



2010 ANNUAL REPORT

LETTER FROM THE EXECUTIVE DIRECTOR

THE IDEA OF CREATING a thriving region where our open spaces are protected from development and our cities are inviting is all the rage these days. Elected officials, business leaders, academics, and others evoke this vision when they speak of revitalizing the economy, protecting the climate, and creating a better future. Of course, this is not new work for Greenbelt Alliance. **For more than 50 years, we've been at the forefront of providing solutions that help make our communities great and that safeguard our beloved natural areas and working farms.**

The year 2010 was a great one for Greenbelt Alliance. Several efforts to protect our region's amazing landscape were successful. **Urban growth boundaries, clear distinctions of where development should and should not occur, now encircle every city in Sonoma County.** In Contra Costa County, we worked closely with allies to lead a high-profile fight to stop the city of San Ramon from fueling sprawl development in the beautiful Tassajara Valley.

Greenbelt Alliance is also working to make the places where we live and work

"The survival of our planet, our society and our quality of life are intricately linked and much more profound than we understood 40 years ago."

—Jeremy Madsen,
San Francisco Chronicle,
Earth Day, 2010



Executive Director Jeremy Madsen speaks frequently about Greenbelt Alliance's vision for the Bay Area.

great. **We are encouraging the leaders of our region to invest in downtowns, to provide affordable homes, and to create communities that are not car-dependent.** In Marin County, we launched the Live Local campaign, an effort to make the green connection between where people work and where they can afford to live. In cities like Berkeley, Oakland, and San Jose, we spent the year helping to build public support for visions of sustainable, vibrant downtowns.

All of our successes are made possible by you. Together we are educating residents, influencing decision-makers, and building coalitions. With your help we are finding new partners and strengthening existing relationships from the

North Bay to Contra Costa County to Mountain View to San Jose.

This community-level work is essential to achieving Grow Smart Bay Area, our vision for a region with a protected greenbelt and vibrant, prosperous neighborhoods that meet the needs of everyone across the socio-economic spectrum. **Thank you for your support in 2010.** Your ongoing support will ensure Greenbelt Alliance can continue our work to create a better Bay Area.

Sincerely,

A handwritten signature in black ink, appearing to read 'JRM', written over a light-colored background.

Jeremy Madsen
Executive Director

Since 1958, Greenbelt Alliance has been working to make the nine-county San Francisco Bay Area a better place to live by protecting the region's greenbelt and creating thriving, walkable cities and towns. We work through public policy development, advocacy and education, in partnership with diverse coalitions. In 2009, Greenbelt Alliance launched Grow Smart Bay Area, envisioning a more climate-friendly, affordable, and economically competitive region, while protecting farms, forests, and watersheds.

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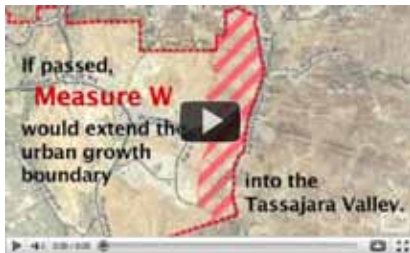


Each Sonoma County city now has an urban growth boundary protecting agricultural land and open space from development. Greenbelt Alliance played a lead role in the three lines at stake in 2010.

ELECTION WINS

Around the region, voters faced choices to protect open space and to green-light better cities. Using social media and proven campaign activities, Greenbelt Alliance participated in several key wins in June and in November.

San Ramon's Measure W was defeated,



Greenbelt Alliance created a video about Measure W to educate voters about the expansion risks.

helping to protect nearly 2,000 acres in Contra Costa County. This victory and June's defeat of Brentwood's expansion plans have galvanized the county's greenbelt supporters against local threats to open space.

Greenbelt Alliance helped Sonoma County residents to renew urban growth boundaries around Santa Rosa and Petaluma, and organized a successful campaign to establish an urban growth boundary in Cloverdale.

With our allies, we successfully encouraged Berkeley residents to approve Measure R, which envisions a downtown that will place homes near jobs and transit choices.

FORMER CONTRA COSTA COUNTY Supervisor Donna Gerber wasn't about to let sprawl come to the Tassajara Valley. She remembers well the victory to create a strong boundary when she sat on the Board of Supervisors from 1996 to 2003. "In 2000, we were able to move our urban limit line," she said. "That land we saved—4,500 acres—was essentially the Tassajara Valley."

Donna found a strong ally in Greenbelt Alliance. Back then, we organized the community, and about 500 people showed up in support at a supervisors' board meeting. "You made it possible as a political leader to move the campaign," she said.

That victory caused Donna to grapple with where good development should go, if not on farmland. Once again, she worked with Greenbelt Alliance and other allies to push through good plans around the Pleasant Hill BART station. "That project was complimentary to my efforts to preserve agricultural land and stop suburban sprawl," she said. "We wanted to put development where it should be."

She added, "Stopping sprawl is hard but doing the right thing is also really hard."

Fast forward 10 years. When she saw that two initiatives—Measure F in Brentwood and Measure W in San Ramon—were going to undo the hard work won in 2000, she immediately volunteered. "It was like watching his-



tory go backwards," she said. She connected organizations and individuals and addressed postcards and other basic campaign work.

Retired from her job as head of the California Nurses Association lobbying arm, Donna wanted to help the organization that had helped her. "My political life was enhanced by my relationship with Greenbelt Alliance," she said. "Its mission is completely in sync with my thoughts and experiences in Contra Costa County."

Donna joined the Greenbelt Alliance board in 2006. "The Bay Area has the basic DNA—a great balance of environmental and urban attributes," she said. "There's so much opportunity to create a better Bay Area with transportation and cultural connections. It's satisfying to work with good people on that."



Greenbelt Alliance led residents, decision-makers, and Sunnyvale Horizon 2035 committee members on a tour of South Bay Caltrain stations and nearby homes in Mountain View and Redwood City.

GROW SMART NEAR YOU

Jeremy Madsen presented Grow Smart Bay Area to local residents, advocates, and elected officials around the Bay Area. He spoke to the Contra Costa County Mayors Council and residents and leaders in Walnut Creek, Lafayette, Oakland, Mill Valley, San Mateo, and Sonoma as well as to students in countless university classes.

“Grow Smart Bay Area is about providing options that people increasingly say they want,” says Madsen. As he sees it, smart growth means multigenerational housing and creating neighborhoods where people can have healthy, family-friendly lifestyles.”

—North Bay Business Journal, Dec. 2010

THE HEALTH CONNECTION

Greenbelt Alliance partnered with the Health Trust of Silicon Valley and UCSF to produce “Planning for Better Health,” a brochure providing land-use solutions for health issues, including obesity, pedestrian and cyclist safety, and growing asthma rates.



SUSTAINABLE DEVELOPMENT

Greenbelt Alliance hosted an urban outing with Friends of SMART, and the Leadership Institute for the Ecology and Economy to kick off the planning around Santa Rosa rail stations.

FIVE YEARS AGO, Anthony Chang and his wife, Wendy Wong, decided to intentionally change the way they were living. Anthony, vice president of organizational development at Opportunity Fund, and Wendy, a scientist at a Sunnyvale biotech firm, Cepheid, moved to downtown Mountain View with their two children.

Shifting from two cars to one, Anthony now bicycles his daughter to day care before catching Caltrain to work. The family sees that their children are benefiting from growing up in a community of neighbors who know and care about them.



“I understood the theory of the vibrant places vision but it wasn’t until we moved to downtown Mountain View that it was really highlighted for me,” he said. “I want more of this kind of community built and created, more of this and less suburban sprawl.”

Anthony is both a donor and a volunteer. A Greenbelt Guardian, Anthony says he believes “in the work that Greenbelt Alliance is doing, and I want to give my money and time.”

For many years, he served on the Compact Development Team, which endorses good growth within city limits. “I had a lot of fun, seeing new projects and helping support them so that new development is more smart growth oriented,” he

said. Now he is involved in Greenbelt Alliance’s advocacy work in Mountain View and frequently speaks before city council.

“For me, giving to Greenbelt Alliance stems from a belief that we as individuals and as a society have choices about what the world looks like—one that protects open space and creates livable cities,” he said. “That’s the kind of world I want to live in, and the kind I want my children to live in.”

He adds, “I also know there are a lot of forces against that happening—and I’m compelled to balance that out, and to make the world the way it should be.”

To learn more about Anthony and his family, visit greenbelt.org and watch the video “Living Lightly in Mountain View.”



Greenbelt Alliance held over 50 Greenbelt Outings including Get to the Point, highlighting a brand new section of the San Francisco Bay trail in Richmond.



Volunteer Andrew Waggoner, Senior Field Representative Michele Beasley and intern Elizabeth Beaubois transformed a parking space on San Jose's San Fernando Street into an urban oasis for the sixth annual PARK(ing) Day.

"The idea is that 'people are more important than cars,' and that city planners have not paid enough attention to making cities livable, breathable, beautiful spaces."

—Elizabeth Beaubois, Greenbelt Alliance intern, Bay Nature, Sept. 13, 2010

LIVING LOCALLY IN MARIN

Live Local in Marin County, a campaign that links the environment with creating affordable homes near transportation for the county's workforce, is a Greenbelt Alliance and NPH project. Since the launch, this campaign has secured endorsement from residents, elected officials, and environmental advocates. Learn more at livelocalmarin.org.



NEW PARTNERS

Greenbelt Alliance has expanded outreach efforts to give more San Jose residents a voice in the future of their

city, including exchanging ideas with members of the Silicon Valley Bicycle Coalition and members of Asian Americans for Community Involvement. Greenbelt Alliance is working to include the perspectives of a variety of people as San Jose finalizes its general plan for the next thirty years.

REGIONAL LEADERSHIP

Greenbelt Alliance's work with regional allies led to a vote by the Metropolitan Transportation Commission to recommend greenhouse gas emission reduction targets from cars and trucks of 15% per-capita below 2005 levels by 2035. Greenbelt Alliance serves on the committee that advises the Commission on strategies for achieving these targets.

"In California, transportation is the greatest contributor to greenhouse gas emissions at about 40 percent. The type of neighborhood you live in has an enormous effect on how much you drive."

—Stephanie Reyes, Policy Director, in Bay Citizen, June 24, 2010

PARKING IS NOT FREE

Since organizing a standing-room only presentation in February by noted UCLA Professor Donald Shoup on "The High Cost of Free Parking," Greenbelt Alliance has been advocating for parking reform. Working with residents and groups, we're helping to ensure that plans for the Diridon Transit Station in San

Jose include more housing than parking.

"Instead of protesting, I've become a Shoupista. If the price of parking is set correctly, convenient spaces will be available for the local businesses. The revenue from a parking benefit district can help pay to improve and maintain our local streets and sidewalks," says Marc Morris, San Jose resident. "I won't complain about parking when money from the meters comes back to beautify my neighborhood."



—KQED Perspective, July 16, 2010

MANY THANKS to everyone who supported Greenbelt Alliance in 2010. Annual gifts of \$500 or more are recognized in this report.

Major Gifts

DOROTHY ERSKINE ASSOCIATES

\$100,000 & UP

Laney & Pasha Thornton

\$50,000 & UP

Anonymous (2)

Mortimer & Francoise Fleishhacker

\$25,000 & UP

Anonymous

Fred Eychaner

Margaret Spaulding

\$10,000 & UP

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\$5,000 & UP

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Tom Steyer & Kat Taylor

Vivian Tsen & Wayne Lew

\$2,500 & UP

W. Anderson & Sara Barnes

John & Leslie Batson

John & Susan Chapman



Jason Steinberg/Steinberg Imagery

Tom Steyer and Kat Taylor (right) graciously opened their San Francisco home to more than 100 major donors and guests, including Mimi Kingsley (left).

Lynne Deegan-McGraw

Jean & James Douglas

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Linda Jo Fitz

Douglas & Kaatri Grigg

Robert Johnson

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Jeremy Madsen & Sarah Gilman

Lawrence Maxwell

Jean McCown

John & Leslie McQuown

Ernie Notar & Winkie Campbell-Notar

Jan O'Brien and Craig Hartman in

memory of Janet Huber O'Brien and

Agnes I. Hartman

John Osterweis

Michael Parrish

Michele Perrault

Jim Rosenau & Dianne Stockler
Schmitz-Fromherz Family Fund
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\$500 & UP

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JACK KENT, JR. LEGACY CIRCLE

The following people have remembered Greenbelt Alliance in their estate plans.

Faith Allen
Zach Cowan and Sara Stadler
Tina Duong
John Erskine
Margaret Hand and John Hartog
Bud and Fran Johns
Robert Johnson
Jeffrey Jue
Mary Kent
Bonnie Killip
Bob and Caprice Solotar
Celia Thompson Taupin
George Tuttle and Ben Cushman
Paul and Dorothy Wachter
Betsy York



Dove Weiland

More than 500 people enjoyed the diverse bands at the fifth annual Bluegrass for the Greenbelt festival at Dunsmuir-Hellman Historic Estate in Oakland.

The Annual Major Gifts list includes gifts made in 2010. 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.

FOUNDATIONS

Anonymous (2)
 Arntz Family Foundation
 The Mary A. Crocker Trust
 East Bay Community Foundation
 Fund for the Environment & Urban Life
 The Wallace Alexander Gerbode Foundation
 The Richard & Rhoda Goldman Fund
 The Health Trust
 The Clarence E. Heller Foundation
 The William and Flora Hewlett Foundation
 JEC Foundation
 George Frederick Jewett Foundation
 Marin Community Foundation
 Marin County Community Services Program
 The David and Lucile Packard Foundation
 Resources Legacy Fund
 The San Francisco Foundation
 Silicon Valley Community Foundation

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BiRite Grocery
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 Frog Hollow Farms
 Holy Cow Coffee Company
 Incredible Adventures
 Izze Beverage Company
 McGraw Vineyards
 Northern California Bluegrass Society
 Patagonia Palo Alto
 PDK Sound
 Ravenswood Winery
 Slim's
 Hardly Strictly Bluegrass

Awards

Greenbelt Alliance was recognized as one of Philanthropedia's outstanding nonprofits. Also, the American Planning Association of Northern California presented the Great Communities Collaborative, of which Greenbelt Alliance is a founding member, with its 2010 Outstanding Planning: Education Project award.



STATEMENT OF ACTIVITIES

SUPPORT AND REVENUE

Dues and Contributions.....	\$193,051
Major Donors	\$538,255
Foundation Grants.....	\$1,243,750
Dedicated Donations.....	\$85,298
Events and Merchandise	\$278,158
Investment Income.....	\$143,992
TOTAL SUPPORT AND REVENUE.....	\$2,482,504

EXPENSES

Program Services

Greenbelt Alliance Operating Programs	
Communication and Education	\$219,973
Membership.....	\$246,091
Policy and Field.....	\$1,291,039
Research.....	\$55,720
Fiscal Sponsorship	
Open Space Council	\$3,120
San Francisco Housing Action Coalition	\$126,691
Greenbelt Alliance Initiative Fund.....	\$12,736
Total Program Services.....	\$1,955,370

Supporting Services

Administration	\$163,133
Fundraising.....	\$149,071
Total Supporting Services	\$312,204
TOTAL EXPENSES.....	\$2,267,574

INCREASE (DECREASE) IN NET ASSETS	\$214,930
NET ASSETS BEGINNING OF YEAR.....	\$2,581,000
NET ASSETS END OF YEAR.....	\$2,795,930

STATEMENT OF FINANCIAL POSITION

ASSETS

Current Assets.....	\$852,093
Endowment	\$1,200,743
Other Assets	\$832,240
TOTAL ASSETS	\$2,885,076

Liabilities.....	\$89,146
Net Assets.....	\$2,795,930
TOTAL LIABILITIES AND NET ASSETS	\$2,885,076

GREENBELT ALLIANCE STAFF

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GREENBELT ALLIANCE

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