



CITY AND COUNTY OF SAN FRANCISCO  
**COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT**  
March 25, 2014

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**1. ADMINISTRATION/GENERAL**

NEW HIRES

- Green Building: Nick Young, Green Building Associate, accepted a position with the Association for Energy Affordability and left SF Environment on March 21<sup>st</sup>.
- Zero Waste: Hired Leila Hufana as Residential Zero Waste Associate.

**2. LEGISLATION/POLICY**

GENERAL

- Clean Transportation: Presented to Environment Commission's Policy Committee on proposed changes in Clean Construction Ordinance. Planning Dept and DPH are lead agencies.
- Climate: Clean Power SF item to be heard at the Board of Supervisor's Land Use Committee on Monday 3/31/14. Acting Director David Assmann to present.
- Zero Waste: Helped secure unanimous votes at full Board of Supervisors and in Committee for bottled water ordinance and worked with Supervisor Chiu's office to plan and hold press conference.

**3. COMMUNITY EVENTS/OUTREACH ACTIVITIES**

COMMUNITY & PRESS EVENTS

- Clean Transportation: Assisted Bay Area Air Quality Management District in launching the annual Great Race for Clean Air, recruiting companies and organizations to participate in the "clean commuting" competition.
- Clean Transportation: Participated in Governor's Zero Emission Vehicle Summit in Sacramento.
- Clean Transportation: Participated in Bay Area AltCar Expo, and led conference workshop sessions on EV Infrastructure and Biofuels.
- Climate/Energy: BayREN for home energy upgrades has held five events with 128 attending.
- Green Building: Green Building staff conducted Green Building tour for city design professionals at SFO: Airfield Operations Facility, Terminal 3 and SFO Business Center.
- Green Building: Staff participated in a Net-Positive conference
- Green Building: Staff participated in Berkeley Center for Green Chemistry and USGBC-NCC's Health Materials and the Built Environment.
- GreenFinanceSF: Staff served as panel moderator at Cleantech Group "Buildings Get a Brain" executive summit.
- GreenFinanceSF: Staff tabled at the Soft Story Retrofit Fair at Bill Graham.
- GreenFinanceSF: Staff presented to the Hotel Council of San Francisco's Sustainability Committee.
- GreenFinanceSF: Staff served as judge for U.S. DOE "Better Buildings Case Competition" (university student teams solving market challenges for commercial PACE).

- School Education: Gave 21 Assemblies. Reached 3,839 Students.
- School Education: Gave 1 program overview and SF Environment office tour. Reached 50 Students.
- School Education attended 1 tabling event. Reached 30 Students.
- Zero Waste: Visited 3 cities in Brazil and met with environment staff to discuss organics recovery and processing.

### CAMPAIGNS

- Outreach: Launched Toxics Reduction, Household Hazardous Waste “3%” campaign which focuses on the increased participation by residents in properly disposing of latex paint, batteries and CFL bulbs at neighborhood drop off sites. The campaign launched initially in SOMA, the Mission and Russian Hill neighborhoods and includes neighborhood paper ads, direct mailing and transit advertisements. The 3 neighborhoods were chosen as pilot areas based on prior drop off site usage. The campaign was multilingual.
- Outreach: Launched in-language zero waste composting awareness campaign in Chinatown. The culturally focused marketing campaign is focused on the concept of “Turn Food into Gold” (點食成金). The campaign’s initial focus is small businesses, but will gradually grow to reach larger Chinese speaking audiences throughout the city.
- Zero Waste: Generated Zero Waste Textile Initiative stories at over 35 media outlets, including international ones.

### TRAININGS

- Environmental Justice: Provided training on Safer Cleaning and Integrated Pest Management to peer educators at Hunters View, one of 4 HOPE SF sites. Continuing to provide IPM services at Plaza East and Westside Courts (in District 5).
- School Education gave 44 Presentations and Trainings. Reached 1,657 Students.
- School Education gave 1 SFPUC Teacher Workshop on water conservation. Reached 20 Teachers.
- Zero Waste: Trained War Memorial, Laguna Honda Hospital, DPH City Clinic, Emergency Management and SFE employees, and 49 departmental Zero Waste Coordinators at annual workshops, on zero waste.

## **4. PROGRAM MILESTONES/ACHIEVEMENTS**

### BIODIVERSITY

- Drafted an Urban Environment Biodiversity Report, based on extensive fieldwork, that catalogs a dozen typologies of opportunities for bringing nature into the urban/built environment.

### CLEAN AIR/CLEAN TRANSPORTATION

- Reported to the Environment Commission on current outreach activities for the Tenant Bike Parking in Existing Commercial Buildings Ordinance.
- Reported to Environment Commission on FY2012-13 implementation of HACTO.
- Conducted a commuter survey through CommuteSmart contact networks and SFE’s social media channels. The goal of the survey is to understand the mode-split of commuters and to identify barriers to switching modes. More than 1,800 survey responses were received, which will be analyzed in the coming month.
- Launched SF’s first Carpool 2 School Week. 11 schools registered, and the launch events took place one private school and one SFUSD charter school.

## CLIMATE

- Bay Area Regional Energy Network:
  1. Held two forums on energy codes and energy benchmarking ordinances. Met with Chief Electrical Inspector who agreed to participate in compliance study.
  2. Single family: continued small uptake, held two focus groups with 21 contractors, and developed recommendations to improve program design and operations. Continue outreach efforts. Provided each program contractor with a marketing consultation, held 5 neighborhood events with 128 attending.
  3. Multifamily has exceeded the goal of 1200 units.
  4. Financing: the CPUC is deciding whether San Francisco can participate in the On-water bill financing because Hetch Hetchy power is used for pumping water, not PG&E power. Multi-family financing almost ready.
- Climate Adaptation: Presented at Natural Resources Agency event on cross sector strategies. Attended Green Cities convening on Adaptation. Jennifer Kass to be lead staff. Attended 100 Resilient Cities conference for Bay Area Rockefeller grant recipients. Met with Patrick Otellini, appointed as Chief Resilience Officer for San Francisco. Postponed Steering Committee meeting until April when Sea Level Rise Committee guideline is drafted.
- Climate Inventories: Drafting report to the C40 Climate Disclosure Project now. Still need resources for the Info data system.
- Climate Policy: Two meetings with BAAQMD on their 10 point work plan and the new statewide Carbon Exchange that may be an opportunity for the Carbon Fund. Presented at Association of Climate Change Officers conference.
- Department Climate Action Plans: Six months of training events completed. Department reports due next week.

## ENERGY

- Energy Watch: 2013-2014. First month of program activity was April 2013; as of end of February at 56% of kW goal; 35% of the kWh goal; saved 93,000 therms though there is no goal .
- Natural Gas leakage: opened subject with PG&E staff.
- Refrigeration Pilot: Completed 80 of the goal of 140 customer equipment surveys, 100 units have been monitored; 9 new units of the 40-unit goal have been installed.

## ENVIRONMENTAL JUSTICE

- EJ's community outreach contractor, Black Coalition on AIDs (BCA), organized and convened a public meeting and an advisory committee meeting for the brownfields communitywide assessment project. Another public meeting will be held at BCA's offices on March 31, 2014.

## ENVIRONMENT NOW

- In collaboration with the Zero Waste team, Environment Now started the *Commercial Zero Waste Audits to Outreach* campaign in the Richmond District which provides tailored outreach and training on zero waste practices based on cart audit data collected in weeks prior.
- In collaboration with the Toxics Reduction team, launched the *Artist's Program* conducting outreach and providing education about safe disposal of hazardous art materials.
- In a pilot collaboration project with the School Education Team, Environment Now staff will support waste diversion efforts at Phillip and Sala Burton High School by assisting their student compost monitors in the lunchroom.

- In a partnership with Recology, the SFE Outreach Team has launched an in-language multi-media Chinatown campaign focused on increasing participation in the City's recycling and composting programs amongst Chinese-American small business owners. Through these efforts Environment Now will reach over 700 Chinese-American owned business, including 250 face-to-face consultations.
- The Environment Now team has been supporting the efforts of the Safe Routes to School Partnership to encourage sustainable modes of transit to get to school. We conducted outreach and student tallies at several schools and are helping others establish walking and biking activities through our parent-focused outreach. We will be assisting additional schools with Bike and Roll to School Day outreach during the month of March and April.

#### GREEN BUILDING

- Green Building staff continuing to work with a group of stakeholders in development of the Building Energy Data Exchange Specification (BEDES), a common schema and standard for describing buildings' assets and energy use, and increasing access to whole building energy use data.
- Participated in Greenbuild 2014 education program selection process.
- Participated in Summary Findings on New Indoor Environmental Quality Research by LBNL.
- Investigating carbon-sequestering materials and building enclosure commissioning for SFO Terminal 1, as part of SFO's LEED protocols for a terminal expansion project (\$2B project over 10 years).
- Continuing to help in expanding the City's Property Assessed Clean Energy (PACE) program, GreenFinanceSF, to cover residential buildings.
- Green Building staff conducted a construction-site tour at War Memorial.
- Led Webcor/Obayashi tour and lighting research at SFE Office.

#### OUTREACH

- Released Outreach and Marketing RFP and received 23 proposals to cover 7 scopes of work: Market Research, Campaign Management, Creative Development and Graphic Design, Collateral Production and Distribution, Media Planning and Buying, Online Media Planning and Buying and Public Relations Support. Timeline is to have new contractors in place by July 1, 2014.
- Launched Climate Action Strategy website [www.sfenvironment.org/cas](http://www.sfenvironment.org/cas) which includes Goals, Strategies, Milestones.
- @SFEnvironment now has over 14,400 followers averaging over 160 new followers monthly. In February, we co-hosted a climate twitter chat with Cal Academy of Sciences to promote the launch of the Climate Action Strategy Update.
- Since January 1<sup>st</sup>, 147 volunteers have participated in 24 community events for a total of 515 volunteer hours. Event highlights include: the creation of textile recycling structures to promote our new textile recycling program, and co-sponsoring the Eco-Fair with DPW for Arbor Day.
- Since January 1<sup>st</sup>, our website has had over 190,000 visitors. The top viewed program pages were: the zero waste landing page, the checkout bag ordinance and the new textiles recycling page.

#### TOXICS REDUCTION/GREEN BUSINESS

- Municipal Toxics: A new purchasing tool for city staff was launched today (3/25) @ [sfapproved.org](http://sfapproved.org). This project has been in development since 2 years.

- Commercial Toxics: Green Business team is working with other CA jurisdictions to establish a new nonprofit organization to help GBPs throughout the State. The team will meet with DTSC's Deputy Chair on 3/26 to discuss opportunities for partnership with the State.
- Residential Toxics: Toxics team is supporting SB 1014 (safe medicine product stewardship bill) and will present at the Environmental Quality committee on 3/26 to provide data from SF's safe medicine pilot program.

#### ZERO WASTE

- Mailed 66 enforcement letters to apartment buildings without composting or recycling. Rolled-out composting and recycling at 4 buildings including 2 at the Housing Authority (354 units total). Conducted re-education at 17 buildings (1,159 units).
- Got 390 commercial accounts mandatory composting service compliant.
- Conducted audits at 14 large commercial generators with low landfill diversion and will provide follow-up assistance to get them mandatory recycling and composting participation compliant.
- Diverted 1,316 tons and averaged 88% recovery at 6 building demolitions.
- Conducted zero waste audits at 14 large City department locations and will provide follow-up assistance.