

File No. 1010 23

Committee Item No. _____
Board Item No. 46

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Board of Supervisors Meeting

Date August 3, 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 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"/>	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

(Use back side if additional space is needed)

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

Completed by: Annette Lonich Date July 29, 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.

INTRODUCTION FORM

By a member of the Board of Supervisors or the Mayor

Time Stamp or
Meeting Date

RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO
2010 JUL 27 PM 12:10
BY

I hereby submit the following item for introduction:

- _____ 1. For reference to Committee:
An ordinance, resolution, motion, or charter amendment
- ☒ 2. Request for next printed agenda without reference to Committee
- _____ 3. Request for Committee hearing on a subject matter
- _____ 4. Request for letter beginning "Supervisor _____ inquires..."
- _____ 5. City Attorney request
- _____ 6. Call file from Committee
- _____ 7. Budget Analyst request (attach written motion).
- _____ 8. Substitute Legislation File Nos.
- _____ 9. Request for Closed Session
- _____ 10. Board to Sit as A Committee of the Whole

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

- | | |
|---|--|
| <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 accept and expend a grant in the amount of \$12,000.00 from Altamont Education Advisory Board to support GreenStacks an environmental outreach collaboration between the Department of the Environment and the San Francisco Public Libraries.

The text is listed below or attached:

Signature of Sponsoring Supervisor: _____

For Clerk's Use Only:

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

2
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.

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 \$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,

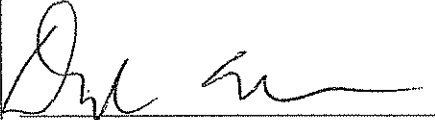
21 WHEREAS, No grant funds will be expended until the San Francisco Board of
22 Supervisors has approved acceptance of the funds; and,

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

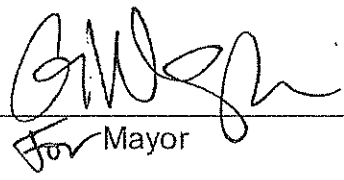
25 WHEREAS, This grant does not require an ASO amendment; now, therefore, be it


1 RESOLVED, That the San Francisco Board of Supervisors authorizes the Director of
2 the Department of the Environment to accept and expend funding in the amount of
3 \$12,000.00 from the Altamont Education Advisory Board to support GreenStacks an
4 environmental outreach collaboration between the Department of the Environment and the
5 San Francisco Public Libraries.

6
7 Recommended:

8 
9 _____

10 Department Head

11
12 Approved: 
13 For Mayor

14
15 Approved: 
16 _____

17 Controller, Grant Division
18
19
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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 resolution authorizing a Department to accept and expend grant funds.

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

1. Grant Title: SF GreenStacks EcoSpots
2. Department: Department of the Environment
3. Contact Person: Shawn Rosenmoss Telephone: 415-355-3746
4. Grant Approval Status (check one):
☒ [X] Approved by funding agency ☐ [] Not yet approved
5. Amount of Grant Funding Approved or Applied for: \$12,000
- 6a. Matching Funds Required: \$ 0
b. Source(s) of matching funds (if applicable): In-kind is provided in the form of existing staff duties
- 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 GreenStacks, an environmental outreach and education collaboration between SF Public Library and the Department of the Environment and will purchase LCD screens for 8 of the City's 27 branch libraries, as well as creating professional recycling/composting displays that will travel between branches. The screens will be the cornerstone of each branches' EcoSpot—dynamic environmental educational centers. EcoSpots will carry environmental and zero waste information, notices of events and services for all of SFPL sites as well as educational information and featured collection materials. LCD screens ensure changing and engaging content. Perhaps most importantly the EcoSpots will provide information in SF's myriad languages such as Chinese, Spanish, Russian, and Tagalog. Space is an issue at some of the branches but at the very least each EcoSpot will have the flat LCD screen with regularly changing content and presentations. Film students from SF State are already in the process of creating short films on recycling and composting and these will be looped on the screens. In addition to the flat screens, many of the EcoSpots have the space to include hands-on educational exhibits, which would include the recycling displays.

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

☒ 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 (equipment purchase)

☐ 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)

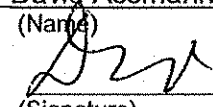
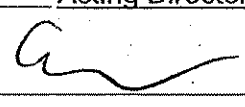
16. The Departmental ADA Coordinator and/or the Mayor's Office on Disability have reviewed the proposal and concluded that the project as proposed will be in compliance with the Americans with Disabilities Act and all other Federal, State and local access laws and regulations and will allow the full 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)


(signature)

Date Reviewed: 7/15/2010

Department Approval: David Assmann Acting Director
(Name) (Title)
 
(Signature)

**San Francisco GreenStacks Partnership 2010/11
Proposal to Altamont Education Advisory Board**

		Altamont	Match	TOTAL Project
Personnel				
SFPL Deputy Director, Jill Bourne	App 18%FTE Oversee GreenStacks partnership, Participate in development and dissemination of GreenStacks model, implement EcoSpots. In-kind. Part of regular responsibilities		\$ 20,000	\$ 20,000
SFPL Wallace Stegner Librarian, Cella Mitchell	App 25% FTE Create and Schedule ZW events/ programming at Main and promote to other branches. In kind. Part of regular responsibilities		\$ 22,500	\$ 22,500
SFE Manager of Grants, Fundraising, Community Partnerships, Shawn Rosenmoss	App 10% FTE Coordinate SFE participation in SF GreenStacks partnership, disseminate info on project, continued funding development. In-kind, Part of regular responsibilities		\$ 8,900	\$ 8,900
SFE Outreach Director, Thea Hillman	(App 8%FTE) Coordinate LCD content and other relevant Outreach information, coordinate LCD content with other City-wide ZW campaigns In-kind. Part of regular responsibilities		\$ 7,000	\$ 7,000
Friends of SFPL Development , Marian Chatfield-Taylor	Participate in development and dissemination of GreenStacks, coordinate Friends events and programming as part of GreenStacks, provide funding for various GreenStacks activities. In-kind. Part of regular responsibilities		\$ 15,000	\$ 15,000
Total Personnel		\$ -	\$ 73,400	\$ 73,400
Fringe Benefits	at 30 %	\$ -	\$ 22,020	\$ 20,552
Equipment				
Branch EcoSpots	8 branch libraries @ 1000 each for flat screens and other buildout materials. Screens will be purchased using standard city purchasing procedures. LCD screens will be provided in all branches as funding is secured	\$ 8,000		\$ 8,000
TOTAL Other		\$ 8,000	\$ -	\$ 8,000
Supplies				
Engaging Zero waste displays	2 at \$2000 each for design and fabrication. Displays will rotate between the various branches and the Main. Should outside services be required they will be secured	\$ 4,000		\$ 4,000
TOTAL Supplies		\$ 4,000	\$ -	\$ 4,000
TOTAL PROJECT DIRECT		\$ 12,000	\$ 95,420	\$ 107,420
Total Indirect costs	No indirect charged to grant to ensure maximum available for equipment purchase	\$ -	\$ 16,113	\$ 16,113
TOTAL PROJECT COST		\$ 12,000	\$ 111,533	\$ 123,533



EDUCATION ADVISORY BOARD
Altamont Landfill Settlement Agreement

GRANT AGREEMENT

Between the Altamont Education Advisory Board and:

Grantee: SF GreenStacks
Address: 11 Grove Street
San Francisco, CA 94102
Contact Person: Shawn Rosenmoss, Manager of Grants, Fundraising, Community Partnership
Board Contact: Ruth C. Abbe, Chair
Grant Number: #10-52

Purpose and Conditions of the Grant

This grant from the Altamont Education Advisory Board is made to SF GreenStacks for the purpose and with the conditions outlined below.

Grant Purpose: SF GreenStacks Eco Spots
Grant Objectives: Funds will be used to supplement existing programs by supporting the purchase of LCD screens for 8 of the City's 27 branch libraries, as well as creating professional recycling/composting displays that will travel between branches.
Grant Period: July 1, 2010 – June 30, 2011
Grant Amount: \$12,000.00
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 ☒ II. Unrestricted ☐
Conditional ☐ Restricted ☒

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 #10-52

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:

6/24/10

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



Altamont Settlement Agreement
Education Advisory Board

PROJECT GRANT APPLICATION COVER FORM

Date: 4/16/10

Project Name: SF GreenStacks EcoSpots Amount Requested: \$12,000

Applicant's Name: SF GreenStacks-a collaboration of the San Francisco Public Library, Friends of the San Francisco Public Library and the SF Department of the Environment

Description of Applicant:

- ☐ Public School
☐ Private School
☐ Nonprofit Agency
☐ Sponsored Project by a Nonprofit Agency (complete fiscal agent information below)

XXXX Public Agency

- ☐ Individual
☐ Other

Mailing Address: 11 Grove St.

City: San Francisco State: CA Zip Code: 94102

Project Contact Person: Shawn Rosenmoss

Title: Manager of Grants, Fundraising, Community Partnerships

Phone Number: 415-355-3746 Email Address: shawn.rosenmoss@sfgov.org

Fax Number: 415-554-6393

Start & Completion Dates: 7/1/10 until 6/30/11 (Fiscal Year)

Fiscal Sponsor Information (if applicable)

Name: _____
Address: _____ State: _____ Zip Code: _____
Contact Person: _____ Phone Number: _____
Title: _____ Email Address: _____

PROJECT NARRATIVE

The project description is not to exceed five, double-spaced typed pages. The font size must be a minimum of 11 points. Please submit proposals on double-sided recycled paper, with at least 30% recycled content. Do not bind or put in plastic folders; you may use staples or paper clips. Include a header or footer with name of applicant on each page. Please provide a brief written response to each numbered heading listed below.

- 1. Provide a description of applicant and main purpose of current work. Include mission, history, and capacity to deliver proposed project outcomes.**
Also, identify other current sources of support for applicant's overall work.
- 2. Describe the issues/problems to be addressed by this project.**
- 3. Identify the project goals and objectives.**
- 4. Identify the population served.**
- 5. Describe the methods that will be used for assessing success.**
Include how the outcomes of this project will be useful to others.
- 6. Provide a project timeline, identifying activities and expected outcomes.** [If applying for a multi-year grant (up to three years), please provide justification for the request, an annual budget and schedule.]

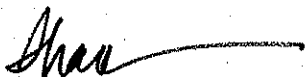
PROPOSAL ATTACHMENTS

- 7. Provide a detailed project budget that includes the following:**
 - Identify the dates when the applicant starts and ends the fiscal year.
 - Provide an itemized budget for the entire project; identify the items and amounts you are requesting from the Altamont Educational Advisory Board.
 - Identify other funders pending for this project, including amounts requested.
 - Identify any other sources of funding for this project and amounts awarded.

OTHER REQUIRED ATTACHMENTS

- 8. Provide a summary of the professional background of key staff members.**
- 9. Provide a list of board of directors (if applicable).**
- 10. Provide documentation of organization's tax-exempt status (if applicable).**

Signature of Applicant:



Date: 4/16/2010



Proposal to the Altamont Education Advisory Board

The SF GreenStacks Initiative, a collaboration of the San Francisco Public Library (SFPL), the Friends of the Public Library (Friends) and Department of the Environment for the City and County of San Francisco (SF Environment) respectfully requests \$12,000 to provide community based education and hands-on training in recycling, composting and other Zero Waste issues to San Francisco residents.

This collaboration began two years ago as a simple conversation between the three groups on how to fund green building aspects of several branch library renovations. The SF Environment (SFE) team was immediately pulled in by the unmatched educational and outreach opportunity of collaborating on more than just green buildings—nearly 50% of the City's 780,000 residents own and use a library card. SFPL annually circulates 7 million volumes. It annually serves 5 million people—almost all of these repeat resident visits—thus providing an opportunity to implement the chief marketing strategy of ensuring a targeted audience gets multiple “impressions” of a message. SFPL and Friends were equally as enthusiastic about the opportunity to access the wealth of experience and knowledge of SFE staff to provide vital and up-to-date environmental programs and information; and entice more residents to use the library. Thus, the SF GreenStacks Initiative has evolved into a comprehensive citywide program of action to engage library staff, residents, businesses, and other city employees in changing their behavior. GreenStacks includes and integrates facilities, operations and maintenance, collections, programming and events and serves adults, seniors, children, teens, small businesses and an array of SFPL affinity groups.

Libraries continue to be one of the nation's most democratic institutions and provide access to information on a scale unmatched by any other institution in the world. They provide access to knowledge to populations who could easily be left behind – working class families, people living in poverty, those for whom English is a second language, children and teens. Thus of all public institutions, libraries are uniquely positioned to reach the nation's more vulnerable and underserved communities. With 27 branches, SFPL is in every neighborhood from the wealthiest to most impoverished. SFPL serves all races, cultures and languages and have extensive collections in over 60 languages, including Chinese, Spanish and Russian. And, while not necessarily publicized, libraries should be considered one of the most sustainable of all public services. Their very existence makes it easy for residents and businesses to practice the first 2 R's—reduce and reuse. Community resources are shared in a wonderful way.

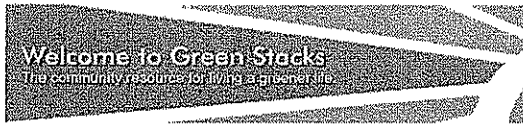


Proposal to the Altamont Education Advisory Board

By integrating operations and maintenance practices, facilities renovations, collections, services, programming (and even things like the library's bookmobile) into one package, SFPL models and uses its practices as educational tools. Just one example: when the SFEnvironment Toxics Reduction Team presented workshops on green cleaning for all SFPL custodial staff, they encouraged those participating staff to set up displays and present this information at their respective branch libraries. SF Environment staff presented green cleaning workshops in Spanish and English, referencing the libraries practices. So, in addition to being an operational procedure, green cleaning has become a programming and outreach opportunity. Each branch has adopted ZeroWaste goals and similarly, the Zero Waste practices are being used as tools to promote and educate at each branch—in a visual way with bins and signage, as well having SFE staff and others present an array of workshops on the many aspects of waste reduction.

SF GreenStacks committee members meet monthly and include invited staff from the three partnering entities—representatives from operations and facilities, marketing and outreach, and administrative staff; as well as representatives from SFPL's Children, Teen and Adult services areas and curatorial staff. Each of the SFPL's 27 branches and its Main site are participating in GreenStacks across the spectrum of operations and programming. Just a few GreenStacks highlights include; the Teen and Children's programs summer reading programs focus on environmental topics, the Main has held more than 120 GreenStacks events, with branches not too far behind in providing that level of programming. Partners have created a GreenList that references the library's collection of environmental videos, books, and DVD's and there is a GreenStacks website link on the larger SFPL website.

Funding from the Altamont Education Advisory Board will be used to supplement the existing program by supporting the purchase of LCD screens for 8 of the City's 27 branch libraries, as well as creating professional recycling/composting displays that will travel between branches. The screens will be the cornerstone of each branches' EcoSpot—dynamic environmental educational centers. EcoSpots will carry environmental and zero waste information, notices of events and services for all of SFPL sites as well as educational information and featured collection materials. LCD screens ensure changing and engaging content. Perhaps most importantly the EcoSpots will provide information in SF's myriad languages such as Chinese, Spanish, Russian, and Tagalog. Space is an issue at some of the branches but at the very least each EcoSpot will have the flat LCD screen with regularly changing



Proposal to the Altamont Education Advisory Board

content and presentations. Film students from SF State are already in the process of creating short films on recycling and composting and these will be looped on the screens. In addition to the flat screens, many of the EcoSpots have the space to include hands-on educational exhibits, which would include the recycling displays. One of the first GreenStacks projects in summer 2008 was to set up informal hands-on recycling and composting displays at branches in neighborhoods to coincide with the local waste hauler's roll out composting programs. In addition, through its adult services program, SFE has provided training to all librarians on Zero Waste; and will continue to do this in order to keep everyone up-to-date. SFE has also presented on Zero Waste at many branches as part of the GreenStacks program offerings and have been assisted by bilingual librarians as necessary.

These EcoSpots will include calls to actions and will support librarians in providing access to information on environmental topics and City services—from home composting to energy efficiency, to resources for completely greening homes and commercial enterprises. A majority of time and resources in the EcoSpots will focus on recycling and composting, particularly given the City's recent Mandatory Recycling Ordinance.

GreenStacks has been quite successful and the tremendous number of inquiries about it from around the country have motivated the team to record their experience and expertise into a comprehensive GreenStacks Toolkit, which will then be disseminated to libraries through the EPA and websites, as well as at a range of conferences—those for library staff, green building professionals, educators, or community based social marketing professionals. SF GreenStacks has submitted proposals to several organizations including Google and the EPA for Toolkit funding.

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

One primary issue for Zero Waste education is with reaching those who might not have received the kind of environmental education most K-12 schools currently provide, such as many residents older than 40, as well as reaching those residents whose primary language is not English. Libraries can reach more residents than any other public institution and are the ideal entity to engage the broadest swath of the community. SFPL branch librarians speak the languages representative of their neighborhoods and the SFPL has an outstanding translations department. While libraries have always served as clearing houses for public information, SF GreenStacks is one of the first times the system has been accessed to provide such depth and breadth to any single topic. There are also issues of equity



Proposal to the Altamont Education Advisory Board

that need to be addressed when providing environmental education and outreach—many residents have not had the opportunities for learning that others have. Thus initial EcoSpots and LCD screens will be placed in branch libraries that will be selected based on neighborhood demographics, language considerations and their access to other resources. For example, groups in more affluent neighborhoods may be able to provide funds for an EcoSpot, while public resources would support branches in less affluent neighborhoods.

The EcoSpots and Zero Waste programming at the branches reinforces the education most children and youth are receiving in San Francisco through the SFE School Ed program. On any given afternoon or weekend, most of the branches are “crawling” with children and youth and unlike the stereotypical librarian demanding quiet, SFPL librarians engage their younger users in all kinds of hands-on activities and projects.

Identify the project goals and objectives.

The most important goals of the project are to educate and empower residents of San Francisco to reduce, re-use, recycle and rot and reduce San Francisco’s waste going to landfill. Objectives include:

- Provide EcoSpots at 8 Branch libraries and ultimately all 27 branches
- Provide 2 library staff trainings on Zero Waste
- Provide 24 events/trainings on Zero Waste throughout the year at various branches
- Empower librarians and other library staff to implement a range of greening practices and use them as tools and models to encourage residents to adopt the same practices.
- Continue to enhance the SFPL collection of books, DVDs, videos and reference materials

Identify the population served.

GreenStacks serves all residents and many small businesses in San Francisco. In the long term, it will influence other cities as more municipalities begin to adopt similar programs, especially once the GreenStacks Toolkit is created.

Describe the methods for assessing success and how project outcomes will be useful to others.

SF GreenStacks is already reaching its goals of engaging the public and moving them to change their behavior. Activities to achieve the goals include those mentioned elsewhere—providing dynamic programming and events, highlighting relevant items from the collection, partnering with other organizations, and implementing ever



Proposal to the Altamont Education Advisory Board

more green operation practices at the SFPL Main Library and its 27 branches. Success of the project will be measured by surveying attendees at Zero Waste events, continuing to audit waste reduction at the each branch. While overall city waste diversion can't necessarily be completely tied to GreenStacks programming, it will be measured.

SF library use statistics are not unique. In general a library exists in most communities—from the most urban such as the New York Public Library with 15 million visitors and 87 branches to the more suburban such as Santa Monica with 4 branches. Virtually any municipal public library system will have the same reach and can use this model for outreach. As noted, many libraries and municipalities have expressed interest in GreenStacks and the team is currently seeking funding to create a GreenStacks Toolkit to be used by libraries around the country. The Toolkit will be delivered via web, direct outreach and presentation at conferences and workshops. SFE and SFPL staff are invited to present at conferences so often it is impossible to meet the requests so there will be no shortage of opportunities; such as annual conferences of the American Library and the Public Library Associations; waste conferences such as CRRA's, and other conferences such as Behavior, Energy and Climate Change; Climate All Stars; GreenBuild; WestCoast Green, and GreenFest.

Provide a project timeline, identifying activities and expected outcomes.

	MAJOR TASKS	DELIVERABLES
Q 1	<ul style="list-style-type: none"> • Select library sites for EcoSpots • Coordinate with staff building the EcoSpots • Create more signage • Work with SFE outreach team on plan for LCD content development and rotation • Create evaluation criteria for effectiveness of EcoSpots • Plan branch presentations or ZeroWaste events (ie compost giveaways, films, hands-on training) 	<ul style="list-style-type: none"> • GreenSpots in 4 branches • Librarian training on Zero Waste • 6 branch presentations or ZeroWaste events • Quarterly report
Q 2	<ul style="list-style-type: none"> • Design Zero Waste displays • Present on SF GreenStacks for conferences and meetings • Collect short ZW videos from SF State students for LCD looping • Collect other Zero Waste content for LCD's • Monthly GreenStacks committee meetings • Plan branch presentations or ZeroWaste events 	<ul style="list-style-type: none"> • 6 branch presentations or ZeroWaste events • GreenSpots in 4 branches • Quarterly report
Q 3	<ul style="list-style-type: none"> • Continue content development for LCD's • Promote Zero Waste displays available for branch use • Monthly GreenStacks committee meetings • Plan branch presentations or ZeroWaste events 	<ul style="list-style-type: none"> • 6 branch ZeroWaste events • Displays created • Librarian training on Zero Waste • Quarterly report
Q 4	<ul style="list-style-type: none"> • Continue content development for LCD's • Plan branch presentations or ZeroWaste events 	<ul style="list-style-type: none"> • 6 branch ZeroWaste events • Final report



Proposal to the Altamont Education Advisory Board

*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: This resolution authorizes the Department of the Environment (SF Environment) to accept and expend a grant in the amount of \$12,000 from the Altamont Education Advisory Board to support Greenstacks, an environmental education and outreach collaboration of the SF Public Library and SF Environment. Funds will be used to purchase LCD screens for 8 of the City's 27 branch libraries, as well as creating professional recycling/composting displays that will travel between branches.

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 Altamont Education Advisory Board.

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

Funding from the Altamont Education Advisory Board will support GreenStacks, an environmental education and outreach collaboration of the SF Public Library and SF Environment. Funds will be used to purchase LCD screens for 8 of the City's 27 branch libraries, as well as creating professional recycling/composting displays that will travel between branches. The screens will be the cornerstone of each branches' EcoSpot—dynamic environmental educational centers. EcoSpots will carry environmental and zero waste information, notices of events and services for all of SFPL sites as well as educational information and featured collection materials. LCD screens ensure changing and engaging content and will provide a range of information to serve the City's diverse population.

These EcoSpots will include calls to actions and will support librarians in providing access to information on environmental topics and City services—from home composting to energy efficiency, to resources for completely greening homes and commercial enterprises. EcoSpots will focus on recycling and composting, particularly given the City's recent Mandatory Recycling Ordinance.

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

GreenStacks is an unmatched educational and outreach opportunity—nearly 50% of the City's 780,000 residents own and use a library card. SFPL annually circulates 7 million volumes. It annually serves 5 million people—almost all of these repeat resident visits—thus providing an opportunity to implement the chief marketing strategy of ensuring a targeted audience gets multiple “impressions” of a message. SFPL can access the wealth of experience and knowledge of SFEnvironment staff to provide vital and up-to-date environmental programs and information; and entice more residents to use the library.

One challenge for Zero Waste education is to reach those who might not have received the kind of environmental education most K-12 schools currently provide, such as many residents older than 40, as well as reaching those residents whose primary language is not English. Libraries can reach more residents than any other public institution and are the ideal entity to engage the broadest swath of the community. SFPL branch librarians speak the languages representative of their neighborhoods and the SFPL has an outstanding translations department.

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. These funds help the SF Environment perform its regular duties of promoting the City's waste diversion programs.

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. Grant funds will not be expended, nor will program activities begin until the approval is complete.

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. Grant funds will not be expended, nor will program activities begin until the approval is complete.

29. If grant funds have been expended or encumbered, state the amount of funds that have been expended or encumbered and for what purpose. Grant funds will not be expended, nor will program activities begin until the approval is complete.

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. Staff are 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. LCD screens will be purchased through existing contracts that were entered into under standard city contracting procedures.

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 were not included in the budget in order to provide maximum funding toward the purchase of LCD screens.

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.