



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

May 25, 2021

This report covers San Francisco Department of the Environment updates for the period of March 1, 2021 – April 30, 2021. Glossary of acronyms at bottom of report.

Residential Programs

- ENERGY: The Energy Team, in partnership with Outreach, continued to ramp-up activities for EnergyAccess SF, the latest local government partnership with PG&E. EnergyAccess SF provide residents and small businesses in San Francisco's disadvantage and low-income communities with access to energy service and rebate programs. Activities completed during the reporting period include: 1) successfully transferred residential and non-residential utility data from PG&E to SFE and SFE's data analytics consultant; 2) analyzed the data to identify groups of high energy users in single-, multi-family, and small business sector; 3) finished mailers and call-scripts; 4) finished the tracking database; 5) developed the referral process; 6) trained the latest cohort of Environment Now staff to make / answer calls; and 7) presented a general update to PG&E's satisfaction. Mailers will go out mid-May.
- ENERGY: The BayREN Multifamily program is on track to exceed its 1,216-units served goal. Activities during this reporting period include the transitioning of project managers (from Devon Berry to Claudia Espino) and providing technical assistance to program participants.
- OUTREACH/TOXICS: Between March 1, 2021 and April 30, 2021 three ad campaigns were revived to raise awareness around recycling used motor oil and filters, one in English (digital static and search engine marketing ads), one in Chinese (digital and print ads), and one in Spanish (digital video ads). 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 10,000 clicks and over 2.9 million impressions, Chinese ads received over 11,000 clicks and over 2 million impressions and Chinese print ads reached over 180,000 readers, and Spanish video ads received over 280,000 views and more than 550,000 impressions. Ads (gif and static ads) were also launched in English, Chinese, and Spanish to promote free oil-changing kits with valves to reduce spills for residents who change their own oil. As of April 30, 108 residents have filled out an application for oil-changing kits.
- OUTREACH (ENVIRONMENTAL ED): Gave 59 virtual presentations to 18 Schools. Reached 1,209 students and 59 staff members (Districts 1,3,4,7,8,9,10,11)

- OUTREACH (ENVIRONMENTAL ED): Offered 16 Garden for the Environment virtual field trips to 10 Schools. Reached 583 students and 26 staff members (Districts 1,2,3,5,7,9,10)
- OUTREACH (ENVIRONMENTAL ED): Offered 11 Recology virtual field trips to 8 schools. Reached 329 students and 14 staff members (Districts 1,3,5,7,9)
- OUTREACH (ENVIRONMENTAL ED): Participated as industry professionals for Garfield Elementary School's SMELC Impact Project Presentations.
- OUTREACH: Between April 1 and April 30 the third annual Climate Action Month (CAM) 2021 was live with a revamped events webpage featuring 125 events, primarily supporting partner organizations. SFE staff co-hosted and participated in 13 virtual events, drawing over 3,000 attendees/viewers. Google search ads, and Facebook and Instagram ads marketed both the CAM landing page as well as ads featuring specific SFE-organized events, delivering over 2.8 million impressions and over 16,000 clicks. To reach a broader audience via non-digital channels, 1,000 bookmarks featuring the CAM webpage were given to SF Public Library to distribute to residents picking up books. Department hosted San Francisco Youth Climate Summit on Youth, a day-long Earth Day celebration with summit events for youth and school audiences.
- OUTREACH (ENVIRONMENT NOW)/TOXICS: Delivered two in-language (Chinese and Spanish) Healthy Homes presentations for Climate Action Month through the SF Public Library's web platform. Environment Now will be working with the Toxics team to record Spanish and Chinese versions of the presentation to be used as a training tool when live presentations are not possible.
- ZERO WASTE: Approved Refuse Separation Compliance Ordinance (RSO) plan and conducted zero waste facilitator training for custodial staff at 1 apartment building, and reviewed audits and discussed requirements with property management at 3 others. Sent 13 RSO good job letters and 8 notices and met virtually with 5 of the 8. Met with 2 previously non-responsive properties and 1 passed a re-audit. Drafted and posted RSO affordable housing content on SFE website. Conducted site visits with EJ at 2 affordable housing properties to determine adequate refuse service adjustments. Conducted reduce, reuse and recycling presentation to staff of Parsable. Finalized new event requirements and PowerPoint and presented to 2 event companies.

Commercial Programs

- ENERGY: The collaboration between CleanPowerSF and SFE is nearing finale. During this reporting period, PG&E made changes to its budget that adversely impacted the budget of our proposed program. The team investigated ways to mitigate these impacts. At the end, our budget has to decrease by 50%. Undeterred, the team revised the budget and anticipated energy savings goals. CleanPowerSF staff will be seeking internal approval to officially file the application with the California Public Utilities Commission in the Summer.

- ENERGY: The BayREN Business program has launched. Activities completed in this reporting period include certifying the contract with the program implementer, finishing the database, and updating the program website and various program documents.
- ENERGY: The BayREN Microloan completed three outreach events, received over 50 applications, and funding one loan.
- ENERGY: Every 4 years, the US DOE-sponsored Clean Cities Coalition must be evaluated in order to receive the CC designation. During this reporting period, the EV Team initiated the work required to receive designation.
- ZERO WASTE: Worked with ENIRONMENT NOW to improve source separation at 45 small commercial accounts. Reviewed and approved 17 RSO audits (11 passed and sent notices to 6). Met with 2 large refuse generators to review and approve their RSO compliance plans. Presented on RSO to BOMA Code Committee. Posted adequate refuse collection space calculator, design guide and flier on our website and presented on them to Green Building Code Advisory Committee. Visited 86 addresses issued DBI permits, resulting in 12 weight ticket requests, 2 transporter registration inquiries and 5 referrals to SFPW for permitting follow-up. Reviewed 62 initial Material Reduction & Recovery Plans (MRRP) and 59 Final Summary MRRP recovering 91% and 1,086 tons. Launched Green Halo municipal projects portal to track Environment Code Chapters 7 & 14 debris recovery compliance. Worked with DPH to re-allow customer-brought reusable cups and containers (and bulk bins).
- TOXICS: Environment Now, alongside members of the Toxics and Green Business team conducted outreach to 166 corner stores and hardware stores as part of a campaign to increase the number of vendors carrying safer cleaning and disinfectant products. The outreach effort resulted in 17% (28 businesses) taking a pledge to carry these safer products. These businesses are being promoted on the SF Safer Cleaning Products campaign webpage to help consumers find these products in their neighborhoods alongside larger grocery stores that are known to carry such products.

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.
- ENERGY: The EV Team continued to work with the Planning Department to advance adding EV charging as a primary use (instead of a conditional use) to the Planning Code. The EV team also continued to work with the SF Police Department to draft the rules and regulations for EV Charging in Commercial Parking Garage and Lots Ordinance. Th team also worked with the Department of Technologies to automate the compliance process.
- ENERGY: The Energy Team continues to work with the Department of Public Health and the Office of Economic Workforce and Development to design the Fix Lead SF program. During the reporting period, the team sought advice from the Mayor's Office of Housing, City Attorney's Office and Risk Management. In addition, the team held several "listening sessions"

to solicit stakeholder feedback. Participants included affordable housing managers and developers and lead abatement contractors.

- ZERO WASTE: Provided adequate refuse service at 1 SFMTA and 1 Rec & Park (RPD) location. Reduced interior trash, ordered internal composting and recycling bins, and relabeled and signed bins at Fire Department, Animal Care & Control, RPD, City Attorney, DPH and SFMTA. Set up central collection stations at Adult Probation's new facility. Presented to 99 city employees. Provided IT packaging reduction recommendations that were adopted at COIT Policy and Green Tech Purchasing Policy meeting. Participated in Sustainable Purchasing Leadership Council peer learning circle public sector discussion. Met with Carpet America Recovery Effort to discuss SF collection and reviewed micro-grant applications. Attended Preventing Litter and Reducing Waste Through Data and Engagement webinar.
- CLIMATE: The Climate Team continued to work on the engagement and development of the City's Climate Action Plan. The Environmental Justice team continued to work on Phase I of the Racial Equity Action Plan.

Citywide/Cross-Sector Programs or Initiatives

- ZERO WASTE/CARBON FUND: Completed a USDN-funded tool to help cities quantify and redirect organic waste streams into climate stabilizing resources, such as application on rangelands. The tools and companion process guide help cities assess the potential carbon drawdown impacts of their organics waste stream and integrate these tools and systems into typical city waste management systems.
- 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 870 total applications, 300 of which have been approved, and has reimbursed more than 2,768 taxi rides home to essential workers.
- OUTREACH/CLIMATE: The Climate Action Plan public engagement process, which took place mid-December to March 26, reached 238,845 people—which includes people who saw social media posts or visited the website—and actively engaged 5,777, meaning people either took the survey, attended an online workshop or presentation, provided comments on the online open house platform, or interacted with social media content. During the engagement process, SFE hosted one kick-off webinar with Mayor Breed, 10 public workshops (one in Spanish and one in Chinese), 11 community presentations, and received more than 1,400 comments on the online open house platform as well as 9 emailed comment letters from different stakeholder groups in the city. SFE staff is now integrating the community feedback into the final Climate Action Plan report.
- ZERO WASTE: Attended presentation on newest Google application that could be used for food waste prevention. Imperfect Produce joined Kitchen Zero SF (KZSF) and began donating produce utilizing Replate. Identified 879 more leads for KZSF. Facilitated CAM Edible Food Recovery panel discussion. Met with Hayes Valley Neighborhood Association, RPD and SFPW to discuss refuse management and upstream solutions to combat litter generated by businesses and consumers. Cascadia Consulting Group completed Recology material

characterization and brand audit. Accomplished CalRecycle annual program review and site visit remotely.

- CLIMATE: Three public trainings have been completed on the “All Electric New Construction Ordinance” that will take effect on June 1, 2021. The Climate team participated in two webinars with the Planning Department, SFDPH, and SFPUC on the Environmental Justice Framework of the City’s General Plan. SFE submitted a letter to The Office of Environmental Health Hazard Assessment (OEHHA) on CalEnviroScreen 4.0.

New/Revised Legislation and/or City Hall activity

- ZERO WASTE: Introduced policy proposal requiring 3rd-party verification of mixed debris facility recovery rates to Market Development Committee of the Statewide Commission on Recycling Markets and Curbside Recycling.

Press and Media Highlights

- ZERO WASTE: Interviewed by SFSU Xpress Magazine on implications of the pandemic on zero waste.
- CLIMATE: [Earth Day announcement](#). Mayor London Breed announced that the city will seek to become carbon neutral by 2045 instead of 2050.

Proposals submitted and grants and contracts awarded TO the Department

- DEVELOPMENT/ENERGY: Was awarded a grant to create and Medium/Heavy Duty EV Blueprint. It will identify the actions, policies, and innovations, needed to create a charging infrastructure to serve all MD/HD ZEVs--particularly the City’s own fleet and the many small fleets (<50 vehicles) in San Francisco. While it will identify actions to build a network of ultra-fast, on-route charging to serve larger out-of-town fleets, it will specifically plan for providing support to local fleets that suffer from institutional and economic barriers to transportation electrification. Funder: California Energy Commission, Award: \$200,000
- DEVELOPMENT/CLIMATE: Submitted a proposal to create an Online Materials Exchange. The project will use online technology to ease the rescue and reuse of salvage/surplus building materials, as well as track exchanges. It will conduct independent research and assess statistics generated by the virtual platform to inform deconstruction and material reuse policy. Funder: Carbon Neutral Cities Alliance Game Changer Fund, Proposal amount: \$100,000
- DEVELOPMENT/TOXICS: Submitted a proposal for its Life Transitions Outreach Campaign that leverages SFE’s existing HHW outreach program to implement a new campaign to connect residents who are managing life transitions, such as moving or having a baby, to the City’s programs for safe disposal of HHW. These transitions are the perfect time to reach people when they are getting rid of HHW products. Funder: CalRecycle, Proposal amount: \$50,000
- ENERGY: Received a “Notice of Proposed Award” from the California Energy Commission. The CEC proposed to grant \$200,000 to San Francisco to develop a plan to electrify the municipal and small, local fleets and site charging to support them.

- ZERO WASTE: Received CalRecycle food waste prevention grant extension and submitted budget change to include funding equipment for SF-Marin Food Bank, Farming Hope and Episcopal Community Services. Submitted application for CNCA Gamechangers Fund grant to develop and launch an online salvaged/surplus building materials, commercial furniture and fixtures materials exchange.

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

- OUTREACH –ENVIRONMENTAL EDUCATION: Received 4 proposals for grant funding for one project to support the Education team's work to provide youth development opportunities around climate, zero waste, and environmental justice.
- ENERGY: In collaboration with the Department of Public Health, SFE issued a request for information to potential firms and entities interested in becoming a third-party administrator for the Fix Lead SF program.
- ZERO WASTE: Announced Zero Waste Grants solicitation, received 22 proposals requesting \$2.6 million and conducted pre-proposal conference with 50 people in attendance.

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

- PARTNERSHIPS: Attended Science Communications conference that included using the arts as an engagement tool, presenting on complex topics and networking with other science communicators
- PARTNERSHIPS: Presented to NASA's Moffitt Field Green Team on local and regional environmental initiatives and policies.
- PARTNERSHIPS: Presented to the Human Rights Commission on the City's Climate Actions goals; particularly as they relate to equity and social justice.
- SPEAKING ENGAGEMENTS: OUTREACH (ENVIRONMENTAL ED): Two team members participated as panelists for Climate NOW's Climate Now Event during Earth Day.
- SPEAKING ENGAGEMENTS: OUTREACH (ENVIRONMENTAL ED): Entire team spoke as panelists during the 2021 Bay Area Youth Climate Summit Earth Day Event.
- ZERO WASTE: Presented on zero waste at the Québec Bureau d'Audiences Publiques sur l'Environnement (BAPE) Commission Workshop, Women in Clean Technology and Sustainability event and the USF BIPOC Students' Environmental Professionals Panel. Consulted with City of Evanston, IL, City of Los Angeles, CA, and students from Toronto, Canada, regarding foodware policy. Participated in CalRecycle Bay Area Regional SB 1383 Webinar and California Resource Recovery Association (CRRRA) Food Industry & Edible Food Generator lunch & learn. Organized, facilitated and presented at CRRRA lunch forum on organics collection for SB 1383 compliance. Attended UPSTREAM Reopen with Reuse webinar. Presented on composting

collection and compliance to Washington Metro (79 attendees). Consulted with Lyon, France, Montreal, Canada and students from Balboa High School on zero waste best practices. Presented on SF programs at Sustainability in Packaging conference with NYC and Seattle. Chaired first Racial Equity and Recruitment committee meeting for CPSC.

- CLIMATE: Keynote speakers at the North American Carbon Program - Open Science meeting. Presented for Climate Action Month through the SF Public Library's web platform on "Climate Change: Ten things everyone Should Know in San Francisco". Presented at the Fort Collins City Council meeting on nexus between housing policy and climate policy.

New Staff and Staff Changes

- ENERGY: Devon Berry left the Energy team to become a junior engineer at SFPW. Nicole Appenzeller joined the Energy team as a 5640 Environmental Specialist. Nicole came from the Center of Sustainable Energy where she managed the CEC's California Electric Vehicle Infrastructure Program. Nicole will work on both EVs and BayREN Business program.
- ZERO WASTE: Hired and onboarded Kelly Gaherty as Commercial Zero Waste Assistant Coordinator. Hired and reoriented Freddy Coronado as Residential Zero Waste Specialist.
- OUTREACH (ENVIRONMENT NOW): Dean Chuong and Jian He termed out of their 9922 Environmental Outreach Associate positions. Lorena Varkonyi and David Gunnison-Wiseman were promoted to 9922 Environmental Outreach Associates. Alejandra Ureno, Jonedel "Johnny" De Lara, and Agustina Mogetta joined the team as 9920 Environmental Outreach Aides.

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
CAISO: California Independent Systems Operator
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
SFEECC: 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