File No. 110499   Committee Item No._____
                         Board Item No._____ **39**

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Board of Supervisors Meeting   Date ___June 14, 2011___

Cmte Board

Cmte	Board	
☐	☐	**Motion**
☐	☒	**Resolution**
☐	☐	**Ordinance**
☐	☐	**Legislative Digest**
☐	☐	**Budget Analyst Report**
☐	☐	**Legislative Analyst Report**
☐	☐	**Youth Commission Report**
☐	☐	**Introduction Form (for hearings)**
☐	☒	**Department/Agency Cover Letter and/or Report**
☐	☐	**MOU**
☐	☒	**Grant Information Form**
☐	☒	**Grant Budget**
☐	☐	**Ethics Form 126**
☐	☐	**Subcontract Budget**
☐	☐	**Contract/Agreement**
☐	☒	**Award Letter**
☐	☐	**Application**
☐	☐	**Correspondence**

OTHER   (Use back side if additional space is needed)

☐	☐	_____
☐	☐	_____
☐	☐	_____
☐	☐	_____

Completed by: _Andrea Ausberry_____   **Date** _June 9, 2011_
Completed by:_____   **Date** _____

An asterisked item represents the cover sheet to a document that exceeds 25 pages.
The complete document is in the file.

1   [Accept and Expend Grant - Zero Waste Database, County of Contra Costa - $25,000]

2

3   **Resolution authorizing the Department of Environment to accept and expend a grant in**

4   **the amount of $25,000 from the County of Contra Costa to assist in the creation of a**

5   **web-based application that enables the public to easily find accurate information about**

6   **nearby recycling, reuse, and disposal options.**

7

8   WHEREAS, Environmental agencies have realized that a core component of recycling

9   and toxics reduction programs is the availability of accurate information about recycling, reuse

10   and proper disposal options for residents and businesses; and

11   WHEREAS, A number of online tools exist that serve this function, including SF

12   Environment's EcoFinder, StopWaste.Org's Recycling Wizard (Alameda County, CA), and

13   Oregon Metro's "Find a Recycler" tool (Portland region, OR); and

14   WHEREAS, Similar tools exist on the national level such as Earth911.com that do not

15   always reflect the specifics of recycling and disposal programs at the local level; and

16   WHEREAS, As these and other agencies look to upgrade their outreach tools to reflect

17   the trends of Web 2.0, such as interactive information sharing, interoperability, and user-

18   centered design, it is clear that a growing need exists in the public sector for a low-cost

19   feature-rich online platform for maintaining recycling services information that can be easily

20   deployed and promoted to maximize program outreach efforts; and

21   WHEREAS, One of the primary benefits of such a system is increased access to more

22   accurate data for members of the public who may not define themselves through geographic

23   boundaries that have limited the scope of previous recycling services databases; and

24   WHEREAS, This application will empower environmental agencies to easily maintain,

25   update, publish, and openly share data about recycling, reuse and disposal services; and

1   WHEREAS, Working with other entities to create the application will result in a better

2   tool than would be possible by the individual efforts and resources of those agencies; and

3   WHEREAS, This application will be a centralized web service with various mechanisms

4   (modules, widgets, data feeds, mobile app, etc.) for integration with participating agencies'

5   websites; and

6   WHEREAS, Developing this application as a flexible, centralized web service will

7   enable easy integration with other web services and data platforms, as well as the

8   development of future application features and improvements; and

9   WHEREAS, Open source, publicly licensed, well documented software is strongly

10 preferred; and

11 WHEREAS, This application will serve as a model for "Government 2.0" efforts to

12 deliver government services more broadly and efficiently while increasing transparency; and

13 WHEREAS, By collaborating on the development of such a platform, agencies and

14 organizations will lower development costs; and

15 WHEREAS, The counties of Alameda and Contra Costa and the City of Palo Alto and

16 the City of San Jose are partnering with the City and County of San Francisco on the creation

17 of this tool; and

18 WHEREAS, Serving as the lead in the creation of this tool ensures that the City and

19 County of San Francisco maintains a reputation of being a leader in the environmental field,

20 particularly in the area of Zero Waste; and

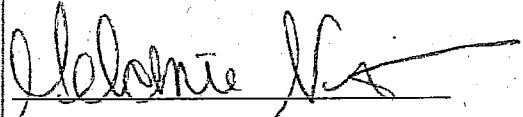21 WHEREAS, The length of the project is from June 1, 2011 to June 30, 2012; and

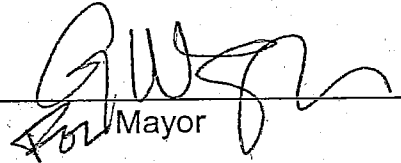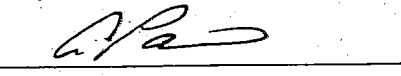22 WHEREAS, The grant budget includes provision for indirect costs of $2,273.00; and

23 WHEREAS, This grant does not require an ASO amendment; now, therefore, be it

24 RESOLVED, That the San Francisco Board of Supervisors authorizes the Director of

25 the Department of the Environment to accept and expend funding in the amount of

1    $25,000.00 from the County of Contra Costa to create an application that enables the public

2   to easily find accurate information about nearby recycling, reuse and disposal options.

3

4   Recommended: Approved: _____

5   Mayor

6   _____   Approved: _____

7   Department Head   Controller, Grant Division

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

Department of the Environment
BOARD OF SUPERVISORS

Page 3
5/12/2011

1232

s:\administration\admin staff\contracts grants\aso.accept.expend\outreach\regionaldbase.ccc\2. reso.zwdatabase ccc.doc

TO: Angela Calvillo, Clerk of the Board of Supervisors

FROM: The Department of the Environment

DATE: 5/19/11

SUBJECT: Accept and Expend Resolution for Regional Grant – Contra Costa County

GRANT TITLE: Recycling/Reuse/Disposal Services Application

Attached please find the original and 4 copies of each of the following:

_X_ Proposed grant resolution; original signed by Department, Mayor, Controller

_X_ Grant information form, including disability checklist

_X_ Grant budget

_ _ Grant application--There was no application necessary since the partnering agency simply agreed to give the funds to SFE to cover the development of the project

_X_ Letter of intent from the funding agency

____ Other (Explain): Legislative Checklist

Special Timeline Requirements:

Departmental representative to receive a copy of the adopted resolution:

Name: Rachel Buerkle   Phone:415-355-3704

Interoffice Mail Address:

Certified copy required Yes ☐   No X

(Note: certified copies have the seal of the City/County affixed and are occasionally required by funding agencies. In most cases ordinary copies without the seal are sufficient).

File Number: _____I I O 4 9 9_____
(Provided by Clerk of Board of Supervisors)

Grant Information Form
(Effective January 2000)

Purpose: Accompanies proposed Board of Supervisors resolutions authorizing a Department to accept and expend grant funds.

The following describes the grant referred to in the accompanying resolution:

1. Grant Title: <u>Recycling/Reuse/Disposal Services Application</u>   220219/EVRDCC-11

2. Department: <u>Department of the Environment</u>

3. Contact Person: <u>Rachel Buerkle</u>   Telephone: <u>415-355-3704</u>

4. Grant Approval Status (check one):

    [X] Approved by funding agency   [] Not yet approved

5. Amount of Grant Funding Approved or Applied for: <u>$25,000</u>

6a. Matching Funds Required: <u>$ 0</u>
  b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: <u>County of Contra Costa</u>
  b. Grant Pass-Through Agency (if applicable): none

8. Proposed Grant Project Summary:

SF Environment will lead the development of a next-generation recycling services database application in fiscal and programmatic collaboration with interested and committed city/county agencies and other organizations. This recycling services application improves upon the front-end usability as well as the back-end data management capability of the City's existing EcoFinder tool. Other Bay Area agencies are committed to collaborating on this project: StopWaste.Org, the City of Palo Alto's Zero Waste Program, Contra Costa County and the City of San Jose.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:
         Start-Date: <u>June 1, 2011</u> End-Date: <u>June 30, 2012</u>

10. Number of new positions created and funded: <u>0</u>

11. If new positions are created, explain the disposition of employees once the grant ends?

12a. Amount budgeted for contractual services: <u>$22,727</u>

    b. Will contractual services be put out to bid?
       <u>Yes</u>

    c. If so, will contract services help to further the goals of the department's MBE/WBE
        requirements? <u>Yes.</u>
    d. Is this likely to be a one-time or ongoing request for contracting out? <u>One-time</u>

1

13a. Does the budget include indirect costs?   [X] Yes   [ ] No
    b1. If yes, how much? $2,273
    b2. How was the amount calculated? <u>10% of the total direct costs requested is the amount approved by the</u>
    <u>funding partners</u>
    c. If no, why are indirect costs not included?
        [ ] Not allowed by granting agency   [ ] To maximize use of grant funds on direct services
        [ ] Other (please explain):

14. Any other significant grant requirements or comments:

Disability Access Checklist*

15. This Grant is intended for activities at (check all that apply):

[ ] Existing Site(s)   [ ] Existing Structure(s)   [X] Existing Program(s) or Service(s)
[ ] Rehabilitated Site(s)   [ ] Rehabilitated Structure(s)   [ ] New Program(s) or Service(s)
[ ] New Site(s)   [ ] New Structure(s)

16. The Departmental ADA Coordinator and/or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full inclusion of persons with disabilities, or will require unreasonable hardship exceptions, as described in the comments section:

Comments:

Departmental or Mayor's Office of Disability Reviewer: <u>Claudia Molina</u>
                                                                 (Name)   (Signature)

Date Reviewed: 5/18/11

Department Approval: <u>Melanie Nutter</u>   <u>Director</u>
                              (Name)   (Title)

                           (Signature)

1236   2

Department of the Environment-City and County of San Francisco
Recycling Services Web Application Budget

	City of San Jose	Contra Costa County	Alameda	City of Palo Alto	Total Project
Contractual					
Developer — This entity will be secured using standard city contracting procedures of issueing an RFP, screening applicants, etc. Due to the nature of the work, this work must be contracted to an entity that has an array of services available.	$22,727	$22,727	$22,727	$4,545	$72,726
TOTAL Non-personnel	$22,727	$22,727	$22,727	$4,545	$72,726
TOTAL DIRECT COSTS	$22,727	$22,727	$22,727	$4,545	$72,726
Indirect Costs @ 10% — Designated for SF Environment by the funding souce: rent, utilities, phones, mail.	$2,273	$2,273	$2,273	$455	$7,273
TOTAL PROJECT (Direct + Indirect)	$25,000	$25,000	$25,000	$5,000	$79,999

1237

SF Environment
Our home. Our city. Our planet.
A Department of the City and County of San Francisco

zero
WASTE
PALO ALTO
Achieving zero waste together

STOPWASTE.ORG
Reducing the Waste Stream for Alameda County

REGIONAL ONLINE RECYCLING DATABASE PROJECT
Updated 10/20/2010

INTRODUCTION

Many environmental agencies recognize that a core component of recycling and toxics reduction programs is the availability of accurate information about recycling, reuse and proper disposal options for residents and businesses. A number of online tools exist that serve this function, yet these tools are quickly becoming technologically outdated and are maintained separately by different agencies for public use. Similar tools also exist on the national level such as Earth911.com, but these tools do not always reflect the specifics of recycling and disposal collection programs at the local level, and often contain inaccurate information.

As part of recent updates to their websites and data systems, StopWaste.Org, San Francisco Department of the Environment (SF Environment), and the City of Palo Alto Zero Waste Program simultaneously began investigating the development of new online searchable recycling database tools. Due to similar goals and timelines, StopWaste.Org, SF Environment and Palo Alto Zero Waste decided to partner in the creation of a new software platform for managing and sharing their recycling information. This presented itself as the beginnings of a regional partnership.

Because of growing interest from other local agencies, we are seeking further stakeholder input and partners to create the best tool possible, make that tool available for other agencies, share information, and maximize program outreach efforts. SF Environment will act as project lead in collaboration with StopWaste.Org (Alameda County), and the City of Palo Alto (Santa Clara County) to develop a next-generation recycling services database application in fiscal and programmatic collaboration with interested and committed city/county agencies and other organizations in the Bay Area. The City of San Jose and Santa Clara County are among those that have expressed a strong interest in participating as key partners.

PROJECT GOALS

This project seeks to achieve a number of goals stemming from both the development of a new software platform and the regional collaboration of Bay Area recycling agencies:

- Create a regional database of local recycling, reuse and disposal services information with a unified interface that better serves the public across traditional municipal boundaries.
- Empower environmental agencies to easily maintain this type of data.
- Develop this application as a centralized web service with various mechanisms (search modules, mobile app, etc.) for integration with participating agencies' websites that replicate and enhance the current functionality found on those sites.
- Embrace "Open Data" philosophy requiring that data is freely and easily available to everyone via a data feed.

1

- Release the code as "Open Source," publicly licensed software to allow other agencies around the country to utilize.

To achieve these goals, we have decided to build a new, centralized platform rather than use any of the existing tools. A number of compelling technology considerations that led to this decision:

- Compliance with modern web standards and ADA standards
- Implementation of required new features such as:
    o user management
    o widgets for integration into agency websites
- Creation of an Open Data feed for sharing recycling information as broadly as possible
- Release of software as a quality Open Source product
- Most efficient and cost-effective to build new platform than hack existing tools

This project is not an attempt to change data management protocols within participating municipalities. At its heart, this is a software project intended to bring our recycling outreach into the modern web era and make our data management responsibilities more efficient. Most importantly, our goal is to provide a platform that allows the general public to "do the right thing" as easily as possible without getting lost in a maze of confusing menus and categories.

WHERE ARE WE NOW?

On August 1, SF Environment issued an RFP for vendors to develop this platform that was drafted by the project partners. After a full review of a number of firms, the review panel (consisting of representatives from SF Environment, StopWaste.Org and Palo Alto Zero Waste) selected Common Knowledge (www.CommonKnow.com) as the vendor. Work has not yet started on this project, and the rough timeline we are looking at is as follows:

2010
mid-November - project start meeting, development begins
November/December - discussions with BayROC about project involvement

2011
mid-December/early January - solicit feedback on functional requirements
Feb/March - discussion of taxonomy & material categories
April - testing/initial feedback on draft tool
June - project launch

HOW TO GET INVOLVED

We are looking for the following input to guide the development of this project:

1) Direct project development input: Stakeholders would provide input and feedback on the development of the tool. As the project scope and timline is finalized with the contractor, points for stakeholders to provide feedback and testing of the tool will be scheduled into the process. Potential points of input may include: functional

2

requirements, categorization (names and grouping of materials), search functionality, testing, reporting features, etc.

2) Project governance/stewardship: Stakeholders would provide input and guidance on the long term vision of how agencies work together on this project as a regional partnership. Questions that we need to address include: How is this tool updated, maintained and evaluated? Is development of an MOU or fee for use required? How do we prioritize additional features or updates? Is there a role for a third party organization, such as BayROC, to serve as a mediating forum or for promoting this tool?

This input can be provided in two different ways:

1) Join the Steering Committee comprised of financial sponsors (StopWaste, Palo Alto, SF Environment). All county agencies are contributing ~$25-30k. This will be the core body driving the development process and making final decisions.

OR

2) Join the Stakeholder Group established to solicit input and feedback from all agencies and organizations that have a vested interest in this project. Participation in the Stakeholder Group will not require a financial contribution. However, if an agency that is not part of the Steering Committee would like to use the new software platform for managing and sharing their data, we are considering charging a nominal "subscription" fee to cover maintenance costs, hosting fees, etc.

CONTACT

If you are interested in being involved in either capacity or any have questions, please contact Lawrence Grodeska (SF Environment) and Robin Plutchok (StopWaste.Org) by November 15 before work begins on this project.

Lawrence Grodeska
Internet Communications Coordinator
SF Environment
lawrence.grodeska@sfgov.org
(415) 355-3791

Robin Plutchok
Program Manager
StopWaste.Org
rplutchok@stopwaste.org
(510) 891-6530

3

Department of Conservation & Development

Contra Costa County

Catherine O. Kutsuris
Director

Community Development Division

County Administration Building
651 Pine Street
North Wing, Fourth Floor
Martinez, CA 94553-1229

Phone: 925-335-1224

February 15, 2011

Lawrence Grodeska
San Francisco Department of the Environment
City & County of San Francisco
11 Grove Street
San Francisco, CA 94102

SUBJECT: LETTER OF INTENT FOR NEW REGIONAL ONLINE RECYCLING DATABASE PROJECT

Dear Mr. Grodeska:

The purpose of this letter is to express our intent to financially contribute to the development of the new searchable online tool referred to as the Regional Recycling Database (RRD).   The Contra Costa County Department of Conservation & Development is looking forward to collaborating with the San Francisco Department of the Environment and other partners on the development and implementation of this new RRD tool. As discussed, Contra Costa County is committing to contribute $25,000 towards the development and implementation of this RRD that, once completed, will be made available for use by all partners currently involved in the RRD Steering Committee.

We are making this financial commitment in good faith with the expectation that doing so will enable us to serve as a Steering Committee member with a "vote" as to the design and functionality of this tool. As a member of the Steering Committee, we expect not only to have access to the new RRD tool on our website, but that we will also have input throughout the tool's development process. Our ultimate goal is to develop a tool that will enable those living and working in Contra Costa County to have access to user-friendly reuse and recycling information.

Some of the key elements we would like to see in the new tool include:

★ an effective search tool that is programmed to accept a large amount of synonyms for keyword searches being done by users,

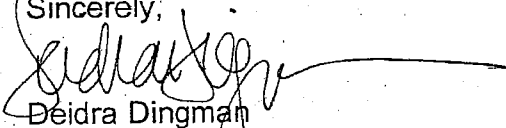★ a large number and variety of vendor listings throughout the greater Bay Area for our users to choose from, that gives users the results they are looking for; including displaying a listing of options sorted based upon user's location because users most want to know about facilities near them,

★ an easy way for us to maintain the database on an ongoing basis as far as adding or deleting vendors as well as making changes to existing vendors, and

★ a simple way of displaying options for our users to choose from distinguishing between pick-up and drop-off locations.

It is my understanding that a Memorandum of Understanding (MOU) is being developed that will include details for the RRD as described above, and that payment of the $25,000 would occur after the MOU has been fully executed.

So far, we are very pleased with the progress we have made to date with you in the development of this tool and we look forward to continuing on this project with you and seeing it through to a successful completion for all!

Sincerely,

Deidra Dingman
Conservation Programs Manager

INTRODUCTION FORM

By a member of the Board of Supervisors or the Mayor

I hereby submit the following item for introduction:

        1. For reference to Committee:
          An ordinance, resolution, motion, or charter amendment
X 2. Request for next printed agenda without reference to Committee
     3. Request for Committee hearing on a subject matter
     4. Request for letter beginning "Supervisor _____ inquires..."
     5. City Attorney request
     6. Call file from Committee
     7. Budget Analyst request (attach written motion).
     8. Substitute Legislation   File Nos.
     9. Request for Closed Session
    10. Board to Sit as A Committee of the Whole

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

☐ Small Business Commission   ☐ Youth Commission
☐ Ethics Commission   ☐ Planning Commission
☐ Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use a different form.]

Sponsor(s): __
Supervisor Mar_____

SUBJECT: Resolution authorizing the Dept of the Environment to accept and expend a grant in the amount of $25,000 from the County of Contra Costa to assist in the creation of a web based application to allow the public access to information about recycling options.

The text is listed below or attached:

Signature of Sponsoring Supervisor:_____

For Clerk's Use Only:

Common/Supervisors Form   Revised 4/2/09

110499