File No. 101524 Committee Item No. 2
Board Item No. _____

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee BUDGET AND FINANCE Date 1/12/11

Board of Supervisors Meeting Date _____

Cmte	Board	
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Completed by: Gail Johnson Date 1/7/11
Completed by: _____ Date _____

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

[Accept and Expend Grant - Green Cleaning Project - $75,463]

Resolution authorizing the Department of the Environment to retroactively accept and expend a grant in the amount of $75,463 from the US Environmental Protection Agency to implement a green cleaning pilot project that will lead to the creation of multi-lingual green cleaning guidelines.

WHEREAS, After a competitive process, the US Environmental Protection Agency (EPA) has selected the Department of the Environment for the City and County of San Francisco (SF Environment) to implement a pilot program that will result in the creation of multi-lingual green cleaning guidelines; and,

WHEREAS, SF Environment will partner with one large commercial scale cleaning company that works with large office buildings or schools and one smaller cleaning company that primarily works in residential properties and small businesses to implement a pilot program to maximize cleaning results while protecting cleaning workers and facility occupants; and,

WHEREAS, The pilot program allows SF Environment to track the number of multi-lingual materials needed and developed, progress with businesses that receive the information, number of custodial workers trained using the material developed and before-after data from pilot program of types and quantities of cleaning chemicals used; and,

WHEREAS, The project prevents pollution by reducing the use of toxic chemicals and achieves significant reductions in the levels of pollutants entering the environment by helping custodial companies make the switch to less toxic cleaning products and practices; and,

WHEREAS, The San Francisco Green Cleaning Initiative supports both the City of San Francisco and the EPA in meeting their toxic reduction and health goals; and,

WHEREAS, The San Francisco Green Cleaning Initiative supports both the City of San Francisco and the EPA in meeting their toxic reduction and health goals; and,

WHEREAS, Materials created and project information can be disseminated to all EPA regions thus ensuring that the City of San Francisco is recognized a leader in creating programs and services with measurable environmental impacts; and,

WHEREAS, The term of the grant is from October 1, 2010 to April 30, 2012; and,

WHEREAS, The grant includes provision for indirect costs of $9,843; and,

WHEREAS, The grant budget provides for at least the 5% matching funds required by the funder; and

WHEREAS, A request for retroactive approval is being sought because the Department needed to ensure that all project plans were in compliance with the terms of the grant; and,

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

RESOLVED, That the San Francisco Board of Supervisors authorizes the Director of the Department of the Environment to accept and expend funding in the amount of $75.463 from the US- EPA.

Recommended:

Melanie Nutter, Executive Director,
Department of the Environment

Approved: for Mayor

Approved:
Controller, Grant Division

TO: **Angela Calvillo, Clerk of the Board of Supervisors**

FROM: **The Department of the Environment**

DATE: **12/3/10**

SUBJECT: **Accept and Expend**

GRANT TITLE: **Green Cleaning Initiative**

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

_X_ Proposed Resolution original signed by City Attorney, Department, Mayor, Controller

_X_ Grant information form, including disability checklist

_X_ Grant budget

_X Grant application

_X_ Grant award letter from funding agency *(EPA refers to this as an application, however, it is the award letter—the first 2 paragraphs indicate this)*

___ 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: _____ _____
(Provided by Clerk of Board of Supervisors)

Grant Information Form
(Effective January 2000)

Purpose: Resolution authorizing the Department of the Environment to accept and expend funds.

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

1. Grant Title: Green Cleaning Initiative

2. Department: Department of the Environment City and County of San Francisco (SF Environment)

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

4. Grant Approval Status (check one):

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

5. Amount of Grant Funding Approved or Applied for: $75,463

6a. Matching Funds Required: yes, a 5% of project total was required ($3,973.00) however, a larger match was noted in the proposal in order to make the project more competitive.
b. Source(s) of matching funds (if applicable): regular staff duties

7a. Grant Source Agency: The US EPA-Region 9 Source Reduction
b. Grant Pass-Through Agency (if applicable): none

8. Proposed Grant Project Summary:

SF Environment's Toxics team will implement a pilot project to create and disseminate a multi-lingual training module and materials for custodial companies and their staff to help them employ green cleaning practices and use products that reduce the impact to their health and the environment. The SF Green Cleaning Initiative will pilot the project and use the results to support the creation of a green business standard for janitorial companies.

9. Grant Project Schedule, as allowed in approval documents, or as proposed:
   Start-Date: Oct 1, 2010 End-Date: April 30, 2012

10. Number of new positions created and funded: None

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

12a. Amount budgeted for contractual services: $ 12,500

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? [X] Yes [ ] No

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

13a. Does the budget include indirect costs? [X] Yes [ ] No
b1. If yes, how much? $ 9843
b2. How was the amount calculated? It is the amount allowed by the funding source
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):

[X] Existing Site(s) [X] 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: Claudia Molina

Claudia Molina
(Name)

Date Reviewed: 10/13/10

Department Approval: Melanie Nutter Director
(Name) **(Title)**

(Signature)

San Francisco Green Cleaning Initiative

		EPA	Match	TOTAL Project
Personnel				
Commercial Toxics Coordinator-- Environmental Associate 5638	.5FTE Manage project, collect information on existing commercial green cleaning products and practices, compile data, report oversee contractors. This is a temporary grant funded position, which will expire when grant funds expire	$ 41,500		$ 41,500
Program Manager Sr Environmental Specialist 5642	.1FTE Represent project to larger audience such as Green Cities California and at regional, national and international events and conferences. Match is being provided in the form of regular staff duties		$ 9,000	$ 9,000
Outreach Manager	(5%FTE) Assist with development of materials, work with videographer and translation team. Match is being provided in the form of regular staff duties		$ 4,500	$ 4,500
Commercial Toxics Associate	Participate in collection of data, development and dissemination of training tools, assist with translation as necessary. Match is being provided in the form of regular staff duties		$ 10,000	$ 10,000
Total Personnel		**$ 41,500**	**$ 23,500**	**$ 65,000**
Fringe Benefits	**at 28 %**	**$ 11,620**	**$ 6,580**	**$ 18,200**
Contractor				
Videographer		$ 8,500		$ 8,500
Translation services	Translate materials. Match is being provided in the form of regular dept services	$ 4,000	$ 2,000	
Total Contractor		**$ 12,500**	**$ -**	$ 12,500
Supplies				
	Outreach materials-brochures, pamphlets, products for trainings and incentives. Match is being provided in the form of regular dept services		$ 5,000	$ 5,000
TOTAL Supplies		**$ -**	**$ 5,000**	**$ 5,000**
TOTAL PROJECT DIRECT		**$ 65,620**	**$ 35,080**	**$ 100,700**
Total Indirect costs				
At 15%	0.15	$ 9,843	$ 5,262	$ 15,105
TOTAL PROJECT COST		**$ 75,463**	**$ 40,342**	**$ 115,805**

06-25-10P01:47 RCVD

APPLICATION FOR FEDERAL ASSISTANCE

Date: June 23, 2010

R9 Tracking #: 10-433

Name/Address of Applicant: Sushma Dhulipala Bhatia, Program Manager
San Francisco Department of the Environment
11 Grove Street
San Francisco, CA 94102

The Environmental Protection Agency (EPA), Region 9, is pleased to announce the availability of financial assistance as follows:

APPLICATION DUE DATE: July 12, 2010

PROGRAM TITLE: FY 2010 Source Reduction Assistance Grant Program, EPA-HQ-OPPT-2010-02

NEW PROJECT

STATUTORY AUTHORITY: Toxic Substances Control Act, Section 10.

FEDERAL FUNDS AVAILABLE: $75,463

REQUIRED NON-FEDERAL MATCH: Minimum 5 percent match, as part of the total allowable project cost.

CATALOG OF FEDERAL DOMESTIC ASSISTANCE NO.: 66.717

DELEGATION OF AUTHORITY (EPA use only): 40 CFR Part 30

WAS THIS PROPOSAL SUBJECT TO COMPETITION (EPA use only): *(complete Competition checklist)*

The application kit (including instructions) for **REGULAR AWARDS** is available through the internet at: http://www.epa.gov/region09/funding/applying.html . If you require a hard copy of the application kit, please contact Kathy Goetz at 415-972-3702. Please ensure that the "R9 Tracking #" (located in the upper-right hand corner of this guidance letter) is reflected on the upper-right hand corner of the application (SF-424). Please submit the **original and one copy of your application and a FINAL work plan** to the address below:

Grants Management Office, MTS-7
Management and Technical Services Division
U.S. EPA, Region 9
75 Hawthorne Street
San Francisco, CA 94105

Please obtain a copy of the Code of Federal Regulations (CFR), Title 40, Parts 1-49, and the Office of Management and Budget (OMB) Circulars, which are applicable to your grant or cooperative agreement, at your local U.S. Government Bookstore, or from the U.S. Government Printing Office at (202) 512-1800, or through the internet at http://www.epa.gov/region9/funding

Questions regarding the application or administrative/fiscal matters should be referred to Danielle Carr, of the Grants Management Office, at (415) 972-3871. Please call me at (415) 972-3422 regarding programmatic questions (e.g. development of workplan).

Sincerely,

Wendi Shafir
EPA Project Officer

cc: Sushma Dhulipala, Recipient's Program Manager
Danielle Carr, EPA Grants Specialist, MTS-7
Wendi Shafir, EPA Project Officer, WST-7
MV, Workleader MTS-7

The Department of the Environment for the City and County of San Francisco is requesting funding to create and disseminate a multi-lingual training module and materials for custodial companies and their staff to help them employ green cleaning practices and use products that reduce the impact to their health and the environment. The SF Green Cleaning Initiative will pilot the project and use the results to support the creation of a green business standard for janitorial companies.

Threshold Criteria

This 18-month project meets the threshold criteria for the EPA's Source Reduction Program in that it is an activity that prevents pollution by reducing the use of toxic chemicals and achieves significant reductions in the levels of pollutants (e.g., mercury, dioxins) entering the environment by helping custodial companies make the switch to less toxic cleaning products and practices.

It will help the EPA meet it specific hazardous materials reduction target, as well its target to use P2 improvements in business and institutions to reduce costs.

SF Environments overall goals and objectives are completely aligned with the five goals of the EPA's strategic plan for pollution prevention targets. The San Francisco Green Cleaning Initiative supports both SF Environment and EPA in meeting their strategic goals. While the project will be initiated and implemented only in Region 9, it is highly replicable. Materials created and project information can be disseminated to all EPA regions. Thus, it meets the EPA-Region 9 goals to "build national and regional partnerships to target specific P2 opportunities with businesses, communities, tribes and healthcare, as well as working with State P2 programs to provide P2 technical assistance and information resources for facilities and communities."

SF Environment is not subject to the ACORN prohibition.

Programmatic Capability & Past Performance

Experience Achieving Project Objectives & Past Performance

SF Environment (SFE) is the municipal department charged with developing and supporting environmental actions and programs throughout the City and County of San Francisco. It receives no general fund monies and relies on an array of grants and contracts to achieve many of its environmental goals. It has a successful history of completing grants and achieving project objectives from its myriad funding sources.

SFE's activities include providing public education and outreach to the community on environmental issues, making recommendations on proposed City legislation to include long-term environmental goals, working to increase visibility of local environmental issues, coordinating the work of city environmental services for increased effectiveness, and administering programs focused on environmental priorities.

In addition to its policy work, SF Environment operates programs and services targeting the municipal, commercial and residential sectors. It is involved in regional and national collaborations such as its work on Extended Producer Responsibility, integrating AB-32 considerations and practices for municipalities through Green Cities California, the Regional Bring Your Own Bag Campaign and the promotion of it Urban Environmental Accords to cities around the world.

The Green Cleaning Initiative will be overseen by SFE's Toxics Reduction Program, which seeks to improve the quality of human health and the environment by providing information and services to residents, businesses and City agencies to reduce the use of toxic chemicals and properly manage

hazardous waste. Its Integrated Pest Management work with other municipal departments has reduced the City's use of pesticides by almost 90% in the last 10 years. The Toxics team was instrumental in drafting the City's Precautionary Principle Ordinance and supporting the San Francisco Board of Supervisors in passing this innovative ordinance. Through its successful drop-off and toxic alternative programs, residents have seen a significant decrease in the use of toxic chemicals and generation of hazardous waste in their neighborhoods.

The Toxics Program also overees the City's Green Business Program, which has developed stringent green business criteria for hotels, restaurants, offices and stores. The Green Cleaning Initiative will ultimately result in criteria for custodial businesses to become certified as green businesses. There are currently 150 certified green businesses in the City and more than 100 on the waiting list for certification. Because measurements and requirements vary depending on the business sector, each sector must have specific metrics and practices created to become a green business. So far, criteria have been developed for vehicle service facilities, hotels, office/retail, and food service facilities.

All SFE programs work together on outreach, education and services. Its Energy and Zero Waste teams are closely with certifications and support of the Green Business Program. SFE programs include:

- SF Environment is a national leader in Waste Diversion (or Zero Waste), with more than twenty years of experience in developing innovative recycling programs. The City has won numerous state and national awards, including an award from the National Recycling Coalition for having the best urban recycling and composting program in the country. San Francisco has exceeded the state mandate of diverting 50% of its waste from landfill with a diversion rate approaching 75% for 2009, and is committed to achieving its 2020 zero-waste target.
- The Energy and Climate Program has operated energy efficiency programs reaching over 10,000 small businesses and hundreds of multi-family buildings, reducing the citywide load by over 23 MW and is currently beginning a new $10.5 million program to reduce another 8 MW and over 300,000 therms. The Energy and Climate group was instrumental in developing the City's Electricity Resource Plan and implementing enough energy reduction measures to achieve a primary goal of that plan—the closure of a highly-polluting in-city power plant.
- Its Clean Air Program's goals are to reduce air pollution resulting from both mobile and stationary sources and to improve energy security through reducing dependence on imported oil. It achieves these goals by minimizing vehicle trips and miles driven, utilizing and promoting advanced technologies in transportation and stationary power production, and by utilizing and promoting non-petroleum based fuels. It provides transportation management services to businesses throughout the City.
- San Francisco is also the only municipality in the country that has a program dedicated to environmental justice in neighborhoods residents are challenged by environmental stressors—electricity generation, large numbers of brownfield sites, diesel truck traffic, superfund sites and much of the City's waste and wastewater management facilities.
- SF Environment's Green Building Program promotes resource-efficient and healthy buildings so that structures have minimal environmental and health impacts throughout their design, construction, use and eventual demolition. The program oversees a Training Program for municipal design staff, myriad Pilot Projects, and Resource Efficiency Requirements for City construction projects.
- Its Urban Forest Program responsd to the need for stewardship of San Francisco's trees, to enhance green and open spaces in the City, and to address greenhouse gas mitigation. It ensures that stakeholders are involved in long-term planning for the City's trees and is committed to growing healthy urban forests.

- SF Environment's Education Program serves approximately 300 schools and 12,000 youth per year and has recently launched a children's website that addresses an array of environmental issues—from renewable energy to energy efficiency to waste diversion and conservation.

All SF Environment programs are supported by a dedicated outreach team that oversees its website, provides community based social marketing and communications materials and PR. The Outreach Program has cooperative relationships with the Board of Supervisors, other policy makers, and local and regional media.

The environmental challenges faced by San Francisco requires that it develop effective partnerships at the local, regional, state and national level. Just a few of these include:

Green Cities California is comprised of 10 of the largest and highest performing jurisdictions relative to environmental protection in California. Members include the cities of Berkeley, Los Angeles, Pasadena, Sacramento, San Diego, San Francisco, San Jose, Santa Barbara, Santa Monica and the County of Marin which collectively represent approximately 30% of the population in the state. GCC's mission is to accelerate the adoption of sustainability practices and policies through collaborative action, and by sharing best practices and lessons learned with other jurisdictions.

GreenStacks is a multifaceted collaboration with the City's public library system; which includes the 6-story Main branch and 37 neighborhood branches. The collaboration crosses the library's collection, programming, capital improvements and operations and maintenance. Given that more than 400,000 city resident's use the library, there is a branch in every neighborhood and the 600 library staff speak every language spoken in San Francisco, this is an exceptional collaboration. It is working with the library to ensure that all green building capital improvements are publicized and tied into public education. SFE staff have presented several well-attended Green Cleaning workshops at branch libraries in both Spanish and English and there has been quite a bit of interest in this topic, particularly from parents.

The Business Council on Climate Change Sponsored by the United Nations Global Compact, SF Environment and the Bay Area Council, the Business Council on Climate Change is a unique collaboration of businesses with national and local governments to provide the technical resources and learning from business peers on how to reduce businesses' greenhouse gas emissions. The BC3 believes it is time for the business community, in partnership with individuals and the public sector, to act to combat climate change and to that end myriad businesses such as the GAP and PG&E have signed on to a set of principles—including the use and promotion of renewable energy—to guide their actions in addressing Climate Change. Environmental sustainability is one of the organization's five target areas and its 150 members are leaders in corporate citizenship and sustainability.

The San Francisco Green Business Program mentioned above is a voluntary program that encourages businesses to take proactive actions that are good for their bottom line and the environment. Small Businesses comprise 98% of the City's private employers and 49% of private business employees. They businesses play a vital role in the City's economy and collectively have a significant impact on climate change. Thus, San Francisco launched the Program in 2004. While the criteria for certification are some of the most stringent in the country, SFE works with a collaboration of other city agencies to provide comprehensive environmental services and hands on support to small to medium size businesses in becoming environmentally responsible and to recognize businesses that are leaders in environmental sustainability. Its goal is to achieve a healthier and cleaner environment by helping businesses integrate environmental responsibility into their operations in a manner that is sustainable as well as profitable.

Staff Qualifications:

Debbie Raphael is the Program Manager for the City's Toxics Reduction Programs and is responsible for working with City agencies, businesses, and residents to reduce the use of toxic chemicals and implement the award-winning IPM, Environmentally Preferable Purchasing, and Green Building programs. Ms. Raphael was part of the team of City staff and community members that crafted San Francisco's Precautionary Principle Ordinance and will help lead the effort to implement the principle within City government. She also worked for the Santa Monica and implemented that city's far-reaching Toxics Reduction Programs. Debbie received her MS in Plant Physiological Ecology from UCLA.

Sushma Dhulipala is SF Environment's Commercial Toxics Reduction Coordinator. She is responsible for promoting the proper management and disposal of hazardous materials, as well as the use of less-toxic alternatives among San Francisco businesses. Sushma has successfully implemented the Environmentally Responsible Dentristry Program and developed a green healthcare working group of local healthcare professionals. Sushma also manages the San Francisco Green Business Program, in conjunction with various local agencies. Currently, Sushma is researching dry cleaning solvents and spotting chemicals used by local dry cleaners. Sushma has a Masters Degree in Chemical Engineering from the University of Southern California. She has been with the City's Environment Department for six years. Prior to that, she was a practicing engineer focusing on Green Chemistry

Anna Zimmermann is the Commercial Toxics Reduction Associate with SF Environment. She is currently researching the environmental hazards associated with various dry cleaning technologies, conducting outreach in the dry cleaning community, and working with the San Francisco Green Business Program. Anna has conducted research in an environmental toxicology laboratory and recently investigated Chinese environmental education programs as a Fulbright Research Fellow in Beijing. Anna holds a B.A. in Biology, Environmental Studies and Chinese from Kenyon College.

Past Performance and Reporting History

SF Environment is a truly unique municipal department in that it receives no funding from the City's General Fund and relies on aggressive fundraising activities to meet its program goals. A high percentage of its $15M annual budget is derived from grants and contracts awarded by federal and state agencies. SF Environment has ample experience managing a range of grants from diverse sources such as the USDA-Community Food, EPA-Region 9 Source Reduction and Resource Conservation, and DoE Million Solar Roofs and Solar America programs. Additionally, SF Environment receives several state grants that mirror the size and scope of this proposal, as well as foundation grants. Every project has maintained accurate documentation and timely reporting in compliance with each particular assistance agreement.

All final technical reports, as well as deliverables were submitted. Grants include:

Solar America Initiative-Dept of Energy $200,000; 7/1/07-current
Grant is to remove barriers to solar installations in the City. As this grant winds down, all outputs and outcomes have been met and all reporting is current.

Solar America Initiative—DoE; $750,000; recent award
Based on the success of its first grant, SF Environment was recently awarded a second Solar America grant for approximately $750,000. This financing and solar thermal project is starting this month.

Food Security Grant-USDA 12/06-12/09
December 06-December 09
Collaborative project with Girls 2000, a local CBO, to support a Farmers Market in one of the City's low-income environmental justice neighborhood, as well as supporting a neighborhood organic garden in

public housing and provide cooking classes to residents. All outputs and outcomes were tracked, met and reported.

Dental Mercury Grant-EPA R9 Source Reduction Grant Manager(s) - John Katz
October 2003 - October 2006 Award Amount - $51,500
This grant was provided to provide outreach and education on the proper disposal of dental mercury, to keep it out of San Francisco Bay. All goals and objectives were met and included items such as providing mercury filters for dental offices, holding outreach events for dental staff and producing educational materials. The progress on the grant was reported to the grant managers through period emails and phone conversations and formal updates through semi-annual grant reports. In addition, all information gathered and lessons learned through this project were presented at various regional workshops (WRPPN, Dental Symposium) and documented on the websites.

Work Plan:

Project Strategy

The Green Cleaning Initiative will develop multi-lingual training materials—videos and brochures—for custodial staff and companies. In addition, through piloting the use of these training materials and continuing to make green cleaning product recommendations, it will create criteria and standards for commercial custodial companies to become Green Businesses in San Francisco's program.

A proper green cleaning program should consist of procedures that maximize cleaning results while protecting cleaning workers and facility occupants. The San Francisco Green Cleaning Initiative will address the reduction of the use of toxics. It will have a direct impact on improving air quality and creating healthier work places in San Francisco, and will serve as an important model for the region and beyond. The project will create resources to help commercial scale janitorial companies to go green, while also creating environmental stewards who will help educate other members of the community. Project resources and lessons learned will be made available to other municipalities through SFE's many partnerships and a website linked to relevant websites. In addition project information will be disseminated through presentations and other contacts.

There is a demonstrated need for Green Cleaning criteria, training and options. Studies by the US Green Building Council have shown that nearly half of the benefits of using green cleaning products have to deal with the process in which they are mixed and used, which speaks to the tremendous need for education and training. It is not enough to merely provide names of products. This has been further validated by SF Environment's own experience with the green cleaning program launched in the city's municipal facilities. Municipal custodial staff were resistant to some of the methods and materials, mainly because they were unclear on how to use them. Thus, it was found that after product choice, proper training of cleaning staff is the most critical element to a successful green cleaning program.

While in the past, it was mainly pollution prevention and health specialists who advocated for less toxic cleaning supplies, within the last six months, there seems to have been significant educational strides made by custodians and other commercial cleaning crews. In an effort to get support from employers and customers, members of the SEIU Local 1877 organized a protest outside of one of San Francisco's largest supermarket chains on 11/5/2009. Participants were primarily Spanish-speakers.

Other Background Information –

- Indoor concentrations of pollutants are commonly 3 to 5 times higher than outdoor concentrations. There is an asthma epidemic in this country, with 20 million people suffering

from asthma, including 9 million children under the age of 18. Cleaning products and practices are greatly responsible for poor indoor air quality, a contributor to asthma.

- There has been a lot of focus on greener cleaning products and several 3rd party certifications, such as, Green Seal and Ecologo, which have emerged to help consumers identify greener products. However, the same has not been the case for green cleaning practices. Although there seem to be several online resources on this topic, they are unlikely to reach the custodial staff that do not speak English as their first language or even have access to the Internet.
- There are approximately 110 janitorial service companies in SF.
- The staff employed by the janitorial companies in the City generally speak Spanish or Chinese as their first language.
- Janitors and cleaners (625/million) had the highest reported rates of work-related asthma.
- Interactions with unions and other large custodial companies, indicate that the custodial staff are concerned about the impacts of cleaning products on their health and are demanding training and safer alternatives.

The primary outcome of the Green Cleaning Initiative will be a reduction in human exposure to toxins—for those workers providing cleaning and maintenance, as well as those inhabiting the areas cleaned. In addition, SFE will demonstrate that it is possible for any company (irrespective of the size) to start a green cleaning program and show them how it can be done. Given the predominance of non-english speakers in the field, materials and training tools will be created in Chinese, Spanish and English.

Videos will be provided in Spanish and Cantonese that demonstrate green cleaning practices. SFE will work with SEIU to conduct outreach on these materials. In developing the training resources, SFE will take advantage of the expertise City custodial staff have developed and facilitate the transfer of knowledge from the City's green cleaning program to the private sector. In addition, the training materials of the project will go beyond green cleaning to integrate various aspects of environmental conservation, such as, waste minimization, energy and water efficiency. In most cases, the project will repackage information already developed by cleaning product manufacturers and other municipalities, for the Spanish and Cantonese audience

SFE will conduct a pilot program with two custodial companies in SF – one large commercial scale cleaning company that works with large office buildings or schools and one smaller cleaning company that primarily works in residential properties and small businesses. The pilot will include

- Taking an inventory of their products,
- Recording their current cleaning practices,
- Baseline data on amount of product being used per sq footage, cost of product
- Survey of the health impacts faced by staff
- An assessment of the health and environmental impacts of products in use,
- Recommendations on safer products,
- Help with transition to the safer products,
- Hands on training for their staff members,
- Follow-up data collection on amount of product/sq ft and cost
- Follow-up survey with staff on new products and practices
- A case-study report showing environmental metrics and qualitative benefits of green cleaning.

Primary project outputs include to

- Develop a *training program* for local custodial cleaning companies on green cleaning.

- Develop a *multi-lingual training module* (videos and printed material) for custodial staff to help them employ green cleaning practices and products that reduce the impact to their health and the environment.
- Complete a *green cleaning pilot program* that includes a hazard-based assessment of cleaning products in use, green product recommendations, and hands on support on staff training with 2 local custodial companies. In identifying the candidates for the pilot program, special effort will be made to identify at least one company that contracts with schools.
- A *case study* will be developed of this pilot.
- SFE will develop a *green business standard for janitorial companies.* Businesses enrolled in the program will be asked to use the multi-lingual training material developed through this grant and log the training hours of every employee.
- The Green Business team will use the expertise developed through the course of this project to develop a *GB checklist specifically for commercial cleaning companies* and start recognizing businesses that use greener products and implement training protocols among other conservation practices.
- The City is already *creating a demand for green cleaning companies* through the Green Business program – businesses enrolled in the program get credit for working with their janitorial companies to switch to greener products. Demand will increase for green cleaning companies, as extra credit to companies that contract with these companies.
- SFE will *showcase the pilot participants* at at least two events and two articles on this topic. For instance, they will share their experience at Building Owners and Managers Association meetings.
- *Provide the checklist and all training materials to the public.* It will be immediately shared with the Bay Area Green Business program for expansion to companies outside SF. In addition, resources can be distributed by the EPA and its partners.

The target audience of the project is primarily custodial businesses and their workers. It will be promoted to the companies contracting with custodial businesses, in addition to other entities dealing with custodians, such as unions and property managers. SFE has relationships with these entities.

Environmental Measures:

<u>Data collection methods (e.g., surveys, pre/post tests, participant reporting</u>

Metrics and measurements of success include:

- Number of multi-lingual materials developed
- Surveys with businesses that receive the information.
- No. of businesses that have recvd these resources and have committed to use them -
- Number of custodial workers trained using the material developed-
- Before-after data from pilot program of types and quantities of cleaning chemicals used.

SFE will keep data in all of these areas and report quarterly on progress.

SFE will conduct surveys with businesses to determine –

- Number of sick days before/after switching to low toxic cleaning products
- Surveys with custodial staff on health impacts before and after switching
- Square footage of space cleaned by the businesses participating in the pilot program. Based on the sq. footage, we will compute the hazardous materials diverted (using metric below).

Numeric estimates of expected pollution prevention results per project;

Assumptions -

- The Custodial Products Pollution Prevention Project estimates that the average janitor uses about 23 gallons of chemicals per year.
- *2 gallons of product per 1,000 SF unless otherwise stated by sites.*
- *Average sq ft space cleaned by a janitor – 11500 sq ft*
- *Number of custodial staff reached through the green cleaning program (target) – 150.* (For our pilot, we intend to work with 2 businesses (one commercial scale, one home-based cleaning service). We expect to reach 150 employees between the 2 businesses.)
- *Total Sq ft space cleaned by 150 staff – 150 x 11500 = 1725000 sq ft*
- *Expected reduction in chemicals use = 1725000 x 0.6/1000 (see below) = 1035 gal*

Description of equations, factors and assumptions used to calculate the estimated P2 results

METRICS CALCULATION METHOD FOR HAZARDOUS MATERIALS DIVERTED-
Janitorial cleaning chemicals
Assume original quantity = 2 gallons of product per 1,000 SF unless otherwise stated by sites. [Estimate for all cleaners combined]

Change 3 products --> e.g., change to non-aerosol, and select less toxic ingredients for three products. The resulting benefit is:

Benefit = Avoid 0.6 lbs/year of haz mat per 1000 sq ft
= 2 gal/1000 sq ft x 25% x 8.34 lbs/gal x 15%

Assumptions:
25% reduction in product use,
8.34 lbs per gallon average product weight, and
15% original product haz mat content.

Plan for tracking the progress

SFE will note attendance at trainings, continue to tweak its project management plan for video and materials production, as well as development of outreach and other materials. In addition, SFE will help businesses participating in the pilot program to become green businesses. Staff will conduct follow-up surveys with the businesses after 3 years as required by the Green Business Program to ensure that they are continuing to use low toxic products and verify that their staff are continuing to receive training on proper use of products.

Budget Detail:

			EPA	Match	TOTAL Project
Personnel					
	Commercial Toxics Coordinator	.5FTE Manage project, collect information on existing commercial green cleaning products and practices, compile data, report oversee contractors	$ 41,500		$41,500
	Program Manager	.1FTE Represent project to larger audience such as Green Cities California and at regional, national and international events and conferences		$ 9,000	$ 9,000
	Outreach Manager	(5%FTE) Assist with development of materials, work with videographer and translation team		$ 4,500	$ 4,500
	Commercial Toxics Associate	Participate in collection of data, development and dissemination of training tools, assist with translation as necessary		$ 10,000	$ 10,000
	Total Personnel		**$ 41,500**	**$ 23,500**	**$ 65,000**
Fringe Benefits		**at 28 %**	**$ 11,620**	**$ 6,580**	**$ 18,200**
Contractor					
	Videographer		$ 8,500		$ 8,500
	Translation	Translate all materials	$ 4,000	$ 2,000	
	Total Contractor		**$ 12,500**	**$ -**	$ 12,500
Supplies					
		Outreach materials-brochures, pamphlets, products for trainings and incentives		$ 5,000	$ 5,000
	TOTAL Supplies		**$ -**	**$ 5,000**	**$ 5,000**
TOTAL PROJECT DIRECT			**$ 65,620**	**$ 35,080**	**$100,700**
Total Indirect costs					
	At 15%	0.15	$ 9,843	$ 5,262	$ 15,105
TOTAL PROJECT COST			**$ 75,463**	**$ 40,342**	**$115,805**

Timeline

TIME LINE	MAJOR TASKS	DELIVERABLES
M1-3	Task 1: Planning and Identification of Stakeholders • Begin development of outreach materials • Outreach to business and residential stakeholders	• Q1 report
M2-6	*Task 2: Development of training material* •	• Q2 report • Video • brochures
M5-8	*Task 3: Pilot Program Implementation*	• Q3 report • Business identified and enlisted • Case study
M6-8	*Task 4: GB checklist development*	• Checklist • Presentations by Pilot businesses • articles
M3-12	*Task 5: Effectiveness Measurements*	• Q4 report • Promo materials for Green Business
M12-18	*Task 6 Dissemination of Project materials*	• Final report • Materials to EPA for dissemination

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 and Expend $75,463 Federal Grant
DATE: December 7, 2010

Dear Madame Clerk:

Attached for introduction to the Board of Supervisors is the resolution authorizing the Department of the Environment to retroactively accept and expend a grant in the amount of $75,463.00 from the US Environmental Protection Agency to implement a green cleaning pilot project that will lead to the creation of multi-lingual green cleaning guidelines.

I request that this item be calendared in Budget and Finance Committee.

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

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