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# SF Environment Strategic Plan Assessment

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Assessments by Program Area for the years  
2010-12

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SF Environment is a Department of the City & County  
of San Francisco

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## Executive Summary

The Department has had significant achievements over the past two fiscal years, faced a few challenges and is working on new goals going forward. Some of the most significant achievements are:

- City-wide carbon emissions in 2010 14.5% below 1990 levels
- Municipal carbon emissions in 2010 7.9% below 1990 levels
- 41% of San Francisco's electricity now comes from renewables
- 3,187 solar PV systems have been installed in San Francisco, totaling 21 MW of power
- There were 3,376 participants in the Commuter Benefits Program as of June 2012
- 3,000 Businesses now have Commuter Benefit Programs in place
- There are 50 EV Chargers Installed in public garages
- 55% compliance with existing commercial building ordinance energy use reporting
- Energy efficiency programs have reduced Greenhouse Gas emissions by 78,800 tons since 2001
- 50% of Environment Now graduates have found employment
- Environment Now has visited 10,606 businesses and talked to 18,989 individuals
- 25,441 students, 1,000 teachers and 62 schools have been reached, and 10,000 tons of organics diverted, in the school Food to Flowers Program
- 5,100 students have participated in field trips, 4,503 students reached through Stop Litter assemblies, 3,600 through Save Our Bay assemblies and 2,695 through Our Water Presentations
- 180 Green Businesses have been recognized (to date)
- 4 Environmental Justice grants awarded for a total of \$164,503 – since inception the EJ program has awarded more than \$12 million in grants to the community
- 1,463 tons of Household Hazardous Waste has been collected from residents
- 1,578 tons of e-waste has been collected from residents
- 200 events each diverted more than 50%
- Composting has been set up in an additional 1,500 apartment buildings
- Recycling has been set up at final 1,000 apartment buildings
- Altamont disposal for 2011 was at an all time low of 367,332 tons

Challenges facing the Department resulted in deferring the development of a climate data management system due to lack of funding, postponing an ordinance requiring an opt-in program for yellow pages delivery due to a lawsuit, revising a cell phone information program due to a lawsuit, and postponing expanding urban agriculture beyond EJ neighborhoods

Future projects include passing and implementing a Commute Trip Reduction Ordinance that will reduce single occupancy vehicle trips; developing and implementing a city Biofuels Transportation Strategic Plan; setting up an EcoDistricts Program; developing a Re-Roofing Ordinance; conducting site assessments of up to 10 brownfields; and developing a residential toxics outreach campaign.

**Strategic Plan Assessment for Clean Air**

**July 2010- July 2012**

**Strategic Plan Goal:** Reduce greenhouse gas emissions from transportation in San Francisco to 20% below 1990 levels.

**Projects Completed:**

<i>Objective/Action</i>	<i>Description</i>	<i>Metrics used to track success &amp; results</i>
None completed -- All on-going		

**Projects Actively in Process:**

<i>Objective/Action</i>	<i>Description</i>	<i>Metrics used to track success &amp; results</i>
A/1:TDM - Commuter Benefit Program	Continue to implement and expand the Pre-Tax Commuter Benefits Program: a. Promote and manage the commuter benefits programs for employees of the City and County of San Francisco. b. Implement the City's program for education and outreach to motivate compliance with the Commuter Benefits Ordinance by San Francisco businesses. c. Initiate direct outreach to commuters to stimulate their request for TDM options by their employers.	<ul style="list-style-type: none"> <li>• Number of CCSF employees submitting an order on a monthly basis               <ul style="list-style-type: none"> <li>○ June 2011: 3,282</li> <li>○ June 2012: 3,376</li> <li>○ Target: 5,000</li> </ul> </li> <li>• Number of outreach events, business consultations               <ul style="list-style-type: none"> <li>○ June 2011: 40</li> <li>○ June 2012: 50</li> <li>○ Target: 50-60</li> </ul> </li> <li>• Number of businesses with a commuter benefits program               <ul style="list-style-type: none"> <li>○ June 2012: 3000</li> <li>○ Target: 4,700 (estimated – do not have a complete list of all businesses that are subject to Ordinance)</li> </ul> </li> </ul>

A/2: TDM - Emergency Ride Home	Expand the Emergency Ride Home program by conducting outreach to San Francisco businesses and commuters.	<ul style="list-style-type: none"> <li>• Number of businesses registered for the program <ul style="list-style-type: none"> <li>○ June 2012: 500</li> <li>○ Target: All San Francisco businesses</li> </ul> </li> <li>• Number of employees eligible <ul style="list-style-type: none"> <li>○ June 2012: 93,000</li> <li>○ Target: All employees of San Francisco businesses</li> </ul> </li> </ul>
A/3: TDM -511 Rideshare Program	<p>Coordinate with MTC's 511 Rideshare program to implement:</p> <ol style="list-style-type: none"> <li>a. A promotional program for the 511 Rideshare Matching Services to San Francisco commuters and residents to encourage the formation of carpools and vanpools</li> <li>b. Expand consultation programs to promote 511 Rideshare Employer Services and other commute programs with San Francisco employers.</li> <li>c. Initiate outreach to public and private schools in San Francisco to increase participation in MTC's SchoolPool program, a ride-matching service for students.</li> </ol>	<ul style="list-style-type: none"> <li>• Maintain and grow active business contact database <ul style="list-style-type: none"> <li>○ June 2012: 2,847</li> <li>○ Target: 4,700</li> </ul> </li> <li>• Number of ridematch requests <ul style="list-style-type: none"> <li>○ June 2012: 377 registered</li> <li>○ Target: 1,000 a year</li> </ul> </li> <li>• Number of vanpool leads <ul style="list-style-type: none"> <li>○ June 2012: 685 leads</li> <li>○ Target: 1,000 a year</li> </ul> </li> <li>• Number of events <ul style="list-style-type: none"> <li>○ June 2012: 19 events attended</li> <li>○ Target: 30 annually</li> </ul> </li> </ul>
A/4: TDM – City Cycle (CCSF bike Fleet)	Reduce vehicle miles traveled by CCSF employees for work related trips	<ul style="list-style-type: none"> <li>• Survey CityCycle program users annually <ul style="list-style-type: none"> <li>○ 2010 Survey data: 14.7% reduction in VMT</li> <li>○ Target: 20% reduction</li> </ul> </li> </ul>
A/5: TDM - SchoolPool	Reduce vehicle miles traveled by families to and from schools, after school programs	Number of single family occupancy trips decreased (project in progress, no data currently available)
B/1: Clean Vehicles - HACTO	Continue to implement the City's Healthy Air and Clean Transportation Ordinance to assure that city fleets purchase the cleanest vehicles possible, and assist in instituting departmental fleet-reduction requirements. (2011-13)	<ul style="list-style-type: none"> <li>• Evaluate annual Dept reports to SFE (Departmental transit-first, fleet reduction and green fleet #s) for rep to BOS</li> </ul>

		<ul style="list-style-type: none"> <li>•Administration of departmental clean air vehicle purchase waivers.</li> <li>•Measure Departments' fuel use to achieve reductions.</li> </ul>
<p>B/2: Clean Vehicles –EV Initiative</p>	<p>a. Plan and install public EV charging infrastructure.</p> <p>b. Conduct pilot and demo programs for EV charging for residents of multifamily buildings</p> <p>c. Obtain grant funding for purchasing plug-in vehicles for the City fleet</p> <p>d. Assist SFMTA in implementing a “neighborhood” EV taxi program; and a demonstration battery-switch taxi program</p>	<p>a. # of public chargers installed by City (50 to-date; 34 in process); charger-use data (on-going collection underway by SFPUC); and # avoided gasoline GHGs (on-going monitoring by SFPUC).</p> <p>b. # buildings participating in demo (41), # chargers installed (~100 in process); # residents affected (tbd); use-data and GHG avoidance (to be monitored); production of lessons-learned/Best Practices for other multifamily buildings (to be completed)</p> <p>c. # plug-in vehicles and chargers obtained for CCSF fleet with grant assistance (17 to-date; 19 additional planned); GHG avoidance (monitoring to be tabulated by GSA/fleet and SFPUC)</p> <p>d. Neighborhood EV Taxi: #EV taxis put in service; # GHGs avoided; # people served in underserved neighborhoods. Battery-switch taxis: # Switch stations opened for demo; # battery-switch taxis in demo; operational data; # GHG</p>

		<p>avoided.</p> <p>Overall: make quarterly progress reports to USDOE and other grant sources.</p>
B/3: Clean Vehicles – San Francisco Clean Cities Coalition EV Initiatives	Implement Clean Cities Coalition education and outreach programs about EV, including provide information to consumers regarding the pros and cons of replacing an existing vehicle and other clean vehicle and clean fuel options, directed to businesses, fleet operators and other stakeholders in San Francisco area. (2011-2013)	<ul style="list-style-type: none"> <li>• Annual reporting of petroleum fuel replaced with alternative fuels and GHGs reduced by SF Clean Cities Coalition stakeholders</li> </ul>
B/4: Clean Vehicles – Biofuels Working Group	Coordinate and manage an interagency Biodiesel fleet working group to monitor implementation and attainment of the City's policy for use B20 by the municipal fleet, and to move to a higher percentage blend as key way of meeting City's GHG reduction target. (This action needs to be re written.)	<ul style="list-style-type: none"> <li>• Complete City's B20 Mandate for fleet</li> <li>• Advance the Biofuels Planning Study and Biofuels strategic plan</li> </ul>

**Future Projects:**

<u>Objective/Action</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>
A/1:TDM - Commuter Benefit Program	<p>Commuter Trip Reduction Program: Over the next couple years, complete a feasibility study to determine how a mandatory commute trip reduction program will be conducted in San Francisco, and if the program will receive political and business support.</p> <p>A Commute Trip Reduction Ordinance or Law requires/encourages employers to submit annual transportation plans to reduce the number of employee commute trips. This can be an effective way to reduce the number of single occupancy vehicle commute trips as it requires businesses to implement programs and report on their employee commuting habits.</p> <p>This is the next step to the Commuter Benefits Ordinance. The Ordinance does not require businesses to actively promote commute programs or work towards reducing their employees single occupancy trips. Employers are only required to have a commuter benefits program, but the extent to which the programs are utilized is not known or required.</p>	
B/4: Clean Vehicles – Biofuels Working Group	Develop and implement CCSF Biofuels Transportation Strategic Plan	<p>Reduction of GHGs and air pollution emissions from City fleet (including transit)</p> <p>Fuel cost savings for the city</p> <p>Locally, sustainably produced fuels that are non-food competitive</p>
Clean Vehicles – EV and other	To be completed	



## Strategic Plan Assessment for Climate/Renewable Energy/Green Building Program

July 1, 2010 – June 30, 2012

### Goals:

- 1) Reduce San Francisco's greenhouse gas emissions 20% below 1990 levels by 2012, 25% by 2017, 40% by 2030, and 80% by 2050.
- 2) Develop and implement a climate adaptation plan.
- 3) Develop renewable energy resources in San Francisco to displace 30,000 mT of CO<sub>2</sub>e annually by 2012 and achieve 50 MW of renewable energy generation.
- 4) Reduce greenhouse gas emissions in buildings to 20% below 1990 levels by 2012 (330,000 mT from 2008 level).
- 5) Enhance environmental performance of buildings in San Francisco to reduce costs while increasing efficiency and livability.

### Projects Completed:

<u>Project Name</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>
Citywide GHG Inventory	Completed GHG inventory for 2010 and obtained independent verification of data and methodology.	Citywide emissions in 2010 14.5% below 1990 levels.  ICF verified data.
Municipal GHG Inventory	Completed GHG inventory for 2010 and obtained independent verification of data and methodology.  Incorporated emissions from waste, energy, and fuels, and sinks from urban trees.  Mobilized and assisted city departments to prepare departmental climate action plans.	Municipal emissions in 2010 7.9% below 1990 levels.  ICF verified data.  41 city departments submitted DepCAPs.
Climate and Community Relationships	Organized community meetings with businesses, policy experts, and NGOs to discuss SF climate programs and get stakeholder feedback.	5 committees submitted letters with climate policy recommendations to Mayor Lee.
Mayor's Renewable Energy Task Force	Completed task force report with 39 recommendations to achieve 100% renewable electricity supply and submitted to	SF currently gets 41% of its electricity from renewables.  24 MW of local generation capacity

	Mayor.	(solar + biogas).
Solar Outreach	Educated public on GoSolarSF and other incentives. Site assessments completed as requested for residents and businesses. Shared best practices with other cities through U.S. DOE's SunShot initiative.	3,187 solar PV systems installed in SF, totaling 21 MW. <a href="http://www.SFenergymap.org">www.SFenergymap.org</a> launched. SFEnvironment.org renewable energy pages updated.
Solar Permitting	Worked with DBI to streamline permitting process and shift to electronic permitting.	Permitting process benchmarked against U.S. DOE criteria.
Solar Group Purchases	Developed and launched solar@work and solar@schools programs, providing attractive aggregated purchasing and financing options for businesses and private schools.	17 sites given solar@work proposals, 5 signed contracts, 9 more proposals under consideration.  6 private schools received site assessments and bids through solar@school (purchases postponed for now)
SWH on Affordable Housing	Worked with Mayor's Housing Office to install solar water heating at affordable housing properties in conjunction with Green Retrofit Initiative	2 SWH systems installed at affordable housing properties.
Urban Wind	Completed modeling and analysis of wind potential in San Francisco. Developed web-based interface for wind resource data.  Supported SF Port and Randall Museum in considering small wind installations.	__ pilot projects.  Wind map developed and integrated into SFenergymap.org.
Oceanside Wave Power Pilot	Environmental studies completed for wave power pilot area.	Gray whale migrations study completed.  Sedimentation transport study completed.

Green Building Code - Municipal	100% of municipal projects >5,000 sq ft (new or existing, owned or leased) must be LEED Gold certified.	SF Green Building requirements affect 2.3 million square feet of municipal projects.
Green Building Code - Citywide	All new buildings must be built green, including: <ul style="list-style-type: none"> <li>• New large commercial must meet LEED Gold (certification optional.)</li> <li>• New residential must be GreenPoint Rated or LEED Silver</li> </ul>	Code updated to: <ul style="list-style-type: none"> <li>• Integrate CALGreen with stricter San Francisco requirements.</li> <li>• Prioritize energy efficiency, requiring affected buildings to be 15% more efficient than CA Energy Code.</li> <li>• Prioritize renewables by requiring new commercial to have on-site renewables, or be an additional 10% more efficient than CA Energy Code.</li> </ul> SF Environment developed and maintained all implementing regulations.
Existing Commercial Buildings	Enforcing ordinance for energy use benchmarking, reporting, and auditing.	55% of affected square footage compliant with benchmarking requirement., .
GreenFinanceSF	Launched commercial PACE program with \$100 million in bonding authority.	__ applications received. __ projects approved. __ investments made (\$). __ projected energy savings

**Projects in process:**

Climate Action Strategy	Preparing draft with publication planned for fall 2012.
Consumption Based GHG Modeling	Initial consumption studies completed. Chapter drafted for climate action strategy. Need to identify local policies that could drive shifts in consumer behavior and reduce emissions.
Criteria Pollutants	EPA study completed. Need to integrate conclusions into climate policies.
Climate Adaptation Planning	Coordinating adaptation activities with SFPUC, Port, SFO, and DPH. Representing San Francisco in Bay Area Climate and Energy Resilience Working Group.

Solar Water Heating	Working with PG&E to expand market for solar water heating and develop financing options.
Solar Group Purchase program	Preparing to launch employee group purchases under SunShot initiative.
CalEAP	Starting work on Local Energy Assurance Planning with Capital Planning and state.
District Energy Working Group	Working with Planning, SFPUC, DPW to integrate district energy and eco-district concepts into redevelopment areas (Transbay and 4 <sup>th</sup> St. Corridor)
Update to Priority Permitting for exemplary projects.	24 projects (3 mil. sf) and 1,200 housing units voluntarily committed to LEED Gold certification -- before required. Now that LEED Gold (certification optional) is code minimum, the threshold for priority should be raised, likely to LEED Platinum.
Regional Energy Network – Code enforcement	Green Building is collaborating with SFE Energy team to develop and deliver enhanced energy code enforcement and training.
Valuing Green Certifications in Local Real Estate	Collaborated with SFE Energy team and StopWaste to fund and provide professional review of economic study demonstrating green homes in California sell for 9% more on average. More than 100 mentions in national and local media coverage.

**Future Projects:**

Data Management System	Deferred after personnel transition. Will restart after updated climate action strategy is complete. May need additional funding or corporate support from software provider.
CEQA Compliance	Reviewed legal issues with City Attorney. Once climate action strategy is released in fall 2012, we can explore legal process and financial requirements for a CEQA approved plan.

**Strategic Plan Assessment for Energy Program**

**July 1, 2010 – June 30, 2012**

**Goal 1:** Reduce greenhouse gas emissions in buildings to 20% below 1990 levels by 2012 (330,000 metric tons from 2008 level).

**OBJECTIVE A:** Maximize the energy efficiency (EE) of commercial and residential buildings, reducing 300,000 metric tons of eCO<sub>2</sub> by 2012.

*All EE programs have saved 78,800 tons since 2001.*

Activities	Status	2 yr. Metric	Success/Failure
1. Implement Energy Watch to reduce 25,000 tons (3 yr goal) while integrating projects with demand response, boiler retrofits, co-generation, and renewables.	On-going	21,000 tons CO <sub>2</sub> e reduced (in 2.5 years- EW operates on program cycle, not fiscal year).	This program was coordinated with the ARRA Boiler Retrofit program and is now accelerating beyond planned. Will meet 25,000 ton goal. Receiving additional funds to continue for 2013-14.
2. Implement the Commercial Lighting Efficiency Ordinance to reduce 5,000 tons (not additive, contributes to #1).	Complete	No tracking method established. Only intended to increase Energy Watch participation.	Anecdotal comments from EW auditors state that the ordinance helps close deals.
3. Implement the Commercial Energy Benchmarking Ordinance	On-going	Passed. 55% compliance on benchmarking.	Audit compliance just starting. Possibly contributing to EW acceleration
4. Implement ARRA programs to retrofit residential units and educate tenants on energy efficiency, waste reduction, safety, etc. to reduce 3,500 t.	Complete	1780 tons CO <sub>2</sub> e, -1,261 retrofits -3,309 tenants educated (10% above goal)	4 programs closed out. Single family retrofits at 20% of expectation due to higher rebates required per retrofit, slow market response, and other factors.
5. CCA: Advocate for	On-going	Yes/no	In progress.

favorable state policy. Develop program plan.			
6. Work w/ SF Housing Authority and Redevelopment	Terminate ?	Yes/no	Housing Authority not responsive. Redevelopment in re-org.
7.Zero Energy Path analysis for single and small multifamily. Provide public access to info.	On-going	Completed phase 1.	Completed single family under grant. Started 2-4 unit analysis. Started web portal to help homeowners. Collecting more data.
8.Home Performance Training	On-going	20 trained	Put on one training Appx. 20. Included in TrainGreenSF curriculum.
9.Upgrade Residential Energy Conservation Ordinance	Not Started	Pass/not pass. GHG reduction potential not yet determined.	Amend to require home performance test based on safety and health concerns.
10.Support Energy Efficiency Task Force	Terminate	Yes/No	Board never appointed members
11.Support PUC on Electricity Resource Plan	On-going	Yes/No	Report completed. In implementation.
12.Advocate for a single statewide independent administrator as part of the EE funding re-authorization.	On-going	CPUC accepted the proposal. Funding amount pending.	Changed strategy to advocate for establishment of local government regional energy networks
13.Monitor PG&E Smart Grid Development	Not Started	Increase distributed generation (DG) capacity limit to >25%.	Delayed start to this FY. Current limit is 5% of peak load. Current NDA's insufficient.

<b>New Actions</b>			
EcoDistricts. Establish a multi-departmental working group, train City staff, and select a pilot project. Establish a private sector advisory group. RFP for a candidate district.	50% complete	GHG reduction potential unknown at this time: water, energy, transit, waste, food production, recreation, and organization	Planning Department is lead agency. Identified areas are Transbay and Central Corridor.
Financing: Identify financing for underserved sectors and link to existing programs.	50%	Available in small business, single family, multifamily market sectors	Multiple financing programs just emerging or in development. Will improve participation and depth of retrofits
Propose a Re-Roofing Ordinance: recycled/recyclable, white, living, solar, air sealing and ceiling insulation	Not started	GHG reduction potential unknown at this time	Joint effort with Green Building

**Strategic Plan Assessment for Environmental Justice**

**July 2010- July 2012**

**Strategic Plan Goal:** Protect the environment and public health in Environmental Justice (EJ) neighborhoods and support the capacity and education of local residents to address EJ concerns.

**Projects Completed:** None – all are ongoing

**Projects Actively in Process:**

<u>Project Name</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>	<u>Additional Benefits and Outcomes</u>
<b>SF Healthy Homes Project</b>	A.1. Address health disparities in Southeast area of SF by convening advisory groups and developing a community-based strategic plan using Mobilization for Action through Planning and Partnerships (MAPP) framework (required by funder, CDC)	Complete MAPP research and assessments on local health system  Summarize and disseminate information to CBOs, City agencies and stakeholders	Supporting a group of low-income residents who are engaged in health planning, outreach and education  Contacted more than 20 service providers and community based organizations  Contacted more than 400 residents  Developing partnership with Department Public Health
<b>IPM in public housing</b>	A.2 Support public awareness and change consumer behavior by identifying measures within residents' control that can reduce exposure to indoor air pollution, promote use of environmentally-preferred cleaning products and Integrated Pest Management (IPM)	Develop a pilot IPM project at Sunnydale and Alice Griffith housing sites  Provided safer cleaning workshops and IPM training to residents	Developing partnership with SF Housing Authority



<b>EJ Grants</b>	Provide EJ grants and al assistance to non-profit organizations and community groups to promote community resiliency	No. of EJ grants awarded: four, totaling \$164,503  No. of residents receiving garden education and nutritional information: 200	

**Future Projects:**

<b>SF Healthy Homes</b>	Finalize and disseminate SF Healthy Homes project's findings and community action plan; pursue funding opportunities to address health disparities in SF
<b>IPM and Pest Proofing in Low-Income Housing</b>	Help Toxics Reduction staff disseminate the "pest proofing by design" guidelines to affordable housing developers, including HOPE SF developers (funded by CDC)  Expand pilot IPM project and provide training to tenants at Sunnydale (funded by SF Foundation)
<b>Blue Greenway</b>	Conduct site assessments of up to 10 brownfields (properties potentially contaminated with hazardous substances and/or petroleum chemicals), in support of development of the Blue Greenway, a 13-mile open space waterfront corridor extending from ATT Park southward to Candlestick Park (funded by EPA)

**Strategic Plan Assessment for Environment Now**

**July 2010- July 2012**

**Strategic Plan Goals:**

1. Advance social equity in the environmental field through job training opportunities to San Franciscans from diverse, multicultural communities
2. Engage and strengthen communities by providing access to citywide environmental programs, projects and initiatives
3. Collaborate with outside partners to expand the Green economy in San Francisco by promoting employment training and job placement opportunities

**Projects Completed (Goal, Action letter,#):**

<u>Title</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>
<b>G1, B.7, B.8</b> Job resources	Collaborated with OEWD and JVS to provide resume building and job placement resources to participants	<ul style="list-style-type: none"> <li>• Percent of graduates employed: 50%</li> </ul>
<b>G2, A.10</b> Grassroots outreach	Conducted grassroots outreach to promote behavior change amongst business owners and residents of SF grassroots outreach tactics	<ul style="list-style-type: none"> <li>• No. of conversations: <b>18,989</b></li> <li>• No. of flyers distributed: <b>17,985</b></li> <li>• No. businesses visited: <b>10,606</b></li> </ul>
<b>G2, A.11</b> Underserved communities	Increased Dept's reach into underserved communities by engaging residents and business owners in SFE initiatives	<ul style="list-style-type: none"> <li>• No. of businesses and residents reached in D10, D11, D9, and D2: <b>3,861</b></li> </ul>
<b>G2, A.12</b> Support other City Depts and Non-profits	Partnered with City Departments and non-profit agencies to support their environmental initiatives	<ul style="list-style-type: none"> <li>• No. of Projects: <b>6</b> <ol style="list-style-type: none"> <li>1. Real Estate-Living Roof (1SVN)</li> <li>2. DPW- Illegal Dumping Campaign</li> <li>3. DPH- Idling Reduction, IPM Sunnydale</li> <li>4. FUF- Tree Planting and Maintenance Support</li> <li>5. Safe Routes To School- Idling Reduction</li> <li>6. MYEEP- Summer Employment Site</li> </ol> </li> </ul>
<b>G2, B.13</b> ZW Residential Compliance	Conducted zero waste curbside audits of residential bins with a goal of reaching 30,000 residences	<ul style="list-style-type: none"> <li>• No. of residences audited: <b>29,965</b></li> </ul>

<b>G2, B.15</b> ZW Residential Compliance	Introduced new compost services to residences of apartment complexes through door-to-door outreach. Goal to reach 150 apartment complexes	• No. of apartment complexes reached: <b>867</b>
<b>G2, B.14</b> ZW Commercial Compliance	Supported business compliance with Mandatory Ordinance. Goal of reaching 3000+ non-compliant businesses	• No. of businesses reached: <b>3,031</b>
<b>G2, B.16</b> ZW Commercial Compliance- C&D Ordinance	Audited construction sites for compliance with the C&D ordinance. Goal to reach 75 construction sites	• No. of construction sites audited: <b>223</b>

**Projects Completed (Goal, Action letter,#):**

<u>Title</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>
<b>G2, B.18</b> EE- Energy Watch	Supported businesses with energy upgrades by promoting the Energy Watch program in Districts 1,2,4,6,7,8,and 11	• No. of businesses visited: <b>5,153</b> • No. of businesses requesting audits: <b>1,047</b>
<b>G2, B.19</b> EE-SFHIP/Energy Upgrade CA	Promoted residential energy efficiency upgrades (SFHP) to residents. Goal to reach 5,000 residences	• No. of residences reached: <b>5,565</b>
<b>G2, B.20</b> Toxics Reduction/ IPM	Supported the promotion of IPM pilot project to SF Housing Authority properties by working with Pestec, Sunnydale Property Manager, and residents	• No. of units that received IPM treatment: <b>18</b> • No. of conversations: <b>66</b>
<b>G2, B.22</b> Toxics Reduction/ Urban Forestry	Supported Friends of the Urban Forest in planting and maintaining SF street trees. Goal to plant 500 trees	• No. of trees planted: <b>700</b>
<b>G3, 23 and 24</b>	Collaborated with City's Green Academy by working with OEWD and TrainGreenSF to coordinate Green job training and placement services. Served as a supportive worksite for graduates of Green training programs	• No. of participants recruited from training programs: <b>18</b>

**Projects actively in process:**

Title	Description	Narrative, Metrics, Results																																												
<p><b>G1, A.1</b> Program recruitment</p>	<p>Recruit and enroll participants from the City's low-income multicultural residents</p>	<p>Recruiting new EN staff from existing workforce training programs has ensured that participants from low-income and multi-cultural neighborhoods are enrolled in the program. Our recruitment method supports the Dept's external partners AND has helped us build a culturally diverse staff, many of whom are from low-income neighborhoods.</p> <ul style="list-style-type: none"> <li>Number of languages spoken: <b>9</b></li> </ul> <table border="1" data-bbox="1241 500 1602 846"> <thead> <tr> <th colspan="2">Totals</th> </tr> </thead> <tbody> <tr><td>SPANISH</td><td>6</td></tr> <tr><td>CANTONESE</td><td>2</td></tr> <tr><td>MANDARIN</td><td>2</td></tr> <tr><td>TAGALOG</td><td>1</td></tr> <tr><td>TAISHANESE</td><td>1</td></tr> <tr><td>WECHUN</td><td>1</td></tr> <tr><td>VIETNAMESE</td><td>1</td></tr> <tr><td>FARSI</td><td>1</td></tr> <tr><td>ARABIC</td><td>1</td></tr> </tbody> </table> <ul style="list-style-type: none"> <li>Race/Ethnicity</li> </ul> <table border="1" data-bbox="1241 943 1612 1149"> <thead> <tr> <th colspan="2">Totals</th> </tr> </thead> <tbody> <tr><td>AA/BLACK</td><td>8</td></tr> <tr><td>LATINO</td><td>5</td></tr> <tr><td>ASIAN</td><td>3</td></tr> <tr><td>MIDDLE EASTERN</td><td>2</td></tr> <tr><td>WHITE</td><td>1</td></tr> </tbody> </table> <ul style="list-style-type: none"> <li>Neighborhoods:</li> </ul> <table border="1" data-bbox="1230 1239 1625 1443"> <thead> <tr> <th colspan="2">Totals</th> </tr> </thead> <tbody> <tr><td>D10</td><td>6</td></tr> <tr><td>D11</td><td>4</td></tr> <tr><td>D9</td><td>3</td></tr> <tr><td>D4</td><td>3</td></tr> <tr><td>D6</td><td>2</td></tr> </tbody> </table>	Totals		SPANISH	6	CANTONESE	2	MANDARIN	2	TAGALOG	1	TAISHANESE	1	WECHUN	1	VIETNAMESE	1	FARSI	1	ARABIC	1	Totals		AA/BLACK	8	LATINO	5	ASIAN	3	MIDDLE EASTERN	2	WHITE	1	Totals		D10	6	D11	4	D9	3	D4	3	D6	2
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G1, A.2	Conduct a project-based job	EN staff have worked on commercial and																																												

<b>On-the-job training</b>	training program focused on waste diversion, energy efficiency, toxics reduction, and urban forestry	residential projects in the ZW, EE, toxics reduction and urban forestry fields. Future projects will be dictated by internal and external funding and currently we are without urban forestry and commercial energy (EW) funding streams. All other funding from program areas will continue throughout the following year.
<b>G1, A.4</b> Training and Development	Provide leadership and project management opportunities for EN staff	En staff develop communication and technical skills by learning how to craft and tailor outreach messaging and use email, Google Docs and the Microsoft Office Suite. With their newfound skills, EN staff manage data collected from field activities, create and deliver presentations, and engage in professional communication with the public about their assigned projects. Prior to their positions with the EN program, most staff have not had the opportunity to lead project teams, hold project management roles, or use email and other computer programs for professional communication. These new skills make all EN participants more competitive in the job market.
<b>G1, A.6</b> EN skills development	Empower participants to become more engaged in their own skills development and pursue educational objectives	The EN Training Program <i>requires</i> all participants to map their short and long-term professional goals so that suitable support and resources can be offered. The <b>entire EN staff</b> has taken at least one City University course, and <b>over half</b> have been enrolled in courses at City College during their employment with the EN program.
<b>G1, B.9</b> Employer Networking	Networking is now taught as a skill for EN participants so that staff understand the importance of advocating for themselves and making connections with employers. Together, the Coordinators and EN staff network with new and existing partners to create prospective job opportunities.	
<b>G3, 25</b> Eco-literacy for PSTs	The EN team's financial support has shifted from Federal funding to internal, making SFE programmatic goals a priority. For this reason, a plan for this initiative was not developed. Until a funding source (internal or external) to pursue eco-literacy training for all City PSTs becomes a reality, this initiative will be tabled.	
<b>G3, 26</b> Fundraising	No longer developing an external fundraising plan to sustain the EN program. EN has established itself as an integral component of the outreach team and now operates as a service agency within the Department. The program's goal is to continue to produce quality outreach work so that internal programs areas that currently fund the program continue to do so. Through our production of high quality outreach work, the EN team hopes to expand its monetary support from a wider internal program base.	

**Future Projects:**

<u>Title</u>	<u>Description</u>
Toxics Reduction- Safe Medicine Disposal	EN has been promoting the Safe Medicine Disposal program to pharmacies throughout SF. The team has delivered posters and tear-offs to <b>92 pharmacies</b> . Going forward, EN will continue to replenish tear-offs at pharmacies and to further awareness; the team will begin offering posters and presentations to senior centers and clinics.
Toxics Reduction-Green Building	EN has been working with Green Building team on the ECBO. One staff member is tasked with providing technical support to commercial building owners during their benchmarking process and reaching out to commercial businesses that have not started the process. These efforts support the Green Business' team goal to reach a 75% compliance rate by November 2012.
Toxics Reduction- Green Business	EN will begin working with the Green Business team to <b>a.</b> develop a campaign to recruit new businesses and <b>b.</b> to help businesses in pipeline complete the certification process.
Toxics Reduction-Nail Salon	EN has played a pivotal role in recruiting Nail Salons to implement safer, less toxic practices and products. The team will continue to outreach to salon owners, by providing in-person visits and follow-up phone calls. To date, <b>16 nail salons have registered</b> for trainings and <b>223 salons have been visited</b> .
Clean Air- School Pool and Idling Reduction	The EN team has been collecting data for an anti-idling campaign at <b>14 schools</b> throughout SF. EN has also delivered outreach presentations and tabled at <b>22 schools</b> to promote the Clean Air team's carpooling program, School Pool. The team will continue to support these two initiatives over the next year.

## Strategic Plan Assessment for Outreach

July 1, 2010 – June 30, 2012

The overall goal of SF Environment's Outreach Program is to further position the city and Department as environmental leaders and to advance the Department's program and policy goals. We strive to deepen our relationship with the public through outreach methods that are as cutting edge as the Department's programs.

The Outreach Program has gone through a large makeover since August of 2011. Because of this, many of the actions laid out in the Outreach section of the Strategic Plan never manifested or were not tracked. The newly implemented team is looking forward to revisiting the plan to update it to reflect new direction and intention. Nonetheless, there were significant achievements that the outreach team accomplished, highlighted below.

Current Goal:

### **Design and deliver outreach activities that will achieve the behavioral change goals of Department programs**

Key Projects

- Insight Campaign
  - The Insight Campaign (ideas4sf.org) asked the question: **How can we make your home or neighborhood greener and healthier?** The idea was to engage city residents in a way that gathered feedback on what was important to them. Thousands of people participated. The top 5 responses were
    - Restore Sharp Park (187 Votes)
    - More Car-Free Zones (167 Votes)
    - More Bike Lanes (155 votes)
    - Better Public Transportation (154 Votes)
    - Restore Hetch Hetchy Valley (149 Votes)
- Checkout Bag Ordinance Outreach
  - Over 9000 businesses have been reached during our outreach to merchants in San Francisco in preparation for the amended checkout bag ordinance. 5 vendor fairs were held to offer city businesses a chance to work with manufacturers of compliant bags.
- Drug Take Back Campaign
  - Promoted new drug take back program to throughout all participating pharmacies in the city. Offered presentations to neighborhood groups on the program.
- New Website Launch
- New E-newsletter Launch
- Launched Neighborhood Composting Campaign (Richmond)
  - Launched a composting focused campaign designed to communicate specifically to local communities in San Francisco. To date, over 5000 homes have been reached. The campaign started in the Richmond and will be moving east in the fall.

**Strategic Plan Assessment for Environmental Education Program**

**July 2010- July 2012**

**Strategic Plan Goal 1:** Design and deliver educational activities for SF schools that will achieve the behavioral change goals of Department programs, as well as partner agencies (SPFUC, DPW)

**Projects Completed:**

<u>Project Name</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>
<b>Food to Flowers!</b> Lunchroom Composting Program	Present <i>Food to Flowers!</i> composting & recycling assemblies to 40 schools reaching 18,000 students and 800 teachers.	<ul style="list-style-type: none"> <li>• No. of schools reached: 62</li> <li>• No. of students reached: 25,441</li> <li>• No. of teachers reached: 1,000</li> <li>• Tons diverted from schools: 10,000</li> </ul>
<b>Field Trip Program</b>	Sponsor 170 pre-trip classroom presentations and free field trips to: <ul style="list-style-type: none"> <li>• Transfer Station + Pier 96 Recycle Central</li> <li>• SCRAP (Scroungers Center for Reusable Art Parts)</li> <li>• Garden for the Environment</li> <li>• Heron's Head Park (LEJ)</li> <li>• SF Botanical Garden</li> </ul>	<ul style="list-style-type: none"> <li>• No. of classroom presentations: 170</li> <li>• No. of sponsored field trips: 170</li> <li>• No. of students reached: 5,100</li> </ul>
<b>Stop Litter Assemblies</b>	Present assemblies to promote awareness and actions to help stop litter. (DPW)	<ul style="list-style-type: none"> <li>• No. of schools reached: 11</li> <li>• No. of students reached: 4,503</li> </ul>
<b>Save our Bay Presentations</b>	Give 120 classroom presentations to 3,600 5 <sup>th</sup> grade students to promote water pollution prevention. (SFPUC))	<ul style="list-style-type: none"> <li>• No. of presentations: 120</li> <li>• No. of students reached: 3,600</li> </ul>
<b>Our Water Presentations</b>	Give 30 classroom presentations + assemblies to 1500 students about water conservation. (SFPUC).	<ul style="list-style-type: none"> <li>• No. of presentations: 30</li> <li>• No. of students reached: 2,695</li> </ul>



**Strategic Plan Goal 5:** Train future environmental professionals in order to promote sound and effective environmental education that teaches students to protect nature.

**Projects Completed:**

<u>Project Name</u>	<u>Description</u>	<u>Metrics used to track success &amp; results</u>
<b>Staff</b>	Hire and train 2 new Associates and 4 Aides	<ul style="list-style-type: none"><li>• No. of associates hired: 2</li><li>• No. of aides hired: 4</li></ul>

**Strategic Plan Assessment for Toxics and Health (includes Urban Forestry/Urban Agriculture)**

**July 2010- July 2012**

**Strategic Plan Goal:** To safeguard human and environmental health from exposure to toxic chemicals.

**Projects Completed:**

<i>Project Name</i>	<i>Description</i>	<i>Metrics used to track success &amp; results</i>
<b>A.9</b> Nail Salon Program	Completed health and environmental assessment of nail product ingredients (polishes, removers, thinners). Recruiting salons to implement safer practices and use safer products.	<ul style="list-style-type: none"> <li>• No. of nail salons registered: 16</li> <li>• No. of salon technicians trained: 23</li> <li>• No. of nail salons reached: 223</li> </ul>
<b>B.40-42</b> Green Purchasing	Developed specifications for 4 product categories. City awarded 3 new green contracts Added performance rating feature to SFApproved to enable City users to share/rate their experience	<ul style="list-style-type: none"> <li>• No. of green specifications: 4</li> <li>• No. of City staff trained: 790</li> </ul>
<b>B.27</b> Pesticide Products	Continued trainings for City staff to ensure compliance with City's Integrated Pest Management Ordinance	<ul style="list-style-type: none"> <li>• No. of events for City staff: 10</li> <li>• Signed up 92 retailers to voluntarily discontinue selling hazardous rodent baits</li> </ul>
<b>C.43</b> Green Business Program	Businesses continue to implement greening measures set by the Green Business Program. Metrics are continually collected from businesses and inputted in our updated state database. New funding received from DTSC.	<ul style="list-style-type: none"> <li>• No. of GBs recognized: 180 (to date)</li> <li>• No. of businesses coached: 138</li> <li>• No. of events: 31</li> </ul>
<b>D.54</b> Safe Medicine disposal Program	Launched safe medicine disposal program through collaboration with producers, retail pharmacies, and City agencies (PUC, SFPD)	<ul style="list-style-type: none"> <li>• Medicine collected to date: 3,555 lbs</li> <li>• No. of sites: 13 pharmacies and 10 police stations</li> </ul>
<b>D.</b> Toxics Disposal	Expanded network of collection sites for residents to recycle/safely dispose of toxic waste	<ul style="list-style-type: none"> <li>• Lbs HW from residents: 2,926,475 (excluding e-waste)</li> <li>• Lbs e-waste: 3,156,333</li> <li>• No. of home pickups: 3,653</li> <li>• Gal of used oil recycled: 109,665</li> <li>• Number of oil filters recycled: 34,779</li> <li>• No. of oil filter collection events: 19</li> <li>• Lbs HW from businesses: 315,330</li> </ul>

<b>E.62</b> Producer responsibility for paint	Adopted regs for safe medicine disposal outreach Started negotiations with paint manufacturers for reimbursement of City's paint recycling expenses of 500K annually.	NA.
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**Strategic Plan Goal:** Protect the environment and public health in Environmental Justice (EJ) neighborhoods of San Francisco and support the capacity and education of local residents to address EJ concerns

<b>B.</b> Food Security and Locally Grown Fresh Produce	Promote community gardens, school yard gardens and urban agriculture	Launched an Urban Ag program (COE Approval in Jan 2011).  Directly supported ~200 local residents interested in Urban Ag and created resources for residents through: <ul style="list-style-type: none"> <li>• A feasibility study of Urban Ag in SF through Presidio School of Management</li> <li>• A toolkit for potential urban farmers.</li> <li>• Alemany Farm Plan (to be adopted by Rec and Park Commission on 8/16)</li> <li>• A website with centralized information on implementing urban Ag projects in the City</li> <li>• A revised Planning Code to enable commercial urban Ag in SF (fences and water issues)</li> </ul>
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**Strategic Plan Goal:** To promote a healthy and sustainable urban forest.

<b>A</b> Funding for urban forest program	Explored long-term funding mechanisms, such as working with the Climate Change Coordinator to include urban forest initiatives in climate change goals and programs such as the Local Carbon Fund.	Urban Orchards program funded through local Carbon Fund. Program has planted ~50 trees with local CBO partners
<b>B</b> Urban Forestry	Reported on citywide urban forestry activities through the Annual Urban Forest Report	<ul style="list-style-type: none"> <li>• Completed annual report (In fiscal year 2009-2010: 3,717 trees planted,</li> </ul>

Council		11,103 cared for. In fiscal 2010-2011: 2,753 trees planted and 14,052 cared for. Net decrease of 25.9% trees planted, net increase of 26.5% trees cared for. )
C Outreach on city tree management	Promoted UF through special events that highlight the importance and value of the urban forest.	<ul style="list-style-type: none"> <li>Organized and hosted SF Arbor Day Annual Resource Fair – 350 attended/yr</li> <li>Partnered with Friends of Urban Forest to organize annual Green Christmas program – 200-300 participants/yr, 100 trees/yr</li> </ul>

**Projects actively in process:**

A.3 Lighting	Developed green specifications for upcoming contract, waiting for OCA to award contract
B.17-19 Green cleaning training	Completed content on green cleaning and working with Outreach to create multi-lingual video training materials and other multi-lingual training tools
B.28 Pesticide products	Working with other city agencies and interested parties nationwide to develop guidelines for the design of buildings that prevent pest infestations and so decrease the need for chemical pesticides
D.51-52 Toxics Disposal	Continued ongoing maintenance and oversight of City's toxic waste collection infrastructure that includes 150+ retail collection sites, a permanent household hazardous waste drop-off facility and a home collection pick up service.
C Urban Gardening	Increasing communication opportunities within community gardens, between community gardens, and between gardeners and larger community (meetings, newsletter, website content)

**Future Projects:**

A.24 Cell phone right to know	Adopted regulations and materials for launching <b>cell phone</b> right to know project. Awaiting decision from Ninth circuit court before roll out.
B.14 Household cleaning product outreach	Instead developing a <b>residential toxics reduction</b> campaign that is broader in nature to provide the public with tips to reduce exposure to toxics in everyday products (food, plastics, cleaning chemicals)
B.40-42: General Green Purchasing	Update the SF Approved site to increase adoption of green standards and <b>green purchasing among large businesses</b>
B. Pesticide Products	Launched the <b>rat bait project</b> to ensure that retailers and residents do not sell/use rat baits containing pesticides that pose a high risk.

<p><b>C. 49</b> Green Business Program</p>	<p>No longer developing a fee structure, to prevent another barrier for businesses to adopt sustainability. Instead, we are focusing on organizing <b>monthly events</b> to attract the most committed businesses to participate. In addition, we are increasing efforts to conduct <b>outreach to State agencies</b> that may bring additional resources.</p>
<p>Urban Agriculture</p>	<p><b>Expand</b> UA goals to beyond EJ neighborhoods.</p>

**Strategic Plan Assessment for Zero Waste**

**July 2010- June 2012**

**Strategic Plan Goal:** Decrease disposal 9% (about 44,000 tons) annually to achieve zero waste by 2020.

**Projects Completed:**

<i>Project Name</i>	<i>Description</i>	<i>Metrics used to track success &amp; results</i>
<b>1</b> Phonebooks	Passed yellow pages opt-in ordinance.	Stayed by court until hearing.
<b>2</b> Grants	Awarded and managed grants.	Exceeded target of 4,000 tons per year diverted with 22 grants for \$1,170,212.
<b>3</b> Apartments	Continued ensuring residential mandatory recycling and composting ordinance compliance.	Rolled-out composting to 1,500 more and recycling at last 1,000 apartment buildings.
<b>5</b> Events	Continued ensuring event mandatory recycling and composting ordinance compliance.	Exceeded targets of ensuring 400 events recycling and composting, and 200 events over 50% diversion.
<b>8</b> Businesses	Continued ensuring commercial mandatory recycling and composting ordinance compliance.	Rolled-out composting to 3,000 more and recycling to last 2,000 commercial accounts.
<b>9</b> Foodware ordinance	Achieved foodware ordinance compliance.	Ensured compliance at all 4,500 food service establishments.
<b>10</b> Debris	Achieved construction and demolition debris recovery ordinance compliance.	Registered 400 transporters and 12 facilities.
<b>13 &amp; 14</b> City	Recycled scrap metal, managed the Virtual Warehouse, expanded recycling and composting, and trained employees and recycling coordinators.	Exceeded targets of recycling 3,000 tons of scrap metal, expanding recycling and composting at 100 locations, and training 150 coordinators. Trained over 3,000 employees and documented \$2.6 M in cost avoidance.
<b>22</b> CA legislation	Supported CA legislation mandating recycling at apartments and businesses.	Passed and achieved SF compliance with AB 341.
<b>23</b> SF and CA legislation	Supported SF bag ordinance expansion and CA legislation improving labeling on compostable bags and all other compostable plastics, and initiating carpet producer responsibility.	Passed bag ordinance expansion, and SB 228 & 567 (labeling) and AB 2398 (carpet).
<b>24</b> Landfill	Aided in negotiating new landfill agreements.	Board of Supervisors approved new agreements.

**Projects actively in process:**

All	
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**Future Projects:**

None	All projects are on going
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