



SF Environment

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Edwin M. Lee
Mayor

Deborah O. Raphael
Director

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

MEETING MINUTES DRAFT

Wednesday, October 18, 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), Eddie Ahn 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 5:03 p.m.

Present: Commissioners Ahn, Stephenson and Wan (arrived at 5:04 p.m.).

2. Approval of Minutes of the July 12, 2017 Commission on the Environment Operations Committee Special Meeting. (Explanatory Document: July 12, 2017 Draft Minutes) (Discussion and Action)

Upon a motion by Commissioner Stephenson, and a second by Commissioner Ahn, the minutes of the July 12, 2017 Commission on the Environment Operations Committee Special Meeting were approved without objection. (Ayes: Commissioners Ahn, Stephenson and Wan. Noes: None)

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 general public comment.

4. Presentation on outreach and collateral development for the new Zero Waste program. Speaker: Donnie Oliveira, Outreach Program Manager and Kevin Drew, Senior Residential Recycling Coordinator (Discussion)

Kevin Drew, Senior Residential Recycling Coordinator, discussed the original Fantastic 3 rollout in the year 2000.

Donnie Oliveira, Outreach Program Manager, discussed the San Francisco Climate Action Plan, the 2009 Zero Waste ordinance, the use of door-to-door outreach, neighborhood specific messaging in 2011, unique content for in-language creative, focus on outreach about the

checkout bag ordinance in 2012, targeted outreach to the business community regarding the checkout bag ordinance in 2013, a focus on small business outreach in 2013, a Chinatown campaign in 2014, the 2015 public opinion and awareness study, shift in focus from how to why in 2015, experiential outreach in 2016, Real Foodies Compost outreach campaign in 2016, incorporation of influencer marketing, food waste challenge in 2016, outreach on new recycling rules in 2017, on-demand solutions in 2017.

Commissioner Wan asked about outreach to individuals living in multifamily buildings.

Commissioner Ahn asked about the populations that was included in the Zero Waste survey.

Commissioner Stephenson discussed how new residents approach Zero Waste programming.

Commissioner asked about the goal is for the shift in three bin system, goals for outreach, how progress will be assessed and changing messaging as the data is being received.

Commissioner Ahn asked about how to measure the quality of outreach and how individuals outside of the rollout area are learning about the new bin sizes.

Commissioner Stephenson discussed using bin size and signs to change behavior.

Commissioner Wan discussed reaching out to individuals in multifamily housing through their workplace.

Commissioner Stephenson asked about digital re-targeting and discussed the use of the Department logo.

Commissioner Ahn asked about the budget for outreach campaigns and whether the messaging is sinking in.

Commissioner Stephenson asked what the goal is and how it will be measured.

Commissioner Wan asked for updates on how the rollout is working.

Commissioner Stephenson discussed revisiting the Zero Waste survey.

There was no public comment.

5. New Business/Future Agenda Items. Anthony Valdez, Commission Secretary (Discussion)

Anthony Valdez, Commission Secretary, announced that the Operations Committee will discuss the Department budget at the next meeting on January 17, 2018.

There was no public comment.

6. Adjournment.

The meeting was adjourned at 6:26 p.m.

The next meeting of the Commission on the Environment Operations Committee is scheduled for Wednesday, January 17, 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 Secretary, 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. Written public comment received by the Commission will be posted as an attachment to the minutes.

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

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