



CITY AND COUNTY OF SAN FRANCISCO
COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT
 Tuesday, March 26, 2013

.....

1. ADMINISTRATION/GENERAL

NEW HIRES

- Darrin Ngo, new IT Support 1093 temporary position.
- Friday Apaliski was promoted to 5642 Senior Market Coordinator

2. LEGISLATION/POLICY

GENERAL

- Assisted DPW in determining Recology draft refuse rate application is complete and received final refuse rate application for completeness determination. (ZW-RH)
- Assisted City Attorney in negotiations to settle yellow pages ordinance lawsuit. Met with Supervisor Weiner's aide and provided Supervisor Farrell's office information on bottle bill issues, including role of supermarkets and impacts of poaching. (ZW-KD)
- Provided support letter to San Jose City Council for their proposed styrofoam foodware ban. Council approved ban. (ZW-AD)
- Met with Corporate Accountability International's Think Outside the Bottle campaign director to discuss bottled water policy strategy for SF. Participated in conference call to strategize on passing a state mattress producer responsibility bill this year. (ZW-JB)
- Resolution authorizing the Department of the Environment to accept and expend a grant in the amount of \$229,123 from the California Department of Resources Recycling and Recovery for the purpose of increasing used motor oil recycling and household hazardous waste management for the period of April 30, 2013, through June 30, 2015. Assigned to the Budget and Finance Committee
- SFE worked closely with the Mayor's office in helping coordinate a citywide response from various departments to provide written comments to the proceeding before the California Air Resources Board (CARB) in how to spend the cap and trade revenues. The city urged CARB to devote a percentage of funds to local GHG mitigation projects, at the top of our list was infrastructure for renewable fuels, anaerobic digestion and sustainable urban planning (including climate planning and adaptation).
- Director Nutter participated in the City Trip DC March 13 – 15, 2013, organized by the San Francisco Chamber of Commerce. She joined Supervisors, other elected officials, and prominent community leaders to lobby on behalf of the City's interests on Capitol Hill.

3. COMMUNITY EVENTS/OUTREACH ACTIVITIES

Zero Waste: Richmond Campaign Wrap-up

- The ZW Richmond neighborhood campaign focused on increasing participation in recycling and composting in single-family homes throughout the Richmond District. The Outreach Team's goal was to provide a more comprehensive approach to messaging by, including a multi-channeled approach. We combined neighborhood relevant advertising, grassroots door-to-door outreach, and school poster contests, all of which were delivered in relevant languages most commonly spoken in SF.
- The grassroots door-to-door outreach campaign focused on residents who had two or more occurrences of non-compliant bins, meaning over a four-week period, these residents did not sort their recyclables or compostables correctly on at least two occasions. In addition, we launched a pilot "awesome compliant" door-to-door outreach campaign to celebrate residents who had done an excellent job sorting their discards. A small subset of residents were offered a schwag bag (SFE reusable

bag) and we addressed other disposable items that could not be collected in our current three bin system, such as HHW and bulky items.

- No of homes audited= 5,315
- No of carts audited= 66,063
- No of conversations= 1,424
- The winning school posters were distributed and hung in local businesses windows throughout the commercial corridors in the neighborhood by the grassroots outreach team.
- No of posters distributed and hung= 216
- The advertising campaign delivered over 30,500,000 impressions over the course of 3-4 months
- Geo-targeted online advertising
- Bus Shelters (10 units)
- Interior Bus Cards (418 units which received a 41% override/bonus)
- ½ page color advertisement in Richmond Review

Zero Waste: Bayview Neighborhood Campaign Launch

The ZW Bayview neighborhood campaign, similar to the Richmond campaign, is focused on increasing participation in recycling and composting in single-family homes. It was launched in late February with a goal of reaching ALL 8,000+ residents in the neighborhood. The grassroots outreach team has created a new tactic to address all disposable items produced in a typical household, including items that are not accepted in our three-bin system. We have found that opening all door-to-door conversations by introducing SF's free HHW and Bulky Item pickup service allows us to seamlessly address bin contamination issues most commonly experienced in the neighborhood.

Like the Richmond campaign, our Outreach team has launched a multi-channel approach to engage residents in recycling and composting. The outreach approach includes the following tactics:

- Tabling at local events
- Grassroots door-to-door outreach
- School poster contest
- Culturally relevant marketing materials influenced by grassroots outreach staff who are familiar with neighborhood
 - Interior cards on both MUNI buses (242 units) and trains (81 units)
 - ½ page color advertisements in SF Bayview Newspaper

Green Business Campaign

Overview

From mid-January to mid-February, we held a grassroots and paid media outreach campaign to recruit more Mission businesses into the green business program, as well as raise awareness of the Green Business program with consumers. We focused on cafes and bakeries, as these businesses see a lot of foot traffic, and the certification is less rigorous for small food establishments when compared with full-scale restaurants.

Advertising

- Online - 190,745 impressions on MissionLocal.com and 518, 924 on Facebook.com
- Bus Shelters (2) and Billboards (3) - 1,839,600 impressions
- Direct Mail Postcard – 2,000 residents
- Direct Mail Letter – 101 businesses

Results

The EN grassroots outreach team visited 101 businesses in the Valencia, Mission, and the 24th street corridors. Thirteen registered as a green business, the first step in the process of becoming recognized. These businesses are:

- Kafe 99 Sqft
- Atlas Cafe
- Dynamo Donuts

- Progressive Grounds
- Cakecoquette
- Cafe La Taza
- Precita Park Cafe
- Cafeto Coffee Shop
- Muisca Cafe
- Ox Cafe
- Craftsman & Wolves
- Arizmendi Bakery
- La Victoria Bakery

In addition to door-to-door outreach, we also used paid media to raise awareness of the Green Business program. At the end of the campaign we saw a 65% increase in awareness of the program.

Earth Hour Campaign

SF Environment engaged our twitter, Facebook, LinkedIn, and Instagram audiences in February and March to encourage followers to vote for San Francisco in the Earth Hour City Challenge. A major part of the campaign was focused on asking followers to upload photos of sustainable San Francisco to Instagram. We posted some of our favorite photos on Facebook. Our Instagram, twitter, and Facebook followers were especially engaged around our outreach for the Earth Hour City Challenge (as is evident below).

OUTREACH EVENTS AND ACTIVITIES

- **Green Building:** Grand opening for new Bayview Branch Library held was 2/23/13.
- **Port:** Director Nutter participated in a ribbon cutting ceremony with Mayor Ed Lee and the Port of San Francisco at Pier 27 to celebrate the completion of Phase 1 of the James R. Herman Cruise Terminal and the welcoming of the 34th America's Cup Event Authority.
- **Urban Forest:** An Arbor Day Memorial Tree planting ceremony in honor of Vivian Brown was held on Wednesday 3/6/13. The Mayor and Director Nutter spoke along with the Director's of the Department of Public Works and Park and Recreation.
- **Urban Forest:** Director Nutter gave opening remarks at the 3/9/13 Arbor Day Community Clean Team Event along with Mayor Lee, Supervisor Yee, and other Department Heads.
- **Web Team / Outreach:** Zoey Kroll attended the San Francisco Eco Hack on behalf of SFE on Friday 3/22/13 and Saturday 3/23/13. The Hack offered a good networking opportunity on Smart City initiatives.
- **Zero Waste:** Worked with SFO to record a training video for staff about their new zero waste lunchroom program and proper source separation. Interviewed by Good Life magazine on zero waste in SF. (ZW-JB)
- **Zero Waste:** Presented on SF food composting on US EPA webinar. (ZW-JM)
- Organized, hosted and participated in Zero Waste in Action conference for 35 attendees from 7 cities. (ZW-KD)
- **Zero Waste:** Presented at SWANA Road to Zero Waste Conference in Atlanta. (ZW-AK)
- **Zero Waste:** Commercial Business Outreach (EN)
 - Number of businesses visited = 960
 - Number of conversations = 867
 - Number of businesses compliant is 532 and with a compliance rate of 55%.
 - Gallons/wk of compost material diverted from landfill these activities = 5576 gallons
- **Launched Instagram Account:** We recently began posting on Instagram. During this time period, we moved from 159 Instagram followers to 248
- SF Environment now has 11,476 Twitter followers
 - Rate of new followers per week is on the rise from report submitted December 16, from 64/week to 76/week.

- **Twitter Highlight** : SF Environment hosted a twitter chat with SFPUC, Recology, and BC3 in March to celebrate San Francisco's sustainable future and to encourage followers to vote for San Francisco in the Earth Hour City Challenge. We had well over 20 handles participating in the chat and retweeting. Save the Bay and the Exploratorium both jumped in with engaging tweets for the full hour. Additional participants included the SF Port, Presidio Grad School, and USGBC-NCC. Since then, the #greensf hashtag continues to be in use by both SF Environment and other environmentalists in the Bay Area.
-
- SF Environment now has 2,977 Facebook likes
 - Rate of new followers per week is on the rise from report submitted December 16, from 13/week to 17/week.

4. PROGRAM MILESTONES/ACHIEVEMENTS

ADMINISTRATION

- SF Environment has moved from 11 Grove Street to 1455 Market Street, 3/4/13 was the first day in the new space.
- The 2013 Mayor's Earth Day Breakfast will be held on Wednesday, April 24, 2013, in City Hall's North Light Court, from 8 to 10 AM.

BIODIVERSITY

- Met with Cal Academy re developing strong partnership on biodiversity, community engagement and citizen science 3/11 (PCB)
- Presented the biodiversity program to the Commission on the Environment Policy Committee on 3/11 (PCB)
- Presented on biodiversity and San Francisco natural areas at Commonwealth Club on 3/8 (PCB)
- Secured partnership with RPD and the Randall Museum for 4/27 event (same day as "Bug Day") at Corona Heights and the Randall, launching the biodiversity program to the public (PCB)
-

- Website Metrics Dec 1st and Mar 15th
 - Total pageviews 249,000
 - Total visits 101,404
 - Visits from San Francisco 36,830
 - Pages with most views

4. Homepage	35,382
5. Jobs	11,120
6. ZW>Zero Waste	5,387
7. EN>SFHIP Getting Started	5,246
8. ZW>RecycleWhere	4,598
- Recyclewhere Metrics Dec 1st and Mar 15

● Total pageviews	30,087
● Total visits	7,527
● Visits from San Francisco	3,665

COMMUNITY OUTREACH

- Met with SFUSD Early Education Department to improve waste diversion in SFUSD Pre-Schools and After School programs. (SCHOOL-ED)
- Gave 58 presentations, reaching 5,295 individuals. (SCHOOL-ED)
- Outreach has combined both Zero Waste and Toxics disposal messages in a multi faceted outreach campaign in the Bayview which includes newspaper and transit advertising, door to door outreach, concentration of community event presence, a school poster contest, and compost giveaway. The campaign will be ongoing through May.
- San Francisco has been selected as one of three US cities and 17 cities worldwide in The Earth Hour City Challenge initiative, a competition created to celebrate cities that are taking amazing steps towards a

100% renewable future. The department is soliciting votes via webpage and Instagram from now until March 15th, after which point a winner will be announced along with other Earth Hour awards and events.

- Over 40 SFE volunteers joined Friends of the Urban Forest first ever City Wide Fruit Tree Planting day where we planted over 200 trees as part of the Urban Orchards program. Volunteers got to roll up their sleeves and get their hands dirty !
- Since December, SFE Outreach staff and volunteers have participated in 20 community events, varying from open houses focusing on energy upgrade to MLK Jr Day at Yerba Buena Gardens to hosting a booth at the Mexican Consulate to judging entries in the city wide middle school science fair at Randall Museum. We spoke with 1500 residents. Three of the events were Spanish only.

CLEAN AIR/CLEAN TRANSPORTATION

- Worked with the Planning Department, Bike Coalition and BOMA on implementation policies and procedures for the Tenant Bike Access Ordinance, including Planning Code amendments.
- Working with City Administrator's office and Mayor's Budget Office, developed procedures and evaluation process for departments requesting waivers from the fleet-reduction requirements in the Healthy Air and Clean Transportation Ordinance (HACTO), and began the evaluation process of the waiver requests submitted by 9 departments.
- Represented the city in quarterly meeting of the Bay Area EV Strategic Council, and participated in the state Zero Emission Vehicle Working Group (an ongoing group led by the Governor's policy office that is developing state guidelines for EVs) and facilitated involvement of MTA, Mayor's Office on Disability and Department of Building Inspection in relevant subgroups.
- Organized a briefing for SFE, MTA and other city offices by Paris Autolib, the very large EV carsharing program initiated by the city of Paris.
- Began process with MTA and PUC staff to begin analysis and evaluation of public EV charger user data as a basis for EV infrastructure planning.
- Obtained Commission on the Environment Policy Committee approval of \$50K grant to BC3 to conduct Workplace EV program (informational outreach to SF employers and commercial building managers), finalized contract with BC3 and initiated program.
- Organized a briefing for SFE renewable energy, building energy and transportation teams by a local company preparing for installation of integrated solar/ EV charging/battery storage & grid integration systems in a large number of SF apartment buildings, and began consideration of whether such a system could be deployed in other city locations.
- Initiated two Goldman school graduate-student team studies: development of a strategy for enhanced communication and marketing of commuter benefits and other transit-first tools with San Francisco businesses; and evaluation of potential options for fee structures that might be employed after 2013 for use of the city's public EV chargers.
- Coordinated work with SFMTA and MTC to establish procedures for providing regular updates to MTC staff on SF bike facilities for the BikeMapper 511 trip planning tool. (SFE was the lead agency for the BikeMapper project and coordinated the development and implementation of the tool with MTC and SF Bike Coalition in 2010.)
- Supervisor Avalos joined SFE to launch the Ready, Set, SchoolPool campaign, a two month friendly competition in SFUSD to award the "Poolest" school having the most number of families getting to school by walking, biking, transit or carpooling. The launch event and campaign is a coordinated effort between the Clean Transportation, Outreach and Environment NOW program areas.
- Met with Mayor's Office of Economic and Workforce Development to coordinate SFE's transportation programs with Neighborhood economic development and Job Squad programs; developed proposed TFC grant application for implementation.
- In coordination with SFCTA-led Transportation Working Group, began consideration of input to the next 5-year plan for Prop K funding.

CLIMATE

- SF Environment staff attended the Joint Policy Committee's Bay Area Climate and Energy Resilience Project workshop on Mar. 1. This regional initiative is developing resources for climate adaptation. Among the benefits for San Francisco will be scientific analysis on sea level rise, community engagement strategies, and governance proposals.

ENERGY

- Director Melanie Nutter began meeting with CCSF Board of Supervisors individually on 3/18/12 to discuss renewable energy achievements in their districts, with Renewables staff.
- SFE has taken over leadership of the SF Solar Task Force (previously chaired by Assessor-Recorder Phil Ting). The task force met last month and had a robust conversation around several topics, including funding and program design for GoSolar, virtual net metering for multi-tenant properties, the possibility of requiring solar site assessments at time of re-roofing, and opportunities for coordination between the solar and roofing industries.
- There are now 3,640 solar installations in SF, totaling 23.1 MW (as of end January) – a 25% annual increase in installations.
- Mayor increased GoSolarSF program funding by \$2m to \$4m for next FY (note: \$2m added is coming out of the municipal solar project budget, so there will be no municipal solar installations next FY). SFE is working with SFPUC and industry stakeholders on program changes for next FY.
- SF SunShares employee group buy program launched 3/25:
<http://www.mygroupenergy.com/group/sfsunshares> (registration is open to commissioners!). Participating employers include CCSF and BC3 members: UCSF, PG&E and Blue Shield. The selected vendor (REC Solar) has provided an installed system cost 25% below average market rates.
- SFE has taken over leadership of the SF Solar Task Force from the Assessor-Recorder's office since Phil Ting left for Sacramento.
- SFE has concluded its US DOE SunShot Rooftop Solar Challenge grant. The following deliverables are available online:
 - Virtual Net Energy Metering at Multitenant Buildings. The paper: introduces the concept of VNM and its benefits, describes key VNM program details, and identifies challenges to implementing VNM projects. In addition, the appendix includes a review of other forms of virtual metering in California and similar policies in other states, as well as a sampling of interconnection diagrams and a fact sheet that explains VNM to rental property owners and homeowners' associations.
 - San Francisco's Streamlined Solar Permitting. This paper describes the process by which the City and County of San Francisco developed and implemented its streamlined solar permitting process, provides an update on San Francisco's current e-permitting system, and outlines relevant lessons for other jurisdictions undertaking such work.
 - Community Shared Solar. Community shared solar is a new and growing model for broadening local solar markets and extending the benefits of solar energy to new customers. The paper: describes the benefits of community shared solar, variations in program design, examples of community shared solar programs, California's regulatory context; and community shared solar's potential to expand San Francisco's solar market.
 - Protecting Solar Access. This paper discusses public policies that address the risk of solar system shading from development on nearby property. First, the paper briefly discusses the legal background to solar access protection in California. Then, the paper examines four categories of policy solutions: general zoning rules, solar access permits, easements, and a hypothetical public insurance option called a Solar Access Indemnity Fund.
 - Solar Group Purchasing Models. Solar group purchasing can greatly reduce the costs of installing solar by leveraging the collective purchasing power of individuals, businesses, or municipal agencies to secure discounted pricing by buying in bulk. The paper describes six group purchasing programs, each of which targets a different customer class.
- SFE is working with PG&E, the CPUC, and solar industry on clarifying virtual net metering rules and processes to expand access to solar to SF's large renter and tenant communities.
- SFE continues to do solar water heating outreach to multifamily and commercial properties under a work order with PG&E. We have completed 7 outreach events, 2 case studies, and a 5 page spread in the SF Apartment Association magazine.
- SFE is putting together information on cleantech investment opportunities for the SF Employee Retirement System (SFERS).
- CEC PIER grant received to study renewable energy integration at the community scale in the Central Corridor EcoDistrict
-

ENVIRONMENTAL JUSTICE

- Finalizing Community Action Plan (CAP) for SF Healthy Homes project, funded by CDC. This grant will end on March 30th, so EJ team is wrapping up final deliverables.
- Prepared a Request for Proposals for professional services in connection with brownfields assessments; and RFP was submitted to Human Rights Commission for review of LBE goals.

GREEN BUILDING

- San Francisco municipal LEED certified space now equals 3.71 million square feet. (GB-MP)
- Most recent LEED certifications for municipal projects:
 - San Francisco Office of Aids (LEED-IDC* Silver)
 - IDC: Interior Design and Construction (GB-MP)
- Bayview Branch Library Grand Opening Feb 23, 2013. (GB-MP)
- Municipal Green Building Projects completed: Exploratorium, Cruise Ship Terminal, SFE Office and EcoCenter (GB-MP)
- New projects in pipeline: Fire Station 36, Fire Station 16, Southeast Community Facility, Moscone Expansion, SFO Consolidated Admin Campus (GB-MP)

TOXICS REDUCTION/GREEN BUSINESS

- Green Cleaning Program:
 - Completed custodial green cleaning pilot program, 6 SF' custodial companies were in the program which is part of an EPA P2 source reduction grant. Pilot program included, hands on training, assessment of products and health surveys. Next step for these 6 companies is the Green Business program
- Nail Salon Recognition program:
 - 8 nail Salons recognized in the Healthy Nail Salon Program. Additional 6 nail salons are near completion through the program and are on track to become recognized at the end of April
- Safe Medicine Disposal:
 - Held an appreciation event for the 13 San Francisco pharmacies who are participating in the Safe Medicine Disposal Pilot Program. The San Francisco Police Department was also honored at the event for their participation in collecting medicines, including controlled substances, at all ten SF police stations.
 - In our first 11 months, through February 2013, the Safe Medicine Disposal Pilot Program has collected a total of 13,627 lbs (6.81 tons) of unwanted and expired medicines from San Francisco residents.
 - In Feb 2013, completed a medicine waste characterization study to understand the composition of unwanted medicines being discarded by SF Residents.
 - Submitted a comment letter in response to proposed DEA regulations that will govern the collection and disposal of unwanted controlled substances.
- Paint EPR:
 - In the process of negotiating with PaintCare on the terms of the contract that will determine the Reimbursement City will receive for costs incurred for collecting and recycling unwanted architectural paints.
- Green Business:
 - Held the 7th annual Green Business Awards reception on 02/07 at Hotel Whitmore to recognize the latest batch of over 50 businesses. The event was attended by over 150 businesses.
 - As the chair of the California Green Business Network, organized a strategic planning session for all Green Business program jurisdictions, State agencies (CalEPA, CARB, DTSC, Governor's Office of GoBiz) and stakeholders (Not for profit entities, Chamber partners etc). SFE GBP is also working with ABAG to propose a Governance structure for the CA Green Business Network.
 - SFE GBP has been asked by the State (DTSC) to take ownership of the Statewide Green Business tracking and measurement system that was developed originally by San Francisco (in partnership with other GBP's in the State) using funds from the State.
 - SFGGBP is working with the Global Sustainable Tourism Council to have the City potentially serve as an early adopter of the GSTC certification for Green destinations.

- Green Purchasing:
 - Updating the SFApproved website to make it user friendly for City purchasers as well as businesses. This project is expected to be complete in Summer 2013.

ZERO WASTE

- Met with Director of Office of Contract Administration and Recology to finalize prices and timeline for City refuse contract. Presented to 50 Department Climate Action Plan liaisons on improving their zero waste programs next fiscal year. Met with SF General Hospital and Recology to identify new composting collection equipment to accommodate increased compostables collected. Trained DPH Southeast Family Therapy Center and 125 General Hospital staff on zero waste. Met with 10 Sheriff Captains to discuss recycling and composting in SF jails and illegal dumping. (ZW-JB)
- Trained 132 departmental zero waste coordinators at annual workshop. Improved recycling and implemented additional composting at Hall of Justice and DPT, and trained employees. Advised Portland Bureau of Planning and Sustainability about zero waste in long-term care facilities (ZW-SM)
- Improved zero waste programs at Public Defender Laguna Honda office. Trained 52 DPH, 17 DEM and 8 RPD custodial employees on zero waste. (ZW-JL)
- Got 284 businesses mandatory composting compliant. Presented on zero waste to 15 HUB sustainability ambassadors, 22 Ingral employees and 32 Galleria Park Hotel staff. (ZW-SC)
- Registered 500th transporter for debris recovery ordinance. Conducted site visit of Certified Blue Recycling, a registered debris facility. Recovered 87-100% and 3,877 tons at 6 building demolitions. Presented on debris recovery ordinance and other recycling concepts to Mayor's Office of Economic & Workforce Development CityBuild class of 50. (ZW-MW)
- Met with Habitat for Humanity to discuss capture, reuse and resale of building materials, furnishings and fixtures in SF. Met with Envipco and Nexcycle on new reverse vending machine technology for beverage containers. (ZW-KD)
- Rolled-out composting and battery recycling, and conducted outreach at 346 apartment buildings (4,172 units, including 8 Housing Authority buildings with the help of Russian and Chinese speakers). Less than 400 buildings remaining. (ZW-AK)
- Conducted composting and recycling re-education at 13 more apartment buildings (800 units) and zero waste workshop with 45 event producers, greeners and vendors. (ZW-EN)

5. GRANTS/FUNDRAISING

- Announced FY's14 & 15 zero waste grant solicitation and held pre-proposal meeting for 27 nonprofits. Received 32 applications from a broad range of CBO's on 3/7 (ZW-AK/KD/SER)
- The Lisa and Douglas Goldman Fund: \$150,000 over two years to support our climate adaptation planning. (SER/MN/AS/CO)
- California Energy Commission: \$300,000 for EcoDistrict planning for Central Corridor area. (SER/Energy)
- SEED Fund: \$10,000 for biodiversity planning (PB)
- SF Foundation: 1/7/13 proposal for community engagement in BVHP around adaptation proceeded to second round of review (SER)
- Submitted letter of interest to USDA for their application to the CEC to fund research for trash processing with autoclave and anaerobic digestion. (ZW-JM)
- Submitted concept paper submitted to DoE to integrate Energy Efficiency work into EcoDistrict planning (SER/Rich Chien)