



**SF Environment**

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A Department of the City and County of San Francisco

London N. Breed  
Mayor

Deborah O. Raphael  
Director

City and County of San Francisco  
Commission on the Environment  
Operations Committee\*

## **REGULAR MEETING MINUTES APPROVED**

Wednesday, April 18, 2018, 5:00 p.m.  
City Hall, Room 421  
One Dr. Carlton B. Goodlett Jr. Place  
San Francisco, CA 94102

**COMMITTEE MEMBERS: Commissioners Heather Stephenson (Chair), Lisa Hoyos and Sarah Wan.**

### **ORDER OF BUSINESS**

Public comment will be taken before the Committee takes action on any item.

#### **1. Call to Order and Roll Call.**

The Commission on the Environment Operations Committee meeting was called to order at 5:04 p.m.

Present: Commissioners Stephenson, Hoyos and Wan.

#### **2. Approval of Minutes of the January 17, 2018 Commission on the Environment Operations Committee Meeting.** (Explanatory Document: January 17, 2018 Draft Minutes) (Discussion and Action)

Upon a motion by Commissioner Hoyos, and a second by Commissioner Wan, the minutes were approved without objection. (Ayes: Commissioners Stephenson, Hoyos and Wan. Noes: None)

There was no public comment.

#### **3. Public Comment.** Members of the public may address the Committee on matters that are within the Committee's jurisdiction and are not on today's agenda.

There was no public comment.

#### **4. Presentation on the 2017 Department of the Environment web and social media outreach.**

Speakers: Zoey Kroll, Internet Communications Coordinator and Sarah Peters, Outreach Communications Assistant (Discussion)

Sarah Peters, Outreach Communications Assistant, discussed the Department's social media outreach activity including the simplicity of social media, the various platforms, growth in followers, how the Department communicates, the average follower, reaching all populations,

tone of postings, feedback, the characteristics of effective social media activity and evaluating the impact.

Zoey Kroll, Internet Communications Coordinator, discussed the Department's website analytics including goals of access and engagement, pageviews, visitors, location of visitors, top referring websites, content leadership on search engines, culturally relevant content, multilingual engagement, reasons people are visiting the website, highly trafficked sites, SFRecycles.org site, a redesigned signmaker application and the recent acceptance of the Users First award from the Mayor's Office of Innovation.

Commissioner Stephenson asked about codifying the concept of the Department's social media voice, the difference in the mobile versus desktop visits, a plan for mobile visits to the site, using web traction to inform outreach efforts and outreach efforts to the tech industry with the signmaker technology.

Commissioner Wan discussed the creative and thoughtful translation to Chinese on the website.

Commissioner Hoyos asked about the relationship between web traffic and outreach efforts based on the signmaker application.

Commissioner Stephenson asked about using a portable printer onsite to print signs and about the budget for advertising.

Commissioner Hoyos asked about traffic on Spanish and Chinese websites.

There was no public comment.

**5. Presentation on school education outreach for the new zero waste programs.** Speaker: Tamar Hurwitz, Senior Environmental Specialist (Discussion)

Tamar Hurwitz, Senior Environmental Specialist, discussed new Recology programs starting in July 2017, policies regarding the disposing of cartons and coffee cups, teaching K-12 students the new policies, meeting with San Francisco Unified School District Superintendent Matthews, updating signage in schools, the creation of new posters, development of certificates for elementary school students, the creation of buckets and strainers for milk, visiting schools at lunchtime, staff time dedicated to outreach, number of schools and students reached, a poster contest in the Sunset and Richmond Districts and the Annual School Award Ceremony.

Commissioner Hoyos asked about the challenges of students now eating breakfast in classrooms.

Commissioner Stephenson asked about what percentage of schools have the Education Outside program.

Commissioner Hoyos asked about using school site councils or Parent Teacher Associations to do outreach about zero waste programs.

There was no public comment.

**6. New Business/Future Agenda Items.** Charles Sheehan, Policy and Communications Director (Discussion)

Charles Sheehan, Policy and Communications Director, discussed items for the July Operations Committee meeting including an update on the budget that was submitted to the Mayor and Board of Supervisors and an update on the battery recycling campaign.

There was no public comment.

**7. Adjournment.**

The meeting was adjourned at 6:10 p.m.

**The next meeting of the Commission on the Environment Operations Committee is scheduled for Wednesday, July 18, 2018 at 5:00 p.m. in City Hall, Room 421.**

Copies of explanatory documents are available at (1) the Commission's office, 1455 Market Street, Suite 1200, San Francisco, California, 94103 between the hours of 9 a.m. and 5 p.m., Photo identification is required for entry to the building. (2) on the Commission's website <http://www.sfenvironment.org/commission>; (3) upon request to the Commission Affairs Manager, at telephone number 415-355-3709, or via e-mail at [Anthony.E.Valdez@sfgov.org](mailto:Anthony.E.Valdez@sfgov.org). If any materials related to an item on this agenda have been distributed to the Committee after distribution of the agenda packet, those materials are available for public inspection at the Department of the Environment, 1455 Market Street, Suite 1200, San Francisco, CA 94103 during normal office hours or will be made available on the Commission's website <http://www.sfenvironment.org/commission> as attachments to the agenda or meeting minutes.

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