



CITY AND COUNTY OF SAN FRANCISCO  
**COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT**  
November 14, 2016  
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*This report covers San Francisco Department of the Environment updates for the period of September 1 – October 31, 2016. Glossary of acronyms at bottom of report.*

**Residential Programs**

- ZERO WASTE: Conducted zero waste facilitator workshop with 19 companies attending. Added processing charge to 3 apartment accounts and sent 4 apartments to Recology for audits under protocol. Worked with Channel Mission Bay Apartments, who received a processing charge, to hire zero waste facilitators, clean up contamination and have processing charge removed. Worked with Recycle for Change to place a textile collection box at Cathedral Hill Apartments.
- SCHOOL EDUCATION: Gave 27 assemblies, trainings, and presentations to 3,662 students at 15 schools and youth programs. Held Teacher Workshops for 80 teachers to present curriculum on zero waste and water conservation and to give out free field trips to various sites in San Francisco.
- BIODIVERSITY: Presented about Yerba Buena Island Ecology to Life Learning Academy students.
- URBAN FOREST: Preparing to launch the 2016 Green Christmas program with a press event planned for 11/12/16.
- TOXICS REDUCTION: Made 55 site visits to retail take-back locations for batteries, fluorescent tubes & bulbs, paint and used motor oil.
- TOXICS REDUCTION: Promoted Healthy Homes and proper disposal of household hazardous waste at the Oceanview, Merced Heights & Ingleside Health and Wellness Fair; the China Basin Fit Pro Health & Wellness Fair; the Cole Valley Fair; the DPW Employee Health Fair; the Southeast Sector Health Fair; the Protrero Hill Festival; Excelsior Sunday Streets; and the Quesada Street Fair.
- OUTREACH: Phase 1 of the zero waste marketing campaign "Real Foodies Compost" just completed. This phase of the campaign utilized influencer content, bus shelter ads, a customized website, and a unique video all targeted towards millennials. Final metrics are still being computed, but a few key data points already stand out:
  - o The Real Foodies Compost video was viewed over 370,000 times
  - o 23 San Francisco based influencers posted about the Real Foodies Compost campaign with a combined reach of 1.3 million people.
- OUTREACH: Finalized Residential PACE marketing materials that include online and traditional media assets as well as two informational videos. The complete marketing campaign will roll out January 2017

- **OUTREACH:** In partnership with OpenIDEO, ReFED and the Rockefeller Foundation, the department participated in a global Food Waste Challenge designed to accelerate the ideation, design and launch of innovative ideas to combat food waste. From an initial collection of over 400 ideas, curated from around the world, 12 were selected as “Top Ideas” that will now begin the process of prototyping. A San Francisco focused meeting has been set for 11/16/16 to determine which ideas can be launched in the City.
- **ENVIRONMENTAL JUSTICE:** Provided Integrated Pest Management (IPM) inspection and treatment services and door to door outreach to 46 public housing families, in preparation for relocation to new affordable housing at Hunters View, as part of the HOPE SF program.

### **Commercial Programs**

- **ZERO WASTE:** Diverted 13,428 tons at 15 building demolitions. Registered Hayward Transfer Station and Commercial Waste & Recycling as debris facilities, renewed Recology and Smart Demolition registrations, and conducted annual inspections at Excess Recovery, West Contra Costa Sanitary Landfill and Zanker. Got 1 commercial account recycling and 2 composting service compliant, and improved source separation at 45. Facilitated meeting with DPH and SFPW to meet new staff and streamline processes. Met with SF Produce Market to learn about results of their latest food recovery pilot (they redistributed 19 tons of produce and saved \$11,000 in refuse collection costs in 6 weeks). Met with San Francisco State University and recycled clothing manufacturer to discuss getting additional textiles recovered. Created and posted online expanded polystyrene foam ban ordinance outreach pieces, including vendors of compostable or recyclable packaging alternatives, and mailed letter, fact sheet and placard to 12,000 businesses.
- **BIODIVERSITY:** Presented about biodiversity and pollinators to 60 people at Bay Friendly workshop for landscape architects as well as 60 people at Bay Friendly workshop for Recreation and Park gardeners.
- **TOXICS REDUCTION/GREEN BUSINESS PROGRAM:** There are currently 232 Recognized Green Businesses and 108 businesses in process. The Green Business program has been working very closely with San Francisco International Airport (SFO) airport to recruit retail and restaurants at SFO to the program. The Green Business Awards Ceremony has been set for 2/9/17.
- **TOXICS REDUCTION:** There are now 39 recognized Healthy Nail Salons in San Francisco and 10 in process, out of a total of approximately 250 nail salons in San Francisco. We have a goal of 50 recognized Healthy Nail Salons by the end of June 2017. To date, approximately 450 nail salon technicians have been trained in San Francisco.
- **TOXICS REDUCTION:** 45 furniture retailers in San Francisco have now pledged to sell furniture that is free of chemical flame retardants, out of approximately 170 furniture retailers in the City. We are working toward a goal of 50 pledged retailers. There are 144 furniture retailers in California who have pledged to sell furniture that is free of chemical flame retardants.
- **TOXICS REDUCTION:** Ongoing outreach to small and medium businesses throughout San Francisco about hazardous waste disposal and Very Small Quantity Generator Program. Conducted a refresher for Environment Now staff regarding VSQG. So far, Environment Now has interacted with 136 business owners in the last two months.

- TOXICS REDUCTION: Completed first-ever Spanish language Bay Friendly Landscaping training program, in collaboration with SFPUC and RPD resulting in 27 new Bay-Friendly Qualified landscapers that serve San Francisco.
- ENERGY: Staff wrote and submitted to the California Energy Efficiency Coordinating Committee, on behalf of the Association of Bay Area Governments, the regional BayREN Commercial Business Plan. This Plan will be submitted to the California Public Utilities Commission for review and approval in January 2017. BayREN currently serves the multifamily sector. Approval of the plan would allow expansion of comprehensive energy efficiency services to small and medium size businesses and commercial buildings.
- ENERGY: Staff hosted a renewable diesel workshop that brought together stakeholders with diesel fleets from multiple sectors (shuttle buses, medium duty delivery, heavy-duty construction and ferry operators). The goal of the workshop was to provide a basic overview of renewable diesel, testimonials from fleet operators and have a discussion with fleet operators on opportunities and constraints.
- OUTREACH: Launched outreach to 12,000 local businesses to prepare them for the new Extended Polystyrene Ordinance, which goes into effect 1/1/17. The initial outreach required the creation of a multi-lingual mailer, launch of a website with FAQs and a fact sheet, alternative products resources list and a customer-facing placard. Environment Now visited 150 stores identified as most likely to carry substantial amounts of expanded polystyrene products. A secondary round of outreach will commence in 2017.

### **City Department Programs**

- ZERO WASTE: Met with SF General Hospital and Recology to discuss replacing their trash and recycling compactors, and made decisions on equipment specs. Met with Treasure Island Development Authority to discuss refuse services and rate adjustments for next fiscal year, and rollout composting at main administrative building. Did walk-through of Planning Department offices and removed over 20 trash cans, relabeled and resigned containers, and replaced 10 deskside trash bins with trash caddies and recycling bins. Met with National Park Service area managers and Recreation and Park Department custodial supervisors to discuss recycling and composting at recreation centers. Presented to 258 city employees from DPH, Emergency Management, Library, Real Estate and SFE on zero waste. Spoke with Entertainment Commission about zero waste event policies as they try to streamline street festival application process. Convened discussion with Recology and Enevo on pros and cons of sensor technology test on public refuse receptacles. Met with Victor Stanley to learn about their site furnishings products and fullness sensor technology for public refuse receptacles. Served as a judge for OpenIDEO Food Waste Challenge. Convened third Paperless Workgroup meeting with Department of Technology and DocuSign to finalize electronic form development.
- GREEN BUILDING: Over the last 2 years, 18 municipal LEED certified projects diverted 97.12% of Construction and Demolition Debris (61,606 tons) from landfill.
- GREEN BUILDING: Of 50 LEED certified municipal construction projects, the average percent of energy use savings from baseline energy code is 27%.
- GREEN BUILDING: Ongoing training for city design professionals on LEED v4, Title-24 2016, Calgreen 2016.

- ENERGY: Worked with the City Administrator's Office to prepare for a hearing called by Supervisor Tang and scheduled on 11/17/16 asking: "How do we get to 100% annual procurement of light duty EV in our municipal fleet by 2020." A first step in this preparation was reconvening the Mayor's Electric Vehicle Working Group on 10/24/16.
- TOXICS REDUCTION: Presented to approximately 80 Delegated Purchasers on 10/17/16 regarding the green purchasing ordinance and safer products.
- TOXICS REDUCTION: Held IPM training for property managers of low-income properties in the Rental Assistance Demonstration program.
- TOXICS REDUCTION: Held IPM Technical Advisory Committee meeting on advances in control methods for subterranean termites.
- TOXICS REDUCTION: Supported Supervisor Katy Tang's Office in initiative to become an official "Bee City USA" affiliate, which officially occurred on 10/26/16.
- URBAN FOREST: Completed the 2016 Annual Urban Forest Report that was adopted by the Urban Forestry Council at their September hearing.

#### **New/Revised Legislation and/or City Hall activity**

- ZERO WASTE: Created list of top 7 commercial contaminators for Mayor's office, with violation history and photos. Provided edits to Supervisor Mar's resolution in support of Prop 67 upholding state bag ban.
- GREEN BUILDING: Proposed amendment to *ENV Code Chapter 7: Green Building Requirements for City Buildings* adopting LEED v4, Title-24 Part 6 California Energy Code and Title-24 Part 11 CalGreen to be introduced by the end of November. Presented to Capital Planning Committee.
- ENERGY: Board of Supervisors unanimously approved an amendment to San Francisco's Better Roofs ordinance. Starting in 2017, new construction projects of 10 floors or less that must install photovoltaics and/or solar hot water on a minimum of 15% of the roof, or may install living roof on 30% of the roof, or may install a combination of the technologies.

#### **Press and Media Highlights**

- TOXICS: On Sunday, September 11<sup>th</sup>, the Department hosted a Pollinator Fun Fair at Playland Park in the Outer Sunset to educate the public about pollinators. The event featured over 15 non-profit organizations, honey tastings, donation based plant sales, and a pollinator costume contest. The event included a press conference with Supervisor Katy Tang to announce a resolution before the Board of Supervisors designating San Francisco as a Bee City USA. Local media covered the event across a range of traditional and neighborhood outlets. Here are a few highlights:

[SF Supervisor Wants City To Be More Bee Friendly](#) [CBS]

[SF supervisor introduces resolution to protect bees](#) [KTVU]

[San Francisco Supervisors to pass bill to protect bees](#) [KRON 4]

[Protecting Pollinators: San Francisco Sets Sights On 'Bee City' Designation](#) [Hoodline]

[Supervisor Introduces Resolution to Protect Bees, Other Pollinators](#) [SF Gate]

[San Francisco wants to become an official 'Bee City,' and we've got all the buzz](#) [TimeOut]

- ZERO WASTE: Heather Knight, a reporter with the San Francisco Chronicle, wrote two articles on San Francisco's Zero Waste goal and some of the challenges the City is facing in achieving it. This prompted a few additional Zero Waste stories in September:

[SF not as green as it thinks on garbage](#) [Chronicle]

[SF's zero-waste failure littered with fines, frustration](#) [Chronicle]

[50% Of Contents From Black SF Waste Bins Is Recyclable Or Compostable](#) [SFist]

[Fines, foodies and Airbnb could get San Francisco closer to 'Zero Waste'](#) [Examiner]

[Does Recology Sort The Black Trash? Sifting The Truth Out Of A Recycling Myth](#) [SFist]

### **Staff Changes**

- TOXICS REDUCTION: Caitlin Martin joined the Toxics Reduction Team as a 9922 Green Business Program Associate.
- TOXICS REDUCTION: Margaux Sleckman joined the Toxics Reduction Team as a Green Business Program Fellow through Americorp/Civic Spark Program.
- ENERGY: welcomed Executive Mayoral FUSE Fellow Lars Peters in October. Lars will be with SF Environment for the next year helping to develop the City's Zero Emission Vehicle strategy.
- TRANSPORTATION/OUTREACH: Krute Singa's last day with the department was October 31st. Krute will be joining the Metropolitan Transportation Commission to help advance regional transportation planning. While at the department, Krute had an instrumental role in the implementation of the Commuter Benefits Ordinance as well as the acquisition of funding and subsequent implementation of neighborhood based transportation outreach.
- CLIMATE: Silvia Pac joined the Climate Team as a 5638 Climate Assistant to work on departmental Climate Action Programs.

### **RFP's posted/ Outgoing Grants and Contracts Awarded (who/amount/ summary)**

- ZERO WASTE: Certified \$35,000 San Francisco Food Bank grant agreement to capture edible food destined for landfill.
- CLIMATE/ENERGY: Contractors selected for the As-Needed Professional Services are: DNV-GL and ARUP.

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

- ZERO WASTE: Spoke at Racing to Zero film showing at Roxie and Rafael theaters.
- ZERO WASTE: Presented at Sustainable Real Estate Operations hosted by Global Green and U.S. EPA Tribal Conference on Solid Waste - Mobilizing & Informing Community Members: Grassroots to Action. Presented and participated at refuse rate public workshop.
- GREEN BUILDING/TOXICS REDUCTION: Mark Palmer and Chris Geiger attended Greenbuild 2016 International Conference and Expo Oct 5-7.
- TOXICS REDUCTION: Chris Geiger presented on Pest Prevention by Design at the Western Coast Rodent Academy, a training for pest control operators, held in Los Angeles.

- TOXICS REDUCTION: Eileen Leung presented on the Safe Drug Disposal Stewardship Ordinance at the National Hazardous Materials Management Association in Portland, OR. Maggie Johnson and Jen Jackson also attended the conference.
- BIODIVERSITY: Peter Brastow attended the Natural Areas Association annual conference in Davis, CA.
- ENVIRONMENTAL JUSTICE/OUTREACH: Supported Coastal Cleanup Day and participated in the removal of abandoned materials at Yosemite Slough and surrounding area. Approximately 5 tons of debris were removed from the Candlestick State Park at Yosemite Slough area.
- ENVIRONMENTAL JUSTICE: Provided a presentation on illegal dumping and brownfields at a community health meeting organized and hosted by Rafiki Wellness in Bayview (9/10/2016).
- ENVIRONMENTAL JUSTICE: Organized and provided a presentation on illegal dumping at the Policy Committee of the Commission on the Environment.
- OUTREACH: Donnie Oliveira attended the Urban Sustainability Director's Network and presented on Equity and Community Engagement.
- OUTREACH: Donnie Oliveira participated in a Sustainability and Innovation Summit in Stockholm, Sweden where he presented on public/private partnership opportunities in community engagement and behavior change.
- ENERGY: Jessie Denver presented on the City's energy program at the BridgeSF conference in Berkeley. The City Innovate Foundation organized the event, which San Francisco is a founding member.
- ENERGY: Jessie Denver attended a USDN supported convening in Seattle on electric vehicles. In attendance were the cities of Vancouver, Seattle, Portland and Los Angeles. Representatives discussed priorities for electric vehicle deployment, the need for collaboration on grant funding proposals that help us collectively work on identified priorities, and next steps in Quarter 1 2017.
- ENERGY: Barry Hooper attended C40 and Carbon Neutral Cities Alliance convening's in New York to discuss building energy efficiency and thermal decarbonization initiatives with local government, state and federal government, and industry stakeholders.
- ENERGY: Jessie Denver presented on the City's energy goals and programs at the Renewable Energy Markets conference in San Francisco.
- ENERGY: Jessie Denver presented on the City's energy goals and programs at the Microgrid Convergence conference in Silicon Valley.
- ENERGY: Kacia Brockman presented on the department's DOE funded Solar + Storage grant project at the Energy Storage North America workshop in San Diego.
- ENERGY: Cal Broomhead and Shawn Rosenmoss participated in the State Department's Global Energy Summit.

- ENERGY: Shawn Rosenmoss represented SFE at the Mission Science Workshop annual gala.
- ZERO WASTE: Shawn Rosenmoss presented SCRAP's annual gala at the Bayview Opera House.
- OUTREACH: Shawn Rosenmoss represented SFE at the Mayor's End-of-Summer Youth Jobs program celebration.
- ENERGY: Broomhead presented on Solar +Energy Storage grant at Solar Power International 9/14, World Energy Engineering Congress 9/23, and the Microgrid Convergence 10/25.
- CLIMATE/ENERGY: Broomhead represented the department at meetings of the CA Energy Efficiency Coordinating Committee; the San Francisco Energy Efficiency Coordinating Committee; the Innovation Summit on Ag, Water, and Energy; and Climate Forward by the Bay Area Air Quality Management District.
- OUTREACH: Staff and SFE volunteers participated in 34 community events including school and community health fairs, Sunday Streets, and block parties. Highlights include:
  - o More than 20 staff, 15 CBO's and at least 80 residents participated in the Pollinator Protection program along with Supervisor Tang and Director Raphael
  - o More than 50 SFE staff and volunteers partnered on Coastal Clean-up day at Yosemite Slough in BVHP (9/17/16)
  - o The Energy team co-sponsored Charge Across Town's Electric Vehicle Week. (10/7-9/16)
    - Jessie Denver presented on a panel discussion at Lyft headquarters to kickoff the event. Other panelists included PG&E, Lyft and the PEV Collaborative
    - Staff and volunteers provided support and conducted outreach to the community, helping to facilitate almost 600 ride-n-drive experiences during the 2-day event.

**Other Noteworthy items (e.g., awards, milestones, open RFPs, outgoing grants, etc)**

- TOXICS REDUCTION and ENVIRONMENTAL JUSTICE: CalRecycle has selected the Department's "Don't Dump Oil" mural project as the winner of their *Best Used Oil and/or Household Hazardous Waste Education Award*. The award will be presented at the 2016 Used Oil/Household Hazardous Waste Conference on Thursday, November 3<sup>rd</sup>, 2016.
- GREEN BUILDING: Mark Palmer is representing SFE at SF Port's Waterfront Land Use Plan Update process.
- OUTREACH During the first week of October, the department worked with the Mayor's Office to develop and roll out content as a part of a C40 social media project where Mayor Lee "took over" the @C40Cities Instagram account. Over the course of the week, we created 14 posts that focused on San Francisco's climate action strategy. Highlights included photos of City Hall's LED lights and LEED certification, SF's electric cable cars (running on 100% renewable electricity), as well as the City's goal of zero waste featuring the State Department group tour of Recology.
- CLIMATE: The Department was selected to participate in the Mayor's Office of Civic Innovation Civic Bridge program that connects City department's with local businesses to

tackle pressing challenges. The department was partnered with Google, which led to four google staff 'joining' the department for a month to help us optimize our GHG inventory systems.

- TOXICS REDUCTION: California Healthy Nail Salon Program, a partnership between the California Healthy Nail Salon Collaborative, Asian Health Services (AHS), and five city and county government departments, is the winner of the 2016 Roy Family Award for Environmental Partnership from Harvard University. The prestigious award is presented every two years to celebrate an outstanding public-private partnership project that enhances environmental quality through novel and creative approaches.
- ENERGY: SF Environment was notified that it had been selected as a finalist for an international C40 award for its comprehensive energy programs. Winners are to be announced December 2016 at a C40 event in Mexico City.
- Delegation Visits:
  - o Energy Staff presented on energy efficiency, renewables, storage and zero emission vehicles to a delegation from China that included representatives from the World Wildlife Fund China.
  - o The Bloomberg Foundation and State Department sponsored a delegation of 20 sustainability professionals from around the world to visit San Francisco to learn about its Zero Waste and Transportation initiatives.
  - o Shawn Rosenmoss presented on SFE and Toxics to sustainability professionals from Shenzhen Institute of Environmental Sciences.
  - o Kacia Brockman presented to a Dutch delegation on the department's energy programs at an event hosted by the Planning Department.
  - o ZERO WASTE presented to officials from Cork, Ireland, French parliament and local officials, and Eco-Emballages (a producer responsibility organization).
- CLIMATE: Staff discovered a problem with utility data that is affecting Carbon inventories across the state, yet found that San Francisco's inventory is not likely to have been affected. However, a warmer winter last year has reduced natural gas use significantly.
- ENERGY: Staff is working with a local contractor to resolve a regulatory problem about the size of service drops and the cost of upgrading them to allow for the addition of EV charging.

## **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  
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  
FAA: Federal Aviation Administration  
FCEV: Fuel Cell Electric Vehicles  
ILG: Institute for Local Governments  
IOU: Investor Owned Utility  
IPM: Integrated Pest Management  
HERO: Home Energy Renovation Opportunity  
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  
PACE: Property Assessed Clean Energy  
PEV: Plug-in Electric Vehicle  
PV: Photovoltaic  
RAD: Rental Assistance Demonstration  
SFEECC: SF Energy Efficiency Coordinating Committee  
SFEW: SF Energy Watch  
SFO: SF International Airport  
SFMTA: SF Municipal Transportation Agency  
SFPUC: SF Public Utilities Commission  
SFPW: SF Public Works  
Title-24 2016: California Energy Code 2016 version  
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: Unites States Green Building Council