

File No. 101112

Committee Item No. _____
Board Item No. 42

COMMITTEE/BOARD OF SUPERVISORS
AGENDA PACKET CONTENTS LIST

Board of Supervisors Meeting
Cmte Board

Date September 14, 2010

- | | | |
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| <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 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 type="checkbox"/> | Grant Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Subcontract Budget |
| <input type="checkbox"/> | <input type="checkbox"/> | Contract/Agreement |
| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
| <input type="checkbox"/> | <input type="checkbox"/> | Application |
| <input type="checkbox"/> | <input type="checkbox"/> | Public Correspondence |

OTHER

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Completed by: Annette Lonich Date September 8, 2010
Completed by: _____ Date _____

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

Office of the Mayor
City & County of San Francisco



Gavin Newsom

TO: Angela Calvillo, Clerk of the Board of Supervisors
FROM: Mayor Gavin Newsom
RE: Accept & Expend – Creation of Web-Based Application - \$25,000
DATE: August 10, 2010

Dear Madame Clerk:

Attached for introduction to the Board of Supervisors is the resolution authorizing the Department of the Environment to accept and expend a grant in the amount of \$25,000.00 from the County of Alameda to serve as the lead in the creation a web-based application that enables the public to easily find accurate information about nearby recycling, reuse and disposal options.

I request that this item be calendared without committee reference at the next full Board meeting.

Should you have any questions, please contact Starr Terrell (415) 554-5262.

1 [Accept and Expend Grant – Web Based Recycling, Reuse and Disposal Options - \$25,000]

2
3 **Resolution authorizing the Department of the Environment to accept and expend a**
4 **grant in the amount of \$25,000.00 from the County of Alameda to serve as the lead in**
5 **the creation a web-based application that enables the public to easily find accurate**
6 **information about 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 Palo Alto are partnering with the City and
16 County of San Francisco on the creation of this tool; and,

17 WHEREAS, Serving as the lead in the creation of this tool ensures the City and County
18 of San Francisco maintains a reputation of being a leader in the environmental field,
19 particularly in the area of Zero Waste; and,

20 WHEREAS, The length of the project is from August 1, 2010 to July 31, 2012; and,

21 WHEREAS, The grant budget includes provision for indirect costs of \$2273.00; and,

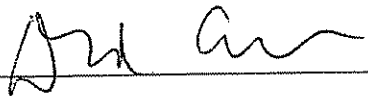
22 WHEREAS, This grant does not require an ASO amendment; now, therefore, be it

23 RESOLVED, That the San Francisco Board of Supervisors authorizes the Director of
24 the Department of the Environment to accept and expend funding in the amount of
25

1 \$25,000.00 from the County of Alameda to create an application that enables the public to
2 easily find accurate information about nearby recycling, reuse and disposal options.

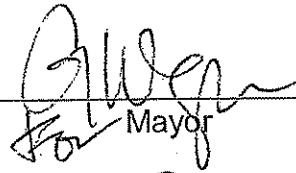
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Recommended:



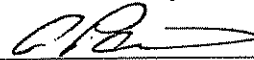
Department Head

Approved:



Mayor

Approved:



Controller, Grant Division

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File Number: _____
(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
2. Department: Department of the Environment
3. Contact Person: Shawn Rosenmoss Telephone: 415-355-3746
4. Grant Approval Status (check one):
 Approved by funding agency Not yet approved
5. Amount of Grant Funding Approved or Applied for: \$25,000
- 6a. Matching Funds Required: \$ 0
b. Source(s) of matching funds (if applicable):
- 7a. Grant Source Agency: County of Alameda
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. Two other Bay Area agencies are committed to collaborating on this project: StopWaste.Org, and The City of Palo Alto's Zero Waste Program.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:
Start-Date: August 1, 2010 End-Date: July 31, 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: \$22,727
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? \$2,273

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: 7/15/2010

Department Approval:

David Assmann
(Name)

Acting Director
(Title)

David Assmann
(Signature)



Shawn
 Rosenmoss/ENV/SFGOV
 07/21/2010 06:03 PM

To Jack Mok
 cc
 bcc
 Subject Re: Fw: Collaboration on new EcoFindRRR tool

Hi Jack,

This is the letter from Alameda County committing to the funding for the new database we will be partnering with them to create.

Shawn

Lawrence Grodeska/ENV/SFGOV



Lawrence
 Grodeska/ENV/SFGOV
 07/21/2010 05:20 PM

To Shawn Rosenmoss/ENV/SFGOV@SFGOV
 cc
 Subject Fw: Collaboration on new EcoFindRRR tool

 Lawrence S. Grodeska
 Internet Communications Coordinator
 SF Environment
 City & County of San Francisco
 11 Grove St. SF, CA 94102
 Direct: (415) 355-3791
 Twitter: @sfenvironment

Use the EcoFinder at <http://www.SFEnvironment.org/EcoFinder>
 to find out how to recycle and safely dispose of just about everything!
 — Forwarded by Lawrence Grodeska/ENV/SFGOV on 07/21/2010 05:19 PM —

From: Robin Plutchok <rplutchok@stopwaste.org>
 To: "Lawrence.Grodeska@sfgov.org" <Lawrence.Grodeska@sfgov.org>
 Cc: Pat Cabrera <pcabrera@stopwaste.org>
 Date: 07/21/2010 05:17 PM
 Subject: Collaboration on new EcoFindRRR tool

Hello Lawrence,

StopWaste.Org is looking forward to collaborating with San Francisco Environment on the development and implementation of a new web-based searchable database tool (EcoFindRRR). As discussed, StopWaste.Org has budgeted \$30,000 towards the development and implementation of this searchable database tool that will be available for use by both SFE and StopWaste.Org.

Please let me know if you have any further questions.

-Robin

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

	Alameda	Match	Total Project
Contractual			
Developer	\$22,727		\$22,727
		\$9,091	\$9,091
			\$0
TOTAL Non-personnel	\$22,727	\$9,091	\$31,818
TOTAL DIRECT COSTS	\$22,727	\$9,091	\$31,818
Indirect Costs @ 10%	\$2,273	\$909	\$3,182
TOTAL PROJECT (Direct + Indirect)	\$25,000	\$10,000	\$35,000



SF Environment

Our home. Our city. Our planet.



GAVIN NEWSOM
Mayor

GOALS

- Create an application that enables the public to easily find accurate information about nearby recycling, reuse and disposal options.
- Create an application that empowers environmental agencies to easily maintain, update, publish, and openly share data about local recycling, reuse and disposal services.
- Collaborate with multiple agencies to develop a better tool than would be possible by the individual efforts and resources of those agencies, and make this tool widely available to other agencies.
- Develop this application as a centralized web service with various mechanisms (modules, widgets, data feeds, mobile app, etc.) for integration with participating agencies' websites.
- Develop this application as a flexible, centralized web service to enable easy integration with other web services and data platforms, as well as the development of future application features and improvements. Open source, publicly licensed, well documented software is strongly preferred.
- Serve as a model for "Government 2.0" efforts to deliver government services more broadly and efficiently while increasing transparency.

BENEFITS

- Better use of limited fiscal resources by project participants
- Serves nearly identical need shared by many other environmental agencies to educate their constituents about local recycling/reuse/disposal services
- Provides a low-cost, professional outreach tool to agencies with limited resources
- Increases access to information that the public demands [STATISTICS FORTHCOMING]
- Standardizes nomenclature for communicating material types with the public
- Creates a regional database of recycling information with a unified interface that better serves the public across traditional municipal boundaries

A shared platform for recycling services information brings many benefits. Primary among them is increased access to more accurate and convenient data for the public who may not define themselves through geographic boundaries that have limited the scope of previous recycling services databases. Further, the public will benefit from a unified user experience instead of having to learn or download disparate tools or apps depending on their location. By collaborating on the development of such a platform, agencies and organizations will also have a better tool for lower development costs.



SF Environment

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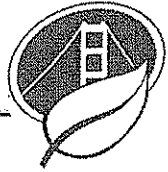
GAVIN NEWSOM
Mayor

Recycling/Reuse/Disposal Services Application Project Vision

Many environmental agencies have realized 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 excellent online tools exist that serve this function, including SF Environment's EcoFinder (San Francisco, CA), StopWaste.Org's Recycling Wizard (Alameda County, CA), and Oregon Metro's "Find a Recycler" tool (Portland region, OR). In addition, similar tools exist on the national level such as Earth911.com that do not always reflect the specifics of recycling and disposal programs at the local level. As these and other agencies look to upgrade their outreach tools to reflect the trends of Web 2.0 -- interactive information sharing, interoperability, user-centered design, etc. -- it is clear that a growing need exists in the public sector for a low-cost, feature-rich online platform for maintaining recycling services information that can be easily deployed and promoted to maximize program outreach efforts.

PROPOSAL

SF Environment would like to create a recycling services application that improves upon the front-end usability as well as the back-end data management capability of our existing EcoFinder tool. Two other Bay Area agencies are committed to collaborating on this project: StopWaste.Org, and The City of Palo Alto's Zero Waste Program. In addition, Metro and Chicago Department of the Environment (Chicago, IL) have expressed interest in possibly using this platform in the future. SF Environment proposes to act as project lead to develop a next-generation recycling services database application in fiscal and programmatic collaboration with interested and committed city/county agencies and other organizations.



SF Environment

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GAVIN NEWSOM
Mayor

The technological benefits of a jointly developed "Open Source", "Open Data" platform, are also quite evident. It is generally agreed by software developers that the Open Source software model provides many benefits, including improved software interoperability, increased development flexibility, lower cost of ownership, and increased security and reliability. (For a definition of Open Source, see: <http://opensource.org/docs/osd>.)

The benefits of "opening" datasets has been proven by the success of the federal Data.gov and the local DataSF.org – both have allowed government to push data further out to the public through enabling unique partnerships with the private sector and individual citizens. Developers & individuals build applications driven by the market; in this case they will be applications that respond to the burgeoning need of the "green" community for better access to information to inform their "green" decision-making and, in some instances, compliance with local ordinances.

In addition, by creating a common application for recycling services information, we would be taking the initial steps towards developing a standard for this type of data, which supports data-sharing between agencies and beyond. For developers, this also means a larger marketplace, and the potential for development of additional web and mobile applications that bring local recycling services data to the public at no extra cost to the agencies who adopt this platform and data standard.

FOR MORE INFORMATION:

Please contact:

Lawrence S. Grodeska
Internet Communications Coordinator
SF Environment
City & County of San Francisco
11 Grove St. SF, CA 94102
Direct: (415) 355-3791
lawrence.grodeska@sfgov.org
Twitter: @sfenvironment

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*Legislative Checklist to be submitted with all supporting materials for items
scheduled on a Committee Consent Calendar*

Board of Supervisors File Number: _____

Department: Environment

Department Contact: Shawn Rosenmoss

Contact Phone Number: 415-355-3746

Type of Legislation on Consent Calendar:

- amendments to the City Code that have no fiscal impact and have not been subjected to the 30-day rule provided in Rule 5.41 (which governs amendments to the City Code that have been determined by the President to create or revise major City policy);
- specific authorizations to sell bonds;
- the refunding of bonds when done only to achieve lower interest rates and cost savings for the City;
- authorizations for the acceptance of gifts;
- authorizations for the acceptance and expenditure of grant funds;
- authorizations for renewing property leases, with no significant changes in the terms of the lease (the implementation of COLAs is not considered a significant change in the terms of a lease);
- supplemental appropriations that only involve non-General Fund monies or re-appropriate funds that have been previously appropriated by the Board of Supervisors;
- releases of reserves under \$500,000;
- other items that the Committee Chair and the Budget Analyst agree do not require a Budget Analyst's review and report.

Description:

Resolution authorizing the Department of the Environment to accept a grant in the amount of \$25,000 from the County of Alameda. The Department of the 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. Two other Bay Area agencies are committed to collaborating on this project: StopWaste.Org, and The City of Palo Alto's Zero Waste Program.

Presentation of Budgetary Information to Board Committees in Conformance with Budget Analyst Reference Guide

- ◆ Summary budget information included
- Position Detail Information (included in budget)
- Equipment Detail Information
- Capital/Facilities Improvement Project Information
- Consultant/Contractor Expenditures and Selection Processes
- Written explanation and justification for budget request.

Information provided in Conformance with Budget Analyst Reference Guide for the following:

- Amendments to City Code (Administrative Code, Municipal Code, Health Code, etc.)
- Issuance of Debt (i.e., Bonds)
- Gifts to the City
- ◆ Grants (authorization to apply for, accept and expend)
- Property Leases – City as Lessor
- Property Leases – City as Lessee
- "Proposition J" Contracts (City contractors under Charter Section 10.104)
- Releases of Reserves
- Supplemental Appropriations
- Memoranda of Understanding (MOU) and other Agreements

Other Information Provided:

Budget Analyst Reference Guide Questions

23. Describe the source of funds.

The County of Alameda.

24. Describe the grant-funded project clearly, concisely and in layman's terms.

This project will create an application that enables the public to easily find accurate information about nearby recycling, reuse and disposal options. In addition, it will create an application that empowers environmental agencies to easily maintain, update, publish, and openly share data about local recycling, reuse and disposal services. Multiple agencies will collaborate to develop a better tool than would be possible by the individual efforts and resources of those agencies, and make this tool widely available to other agencies. The application will be developed as a centralized web service with various mechanisms (modules, widgets, data feeds, mobile app, etc.) for integration with participating agencies' websites. It also will be developed to enable easy integration with other web services and data platforms, as well as the development of future application features and improvements. It will serve as a model for "Government 2.0" efforts to deliver government services more broadly and efficiently while increasing transparency.

25. Provide context and detail to the grant so that the proposed project can be compared to current operations.

Many environmental agencies have realized 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 excellent online tools exist that serve this function, including SF Environment's [EcoFinder](#) (San Francisco, CA), StopWaste.Org's [Recycling Wizard](#) (Alameda County, CA), and Oregon Metro's "[Find a Recycler](#)" tool (Portland region, OR). In addition, similar tools exist on the national level such as [Earth911.com](#) that do not always reflect the specifics of recycling and disposal programs at the local level. As these and other agencies look to upgrade their outreach tools to reflect the trends of Web 2.0 -- interactive information sharing, interoperability, user-centered design, etc. -- it is clear that a growing need exists in the public sector for a low-cost, feature-rich online platform for maintaining recycling services information that can be easily deployed and promoted to maximize program outreach efforts.

26. Identify any ongoing costs for the Department once the grant funds expire, such as new personnel, new equipment, new leases, etc and how the Department would fund such future costs.

There will be no ongoing costs to the Department once grant funds expire.

27. If the grant period has begun before the Department has been given Board of Supervisor approval, the Department should state why it is late in seeking approval and the resolution must provide for retroactivity. NA

28. State if the Department has accepted the grant or encumbered any expenses that the grant funds would reimburse the City. The Department should state why they have either accepted and/or began expending the grant funds before receiving approval. NA

29. If grant funds have been expended or encumbered, state the amount of funds that have been expended or encumbered and for what purpose. NA

30. If there is a significant delay in seeking Board of Supervisor approval from the time the grant period began, state how the proposed project would be completed in the remaining period of time available and/or if the Department has asked for or received an extension of the grant period. NA

31. If the grant is a multi-year grant, state the amount of the grant in future years and if future years would be included in the Department's budget. Include a proposed multiyear budget. NA

32. Indicate whether or not matching funds are required from the City, and if so, in what amount and the source of such matching funds. NA

33. If matching funds are not required but the Department is providing in-kind contributions for the grant, the Department should clearly state how you are proposing to provide in-kind contributions. Also state whether these in-kind contributions are new services to supplement the grant or existing services. SF Environment is providing in-kind support to this grant in the form of existing services. This grant helps the Department perform its regular duties.

34. Provide a detailed budget by object including personnel detail, equipment detail and details on services/consultants/contractors. Each line item in the budget should be explained. See attached budget

35. The number of full time equivalent positions (FTE), the Job Title, Classification, and percentage of fringe benefits should be clearly stated in the budget of the grant. In most cases, any position funded under a grant should be "G" coded, or designated as a grant funded position that would terminate when the grant expires. The resolution should state that the position(s) should be "G" coded. N/A

36. If a portion of the grant funds would be spent on contractual services, the Department needs to clarify how those contracts were awarded, whether a sole-source or an RFP process. If a contract is proposed to be awarded on a sole source basis, the Department needs to clearly explain why the Department chose the contractor. The Department should provide a detailed budget for the contractual services, including the number of hours dedicated to the project and the hourly rate if applicable.

SFE will award contracts after a standard RFP process. See attached budget for details on anticipated contractual services to be provided, including expected hours and rates.

37. If a Department plans on work-ordering grant funds to another Department, the Department should note what Department would receive the work-order and what services will be provided for the work ordered funds. NA

38. Indicate if indirect costs were included in the budget. If indirect costs are included, state how the indirect cost rate was determined. If indirect costs were not included, indicate why. Indirect costs of \$2273 or 10% of the total direct costs were included in the budget. This is the amount allowed by the funding partner.

39. If travel is included in the budget, the Department should detail how many people are traveling, their identities (i.e. City employees or consultants), where they are going and for how long. N/A

40. All grant reports must include a form entitled the "Grant Application Information Form" with a Disability Access Checklist at the end.