

File No. 110531

Committee Item No. \_\_\_\_\_  
Board Item No. 40

**COMMITTEE/BOARD OF SUPERVISORS**  
AGENDA PACKET CONTENTS LIST

Board of Supervisors Meeting

Date June 14, 2011

Cmte Board

- |                          |                                     |  |
|--------------------------|-------------------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/>            | Motion                                       |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Resolution                                   |
| <input type="checkbox"/> | <input type="checkbox"/>            | Ordinance                                    |
| <input type="checkbox"/> | <input type="checkbox"/>            | Legislative Digest                           |
| <input type="checkbox"/> | <input type="checkbox"/>            | Budget Analyst Report                        |
| <input type="checkbox"/> | <input type="checkbox"/>            | Legislative Analyst Report                   |
| <input type="checkbox"/> | <input type="checkbox"/>            | Youth Commission Report                      |
| <input type="checkbox"/> | <input type="checkbox"/>            | Introduction Form (for hearings)             |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/>            | MOU  |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Information Form                       |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Grant Budget                                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Ethics Form 126                              |
| <input type="checkbox"/> | <input type="checkbox"/>            | Subcontract Budget                           |
| <input type="checkbox"/> | <input type="checkbox"/>            | Contract/Agreement                           |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | Award Letter                                 |
| <input type="checkbox"/> | <input type="checkbox"/>            | Application                                  |
| <input type="checkbox"/> | <input type="checkbox"/>            | Correspondence                               |

**OTHER**

(Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>	_____
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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, City of Palo Alto - \$5,000]

2 **Resolution authorizing the Department of Environment to accept and expend a grant in**  
3 **the amount of \$5,000 from the City of Palo Alto to assist in the creation of a web-based**  
4 **application that enables the public to easily find accurate information about nearby**  
5 **recycling, reuse, and disposal options.**

6  
7 WHEREAS, Environmental agencies have realized that a core component of recycling  
8 and toxics reduction programs is the availability of accurate information about recycling, reuse  
9 and proper disposal options for residents and businesses; and

10 WHEREAS, A number of online tools exist that serve this function, including SF  
11 Environment's EcoFinder, StopWaste.Org's Recycling Wizard (Alameda County, CA), and  
12 Oregon Metro's "Find a Recycler" tool (Portland region, OR); and

13 WHEREAS, Similar tools exist on the national level such as Earth911.com that do not  
14 always reflect the specifics of recycling and disposal programs at the local level; and

15 WHEREAS, As these and other agencies look to upgrade their outreach tools to reflect  
16 the trends of Web 2.0, such as interactive information sharing, interoperability, and user-  
17 centered design, it is clear that a growing need exists in the public sector for a low-cost  
18 feature-rich online platform for maintaining recycling services information that can be easily  
19 deployed and promoted to maximize program outreach efforts; and

20 WHEREAS, One of the primary benefits of such a system is increased access to more  
21 accurate data for members of the public who may not define themselves through geographic  
22 boundaries that have limited the scope of previous recycling services databases; and

23 WHEREAS, This application will empower environmental agencies to easily maintain,  
24 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 \$455.00; and

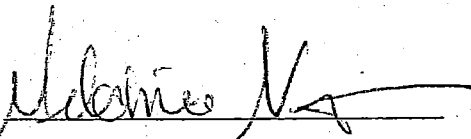
23           WHEREAS, This grant does not require an ASO amendment; now, therefore, be it

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 \$5,000.00

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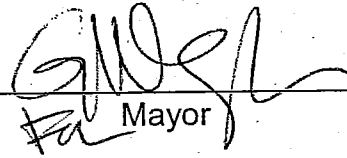
from the City of Palo Alto to create an application that enables the public to easily find accurate information about nearby recycling, reuse and disposal options.

Recommended:



Department Head

Approved:



Mayor

Approved:



Controller, Grant Division

**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 – San Jose  
**GRANT TITLE:** Recycling/Reuse/Disposal Services Application

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

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

Grant information form, including disability checklist

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

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: 110531  
(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: Recycling/Reuse/Disposal Services Application 220220/EVRDPA-11

2. Department: Department of the Environment

3. Contact Person: Rachel Buerkle Telephone: 415-355-3704

4. Grant Approval Status (check one):

Approved by funding agency

Not yet approved

5. Amount of Grant Funding Approved or Applied for: \$5,000

6a. Matching Funds Required: \$ 0

b. Source(s) of matching funds (if applicable):

7a. Grant Source Agency: City of Palo Alto

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: June 1, 2011 End-Date: June 30, 2012

10. Number of new positions created and funded: 0

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

12a. Amount budgeted for contractual services: \$4,545

b. Will contractual services be put out to bid?

Yes

c. If so, will contract services help to further the goals of the department's MBE/WBE requirements? Yes.

d. Is this likely to be a one-time or ongoing request for contracting out? One-time

13a. Does the budget include indirect costs?  Yes  No

b1. If yes, how much? \$455

b2. How was the amount calculated? 10% of the total direct costs requested is the amount approved by the funding partners

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)

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:

Claudia Molina  
(Name)

*Claudia Molina*  
(Signature)

Date Reviewed: 5/20/11

Department Approval:

Melanie Nutter  
(Name)

Director  
(Title)

*Melanie Nutter*  
(Signature)



**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
<b>Contractual</b>						
Developer	This entity will be secured using standard city contracting procedures of issuing 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
		\$22,727	\$22,727	\$22,727	\$4,545	\$72,726
<b>TOTAL Non-personnel</b>						
		\$22,727	\$22,727	\$22,727	\$4,545	\$72,726
<b>TOTAL DIRECT COSTS</b>						
Indirect Costs @ 10%	Designated for SF Environment by the funding source: rent, utilities, phones, mail.	\$2,273	\$2,273	\$2,273	\$455	\$7,273
<b>TOTAL PROJECT (Direct + Indirect)</b>		\$25,000	\$25,000	\$25,000	\$5,000	\$79,999





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



## **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.

- 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:
  - user management
  - 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 timeline 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

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](mailto:lawrence.grodeska@sfgov.org)  
(415) 355-3791

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



From: "Reigel, Clay" <Clay.Reigel@CityofPaloAlto.org>  
To: <lawrence.grodeska@sfgov.org>  
Date: 05/19/2011 01:54 PM  
Subject: Letter of Intent - RRD

Dear Lawrence:

The City of Palo Alto is looking forward to collaborating with San Francisco Department of the Environment on the development and implementation of a new regional recycling database. As discussed, the City of Palo Alto has budgeted \$5,000 towards the development and implementation of this searchable database tool that will be available for use by both all partners currently involved in the project steering committee.

Sincerely,

**Clay Reigel**

Zero Waste Supervisor

City of Palo Alto | Zero Waste Program

(650) 496-5958 | [clay.reigel@cityofpaloalto.org](mailto:clay.reigel@cityofpaloalto.org)

[www.zerowastepaloalto.org](http://www.zerowastepaloalto.org)



**INTRODUCTION FORM**

By a member of the Board of Supervisors or the Mayor

RECEIVED  
BOARD OF SUPERVISORS  
SAN FRANCISCO  
2011 JUN -6 PM 3:39  
Time Stamp or Meeting Date

I hereby submit the following item for introduction:

- 1. For reference to Committee:  
An ordinance, resolution, motion, or charter amendment
- 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
- Ethics Commission
- Building Inspection Commission
- Youth Commission
- Planning 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 \$5,000 from the City of Palo Alto 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:**