



**SF Environment**

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A Department of the City and County of San Francisco

London N. Breed  
Mayor

Deborah O. Raphael  
Director

City and County of San Francisco  
Commission on the Environment  
Operations Committee\*

## MEETING MINUTES DRAFT

Wednesday, January 16, 2019, 5:00 p.m.  
City Hall, Room 421  
One Dr. Carlton B. Goodlett Jr. Place  
San Francisco, CA 94102

**COMMITTEE MEMBERS: Commissioners Heather Stephenson (Chair), Lisa Hoyos and Sarah Wan.**

### ORDER OF BUSINESS

Public comment will be taken before the Committee takes action on any item.

#### 1. Call to Order and Roll Call.

The Commission on the Environment Operations Committee meeting was called to order at 5:05 p.m.

Present: Commissioners Stephenson, Hoyos and Wan.

#### 2. Approval of Minutes of the October 17, 2018 Commission on the Environment Operations Committee Meeting. (Explanatory Document: October 17, 2018 Draft Minutes) (Discussion and Action)

Upon a motion by Commissioner Hoyos, and a second by Commissioner Stephenson, the minutes were approved without objection. (Ayes: Commissioners Stephenson, Hoyos and Wan. Noes: None)

There was no public comment.

#### 3. General Public Comment. Members of the public may address the Committee on matters that are within the Committee's jurisdiction and are not on today's agenda.

There was no public comment

#### 4. Operations Committee vote to recommend that the Commission on the Environment approve the proposed Department of the Environment Fiscal Year 2019-20 and 2020-21 Budget. Sponsor: Jennifer Kass, Deputy Director; Speaker: Joseph Salem, Program Manager, Finance and Administration (Explanatory Document: Draft Department of the Environment Fiscal Year 2019-20 and 2020-21 Budget) (Discussion and Action)

Joseph Salem, Program Manager, Finance and Administration, discussed the proposed Department of the Environment Fiscal Year 2019-20 and 2020-21 Budget including the Mayor's budget instructions, the current fiscal picture, program budgets for biodiversity, clean transportation, climate,

environmental justice, energy, green building, outreach and communications, toxics reduction, urban forest, zero waste, summary of expenditures and a summary of revenue.

Commissioner Stephenson asked why BayREN funding increased and whether that would require an increase in staff, whether the Department was exempted from the no new staff request from the Mayor's office and how the environmental justice program's budget increased despite an anticipated decrease in funding.

There was no public comment.

**5. Presentation on Outreach for the Residential Renewable Energy Campaign.** Speaker: Becca Raybin, Marketing and Communications Associate (Discussion)

Becca Raybin, Marketing and Communications Associate, discussed the PG&E Step Up and Power Down Award, expanding access, the Energy Matters campaign goals, audience data, finding the high level of interest, overcoming significant barriers, the misperceptions of homeowners, marketing challenges, traditional energy marketing, communicating complexities, local and crowd sourced messaging, advertisements, results, community response, total impressions, page visits, SuperGreen enrollment increase, accomplishment of principle goal, change in awareness, developing a foundation for future outreach and thinking outside the box.

Commissioner Stephenson asked how much was spent on the campaign, if the increase in SuperGreen enrollment can be attributed to the campaign, if a consultant was hired and how long the campaign will run.

Commissioner Wan asked about expanding the campaign to include in-language materials and whether the campaign has reached out to SRO hotels.

Commissioner Hoyos asked about how the campaign ties into the larger goals of the Department of the Environment and the San Francisco Public Utilities Commission and whether an advertisement for CleanPowerSF can be included in PG&E bills for San Francisco ratepayers.

Public Comment:

An unidentified member of the public discussed energy usage by sector.

**6. New Business/Future Agenda Items.** Charles Sheehan, Policy and Communications Director (Discussion)

Charles Sheehan, Chief Policy and Public Affairs Officer, discussed items for upcoming Operations Committee meetings including an update on the implementation of FSP technology.

Commissioner Stephenson asked about yearly goals for outreach and how all the communications plans fit together.

**7. Adjournment.**

The meeting was adjourned at 5:57 p.m.

**The next meeting of the Commission on the Environment Operations Committee is scheduled for Wednesday, April 17, 2019 at 5:00 p.m. in City Hall, Room 421.**

\*\* Copies of explanatory documents are available at (1) the Commission's office, 1455 Market Street, Suite 1200, San Francisco, California, 94103 between the hours of 9 a.m. and 5 p.m., Photo identification is required for entry to the building. (2) on the Commission's website <http://www.sfenvironment.org/commission>; (3) upon request to the Commission Affairs Manager, at telephone number 415-355-3709, or via e-mail at [Anthony.E.Valdez@sfgov.org](mailto:Anthony.E.Valdez@sfgov.org). If any materials related to an item on this agenda have been distributed to the Committee after distribution of the agenda packet, those materials are available for public inspection at the Department of the Environment, 1455 Market Street, Suite 1200, San Francisco, CA 94103 during normal office hours or will be made available on the Commission's website <http://www.sfenvironment.org/commission> as attachments to the agenda or meeting minutes.

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