



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**

MEETING MINUTES DRAFT

**Tuesday, March 26, 2019, 5:00 P.M.
City Hall, Room 416
One Dr. Carlton B. Goodlett Jr. Place
San Francisco, CA 94102**

COMMISSION MEMBERS: Elmy Bermejo (President), Heather Stephenson (Vice President), Eddie Ahn, Lisa Hoyos, Mike Sullivan, Johanna Wald and Sarah Wan.

ORDER OF BUSINESS

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

1. Call to Order and Roll Call.

The Commission on the Environment meeting was convened at 5:04 p.m.

Present: Commissioners Bermejo, Wald, Ahn, Hoyos, Sullivan and Wan; Excused: Commissioner Stephenson.

2. President's Welcome. (Discussion)

President Bermejo welcome meeting attendees and discussed the agenda.

There was no public comment.

3. Approval of Minutes of the January 22, 2019 Commission on the Environment Meeting.

(Explanatory Documents: January 22, 2019 Draft Minutes) (Discussion and Action)

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

There was no public comment.

4. General Public Comment: Members of the public may address the Commission on matters that are within the Commission's jurisdiction and are not on today's agenda.

There was no public comment.

PRESENTATIONS AND AWARDS

5. Presentation of a posthumous Commission on the Environment – Environmental Service Award to Cal Broomhead, former Energy Program Manager, San Francisco Department of the Environment. (Discussion)

Commissioner Wald presented the Environmental Service Award to Kathleen Broomhead.

Director Raphael discussed the work of Cal Broomhead and introduced a video from former Director Jared Blumenfeld.

Kathleen Broomhead, Sarah Broomhead and John Broomhead accepted the award.

Jenny Berg, Association of Bay Area Governments, discussed the life of Cal Broomhead.

Henry Hilken, Bay Area Air Quality Management District, discussed the life of Cal Broomhead.

Mark Palmer discussed the life of Cal Broomhead.

Simon Thomas discussed the life of Cal Broomhead.

Neal Snow discussed the life of Cal Broomhead.

Jerry Lar, formerly of the Association of Bay Area Governments, discussed the life of Cal Broomhead.

Annette Romero discussed the life of Cal Broomhead and textile recycling.

Karen Pierce, Bayview Hunters Point Community Advocates, discussed the life of Cal Broomhead.

Eric Brooks discussed the life of Cal Broomhead.

Commissioner Hoyos discussed the life of Cal Broomhead.

Commissioner Ahn discussed the life of Cal Broomhead.

REGULAR AGENDA

6. Review and vote on approval of Resolution File No. 2019-01-COE regarding San Francisco Board of Supervisors' declaration of a climate emergency. Sponsor: Deborah Raphael, Director; Speakers: Kyle Smeallie, Legislative Aide, Office of Supervisor Rafael Mandelman and Wendy Goodfriend, Climate Program Manager (Explanatory Document: File No. 2019-01-COE Climate Emergency) (Discussion and Action)

Deborah Raphael, Director, introduced the item.

Kyle Smeallie, Legislative Aide, Office of Supervisor Rafael Mandelman discussed communication with climate advocates, collaboration with City agencies, the timeline for the resolution and amendments.

Wendy Goodfriend, Climate Program Manager, discussed bold goals and aggressive reduction targets, staying the current course, San Francisco emissions sources today and the path to accelerated action.

Cassandra Jaime, CCL, discussed support for the resolution.

Helena, Birecki, SF Citizens Climate Lobby, discussed support for the resolution.

Joni Eisen, SF Tomorrow, discussed support for the resolution.

Judy Irving, Documentary Film Maker, discussed San Francisco's urban forest.

Josh Klipp discussed San Francisco's urban forest.

Patsy Fergusson discussed support for the resolution and San Francisco's urban forest.

Christopher Kerby discussed support for the resolution, various proposed amendments and San Francisco's urban forest.

Sara Greenwald, 350 Bay Area, discussed proposed amendments to the Board of Supervisors ordinance.

Max Ghenis, CCL, discussed proposed amendments to the Board of Supervisors ordinance.

Eric Brooks, San Francisco Clean Energy Advocates, discussed implementation and support for the resolution.

Michelle Pierce, Bayview Hunters-Point Community Advocates, discussed San Francisco climate goals.

Carla, Friends of the Urban Forest, discussed support for the resolution and San Francisco's urban forest.

Lance Kerns discussed transit usage in San Francisco.

Commissioner Wald requested additional information at the Policy Committee about issues that were raised by the public and indicate support for the resolution.

Commissioner Sullivan discussed support for the resolution, an implantation plan and San Francisco's urban forest.

Commissioner Hoyos asked about the pathway for implementation and opportunities for the public to engage the process.

Upon a motion by Commissioner Wald and second by Commissioner Hoyos, Resolution File No. 2019-01-COE Climate Crisis was approved without objection. (Ayes: Commissioners Bermejo, Wald, Ahn, Hoyos, Sullivan and Wan; Noes: None; Absent: Commissioner Stephenson)

7. Discussion of how CleanPowerSF is helping San Francisco achieve its goal to be powered by 100 percent renewable electricity by the year 2030. Under the City Charter, the Commission on the Environment conducts public education and outreach to the community on San Francisco's sustainability efforts. Sponsor: Deborah Raphael, Director (Discussion)

Deborah Raphael, Director, introduced the item.

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

Becca Raybin, Marketing and Communications Associate, discussed Energy Matters Campaign goals, understanding the audience, finding high levels of interest, significant barriers, misperceptions, the reality, marketing challenges, traditional energy marketing, communicating complexities, ad campaign messaging, local and crowd sourced messaging, surround sound, printed and digital ads, social media, landing page, the results, total impressions, page visits, SuperGreen 100% renewable enrollment increase, awareness increase, a foundation for future outreach and outside the box.

Deborah Raphael, Director, discussed the funding structure for the outreach campaign.

Commissioner Sullivan asked if the Department tracked enrollment in SuperGreen during the campaign.

Commissioner Hoyos asked about expanding the target population for future campaigns.

Commissioner Wan asked about what resources were invested in the campaign.

Commissioner Wald asked what a campaign would look like moving forward.

Public Comment:

Eric Brooks, San Francisco Clean Energy Advocates, discussed program marketing.

b) **Presentation on the CleanPowerSF program.** Sponsor: Deborah Raphael, Director; Speaker: Michael A. Hyams, Director, CleanPowerSF, San Francisco Public Utilities Commission (SFPUC) Power Enterprise (Discussion)

Michael A. Hyams, Director, CleanPowerSF, San Francisco Public Utilities Commission Power Enterprise, discussed the SFPUC Power Enterprise, power distribution, CleanPowerSF program goals, customer choices under CleanPowerSF, energy rates, growth plan and enrollment, communications and outreach for the next enrollment, advertising campaigns, CleanPowerSF power content, annual program sales and energy portfolio content, reducing the City's electricity-related carbon footprint and the website www.cleanpowersf.org.

Commissioner Sullivan asked if the increase in SuperGreen enrollment happened after the Department of the Environment advertising campaign and about the enrollment process.

Commissioner Wald asked if the SFPUC was satisfied with the SuperGreen enrollment rate and the opportunities for the SFPUC and the Department of the Environment to collaborate on energy efficiency programming.

Commissioner Hoyos asked what a dramatic increase in SuperGreen enrollment would do to emissions rates in San Francisco.

Commissioner Sullivan asked if the SFPUC can include inserts into PG&E bills.

Public Comment:

Eric Brooks, San Francisco Clean Energy Advocates, discussed the cost of renewable energy.

John Anderson discussed the SuperGreen enrollment process and outreach for the program.

Helena, Birecki discussed the SuperGreen enrollment process.

Unidentified speaker discussed the CleanPowerSF program.

Unidentified speaker discussed the impact of trees on infrastructure.

Director Raphael asked about the ability to meet the load if there was a surge in SuperGreen.

8. Director's Report. Speaker: Deborah Raphael, Director. (Explanatory Document: Director's Report) (Discussion)

Deborah Raphael, Director, discussed the Electric Vehicle Working Group, the Green Business Awards, the rollout of new zero waste programming, Recreation and Park University presentation, future funding for energy efficiency programming, the month of climate service, the Mayor's Environmental Service Award and introduction of new staff.

There was no public comment

9. Committee Reports. (Discussion)

This item was tabled without objection.

There was no public comment.

10. Announcements. (Discussion)

There were no announcements.

There was no public comment.

11. New Business/Future Agenda Items. Speaker: Charles Sheehan, Chief Policy and Public Information Officer (Discussion and Possible Action)

Charles Sheehan, Chief Policy and Public Information Officer, discussed the May 28, 2019 Commission meeting including presentations on a carpool pilot program and electric vehicles.

Public Comment:

Unidentified speaker discussed a potential agenda item on transit density and affordable housing.

12. Adjournment.

The meeting was adjourned at 8:23 p.m.

The next meeting of the Commission on the Environment is scheduled for Tuesday, May 28, 2019, 5:00 p.m. at City Hall, Room 416.

** 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. 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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Posted: March 19, 2019