



CITY AND COUNTY OF SAN FRANCISCO  
**COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT**  
 January 22, 2013

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**1. ADMINISTRATION/GENERAL**

NEW HIRES

- Toxics: Posted new Green Business 9922 position – due February 8, 2013.

**2. LEGISLATION/POLICY**

GENERAL

- Zero Waste: Received Recology draft refuse rate application and are reviewing it with DPW.
- Zero Waste: Met with Supervisor Avalos, Small Business Commission and Recology to address concerns regarding informal recyclers.
- Zero Waste: Participated as board member in annual California Organics Recycling Council meeting to discuss state policy issues. Met with CA Water Resource Control Board on concerns they're not adequately reviewing negative impacts to composting programs and facilities from their proposed discharge requirements.
- Introduction BOS 12/11, Budget Committee passed with recommendation 1/9, approved by the BOS 1/16 : Ordinance authorizing the Department of the Environment to accept and expend a grant in the amount of \$13.1 million from the CPUC, through PG&E, to implement an Energy Use and Demand Reduction Through Energy Efficiency Program in the City and County of San Francisco and amending Ordinance Number 165-12 (Annual Salary Ordinance, FY 2012-13 and FY 2013-1 4) to reflect the addition of three (3) grant funded positions (3 FTE) at the Department of the Environment.
- Safe Medicine Disposal: BOS President David Chiu on 1/15 announced the success of the Department of Environments Safe Medicine Disposal program and indicated that he was sending a letter to the pharmaceutical industry that supported the program with a grant asking them to continue funding the program. President Chui went on to say if the industry was not open to continued support, he would look at an ordinance similar to what Alameda County passes requiring manufacturers to safely collect and dispose unused medicine.

**3. COMMUNITY EVENTS/OUTREACH ACTIVITIES**

PRESS EVENT

- Toxics: Official launch of Pest Prevention by Design Guidelines – a national project led by SFE for reducing pesticide use and pests for the life of a building. Thurs., Jan 24, 10am – noon, main public library
- Toxics : Held press event 12/12/12 for Healthy Nail Salons Program, recognized 8 salons. 17 more salons are registered and in process of recognition (Toxics/CG)
- Energy: Press Release for What's Your Watt on 1/16 resulted in interview with KGO and article in the Chronicle Sunday section on 1/20
- Energy: Green building labeling announced at Assessor-Recorder press conference held on 29 Nov. Announcement picked up in *SF Examiner*. (RS)
- SF Green Building policies were covered in-depth in a GreenSource Magazine article released the week of Greenbuild:<http://continuingeducation.construction.com/article.php?L=5&C=959> (GB/all)
- San Francisco, Chicago, and Cincinnati have been selected as global finalists in World Wildlife Fund's (WWF) [Earth Hour City Challenge](#), a year-long challenge rewarding cities that are preparing for

increasingly extreme weather and promoting renewable energy. The cities were chosen by WWF and global management consultancy Accenture for actively taking steps to transition their communities toward a climate-friendly future. The 2013 U.S. Earth Hour City Capital will be announced in February and will then compete with cities from Canada, India, Italy, Norway, and Sweden for the title of Global Earth Hour Capital. Announced in a WWF press release on January 17, 2013.

## OUTREACH

- Zero Waste: Conducted webinar with Waste Age and over 100 listeners on our tree-cycling program and zero waste policies. Provided City of Santa Monica detail on our mandatory implementation and composting rollout, and discussed zero waste policies for upcoming state legislative session. (ZW-JM)
- Zero Waste: Met with experienced asphalt manufacturer with in-house lab and testing capability who will partner on high recycled content asphalt plant in SF.
- Zero Waste: Toured ECS Refining facility in Stockton to explore rigid plastic recycling opportunities, and textile recycling facility in Fresno with Goodwill Industries to strategize on textile recovery, reuse infrastructure development and job creation. (ZW-KD)
- School Education: Trained SFUSD ExCEI After-School Program Managers on composting and recycling within their school programs. Reached 60 people.
- School Education: Attended Winter Fair 2012: San Francisco Waldorf School. Reached 50 students.
- School Education: Gave 25 Assemblies. Reached 2653 students.
- Energy: EN and the Residential Energy Team kicked off our Door to Door Energy Upgrade Campaign in D7. The campaign urges residents to get an energy assessment and potential upgrade while taking advantage of state funding.
  - To date: EN has visited nearly 3200 homes and have secured over 175 leads for the Residential Energy team. This campaign will continue through the end of January.
- Zero Waste: Commercial Outreach since last meeting on November 27, 2012:
  - Visited 281 Businesses throughout SF neighborhoods/districts
  - Had 223 Conversations with business owners/managers
  - 205 of the businesses are now compliant, which is a 73% compliance rate
  - 182 tons/yr of compost material diverted from landfill from this month's activities
- Zero Waste: Auto-Rollout Multi-family Outreach since last meeting on November 27, 2012:
  - Initiated composting service to 195 multi-family buildings (6-20 units), in 6 neighborhoods
  - Had 597 Conversations with residents
- Toxics Reduction: Kicked off Residential Door-to-Door Wonder Campaign
  - Had 882 Conversations with residents in 7 neighborhoods at multi and single-family homes
- Energy: for single family program sent 5000 letters to new homeowners, 6 in-home presentations, knocked on 1333 doors and one presentation at Ingleside Library. Amended EnergySavvy website is proving very effective

## ONLINE ANALYTICS

- Nov-Dec 2012 Analytics – highlights
  - 44,100 Visits
  - 30,000 Unique Visits
  - 121,700 page views
  - Most page views (Nov-Dec 2012)
    1. Homepage – <http://www.sfenvironment.org/> 19,500
    2. Jobs - <http://www.sfenvironment.org/about/jobs> 5,400
    3. Energy/Home Energy Upgrades - <http://www.sfenvironment.org/article/sf-home-improvement-amp-performance/getting-started> 4,600
    4. Checkout Bag Ordinance - <http://www.sfenvironment.org/article/prevent-waste/checkout-bag-ordinance> 2,300
    5. Zero Waste - <http://www.sfenvironment.org/zero-waste> 2,200
- 10,733 Twitter followers

- Our most popular single twitter post:  
Awesome! Since #SanJose's plastic bag ban went into effect Jan 2012, there's been a 50% reduction of bags in creeks ow.ly/fQIDv (15 retweets)
- 2,808 Facebook likes
  - Did you know? San Francisco has a goal of achieving zero waste (sending nothing to the landfill) by 2020. We currently divert 80% of our waste from the landfill- the highest diversion rate in North America! Check out this report to learn more about what San Francisco and other cities around the world are doing to achieve our zero waste goals. + link to report

#### **4. PROGRAM MILESTONES/ACHIEVEMENTS**

##### COMMUNITY OUTREACH

- Partnered with Wild Equity on EcoCenter film on 11/15 (SER)
- Partnered with SFPL and KQED on film at library and reception in EcoCenter 1/15 (SER/Clark)
- The SF Environment volunteer team, now totaling 519 active members, participated in 75 community events in 2012 and several other special projects. These projects included supporting the International Green Building Conference, giving out canvass bags at several events as part of the "Ban Bag Campaign" as well as setting up outreach booths and giving presentations at the Mexican Consulate. In the upcoming year, the volunteer team will take part in expanding outreach efforts at additional Latin American consulates, work with DPW's community clean team, and partner with Friends of the Urban Forest to plant over 200 fruit trees.

##### CLEAN AIR/CLEAN TRANSPORTATION

- Federal "fiscal cliff" legislation included provisions to restore pre-tax benefits for transit and vanpool riders to \$245 a month, as the Commission had urged in a 2012 resolution, making the benefit ceiling equal to the parking benefits and applying it retroactively through 2012.
- Developed procedures with the City Administrator and Mayors Budget Office to improve "green vehicle" purchasing process by departments, in accordance with the Healthy Air and Clean Transportation Ordinance, and for effective implementation of the HACTO requirements that departments use Transit-First strategies for at-work travel and reduce their fleets by 5% annually.
- Oversaw and coordinated the city's completion of the currently planned EV charging infrastructure in city owned public garages, with 75 charge stations at 16 downtown garages plus SFO and Treasure Island.
- Completed the installation of 89 EV chargers at 36 condos, co-ops and apartment buildings, through a state-funded demonstration program available only in San Francisco as a means to develop best practices for EV charging at multifamily buildings.
- Developed plans for a 100-bike bicycle parking cage at SFE's new office, to be shared with SF County Transportation Authority.

##### URBAN AGRICULTURE/ URBAN FOREST

- First plantings of fruit trees supported by Carbon Fund slated for 1/26/13 (Toxics/CG)

##### ENERGY

- Official launch of What's Your Watt. Sponsored by Wells Fargo and PG&E, we are working with San Francisco Public Library's Green Stacks program and Business Council on Climate Change (BC3). Wells Fargo sponsored outreach and materials, PGE provided meters through the public goods charge. Meters are available for check out at all 28 San Francisco public libraries and the green bookmobile. Borrowers may take the devices home to determine wattage, associated costs and CO2 emissions information for all electrical appliances, including computers, refrigerators and hair dryers. Soft launch resulted in 35 of 60 available meters being borrowed from the library in the week before New Years. Additional meters will be made available depending on program need. They are also available to BC3 member organizations through the BC3.

- Home Improvement & Performance upgrades: 257 paid; 63 pending contractor completion. Preliminary Home Energy Scores and HERS II ratings received for most completed SFHip projects
- Energy Watch: Program closed extremely successful with Results (thru 12/12): 3,185 projects; \$11.3 mil incentives; goals[revised upward]—135% kW; 120% kWh; 1,173% therms (AK)
- EcoDistricts: Developed a strategy for existing neighborhoods with Planning
- Financing: GreenFinanceSF being validated for participation in California First commercial financing program and looking for a local lender to participate in a low-interest loan program through Rural Counties Association
- Delivered the Renewable Energy Task Force report to the Mayor
- CleanPowerSF: Developing an energy efficiency offering with SFPUC

## ENVIRONMENTAL JUSTICE

- Completed a community-participatory strategic planning process, using a framework called Mobilizing for Action through Planning and Partnerships (MAPP), to address health inequities and prepared draft Community Action Plan for SF Healthy Homes project, funded by CDC grant.
- Continue promoting Integrated Pest Management at SF Housing Authority sites, including Alice Griffith, Hunters View and Potrero. Providing support for Pest Prevention By Design guidelines developed by SFE's Toxics Reduction program.

## ENVIRONMENT NOW

- Completed "Zero Waste" and "Energy" ROOTS of Success training modules

## GREEN BUILDING

- The first GreenFinanceSF commercial PACE project for Prologis at Pier 1 was formally announced via press release (Johnson Controls), two radio interviews (Wendel Forum and 960 AM KNEW). Story was picked up by multiple newswires and other outlets (PACE Now, Greentech Media, Greenbiz.com, Forbes). In addition helped organize a special invite-only event for local property owners at City Hall on the eve of the San Francisco Greenbuild conference featuring the owner, the contractor and finance company, with a welcome from Melanie (GB/Chien)
  - As part of Greenbuild, hosting visiting delegation from : Singapore Building Construction Authority, Sweden, and Tokyo (GB/Chien)
  - Participated in two meetings with local architects interested in starting a San Francisco "2030 District." See Seattle's for reference: <http://www.2030district.org/seattle/> (GB/All)
  - San Francisco municipal LEED certified space now equals 3.7 million square feet. (GB-MP)
  - LEED certifications for municipal projects since last meeting on November 27, 2012:
    - Tesla Treatment Plant (LEED-NC\* Silver)
    - Moscone North & South (LEED-EBOM Gold)
    - One South Van Ness Avenue - 8th Floor (LEED-CI Gold)
    - Golden Gate Valley Branch Library (LEED-CI Gold)
    - Merced Branch Library Library (LEED-NC Gold)
    - New Visitacion Valley Branch Library (LEED-NC Gold)
    - 1680 Mission St. (LEED-EBOM Certified)
    - Chinese Recreation Center (LEED-NC Silver)
- \*NC: New Construction;  
 CI: Commercial Interiors  
 EBOM: Existing Building Operations and Maintenance

## TOXICS REDUCTION/GREEN BUSINESS

- First set of pilot green cleaning trainings for janitorial services companies beginning this week (Toxics/CG)
- Started Green Business campaign in Mission District – recruiting new businesses and informing consumers about the program (Toxics/CG)

## ZERO WASTE

- Redistributed 600 items through Virtual Warehouse valued at \$67,000 and 6 tons since last meeting on November 27, 2012. (ZW-JL)
- Diverted 2,800 tons from three demolition sites, and inspected and re-registered one debris recovery facility. (ZW-MW)
- Got 157 commercial accounts compliant with mandatory composting and recycling. (ZW-AD)
- Rolled-out composting and conducted outreach at 221 apartment buildings (2,101 units).
- Implementing composting and recycling and conducted outreach at three Housing Authority complexes (363 Noe, 3850 18<sup>th</sup> St. and 1855 15<sup>th</sup> St.). (ZW-AK)
- Increased Laguna Honda Hospital diversion 12%. Implemented composting at last 2 DPH clinics (Jail Health Services and Child Family Therapy Center). Trained DPW City Hall, SFPD Crime Lab, SFO, Library and Laguna Honda Hospital staff on zero waste. Developed new waste diversion plan for Sheriff Department jails. Worked with SFMTA to showcase their diversion efforts and apply for American Public Transportation Association Sustainability Award and SF General Hospital to identify opportunities to eliminate unnecessary supplies and waste. (ZW-JB)
- 642 tons/yr of compost material diverted from landfill from December 2012 – January 2013 activities

## **5. GRANTS/FUNDRAISING**

- SF Conservation Corps completed second year of their Zero Waste grant, diverting 618 tons from events and surpassing their goal by 209%. Added funding to SF Conservation Corps, SCRAP and Garden for the Environment grant agreements. (ZW-KD)
- Met with EPA Region 9 Administrator to discuss their grant that SFE is a partner in for reducing disposable foodware and marine debris. (ZW-JM)
- Submitted application for CEC PIER funding (\$300,000) for integrated renewable, distributed generation (SER/DM)
- Submitted National Fish Wildlife/Wells Fargo proposal for \$75K for adaptation planning (SER)
- Made the first cut for Goldman Fund proposal for \$200K for adaptation planning (AS/SER/CO)
- Attended Prop-84 bidders conference with RPD and Planning. Coordinating city asks for statewide greening funds (planning and implementation) (SER/MLH)
- Selected as one of 3 North American cities as finalists for the Earth Hour City Challenge. Potential for \$100K award for community engagement around climate change and adaptation. (SER/DO/CO/AS)
- Final report to SF Foundation for Urban Gleaning (MLH)
- Bay Area Regional Energy Network received approval from CPUC for \$26 million for residential energy projects, financing, and building code related work.
- Proposition 39: the Local Government Sustainable Energy Coalition is developing a statewide proposal to the Governor.