



# GREENBELT ACTION

The Bay Area's Advocate for Open Spaces & Vibrant Places Since 1958

FALL 2010

## Vote to Strengthen Boundary Lines

### Key open space measures in four Bay Area cities

MATT VANDER SLUIS  
SENIOR FIELD REPRESENTATIVE  
AMANDA BORNSTEIN  
FIELD REPRESENTATIVE

The Bay Area pioneered the creation of urban growth boundaries—clear demarcations that establish where development should and should not go. Strong growth boundaries protect our farms, hillsides, and wildlife. They also guide development into existing cities, helping to revitalize struggling downtowns, and making more neighborhoods where it's easy to walk, bike, and take transit.

This November, residents of four cities will vote on the future of their growth boundaries. In some cases, a city is proposing to renew



*Measure W in San Ramon is a harmful proposal that breaks the urban growth boundary and threatens the beautiful Tassajara Valley.*

its boundary. Another is forming a boundary for the first time. Elsewhere, the boundary is under attack. Your vote on November 2 can make a difference in protecting threatened lands for future generations.

*continued on page 6*

## Dirty Energy Proposition Deserves No Vote

### Initiative threatens landmark legislation

AMANDA BROWN-STEVENS  
DIRECTOR OF PROGRAMS

Volatile weather delivered the coldest summer in forty years to the Bay Area, heat-sparked wildfires in Russia, and devastating floods in Pakistan. Extreme temperatures, scientists agree, are consistent with the effects of global climate change due to increased greenhouse gas emissions. Forward-thinking Californians have been working for years to reverse this trend, yet a measure on the November 2 ballot, Proposition 23, threatens to halt that progress.

Proposition 23 is designed to kill California's landmark global warming law, AB 32, and we can't let that happen.

"This deceptive initiative would roll back AB 32, which has put California on the

*continued on page 6*

<b>YES on Prop. 21</b>	California	Authorizes a vehicle license surcharge to help fund state parks
<b>YES on Prop. 22</b>	California	Prohibits the State from taking transportation or local government funds
<b>NO on Prop. 23</b>	California	Increases pollution and kills job growth
<b>NO on Measure W</b>	San Ramon	Breaks the city's urban growth boundary, spoiling the Tassajara Valley
<b>YES on Measure R</b>	Berkeley	Endorses a sustainable downtown for Berkeley
<b>YES on Measure O</b>	Santa Rosa	Renews the city's urban growth boundary
<b>YES on Measure T</b>	Petaluma	Renews the city's urban growth boundary
<b>YES on Measure Q</b>	Cloverdale	Establishes the city's first urban growth boundary



## THOUGHTS ON GROWING SMARTER *From the Executive Director*

Critical decisions are in your hands. What happens at the polls November 2 will affect the way we live in the Bay Area. State and local measures will determine whether we languish in gridlock and this economic downturn or if we move the region and state toward a sustainable future.

Greenbelt Alliance is focused on preserving the region's combination of iconic landscapes and creating healthy and thriving

cities. You can help by casting your Yes and No votes on the key issues featured in our cover stories.

To achieve Grow Smart, our vision for the region, funding for infrastructure, parks, and transit is essential. Voting Yes on Proposition 21 will ensure our state parks have the resources they need to continue to be the great places for outdoor recreation that we all treasure.

Cities and towns need revenue to do smart growth right. They can't do that if the State is constantly reappropriating their funds. Voting Yes on Proposition 22 will stop the State from taking local money for parks, water pipes, and services.

We think California can prosper and live in harmony with the environment. That's why defeating Proposition 23 is vital to curtail the power of polluters, who are threatened by our landmark global warming law, AB 32. That law will help Greenbelt

Alliance guide the Bay Area to Grow Smart, which is why we urge you to vote No on Proposition 23.

In three cities in Sonoma County and in the Contra Costa community of San Ramon, urban growth boundaries are on the ballot. Urban growth boundaries remain the best tool for stopping sprawl outside the line drawn around a city. What happens inside the boundary is just as important as preserving the Bay Area's greenbelt. Yes on Proposition R in Berkeley will be a step toward creating a great downtown in that city.

Go ahead. Tear off the front page of this newsletter with its handy ballot box guide and take it with you into the voting booth. We're counting on you to move California in the right direction. ■

Jeremy Madsen  
*Executive Director*

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**OUR MISSION:** *To make the nine-county San Francisco Bay Area a better place to live by protecting the region's greenbelt and improving the livability of its cities and towns. We work through public policy development, advocacy, and education, in partnership with diverse coalitions.*

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**Founder** Dorothy Erskine (1896–1982)

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# Preserving Marin's environmental appeal

## A Campaign to Live Local

JENNIFER GENNARI  
COMMUNICATIONS DIRECTOR  
WHITNEY MERCHANT  
FIELD REPRESENTATIVE

Thanks to pioneering open space protections established in the 1970s, much of Marin County remains timeless. The community is rightfully proud of its environmental legacy that began with an effort to stop a freeway from turning West Marin into a city of 100,000 people. But its no-growth history is leading to unintended consequences today: traffic is bad and getting worse, and it has become prohibitively expensive for vital members of the community to live in Marin.

One of the reasons for the steep increase in traffic along Highway 101 is because 60% of employees commuting to jobs in Marin are driving from other counties. Marin's workers also drive longer distances—an average of 30 miles more—to get to their jobs than workers in other Bay Area counties. As a result, transportation is the leading cause of greenhouse gas pollution in Marin.

If this trend continues, Marin's green reputation will be lost.

### LIVE LOCAL

The best way to protect Marin's green appeal is to make it easier for people with strong roots in the community to live closer to where they work. The people who teach in local schools, take care of elders, or serve coffee in the morning shouldn't have to drive an hour to work each way, putting more cars on the road and taking an unnecessary toll on the planet.

The solution: Live locally. In September, Greenbelt Alliance and the Non-Profit Housing Association of Northern California launched the Live Local campaign to communicate the need for more homes for Marin employees.

In Novato, leaders have embraced Live Local and are recruiting employees to speak up for the need for homes they can afford. As the city considers where and how many homes to plan for in the future, Live Local advocates are organizing to lend their support.



*Too many Marin workers are forced to commute long distances to their jobs. George Utrilla, who works at an art supply store in San Rafael, commutes from Petaluma.*

### PLANNING FOR HOMES

The Live Local campaign is a way to build active support for workforce housing. Environmentalists are beginning to recognize that smart growth is critical to reducing greenhouse gas emissions, which helps to reverse climate change. But that

to turn supporters of the Live Local idea into advocates of strong affordable housing policies in communities including Novato, San Rafael, San Anselmo, and the unincorporated County.

Live Local will also unite environmentalists with Marin business leaders who suffer economically when housing costs deter top candidates from taking jobs. Many local business owners have complained their competitive edge is lost because housing costs result in high employee turnover or demands for higher wages.

"Promoting workforce housing meets all of the County's goals for sustainability," said Marin County Supervisor Judy Arnold. "It strengthens the economy, improves the environment by reducing traffic congestion through transit-oriented development, and fulfills social equity goals."

Greenbelt Alliance is asking Marin residents to endorse Live Local and to lend their support to specific plans and projects. Living locally can be a reality for Marin—preserving its friendly neighborhoods, quaint shopping districts, hillside trails and pristine beaches and accommodating new homes for local working families.

For more information, visit [www.livelocalmarin.org](http://www.livelocalmarin.org). ■



## LIVE LOCAL

STRONG ROOTS, SHORT COMMUTES

belief does not always translate into support for new affordable developments.

This year, Greenbelt Alliance hopes

# Advocating for open spaces and vibrant places throughout the Bay Area

## SOUTH BAY

SANTA CLARA & SAN MATEO COUNTIES



MICHELE BEASLEY  
SENIOR FIELD REPRESENTATIVE



ELLIE CASSON  
CAMPAIGN ORGANIZER

As **San Jose**, Santa Clara, and Mountain View plan for growth in a smart way, the people of the South Bay will reap the rewards of a thriving metropolis surrounded by lush hillsides and productive farmlands. These rewards, such as parks and trails, must be equitably distributed throughout cities. Greenbelt Alliance is reaching out to people who don't normally participate and encouraging them to speak up for strong general plans.

Greenbelt Alliance's goal is to ensure that as each of these city plans for the next three decades, they focus on growth that is good for people and good for the planet. Greenbelt Alliance encouraged the City of **Santa Clara** to plan for more homes, so people can live close to jobs instead of commuting long distances from more rural areas. Greenbelt Alliance and an emerging group of residents, Santa Clara's Green Action Team, are also advocating for elements of a healthy city, such as bike lanes and community gardens.

In **Mountain View**, residents continue to push their city toward adopting a climate-friendly General Plan. Dozens of residents, including many members of Greenbelt Alliance's local partner the Mountain View Coalition for Sustainable Planning, have been expressing support for compact neighborhoods near transit, with the necessary density to support the brilliant "City of Villages" concept put out in the Mountain View 2008 Visioning Report. The coalition also is reviewing its second local project, the San Antonio Shopping Center redevelopment.

The Santa Clara County Parks Department is also looking ahead. Since 1924, the Parks Department has helped protect 46,000 acres. Now they have been asking whether they should continue to protect large open space areas or focus more on neighborhood parks and trails. Greenbelt Alliance has been encouraging a focus on wildlife corridors, watershed lands, and public access to regional parks—goals that will move the county closer to a "necklace of parks" long envisioned by residents.

### TAKE ACTION!

Attend a coalition meeting to find out what's going on in Mountain View on the second Wednesday of each month. Contact Ellie Casson at [ecasson@greenbelt.org](mailto:ecasson@greenbelt.org).

## EAST BAY

CONTRA COSTA, ALAMEDA & SOLANO COUNTIES



MATT VANDER SLUIS  
SENIOR FIELD REPRESENTATIVE

In June, voters in **Brentwood** overwhelmingly defeated sprawl developers Measure F. The measure would have expanded Brentwood's urban limit line by

740 acres, adding 1,300 houses on important agricultural lands at the southwest corner of the city. Greenbelt Alliance, along with Save Mount Diablo and other allies, campaigned vigorously to defeat the measure. Many thanks to all of the volunteers who made this victory possible!

Unfortunately, not everyone got the message. In July, the **San Ramon** City Council placed Measure W on the ballot to expand the city's urban growth boundary and develop over 1,600 acres of the beautiful Tassajara Valley. San Ramon residents spoke out against the measure, noting that the boundary is essential to protect the valley and maintain their quality of life. Greenbelt Alliance is hard at work with its allies to defeat Measure W in November (see page 1).

Meanwhile, **Concord** continues to pursue an innovative development at the former Concord Naval Weapons Station. After adopting a plan to re-use the site at the beginning of the year, the city is now preparing plans to lock in place more project features, including giving new residents plenty of opportunities to walk, bike, and take transit.

### TAKE ACTION!

Contact Matt at [mvandersluis@greenbelt.org](mailto:mvandersluis@greenbelt.org) to get involved to protect the Tassajara Valley or visit [www.NoOnMeasureW.org](http://www.NoOnMeasureW.org).



OUR FIELD V

- ★ campaign
- endorsed

## NORTH BAY

SONOMA, MARIN & NAPA COUNTIES



WHITNEY MERCHANT  
FIELD REPRESENTATIVE



AMANDA BORNSTEIN  
FIELD REPRESENTATIVE

Success in **San Anselmo!** San Anselmo's Town Council approved a draft housing element that incorporated all of Greenbelt Alliance's recommendations. San Anselmo decision-makers removed local barriers to affordable housing and created progressive policies that will truly enable more homes to be built for working families and seniors on fixed incomes.

**San Rafael** is beginning to plan for development around its future Sonoma-Marín Area Rail Transit (SMART) stations.

Greenbelt Alliance is planning a tour in November of development near transit around the region to introduce good examples to Marin leaders.

Greenbelt Alliance urban outings have long been successful, and the June tour for Santa Rosa advocates was no exception. In anticipation of the upcoming planning around the new Guerneville Road SMART station in **Santa Rosa**, Greenbelt Alliance and allies toured places in the East Bay. Local planners, residents, and developers shared with participants how community planning was carried out around the Hayward, Fruitvale, and MacArthur BART stations. "It was very eye-opening and a great tour," said Rissa Shaw, Friends of SMART coordinator for Marin. "It's one thing to picture a station in your head...it's another to see it and see how planning was carried out around it."

Good plans for Santa Rosa will be helped, too by a victory for Measure O, which renews the city's urban growth boundary (see page 1).

### TAKE ACTION!

To get involved in the **Yes on Measure O** campaign, contact **Amanda Bornstein** at [abornstein@greenbelt.org](mailto:abornstein@greenbelt.org) or visit [www.SRUrbanGrowthBoundary.org](http://www.SRUrbanGrowthBoundary.org).

## REGION-WIDE



STEPHANIE REYES  
POLICY DIRECTOR

Victory! In July, the Bay Area's Metropolitan Transportation Commission voted to recommend greenhouse gas emission reduction targets of 15% per-capita below 2005 levels—exactly the level that Greenbelt Alliance and our coalition partner ClimatePlan advocated for. In an unprecedented shift, the commissioners decided to overturn staff's recommendation of only 10% and set the more ambitious greenhouse gas reduction targets.

These targets will lay the groundwork for new development that enables people to drive less and make it easier to walk, bike, and take public transportation. This fall, the region will adopt additional goals for our Sustainable Communities Strategy, a regional plan required by Senate Bill 375. These goals should include protecting our most valuable open spaces and creating homes affordable to families at all income levels near jobs and transit.

### TAKE ACTION!

Thank the Commissioners for leading the way on climate change and urge them to adopt good targets. Email [dkimsey@mtc.ca.gov](mailto:dkimsey@mtc.ca.gov) by November 11.

## SMART GROWTH ENDORSEMENTS



MARLA WILSON  
SUSTAINABLE DEVELOPMENT ASSOCIATE

**Berkeley** has not been immune to the economic slump that has gripped the nation. Fortunately, a sustainable new plan for downtown will move the city toward economic recovery and also make Berkeley more livable.

Greenbelt Alliance has endorsed the plan, Measure R, which will go before the voters November 2. The plan calls for new homes, retail, and jobs downtown, as well as innovative approaches to reducing traffic and encouraging transit ridership. There are also good policies to promote green building, walkable streets, and affordable homes. This plan is not only consistent with Berkeley's goal of cutting greenhouse gas emissions, but it will also serve to welcome new jobs and investment downtown.

### TAKE ACTION!

If you're a Berkeley voter, vote **Yes on Measure R** on November 2—and encourage your neighbors to do the same. ■



WORK  
gn  
d development

## Open Space Measures *continued from page 1*

### PRESERVE SONOMA COUNTY'S BEAUTY

In Sonoma County, three different cities—Santa Rosa, Petaluma, and Cloverdale—are asking residents to renew or establish these important greenbelt protections.

Cloverdale, the only city in Sonoma County without an urban growth boundary, is asking voters to say Yes to Measure Q and put one in place.

In Santa Rosa, Measure O will give voters the opportunity to renew the current urban growth boundary for another 25 years, through 2035. Petaluma's Measure T also asks voters to renew the city's current line

until 2025. These lines, both established more than ten years ago, have effectively preserved agricultural land, wildlife habitat, and fragile ecosystems that would otherwise be at risk for development.

Yes votes on T, O, and Q will safeguard what makes Sonoma County special.

### HABITAT UNDER ATTACK

In Contra Costa County, a major battle is taking shape over San Ramon's existing urban growth boundary. Powerful developers and local politicians are pushing Measure W to expand the city's growth boundary and break the open space protections for the Tassajara Valley, east of town.

If they're successful, the area's natural beauty will be lost forever—as well as the

other values the land provides, including fresh, local foods; clean drinking water; and a home for wildlife. Nearby communities would be snarled in traffic and other currently protected lands would be at risk from more attacks on our voter-approved boundaries.

Measure W is the wrong direction for San Ramon. A No vote will preserve the Tassajara Valley and keep the line strong.

### GET INVOLVED

If you are interested in learning more about these campaigns, contact Amanda Bornstein ([abornstein@greenbelt.org](mailto:abornstein@greenbelt.org) or 707-575-3661) or Matt Vander Sluis ([mvandersluis@greenbelt.org](mailto:mvandersluis@greenbelt.org) or 925-932-7776). ■

## Dirty Energy *continued from page 1*

cutting edge of the 21st century's emerging clean tech economy," says Justin Horner of the Natural Resources Defense Council. "We can't let Texas oil destroy California's future

32, California companies received approximately 60 percent of total U.S. clean tech venture investments.

The benefits of this landmark legislation go beyond the energy sector. AB 32 is an important tool to achieve Greenbelt Alliance's goals. Putting the law into practice

### THE THREAT

Proposition 23 would repeal AB 32 until unemployment reached 5.5% for a full year—a market condition that has only occurred three times in the last 30 years. The measure's top supporters are oil refineries and it is clear why they are fighting California's global warming law: AB 32 leads to greater use of cleaner fuels, less energy use due to better technology, and less fuel consumed due to smarter land-use planning.

For the rest of us, however, this landmark legislation is a great national model of how innovative businesses and environmentalists can team up to create a plan that is good for the economy and the environment.

### VOTE NO ON 23

Diverse groups support the No on Prop 23 campaign. Leading a bipartisan coalition in Sacramento are Governor Arnold Schwarzenegger, Senate Pro Tem Darrell Steinberg and Assembly Speaker John Perez. Business groups such as the Bay Area Council and Silicon Valley Leadership Group join advocacy organizations such as the American Lung Association, AARP, California AFL-CIO, and Greenbelt Alliance.

Greenbelt Alliance strongly urges you to stop the polluters and keep California in the lead. Vote No on Proposition 23 on November 2. To learn more, visit [www.stopdirtyenergyprop.com](http://www.stopdirtyenergyprop.com). ■



*Proposition 23 will jam California's efforts to reduce greenhouse gas pollution through smarter land-use and transportation planning.*

simply for the purpose of stuffing more cash into their already bulging coffers.”

### A SMART LAW

Four years ago, California passed AB 32 to hold polluters accountable and require them to reduce air pollution that threatens human health and contributes to climate change. This law encourages renewable energy innovations and creates hundreds of thousands of new jobs. Because of AB

will help neighborhoods reduce greenhouse gas pollution through smarter land use and transportation planning. By continuing our efforts to use renewable energy resources and reorienting our communities around city centers and public transportation, we can save residents, cities, and counties thousands of dollars per year while creating much needed jobs in our communities.

The only people who think this is a bad idea are the polluters.

## Great Green Lady: Dorothy Erskine

### A biography of Greenbelt Alliance's founder

RICHARD A. WALKER  
PROFESSOR, UC BERKELEY

Dorothy Ward Erskine is a pivotal figure in the history of Bay Area environmentalism, on a par with David Brower and Edgar Wayburn. She co-founded People for Open Space, which morphed into Greenbelt Alliance; jump-started the Napa Valley Agricultural Preserve; pushed through a major expansion of San Francisco's parks; and much more. She was at work behind the scenes on almost all the defining moments of regional open space from the 1950s to 1970s.

Like so many of the Great Green Ladies of the mid-20th century, such as Carolyn Livermore, Barbara Eastman, and Jean Siri, Erskine's name is little known beyond the circle of activists. Only Sylvia McLaughlin has become an iconic figure in her own lifetime. So it is only right that Erskine should finally have her own biography, thanks to the persistence of author Janet

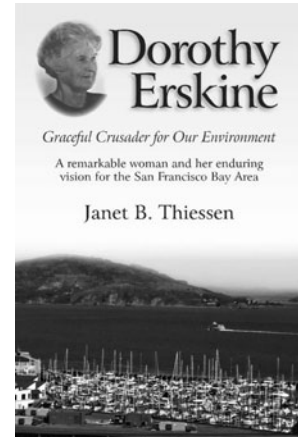
Thiessen and the beneficence of the Friends of Dorothy Erskine, including Bill Evers, Anne Halsted, and son John Erskine.

Thiessen has done a fine job of capturing the spirit of her subject, as well as providing context for her many campaigns. The first part of the book concerns Dorothy Ward's youth and family, along with her intellectual formation under the influence of her doctor mother, Progressives like Alice Griffith, and the leftward shift of the New Deal era. Drawn from letters and diaries, this segment greatly enriches our picture of this brilliant, public-spirited woman.

The second part of the story deals with Erskine as civic reformer, backing the first planning and public housing efforts in San Francisco and founding San Francisco Planning + Urban Research Association to push for urban renewal. While the latter left a bittersweet taste, Erskine's intentions were honorable. And she was able to expand her vision of planning for the public good to

the regional scale as she shifted to a new field of battle: the fight to protect open land and water.

The last third of the book takes up the many environmental causes Erskine championed, from Butano Redwoods to Save the Bay. Here the story becomes so much bigger and varied that her voice fades a bit into the background. But Thiessen provides more than enough reason for those who care about the Bay Area to celebrate this "remarkable woman and her enduring vision for the Bay Area." ■



To purchase, call Reach360 at 1-800-630-4104 or fulfillment@reach360.com.

## EVENTS AND NEWS

### EARTHSHARE GIVING

Looking for an easy way to give? Greenbelt Alliance may be visiting your workplace soon! EarthShare California's workplace giving campaign kicked off in September throughout the Bay Area. Through EarthShare, employees and employers can contribute to Greenbelt Alliance and other respected environmental organizations to promote healthy, clean and safe communities. Just name Greenbelt Alliance as the chosen benefactor of your payroll gift.



### FOUNDATION NEWS

We are pleased to announce a grant for \$75,000 from the Health Trust to continue work on our shared interest in creating healthy environments for all people. Greenbelt Alliance's work links good planning with positive health outcomes, advocating for cities to provide opportunities for safe walking to shops and jobs and parks near residences. Thank you, Health Trust, for your support.

### GREENBELT OUTING

The following is Greenbelt Alliance's special members-only outing. To see a complete list, go to [www.greenbelt.org](http://www.greenbelt.org) and click on Outings Calendar.

### SATURDAY, DECEMBER 4 SAFARI ZOO, OAKLAND 10 AM TO 1 PM

Join Greenbelt Alliance members for a day at the Oakland Zoo. We'll be led on a guided tour by zoo education specialist

Sarah Cramer. Her fascinating insights and wealth of knowledge will make this a special day for all ages.

### LEAVING A LEGACY

It's easy to remember Greenbelt Alliance in your will. Planning ahead will help us continue to preserve open space and foster vibrant urban places. For information, contact Director of Development Ernie Notar at 415-543-6771 x305 or at [enotar@greenbelt.org](mailto:enotar@greenbelt.org). ■

### INTERN APPRECIATION

Thanks to all our 2010 interns!

Elizabeth Beaubois, South Bay Intern ■  
Emma Chapman, Communications Intern ■  
Alessandra Davidson, Sustainable Development Intern ■  
John Fisher, Sustainable Development Intern ■  
Justin Meek, South Bay Intern ■  
Karen Siverson, East Bay Volunteer ■



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***Keep the greenbelt  
in mind when you  
vote November 2!***

**INSIDE ACTION:**

**VOTE NO ON DIRTY  
ENERGY PROPOSITION**

**(PAGE 1)**



**STRONG BOUNDARIES  
PROTECT THE GREENBELT**

**(PAGE 1)**



**PRESERVING MARIN'S  
GREEN APPEAL**

**(PAGE 3)**



**RICHARD WALKER ON  
DOROTHY ERSKINE**

**(PAGE 7)**

***Executive Director Jeremy Madsen  
spoke to a gathering of  
Greenbelt Alliance supporters in August.***



Jason Steinberg