



SF Environment

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A Department of the City and County of San Francisco

Edwin M. Lee
Mayor

Deborah O. Raphael
Director

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

MEETING MINUTES APPROVED

Wednesday, April 19, 2017, 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) 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 convened at 5:04 p.m. (Present: Commissioners Stephenson and Wan)
- 2. Approval of Minutes of the January 24, 2017 Commission on the Environment Operations Committee Meeting.** (Explanatory Document: January 24, 2017 Draft Minutes) (Discussion and Action)

Upon a motion by Commissioner Wan and second by Commissioner Stephenson, the minutes of the January 24, 2017 Commission on the Environment Operations Committee meeting were approved without objection (Aye: Commissioners Stephenson and Wan; No: None).

Public Comment:

David Pilpel discussed non-substantive edits that will be provided to the Commission Affairs Manager.

- 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. Update on Fiscal Year 2017-18 and 2018-19 budget for the Department of the Environment.** Sponsor: Jennifer Kass, Deputy Director; Speaker: Joseph Salem, Program Manager, Finance and Administration (Discussion)

Joseph Salem, Program Manager, Finance and Administration, discussed the Annual Appropriation Ordinance that was submitted to the Mayor's Office on February 21, 2017, updates since the last Operations Committee meeting, the Department's balanced budget, an increase of \$2.6 million dollars in the Department budget, program budgets for Biodiversity, Clean

Transportation, Climate, Environmental Justice, Outreach, Green Building, Zero Waste and Urban Forestry and the process of working with the Board of Supervisors budget analyst in June.

Commissioner Stephenson asked if there were staffing losses in areas in the budget where there are funding decreases and how it is determined where Outreach programming dollars are spent.

Commissioner Wan asked if the Step Up and Power Down funding was a one time allocation.

Commissioner Stephenson asked if there would be another budget presentation to the Committee after the Board of Supervisors budget process and pass through dollars for the Cigarette Liter Abatement Fund.

Public comment:

David Pilpel discussed program names in the current budget system, the inclusion of a sources page in budget presentations, the budget schedule and a nexus study on the Cigarette Abatement Fee.

Jonathan Stage discussed the Green Building Budget and staffing costs.

5. Presentation on outreach regarding the Food Service and Packaging Waste Reduction Ordinance (polystyrene ban). Speakers: Donnie Oliveria, Outreach and Communications Manager and Miguel Guerrero, Environmental Assistant (Discussion)

Donnie Oliveria, Outreach and Communications Manager, introduced the item.

Miguel Guerrero, Environmental Assistant, discussed passage of the Expanded Polystyrene (EPS) Foam Ordinance by the Board of Supervisors, why the need to ban EPS, support for the ordinance, what the ordinance included, the Department's outreach to educate the public about materials that were restricted in the ordinance, a Department webpage, resources that were provided to businesses including a mailing, in-person outreach to business owners, compliant businesses, non-compliant businesses, findings on the EPS materials that were found being used in businesses, press coverage on the ordinance and next steps.

Commissioner Stephenson asked about earned media for the campaign, what ability retailers and franchises have for removing EPS from their inventory and whether or not businesses were in compliant with the previous ban.

Commissioner Wan asked about the enforcement for the businesses that were not in compliance and what the biggest barrier is for businesses to comply with the ordinance.

Commissioner Stephenson asked about how the Department coordinates with businesses that import products to San Francisco with EPS packaging.

Public Comment:

David Pilpel discussed the outreach materials to businesses and including a date, the phone number on the outreach materials, outreach to neighboring jurisdictions and the disposal of PLAs.

Commissioner Wan asked if there are any other cities or counties that have the same ordinance as San Francisco.

Commissioner Hoyos joined the meeting at 5:50 p.m.

6. Presentation on the 2016 successes and the 2017 plans for the Step Up Power Down campaign.

Speakers: Miguel Guerrero, Environmental Assistant and Becca Raybin, Outreach Associate (Discussion)

Becca Raybin, Outreach Associate, discussed an overview of the Step Up and Power Down campaign, campaign goals, initial outreach, driving behavior change, planning, collateral, a comprehensive tracking system, customer relationship management, geographic roll out, pilot testing, recognition, social media, out of home advertising, lessons learned, results of meeting the goals of 23,000,000 kWh saved and moving forward.

Commissioner Stephenson asked about coordinating outreach across various programs when reaching out to the same businesses, definition of the outreach area and whether or not the Department received the award.

Commissioner Wan asked about how the area had been selected for the pilot program and plans to expand the program.

Public Comment:

David Pilpel discussed coordinating outreach to businesses.

7. Update on the progress of the Zero Waste Community Council. Speaker: Kevin Drew, Senior Residential and Special Projects Zero Waste Coordinator (Discussion)

Kevin Drew, Senior Residential and Special Projects Zero Waste Coordinator, discussed the history of the Zero Waste Community Council, securing funding, the Council meetings and the discussions of compliance in Chinatown, space challenges in Chinatown, efforts to identify solutions, working with partners and coordination with Hogan West and Chinatown Community Development Center programming and buildings.

Commissioner Wan asked about community concerns regarding the refuse rates.

Commissioner Stephenson asked if the purpose of the Council is for planning or for implementation and outreach.

Commissioner Wan discussed moving forward with a pilot with the solutions that were identified in the meetings.

Commissioner Hoyos asked how close the City is towards reaching its Zero Waste goals and discussed the destination of plastics and compost.

Guillermo Rodriguez, Policy and Communications Director, said that the full Commission will discuss San Francisco's Zero Waste goals at the July meeting and described some of the steps being taken by San Francisco to address the challenge.

Commissioner Hoyos asked about sorting of black bins off site.

Commissioner Stephenson asked about San Francisco's diversion rate.

Public Comment:

Unidentified speaker discussed recycling soft plastics.

David Pilpel discussed the importance of having future conversations in Zero Waste and the implications of state policy.

8. New Business/Future Agenda Items. Guillermo Rodriguez, Policy and Communications Director (Discussion)

Guillermo Rodriguez, Policy and Communications Director, discussed future items for the Committee including implementation of a customer relations management tool at the Department, investments in technology and the School Education Program.

Commissioner Stephenson asked if the technology update could include a discussion on city-wide updates to technology and how they impact programs such as green purchasing and the relationship with San Francisco customer relations management companies.

There was no public comment.

9. Adjournment. The meeting was adjourned at 6:59 p.m.

The next meeting of the Commission on the Environment Operations Committee is scheduled for Wednesday, July 19, 2017 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. 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.

Anthony Valdez, Commission Affairs Manager
TEL: (415) 355-3709; FAX: (415) 554-6393

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