



CITY AND COUNTY OF SAN FRANCISCO  
**COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT**  
March 24, 2015

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***This report covers San Francisco Department of the Environment updates for the months of January and February 2015***

**Outreach to residents**

- OUTREACH: Conducted a focus group in Chinese for Used Motor Oil campaign to help understand current barriers and benefits facing the Chinese speaking community to recycling used motor oil and filters. This informed messaging for an upcoming in language campaign.
- OUTREACH: Social media channels are growing, reaching 16,700 followers on Twitter and almost 4,000 on Facebook. Popular content included a series on Black Environmental Champions and using our sign maker tool to prepare for Super Bowl events. BuzzFeed included SFEnvironment in list of "Accounts that Everyone in San Francisco Should be Following."
- OUTREACH: School Education team gave 50 assemblies and presentations to 5,274 students in 31 schools (Districts 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11).
- TOXICS REDUCTION: [Safe Medicine Disposal](#) page continued to get substantial web traffic with 1,597 page views; 529 of these led to the next action of clicking on the map of Medicine Drop-Off Site. [How do I dispose of light bulbs in San Francisco?](#) continues to be a popular solution, receiving 1,323 page views
- ZERO WASTE: [How do I recycle my Christmas tree in San Francisco?](#) was a popular seasonal page, receiving 2,007 page views
- ZERO WASTE: Rolled-out composting to 6 apartment buildings (620 units), conducted recycling and composting re-education at 80 apartment buildings (1,644 units), and 9 refuse audits (872 units).

**Outreach to businesses**

- GREEN BUILDING: Promoted 5 sectors of Certified Green Businesses using a search engine marketing campaign. 33% of all site traffic to these sectors came from this campaign and paid search visitors were as engaged as organic search visitors.
- GREEN BUILDING: staff presented on a Center for Sustainable Energy-sponsored webinar: "Implementing PACE Programs for Local Governments"
- GREEN BUILDING: Issued notification of 2014 energy benchmark reporting requirements to ~1900 affected building owners.
- ENERGY: Solar program and SF Energy Watch collaboration at a solar event held at the Fairmont Hotel, where about 7 Green Team members spoke about solar options solar and efficiency program.
- ENERGY: SF Energy Watch generation of new collateral targeting contractors and lighting suppliers, with the purpose to enlarge our pool of participating contractors into the program.
- ENERGY: SF Energy Watch presentation at the Small Business Association.
- ENERGY: SFEW at the San Francisco Council of District Merchant Associations Gala

- ENERGY AND GREEN BUILDING: collaborated by inserting Energy Watch collateral into the mailing correspondence to ECBO compliant buildings.
- ENERGY: Continuing involvement with the Step Up Power Down challenge and continuing marketing campaign brainstorming with PG&E
- ZERO WASTE: Got 138 commercial accounts composting and 110 recycling service compliant.

### **Outreach to City Departments**

- CLEAN TRANSPORTATION: in coordination with Outreach Team, organized a two-day “human-centered design” training for SFE, SFMTA and SFCTA staff in preparation for neighborhood outreach to be conducted in the Neighborhood Travel Choices pilot program.
- CLEAN TRANSPORTATION: organized and hosted EV Working Groups on Public EV Infrastructure (SFMTA, SFPUC, DPW, RPD, MOD, SFO) and EV Building Code development (DBI, Planning).
- ENVIRONMENTAL JUSTICE AND TOXICS REDUCTION: Worked closely with the Mayor’s Office of Housing and Community Development (MOHCD) to promote the inclusion of pest prevention in renovation plans for San Francisco’s public housing. Organized and delivered an IPM training focused on Pest Prevention by Design for 40 non-profit developers, San Francisco Housing Authority staff, and other interested parties.
- GREEN BUILDING: staff has worked with key city staff, third party PACE administrators, workforce development advocates, and local contractors to finalize the residential PACE program re-launch, set for mid-April.
- GREEN BUILDING: Sponsoring weekly green building and LEED v4 webinar series for city staff seeking LEED Accreditation or Credential Maintenance.
- GREEN BUILDING: Sponsored green building tour at Pier 27 Cruise Ship Terminal. (D6)
- GREEN BUILDING: Municipal Green Building Task Force presentations: Zero Waste and Solar Thermal
- OUTREACH: Hosted DCYF/Techbridge STEM initiative members for 3 trainings for middle school and high school teachers working in afterschool enrichment program throughout SF—45 people (Shawn)
- Participated in Combined Charities Leadership event hosted by HSA and Mayor's Office
- ZERO WASTE: Met with The Arc of San Francisco to discuss how to integrate an educational component about zero waste into the suite of services they provide to their clients with developmental disabilities.
- ZERO WASTE: Met with Office Depot to discuss their environmentally preferable product line, packaging and online user interface in preparation for upcoming City office supply contract.
- ZERO WASTE: Trained 13 employees at Laguna Honda Hospital and SFPL Mission Bay Branch on zero waste. Presented to 72 Zero Waste Coordinators at the annual workshops.

### **New/Revised Legislation and/or City Hall activity**

- ZERO WASTE: Provided bottle bill amendment options increasing redemption convenience to City lobbyist and Assembly member Chiu. Met with representatives of over half of San Francisco supermarkets to discuss bottle bill compliance.
- ZERO WASTE: Public Works approved refuse rate funding for Recology textile collection tests.

- MAYOR: Resolution retroactively authorizing the Department of the Environment to accept and expend a grant in the amount of \$6,659,949 from the California Public Utilities Commission, through Pacific Gas and Electric Company, to continue an Energy Use and Demand Reduction through Energy Efficiency Program in the City and County of San Francisco for the term of January 1, 2015, through December 31, 2015. Budget and Finance (Wednesday, January 28, 10:00AM)
- BREED; MAR; YEE; KIM: Ordinance amending the Environment Code to require any person who produces a drug offered for sale in San Francisco to participate in an approved drug stewardship program for the collection and disposal of unwanted drugs from residential sources; to provide for implementation, enforcement, fees, and penalties; and making environmental findings.
- COHEN: Ordinance amending the Environment Code to require a Construction Emissions Minimization Plan and monitoring for certain public works projects within an Air Pollutant Exposure Zone and to require controls on emission-producing equipment used for public works projects outside of such zones; amending the Administrative Code to incorporate these requirements in construction contracts where applicable; and making environmental findings.
- MAR: Resolution retroactively authorizing the Department of the Environment to accept and expend grant funds from the Association of Bay Area Governments in the amount of \$371,258 for 2015 to perform various activities as part of a Bay Area Regional Energy Network Program, an Energy Efficiency Program, for the term of January 1, 2015, through December 31, 2015.
- ENVIRONMENT: Hearing to consider release of reserved funds, Department of the Environment FYs 2014-2016 Budget, in the amount of \$550,688 to fund the Environmental Justice Program's grants, staffing, and administrative costs.

## **Press and Media Highlights**

### **Press Releases**

- SF Environment press release: [The City and County of San Francisco Honored with Climate Leadership Award](#)
- Mayor and Supervisor Breed press release: [Mayor Lee & Board President Breed Announce San Francisco Exceeds Greenhouse Gas Emissions Reduction Goal](#)

### **Press Coverage**

- TOXICS: Director Raphael published editorial blog "[Preventing Cancer Upstream](#)" on policies to reduce toxic chemicals in consumer products conjunction with Less Cancer week panel.
- ZERO WASTE: [KPFA](#) interviewed Jack Macy on San Francisco's zero waste practices.
- ZERO WASTE: [CityLab](#) covered San Francisco's ban on Styrofoam containers
- ENERGY: [American City & County](#) quoted Guillermo Rodriguez on potential to use solar power in disaster response.

## **Staff Changes**

- We have three new staff members. Danny Soto joined our transportation team to work on CommuteSmart and clean vehicle programs.
- Rina Lopez and Warren Seto have recently started on our Energy team.

- Sue-Ellen Atkinson and Helen Whitkin left the Clean Transportation Team
- Clark Hatchet of Environment Now, Outreach and Toxics left the Department to travel in Southeast Asia.
- Leila Hufana left the Zero Waste Program.
- Allison Quaid left the Energy Program.

### **Grants Received (who/amount)**

- GREEN BUILDING: staff supported BayREN commercial PACE program in issuing RFQ for contractor training and project development support services for Bay Area-wide engagement campaign for energy service providers, scored proposals, helped negotiate scope of work and contract.
- GREEN BUILDING: RFP for green building consulting blanket contract for city departments in process.

### **Public Events/Conferences (e.g., conferences attended, speaking engagements, travel for work, etc)**

- CLEAN TRANSPORTATION: Conducted a briefing, with BAAQMD, about EV programs and status for a delegation from the German Energy Ministry and Ministry of the Economy.
- GREEN BUILDING: Presented on San Francisco Green Building Code to BayREN Codes & Standards regional forum on how Bay Area cities can adopt advanced energy and green building codes. (Hooper)
- GREEN BUILDING: Commented at AB1103 public workshop. SFE draft written comments were agreed to and submitted to CEC by LGSEC. (Hooper)
- GREEN BUILDING: staff participated in Cleantech Group's second annual "Buildings Get a Brain" executive summit (Chien)
- GREEN BUILDING: staff participated in Net Positive conference by International Living Future Institute (Palmer)
- GREEN BUILDING: staff participated in Living Communities workshop by International Living Future Institute (Hooper)
- GREEN BUILDING and ENERGY: staff participated in Energy Foundation-hosted "Coordinating Energy Efficiency Work in CA Multifamily Housing" workshop, expanding the coalition for data access for benchmarking to include affordable multifamily developers and NGOs. (Hooper, Brownell)
- ZERO WASTE: Presented to 50 government representatives from Latin America on San Francisco's zero waste policies and programs. Coordinated tours for primetime French news program and conducted interviews on zero waste. Interviewed with Outreach by British Airways Reporter. Met with Montreal Councilwoman to discuss San Francisco's zero waste policies and programs.

### **Other Noteworthy items (e.g., awards, milestones, open RFPs, outgoing grants, etc)**

- CLEAN TRANSPORTATION: A City Hall Fellows team of 5 Fellows began a 6-month research project (4 hours per week), working with Clean Trans and Environmental Justice program teams, to identify policies and actions to assure communities of need are included in opportunities to shift from gasoline vehicles to EVs.

- GREEN BUILDING: Achieved LEED certification for an additional 3 municipal construction projects bringing the total to 34 projects and 4.8 million sq ft of LEED certified municipal properties.
- GREEN BUILDING: Completing analysis of how Better Roof policy would affect design of new buildings. Coordinating with Planning Dept on cost-effectiveness analysis for green roofs (complement to SFE 2014 cost-effectiveness analysis of on-site solar). (Hooper)
- GREEN BUILDING: Developed methodology for to use SF Solar Map data to allow estimation of solar energy potential for any group of buildings in San Francisco, such as a district. Developing method using CEUS (CEC data) to estimate energy consumption by building type. Methods will be used in Central SOMA Plan and likely Sustainable Chinatown. (Hooper)
- GREEN BUILDING: Completed initial analysis for Outcome Based Energy Code concept for San Francisco. (Hooper)
- OUTREACH: Sunshine Swinford awarded Most Empowering City Employee by the Neighborhood Empowerment Network and recognized at City Hall event on 1/30
- WEB OUTREACH: Featured original content posted during black history month received 905 page views: [Black Environmental Champions](#) and [Celebrating Black Environmentalists During Black History Month](#)
- ZERO WASTE: Posted RFP for zero waste grants of \$860,000 for 2015-2017 cycle.
- ZERO WASTE: Presented bottle bill requirements to DPH Environmental Health staff. Met with Arab-American Grocers Association board member on redemption convenience. Visited 6 Caltrans sites identified by Cal Recycle as possible redemption locations. Recruited Whole Foods to participate in working groups on reverse vending machines and "hub" model to serve multiple stores in SOMA area.
- ZERO WASTE: Established the Textile Collection Competition with Salesforce, Webcor Builders, Wells Fargo, Blue Shield and New Resource Bank with the following textile recyclers: Salvation Army, St. Vincent de Paul, Recycle for Change, I:CO and Goodwill.