

File No. 101533

Committee Item No. \_\_\_\_\_

Board Item No. 64

## COMMITTEE/BOARD OF SUPERVISORS

### AGENDA PACKET CONTENTS LIST

Board of Supervisors Meeting

Date December 14, 2010

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 checked="" 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

(Use back side if additional space is needed)

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

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Completed by: Andrea Ausberry Date 12/9/10

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 - Environment Now - \$10,000]

2  
3 **Resolution authorizing the Department of the Environment to retroactively accept and**  
4 **expend a grant in the amount of \$10,000 from Altamont Education Advisory Board to**  
5 **support Environment Now, an environmental stewardship and workforce development**  
6 **program.**

7  
8 WHEREAS, Based on evaluation of responses to an Altamont Education Advisory  
9 Board request for proposals in the area of Waste Reduction and Environmental Education, the  
10 Department of the Environment was selected to be the recipient of \$10,000.00 in funding to  
11 support Environment Now; and,

12 WHEREAS, The Board of Supervisors has adopted a goal of 75% landfill diversion by  
13 2010 and zero waste by 2020; and

14 WHEREAS, In order to reach this goal all residents and businesses must participate in  
15 the City's Zero Waste programs; and

16 WHEREAS, Environment Now provides outreach and education services throughout  
17 the City to encourage increased participation in recycling and compost programs; and

18 WHEREAS, Diversion rates in the City's Bayview Hunters Point neighborhood  
19 increased by 30% after a 3-month neighborhood outreach and education campaign led by  
20 Environment Now; and,

21 WHEREAS, Environment Now provides Zero Waste information, education and  
22 technical support to underserved San Francisco residents; and,

23 WHEREAS, Environment Now prepares participants for the new green economy by  
24 providing Ecoliteracy training; education on the City's environmental policies, programs, and  
25 services; soft skills support; and project based on the job training; and,

1 WHEREAS, Environment Now also provides opportunities for additional training such  
2 as through the California Resource Recovery Association Certificate program; and,

3 WHEREAS, Environment Now coordinates programming with other local workforce  
4 development providers; and,

5 WHEREAS, Funding from this grant will provide curriculum materials, program  
6 equipment and support for Environment Now staff; and,

7 WHEREAS, The length of the grant is from July 1, 2010-June 30, 2011; and,

8 WHEREAS, No grant funds will be expended until the San Francisco Board of  
9 Supervisors has approved acceptance of the funds; and,

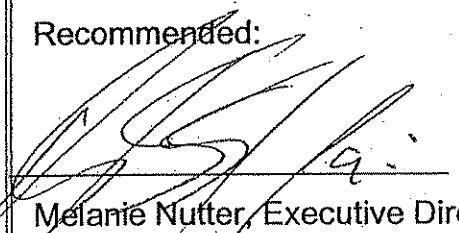
10 WHEREAS, The grant budget does not include indirect costs in order to provide  
11 maximum funding for the program activities; and,

12 WHEREAS, A request for retroactive approval is being sought because the Department  
13 of the Environment did not receive the award until August 11, 2010; and

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

15 RESOLVED, That the San Francisco Board of Supervisors authorizes the Director of  
16 the Department of the Environment to retroactively accept and expend funding in the amount  
17 of \$10,000.00 from the Altamont Education Advisory Board to support Environment Now, an  
18 environmental stewardship and workforce development program.

19  
20 Recommended:

21  
22   
23 Melanie Nutter, Executive Director  
24 Department of the Environment  
25

Approved: 

Mayor

Approved: 

Controller, Grant Division

**TO:** Angela Calvillo, Clerk of the Board of Supervisors  
**FROM:** Department of the Environment  
**DATE:** 11/08/10  
**SUBJECT:** Accept and Expend Resolution for Subject Grant  
**GRANT TITLE:** Environment Now

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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

☒ Grant award letter from funding agency

☐ Other (Explain):

**Special Timeline Requirements:**

**Departmental representative to receive a copy of the adopted resolution:**

Name: Rachel Buerkle

Phone: 355-3704

Interoffice Mail Address:

Certified copy required Yes ☐

No ☒

(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).



The Department of the Environment for the City and County of San Francisco (SF Environment) respectfully requests \$10,000 from the Altamont Education Advisory Board to increase diversion in San Francisco neighborhoods by supporting Environment Now, an innovative workforce development project focused on developing a new mechanism to create environmental stewards and increase diversity of the grassroots movement. Environment Now participants perform face-to-face community based social marketing activities, including door-to-door outreach, tabling and speaking at events, making presentations. In addition to the on the jobs training component, participants receive extensive environmental, ecoliteracy, leadership and soft skills training. Funding from AEAB will furnish additional materials for the program and support stipends for Environment Now staff who have taken on additional responsibilities of serving as team leaders.

**1. Provide a description of applicant and main purpose of current work.**

As the municipal department overseeing environmental issues in San Francisco, SF Environment has the mission of improving, enhancing, and preserving the environment, and promoting San Francisco's long-term, well-being. It is responsible for helping San Francisco reach its very ambitious waste diversion, renewable energy, and climate goals, which it does by promoting and/or mandating behavior change. SF Environment categorizes its policy work and programming into the areas of municipal, commercial and residential.

SFE Staff members have extensive experience and experience in waste management and market development and have helped the City win numerous state and national awards, including an award from the National Recycling Coalition for having the best urban recycling program in the country. San Francisco has exceeded the state mandate of diverting 50% of its waste from landfill with a diversion rate of almost 75%. In 2002, the Board of Supervisors unanimously adopted Resolution 279-02 setting a goal of 75% landfill diversion by 2010 and zero waste by 2020 with SF Environment designated to implement this resolution.

Launched in August 2010, SF Environment Now is an innovative program which is creating a new face of the environmental movement; one that includes those from underserved neighborhoods and others who never saw themselves as activists or change agents. The goals SF Environment Now are to prepare participants for a new green economy and achieve city wide behavior change by promoting San Francisco's environmental services, programs and policies. In the 6 months that Environment Now has been in operation, the 40 participants have hit the streets to



promote services and programs that support residents and businesses to live more sustainably. Invariably participants adopt behaviors and make an internal commitment to the environment and with that commitment they begin to speak from the heart about these things that have become so important to them—environmental justice, clean air, green space, a toxic free environment. Environment Now staff are paid by the City through JobsNow, a federally funded stimulus package program which requires that participants be parents and meet certain income requirements. The program has been more successful than anyone could have imagined and senior SF Environment staff have made a firm commitment to ensure the program's vitality if and when stimulus package funding ends. The program is truly changing lives—both inside SF Environment and out on the streets.

Environment Now lead a 3-month outreach campaign in the City's Bayview Hunters Point (BVHP) neighborhood, an area with notoriously low diversion rates. Campaign methods included door-to-door outreach, phone banking, tabling and monitoring at events and presenting to community based organizations. BVHP diversion rates increased by 30%. While it continues residential outreach on waste diversion, Environment Now is also engaged in a Zero Waste Commercial campaign and is working with businesses to provide service upgrades, audits, and training. Its work in City apartment buildings has gone well above and beyond what anyone expected—so far composting facilities have been installed in 100 complexes. In addition to the Green Apartments Campaign and BVHP Zero Waste, Environment Now is engaged in 12 other discrete outreach projects, including used oil recycling, green cleaning, reducing idling at schools, energy efficiency and other toxics reduction programs. Staff audit waste at large events such as the City's Outlands Festival.

In addition, because all Environment Now staff are parents, many have been asked by teachers to come into their children's school to present. This supports the SF Environment School Education program and has made a tremendous difference in those schools. Ultimately, Environment Now staff are becoming knowledge experts who serve the City's different cultures and languages and support all SF Environment programs including:

- ◆ An innovative Toxics Reduction Division that sets the standard for municipal toxics programs nationwide and cut the City's use of pesticides by 90% and coordinates the City's Green Business Program.
- ◆ The City's primary Environmental Education Program that provides education tools promoting conservation awareness, waste prevention, recycling and composting to 250 schools in the City. It collaborates with the



local school district, as well as private schools to provide a range of teacher trainings, field trips, in-school assemblies as well as operational support.

- ◆ One of the most respected Green Building Programs in the country that guided the City's adoption of LEED Silver as the standard for municipal construction. Its many prestigious green projects include the CA Academy of Science.
- ◆ A Clean Air Program that promotes alternative fuel vehicles and the use of mass transit.
- ◆ An Energy Program responsible for significantly reducing the City's energy needs by implementing energy efficiency projects and developing renewable energy projects.
- ◆ One of the only municipal Environmental Justice programs in the country, which addresses environmental and energy concerns in neighborhoods that bear a disproportionate burden of environmental pollution.
- ◆ An Urban Forest Program that coordinates the work of several City departments and community based organizations working to maintain a healthy tree coverage.

## **2. Describe the issues/problems to be addressed by this project.**

There are two predominate issues—the first is that Environment Now participants receive a definite and unchanging hourly rate from stimulus package funds—hourly rates are administered by the City's Human Services Agency and cannot be changed. So while several have risen to the leadership level, they receive no reward. In addition, there is no funding for vital curriculum materials.

Another pressing issues is in relation to City-wide diversion. While overall diversion rates are high, in the residential sector diversion rates continue to lag. With the new recycling ordinance it is imperative that SFEnvironment make in-roads to this residential population. In addition, a large percentage of SF residents are renters—many have never received any waste diversion tools or information from the local waste hauler—especially if the landlord pays for garbage. In conjunction with these issues, SF Environment has seen a real need for staff with the ability to reach audiences that have not heard the Zero Waste message before, particularly underserved communities and neighborhoods and those whose first language is not English. Finally, SF Environment continues to



be a somewhat faceless entity and if it is to achieve its goals, it is necessary to become known as a group providing a relevant message.

### 3. Identify the project goals and objectives.

The overarching goals of SF EnvironmentNow! are

- ♦ To prepare participants for the new green economy
- ♦ To Promote SF Environment programs and services
- ♦ To achieve behavior change in those who work, live and play in San Francisco
- ♦ To enlist a wider range of the population in environmental work

Objectives to meet these goals:

- ♦ Achieve/Promote behavior change in those who work, live and play in San Francisco
  - Each one teach one style of outreach
  - Communicating from the heart on environmental issues
  - Increased rates of recycling in targeted neighborhoods
- ♦ Prepare participants for the new green economy
  - Intensive Ecoliteracy training
  - Training on City's environmental policies, programs and services
  - Field trips
  - Project based Soft skills training and support
  - On-the-job training
  - Participate in additional training such as the CRRA Certificate program
- ♦ Promote SF Environment programs and services
  - Tabling at events
  - Phone banking
  - Door-to-door outreach to residents and businesses in targeted neighborhoods
  - Presenting to community groups and at various events

- Promoting the SF Environment newsletter
- Data collection on environmental issues (such as idling at schools, green bin participant)
- Monitoring waste reduction at events and regular venues

#### 4. Population Served

The target audience for the project includes the 800,000 residents of San Francisco, as well a larger regional, national and international audience who look to the City for models of innovative programs. Environment Now participants generally are low-income and low wage workers that have been laid off—many represent populations that are often referred to as “underserved”.

#### 5. Describe the methods that will be used for assessing success.

Diversion rates will be closely monitored in all neighborhoods where Environment Now is campaigning. In addition, Environment Now participants will evaluate the program and measure their success as a result of participating. Finally, managers will evaluate participants across a range of metrics, from leadership abilities to improvement in communication skills.

#### 6. Provide a project timeline, identifying activities and expected outcomes

Time	Activities	Deliverable
Q1	<ul style="list-style-type: none"> <li>◆ Finalize Leadership Curriculum—</li> <li>◆ training team leaders</li> <li>◆ Attend CRRA Conference</li> <li>◆ Participate in residential campaigns</li> <li>◆ Cultivate program supporters such as CPUC</li> </ul>	<ul style="list-style-type: none"> <li>◆ Curriculum</li> <li>◆ Diversion rates</li> </ul>
Q2	<ul style="list-style-type: none"> <li>◆ Promote and mentor leaders</li> <li>◆ Enroll select staff in CRRA Certificate program</li> <li>◆ PR on Environment Now</li> <li>◆ Create evaluation tools for participants</li> </ul>	<ul style="list-style-type: none"> <li>◆ Leaders selected</li> <li>◆ EN participants from CRRA training</li> <li>◆ Diversion rates</li> <li>◆ Eval tools</li> </ul>
Q3	<ul style="list-style-type: none"> <li>◆ Evaluate and continue project based learning</li> <li>◆ Campaigns</li> <li>◆ Assist in creation and hosting of NCRA Recycling Update Conference 2011</li> <li>◆ PR on Environment Now</li> </ul>	<ul style="list-style-type: none"> <li>• Successful NCRA conference</li> <li>◆ Diversion rates</li> </ul>
Q4	<ul style="list-style-type: none"> <li>◆ Evaluate and continue project based learning</li> <li>◆ Campaigns</li> <li>◆ PR on Environment Now</li> </ul>	<ul style="list-style-type: none"> <li>◆ Diversion rates</li> <li>◆ Final Report</li> </ul>

File Number: 101533  
(Provided by Clerk of Board of Supervisors)

**Grant Information Form**  
(Effective January 2000)

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

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

1. Grant Title: Environment Now
2. Department: Department of the 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: \$10,000.00

- 6a. Matching Funds Required: \$ 0  
b. Source(s) of matching funds (if applicable):

- 7a. Grant Source Agency: Altamont Education Advisory Board  
b. Grant Pass-Through Agency (if applicable): none

8. Proposed Grant Project Summary:

Funding from the Altamont Education Advisory Board will be used to support Environment Now, an environmental stewardship and workforce development program of the Department of the Environment. Funds will be used for Ecoliteracy curriculum materials; as well as to purchase digital cameras to document City-wide green/blue bin usage..

9. Grant Project Schedule, as allowed in approval documents, or as proposed:  
Start-Date: July 1, 2010 End-Date: June 30, 2011

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: \$0

- b. Will contractual services be put out to bid?
- c. If so, will contract services help to further the goals of the department's MBE/WBE requirements?
- d. Is this likely to be a one-time or ongoing request for contracting out?

- 13a. Does the budget include indirect costs? ☐ Yes ☒ [XX] No  
b1. If yes, how much?

b2. How was the amount calculated?

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: 10/26/10

Department Approval: Melanie Nutter  
(Name)

Director  
(Title)

(Signature)

		Environment Now	
			Altamont
	<b>Personnel</b>		
	Environment Now 9916 Professional Service Trainees	fiscal support for the 18 Environment Now staff.	\$ 5,000
	<b>Total Personnel</b>		\$ 5,000
	<b>Fringe Benefits</b>	at 28 %	
	<b>Equipment</b>		
		Digital Cameras for monitoring on an array of issues, such as green bin usage. 5 @ \$100	\$ 500
	<b>Total Other</b>		\$ 500
	<b>Supplies</b>		
		Curriculum materials	\$ 4,500
	<b>Total Supplies</b>		\$ 4,500
	<b>TOTAL PROJECT DIRECT</b>		\$ 10,000
	<b>Total Indirect costs</b>		\$
	<b>TOTAL PROJECT COST</b>		\$ 10,000



*EDUCATION ADVISORY BOARD*  
*Altamont Landfill Settlement Agreement*

**GRANT AGREEMENT**

Between the Altamont Education Advisory Board and:

**Grantee:** Department of the Environment – City and County of San Francisco  
**Address:** 11 Grove Street  
San Francisco, CA 94102  
**Contact Person:** Donnie Oliveira, Environment Now Manager  
**Board Contact:** Ruth C. Abbe, Chair  
**Grant Number:** #10-56

**Purpose and Conditions of the Grant**

This grant from the Altamont Education Advisory Board is made to Department of the Environment – City and County of San Francisco for the purpose and with the conditions outlined below.

**Grant Purpose:** SF Environment Now

**Grant Objectives:** Grant funds will be used to increase diversion in San Francisco neighborhoods by supporting Environment now, an innovative workforce development project focused on developing a new mechanism to create environmental stewards and increase diversity of the grassroots movement.

**Grant Period:** July 1, 2010 – June 30, 2011

**Grant Amount:** \$10,000.00

**Reporting Schedule:**

- Progress report should be provided by: December 31, 2010.
- Final report should be provided at the end of the grant period, but no later than by: June 30, 2011.

**Special Conditions:**

I. Unconditional <input checked="" type="checkbox"/>	II. Unrestricted <input type="checkbox"/>
Conditional <input type="checkbox"/>	Restricted <input checked="" type="checkbox"/>

Restricted grants can be used only to fund the stated purpose of the grant. Conditional grants are paid only after a condition has been met.

Altamont Education Advisory Board Grant Agreement  
Grant #10-56

By signing this agreement, your organization certifies to the Altamont Education Advisory Board that (i) no tangible benefit, goods, or services are received by any individuals or entities connected with the Altamont Education Advisory Board, and (ii) this grant will not be used by you to satisfy the payment of any pledge or other personal financial obligation on behalf of the donors of the Altamont Education Advisory Board.

Dated as of:

6/30/10

By signing this agreement the Grantee signatory acknowledges that he/she has read and understood the Agreement and that the Grantee accepts its terms and conditions.

Grantee:

By:

Name:

David Assmann

Signature:

[Signature]

Altamont Education Advisory Board:

By:

Ruth C. Abbe, Chair

## INTRODUCTION FORM

By a member of the Board of Supervisors or the Mayor

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.
- x \_\_\_\_\_ 2. Request for next printed agenda without reference to Committee
- \_\_\_\_\_ 3. Request for Committee hearing on a subject matter.
- \_\_\_\_\_ 4. Request for letter beginning "Supervisor \_\_\_\_\_ inquires..."
- \_\_\_\_\_ 5. City Attorney request.
- \_\_\_\_\_ 6. Call file from Committee.
- \_\_\_\_\_ 7. Budget Analyst request (attach written motion).
- \_\_\_\_\_ 8. Substitute Legislation File Nos.
- \_\_\_\_\_ 9. Request for Closed Session
- \_\_\_\_\_ 10. Board to Sit as A Committee of the Whole

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

- |   |  |
|---|--|
| <input type="checkbox"/> Small Business Commission      | <input type="checkbox"/> Youth Commission    |
| <input type="checkbox"/> Ethics Commission              | <input type="checkbox"/> Planning Commission |
| <input type="checkbox"/> Building Inspection Commission |  |

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

Sponsor(s): Supervisor Mar

**SUBJECT:** Resolution authorizing the Department of the Environment to retroactively accept and expend a grant in the amount of \$10,000.00 from Altamont Education Advisory Board to support Environment Now \_\_\_\_\_

The text is listed below or attached:

Signature of Sponsoring Supervisor: \_\_\_\_\_

For Clerk's Use Only: