

Bay Area Alliance for Sustainable Development

June 6, 1997

9:00 a.m. - noon

Sierra Club; 85 Second St.; San Francisco

Minutes

(Attendance: list attached)

Introductory remarks were made by Dick Clarke focusing on the desired outcomes of the meeting - getting to specifics for the Alliance and laying out a plan of action for the Alliance.

He suggested the Alliance focus on:

- beginning the process of identifying major issues that must be addressed by the Alliance;
- developing a plan to resolve the major issues;
- bringing together a coalition of leaders to shape and implement the plan.
- measuring progress against agreed-upon indicators;
- establishing a process for on-going communications, to provide the results achieved by the Alliance and to provide a venue for dialogue on emerging issues related to sustainable development in the Bay Area.
- building upon work already done by others;

Agreements: After the ensuing discussion which covered all the topics on the agenda, the Alliance members agreed to:

- A) use the draft Strategic Plan as a working plan; (the plan will be re-named accordingly and the Executive Summary added.)
- B) integrate the three e's (environmental quality, economic prosperity and social equity) into each issue the Alliance addresses and ensure that social equity is not a "follow-on" but an integral part of the recommendations on each issue;
- C) focus initially on the inter-relationship between air quality in the Bay Area and transportation, housing, environmental quality, and economic prosperity (emphasis was placed on the inter-relationship between these issues and their impact on the three e's, rather than on trying to resolve specific issues);
- D) focus initially on the nine-county Bay Area rather than expand beyond the nine counties or consider environmental boundaries;

In order to enhance the common understanding by all members of the three e's (environmental quality, economic prosperity and social equity) as addressed by the PCSD and their applicability in the Bay Area, it was agreed that a copy of the PCSD report *Sustainable America* would be provided to all those in attendance who do not already have a copy.

Other areas of discussion which were not brought to closure but may be appropriate for future consideration by the Alliance included:

- the need for sufficient dialogue by the Alliance members, perhaps over 6-9 months, to gain members' understanding of issues and to build trust;
- the need to identify issues on which the Alliance will focus;
- once issues are identified, ensuring that the Alliance has the necessary members and participants;
- overcoming one of the potential barriers to the Alliance's success - the lack of a "sense of region" or a "sense of Greater Bay Area community;"
- the large number of independent governmental entities in the Bay Area, the issues to be addressed by the Alliance overlapping their jurisdictions, and the need for higher levels of inter-jurisdictional cooperation;
- the "We Believe" statement in the PCSD report is a good starting point, but the Alliance should eventually develop its own "we believe" statement;
- the need to choose between an inductive process, where the Alliance first adopts a "we believe" statement, then revisits what others have done in order to identify issues that it should address, or an deductive process where the Alliance accepts what others have done (accepting the PCSD's "We Believe" statement and the issues of land use, transportation, etc., as the initial focus) and moves ahead;
- the Alliance needs to establish task forces or otherwise determine:
 - a) what has been done by the PCSD on an issue of focus, e.g., where is the PCSD leading us;
 - b) what has been done in the Bay Area on this issue;
 - c) who are the affected interests/stakeholders and
 - d) what are the specific issues in the Bay Area relative to the general topic, e.g., what is the impact of the economy, the environment and social equity, what are the barriers and what are the opportunities.
- the importance of agreed upon indicators for the issues addressed that are results-oriented, i.e., how we measure changes in environmental quality, economic prosperity and social equity;

Actions:

1. The Leadership Team (Carl Anthony, Dick Clarke, Sunne McPeak, Michele Perrault, Charlotte Powers), will review Alliance membership with leaders from the governmental, environmental, social equity and business sectors to ensure that the Alliance has knowledgeable, credible representation from each sector. This Membership Committee, chaired by Charlotte, will periodically review Alliance membership to ensure adequate representation as new issues are addressed by the Alliance.

2. A Scoping Committee, chaired by Michele, will draft two things for consideration by the Alliance at its next meeting:
 - principles and goals for approval by the Alliance;
 - more fully defining the inter-relationship between air quality in the Bay Area and transportation, housing, environmental quality, and economic prosperity;

Others that volunteered for this Committee were David Salniker, Larry Baack, Polly Smith, Ceil Scandone, Catherine Theuriet, Donna Liu, Rachel Peterson, Leslie Rogers, Shelley Poticha, and Peter Melhus.

3. A Sustainability and Justice Working Group, chaired by Carl Anthony, will consult with and/or convene Bay Area groups working on social justice and sustainability and will provide recommendations at the next Alliance meeting. This Working Group is intended to ensure that two opposing challenges are addressed:
 - that social, economic and environmental justice is integrated in every phase of the Alliance's work.
 - that advocates of social, economic and environmental justice engage in independent dialogue with each other to clarify how best to achieve social justice objectives in Bay Area sustainability efforts.

Others that volunteered for this Working Group were Gary Binger, Charlotte Powers, Larry Baack, Shelly Poticha, Leslie Rogers, Joe Bodovitz, Rachel Peterson and Sunne McPeak. Catherine Theuriet indicated that she would participate, though she would also recommend someone from the Mayor's Task Force on Welfare Reform for Non Profit Housing. It was also suggested that Santos Gomez, of the Pacific Institute be invited to participate

4. The Leadership Team will comprise a working group to develop a plan for Alliance funding and infrastructure, e.g., office, staff, etc., and will include a focus on in-kind contributions. Malana Moberg agreed to work with them.
5. An Inventory Working Group will complete an inventory of completed and on-going sustainable development-related activity in the Bay Area in order to avoid duplicating work. John Wise and Gary Binger agreed to lead this effort. Peter Melhus and Malana Moberg agreed to work with them. John provided an offer that U.S. EPA will donate staff for this action item. Others will be "recruited" as determined by John and Gary.

Next Meeting:

The next meeting of the Alliance is scheduled for September 22, and is expected to take most of the day. Location will be determined.

1. The inventory should include:
 - a) who sponsored the activity;
 - b) what the product/ outcome was;
 - c) when was it performed/completed;
 - d) how the process was managed;
 - e) what barriers were encountered and if and how they were overcome;
 - f) what value the Alliance would provide;
 - g) what has been done by the PCSD on this issue, e.g., where is the PCSD leading us;
 - h) who are the affected interests/stakeholders; and
- what are the specific issues relative to the general topic, e.g., what is the impact of the economy, the environment and social equity, what are the barriers and what are the opportunities.