

## STATUS

- Launched new site on 4/16/12
- Focus now is on the final development/launch of **RecycleWhere**, Regional Recycling Database
- Future enhancements will focus on adding content and continuing to improve usability so end users meet their goals

## **BENEFITS - <http://sfenvironment.org/zero-waste>**

- New site is easy to update content & have general staff contribute
- Highly visual
- Designed to work with our other channels: newsletter, social media channels, print materials
- Intelligent relationships between content - related downloads, articles, events

## **HIGHLIGHTS**

- Zero Waste Signmaker -  
<http://sfenvironment.org/signmaker>
- Solutions:  
<http://sfenvironment.org/solution/how-do-i-become-more-energy-efficient>
- Policies: <http://sfenvironment.org/policy>

## **WEBSITE + NEWSLETTER**

- Monthly newsletter drives traffic to homepage  
Homepage images rotate to highlight top 3 stories, featured on newsletter
- Community Gardens <http://sfenvironment.org/article/additional-resources/community-gardens>
- Healthy Nail Salon Program
- Zero Waste Summer Events
  
- School Education Environmental Awards
- Zero Waste Signmaker Tool
- EV Infrastructure
  
- Medicine Takeback program
- Bag Ban
- Environment Now graduation



# SF Environment

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Let's go on a picnic for July 4th!

## New This Week



### How to Get a Spot in a Community Garden -- Without a Wait!

Community gardens are some of San Francisco's most beloved public spaces, as evidenced by the long waiting lists for getting a garden plot. While it can take months or years to get a spot in one of the City's standard allotment-based gardens, several community gardens throughout the city don't have waitlists

[More >](#)



### California's First Healthy Nail Salon Program

San Francisco is the first City in the state that is taking action to protect nail salon workers and residents across the city. SF Environment has launched a program to help local nail salons implement safer practices, choose safer products and highlight them for their efforts. [More >](#)



### Zero Waste Your Way Through Summer

Check out upcoming festivals and volunteer days and learn how to reduce waste through easy zero waste tips. San Francisco's goal is to reach zero waste by the year 2020, and we're counting on you to help us get there. [Find out how >](#)



### SF Environment is Hiring!

We need your help to get the word out that over the next week up to 21 jobs will be listed on [our job announcement](#)



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Green Biz - Facebook!

### New Solutions

How can I become a participating contractor in the SF Energy Watch program?  
Energy Efficiency

How do I become more energy efficient?  
Energy Efficiency

### Upcoming Events

Free Urban Composting Workshop  
7/7/12  
10:00 am - 12:00 pm  
Garden for the Environment

Bag Ban Fair for Stores  
7/17/12  
2:00 pm - 3:30 pm  
Garden for the Environment

[More Events >](#)



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- Congratulations Environment Now Graduates!** - SF ENVIRONMENT UPDATE  
 The 2012 class of Environment Now, SF Environment's green jobs program, graduates on May 10. We commend these graduates and thank them for their... [READ >](#)
- Saving Energy – Saving the Planet** - SF ENVIRONMENT UPDATE  
 Essential information to make smart decisions about energy use. [READ >](#)
- History of SF Environment** - SF ENVIRONMENT UPDATE  
 SF Environment has more than 115 employees and active programs in twelve areas. Read the following to learn how this department was

### Events

- Commission on the Environment Policy Committee Meeting**  
 April 1, 2012 1:30PM to 2:30PM  
 California [MORE INFO >](#)
  - Sunday Streets**  
 April 15, 2012 11:00AM to 4:00PM  
 San Francisco, California [MORE INFO >](#)
- [SEE ALL EVENTS >](#)

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Congrats Environment Now Class of 2012

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**Medicine Take Back Program**  
Learn about the program >

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Plug In, Charge Up!  
Read about SF's growing Electric Vehicle Infrastructure

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廚餘和污紙

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Create Your Own Zero Waste Signs

Make your own compost, recycle, and landfill signs

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School Awards Ceremony Meet the winners

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### Community Gardens

How to get a spot in a community garden without a wait

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Learn more about how nail salons are becoming healthier

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## **RESPONSIVENESS**

- Site + social media channels supports our ability to rapidly respond:  
During news flurry two weeks ago related to SF City & County's tech purchasing policies and #EPEAT:  
Used Twitter stream to inform public about SFE's position-  
<https://twitter.com/sfenvironment>
- Gained 2,000+ followers
- Released a press update on website  
<http://sfenvironment.org/news/press-release/melanie-nutter-director-of-san-francisco-department-of-the-environment-issued-this-statement-today-regarding-apples-decision-to>

## STATS

- Over 20,000 visits/month, 14,000 unique visitors  
About 50% of these from San Francisco

Popular content  
Jobs

- About the Department & Staff
- Zero Waste & Recycling/Composting
- Transportation: Commuter Benefits
- Climate Change

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- Commision -

<http://sfenvironment.org/commission>