



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

June 10, 2020

This report covers San Francisco Department of the Environment updates for the period of March 1, 2020 – April 30, 2020. Glossary of acronyms at bottom of report.

Residential Programs

- TOXICS/OUTREACH: Launched a used oil outreach campaign aimed at raising awareness about the importance of proper used oil and filter recycling. The campaign directed the public to the Department's used oil recycling webpage which, at one point, was the most visited page on the SFE website. The campaign also partnered with San Francisco's O'Reilly Auto Parts stores to distribute 750 oil drain pans to residents who change their own oil.
- TOXICS: The Household Hazardous Waste Collection Programs operated by Recology San Francisco remain open and available for San Francisco residents. The permanent drop off facility located at the Main Transfer Station near Candlestick Park has reduced hours of operation from three to two days per week. Approximately 75% of our residential retail collection partners remain open and continue to accept household batteries, fluorescent and LED light bulbs, and unwanted interior and exterior house paint.
- TOXICS: The Safe Medicine Collection Program operated and funded by the pharmaceutical industry also remains available for San Francisco residents. Forty-four of the forty-six locations hosting medicine collection kiosks are open. Residents can also request mail-back envelopes on-line or through the Program's toll-free customer service phone line.
- OUTREACH (SCHOOL ED): Gave six assemblies, training, and presentations to seven schools, completing zero waste outreach for the year. We reached 181 students and 7 staff members (Districts 2, 3, 7, 8, 9, 10)
- OUTREACH (SCHOOL ED): In response to school closures due to the shelter-in-place order, our School Education team partnered with SF Public Utilities Commission and Garden for the Environment to design and distribute digital learning resources about water conservation and pollution prevention to teachers and families across all San Francisco districts.
- OUTREACH (ENVIRONMENT NOW): Environment Now concluded a multi-year outreach project reaching residents throughout the city regarding updates to our recycling system. This project began in July 2017 and resulted in 25,818 face-to-face interactions with San Francisco residents. The Environment Now team utilized three primary approaches for outreach, including door-to-door, tabling and presentations. 7,439 of the interactions (28%) were conducted in a language other than English, specifically Spanish, Cantonese and Mandarin.
- ENERGY: Both BayREN Single Family and Multifamily have paused construction and project recruitment during the start of the shelter-in-place order. Program staff used this time to improve process flow and onboard a new data-base.
- OUTREACH (ENVIRONMENT NOW/Safe Routes to School): In collaboration with the Safe Routes to School partnership, the Outreach team promoted a Bike & Roll to School Week Art Contest for K-12 students in the SFUSD. Students were asked to create a piece of visual art that

expresses what biking and rolling to school looks like, feels like and means to students in SF. The artwork will be featured on the next Bike & Roll to School Day Poster. 44 artwork submissions across 22 different schools were submitted. Winners will be announced at the close of the Spring 2020 school year.

- ZERO WASTE: Developed and began implementing apartment building manager outreach on best zero waste practices during COVID-19 (C19). Contacted 136 accounts with Environment Now. Assisted EJ with data on affordable housing properties with contamination. Compiled and provided battery bucket data to Toxics. Received 1 refuse separation ordinance (RSO) plan, and met with property manager and zero waste facilitator to discuss recommendations. Sent congratulations letter to property passing RSO audit, and discussed successes and areas of improvement with them. Responded to over 30 public inquiries on various subjects. Adjusted messaging to account for C19 via Climate Action webpage and Broke Ass Stuart article. Improved stringency of backyard composting approval by requiring photos, a short process summary and signed compliance verification form.

Commercial Programs

- TOXICS: The Commercial Toxics team held a stakeholder web meeting with furniture and juvenile product manufacturers to discuss revising the SF Flame Retardant Ordinance and to provide them with an overview of GreenScreen® for Safer Chemicals, a hazard assessment tool for chemicals.
- TOXICS (Green Business): The Green Business Program received an award from the California Green Business Program for recognizing the most number of businesses per capita and achieving the highest diversity of business types among all of the California Green Business Programs.
- TOXICS (Green Business): The Green Business Program held its annual Awards Ceremony at the California Academy of Sciences on March 4th. 102 businesses were honored for achieving green business recognition this year. Speakers included Debbie Raphael, Regina Dick-Endrizzi of the Office of Small Business, Rick Karp of Cole Hardware, Senator Scott Wiener, SF elected officials Sandra Lee Fewer and Raphael Mandleman, and Environment Commissioner Heather Stephenson.
- TOXICS (Green Business): Since the first Shelter in Place Order was enacted, the Green Business Program has increased its social media presence and communication with business owners. The Green Business Facebook page has been advertising businesses that are open and/or providing services online and plans to do paid advertising for these businesses in May. The program has been providing information about financial resources on its Facebook page and e-newsletters.
- TOXICS (Green Business): The Green Business Program is preparing to launch a prebate program in May, which would provide recognized and in-process Green Businesses with up to \$500 worth of products that are needed to achieve green business recognition (such as LED light bulbs, recycled content paper, and green cleaning supplies).
- TOXICS (Green Business): Six businesses have completed their recognition process since Shelter in Place was enacted.

- TOXICS (Healthy Nail Salon Program): The Healthy Nail Salon Program has been providing information about financial and other resources to the 60 recognized Healthy Nail Salons. The program has also posted on social media information about how consumers can support salons during this time.
- ENERGY: The BayREN commercial program continues to evolve its incentive structure and microloan program to meet the challenges our micro, small and medium businesses are facing in the pandemic.
- ENERGY: BayREN commercial partnered with Green Business to contribute program information on its social media and communication channels.
- ENERGY: Assisted the BayREN Program implementer, the ABAG, in preparing for a high-level meeting with the CPUC and its Energy Division staffers. The meeting is to be an opportunity for BayREN to present its values, programs, and how the programs' evolution in the pandemic.
- ENERGY: Continued collaboration with CleanPowerSF on the design of a new energy efficiency serving small-medium businesses.
- ENERGY: The Harvard Business School concluded its policy study on electric vehicle adoption in San Francisco. Final report to be released in May.
- ENERGY: The International Council on Clean Transportation (ICCT) commenced its study on electric vehicle infrastructure needs to inform the Climate Action Plan.
- ENERGY: Continued to collaborate with the SFPUC on drafting the program design and manual for the California Electric Vehicle Infrastructure Project (CALeVIP) grant. CALeVIP offers incentives for the purchase and installation of electric vehicle charging infrastructure at publicly accessible sites throughout California. Upon approval by the CEC, CALeVIP will bring millions of CEC funding to build charging infrastructure in San Francisco. Final CEC decision is expected in June.
- ENERGY: The San Francisco Energy Watch program ceased construction and project recruitment. Nonetheless, by 30 April, the program has achieved over 50% of the required energy savings goal. Staff has been deployed as DSWs.
- OUTREACH (ENVIRONMENT NOW): Environment Now wrapped up outreach for the Plastics, Litter and Toxics Reduction Ordinance. Outreach for this project began in April 2019. Through these grassroots outreach efforts, the team reached 1,662 commercial businesses affected by the ordinance to inform them of best practices regarding adapting their business to the ordinance while offering in person support, training and informational collateral for employees and customers. Environment Now staff offered this support in all San Francisco districts and in multiple languages including English, Spanish, Cantonese and Mandarin.
- OUTREACH (ENVIRONMENT NOW): Environment Now concluded a multi-year outreach project reaching commercial businesses throughout the city regarding updates to our recycling system. This project began in July 2017 and resulted in 6,101 businesses being reached in person by Environment Now staff who conducted waste assessments, provided training and technical assistance in an effort to support business adoption of the recycling updates and reduce waste overall. Outreach was offered in multiple languages and throughout each

business corridor in the city.

- ZERO WASTE: Worked with Recology to finalize RSO protocol document. Reviewed 13 RSO audits. Emailed courtesy notices to 5 accounts failing audits and congratulatory emails to 6 that passed. Worked with 5 commercial accounts inquiring about service changes and billing. Created zero waste policies compliance report form, stewarded it to be included throughout SFE website and trained relevant staff on using it. Facilitated virtual zero waste training for 35 people throughout Zoura corporate offices in SF, Redwood Shores, Boston and Atlanta. Reviewed and approved 7 demolition debris recovery plans (D5, 8, 9, 10,) resulting in 15,905 tons recovered at an average rate of 89%. Started 3rd-party verification process of 2019 material recovery performance at 12 registered facilities. Initiated Generation Reduction and Redistribution Study for Surplus Construction Materials partnership with Green Building, consultants, developers and contractors. Joined SF Lifelines Council to help coordinate vital services in a major disaster and edited report solid waste chapter. Responded to C19 Health Order ban on customer reusables (e.g., bags, mugs) with media and web statements, and got DPH support to allow them, but was not yet successful in getting Health Order change. Gathered information on checkout bag charge and pre-checkout bag ordinance, completed signage and forwarded it to compostable bag producers. Transitioned greening film industry project to Green Business.

City Department Programs

- URBAN FORESTRY: Special Meeting of the Urban Forestry Council Landmark Tree Committee.
- BIODIVERSITY/CLIMATE: Presentation to Biodiversity Interagency Working Group re actions for the 2020 Climate Action Plan.
- ZERO WASTE: Met with SF Housing Authority director and deputy on their refuse situation. Finalized 2019 resource conservation and bottled & package free water ordinance reports. Provided zero waste language for environmentally preferable purchasing regulation updates and 2019 buy green report. Provided information on city government zero waste to San Mateo County Office of Sustainability. Assisted Real Estate Division in reducing refuse service at 7 city facilities. Assisted 17 Rec & Park, 7 SFMTA, 5 SFPL and 1 Animal Care and Control location in suspending or reducing refuse service. Created prerecorded virtual zero waste presentation for DPH and SFMTA. Provided information on our Virtual Warehouse to the City of San Rafael.

Citywide/Cross-Sector Programs or Initiatives

- BIODIVERSITY: Presentation about the Urban Biodiversity Inventory Framework at the monthly CNPS Members meeting with California Academy of Sciences and the Presidio Trust.
- OUTREACH: Launched the second annual [Climate Action Month](#). Due to shelter-in-place orders, SFE pivoted the program from community action and volunteerism to virtual engagement and opportunities for individual action from home. SFE curated a web page featuring 85 online events from 60 organizations, along with a wide range of activities and educational resources for all audiences. The site ranked in the top most viewed SFE pages in April with 2,239 pageviews (1,691 unique pageviews), and contributed to a 40% increase in

social media engagement with a 150% increase in impressions and link clicks compared to March.

- OUTREACH (Sustainable Transportation): In response to reductions in public transit due to the shelter-in-place order, SFE launched a new program in partnership with SFCTA, [Essential Worker Ride Home](#). The program provides a reliable and safe taxi ride home from work for essential employees in San Francisco, up to 10 rides per month and \$70 per ride. The program has capacity to support up to 100 essential workers per week, with potential to expand pending additional funding to be approved by SFCTA Board on May 19.
- OUTREACH (MFD ZW, ENV Now,EJ): The Zero Waste, Environment Now, and Environmental Justice Outreach team members worked collaboratively to conduct outreach to over 230 Multi-family Dwelling Property Management Companies in order to provide information for residents regarding proper recycling, composting, and trash information during the shelter-in-place. Team members provided in-language remote customer service assistance and education for Property Managers as well as follow-up communication, which included a letter for residents and a Department of Public Health multilingual COVID-19 safety flyer for Stay at Home Instructions.
- ZERO WASTE: Transitioned Zero Waste team to working effectively remotely during C19. 4 team members began serving as Disaster Service Workers in various capacities.

New/Revised Legislation and/or City Hall activity

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Press and Media Highlights

- OUTREACH: On March 12th, the Department was awarded a bronze medal in the category "Corporate Social Responsibility Film, Video & Sound" at the 2020 American Advertising Awards Greater San Francisco ("the Addys") for its composting awareness campaign, "Feeling Gassy, SF?"
- ZERO WASTE: Interviewed by KALW on SF zero waste, recycling markets and related subjects. Assisted with media inquiries and articles on development of mobile redemption pilot. Provided content for C40 Waste to Resources Working Group global meetings on C19 response by resource conservation and recovery programs.
- TOXICS: [SF Grocers Report: Beef and Pork Fail to Disclose Drug Use](#). A groundbreaking report from San Francisco's Department of the Environment reveals that beef and pork brands sold by major grocery chains in the city have failed to disclose basic information about drug use—and some may not even know the answers.
- ADMIN: [Harnessing the Power of Collective Action](#). Last year, when we began planning for the 50th Anniversary of Earth Day, we couldn't have imagined that most of our events would be online and that we would be asking people to take climate action from home. This year, it feels like Mother Earth has sent us to our rooms for a global "time out."

Staff Changes

- OUTREACH (SCHOOL ED.) Esther Tang joined as 5640 Environmental Specialist, Environmental Education Coordinator
- ZERO WASTE: Trained Bri Zhen as Residential Zero Waste Associate and Freddie Coronado completed his term in that role.

Proposals submitted and grants and contracts awarded to the Department

- ZERO WASTE: Submitted additional redemption pilot grant documents to CalRecycle, and met with SF Planning and Caltrans on possible sites. Refocused Kitchen Zero SF (a CalRecycle grant to SFE) on grocery stores (contacted 25) and eased participation requirements, given C19. Introduced Spoiler Alert to the World Wildlife Fund to become a Pacific Coast Collaborative signatory.

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

- ENERGY: Commenced contract negotiations with PG&E on a new, 3-year energy-efficiency marketing and outreach program.
- ZERO WASTE: Concluded grant to UCSF training 20 hospital units (e.g., Liver Transplant, Radiology) on zero waste and providing 30,000 reusable hospital gowns to help with C19 personal protective equipment shortages. Obtained signatures on another UCSF grant to utilize Zabble and Replate to redistribute more food.

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

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COPY GLOSSARY FROM LAST REPORT

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
SFCTA: San Francisco County Transportation Authority
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