2016 IMPACT REPORT
OUR CITY  OUR PARKS

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SAN FRANCISCO
Parks Alliance
OUR CITY, OUR PARKS.
Dear Parks Alliance friends and supporters,

It’s been quite a year!

One of our proudest accomplishments in 2016 was passing Prop. B, with support and leadership from Supervisor Mark Farrell and Mayor Ed Lee, and the overwhelming backing from San Francisco voters. Prop. B extends the current Open Space Fund through 2045 and provides guaranteed funding for the Recreation and Park Department through the city budget process. While money is still tighter than it should be for our parks, Prop. B will ensure that our parks department is better able to plan for the future and make multi-year investments towards key priorities. It also introduced a data-based approach to evaluating whether new park spending is going to the areas of the City that need it the most, through the development of equity metrics. Hundreds of park advocates talked to their friends and neighbors, posted campaign signs and distributed literature to rally the voters and it paid off!

With your help, this year we continued to create and renew public open spaces and parks across San Francisco. We are proud of our partnerships with city departments such as the Recreation and Park Department, Planning, the Port, Public Works, and the Community Challenge Grant program of the City Administrator’s office. We continue to sponsor almost 100 volunteer stewardship groups. Through these partnerships, in 2016 new parks like Playland at 43d Avenue in the Outer Sunset and Tunnel Top in Dogpatch opened and playgrounds like Larsen (the “jet plane park”) and Joe DiMaggio were completely transformed. Our staff worked closely with communities along the Blue Greenway in southeast San Francisco to facilitate dialogues and gather important input for future park projects and sites coming to their neighborhoods. We have just launched a web portal, bluegreenway.org, to engage more residents and keep them informed.

As 2016 comes to a close, we are reflecting on a growing San Francisco and more determined than ever to protect, sustain and enrich our parks and green open spaces as essential drivers of our quality of life. As the only citywide park philanthropy and advocacy nonprofit in San Francisco, we will continue to provide the leadership and the financial backing our parks need to serve all people and communities throughout this city so many of us call home, now and for future generations. We are so grateful to all of our supporters, donors, partners and volunteers who help make this possible. Thank you!

Sincerely,

Rachel Norton
*Interim CEO*

Jim Lazarus
*Board Chair*
The core of our stewardship work is community engagement and technical support to help the City and local neighborhoods build, restore and activate parks and open spaces. Here are some of the many wonderful projects we worked on this year.

**NOE VALLEY TOWN SQUARE**

This new park at the site of a former parking lot was made possible by funding from the Recreation and Park Department’s Open Space Acquisition Fund, as well as grants from the state and federal government and almost half a million dollars in private fundraising. Featuring public art, gathering space and a children’s play area, this new public park will also create a permanent home for the popular Noe Valley Farmer’s Market.

**STEWARDSHIP**

**TUNNEL TOP PARK**

Thanks in large part to a generous Community Challenge Grant, a program of the San Francisco City Administrator’s office, neighbors have created a drought-resistant garden and community gathering space on top of a working CalTrain tunnel at 25th and Pennsylvania Streets.
Our stewardship work is all about partnerships. Thank you so much to our many partners in City agencies that help make this work possible.

RIDGE LANE
An unimproved public alley in the Ingleside neighborhood became a meandering walkway with benches and new plantings, thanks to support from Supervisor John Avalos, Public Works and the Community Challenge Grant program. This project is just the latest in our long-standing Street Parks partnership with Public Works. Through this partnership, residents can apply to turn public street medians, sidewalks, stairways or other throughways into parks, gardens or community spaces.

PLAYLAND AT 43RD AVENUE
This is the biggest project yet for our Pavement to Parks partnership with the Planning Department. The vacant Francis Scott Key Annex site owned by the San Francisco Unified School District in the outer Sunset has become a popular community recreation space over the course of this year. The goal of the Pavement to Parks program is to test the possibilities of underutilized public lands. Staff from the Parks Alliance and Planning Department worked with Supervisor Katy Tang’s office to gather input from neighbors, secure a permit for the site and rapidly translate the community’s ideas into reality. In the process, a locked empty lot has been turned into a bright and inclusive space for all ages.
In June 2016, San Francisco voters passed Prop. B, which will provide the Recreation and Park Department with predictable funding over the next 30 years. In the 2015 report *Still Seeking Green*, the Parks Alliance reported that park funding as a share of the City’s total budget had eroded over the years, and that this erosion had strained RPD’s ability to maintain our parks. For example, from 2013 to 2014, only one percent of the 15,000 work orders completed by the Department were for preventive maintenance. The remainder were emergency repairs.

*San Francisco’s population is expected to grow 28% by 2040, increasing the importance of open spaces more than ever.*

Sponsored and championed by Supervisor Mark Farrell and the Parks Alliance, Prop B built upon the Open Space Fund overwhelmingly passed by voters in 2000, fulfilling San Franciscans’ intent to provide a sustainable funding source for parks. Prop B ensures the City’s General Fund contribution to RPD gradually increases over time, without falling below 2015-16 funding levels.
PLAYGROUNDS

We believe that every child in San Francisco deserves a safe, clean, imaginative place to play. Over the past year, Joe DiMaggio Playground in North Beach and Larsen Playground in the Parkside reopened after receiving major upgrades funded by Recreation and Park Department bonds and private fundraising. We were pleased to support the community groups at both sites and help them bring their playground visions to reality.

There is still much work to do. Thirteen playgrounds across San Francisco, including Panhandle Playground in Golden Gate Park, have been prioritized for transformation in the coming five years, funded in part by the 2012 Clean and Safe Neighborhood Parks bond and private philanthropy. The Parks Alliance has partnered with the Recreation and Park Department to ensure that all of these projects are completed.
BLUE GREENWAY

Over the next two decades, waterfront neighborhoods in southeast San Francisco are expected to grow in population and density, increasing the need for new parks and open spaces. Our vision for the Blue Greenway is a 13-mile greenbelt connecting AT&T Park with Candlestick State Park at the southern border.

Our work focuses on deepening community engagement to directly connect local residents with public and private park developers and development plans unfolding in the southeast, and to create a sustainable communication infrastructure to inform the design and activation of new parks and open space. With the Port of San Francisco and Stamen Design, we have launched a comprehensive web portal for stakeholders offering detailed information about design, timelines, construction, and activation of each property site (visit bluegreenway.org).

Our staff organizes bus and walking tours and bike trips, meets with neighbors and community stakeholders at tenant association meetings and churches, and goes door-to-door to engage and educate local residents on the short- and long-term plans for the development of parks and open space along their waterfront. We have also partnered with the A. Philip Randolph Institute to encourage neighbors to get involved in these long-term planning discussions, which has helped establish a critical link between the community and the unfolding plans at India Basin, in particular.

In late 2015 the Parks Alliance also signed an agreement with the Recreation and Park Department, the Trust for Public Land and Build Inc. to support the development of new park land at 700 and 900 Innes Avenue/India Basin. This agreement has already resulted in a community-driven design competition for the new park, more accountability regarding environmental clean-up, and a guarantee of ongoing community involvement throughout the design and construction process.

The Parks Alliance has produced a brochure with a map of proposed and current projects to help inform the community about the Blue Greenway projects.
LOVE YOUR PARKS DAY & ACTION GRANTS

Volunteers work tirelessly every day to improve and activate our parks, and it’s important to appreciate their efforts. Each year, we award Action Grants to particularly promising park projects, as well as a Volunteer of the Year award that comes with a donation to the volunteer’s organization.

This year we held our annual Love Your Parks Day event at the Brick & Mortar nightclub, recognizing the 2016 Action Grant recipients, our Volunteer of the Year, and other important contributors to our parks in 2016, including Supervisor Mark Farrell as our Park Advocate of the Year and Joe DiMaggio Playground as our Playground of the Year.

Linda Liteheiser and Linda DaVirro, affectionately known as “The Lindas,” have been park volunteers for many years. Most recently, these two park leaders have established a Saturday concert series to activate the Jerry Garcia Amphitheater at McLaren Park.

BONNIE BERGERON

Bonnie is the community member leading the charge at Tunnel Top Park, a grassroots effort to transform a neglected site atop a CalTrain tunnel at 25th and Pennsylvania into a thriving community space with gardens, a gathering area, community space and dog park.

A neighbor of the project, Bonnie has volunteered countless hours to make this innovative vision a reality. She is an experienced gardener and one of the initiators of The 25th Street Garden.

2016 ACTION GRANT Awardees

BMagic: Movie Night in the Park  
Climate Action Now!: Garden at James Lick Middle School  
Chinatown Community Development Center: Adopt an Alleyway Youth Program  
The Friends of Penny Lane: Penny Lane Improvement Project  
Garden for the Environment: Get Up Urban Agriculture Training Program  
National AIDS Memorial Grove: Community Volunteer Workday  
Playland at 43rd Ave: Phase 2 Activation  
Scrap-SF: Newcomb Garden  
Urban Sprouts: Garden to Community Program
San Francisco Parks Alliance would like to thank its generous supporters for their contributions between July 1, 2015 and June 30, 2016. While we strive to be as accurate as possible, please contact paula@sfparksalliance.org with any corrections or omissions.

Contributions of $250 and above are listed below.

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- **Eucalyptus Foundation**
- **William and Flora Hewlett Foundation**
- **The Ford Foundation**
- **Sonia and Paul Janklow Fund**
- **The Humanist Fund**
- **The John and Mary Selby Foundation**
- **March Conservation Fund**
- **March Conservation Fund - Pacoima Valley Program**
- **March Conservation Fund - Marchwood Park Program**
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- **Charles S.G. Bolton**
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- **Commissioner Mark W. Buell**
- **Liza and Joey Cannata**
- **J.T. and Marybeth Cecchini**

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### $25,000 to $94,999
- **Oberndorf Foundation**
- **Foundation**
- **Number of active Park Partner Groups**
- **98**

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### $50,000 to $99,999
- **William and Flora Hewlett Foundation**
- **Eucalyptus Foundation**

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### $100,000 and above
- **Anonymous**
- **Jaime and Scott Crabbil**
- **Harold Cranston**
- **Kim Briggs**
- **Christine Gasparac and Fred Sharpley**
- **Bryan and Courtney Giraudo**
- **Golden State Warriors Foundation**
- **Carrie and Jamie Goodyear**
- **Christine Gasparac and Fred Sharpley**
- **Harold Crandall**
- **Lisa and Douglas Goldman**
- **The Bank of America Charitable Foundation**
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### Acknowledgments
- **San Francisco Parks Alliance** would like to thank its generous supporters for their contributions between July 1, 2015 and June 30, 2016. While we strive to be as accurate as possible, please contact paula@sfparksalliance.org with any corrections or omissions.
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12

99% of San Franciscans within walkable park access

**175 Number of Blue Greenway community meetings the Parks Alliance to date**

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Hands On Bay Area
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Sunset Heights Association Of Responsible People
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Peter Sahmel
Maddy Russell-Shapiro

Number of Action Grants distributed to promising park projects

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These charity rating services have given the Parks Alliance their highest ratings:

- **GuideStar**: Gold Status
- **Charity Navigator**: Four Star Charity
- **CharityWatch**: Recommended Charity

Your legacy gift to the Parks Alliance can support your favorite park or parks across San Francisco. To learn more about including the Parks Alliance in your estate plans or to request a copy of our estate-planning organizer, please contact 415-621-3260 or meagan@sfparksalliance.org

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Every year Park Partner groups leverage Parks Alliance fundraising, community mobilizing and technical assistance expertise to raise millions of dollars. Those donations are used to renovate or beautify parks, or enhance them with programming. Projects fundraise all year long and often take in revenues that are not spent in the same fiscal year.
Party for the Parks

Park lovers gathered under the cafe lights and the tree canopy on the Panhandle this past September at the annual Party for the Parks, chaired this year by Caroline Hayward Brinckerhoff, Liz Farrell, and Sophie Middlebrook Hayward. The site was chosen to highlight the coming transformation of Panhandle Playground and other playgrounds around San Francisco. A wonderful time was had by all!