



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

September 22, 2020

This report covers San Francisco Department of the Environment updates for the period of July 1, 2020 – August 31, 2020. Glossary of acronyms at bottom of report.

Residential Programs

- ENERGY: The BayREN Home Plus program launched a bilingual summer campaign in English and Cantonese on August 3. The program offers rebates and the support needed to help homeowners make their homes healthier, more comfortable, and more energy-efficient. Messaging and imagery leveraged home comfort which has performed well previously, emphasizing homes that run too hot or too cold. New concepts were added this year – references to staying home due to the COVID-pandemic, as well as induction cooktops and smart thermostats. Ad channels included Google search engine messaging and digital display, World Journal (Cantonese), and Facebook. During the month of August, ads across all channels generated approximately 3 million impressions and 13,500 clicks. In parallel, a webinar was developed and provided to San Francisco homeowners, with a focus on indoor air quality and home health.
- ENERGY: SFE initiated a new local government partnership with PG&E--EnergyAccess SF-- which will provide residents and small businesses in San Francisco's disadvantaged and low-income communities with access to energy services and rebate programs. SFE will use utility-use data to identify accounts with high energy efficiency opportunities and motivation to participate. The Outreach Team will then conduct direct, high-impact marketing to those accounts. Marketing material includes a custom energy report, with a clear call to action, and details on what energy services and programs they are eligible for, including PG&E's CARE and ESA assistance programs.
- OUTREACH (SCHOOL ED): In response to the shelter in place, the School Education Team has developed virtual curriculum and programming to provide digital presentations to schools across San Francisco. The team is collaborating with the Garden for the Environment and Recology to provide teachers with virtual field trips and presentations surrounding zero waste and water conservation. The team is currently engaging with teachers to schedule presentations for their students.
- OUTREACH (Environment Now): In response to the shelter in place the Environment Now team developed a virtual zero waste presentation to provide useful information for multifamily residents in-language about how to best sort items that are most commonly being used during COVID-19. The first virtual presentation was offered in collaboration with Bridge Housing. The Env Now team is currently engaging with property managers at affordable housing sites and

community based organizations to provide additional virtual zero waste presentations for residents.

- TOXICS REDUCTION: San Francisco's HHW Home Collection Program continues to be popular with residents in the time of COVID, with 30% more residents requesting appointments than in the same period in 2019. COVID-related Saturday closure of the permanent HHW Collection Facility at the Tunnel Avenue Transfer Station continues, however Recology SF staff there report servicing approximately the same number of residents on a 2-day week (Thursday and Friday) as they previously served on a 3-day week (Thursday, Friday, and Saturday).
- TOXICS REDUCTION: Despite COVID, forty-four of the forty-six kiosks for safe medicine disposal remain available to SF residents to securely dispose of unwanted and expired medications. Department staff are currently reviewing a proposal from a second Stewardship Plan Operator, Inmar Intelligence, which was submitted under San Francisco's Safe Drug Disposal Stewardship Ordinance. The proposal could potentially add as many as a dozen new kiosks, as well as increased availability of medicine mail-back options.
- ZERO WASTE: Entered reuse vendor data for the soft launch of sfrecycles.org. Held initial textile legislation stakeholder meeting with CPSC. Brought Replate (food donation matching software) on as new Kitchen Zero SF partner and updated flyer. Established plans forward with EJ on affordable housing Refuse Separation Compliance Ordinance (RSO) outreach and Recology on events when they resume. Met with property manager that failed RSO audit and devised strategy for compliance tailored to building's needs. Solved Recology kitchen pail logistics and ordered 265 pails for property manager. Responded to tenant complaints on lack of recycling or composting access, and successfully advocated for additional bins, proper placement and appropriate signage at 9 properties. Developed relationship with SF New Deal (nonprofit partnering with 105 local restaurants to provide meals to the community) and they agreed to send Kitchen Zero SF marketing materials to partners. Finalized slides for virtual zero waste training focused on source reduction and reuse, and worked with Outreach to advertise an upcoming training.

Commercial Programs

- ENERGY: The collaboration between CleanPowerSF and SFE continues. During the reporting period, the teams finished their application to the CPUC to administer ratepayer funds for energy efficiency programming. The application will be reviewed by SFPUC's senior leadership, and presented to the Commission in the Fall. The program will focus on reviving the City's small-medium businesses by reducing their utility costs while improving their equipment and throughput efficiencies.
- ENERGY: The BayREN Microloan program is available to the public. During the reporting period, the loan-funder, Mission Asset Fund (MAF), launched a custom landing page for applicants and is conducting outreach via social-media, and attending various virtual community events.
- TOXICS REDUCTION/OUTREACH (Environment Now): Conducted four webinars to childcare providers in Cantonese, Mandarin and English, regarding hazards of flame retardants in nap mats and cleaning products, and provided information on safer options. Providers who attended the training will receive flame retardant, PVC-free nap mats, as part of a CalEPA

Environmental Justice grant.

- TOXICS REDUCTION/OUTREACH (Environment Now): The Healthy Nail Salon Program team has been calling and emailing nail salons in the city to keep them up-to-date on reopening timelines and SF DPH guidance for salons.
- TOXICS REDUCTION (Green Business): Wrapped up a Facebook marketing campaign for 25 self-selected Green Businesses. The ad featured a photo of the business with the GB logo and a banner saying "San Francisco - Open for Business." The campaign reached over 160,000 users and generated over 2800 clicks.
- TOXICS REDUCTION (Green Business): Currently there are 331 recognized Green Businesses and 166 businesses in-process to be recognized. 11 businesses have been recognized since Shelter in Place went into effect.
- ZERO WASTE: Got Health Order changed to allow customers to again bring their own bags to stores if following guidelines. Contacted over 60 restaurants, grocers, food distributors and health care facilities to recruit for food donation through Kitchen Zero SF grant. Enrolled Casa de Case(food distributor) for using Copia to donate excess inventory. Informed 17 commercial accounts of compliance verification approval delay due to COVID and reviewed site visit protocol. Revised Material definitions for generation study. Reviewed and approved 7 final demolition debris recovery plans (D2, 6 & 8) recovering 442 tons at 78%, and 12 final material reduction and recovery plans (D3 & 6) recovering 1,271 tons at 85%.
- ZERO WASTE and OUTREACH: Updated website and outreach collateral to announce "reusable bags are back", the increased 25 cent bag charge and pre-checkout bag requirements are in effect, and began outreach to affected grocers and farmer's markets. To date, ENVIRONMENT NOW has reached out to 696 businesses including farmer's markets, groceries, corner stores and hardware stores. The team will continue to work on this project until all open and affected businesses are reached in their preferred language (Spanish, Cantonese, Mandarin, Vietnamese and English).

City Department Programs

- BIODIVERSITY: A human-started wildfire occurred on June 20 in the most intact native habitat area of Yerba Buena Island, and SFE staff have been monitoring the recovery all summer.
- BIODIVERSITY: The Biodiversity Interagency Working Group has continued to meet, and has provided critical interagency input to the Healthy Ecosystems Chapter of the Climate Action Plan.
- URBAN FORESTRY: The Urban Forestry Council began meeting again in July after a several month hiatus due to the pandemic.
- ZERO WASTE: Presented to 468 employees at SFMTA, DPH, Laguna Honda Hospital, Human Resources, Animal Care & Control (ACC) and SFE. Managed large inventory of surplus items and exchanges through Virtual Warehouse for multi-department move to 49 South Van Ness. Planned central collection stations for ACC move to their new building. Ordered adequate

refuse service for 2 Rec & Park (RPD) locations and reduced landfill service at ACC. Collaborated with RPD and Recology to improve billings for several RPD locations. Coordinated with Green Building, Toxics Reduction and Outreach to meet with I Waste Not Systems to discuss a materials reuse system for SFE. Reviewed 6 micro grant applications for CA Carpet Stewardship Program.

Citywide/Cross-Sector Programs or Initiatives

- OUTREACH (Sustainable Transportation): In July, SFE expanded the Essential Worker Ride Home program by eliminating the time window parameter that stated only rides home from work between 9:00 p.m.–8:30 a.m. were eligible for reimbursement, which has allowed us to reach more people in need and increase program participation. As a result of the program expansion, targeted and comprehensive outreach, and a multilingual paid marketing campaign that launched August 4, the volume of incoming applications notably increased throughout August. Additionally, SFE printed 8,500 postcards for program promotion which will be distributed alongside SFE-branded reusable grocery bags and SFMTA-branded reusable face masks to low-income communities throughout San Francisco in September. The bag distribution will be led by the outreach staff at the City's COVID Command Center. As of August 31, SFE has received 708 total applications, 273 of which have been approved, and has provided more than 625 taxi rides home to essential workers.
- OUTREACH (Environment Now): The Safe Routes to School (SRTS) partnership completed its first year under direction of the SFMTA in the 2019-2020 school year. During this school year the Environment Now team supported the SRTS partnership by providing in-language outreach support to help reach over 100 schools in the SFUSD to increase program awareness and foster parent and school engagement. Learn more about the SRTS program goals and accomplishments over the past year by visiting the 2019-2020 Annual Report at sfsaferoutes.org.
- OUTREACH (Environment Now): In partnership with the MTA and in preparation for the 2020-2021 school year, the Environment Now team contracted with the creative team at "Most Likely to" to update the partnership's website, create a social media hub, and develop downloadable toolkits that help promote action and progress the partnership's mode shift goals. You can visit the newly revamped website at sfsaferoutes.org
- CLEAN TRANSPORTATION - The Team is preparing an application to the CEC for \$200K to fund a blueprint to electrify medium and heavy-duty vehicles.
- TOXICS REDUCTION: San Francisco chain grocers submitted reports to SFE under the Antibiotic Use in Food Animals Ordinance. This year's reports showed some improvement over last year's reports; however, grocers have much more work to do to obtain information from their supply chain about antibiotics used to produce the meat and poultry they sell. In September, SFE will be publishing a report about the data received this year.
- TOXICS REDUCTION: In July, Residential Toxics supported the YouthWorks Interns of Summer 2020 with an Introduction to Residential Toxics Reduction Presentation, a Healthy Homes presentations Question and Answer session, and a Residential Toxics/YouthWorks Interns Focus Group session.

- BIODIVERSITY: SFE staff were invited to participate in a Technical Advisory Committee for the Hidden Nature SF project of the San Francisco Estuary Institute, which is similar to the Mannahatta project in New York City.
- SF CARBON FUND: Met with the City of Lexington, KY to walk policy makers through the process of launching the SFCF and advise on alternative models based on differences in municipal operations.

New/Revised Legislation and/or City Hall activity

- ADMIN: Board of Supervisors heard the Department's revised budget on August 12th.
- ENERGY: Resolution submitted to the Board of Supervisors urging the BOS and the Mayor to adopt File Number [200701](#), an Ordinance amending the Building Code to require new construction to exclude natural gas and include exclusively all-electric energy sources.

Press and Media Highlights

- ZERO WASTE: Approved and disseminated Pacific Coast Collaborative wasted food media release, announcing goals and current signatories. Interviewed by Via magazine for a backyard composting article. Spoke with journalist Kala Hunter regarding disposable masks.
- ENERGY: [Now We're Not Cooking With Gas](#) "Natural gas is a major driver of San Francisco's greenhouse gas emissions, and a serious public health and safety hazard, especially in an earthquake," **Mandelman** said in a written statement. "That's why efforts are already underway at the State level to phase out natural gas by 2050 and over 30 California cities have adopted some form of natural gas ban."
- ENERGY: [As S.F. Edges Toward Building Electrification, Equity Questions Remain](#) **Charles Sheehan, chief policy and public affairs adviser for the Department of the Environment**, said the government is concerned with making sure any next steps it takes, such as retrofitting, are financially fair to San Francisco's residents.
- CLIMATE: [Air Pollution Worsens COVID-19, but Bay Area Emissions Limits Are Unchanged](#) Mayor London Breed, through city spokesman **Joseph Sweiss**, acknowledged "the relationship between poor air quality and COVID-19."

Staff Changes

- POLICY (Commission): Katie Chansler joined the Department as the new 1543 Commission Affairs Officer in July.
- OUTREACH (SCHOOL ED.): Neens Goldman ended their position as a 9920 Environmental Education Aide in July.
- OUTREACH (Environment Now): Kaylene Militante left the Department as a 9920 Environmental Outreach Aide in July.

- POLICY/SCHOOL ED: Five high-school aged Youthworks interns completed their 6-week summer internships with a presentation about their projects. This much-loved annual tradition has been going on for 12 years.
- OUTREACH (Environment Now): Paul May re-joined the Department as a 9920 Environmental Outreach Aide in August after his spending a year with the Toxics team as a Green Business Fellow.
- ZERO WASTE: Kevin Drew retired after advancing industrial, residential and other zero waste for 22 years at SFE and its predecessor agency. After a competitive process, Alexa Kiely was promoted to replace him as Residential Zero Waste Senior Coordinator. Promoted Hilary Near to Commercial Zero Waste Coordinator after another competitive process.
- ENERGY/EVS: The DOE-funded Clean Cities Coalition fellow, Joanna Bell will be staying on through the Fall.
- TOXICS REDUCTION: Alain Perez from the Stanford Haas Fellows Program interned with the Toxics Reduction team from June through August, working primarily on research related to greening the film industry and assisting with a variety of toxics projects.

Proposals submitted and grants and contracts awarded to the Department

- ENERGY/DEVELOPMENT: The Team submitted two concept papers to the US DOE to build the City's first "virtual power plant" (VPP). Unlike typical VPPs that rely on storage and react to demand response signals, the proposed projects (one in low-income housing, the other at SFO) would exchange energy constantly from all the behind-the-meter interventions, including energy efficiency. Energy savings from the VPP would create a financing mechanism for fuel-switching and other needs. DOE has encouraged SFE to submit a full proposal for the low-income housing project. Partners are SFPUC, Recurve Analytics and the Tenderloin Neighborhood Development Corporation. Proposed projects require a substantial match, which is always a challenge.
- DEVELOPMENT: Development staff submitted a proposal to the the Urban Sustainability Directors Network to extend the work of the Anchor Partner Network in engaging communities on energy related policies

Requests for Proposals issues, Contracts and grants awarded from the Department

- ENERGY: The BayREN Business program implementer, Lime Energy, succumbed to pandemic-related economic impacts and closed its Northern California operation. The BayREN Team worked with the Office of Contracts Administration and the City Attorney's Office to determine a process to fill the void. Fortunately, we were able to go back to the original request for proposal to award the contract to the runner-up, Joule Energy.
- ZERO WASTE: Extended UCSF reusable hospital gown and zero waste outreach grant until end of 2020. Submitted CalRecycle grant letters of support for Sud Busters and Vessel.

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

- BIODIVERSITY: Presented to Biophilia Pittsburgh, sponsored by the Phipps Conservatory and Botanical Gardens, about San Francisco's efforts to conserve natural ecosystems and bring local biodiversity into the built environment.
- TOXICS REDUCTION: Presented to approximately 60 staff at SFO Lunch n' Learn webinar regarding City actions on per- and polyfluorinated alkyl substances (PFAS), as well as what individuals can do.
- ZERO WASTE: Presented in C40 forum on SF reuse policy and programs, and at California Resource Recovery Association (CRRRA) conference on foodware policy lessons. Participated in a webinar on non-reusable foodware with Sustainable Purchasing Leadership Council and Upstream Organizing for Reuse virtual working groups with national partners. Presented on adequate refuse space requirements and introduced a new calculator at Municipal Green Building Task Force. Represented Zero Waste at BC3 Green Recovery forum covering COVID and sustainability. Participated in Product Stewardship Institute packaging reduction and government call. Attended webinars on the second draft of new Cradle to Cradle Certified Product Standard and CNCA call on racial and climate justice. Presented at Circularity 20 on SF composting. Hosted a break-out session on food waste for Food Tech conference with an Israeli Delegation and 6 food waste prevention companies. Attended National Zero Waste Conference diversity, equity and inclusion webinar. Received CRRRA Zero Waste Principles and Practices certification. Served as a producer for COVID Command Center Virtual Outreach Team hosting a Zoom platform for community-based organizations, nonprofits and governmental agencies to meet with other stakeholders on COVID-related concerns.

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
 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