

Bay Area Alliance for Sustainable Development

March 11, 1999; 8:30 a.m. - noon

MetroCenter, Oakland

MINUTES

Gary Binger, Deputy Executive Director of the Association of Bay Area Governments opened the meeting, welcomed everyone and provided introductory remarks. He briefly described the work of the Bay Area Alliance for Sustainable Development during the last two years, which has culminated in the draft Compact for a Sustainable Bay Area (Compact) for discussion by the Alliance.

Peter Melhus of the Bay Area Alliance for Sustainable Development laid out the expectations for the meeting. He indicated that the primary focus of the meeting was one of getting a sense of the level of support from the members of the Bay Area Alliance and other interested parties on the draft Compact, especially regarding the section entitled *A Commitment to Action*. This section identifies eight initiatives and a number of action items that the Bay Area Alliance members commit to pursuing.

Two speakers, representing efforts similar to that of the Bay Area Alliance but in different venues, offered their thoughts on the work, to date of the Bay Area Alliance.

Stephen Levy, of **Californians and the Land**, minced no words in stating that the biggest issue facing the Bay Area, and therefore the Bay Area Alliance, is land use and its relation to housing in the Bay Area. Affordable housing in this area is defined differently than in most areas. Newly hired engineers with starting salaries that would be envied in most of the country cannot afford housing in the Bay Area. Levy suggested that the primary issue that the Bay Area Alliance must deal with is housing and the environment/open space rather than housing versus the environment/open space. He stated that the Bay Area Alliance must be “pro-city.” New homes must be built near jobs and near transit.

Levy also suggested that in addition to housing at reasonable prices, two things are necessary to either draw people to the central cities and inner-suburbs of the Bay Area and/or keep them there – good schools and safe streets. His sense is that the Bay Area Alliance has looked primarily at “supply side” options of additional housing stock and has largely ignored the “demand-side”— what attracts and keeps people in these areas. He suggested that the Bay Area Alliance develop a set of fiscal rules and, in essence, a set of reasons to encourage people to want to live in the central cities and inner-suburbs.

Sarah Forslund, of California Futures Network, suggested that success of the Bay Area Alliance would hinge upon its ability to establish and retain a broad and diverse coalition. She cited the similarities of the California Futures Network and the Bay Area Alliance in their attempts to achieve this coalition. She also suggested that the Bay Area Alliance more actively engage in public outreach to raise the issue of land use in political races in the future. She suggested that California is on the threshold of an “insurmountable opportunity” with a number of issues to be

addressed by state leaders in the near future, e.g. infrastructure investment focused on smart growth, improved performance of public schools, transit-oriented development, park/open space, water supply, farmland plans, etc. She closed by suggesting that both groups look for opportunities to work together in the future.

Caucus perspectives on the Compact: **Michelle Perrault** of the Sierra Club, **Sunne Wright McPeak** of the Bay Area Council, and **Carl Anthony** of Urban Habitat, all of whom are members of the Steering Committee of the Bay Area Alliance, provided the environmental, economic, and social equity caucus perspective (respectively) on the draft Compact. They agreed that the draft Compact does not comprehensively address all the issues challenging the Bay Area's long-term sustainability. However, they also agreed that this draft Compact is a significant step forward and demonstrates that people with very diverse perspectives and backgrounds can agree and cooperate with one another for the good of the region.

Compact review: Melhus facilitated the review of the draft Compact. Each section of the Compact was briefly discussed before seeking participant feedback on their level of support for the section as currently written. He stated that participants' suggestions for Compact improvement would be considered by the Compact Drafting and Compact Integration teams and included to the extent possible in the next iteration of the draft Compact (attached).

To help compile and assimilate the large amount of feedback on the draft Compact from the meeting participants, an interactive meeting system process was used. This process utilized electronic keypads available to each participant to provide demographically specific, collective, instantaneous feedback on the issues being discussed. After the discussion, each participant was asked to indicate his level of support on a scale of 1-6, with 1 indicating strong opposition and 6 indicating strong support. The summary results of this polling process are attached. The draft Compact was revised to integrate the comments and suggestions received at the meeting as well as written comments received subsequently.

Next Steps: Meeting participants were invited to provide additional comments/suggestions after the meeting if there was insufficient time to adequately discuss their comments during the meeting. The Compact Drafting and Compact Integration teams, in their development of the next draft of the Compact, also considered these additional comments/suggestions.

At its General Assembly meeting on April 23, the Association of Bay Area Governments will focus on sustainable development. The revised draft Compact (attached to these minutes), will be reviewed by the participants, utilizing a process similar to that used in the March 11 meeting of the Bay Area Alliance.

This public outreach to the ABAG membership is an integral part of the outreach proposed by the Bay Area Alliance as it works throughout the Bay Area to solicit input and further refine the Compact. Outreach meetings will be scheduled in all nine counties comprising the Bay Area over the next 12-15 months for this purpose.

Next Meeting: The next meeting of the Alliance will be in June 1999 at a location TBD.

Attachments:

1. Attendance List

2. Revised Draft Compact for a Sustainable Bay Area
3. Results of the Level of Acceptance of the Draft Compact at the March 11, 1999 Meeting of the Bay Area Alliance

If you would like a copy of the revised draft Compact with changes from the March 11 version highlighted, contact Ceil Scandone at ABAG.

Summary Results of the Level of Acceptance of the Draft Compact at the March 11, 1999 Meeting of The Bay Area Alliance for Sustainable Development

(Note: the following is a summary data only. For further analysis the Bay Area Alliance also has the data for each question broken down by level of support for three separate categories:

- 1) by sector, i.e., economy, environment, equity, other;
- 2) by economic interest, i.e., government, NGO, business, other;
- 3) by county, i.e., each of the nine counties comprising the Bay Area; and
- 4) by geographic region, i.e., Bay Area, other.

Scale:

1.	2.	3.	4.	5.	6.
Strongly do not support	Mostly do not support	Somewhat do not support	Somewhat support	Mostly support	Strongly support

	Bay Area Alliance Members	Other Participants	All
What is your level of support for the Vision section of the Compact?	4.9	4.8	4.7
What is your level of support for the Challenges section of the Compact?	5.0	4.9	4.8
What is your level of support for the Preface section of the Compact?	5.2	5.4	5.4
What is your level of support for the Introduction section of the Compact?	4.7	5.1	4.8

Summary Results of the Level of Acceptance (Cont'd)
A Commitment to Action

Scale:

1.	2.	3.	4.	5.	6.
Strongly do not support	Mostly do not support	Somewhat do not support	Somewhat support	Mostly support	Strongly support

	Bay Area Alliance Members	Other Participants	All
1. Accommodate sufficient Housing within the Bay Area to Match Population Increases and Job Generation.	4.8	4.4	4.6
Reach out to financial institutions to encourage housing and mixed-use investments within urban areas, near transit, which reuse underutilized or deteriorated areas.	5.5	5.4	5.4
Work with local community organizations to learn about their needs for housing and services, and encourage their participation in planning and advocacy.	5.2	5.4	5.4
Advocate in support of residential development in areas with transportation and other services.	5.3	4.7	5.0
Support community-based efforts to retain the supply of existing affordable housing and prevent displacement.	5.2	5.3	5.2
Advocate local government actions, such as amending general plans and zoning and providing incentives such as fast tracking, to encourage affordable housing development.	4.9	4.7	4.7
Advocate changes in federal and state legislation to provide incentives for the development of affordable housing in the right locations.	5.2	5.0	5.0
Encourage the location of jobs near places where workforce housing exists	4.7	4.1	4.3
2. Target Transportation System Investment to Support Efficient Land Use.	5.4	5.3	5.3
Advocate that MTC continue to allocate a larger share of future funds toward capital improvements for public transportation.	4.9	5.3	5.0
Work to assure that transportation improvements are linked to land use and environmental protection.	5.2	5.5	5.3
Support efforts to improve the efficiency and coordination of transit services.	5.8	5.8	5.7
Encourage restoration of service to under-served neighborhoods, including during non-commute times.	5.2	5.4	5.2
Encourage the development of a regional water transportation system.	4.9	5.0	4.9

Advocate giving priority to the repair, maintenance and improvement of existing freeways over the development of new ones.	5.0	5.2	5.1
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Summary Results of the Level of Acceptance (Cont'd)

Scale:

1.	2.	3.	4.	5.	6.
Strongly do not support	Mostly do not support	Somewhat do not support	Somewhat support	Mostly support	Strongly support

	Bay Area Alliance Members	Other Participants	All
3. Preserve and Restore the Bay Area's Habitat, Farmland and Open Space.	5.3	5.2	5.2
Support an open space initiative/regional bond measure.	5.0	4.9	4.8
Develop plans to set priorities for natural resource preservation, informed by best available science	5.0	5.3	5.1
Support coordinated advocacy efforts to obtain funds for planning, acquisition, and stewardship incentives.	4.8	4.9	4.8
Advocate incentives for landowners to practice good environmental stewardship.	4.9	4.8	4.7
Coordinate land acquisition efforts with environmental and community-based organizations.	5.0	5.2	5.0
Address the particular needs for open space, environmental cleanup, and resource protection in low-income neighborhoods.	5.4	5.6	5.4
Link the land protection/management program to local economic development and employment efforts.	4.7	4.7	4.7
Support urban growth boundaries, provided that complementary policies and incentives are adopted that ensure that new jobs generated and needed housing are accommodated within the boundaries.	4.8	5.4	5.1
4. Focus Investment to Preserve and Revitalize Neighborhoods.	5.1	5.2	5.1
Recruit business leaders to participate in developing and adopting a Community Investment pact.	5.1	5.2	5.0
Work with economic development organizations to direct investments into identified neighborhoods that are in decline or at risk.	5.2	5.3	5.2
Work to assure that environmental and infrastructure problems in these neighborhoods are addressed.	5.7	5.8	5.6
Work with service providers to assure adequate job training and support programs for local residents.	5.6	5.4	5.4
Encourage business incubators and vendors and suppliers to large growth-engine industry clusters to locate in impoverished	4.3	4.1	4.1

neighborhoods.			
Encourage employers to recruit, hire, and train currently unemployed or underemployed welfare recipients and the working poor for jobs with career and income growth potential.	5.5	5.3	5.4

Summary Results of the Level of Acceptance (Cont'd)

Scale:

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Strongly do not support	Mostly do not support	Somewhat do not support	Somewhat support	Mostly support	Strongly support

	Bay Area Alliance Members	Other Participants	All
5. Provide all Residents with the Opportunity for Quality Education.	5.9	5.8	5.8
Support school reform programs and state and local school bond issues.	5.8	5.4	5.5
Provide mentor support.	5.2	5.4	5.3
Encourage parental involvement	5.8	5.6	5.7
Link work force development to the schools, including technical and vocational schools, private small businesses, large businesses, and non-profit employers.	5.0	4.3	4.5
6. Implement Local Government Fiscal Reforms and Revenue Sharing.	5.6	5.2	5.3
Advocate changes in state legislation to provide local governments with adequate and stable tax revenue.	5.5	5.3	5.3
Establish cooperative, rather than competitive, economic development programs at the subregional and regional levels.	5.5	5.6	5.5
Encourage local governments to work together to determine how to allocate and share tax revenues.	5.7	5.5	5.5
Establish an Affordable Housing Trust Fund, to assist jurisdictions in providing their fair share of affordable housing.	5.4	5.1	5.2
7. Stimulate Civic Engagement.	5.4	5.6	5.4
Engage local residents and community organizations as equal partners in planning, development, and investment decisions.	5.2	5.4	5.3
Seek opportunities to support and participate in local neighborhood social and cultural events.	4.6	5.3	5.0
Establish an inner city environmental education and implementation program.	5.1	5.4	5.2
Support efforts to provide needed services, such as child care, in	5.1	5.5	5.3

neighborhoods and at places of employment so that people have time to participate in community events and decisions.			
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Summary Results of the Level of Acceptance (Cont'd)

Scale:

1.	2.	3.	4.	5.	6.
Strongly do not support	Mostly do not support	Somewhat do not support	Somewhat support	Mostly support	Strongly support

	Bay Area Alliance Members	Other Participants	All
8. Use Resources Efficiently and Eliminate Waste.	5.7	5.8	5.6
Seek tax and other incentives to encourage all consumers to minimize environmental impact.	5.0	5.2	5.1
Encourage high quality design and "green" building materials.	5.1	5.7	5.4
Emphasize the use of goods and services produced and transported in an environmentally and socially responsible fashion.	5.3	5.6	5.4
Encourage more resource efficient production and construction processes.	5.5	5.6	5.5
Support local and regional recycling and resource recovery programs.	5.6	5.8	5.7

Cover letter

Attached for your information are the minutes of the March 11, 1999 meeting of the Bay Area Alliance for Sustainable Development. As an attachment to these minutes, we have included the revised copy of the draft Compact for a Sustainable Bay Area that reflects the comments received at and after the meeting. If you would like a copy of the Compact that highlights the changes from the previous draft of the Compact, please contact Ceil Scandone at ABAG.

Also attached is an informational brochure we received from the President's Council on Sustainable Development regarding the National Town Meeting in Detroit early next month.

The next meeting of the Bay Area Alliance will be in June 1999 at a location to be determined.

Sincerely

Peter Melhus

on behalf of:

Carl Anthony, President, Urban Habitat
Dick Clarke, CEO-Retired, Pacific Gas & Electric Co.
Mary King, President, Association of Bay Area Governments
Sunne Wright McPeak, President, Bay Area Council
Michele Perrault, International Vice President, Sierra Club

cc: list

Attachment