



CITY AND COUNTY OF SAN FRANCISCO
COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT
May 28, 2013

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1. ADMINISTRATION/GENERAL

NEW HIRES

Environment Now: four new TEX 9916 staff members, started 4/29/13:

- o Yesenia Darby
- o Jacqueline Soriano
- o Nicole Rui Feng Wu (Nicole Wu)
- o Danielle Lomax

Green Business: new 9922 Green Business Associate started 5/13/13:

- o Wendy Yeung

2. LEGISLATION/POLICY

GENERAL

Zero Waste staff, assisted the Department of Public Works in analyzing, conducting hearings and drafting the staff report on the Recology refuse rate application.

SFE is supporting AB416, funding for local government action on Climate.

San Francisco is co-sponsoring SB727, a Medicine EPR bill. The bill will be on hold until January 2014. The chair of the EQ Committee, Jerry Hill, requested the author, H. Jackson, to hold stakeholder meetings with industry to agree on a mandatory solution.

3. COMMUNITY EVENTS/OUTREACH ACTIVITIES

EVENTS

- Director Nutter's Speaking engagements since April 8th, 2013:
 - o Spoke at the San Francisco Chamber of Commerce as part of their Policy Makers series on 4/9/13.
 - o Participated in a Recology Tour with several of the Goldman Environmental prize recipients and was interviewed on KGO-TV on 4/11/13.
 - o Spoke on a Women in Government Panel at a City Hall Fellows Luncheon 4/11/13 with Chief Hayes White and Christine De Berry.
 - o Gave welcoming remarks at the Mayor's primer of "Trashed" at the Kabuki Theater on 4/11/13.
 - o Pathways to 100% Renewable Energy conference held 4/16 at Fort Mason. Mayor Lee spoke on the 100% renewable energy goal; Director Nutter gave welcome remarks; Renewables staff presented on renewable energy task force and 100% renewable strategy.
 - o A press conference with Assembly Member Ting & Director Nutter on AB 220, EV sales tax holiday was held on 4/22/13.
 - o Mayor Lee and Director Nutter spoke at the Mayor's Annual Earth Day Breakfast on 4/24/13; over 200 guests were in attendance including department heads, elected officials, and commissioners.
 - o Launched biodiversity program at our Community Biodiversity Celebration at the Randall Museum with Director Nutter and Rec and Park on 4/27/13.
 - o The Annual School Awards Ceremony at City Hall honoring Dr. George Washington Carver Elementary, Ulloa Elementary, Monroe Elementary, and Denman Middle School. Reached 100 students, principals, teachers, custodians, and community partners on 4/30/13.

- Participated a video conversation on how to Reinvent Adaptive Cities with Alex Steffen on 5/2/13.
- Director Nutter addressed the Women's Environmental Network on 5/9/13.
- Director Nutter participated in the Clinton Global Initiative Mid Year Meeting with President Clinton, Secretary Clinton, and Mayor Lee on Monday 5/6/13 in NYC.
- Director Nutter participated in the Green Cities California Northern California Retreat on 5/9/13 and 5/10/13 with Deputy Director Assmann and various program staff.
- GreenFinanceSF: presentations were delivered to the following: California Statewide PACE Conference in Los Angeles; USDN (Commercial PACE "Lender Support" grant project); U.S. Department of Energy Technical Assistance Program webinar; Hathaway Dinwiddie Construction Company.
- Zero Waste: Presented SF programs to representatives from 15 countries at GAIA conference on Zero Waste Centers of Excellence. Assisted with organizing event honoring Goldman Award winners and connecting zero waste activists.

CAMPAIGNS

The Idling Reduction Campaign is part of the SF Safe Routes to School (SRTS) program in conjunction, under the leadership of the Department of Public Health, and is implemented by the San Francisco Department of the Environment's Environment Now team. The goal of the No Idling campaign is to inform drivers picking up and dropping off children about the financial and health costs of idling in school zones and to persuade them to change their behavior.

Timeline: The campaign takes place at 15 SRTS schools, is a 2-yr grant, and is rolled out in three phases per school year. The Environment Now team has fulfilled its 2-yr grant requirement and the campaign rollout phases are listed below:

- Phase 1: Pre-outreach idling data collection, detailing the number of cars and length of time spent idling
- Phase 2: Outreach- distribution of postcards to parents through school mail, presentations at school events, and face-to-face interactions with parents waiting outside the school during pick-up hours
- Phase 3: Post-outreach idling data collection, detailing the number of cars and length of time spent idling; Direct distribution of outreach information to each student household totaling 12,810; Attending 40 School Events promoting the Idling Reduction Program over two years
- The post-outreach data shows a decrease in the time spent idling each year
- A reduction of 1.6 hours was maintained from 2011-2013. This indicates that the amount of time cars were idling across all schools during the second year of the grant cycle had already been reduced and sustained as a result of our outreach efforts the previous year.

OUTREACH

Completed Household Hazardous Waste Collection Program Survey. 135 residents were surveyed to with an intent of informing our department of the collection program's value and convenience to the public. Customer Satisfaction rated at 95%.

Website Analytics Top 5 pages:

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| ○ Home Page: | 21,796 views |
| ○ Transportation/Commuter Benefits (Business): | 9,619 views |
| ○ Jobs: | 6,426 views |
| ○ Zero Waste: | 3,771 views |
| ○ Transportation/Commuter Benefits (employees) | 3,193 views |

School Education:

- Held 19 assemblies, reaching 2,655 students since April 8th, 2013.
- Gave School Education Program Overview and Tour to a student group focusing on an environmental peace project from Portland, Oregon. Reached 19 people.

- o Tabled at 5 events for organizations and schools at environmental fairs and conferences. Reached 975 people.
- o Held Annual School Awards Ceremony at City Hall honoring Dr. George Washington Carver Elementary, Ulloa Elementary, Monroe Elementary, and Denman Middle School. Reached 100 students, principals, teachers, custodians, and community partners.(School- Ed)
- o Hosted 4S Science Collaborative bi-monthly "All Member's Meeting" in the EcoCenter. Reached 26 adults.
- o Held quarterly SFUSD, Recology, and SFE meeting to align efforts in support of increasing waste diversion at SFUSD.
- o Toured Castro Valley composting schools with Castro Valley Sanitary District Staff to share best practices.

Zero Waste:

- o Organized and held North America's first Zero Waste Youth Convergence with 205 participants from around the world. (ZW-EN&JL)
- o Presented on SF zero waste to 50 members of Zero Waste International Alliance, GAIA conference on zero waste centers of excellence, KPFA panel on zero waste cities and Environmental Forum of Marin. (ZW-KD)

4. PROGRAM MILESTONES/ACHIEVEMENTS

COMMUNITY OUTREACH

From mid-March thru Mid-May, our department attended and promoted our programs to 47 events throughout the city. Our teams of volunteers, interns and staff had over 4,200 conversations and got over 300 new newsletter signups. One of the newest materials distributed this year was the Everyday Earth Day Pledge. Attendees at events during "Earth Month" were asked to take a pledge to do the following everyday:

- o Compost all food scraps and use the green bin. (379)
- o Recycle all bottles, cans and clean paper. (429)
- o Buy products with little or no packaging and avoid buying disposable items. (351)
- o Bring your own mug or water bottle with you everyday. (389)
- o Buy products with products with high amount of post consumer recycled content. (332)
- o Take only what you need to minimize waste. (372)

CLEAN AIR/CLEAN TRANSPORTATION

Participated in the state Zero Emission Vehicle Working Group, an ongoing group led by the Governor's policy office that is developing state guidelines for EVs. SFE is facilitating involvement of MTA, MOD and DBI in relevant subgroups.

The Commuter Benefits Ordinance compliance cycle closed April 30th. We have received compliance forms from over 3,800 business (from a mailing about 9,000) and we will be following up and sending warnings to the those who did not answer over the next few weeks.

The SchoolPool campaign ended this week – over 200 families registered over the 2 month period, the highest rate over the length of the two year program.

CLIMATE

Climate Action Strategy in final review by City departments.

Inviting City departments to a second Climate Adaptation meeting for June 13 and in the initial stage of developing a citywide Adaptation strategy.

URBAN AGRICULTURE/ URBAN FOREST

Urban Forestry: Working with Urban forestry Council to host a series of meetings along with community members to define goals and strategy for the Urban Forestry program.

Urban Agriculture: The City Admin office selected RPD to serve as the lead UA agency for the City. SFE is organizing a meeting to understand how SFE will fit into this new structure and what role we will play.

ENERGY

Eco-Districts:

- o Energy and Green Building staff assisting Planning Dept to convene Central Corridor Formation Task Force, consisting of key private sector and nonprofit stakeholders to define potential pilot projects and governance structure for ongoing Eco-District implementation. Meetings to date: 4/10 (intro), 4/24 (governance), 5/8 (energy)
- o Participated in EPA funded development of a district energy strategy for the Central Corridor and creation of a template for national replication
- o Co-chairing a USDN bi-monthly call on EcoDistricts

Closing out the Better Buildings grant at 95% of goal in the single family retrofits and 120% of goal in multifamily.

Signing the contract for the new Bay Area Regional Energy Network Program to promote retrofits in single and multifamily buildings as well as work with Dept of Building Inspection on energy codes. Scheduling June kick-off meetings for each program element.

CleanPowerSF: started working with SFPUC on developing the energy efficiency and solar program plans.

Energy Watch was re-launched in May after months of contractual delays. There are still outstanding issues being addressed to clarify new CPUC and PG&E rules for calculating and reporting energy savings.

ENVIRONMENTAL JUSTICE

RFPs for brownfields communitywide assessment project have been issued for technical environmental services and outreach services.

Completed the Community Action Plan, Pest Prevention by Design guidelines and IPM resources for SF Healthy Homes project, funded by CDC.

EJ staff providing program management and outreach assistance to Green Building team.

ENVIRONMENT NOW

Nathan Duran completed program and was hired by San Francisco Conservation Corps.

The Environment Now Grassroots Outreach Team has recently received recognition for our unique approach to policy implementation and education. We have been highlighted in the following publications:

- o The Atlantic Cities: <http://www.theatlanticcities.com/politics/2013/04/san-franciscos-trash-inspectors-get-earlier-you-do/5191/>
- o BayCrossings: <http://www.baycrossings.com/dispnews.php?id=2923>
- o Waste and Recycling News: <http://www.wasterecyclingnews.com/article/20130520/NEWS02/130529999/whos-that-rifling-in-the-trash-san-franciscos-cart-inspectors>

GREEN BUILDING

GreenFinanceSF

- o Presentations were delivered to the following: BOMA Energy and Environment Committee; California Statewide PACE Conference in Los Angeles; USDN (Commercial PACE "Lender Support" grant project); U.S. Department of Energy Technical Assistance Program webinar; Hathaway Dinwiddie Construction Company.

- o Submitted proposal to California Energy Commission to repurpose State Energy Program (ARRA) funds for marketing and outreach.
- o Submitted initial grant proposal to U.S. DOE for financial assistance to address market barriers for energy efficiency in the small commercial buildings sector (not invited to submit final proposal)
- o Working with Controller's Office of Public Finance to establish alternative funding mechanism to address smaller (i.e. <\$500,000) commercial retrofit projects.

2030 District: Staff assisting private sector group (architects, planners, engineers) interested in establishing a "San Francisco 2030 District" which would create a community platform to engage with commercial owner/developers, service providers, utilities, and promote deep energy efficiency in new and existing buildings, based on transparency, information sharing, and healthy competition.

The Existing Commercial Building (ECB) ordinance was adopted in Feb 2011, and Green Building staff are pleased to report that 78% of the building stock in San Francisco larger than 50,000 square feet is now in compliance with our City's benchmarking program; these large buildings represent more than 75% of the commercial stock affected by the ordinance (measured by floor area.) We will continue to provide outreach and technical support to owners, managers, and tenants of existing commercial buildings to further raise compliance, particularly owners of smaller buildings, who have been affected more recently and need greater assistance to understand how to track and report their energy use:

Building Size	First required to benchmark	Compliance rate as of April 20, 2013
>50k sq ft	2011	78%
25k – 50k sq ft	2012	48%
10k – 25k sq ft	2013	15%

The experience of San Francisco and New York City in implementing this ground breaking energy efficiency policy has inspired similar policies in Boston, Philadelphia, and Minneapolis. Eight US cities now require energy performance benchmarking, and three additionally require energy audits (San Francisco, New York, and Boston).

TOXICS REDUCTION/GREEN BUSINESS

Safe Medicine program:

Results of the medicine waste sort completed in February have been released. 88% of the medicine was able to be identified. And, 91% of this includes prescription medicine, while the rest is non-prescription. Under 4% of the medicine waste included controlled substances. CCSF is co-sponsoring a medicine EPR bill, SB727. This bill is now a 2 year bill and will be heard at the EQ committee in January after stakeholder meetings in Fall.

Rate process: Staff drafted text on the toxics performance incentive, battery sorter position and expansion of sharps program in the staff report.

IPM: Organized the Annual IPM Conference that was attended by over 200 IPM practitioners with the help of the Parks Conservancy.

Green Purchasing: Working on launching a new design of the SFApproved pages.

Nail Salon Recognition program: Air monitoring at participating salons before and after implementation of program criteria show that the VOC content is lower and the awareness among salon technicians around chemical safety is higher. However, the sample size was very small and the results are not considered statistically significant.

Artist health hazards project: Conducted a stakeholder meeting to design a program to reduce chemical exposure among artists.

ZERO WASTE

Rolled-out composting and battery recycling, and conducted door-to-door outreach at 340 apartment buildings (3,834 units). (ZW-EN)

Reduced refuse bills at Housing Authority almost \$800,000 annually through increased composting and recycling. (ZW-AK)

Got 623 commercial accounts mandatory composting compliant. (ZW-SC)

Demolitions at 1456 Chestnut, 355 Channel, 251 Arkansas and 400 S. Van Ness diverted 4,290 tons and averaged 95% diversion. Attended Building Materials Reuse Association conference in Seattle. (ZW-MW)
Reduced disposal at SFPD, RPD and DPH by 53 tons and \$21,400 annually. Trained 350 DPH, SFPD, OEWD, MTA and SFE, employees on zero waste. (ZW-JB)

Hall of Justice compactor installation/construction project saved \$67,000 since March 2012 and made additional capacity available for recycling and composting. Enhanced recycling and implemented composting in all jury waiting rooms, staff break rooms and bathrooms, diverting 69 additional tons per year. (ZW-SM)

Redistributed 2,500 items worth \$178,000 and 17 tons through Virtual Warehouse. (ZW-JL)

5. GRANTS/FUNDRAISING

Energy / BayREN: A&E at Budget and Finance Wednesday. Contract approved by Risk Management.

Environmental Justice: Operations Committee approved SFE Grant for Brownfields Outreach Services to SF Parks Alliance for recommendation to the full Commission on the Environment.