

# *Bay Area Alliance for Sustainable Development*

**April 30, 1998; 9:00 a.m. - noon**  
**Sierra Club**  
**85 Second Street, San Francisco**

## **MINUTES**

**I.** After **introductory remarks** by Michele Perrault, International Vice President of the Sierra Club, and self-introductions (attendance list attached), Dick Clarke provided some opening comments on what we need to do to make the Bay Area Alliance for Sustainable Development successful. He reiterated and emphasized the interdependence of the economy, the environment, and social equity (3 e's). He also provided a brief history of past meetings of the Alliance and the educational efforts to date as manifested by an in-depth session addressing each of the 3 e's. He emphasized the need for the Alliance members to build trust amongst themselves, to work collaboratively by looking beyond single-issue advocacy, and to commit to working together during the next 12-14 months to develop the proposed Compact for Regional Sustainability.

As a measure of Alliance successes, he pointed to the Bay Area regional agencies' meetings facilitated by the Alliance and the participation of the five regional agencies in the Alliance, as well as participation in the Alliance meetings of some State and federal agencies. He expressed encouragement with the numerous subregional sustainable development efforts that are ongoing in the Bay Area.

Carl Anthony supplemented Dick's remarks by pointing out the Bruntland Commission's opinion that poverty and social equity issues need to be at the center of discussions of sustainable economic development.

**II.** **Ray Anderson**, co-chair of the Presidents Council on Sustainable Development (PCSD), and Chairman and CEO of Interface, Inc., a carpet tile manufacturer based in Atlanta, addressed the meeting and pointed out that the Bay Area Alliance for Sustainable Development is already a model for the whole country. He hopes that the Alliance members will push its agenda forward and "make it happen." If the Alliance is able to demonstrate success in the Bay Area, people all over the country will want to learn how it was done. He pointed out that all sustainable development is local and that work such as that being done through the Alliance in the Bay Area is more important than the work being done in Washington D.C.

Ray provided an update on the PCSD, citing its two current areas of focus: 1) achieving consensus on the policy recommendations delivered to the President in the PCSD report "*Sustainable America: a New Consensus*" and 2) raising the awareness level among the American people on the concept and meaning of sustainable development. Ray also pointed out that the PCSD, at the Vice President's direction, is addressing four major themes: global climate change, sustainable communities, an environmental management system for the 21st century, and international outreach/leadership.

The PCSD is also planning a National Summit on Sustainability to be held in Detroit in May, 1999. The expectation is that more than 5,000 people will attend the Summit and that through 50 concurrent events around the country, 50 million people will be "touched" by the concept and

meaning of sustainable development. He asked that the Bay Area Alliance for Sustainable Development facilitate a local effort in the Bay Area.

Of all the institutions that can make a difference with respect to sustainability, Ray thinks that only business/industry can truly "make it happen." "The sustainable development effort must be led by industry if we are to avoid the precipice we are surely heading for."

In response to a question asking him to identify the five things a business can do to move toward sustainability, Ray responded "understand what you take, understand what you make, and understand what you waste." Then "invest to reduce your waste" and "ask your customers if they care about the earth."

**III. Working Groups:** Sunne Wright McPeak kicked off the discussion of Working Groups (previously called Task Forces) by indicating her perception that the work of the Alliance is beginning to be associated with the work of many of the organizations that were in the room. She highlighted the importance of having the Alliance chaired by people representing the perspectives of each of the three e's and suggested such an arrangement for chairing the Working Groups as well.

Five working groups were discussed. Several modifications to the titles and charters of the Working Groups were suggested. In addition, it was suggested and agreed to that "Working Groups" is a more appropriate title for what had been called "Task Forces" due to the militaristic connotation associated with "task forces." The modified description of the Working Groups is attached to these minutes.

For the near-term, the Alliance will conduct its work through these five working groups and the four working caucuses, i.e., social justice, regional agencies, sustainability roundtable, and economic/employer.

It was suggested that each Working Group be provided with a checklist of issues to keep in mind and address. These would be comprised of key considerations from the perspective of each of the e's, and should perhaps be developed by the existing working caucuses.

Another comment leaves a question to be resolved -- If there is a conflict among recommended actions from the different working groups, how will the Bay Area Alliance for Sustainable Development evaluate the feasibility of the recommendations?

Finally, it was suggested that the Alliance consider moving up the timing of tax/policy policy working group, i.e., launching the effort prior to completing the work of the other workings groups.

Each attendee was asked to complete a "sign-up" sheet indicating working group(s) on which he/she is willing to participate (others are also welcome to "sign-up"). Following are the confirmed leaders of the workings groups:

<b>Working Group</b>	<b>Environmental</b>	<b>Social Equity</b>	<b>Economic</b>
Sustainable Development Indicators	Donna Liu, Natural Resources Defense Council	TBD	Charles McGlashan, Geomatrix Consultants
Best Practices List	Michael Closson, Center for Economic Conversion	Catherine Bullock Theuriet, Non-Profit Housing Association of Northern CA	TBD
Housing, Jobs and Access	Rachel Peterson, Urban Ecology	Carl Anthony, Urban Habitat	Reid Gustafson, Shea Homes
Environmental Quality and Biodiversity	Michele Perrault, Sierra Club	Mohammed Nuru, San Francisco League of Urban Growers	Rich Morrison, Bank of America
Public Education & Media Strategy	TBD	TBD	Norm Zeisser, Chevron

**Brainstorming for Indicators and Best Management Practices Working Groups.** Next on the agenda was a focus on two of the working groups: Sustainable Development Indicators and Best Management Practices. Several presenters provided ideas for use by these two working groups. Judith Innes from the Institute of Urban and Regional Development at UC Berkeley addressed indicators as a means to build the capacity in our society to deal with issues as they come along. She suggested that indicators:

- 1) must be linked to policy or at least be something that we're very committed to,
- 2) need buy-in by all the agencies that produce the data necessary for the indicators,
- 3) must be high-quality, i.e., credible to all stakeholders.

She also stressed that all stakeholders need to be at the table as the indicators are developed, and that the individuals/organizations that can do something about a disturbing trend in an indicator also be at the table. Finally, she recommended that targets be set to establish indicators in a timely manner but that we not be disappointed if we are unable to finalize sustainable development indicators for the Bay Area by next year. Two papers authored by Judith - *Indicators for Collective Learning and Action - Rethinking Planning for Complex Systems* and *Metropolitan Development as a Complex System: A New Approach to Sustainability* – were recommended as resources for the working group.

Linda Bagneschi, from the Silicon Valley Environmental Partnership (affiliated with Joint Venture: Silicon Valley) discussed JV:SV's *Silicon Valley Index*. The 1998 *Index* had 14 economic indicators, 19 quality of life indicators, and three environmental indicators. The Working Partnership (Labor's response to JV:SV) developed a competing set of indicators. In Linda's experience, lessons learned include:

- dialog amongst the three e's is healthy and we need to ensure that we simultaneously adopt indicators for all three e's rather than a single 'e' in isolation;
- normalizing an indicator may "mask" certain critical information, e.g., if you're interested in the "human footprint" we should be looking at total water usage rather

than water usage per capita, which would be beneficial if we are looking at carrying capacity;

- within the environmental area, we should focus on the areas identified by scientists as the highest risk areas; and
- it is very difficult to find indicators to track endangered species and habitat.

Tom Hinman of the Bay Area Council provided an overview of issues related to the work of the Best Management Practices working group. Afi Efur of BADCAT spoke about BADCAT's experience in identifying best management practices and strategies related to base closure efforts.

The following feedback, comments and suggestions were provided during the open session on the Indicators and Best Management Practices working groups, which was facilitated by Gil Friend (cooperation between the Indicators and Best Practices working groups throughout the process was stressed):

#### Indicators:

- Include indicators about how people feel about their well being, i.e., subjective criteria;
- Use existing data and systems as much as possible, such as ABAG's numerical log of indicators;
- To the extent appropriate, apply the equity indicators from the Bay Area Partnership;
- Use extracted throughput per dollar of revenue as an industrial sustainability indicator;
- Apply indicators that are integrative of the 3 e's;
- Look to the PCSD for goals and examples of indicators;
- Ensure the ability to disaggregate information for certain population segments;
- Should we have indicators that go beyond federal air quality indicators?

#### Candidate Indicators:

- Track the loss of existing affordable housing;
- Consider the use of sub-regional "hot spot" indicators for specific places where impacts of environmental problems or social inequity are the greatest;
- Define terms that promote sustainable development, e.g., gross regional product should account for environmental degradation, and should account for environmental remediation as negative, not a positive;
- Types of indicators
- Performance measurements
- Macro-indicators for certain issues
- Include indicators for individuals, organizations, and commitments.

#### Best Management Practices

- Composting/landfill reduction
- Training opportunities
- Business policy/program ideas
- Self-reliance enhancement practices in a global economy
- Meta-listing of principles and problem solving "how to's"

**IV. Regional Agencies and Local Governments.** Gary Binger reported that the Alliance had facilitated a successful meeting of the five regional agencies -- the Metropolitan Transportation Commission, Bay Conservation and Development Commission, Bay Area Air Quality Management District, San Francisco Bay Regional Water Quality Control Board, and Association of Bay Area Governments. Subsequent meetings with high-level staffs of these organizations have led to an interest to pursue a joint project. The agencies see it as their common interest to promote compact development, especially near public transit nodes.

At the local level, ABAG's General Assembly meeting on April 17, 1998, which was co-sponsored by Urban Land Institute, attracted 300 people. The meeting focused on the theme "The Future of the Bay Area." Attendees provided feedback to local elected officials on the strategies contained in ABAG's newly published *Trends & Challenges* report which include:

- increasing cooperation with adjoining regions, e.g. Central Valley;
- passing legislation to eliminate the two-thirds voting requirement for new taxes;
- advocating for state fiscal reform to mitigate the fiscalization of land; and
- educating public on the real impacts of high-density housing and its benefits.

ABAG intends to facilitate more subregional planning grants this year.

**V.** Carl Anthony **closed the meeting** by challenging the group. He said that there are 12,000 homeless people in the Bay Area. He suggested that we use the waste reduction model of Ray Anderson and Interface and commit to reducing homelessness by 1/2 every three years. He further challenged the group to ensure that the adopted indicators focus on the basic needs of the community.

The next meeting of the Alliance will be on July 30, 1998 at Dominican College in San Rafael, Marin County.

### **Proposed Alliance Working Groups :**

**General:** In addition to working groups, the Alliance will retain its four working caucuses -- social justice, regional agencies, sustainability roundtable, and economic/employer. Each working group will optimally have three chairs, representing each of the three e's -- economic prosperity, environmental quality and social equity. Additionally, each working group should include a member of local government, preferably someone who brings the perspective of one of the e's. The products of the working groups should reflect the three e's.

#### **1. Bay Area Sustainable Development Indicators**

Charter: Develop a group of high-level indicators (5-10) balanced between economic, social and natural environment. Note: working groups and working caucuses may also have indicators. These indicators are not necessarily identical to these higher level indicators.

Products: Specific indicators and sources of necessary data. Baseline data and report on past and current (1995 or later if possible) status.

#### **2. Best Practices List**

Charter: Develop a list of best management practices for use by community economic development practitioners and Local Reuse Agencies. Additionally, develop a list of best management practices for use by businesses and individuals.

Products: A list of practical best management practices with examples of cost/benefit for each, where they have been implemented.

#### **3. Housing, Jobs and Access**

Charter: Address the housing needs associated with the continued growth in jobs in the Bay Area. Address transit-oriented and infill development and urban limit lines. Also address equitable housing and affordable access and specifically, the relationship of transit and infill development to the 46 under-employed neighborhoods identified by the Bay Area Partnership (BAP). Identify barriers and potential incentives to locate jobs where housing currently is. Identify opportunities for enhancing education/training in "BAP"-designated neighborhoods

Products: A map illustrating spatial concentration of jobs and housing in the Bay Area, goals (intermediate and long-term) to enhance the balance, and an action plan with strategies and tactics to achieve the goals.

#### **4. Environmental Quality and Biodiversity**

Charter: identify the most important natural resource environmental elements that need preservation, protection and/or enhancement. Identify the environmental features that should never be compromised. Identify the most important biodiversity and ecological strategies for the region. Ensure protection of and encourage rehabilitation of communities that are seriously environmentally compromised.

Products: a map illustrating the most important natural resource elements and the spatial concentrations of the environmental features that should not be compromised. Develop goals, strategies and implementation actions.

#### **5. Public Education & Media Strategy**

Charter: Create a sense of "region" as a value in the Bay Area and an understanding of the concept of sustainable development within the Bay Area community. Help Bay Area residents understand how they can live in more sustainable manner.

Product: a public education/outreach action plan that identifies key messages to achieve the charter objectives. The plan should also include media strategies both for the charter objectives and for publication of Alliance accomplishments and indicator reports. Universities and other education experts should be involved.

#### **6. Local/regional fiscal/tax policy options**

Charter: Using the information derived from the other working groups, identify and develop fiscal and tax policy options that can be implemented at the local, regional, state and national levels that will eliminate disincentives and provide incentives which will help the Bay Area accomplish its sustainability goals.

Note: This working group will be created after information from the other working groups is available.