

Bay Area Alliance for Sustainable Development

July 29, 1999; 8:30 a.m. - noon

Pacific Gas & Electric Company, San Francisco

MINUTES

Dick Clarke, CEO-retired of PG&E, opened the meeting, welcomed everyone and provided introductory remarks. He briefly described the work of the Bay Area Alliance for Sustainable Development (Bay Area Alliance) during the last two years, and commented on its remarkable diversity – with business, social equity, environmental and governmental groups working together. He admitted that there had been “moments” due to the diversity of opinion but complimented the members of the Bay Area Alliance for continuing to work together for a more sustainable Bay Area.

Peter Melhus of the Bay Area Alliance laid out the expectations for the meeting. He indicated that the comments provided by the members of the Bay Area Alliance at the March 11, 1999 meeting had been integrated into the current version of the *Compact for a Sustainable Bay Area (Compact)*, along with comments received from the working caucuses of the Bay Area Alliance and the participants in ABAG’s General Assembly (see below). He noted that the primary purpose of today’s meeting was to get agreement in principle on the provisions of the *Compact* from the members of the Bay Area Alliance, so that the *Compact* can be publicly released. A secondary purpose was to obtain concurrence from the members on the Action Plan for the Bay Area Alliance for the ensuing 12 months, an Action Plan that includes public outrage and media strategies.

In response to a question related to the continuing involvement of the *Compact*, Melhus stated that the agreement in principle secured at today’s meeting will sunset when members are asked to formalize their concurrence with the provisions of the *Compact*, hopefully at the April 2000 meeting of the Bay Area Alliance. The agreement in principle secured today is for the *Compact* in its current form (7/29/99 draft).

Gary Binger, Deputy Executive Director of the Association of Bay Area Governments (ABAG), provided an update of the discussion of the draft *Compact* at ABAG’s General Assembly in April. He noted that more than 200 people attended the meeting, the largest turnout in recent memory. The participants voted on the eight major action items in the *Compact*. Elected officials attending the meeting had a high level of support for the work of the Bay Area Alliance but suggested that prioritization of the recommended actions is necessary. Several active officials also indicated their interests in working with the Alliance on its Tax/Fiscal Policy Working Group.

Later in the meeting an update was provided on the Partnership for Regional Livability, a group affiliated with the PCSD, the Metropolitan Initiative and several nationally known foundations. The role of the Bay Area Alliance is that of lead convenor for two proposed Bay Area projects. **Michelle Perrault** described the Bay Area Livability Footprint, an informational database that will allow visual geographical overlays of a number of different types of information, e.g., location of job centers, housing, housing affordability, density, proximity to transportation, etc. **Carl Anthony** described the Community Capital Investment Initiative, a project to identify innovative ways to invest in and improve the most impoverished neighborhoods in the Bay Area by working with community-based entrepreneurs and employers with high growth opportunities.

Bay Area Alliance Member Comments

Don Miller, President of the Interfaith Coalition for Green Planning, presented the concern of his group's board of directors that while the *Compact* is necessary for the Bay Area, it is not sufficient. While recognizing that the *Compact* promotes "smart growth" in lieu of sprawl, he suggested it is too growth oriented. As such, it merely "delays the inevitable." On behalf of his board of directors he and **Austin Hoggat** (also of the Interfaith Coalition for Green Planning) proposed several amendments to the *Compact* and took a straw poll on each to determine some sense of the level of support.

A proposal to stabilize the population of the Bay Area by 2025 by reducing in-migration, providing free birth control to families below the poverty level, actively supporting family-planning and supporting education for women and research on new birth control received virtually no support from the people in attendance.

A proposal for the Bay Area Alliance to specifically reject Gross Regional Product as a measure of economic prosperity in the Bay Area and utilize an economic indicator such as the Genuine Progress Indicator developed by Redefining Progress received support from the majority of attendees.

A proposal for the Bay Area Alliance to conduct a "serious study" of the impact of climate change on the Bay Area received some support, as did a proposal to bring the study of ethics and spirituality into the work of the Bay Area Alliance.

Carl Anthony, President of Urban Habitat and a member of the Steering Committee of the Bay Area Alliance strongly supported the raising of these issues and suggested that they be considered in future iterations of the *Compact*. He suggested that local population stabilization is a microcosm of the global population problem and that local solutions leading to exclusionary policies would raise serious ethical questions.

Compact For A Sustainable Bay Area – Agreement in Principle

Peter Melhus led the discussion to seek agreement in principle with the provisions of the *Compact*. Changes were made to the Preface and all 10 strategic initiatives. The changes are highlighted in the attached revised *Compact* dated 7/29/99.

A large majority of members present signed and returned their "agreement in principle" form at the end of the meeting.

Action Plan

Melhus briefly discussed the contents of the Action Plan that will guide the work of the Bay Area Alliance for the next 12 months. With no objection from the members of the Bay Area Alliance, the Action Plan was adopted. A copy of the Action Plan is also attached to these Minutes.

Next Steps

An initial step will be to follow-up with those member organizations that have not yet returned their "agreement in principle" forms to ensure that we have agreement in principle with the provisions of the *Compact* of all member organizations before implementing the public outreach and media strategy plan.

Prior to the October meeting the Bay Area Alliance Steering Committee and others will work with the recommendations of the Indicators Working Group to develop a proposed set of broad indicators that will

be used to gauge the progress of the Bay Area towards a more sustainable future. These indicators will be discussed and hopefully adopted by the members at the October meeting.

The Steering Committee will also work with others to further refine the Goals & Strategies supplemental document to the *Compact*. This document is expected to evolve significantly as is received pursuant to the public outreach strategy. The status of the supplemental document will be presented at the October meeting of the Bay Area Alliance.

Finally, the public outreach/media strategy plan will be finalized in the next several months and public outreach workshops scheduled either late in 1999, or more likely, early next year.

Next Meeting

The next meeting of the Bay Area Alliance will be in October 28, 1999 at a location TBD.

Public Comments

- Credible and reliable quantitative information is necessary. Data baselines should also be established as we look at potential indicators.
- There seems to be insufficient emphasis on historical preservation.
- If we continually “dumb down” the *Compact* to make consensus painless, the status quo interests prevail at the expense of more progressive ideas.

Attachments

1. Attendance List
2. Action Plan
3. Revised Draft *Compact for a Sustainable Bay Area* (dated 7/29/99)

Bay Area Alliance for Sustainable Development
Action/Public Outreach Plan
July 29, 1999 – June 30, 2000

Meeting of the Bay Area Alliance, July 29, 1999: The expected outcome of this meeting is that members will express a “sufficient level of comfort” to “endorse in principle” the current provisions of the draft Compact and agree that the Bay Area Alliance should release it to the public pursuant to the Public Outreach Plan. Members will also review, modify (as appropriate) and adopt this Action Plan and the preliminary Public Outreach Plan.

At this meeting, the members will be asked to endorse in principle only the portions of the Compact up to and including the Commitment to Action.

The expectation is that each member of the Bay Area Alliance will eventually be a formal signatory to the Compact. This formalization of the signatories will occur after the public outreach, probably at the April 2000 meeting of the Bay Area Alliance. The list of signatories will be integrated into the Compact. In addition, a list of nonmember endorsers will be maintained. This list of nonmember endorsers is expected to grow during the outreach process and it will likely be released periodically for public outreach purposes.

As a group the Bay Area Alliance member organizations will be held accountable for pursuing the actions in the Commitment to Action section of the Compact. At least one measurable status indicator will be developed for each strategic initiative and other indicators will be developed for many of the actions associated with each initiative. The Bay Area Alliance will implement a process to gather data, and update and publicize the status of the initiatives and actions as measured by their indicator.

The Indicators section of the Compact and the Goals and Strategies supplement to the Compact will be further fleshed out over the next several months. At the October 1999 meeting of the Bay Area Alliance, members will be asked to concur with a set of broad indicators that will have been developed by the Steering Committee of the Bay Area Alliance and the working caucus chairs. They will utilize the recommendation of the Indicators Working Group as a starting point for reaching consensus on the broad indicators to be recommended to the members of the Bay Area Alliance in October.

The Goals and Strategies supplement is intended to provide implementing entities with strategies that might be considered as they develop and implement plans to meet their obligations pursuant to the Commitment to Action section of the Compact. The Goals and Strategies supplement is not intended to be a comprehensive list of strategies. It is expected that this section will evolve significantly as input is received pursuant to the public outreach strategy – ideas that have worked in one portion of the Bay Area will be shared throughout the region.

Meeting of the Bay Area Alliance, October 1999: the expected outcome of this meeting is that the members of the Bay Area Alliance will endorse the indicators recommended by the Steering Committee and the working caucus chairs. Additionally, members will be provided with a draft of the Goals and Strategies supplement to the Compact.

Public Outreach/Media Strategy Plan: this description of the public outreach plan is based on the assumption that the Bay Area Alliance will seek feedback and input from the public for approximately six months and then actively seek endorsement/ratification of the Compact for the ensuing six months. This description reflects the work of the Public Outreach Working Group and a recent pro bono counseling session with a public relations professional, Laura Noss. The description is subject to significant modification upon completion of the “up-front” work as described below.

Assuming \$30,000 of funding is available, by August we propose selecting a public relations firm and a graphics designer to help the Bay Area Alliance craft a comprehensive public outreach campaign and media strategy. The public relations firm selected will be one with strengths in Bay Area publicity and high-level contacts with local media. The selected public relations firm will use the strategy developed by the Public Outreach Working Group as a starting point.

By early autumn we expect that all “up front” work will be completed and we will be ready to approach the media for coverage and support in engaging the general public. This “up front” work includes completing both the outreach and media strategy and developing all of its supporting components, e.g., messages targeted for specific audiences, talking points/tips/materials for use by Bay Area Alliance members, Bay Area Alliance logo, letterhead, graphics, etc. To lay a solid foundation for successful public outreach, Steering Committee members will continue to reach out to colleagues, and peers within their sectors, and to network within their communities of interest.

Public outreach workshops should be scheduled late in 1999, or early in 2000. Based on availability of speakers and desirable venues, we anticipate holding one or two workshops per week. In addition to these public outreach workshops, the Bay Area Alliance members should take advantage of speaking opportunities throughout the Bay Area to get its message out.

The Working Caucuses should stimulate interest in these workshops by conducting and facilitating meetings of their constituency groups throughout the Bay Area on a schedule coordinated with that of the public outreach workshops. These meetings are also an opportunity for these constituency groups to discuss the contents of the Compact and obtain their support/endorsement (nonmember endorsements). Each caucus should schedule at least one meeting in the region. These caucus-sponsored meetings will also help identify community-based organizations/leaders, i.e., caucus affiliates in the nine counties who will be willing to act as local "champions" helping us reach the community-based organizations and the public more effectively.

Informal meetings with influential members of the media should be conducted by the Bay Area Alliance throughout the Bay Area immediately prior to the workshops and coordinated with the workshop schedule. The objective of these meetings is “off the record” discussions with the media to describe the

work of the Bay Area Alliance and determine its resonance with media and how to further enhance it. Another objective is to stimulate media interest in covering the public outreach workshops and other Bay Area Alliance activities, in order to enhance public awareness.

Media training should also be conducted for the principal spokesperson(s) for the Bay Area Alliance. The public relations firm selected will be expected to develop publicity opportunities featuring the messages of the Bay Area Alliance delivered by the principal spokesperson(s).

The public outreach workshops, working caucus facilitated meetings, and other speaking opportunities will present many opportunities for refinement and improvement in the Compact. Recommended substantive changes will be discussed with the members of the Bay Area Alliance at its regularly scheduled meetings (October, Jan. and April) to ensure their continued support. Bay Area Alliance members are also expected to assist by identifying key stakeholder groups with which we should meet and dialog.

The Compact will be formally endorsed by Bay Area Alliance members at the end of this public outreach process (by mid-year 2000). After formal endorsement, the Bay Area Alliance will pursue the next phase – formal ratification/endorsement by municipal, business, environmental and social equity organizations throughout the Bay Area – for the ensuing six months.