

# Bay Area Alliance for Sustainable Development

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**July 27, 2000; 8:30 a.m. - noon**  
**Sierra Club,**  
**85 Second Street Street, San Francisco**

## MINUTES

Michele Perrault, International Vice President of the Sierra Club, opened the meeting, **welcomed** everyone and provided introductory remarks.

While discussing the agenda for the day, Peter Melhus of the Bay Area Alliance for Sustainable Development (Bay Area Alliance) noted that today's meeting constituted a major internal milestone for the members of the Bay Area Alliance and participants in the process. After nearly three years of work we have **agreement in principle** on the provisions of the draft *Compact for a Sustainable Bay Area (Compact)* and its Commitments to Action.

Prior to providing an **update on projects related to the Bay Area Alliance**, Gary Binger announced that he is leaving the Association of Bay Area Governments (ABAG) to pursue an opportunity with the Urban Land Institute. He summarized his efforts with the Bay Area Alliance for Sustainable Development as an "interesting and sometimes difficult experience." He recognized members of the Bay Area Alliance and the other participants in the process for their continuing participation and commitment. Additionally, he recognized the work of Michelle Perrault and Sherman Lewis of the Sierra Club, Sunne Wright McPeak and Andrew Michael of the Bay Area Council, Carl Anthony and Keith Nakatani of the Urban Habitat Program, and Peter Melhus of the Bay Area Alliance for keeping the Bay Area Alliance moving in the right direction. Finally, he recognized and thanked Ceil Scandone of ABAG, applauding the load that she has carried for the Bay Area Alliance. Carl Anthony thanked Gary for all of his contributions since the inception of the Bay Area Alliance.

Binger discussed two projects that are being integrated -- the Livability Footprint Project of the Bay Area Alliance and the Smart Growth Initiative (aka Alternative Growth Scenarios project) of the regional agencies (ABAG, Metropolitan Transportation Commission -- MTC, and the Bay Area Air Quality Management District -- BAAQMD). The projects have similar objectives but have been proceeding on separate tracks. Both projects involve engaging the public in the near term. With the completion of the draft *Compact* and the stated intention of the Bay Area Alliance to also engage the public on the draft *Compact*, it seems expedient and logical to combine, as best as possible, these two projects and the public involvement efforts for all three.

Notwithstanding their similar objectives, the Livability Footprint and the Smart Growth Initiative projects have different policy guidance. The Smart Growth Initiative is designed to move fast, i.e. completion within two years, and is intended to influence the Regional Transportation Plan (RTP). In the RTP process, ABAG forecasts growth in the Bay Area and MTC develops a transportation program and funding based on ABAG's forecast. Therefore, the Smart Growth Initiative process may need to move faster than some desire and the product may need to be "shallower" than some would like. The regional agencies have met with Peter Calthorpe who cautioned about the speed at which the regional agencies were moving. Calthorpe suggested a need to develop more than one alternative.

The leaders of the regional agencies met with the Bay Area Alliance Steering Committee and agreed to try to take advantage of the synergy inherent in these two projects. The Bay Conservation Development Commission (BCDC), the San Francisco Water Quality Control Board (SFWQCB), the Urban Land Institute and the Bay Area Transportation and Land Use Coalition have joined the Smart Growth Initiative effort as advisers.

Dena Belzer, Livability Footprint project manager, noted that this project has been underway for several years. Its goal is to achieve consensus throughout the nine counties on how the Bay Area should grow in the context of the draft *Compact*. The process for achieving consensus is evolving but much work has been done, especially with respect to land use. The hope is that the information in the Livability Footprint will be used to inform decision-makers. The immediate first step is to conduct a "preview" workshop, tentatively scheduled for Sept. 22, 2000.

Jean McCown, Smart Growth Initiative project manager, added that while the regional agencies want to get land use data to the public, they also want to get the perspectives of the people who best know the sub-regions that comprise the Bay Area. Among the tasks before the leaders of the Livability Footprint and Smart Growth Initiative projects is to come up with a clear, simple explanation of the similarity and differences of the projects and why the outreach for the two projects has been combined. It is essential that people know how to ensure that their voices are heard, their input is accepted and information is shared.

In response to a question on how the public might get involved with the projects, it was cited that the goal of the September 22 workshop is to develop a "road map" that will identify means for involvement.

Sunne Wright McPeak emphasized that the Bay Area Alliance recognizes that much smart growth activity is ongoing in cities and counties throughout the region. The draft *Compact* is intended to inform but not constrain visioning and the Livability Footprint project. The September 22 workshop is expected to include a panel comprised of representatives from each county to discuss the smart growth activities ongoing within their jurisdictions. Invitations to the workshop will be targeted to the "world we know" and broadened through the media. We will advise Bay Area Alliance members and interested parties of the dates of these meetings.

Gary Binger suggested that one of the action items of this effort is to identify incentives to encourage smarter growth policies at the local level. The analysis of alternatives to the status quo will allow the public to make more informed decisions.

Carl Anthony indicated that work on the **Community Capital Investment Initiative (CCII)** has been ongoing for more than a year. The goal of the program is to reduce poverty through the use of market-based solutions and promote smart growth. One of the problems with the increasing number of high-quality jobs in the Bay Area and their concomitant investments is that they place enormous pressures on lower income neighborhoods and can drive out local residents (gentrification). The challenge is to put together a development proposal sanctioned by the people that live in these neighborhoods.

The CCII is led by a "roundtable" comprised of series of the three councils, i.e., the business, community (including environmental) and government councils. The current focus of the CCII is to coalesce a family of financial funds, i.e., capital resources, to meet the base challenges of the 46 identified neighborhoods. (The 46 neighborhoods were identified by the Bay Area Partnership and are those in which 40% or more of the residents live below the poverty line in contiguous census tracts.) Ongoing negotiations involve the Community Equity Fund, the Search Fund (includes Brownfields

clean up), the Smart Growth Fund and the Common Development Fund. Among the issues being discussed are the projects for which capital would be made available and assurances that the impacts on the communities and the investors' returns are reasonable.

The composition of the governmental council of the CCII is currently being determined. In addition to federal and state representation, it is essential that local elected officials and regional officials be involved in this council. One idea of local representation is to ensure that the four or five cities with the most of the 46 identified neighborhoods within their jurisdictions are involved. Those cities are San Jose, San Francisco, Oakland, East Palo Alto and Richmond.

Sunne Wright McPeak acknowledged the work of Carl and Keith Nakatani on the CCII along with the efforts of Candy Skarlatos and her management at the Bank of America, and Tom Jones and Jim Myers from HUD. McPeak noted that the Partnership for Regional Livability, a coalition of federal agencies and national foundations, has signed a formal agreement to participate in the CCII. Among others, HUD Secretary Cuomo signed the agreement. The California State Treasurer's office is a co-convenor.

Supervisor Cynthia Murray of Marin County cautioned against two potential stumbling blocks. First, much of the property to be "recycled" is commercial and therefore is higher priced. Potential investors and funders need to be aware of this. Second, condominiums are often not built even though they are the desired design for recycled land to be developed at higher density because of the potential for liability. These liability issues need to be resolved if the CCII is to be successful. The Bay Area Alliance should consider actively engaging with the State Legislature to encourage construction defect litigation reform. Murray urged the CCII leaders to get local government involved as soon as possible. Land use and zoning issues need to be addressed early in the process.

In response to a question related to assurances that the quality of education also be addressed in the CCII, Anthony cited the primary focus on the measurable impacts of land development opportunities and wealth building strategies. Among those measurable impacts are child care, local jobs, local employment and education. Anthony noted that the Bay Area Partnership includes involvement by both Delaine Eastin, State Superintendent of Public Instruction, and Lonnie Hancock of the federal Department of Education. The continued close working of the Bay Area Partnership and the CCII will ensure that the quality of education in these neighborhoods is not overlooked.

Several **comments and suggestions** were provided relating to the **CCII, the Livability Footprint and the Smart Growth Initiative, and the draft Compact**. Among them:

- Develop a clear strategy on engaging the public;
- Develop names/acronyms for each of these efforts;
- Develop a clear strategy to clearly and simply convey the easily confused information on these efforts;
- Ensure that the efforts of the Bay Area Alliance fit in with local efforts, e.g., Emeryville's current efforts on "air rights;"
- Sustainable development has positive consequences for some and negative consequences for others. Public support to counter opposition to those negatively impacted by these efforts is critical. Refer to public outreach strategies used in Portland and San Diego.

Peter Melhus provided an **update on the Bay Area Alliance**. As described by previous speakers, the public outreach workshops for the draft *Compact*, the Regional Livability project and Smart Growth Initiative project will be combined. Because of the amount of time that will be necessary for the workshop participants to provide input on their vision for land use in the Bay Area, the amount of

time devoted to feedback on the draft *Compact* during the workshops will be limited. Therefore, feedback on the draft *Compact* will be designed to facilitate input/feedback outside the workshops. This input/feedback can be provided online at [www.BayAreaAlliance.org](http://www.BayAreaAlliance.org) or by hard copy mailed to the Bay Area Alliance.

In addition to the workshops the Bay Area Alliance will reach out to the local media, meeting with editorial boards of television stations and the print media.

Melhus also reviewed the current schedule of activities related to the draft *Compact*. The workshops are currently scheduled for October 2000 through January 2001. The Steering Committee and representatives from the working caucuses will consider the input/feedback on the draft *Compact* and refine the draft *Compact* in February. The working caucuses will meet in March to review the proposed changes to the draft *Compact*. After integrating caucus changes into the draft *Compact*, it will be presented to the membership of the Bay Area Alliance for approval in April. The adopted final *Compact* will be presented to the ABAG General Assembly in April.

Melhus also announced that the Bay Area Alliance website would be operational within the next two weeks.

**Steve Sanders of the California Futures Network** (CFN) provided the keynote address. CFN is a statewide coalition formed in 1997 that is committed to smart growth. It conducts research to develop effective alternatives to the current "rules of the game" governing growth and development in California -- specifically the taxing, spending, land use, and infrastructure investment policies at the local, regional, and state levels.

Sanders commended the Bay Area Alliance on its ambitious process of reaching agreement in principle on the draft *Compact*, embarking on an outreach efforts and establishing a clear path. While doubting that the statewide focus of CFN would lead to such significant results in a similar time frame, he noted that the next 30 months (through year-end 2002) provide a window of opportunity, as the governor prepares for his expected re-election campaign.

CFN's strategy is to raise awareness of the importance of "growing smarter" as California's population grows by 12 million people per decade. CFN is focusing attention on state government and local decision-makers. While most activity and decisions related to growth occur at the regional level it is state law that provides the regions and localities with their power. It is the state that has created the "dysfunctional financial relationship" between it and local government.

CFN has developed five principles of smart growth and is soliciting organizations to endorse them:

1. Plan for the Future
2. Promote Prosperous and Livable Communities
3. Provide Better Housing and Transportation Opportunities
4. Conserve Green Space and the Natural Environment
5. Protect California's Lands

Further information on CFN is available at [www.calfutures.org](http://www.calfutures.org), along with an electronic form for endorsing the CFN Principles.

Sunne Wright McPeak, President and CEO of the Bay Area Council reviewed the **next steps for the Bay Area Alliance**. Emphasizing the roll out of the draft *Compact*, the CCII and the regional Livability Footprint, she acknowledged that the Bay Area Alliance realizes and accepts the challenge of maximizing the benefit from the collective expertise of the participants in the workshops. McPeak

suggested that the Bay Area Alliance working groups be revisited as these projects are rolled out. On behalf of the Steering Committee she accepted responsibility to advise members and other interested parties on the progress on the sustainable development indicators and their institutionalization.

**Public comments:**

Michele Perrault facilitated the Public Comments section of the meeting.

- Tom Steinbach of the Greenbelt Alliance reminded everyone that the CFN is an affiliate-based organization. He recommended that Bay Area Alliance members and others join CFN. Steve Sanders noted that CFN has a legislative tracking system focused on smart growth available on its website.
- Barry Boulton of the Sierra Club characterized his biggest concern with the draft *Compact* as the fact that it is “an aggregation of individual agendas.” He asked, “how is affordable housing to be funded?” He urged the Bay Area Alliance to ensure that it is able to properly interpret these individual agendas.
- Jean Matsuura of the League of Women Voters urged caution in how the workshops are carried out. She recommended professional facilitators as a means for keeping the meetings under control. She suggested the workshops be viewed less as a means for gaining commitment to the provisions of the draft *Compact* and more as a means of educating the public on the issues of sustainable development and quality of life in the Bay Area. Sunne Wright McPeak welcomed the League as a co-sponsor of the workshops.
- Ken Norwood of the Shared Living Resource Center urged the Bay Area Alliances to continue to integrate the works and thought of other groups working on sustainability in the Bay Area.
- Supervisor Cynthia Murray of Marin County suggested that, in its public outreach efforts, the Bay Area Alliance might find that it is difficult to attract people to attend the meetings unless they deal with “issues on the block on which they live.” This might be especially prevalent in the social equity sector as lower income people strive to survive. She urged the Bay Area Alliance to exert extra effort to reach out to the social equity sector. She suggested the creation of a Bay Area Alliance speakers bureau, an overt effort to connect the need to address sustainability to the benefits to be derived from addressing it, and a “translation” of the draft *Compact* from a policy document to a marketing document.

The meeting adjourned at 12:05 p.m.

The **Next Meeting** of the Bay Area Alliance will be on October 26, 2000 at ABAG in Oakland.

**BAY AREA ALLIANCE MEETING ATTENDANCE SHEET**

DATE OF MEETING: *Thursday, July 27, 2000*  
LOCATION OF MEETING: *Sierra Club, San Francisco*

Aguilar, Orson – Greenlining Insititute  
Anthony, Carl – Urban Habitat Program  
Arteaga, Luis – Latino Issues Forum  
Belzer, Dena – Strategic Economics (Speaker)  
Binger, Gary – Association of Bay Area Governments  
Blachman, Susan – EFC-9  
Blake, Ann – Cal. EPA Dept. of Toxic Substance Control  
Boulton, Barry – Sierra Club  
Brewster, George – California Center for Land Recycling  
Brown, Linda – California Alliance for Jobs  
Carlson, Karna – Senator John Vasconcellos' Office  
DiDomenico, Sally – Bay Area Economic Forum  
Diefendorf, Sarah – Environmental Finance Center  
Eisen, Victoria – Association of Bay Area Governments  
Edmondson, Scott – City and County of San Francisco  
Fitz, Sonja – BOSS  
Gerdes, Hartmut  
Harris, Robert – PG&E  
Holtzclaw, John – Sierra Club  
Hough, Bill – Resource Center -United Nations/Presidio Alliance  
Imanyuel, Iarens – University for the Earth  
Jones, Tom – HUD  
Kamalanathan, Dawn – The Irvine Foundation  
Kittermaster, Carol – Sustainable San Mateo Co. – Tides Center  
Leibowitz, Sophie – Senator John Vasconcellos' Office  
Matsuura, Jean – League of Women Voters  
McCown, Jean – Consultant (Speaker)  
McPeak, Sunne Wright – Bay Area Council  
Melhus, Peter – Bay Area Alliance for Sustainable Development  
Michael, Andrew – Bay Area Council  
Moore, Jim – Congress for the New Urbanism  
Murray, Cynthia – Marin County Supervisor, District 5  
Mussen, Irwin – Urban Habitat Program  
Myers, Jim – HUD  
Nakatani, Keith – Urban Habitat Program  
Niedt, Christopher – EB Alliance for Sustainable Economy  
Norwood, Ken – Shared Living Resource Center  
Ortendahl, Mary - EDAB  
Page, Paul – F.T.A.  
Perrault, Michele – Sierra Club  
Purcell, Ellen  
Randolph, R. Sean – Bay Area Economic Forum  
Roggenkamp, Jean – BAAQMD

Rogers, Jane – The San Francisco Foundation  
Rosenthal, Eric – Environmental Policy Center  
Sanders, Steve – California Futures Network  
San Jule, Yvonne – League of Women Voters  
Scandone, Ceil – Association of Bay Area Governments  
Shure, Chelsea – Sierra Club  
Skarlatos, Candace – Bank of America  
Smith, Polly – Bay Area League of Women Voters  
Steinbach, Tom – Greenbelt Alliance  
Tippett, Joanne – Holocene Design Company  
Verrilli, Adrienne – Representative Ellen Tauscher's Office  
Williams, Diana – The James Irvine Foundation  
Wise, John – U.S., EPA, Region IX