



CITY AND COUNTY OF SAN FRANCISCO
COMMISSION ON THE ENVIRONMENT DIRECTOR'S REPORT
 Tuesday, September 20, 2012

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1. ADMINISTRATION/GENERAL

NEW HIRES

- Felisia Castaneda joined the School Ed team
- Simone Cifuentes joined the School Ed team
- Liore Elcott joins the Clean Air Team as Commute Smart Program Specialist
- Peter Gallota joins the Clean Air Team as Commute Smart Program Associate
- Ryan Jackson, joined the Toxics team
- Paige (Angela) Miller joins the Outreach team as our new Public Information Assistant. Paige will be responsible for social media communications
- Anthony Mitchell joined the School Ed team
- Jennifer Wang joined the SF Energy Watch team as a program assistant
- Nick Young joined the Green Building team

2. LEGISLATION/POLICY

- The San Francisco Board of Supervisors voted 8-3 on Sep. 18 to approve, on the first reading, a resolution authorizing the Public Utilities Commission, subject to conditions, to launch the CleanPowerSF program, approving local sustainability services for CleanPowerSF customers. The resolution returns to the Board for a second reading on September 25th.
- CA's flame retardant standard, AB117, is being revised in response to a Governor's directive (which was in turn prompted by Chicago Tribune expose). The AB117 public hearing was held on 07/23/12.
- Board of Supervisors passed City department and Treasure Island refuse contract agreement extensions.
- There are two bills on the Governor's Desk in Sacramento that would allocate Cap and Trade funds, including funds for local governments. SFE has been actively engaged in working with a consortium of local governments to advocate for funds for local government, and to help determine what kind of projects could potentially receive funding.

3. COMMUNITY EVENTS/OUTREACH ACTIVITIES

PRESS EVENT

- Launch of BMW DriveNow (EV carshare program) – press conference with Mayor Lee
- Press conference with SF Giants to inaugurate public EV chargers at AT&T Park, as kick off for EV Week followed by an Opening press event with Mayor Lee at Justin Herman Plaza on 9/17

CAMPAIGNS

- The first phase of our citywide composting campaign "We compost in San Francisco because..." wrapped up Aug 31st. The campaign focused on the Richmond neighborhood and included a wide variety of outreach tactics including door to door outreach, online media advertising, neighborhood event compost giveaways, bus shelter advertising and a elementary school poster contest. The next phase will focus in the Pacific Heights, Western Addition and Fillmore neighborhoods. (Outreach)
- Mandatory Recycling and Composting enforcement started for single family curbside residences in August. (Zero Waste/ Outreach)
- The Put-as-You-Pay Pilot started in the Inner Sunset Aug. 6th. This new program for single family residences offers a discount for not putting the black (landfill) cart out each week. The more waste a

family diverts and reduces the times the black cart goes out, a discount is applied to their quarterly bill. The pilot will move to the Bayview in Oct. (Zero Waste/ Outreach)

- The annual Great Race for Clean Air has kicked off – 2 month competition for companies and local governments to promote smart commuting (non-single occupancy vehicle) by employees; 95 companies participating, plus CCSF. (Clean Transportation)
- SchoolPool is underway, participating in outreach events at 24 schools in cooperation with Safe Routes to Schools and the School District, to promote ridesharing and other smart commute options for getting students to school. (Clean Transportation)

OUTREACH

- Worked with Environment Now to conduct bag ordinance outreach at 5,156 businesses. Over 200 businesses and 16 vendors participated in our 5 bag fairs. (Zero Waste)
- Trained DPH Cultural Competence & Client Relations, Potrero Hill Health Center, Laguna Honda Hospital, 12 event producers and America's Cup race management and Italian and New Zealand teams on zero waste. Presented to Mayor of Rome, delegation from Japan and GAIA International staff on zero waste. (Zero Waste)
- School Ed has given a total of 15 assemblies, reaching 999 students.(School Ed)
- Since 7/1/12, Environment Now has rolled out composting service in the form of 32 gallon bins to 230 multi-family buildings in SF. These buildings ranged between 6 and 20 units each. During this campaign we have distributed 1989 kitchen pails to residents in these buildings and personally engaged 544 residents in one-on-one conversations about proper composting behaviors. Of these conversations, 8 have been facilitated in Chinese dialects and 17 have been in Spanish. In addition to supplying buildings with a 32 gallon compost bin and distributing kitchen pails to every resident, Environment Now posts signs in all the buildings and circulates literature about proper composting/recycling behaviors. EN also posts signs and circulates literature about SFE's Wonder program. (Environment Now)
 - NOTE: This campaign has touched residents in the following neighborhoods:
 - Mission
 - Chinatown
 - Tenderloin
 - Outer Richmond
 - Outer Sunset
 - Pacific Heights
 - Western Addition
 - Downtown
 - South of Market
- The School Pool and Safe Routes to School campaigns have kicked off. Outreach and EN staff are tabling and giving brief presentations at Back to School Nights to promote carpooling, walking, biking, and other modes of transportation. (Outreach)

4. PROGRAM MILESTONES/ACHIEVEMENTS

CLEAN AIR/CLEAN TRANSPORTATION

Actions listed below were taken by members of the Clean Transportation team

- Participated in Green Vehicle Exp in Hangzhou, China, and signed Memorandum of Cooperation for information sharing about EV programs with Hangzhou.
- Presented and discussed findings of the Biofuels Strategic Planning Study to SPUR Transportation Policy Board.
- San Francisco received the 2012 award as the Bay Area's "Most EV-Ready Community" (along with Sonoma County), presented at SVLG's annual EV conference.
- Through SFE' MultiCharge SF demonstration program, funded by California Energy Commission, 40 apartment buildings, condos and other multifamily buildings in San Francisco have been selected for participation; nearly 100 chargers will be installed at those building in the next several months.
- Implementation of the Tenant Bicycle Parking in Existing Commercial Buildings Ordinance has begun in coordination with MTA and DBI; the [website](#) for building compliance is live.

- EV Week, organized by Charge Across Town with assistance by SFE and BC3 was conducted as a program to motivate consumers and San Francisco businesses to become EV-ready; two days of expo displays at Justin Herman Plaza and EV ride-and-drives on the Embarcadero generated much local press coverage and resulted in more than 300 people taking EVs for test drives.

ENVIRONMENTAL JUSTICE

Actions listed below were taken by members of the Environmental Justice team

- As part of San Francisco Healthy Homes Project, EJ staff working with City's IPM contractor, Pestec, to provide IPM training to SF Housing Authority staff and residents, including tenants living at SFHA sites in Southeast area (Alice Griffith, Sunnydale, Hunters View and Potrero). EJ is also working with Toxics Reduction staff to introduce Pest Prevention By Design guidelines to affordable housing developers.
- EJ received a new grant from U.S. EPA (\$400,000) to conduct brownfields assessments. SF will conduct site assessments at up to 10 properties in Southeast area of City that are potentially contaminated with hazardous substances and petroleum chemicals, for cleanup and reuse as recreational green spaces in support of the Blue Greenway, an open space waterfront corridor in the City's Southeastern area.

ENVIRONMENT NOW

Actions listed below were taken by members of the Environment Now team

- Completed waste volume audit of Bayview neighborhood, 985 residents audited over 5 weeks

TOXICS REDUCTION/GREEN BUSINESS

Actions listed below were taken by members of the Toxics team

- **Medicine Take back:** Through Environment now staff support, visited all senior centers in SF to train them on proper medicine disposal. So far, 6500 pounds of unwanted or expired medicine has been collected through the 13 pharmacy and 10 police station sites.
- **Nail Salon Recognition Program:** Visited all nail salons in San Francisco to recruit them to become "Healthy Nail Salons". Close to 20 salons are registered. Three trainings have been conducted for nail salon technicians on ways to use safer products and practices that reduce exposure.
- **Green Cleaning Videos:** Completed video short for series of 7 videos that are aimed at training custodians that do not speak English as their first language on green cleaning practices. The video shoot was done at Gefland partners (a green business) and SFO Terminal 2 (a municipal agency partner in Green Cleaning).
- **Pest prevention by Design:** Partnered with pest experts throughout the nation to develop pest prevention guidelines and conducted a training for developers (in partnership with the EJ team).
- **Cell Phone Right to know Ordinance:** CCSF lost the litigation against CTIA, which means we can no longer enforce our ordinance that requires retailers to post disclosure materials on ways to reduce exposure to cell phone RF energy. City attorney, Vince Chabbria, is drafting a memo with our available response options.

ZERO WASTE

Actions listed below were taken by members of the Zero Waste team

- SF disposed 428,910 tons in CY 2011, the least amount on record for the fourth consecutive year and 3.5% less than CY 2010.
- Rolled out composting to 13,000 commercial accounts to date, with 2,000 to go.
- Rolled-out composting at 7,250 apartment buildings to date, with 1,250 to go.
- Program staff monitored America's Cup races for zero waste compliance, August 24 – August 25.

5. GRANTS/FUNDRAISING

- An open house event luncheon for potential New Space sponsors will be held on September 14th at 1455 Market Street, 9th Floor, from noon to 1:30 pm.