B, encouraging residents to promote city-centered growth and protect precious open space. We hosted several events leading up to Rohnert Park’s special election to ensure that people could ask questions about Measure B and understand what the boundary means for their community. In Brentwood, we worked alongside partners to raise awareness about Measure L’s deceptive plan, organizing the Brentwood community to stand against it. And when San Francisco proposed solutions to the housing crisis through Propositions A and E, we sounded the rallying cry to our supporters to vote yes on these critical funding bonds for more affordable homes.

WHAT’S NEXT
These wins from the November 2019 elections are critical to combating climate change at the local level. Decisions on how we use our land are only becoming more urgent as we see increased wildfires and repeated cycles of drought and flooding. We must act now to preserve our natural resources and help nature help us. And we must continue to pass policies and plans that provide homes people can afford within our urban footprint, away from the dangers that climate change brings.

In the coming months, Sonoma County, Contra Costa County, Santa Clara County, and the City of San Jose are all updating their General Plans—their blueprint for how to grow. Greenbelt Alliance will be there to ensure that each plan integrates policies to build resilience and reduce climate risks for our communities. With your support, we can make a local impact on the global issue of climate change, through smart planning and conservation.

Using land to protect our communities and reduce climate impacts is more urgent than ever as cycles of wildfire, drought, and flooding increase. For example in this image, firefighters used greenbelt buffers to better position themselves and contain the Oct. 2019 wildfire before it reached nearby homes.

90% OF VOTERS SAID YES TO RENEWING ROHNRERT PARK’S URBAN GROWTH BOUNDARY.
We must adapt to the realities of climate change by protecting places like Coyote Valley.

This past November the City of San Jose approved a historic $93 million deal to purchase 937 acres that permanently protects land in Coyote Valley. Coyote Valley is 7,400 acres of greenbelt land between San Jose and Morgan Hill—home to lush farmland, wildlife, and critical groundwater storage.

“This is an opportunity for us to preserve an important part of our past and do so with a clear eye to the future,” explained San Jose Mayor and Greenbelt Alliance Board member, Sam Liccardo to the Mercury News. And this purchase goes beyond the preservation of open space. The flat valley lands within Coyote Valley serve as natural flood protection. When Coyote Creek floods—as it did in 2017, causing millions of dollars in damage—the valley’s undeveloped natural lands help to absorb floodwaters. Without this protection, the damage would have been even worse. The path forward is clear. By conserving natural lands, we can better protect homes and neighborhoods inside our cities and towns.

Greenbelt Alliance spearheaded the Measure T campaign, educating the community on the natural benefits Coyote Valley provides. Among its rich agricultural land and vital wildlife habitats, Coyote Valley is the largest undeveloped portion of Silicon Valley’s groundwater aquifer. The valley’s wetlands and riparian areas act as natural water treatment plants that improve groundwater quality, a vital resource to Santa Clara County. The people of San Jose responded to our advocacy with resounding support in 2018. This clear community support ultimately motivated a private landowner and the City to partner with The Santa Clara Open Space Authority to buy and protect over 900 acres in Coyote Valley just one year later.

WHAT’S NEXT
The natural benefits Coyote Valley provides as the environment adapts to our ever-warming planet are critical for the safety and resilience of our region. We celebrate the purchase and protection of land within the valley, but there are still thousands of acres that remain under threat from sprawl development. The reality of climate change is that we will face more droughts, threatening our water and food supply as well as increasing the risk of wildfires. It’s a reality that means intense weather systems that will cause more flooding. We must adopt by protecting places like Coyote Valley and the unique value it provides for San Jose, the Bay Area, and beyond.

That is why our South Bay Advocacy Manager, Kiyomi Honda Yamamoto is serving on the 2040 Envision San Jose General Plan Task Force. Kiyomi’s goals as a member of the task force are to ensure that all of the natural lands and resources within Coyote Valley are protected. She also wants to see San Jose allocate adequate land for new homes within the city and streamline the urban village process to speed up housing production. Ultimately, Greenbelt Alliance will help the City plan for climate-smart future growth within its urban footprint—keeping development close to shops and jobs and away from Coyote Valley’s unprotected land.

Our Impact
Coyote Valley has the largest undeveloped valley floor in our region, providing critical habitat, recreational opportunities and climate resilience benefits. Greenbelt Alliance and our partners have worked together for decades to protect Coyote Valley from sprawl development. This monumental purchase comes on the heels of a huge victory in 2018 when the residents of San Jose voted yes on Measure T, resulting in $50 million to fund conservation and restoration efforts in Coyote Valley.

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BUILDING SUPPORT FOR NEW HOMES
DEVELOPMENT ENDORSEMENT PROGRAM

It is known across the country that the Bay Area is struggling with a severe lack of affordable homes—leading to increased economic insecurity and homelessness, with people being forced out of the communities they love. This migration results in people moving to the outer edges of the region, putting extreme pressure on our natural and agricultural lands as sprawl developers look for open spaces to build homes far away from jobs, services, and transit. But there is an alternative to this dilemma. Instead of straining the open spaces that are critical to the Bay Area’s economy, natural resources, and environment, we can create new homes and rehabilitate older buildings to provide options that are affordable to more people within existing cities and towns.

OUR IMPACT
Greenbelt Alliance is committed to supporting this kind of infill development—new homes, shops, and workplaces within existing cities and towns—fostering a more sustainable and truly climate-smart region. Since the 1980s, we have endorsed new homes and neighborhood projects along with plans that enhance quality of life without sprawling into the Bay Area greenbelt. And now more than ever before, Greenbelt Alliance’s endorsement and advocacy are needed to help infill development projects move forward.

WHAT’S NEXT
With the impacts of climate change on the Bay Area worsening each year, we realize that we must do more to prepare our communities to be more resilient. In 2019 Greenbelt Alliance launched a revamp of our Development Endorsement Program to maximize impact with a focus on reducing our climate footprint and building climate resilience. We’re using new criteria to publicly endorse plans and projects that are shining examples of affordable, climate-smart development and build public and political support for approving them in local government. By working with local elected officials, leaders, partners, and community members, we’ll bring people together to provide much needed housing within the urban footprint and reduce our climate impact going forward.

Read about all of our endorsed developments at greenbelt.org/endorsement

As climate change accelerates, we must do more, faster to make our communities more resilient. That’s why we support developments that adapt to a new climate future.
ANNUAL SONOMA DINNER

The Sonoma Leadership Council of Greenbelt Alliance held its annual Sonoma Dinner on a beautiful September evening at the private home of Terry Gamble Boyer and Peter Boyer. 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 our environment and support the right development in the right places.

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. We are grateful to the nearly 100 guests who attended to support our work to protect Sonoma’s greenbelt lands and promote good growth policies.

See a full list of Sonoma Leadership Council members on page 19.

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.

FARMS & RANCHES FOREVER

Donors and friends of Greenbelt Alliance gathered in downtown San Francisco on May 16, 2019 to experience the Bay Area’s agricultural abundance and to celebrate our Farms & Ranches Forever Fest. This year’s happy hour featured local farms and ranches and their products, including wines and tastings from our lead sponsor, McEvoy Ranch. Proceeds from the evening supported our work in Contra Costa County, where major sprawling expansions threaten local farms and ranches.

Thanks to the generous guests who attended this event, Greenbelt Alliance and our partners fought all around the Bay Area to stop sprawl from consuming local farmland. Our victories included stopping a disastrous development proposal in Brentwood which would have paved over 2,100 acres of prime farm and ranch land outside of the city’s urban limit line. We couldn’t have done it without our supporters. Read more about this win on page 6.

A special thank you to Board Member Laney Thornton and Keker, Van Nest & Peters LLP for co-hosting the event, and to our many sponsors who made this event a resounding success!
## Financial Summary

**Statement of Financial Position**

As of September 30, 2019

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**Expenses**

### Program Services
- SF Housing Action Coalition Programs $5,000
- SF Housing Action Coalition $5,000
- Administration $391,561
- Fundraising $461,020
- Total Supporting Services $852,581
- Total Expenses $2,337,021

**Revenue**

- Support and Revenue $1,739,669
- Program Services $1,284,440
- Support Services $852,581
- Total Revenue $2,137,021

**Net Assets**

- $2,532,109
- $180,502
- $2,712,671

**Liabilities**

- $105,359
- $10,000
- $1,798,541

**Endowment**

- $1,798,541

**Total Assets**

- $2,712,671

**Total Support and Revenue**

- $1,739,669

**Total Expenses**

- $1,737,021
Thank you to everyone who supported Greenbelt Alliance between October 1, 2018 and September 30, 2019. Please contact us at 415-543-6771 x302 or give@greenbelt.org regarding omissions or edits.

ANNUAL REPORT 2019

ANNUAL REPORT 2019

DECREASED = Payment on a multi-year grant.
TOTAL = Includes new gift and payment on a multi-year grant.
Thank you to everyone who supported Greenbelt Alliance between October 1, 2018, and October 1, 2019. Please contact us at 415-543-6771 x302 or give@greenbelt.org regarding omissions or edits.
“We are in a climate crisis, and bold local action is a critical part of the solution. Greenbelt Alliance’s work is key to preserving and enhancing our region for future generations.”

Kate Gordon
Director of the Governor’s Office of Planning and Research and Senior Advisor to the Governor on Climate