



CITY AND COUNTY OF SAN FRANCISCO  
**COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT**

March 23, 2021

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***This report covers San Francisco Department of the Environment updates for the period of January 1, 2021 – February 28, 2021. Glossary of acronyms at bottom of report.***

**Residential Programs**

- OUTREACH/TOXICS - Between January 28 and February 28, 2021 three ad campaigns were revived to raise awareness around recycling used motor oil and filters, one in English (digital static ads), one in Chinese (digital and print ads), and one in Spanish (digital video ads). A portion of the English-language ads were adapted to specifically reference oil filters, as survey research indicated a larger knowledge gap on the need to recycle filters. Ads were culturally resonant and high-performing and directed traffic to SFE's Used Oil landing pages in English, Chinese, and Spanish with details on where and how to recycle used motor oil. English ads received over 12,000 clicks and over 1 million impressions, Chinese ads received over 7,000 clicks and over 1.5 million impressions, and Spanish video ads received over 500,000 views and more than 3.5 million impressions.
- OUTREACH (ENVIRONMENTAL ED): Gave 92 virtual presentations to 20 Schools. Reached 2,018 students and 92 staff members (Districts 1,2,3,4,7,9)
- OUTREACH (ENVIRONMENTAL ED): In partnership with SFUSD and Recology, the team created three multilingual educational videos instructing teachers and students on zero waste practices for re-opening schools. Videos have been distributed to 40 schools that plan to re-open in March.
- OUTREACH (ENVIRONMENTAL ED): Offered 9 Garden for the Environment virtual field trips to 8 Schools. Reached 364 students and 15 staff members (Districts 1,2,3,4,7,8,9)
- OUTREACH (ENVIRONMENTAL ED): Offered 14 Recology virtual field trips to 9 schools. Reached 327 students and 17 staff members (Districts 2,3,4,6,7,9,11)
- OUTREACH (ZERO WASTE): Environment Now, in partnership with the Zero Waste Residential Team and Recology, conducted a pilot outreach project focused on addressing waste overflow with 19 residential customers in District 11. Outreach resulted in 9 residential customers increasing their waste services to avoid overflow.

- ENERGY: The Energy Team, in partnership with Outreach, continued to ramp-up activities for EnergyAccessSF, the latest local government partnership with PG&E. EnergyAccess SF provide residents and small businesses in San Francisco's disadvantaged and low-income communities with access to energy services and rebate programs. Activities completed during the reporting period include navigating the transfer of energy usage information from PG&E to EnergyAccessSF, finishing up the database to track outreach and leads conversion, coordinated with PG&E's energy efficiency program implementer, and refining coordination between our program partners, Ohmconnect, Radian Labs, and Recurve Analytics.
- ENERGY: The BayREN Multifamily program is on track to meet its 1,216-units served goal. Activities during this reporting period include conducting project close-outs and virtual verifications.
- ZERO WASTE: Sent 11 Refuse Separation Compliance Ordinance (RSO) good job letters, 5 notices of violation, and 2nd and 3rd warning letters resulting in productive meetings with both. Reviewed 4 plans and provided feedback. Hosted affordable housing manager RSO training with EJ and ensured high turnout (38 property and regional managers). Developed virtual assessment protocol for composting bin removal requests (approved 5 and denied 2). Resolved conflict among 4 tenants and property managers, leading to improved service, signage and/or accessibility. Responded to 13 other public inquiries. Met with Stanford graduate students on biochemical plastics processing. Met with Rubbish on their litter app and launched SFRecycles with Outreach. Completed D11 bin overflow pilot with Environment Now, calling properties and offering additional refuse service and how to maximize recycling and composting.

### **Commercial Programs**

- ENERGY: The collaboration between CleanPowerSF and SFE continues. During the reporting period, the teams continued to strategized on ways to overcome the funding gap that emerged in the Fall, 2020.
- ENERGY: The BayREN Business program is nearly ready for launch. Activities completed in this reporting period include collecting contracting documents from the program implementer, JouleSmart, testing the database, revising the measurement and verification to fit pandemic conditions, and creating a draft of the website.
- ENERGY: The BayREN Microloan program received 18 loan applications and executed 1 loan for \$2,500 in January. The total for the program so far is 3 loans sent to Bay Area businesses totaling \$7,500 and 54 applications sent in.
- ZERO WASTE: Participated in ReusableSF (network focused on reusable foodware policy) meetings. Facilitated beginning of a regional initiative to enforce opt-in foodware accessories by third-party delivery platforms. Finalized flier for adequate refuse space calculator. Met with SFPW, Recology and SF Conservation Corps (SFCC) to facilitate free resources provided by SFCC for illegal dumping support. Reviewed 14 RSO audits and sent 5 good job letters and 3 notices of violation. Deployed on 3-week DSW assignment with Joint Information Center Virtual Outreach Team to support COVID-related Zoom meetings for city agencies and NGOs.

Approved 12 final demolition debris recovery plans recovering 96% and 3,050 tons, and 19 final material reduction and recovery plans recovering 85% and 2,224 tons. Held 2 municipal Green Halo Systems trainings for city partners with 135 attendees. Added 3 registered transporters and issued 8 renewals. Visited 142 addresses issued DBI permits, resulting in 13 weight ticket requests, 12 transporter registration inquiries and 6 referrals to SFPW for permitting follow-up. Held first 2021 All For Reuse Alliance workshop with BC3 and StopWaste for 50 large owners, renters and developers from over 15 companies in SF and Alameda County to pledge to rescue and reuse materials in their commercial interior improvement projects.

- ZERO WASTE (OUTREACH): The Commercial ZW team and Environment Now worked with 16 small commercial businesses to conduct virtual waste assessments as part of the Compliance Verification Project. This project helps small businesses determine proper waste service levels for their business and provides overall support for waste best practices.

### **City Department Programs**

- ENERGY: The EV Team continued to collaborate with the SFMTA to expand EV charging infrastructure in municipally owned parking lots and garages. Activities include finalizing the Request for Proposal.
- ENERGY: The EV Team initiated discussions with the Department of Public Works (DPW) on a pilot project to replace older, diesel-powered service vehicles. The purpose of the pilot is to develop a replicable process to replace other DPW diesel and gas-powered vehicles. The process includes technical assistance and finding funds.
- ENERGY: Currently, our planning codes do not directly allow for large EV charging projects. Thus far, large-scale EV-charging projects like charging plazas have been found to comply with planning codes written for gas stations (Planning Code, SEC. 890.14) or auto service stations (Planning Code, SEC. 890.18), depending on the amenities associated with the requested facility. The City's Planning Code does not provide an explicit category for stand-alone EV charging stations. Therefore, these applications require an EV service provider and Planning to work out a permitting pathway, on a case-by-case basis, utilizing planning code provisions designed for gas stations. The existing use categories are an imperfect fit for this new use, with limitations more appropriate for the facilities they were intended to address than less-impactful EV charging stations. The EV Team initiated discussion with Planning to add EV charging as a land use in the City Planning Codes.
- ZERO WASTE: Presented to 278 city employees, 155 at Zero Waste Coordinator workshops. Conducted site visit with Animal Care and Control (ACC) and Real Estate Division to finalize plans and placement of centralized collection stations at new ACC site. Reviewed and provided adequate refuse service at SFMTA and 2 Recreation & Parks locations. Provided internal composting and recycling bins, and stickers and signs to Department of Emergency Management, Retirement, Sheriff and 3 Recreation & Parks locations. Provided zero waste language for Committee on Information Technology green purchasing policy.

## **Citywide/Cross-Sector Programs or Initiatives**

- OUTREACH (Sustainable Transportation): The Essential Worker Ride Home program continues to provide reliable and safe taxi rides home from work for essential employees. SFE has received 864 total applications, 300 of which have been approved, and has reimbursed more than 2,203 taxi rides home to essential workers.
- OUTREACH/CLIMATE: The Climate Action Plan public engagement process, which launched mid-December, will be extended through March to gather community input on draft strategies and actions. SFE has hosted nine public workshops and 10 community presentations to garner feedback from a diverse set of the San Francisco community. To date, more than 500 participants have been engaged through workshops, an online survey, community presentations, and the open house platform. The final community workshop will be held on March 20.
- ZERO WASTE: Worked with Climate team and UC Berkeley Cool Climate Network to develop a new climate emissions reduction target based on the consumption-based emissions inventory to be included in the Climate Action Plan and Chapter 9. Participated as subject experts in Climate Action Plan public engagement workshop, answering questions on strategies and actions.

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

- ZERO WASTE: Attended CPSC Board and Policy and Education Advisory Committee meetings.

## **Press and Media Highlights**

- [The food paradox](#): San Francisco has been one of the pioneer cities in reaching "zero waste," meaning no garbage to landfills. (San Mateo Daily Journal)
- [Curbside Pickup Of Christmas Trees Scheduled For Early January](#): City officials on Saturday reminded residents that San Francisco's curbside pickup of holiday trees will take place in early January. (SF Gate)

## **Proposals submitted and grants and contracts awarded TO the Department**

- ZERO WASTE: Submitted nomination with C40 for Earthshot Prize for SF's composting program and carbon sequestration through compost.

## **Requests for Proposals issued, Contracts and grants awarded FROM the Department**

- ZERO WASTE: Completed racial equity scan and finalized 2021-2023 Zero Waste grants announcement.

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

- OUTREACH (ENVIRONMENTAL ED): Participated as industry professionals for Abraham Lincoln High School's Green Academy Student Development program.

- OUTREACH (ENVIRONMENTAL ED): Participated as a speaker for Balboa High School Eco Club sponsored by the Balboa High School Eco Club.
- ZERO WASTE: Spoke about SF challenges at C40 Food Waste Action Lab and learned from UK Wrap on their household wasted food reduction campaigns. Presented at California Resource Recovery Association and CalRecycle SB 1383 webinars on SF's compliant composting program and mandatory policies. Participated as an activator with the US Plastics Pact to create a road map to reach ambitious 2025 packaging reduction and other targets. Participated in two sessions hosted by Biocycle and the Biodegradable Products Institute with over 50 other stakeholders (including Recology) regarding compostable packaging.

### **New Staff and Staff Changes**

- ADMIN: Ricky Leung joins the Admin team as the new IT Administrator, where he will be working closely with the Admin team to support SFE's IT needs. Ricky formerly provided IT support for the SF Police Department.

### **GLOSSARY**

ABAG: Association of Bay Area Governments  
 ACCO: Association of Climate Change Officers  
 AOA: Apartment Owners Association  
 BAAQMD: Bay Area Air Quality Management District  
 BOMA: Building Owners and Managers Association  
 BayREN: Bay Area Regional Energy Network  
 BC3: Business Council on Climate Change  
 C40: C40 Cities Climate Leadership Group  
 CAEECC: California Energy Efficiency Coordinating Committee  
 CalGreen: California State Green Building Code  
 CARB: California Air Resources Board  
 CEC: California Energy Commission  
 COIT: Committee on Information Technology  
 CNCA: Carbon Neutral Cities Alliance  
 CPSC: California Product Stewardship Council  
 CPUC: California Public Utilities Commission  
 DBI: SF Department of Building Inspection  
 DER: Distributed Energy Resources  
 DOE: U.S. Department of Energy  
 DPH: SF Public Health  
 DOT: U.S. Department of Transportation  
 ECBO: Existing Commercial Building (energy benchmarking) Ordinance  
 EJ: Environmental Justice  
 EPA: U.S. Environmental Protection Agency  
 EV: Electric Vehicle  
 EVWG: Electric Vehicle Working Group

FAA: Federal Aviation Administration  
FCEV: Fuel Cell Electric Vehicles  
FUF: Friends of the Urban Forest  
GARE: Government Alliance on Race and Equity  
GHG: Green House Gas  
HERO: Home Energy Renovation Opportunity HOPE SF: Housing Opportunities for People Everywhere, San Francisco  
HHW: Household Hazardous Waste  
ILG: Institute for Local Governments  
IOU: Investor Owned Utility  
IPM: Integrated Pest Management  
kW: Kilowatt  
kWh: Kilowatt hour  
LEED: Leadership in Energy and Environmental Design Green Building Rating System  
LGC: Local Government Commission  
LGSEC: Local Government Sustainable Energy Coalition  
NCRA: Northern California Recycling Association  
NREL: National Renewable Energy Laboratory  
PACE: Property Assessed Clean Energy  
PEV: Plug-in Electric Vehicle  
PV: Photovoltaic  
RAD: Rental Assistance Demonstration  
SFE: San Francisco Department of the Environment  
SFECC: SF Energy Efficiency Coordinating Committee  
SFEW: SF Energy Watch  
SFO: SF International Airport  
SFMTA: SF Municipal Transportation Agency  
SFPL: San Francisco Public Library  
SFPUC: SF Public Utilities Commission  
SFPW: SF Public Works  
SFUSD: San Francisco Unified School District  
Title-24 2016: California Energy Code 2016 version  
UCSF: University of California, San Francisco  
UFC: Urban Forestry Council  
USDN: Urban Sustainability Directors Network  
USDOE: United States Department of Energy  
USDOT: United States Department of Transportation  
U.S. EPA: US Environmental Protection Agency  
USF: University of San Francisco  
USGBC: United States Green Building Council  
ZNE: Zero net energy  
ZW: Zero Waste