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March 28, 2001; 10:30 a.m. – noon
Business Meeting of the Bay Area Alliance for Sustainable Development
Metro Center; 101-8th St.; Oakland
Minutes

In summarizing the comments at the press conference that immediately preceded the business meeting, Michele Perrault (member of the Steering Committee of the Bay Area Alliance for Sustainable Development) said that the press was encouraged to stimulate feedback on the *Draft Compact* and participation in the public meetings on the Bay Area Regional Livability Footprint. Four media representatives attended the press conference, meeting the expectations of the Steering Committee. Using a press list developed by Public Affairs Management, the public relations firm retained by the Bay Area Alliance, ABAG will distribute the press package to 275 media representatives throughout the Bay Area.

Discussion

In addition to the press conference, other activities have significantly expanded the potential for public participation in the dialogue on the provisions of the *Draft Compact*. Bay Area Alliance members are encouraged to distribute the *Draft Compact* along with the feedback form to their constituency groups.

The public workshop reconnaissance meetings for the Regional Livability Footprint/Smart Growth Strategy have occurred.

Each working caucus has mailed the *Draft Compact* to its constituency group.

On April 6 from 9:00 -10:00 p.m. KQED will broadcast on its Bay Windows television show a dialogue on regional issues facing the Bay Area and smart growth. The four dialogue participants are Mayor Cathie Brown of Livermore, Mayor Willie Brown of San Francisco, Mayor Rosemary Corbin of Richmond and Mayor Ron Gonzalez of San Jose. KQED will also include time for online questions and responses. This online dialogue will include references to the *Draft Compact*. Representatives of the Bay Area Alliance will participate in this online discussion.

The four local government liaisons retained by the Bay Area Alliance will be making presentations related to the draft *Compact* to county boards of supervisors and city councils throughout the Bay Area over the next few months.

The working caucuses are scheduling their meetings to stimulate feedback from their constituency groups on the *Draft Compact*. The Social Equity Caucus is meeting on April 3, the Environmental Caucus on April 24, and the Sustainability Roundtable on April 26 (8:30-10:30 a.m.). The Economic/Employer Caucus will be scheduling its meeting soon.

Among all the things, the leaders of the Economic/Employer Caucus are considering meetings in some of their constituents' facilities in order to encourage attendance. Caucus leaders are urged to share the results of their meetings with the Bay Area Alliance Steering Committee and the local government liaisons.

Conducting these meetings and other activities related to outreach will help ensure that we don't undercapitalize the investment already made by members of the Bay Area Alliance and others. There is huge potential for precisely the type of dialogue that the Bay Area Alliance has envisioned.

Phil Serna, of the Homebuilders Association of Northern California, reported that he has distributed the *Draft Compact* to people on several of the Boards with which he is associated. Shea Homes has analyzed a proposed housing project in light of the provisions of the *Draft Compact*. While the Bay Area Alliance had not contemplated such project-by-project analysis, it is clear that people are paying attention to the *Draft Compact*. Requests for dialogue to determine the level of compliance with the provisions of the *Draft Compact* should be expected. Phil also reported that an effort is underway in the Tri-Valley area to emulate Silicon Valley Manufacturing Group's Housing Action Coalition. The Tri-Valley group is currently looking at criteria for evaluation.

Will Travis, of the Bay Conservation and Development Commission, suggested that the Bay Area Alliance reconsider and actually endorse specific project proposals. He opined that there is a moral obligation for the environmental community to say when a proposal is good if it is also to say when it is bad. In response, Sherman Lewis of the Sierra Club said that the environmental community has endorsed projects, but seldom gets media coverage for such activities. Travis suggested that one way to provide an endorsement would be to develop a Bay Area Alliance award for projects that meet the principles of sustainable development. Keith Nakatani, of Urban Ecology, reported that his organization has developed criteria for "good" projects. Nakatani recommended that since affordability is a major issue in the Bay Area, it is an essential component if the Bay Area Alliance is to consider criteria for recognition of good projects.

Recommendations for Additional Outreach

John Wise, of EPA, encouraged the Steering Committee to reengage with the federal agencies through the Federal Regional Council. He suggested scheduling a formal briefing with the Council as well as with the new regional administrator, when appointed. John also suggested infusing pieces of the *Draft Compact* into the educational system throughout the Bay Area.

Mary Ortendahl, of EDAB, pointed out that many of the issues in the *Draft Compact* transcend the geographical focus of the nine-county Bay Area and encouraged engaging leaders in the surrounding counties also.

Sunne Wright McPeak, of the Bay Area Council, advised that we are waiting for a bid from the Latino Issues Form to translate the *Draft Compact* into Spanish. Keith Nakatani applauded this development and suggested that the *Draft Compact* also be translated into Chinese. He recommended Linda Oakahara of Asian Health Services in Oakland as a potential resource for this purpose.

Bay Area Alliance/Regional Agencies Smart Growth Strategy

McPeak reported that the reconnaissance meetings intended to inform the public workshops for this project are ongoing. She reminded the members of the Bay Area Alliance that we all have an obligation to help this process by getting people to attend and participate in these meetings. We need to ensure “critical mass engagement.” The two sets of public workshops should be completed by the end of 2001. The alternative growth scenario(s) developed in the first set of workshops will be presented in the second set. The second set of public workshops is intended to refine the alternative growth scenario(s) so that a final recommendation can be presented to ABAG in 2002.

Community Capital Investment Initiative (CCII)

Carl Anthony, of the Urban Habitat program, reported that the CCII partners are continuing their work to formalize the families of funds for the project. Each of the three families of funds is targeted for \$70-100 million in capital. There are three funds proposed: smart growth; business equity; and California environmental redevelopment.

The goal is to close the family of funds by June 30 and have funds flowing into the 46 targeted neighborhoods in the second half of the year. Lead investors have committed funds pending closure on the term sheets.

Peter Melhus, of the Bay Area Alliance, raised the idea of a socially responsible investment (SRI) mutual fund for the CCII project. He suggested that the Bay Area Alliance look into the possibility of working with some of the mutual fund families that provide 401k services to major employers in the Bay Area. They would be asked to expand the funds available to include a SRI (or multiple SRIs) mutual fund whereby employees could contribute 401k or other money. These funds would be targeted for socially responsible investments in the Bay Area, similar in concept to those investments in the CCII. This would allow individuals, in addition to the institutions that we are already targeting, to invest in the Bay Area. The idea was favorably received.

Diane Bone of the California Center for Regional Leadership (CCRL) briefly discussed the 21st Century Fund. The state treasurer's office has asked the CCRL to get involved. The plan is to seek \$100 million from the state legislature to fund investment in low-income communities. Consultants have been retained to get public input on the use/benefits of these funds. A draft report is to be reviewed shortly after which the CCRL will draft its final report to the treasurer's office.

Keith Nakatani emphasized the need for funding for NGOs to ensure they have sufficient capacity to participate in all of these activities.

John Wise cautioned that many of these potential investments will encounter brownfields. He recommended the California Center for Land Recycling as an organization with access to cleanup expertise. The Federal Regional Council is attempting to align federal resources with community redevelopment and should be brought into the discussion of the CCII. He also said that it appears favorable that Congress will pass S305, which will bring new federal grant resources as seed capital for property remediation. He said that EPA will work with the CCII leadership.

Harry Moore requested that the four local government liaisons be provided with additional information on the CCII so that they will be prepared to discuss it in detail as they engage with cities and counties throughout the region.

Best Practices

Michelle Perrault, of the Sierra Club, reported on a draft document prepared by Sierra Club interns highlighting best management practices related to sustainable development in the Bay Area. The document, entitled *Faces of Sustainability*, needs additional fleshing out. She welcomed assistance from other organizations in the Bay Area Alliance in the fleshing out process, both for identifying additional best management practices and for drafting and editing the document.

Additional Issues for Consideration by the Bay Area Alliance

- **Jobs/Housing Balance** -- Sherman Lewis suggested that the current commute infrastructure in the Bay Area supports agglomeration economies and results in significant land use imbalance as evidenced by freeway congestion and high housing prices. Since the regional agencies have not analyzed the problem quantitatively, their smart growth planning exercise has no requirement to locate housing where it is most needed. He opined that the current focus is getting people to agree to as much smart growth as possible in all urbanized areas in the region. The Bay Area Alliance should discuss the issue in depth.
- **Standard Urban Stormwater Mitigation Plan (SUSMP)** – Phil Serna reported that the development community is seeing new trends from regional water agencies with regard to storm water retention requirements. In the Los Angeles area the new requirements call for no new runoff as a result of the development. This issue needs to be discussed in the Bay Area before it is considered by regional water agencies here. While the requirement may be technically possible in new development it is particularly onerous on infill development projects where there is insufficient land for on-site storm water retention.

Future Business Meetings of the Bay Area Alliance

We agreed that business meetings such as this are of value to the members of the Bay Area Alliance. We also agreed that we would hold these business meetings in between the regularly scheduled quarterly meetings of the Bay Area Alliance.

BAY AREA ALLIANCE BUSINESS MEETING ATTENDANCE

***Wednesday, March 28, 2001
MetroCenter , 101 Eighth Street, Oakland, CA***

Anthony, Carl – Urban Habitat Program

Bone, Diane – CCRL

Carroll, Bill – ABAG

Chesnutt, John – U.S. EPA, Region 9

Crawford, Brenda J. - Urban Habitat Program

Grant, Surlene – BAASD, Local Government Liaison

Griffin, Mary - BAASD, Local Government Liaison
Harris, Robert L. – Pacific Gas and Electric Co.
Hoadley, Caryn – The Nature Conservancy
Lewis, Sherman – RAFT
McPeak, Sunne – Bay Area Council
Melhus, Peter – BAASD
Michael, Andrew – Bay Area Council
Moore, Harry - BAASD, Local Government Liaison
Nakatani, Keith – Urban Ecology
Ortendahl, Mary – EDAB

Perrault, Michele – Sierra Club
Powers, Charlotte – BAASD, Local Government Liaison
Regalia, Gwen – ABAG/City of Walnut Creek
Scandone, Ceil – ABAG
Schneider, Dick – Sierra Club
Serna, Phil – Home Builders Association of No. CA
Skarlatos, Candy – Bank of America
Travis, Will – SF BCDC
Wise, John - U.S. EPA, Region 9