

1 [Accept-Expend Regional Grant – GreenStacks Environmental Outreach - \$12,000]

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3 **Resolution authorizing the Department of the Environment to accept and expend a**
4 **grant in the amount of \$12,000 from Altamont Education Advisory Board to support**
5 **GreenStacks an environmental outreach collaboration between the Department of the**
6 **Environment and the San Francisco Public Libraries.**

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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 \$12,000.00 in funding to
11 support GreenStacks EcoSpots in San Francisco Public Libraries; and,

12 WHEREAS, Nearly 50% of San Francisco's 780,000 residents own and use a library
13 card; and,

14 WHEREAS, San Francisco's libraries annually serve 5 million people—almost all of
15 these repeat resident visits—thus providing an opportunity to implement the chief marketing
16 strategy of ensuring a targeted audience gets multiple “impressions” of a message; and,

17 WHEREAS, Libraries continue to be one of the nation's most democratic institutions
18 and provide access to information on a scale unmatched by any other institution in the world,
19 particularly to populations who could easily be left behind – working class families, people
20 living in poverty, those for whom English is a second language, children and teens; and,

21 WHEREAS, With 27 branches, San Francisco Public Library is in every neighborhood
22 from the wealthiest to most impoverished and serves all races, cultures and languages and
23 have extensive collections in over 60 languages, including Chinese, Spanish and Russian;
24 and,

1 WHEREAS, Libraries' very existence makes it easy for residents and businesses to
2 practice the first 2 R's of Zero Waste hierarchy—Reduce and Reuse; and,

3 WHEREAS, One challenge of Zero Waste education is reaching those who might not
4 have received the kind of environmental education most K-12 schools currently provide: such
5 as residents older than 40, recent immigrants and those whose primary language is not
6 English; and,

7 WHEREAS, The Department of the Environment has partnered with San Francisco
8 Public Libraries to provide education and hands-on training in recycling, composting, and
9 other Zero Waste issues to San Francisco residents; and,

10 WHEREAS, Funding from this grant will help provide LCD screens for eight (8) of the
11 City's branch libraries, as well as creating professional recycling/composting displays that will
12 travel between branches; and,

13 WHEREAS, Branches to receive LCD screens through this grant will be selected based
14 on an array of criteria, such as demographic and geographic information; and,

15 WHEREAS, San Francisco operates one of the most progressive waste diversion
16 programs in the country and is ideally positioned to use this avenue to promote its Zero Waste
17 programs; and,

18 WHEREAS, This model project will serve to highlight San Francisco's role as a leader
19 in implementing Zero Waste programs; and,

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

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

23 WHEREAS, The grant budget does not include indirect costs in order to provide
24 maximum funding for the purchase of GreenStacks equipment; and,

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

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