

Allison Quaid

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Subject: Sustainability Wire, Issue #2

Sustainability Wire

Bay Area Alliance for Sustainable Communities

Fall 2006, Issue #2

Greetings,

It is that time of year when your vote makes a difference. There are several ballot initiatives that will affect our region's sustainability, and in a rare move, the Bay Area Alliance for Sustainable Communities Steering Committee is making two policy endorsements ([see below](#)).

At our September quarterly meeting, we had an insightful discussion about challenges local governments and developers face when building smart growth communities. We also heard from Caltrans and the Department of Housing and Community Development about their interest in working with us to invest smartly in our region's infrastructure. Meeting notes are posted on our website at: www.bayareaalliance.org/newscalendar.html

In this newsletter, you will find articles on:

- **Shamelessly Promoting Social Change**
- **November Ballot Endorsements**
- **Business Council on Climate Change**
- **Green Economics & Climate Justice**
- **Spotlight: Urban Ecology**
- **Californians' Love of Regionalism**

Our next quarterly meeting will be in January 2007 and we hope to see you there.

Please forward this newsletter to others who you think would be interested by clicking the "for a friend" link below. Also, send us news of those making the Bay Area a more sustainable place so we can publish their stories.

Best - **Allison Quaid**, Executive Director, Bay Area Alliance for Sustainable Communities

Shamelessly Promoting Social Change with Web 2.0 Tools

Interested in fame, fortune, and more converts for your cause? Then you should take advantage of a new wave of Internet tools. Podcasts, blogs, vlogs, social networking sites and games (comm



referred to as Web 2.0) are amazing devices that will help you expand your audience and strengthen connections with existing members.

Here's what you can do:

- Set up a video blog to raise money (www.havemoneywillvlog.com)
- Learn how to craft and promote your story digitally (www.storycenter.org)
- Keep in regular contact with members by podcasting your meetings (www.501c3cast.com)
- Blog news (<http://nonprofitblogexchange.blogspot.com>)
- Create a video about your work (www.dogooder.tv/#)
- Feature your organization on [MySpace](#)
- Create a [flash movie about global solutions](#) & dazzle your members

Non-profits are also teaming up with gamers to create social change games to educate the pub about their mission and fundraise. Learn about the debut of non-profits in Second Life, a pop virtual gaming space, by [clicking here..](#)

For free technical advice for non-profits and discounted technology products, visit TechSoup (www.techsoup.org) or Net Squared (<http://www.netsquared.org/>).

November Ballot Endorsements

The Bay Area Alliance for Sustainable Communities Steering Committee unanimously took positions on the following two California state ballot initiatives because the Committee believe they will strengthen the region's sustainability.

Yes on Prop 1c - Housing California

Visit www.homes4ca.org for more details

No on Prop 90 - It's a Taxpayer Trap

Visit www.noprop90.com for more information

Business Council on Climate Change

Bay Area businesses are proactively responding to global climate change and are striving to be a model of commercial climate stewardship. The recently formed Business Council on Climate Change (BC3) partners the business community with individuals and the public sector, to collectively take action to reduce greenhouse gas emissions. Members of BC3 commit to Principles on Climate Leadership (view at: www.bayareacouncil.org/bc3) which guide their actions.

Businesses are invited to become members. Contact: Andrew Michael at Bay Area Council, 415-946-8707 or via email at amichael@bayareacouncil.org.

Green Economics and Climate Justice

Urban Habitat's recent edition of **[Race, Poverty & the Environment](#)** focuses on Green Economics and Climate Justice. In this issue, the publisher draws a picture of the imminent challenges we face from global warming, and identifies proactive solutions toward survival, justice, and health. You'll also be inspired by learning about efforts underway to create green collar jobs, green affordable housing, and even green co-ops. Get your copy at: <http://urbanhabitat.org/rpe/front>

Spotlight: Urban Ecology

Urban Ecology, a not-for-profit organization located in San Francisco, is making tremendous headway in pursuing its vision of creating vibrant neighborhoods, healthy cities, and thriving regions.

Throughout its thirty years, it has specialized in community-driven planning and design processes. From San Francisco's Visitacion Valley and Mission Corridor to the neighborhoods of East Oakland, their projects uniquely blend urban design, land use planning, and program development in order to help communities maintain the cultural diversity and ultimately guide their own development.

They are currently working on a number exciting projects, such as the design of urban schoolyards and parks that encourage healthy lifestyles and the development of the East Bay Greenway - a bicycle and pedestrian trail along the BART corridor from Oakland to Fremont.

For more information on Urban Ecology, please go to www.urbanecology.org or call (415) 617-0161.

Californians' Love of Regionalism

Achieving regional consensus on how to plan for the future can be akin to herding cats. However, according to Californians, regional planning is the right way to go. When recently asked how local governments should go about planning for growth, Californians believe that local governments should work together and have a common regional plan (77%) rather than working independently on their own plans.

And if that wasn't enough support, vast majorities across political parties (Democrats 82%, Independents 79%, and Republicans 71%) want local governments to have a regional plan. This preference is similarly across regions and age, education, income, and racial/ethnic groups.

In the coming months when the Bay Area regional planning process, **[Focus Our Vision](#)**, is rolled out to local governments, let's hope residents stay true to their words of support for regional planning!

source: Californians & the future, Public Policy Institute of California, August 2006



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