

Climate Resilient SF A Grassroots Outreach and Engagement Campaign

SF Environment will work with non-governmental organizations to implement Climate Resilient SF, a grassroots outreach campaign on climate change and adaptation. It will work with its existing networks and build on its work on the Community Climate Action Strategy, as well as its work on the City's urban forest, 100% renewable energy, and urban agricultural plans.

While many cities have done exemplary work on both climate mitigation and adaptation planning, the plans often remain in the policy arena and may not filter into the public's consciousness. The primary purpose of Climate Resilient SF is to get adaptation information into the public eye in a way that is manageable and will inspire citizens to take action.

Project Description

San Francisco is engaged in two parallel paths to address climate change: 1) mitigating its effects by reducing carbon emissions and 2) planning for adaptation to the environmental, social and economic challenges of climate change. As noted in the Carbonn application, San Francisco has many plans, policies and programs to support these efforts and has extensive experience working with a range of stakeholders from the residential, commercial and municipal sectors.

San Francisco is developing a formal adaptation plan to prepare for the likely impacts of climate change, which will expose the city and its residents to new hazards and heightened risks. The city will be challenged by increasing temperatures, changes in precipitation patterns, rising sea levels, and more intense and frequent extreme events, including storm surges and flooding. The adaptation plan will protect residents by strengthening the city's resilience and long-term sustainability, and ensure that the city maintains its role as one of the nation's premier financial and technology centers.

Flooding has already been identified as the biggest threat to the City, with neighborhoods in low-lying areas the most at risk. Most of the near-term damage that sea level rise is expected to inflict on developed areas is from storm conditions that occur at the same time as high tides. Thus, even while the formal plan is being developed, SF Environment will launch Climate Resilient SF, a concerted grassroots effort to engage communities on the most immediate and pressing adaptation issues, such as flooding.

SF Environment is creating and coordinating an advisory panel with staff from other city departments, technical experts, the insurance industry and other business representatives, and community leaders to work on the formal adaptation plan. Many of these community leaders will also be involved in the parallel grassroots engagement campaign. This parallel process will inform the long-term adaptation plan's ongoing community engagement components. In creating the formal plan, the advisory team will synthesize the existing city plans, the most current research on likely climate change impacts and will work with its stakeholders to determine action steps that residents, businesses, and municipal government can take to manage climate impacts. The plan will include guidelines for incorporating adaptation needs into infrastructure investments and economic planning. It will

incorporate information and lessons learned from Climate Resilient SF inform continuing education and engagement of residents and businesses.

The formal plan will integrate the work of city departments that have already begun planning for climate change and adaptation.

- The Port of San Francisco's study of impacts of sea level rise on its properties.
- The San Francisco Public Utilities Commission reviews of potential water supply impacts of climate change, a risk assessment of the water treatment facility at Ocean Beach, and its work to incorporate sea level rise in the sewer system master plan.
- The San Francisco Department of Public Health's assessment of public health impacts, including heat wave vulnerability, funded by the U.S. Centers for Disease Control and Prevention.
- San Francisco International Airport's evaluation of potential climate change impacts.

Many city departments have outlined preliminary outreach plans on their particular adaptation issues. Climate Resilient SF will incorporate those resources. For example, messaging on water bills—a function of the SF Public Utilities Commission, or targeted bus shelter and bus posters—a function of the Municipal Transit Authority.

An important aspect of Climate Resilient SF is to prepare residents on the need for infrastructure development and obtain their buy-in on creating funding for these projects. For example, the SF Public Utilities Commission, which oversees the city's water and sewage services, is preparing for a multi-million dollar infrastructure project to address stormwater and sewage overflow during episodes of extreme flooding. This development will increase resident's water bills. Residents must understand the need for these kinds of adaptation projects, but in conjunction, they should also know about the resources the city can provide to help offset the increases, such as rebates on low-flow toilets and other water conservation technologies.

Inclusion of an audience representative of the community at-large

All of San Francisco's neighborhoods and its critical infrastructures will be impacted by Climate Change to some degree and each neighborhood has specific vulnerabilities which must be addressed. Thus adaptation planning and outreach will be crafted to the concerns of different neighborhoods.

One of the challenges of engaging the public around an issue as challenging as climate change, is that the information is overwhelming and people often feel like solutions are out of their control. SF Environment prides itself on its ability to break this information down into more manageable components and offer resources and solutions. However it still relies on input from community members to help create strategies that recognize the strengths and systems in the community and how those strengths can support outreach efforts.

In January 2013, SF Environment will began public education on its recently completed Community Climate Action Strategy (CCAS), which was prepared with input from a range of stakeholders –businesses, non-governmental organizations, and other municipal staff. These same stakeholders will work with SF Environment to disseminate the CCAS in their communities and use it to start the conversation on adaptation. SF Environment will hold launch parties and press events about the CCAS. The document will be highly publicized in communities though out the City and will ultimately roll into Climate Resilient SF.

SF Environment will issue a Request for Proposal to enlist panel members from CCAS process and others to present ideas and programs for community engagement and outreach. It will then award funding to some of these groups based on winning plans. It will work with the selected organizations to support them to engage their communities in Climate Resilient SF.

Participants are informed about vulnerabilities and strategies taken to address those vulnerabilities

Initially, SF Environment will focus on San Francisco's two most vulnerable communities—the financial district and Bayview Hunters Point (BVHP). While both communities are located on the San Francisco Bay, they are very different neighborhoods and will require engagement strategies crafted to address their specific concerns.

- The financial district is home to some of the largest businesses and financial institutions in the country and world. There is an unprecedented opportunity to build on the work of the City's Business Council on Climate Change to engage corporate leaders in adaptation engagement and preparation.
- Located in the Southeast area of San Francisco, BVHP is home to approximately 34,000 residents, or 4% of the City's population. It is a racially diverse neighborhood that has been burdened with health disparities, poverty, economic blight and environmental pollution. With more than 200 brownfields and one federal superfund site—the health issues related to flooding in BVHP are immense. As seen in New Orleans after Hurricane Katrina, floodwaters could release buried toxins into surface and groundwater. BVHP is also home to the City's waste water treatment facility, which will be tremendously impacted by flooding. However, BVHP is also a community of enormous diversity, creativity and potential and these strengths are an asset for engagement.



Engagement strategy are publicized and made available to the wider community at-large.

SF Environment will make all information and materials available on its own website and stakeholders websites. It will distribute information widely about community meetings and forums. The process for creating the formal plan and then parallel process of engaging the community will be highly replicable and lessons learned and materials will be disseminated to other cities. In addition to its dissemination to local stakeholders and community members, SF Environment will make information available to a broader audience that might be interested in the success of the project. San Francisco is part of several statewide, national, and international collaborations including Green Cities California, the Urban Sustainability Directors Network and the C-40. It will present on the project to these organizations and other groups such as the Environmental Protection Agency.

Previous efforts in public engagement related to climate, energy, and/or sustainability programming

SF Environment helps meet the City's ambitious environmental goals through the interconnected strategies of partnership, policy and promotion. It is already engaged in partnerships and outreach activities to encourage residents, businesses and other municipal departments to make behavior changes that will reduce their carbon emissions. It will use these existing partnerships to move into the area of working with communities on adaptation planning. A sample of its successful planning and engagement projects include; the plan to achieve 100% renewable energy by 2020, the 2002 and 2011 Electricity Resource Plans, the 2004 Climate Action Plan and 2011 Community Climate Action Strategy (CCAS).

During the spring of 2011, SF Environment convened five community advisory panels to provide feedback and help shape the update to the CCAS. Each of the panels addressed key sectors, challenges and opportunities presented by the CCAS; as well as the connection between climate policy, green jobs and underserved communities. SF Environment will call on many of these panel members to participate as it moves into preparing the community for climate adaptation. CCAS panels were:

Gray to Green, Urban Greening and Climate Change was chaired by the SF Rec and Parks Department and included community and neighborhood organizations to look at the role trees, gardens and green spaces play in supporting climate action goals and community resiliency and offer ideas for supporting stakeholder activities. The panel included Friends of the Urban Forest, Green Schoolyard Alliance, Quesada Gardens, ICLEI, Nature in the City, SF Planning and Urban Research, SF Parks Trust, and SF Urban Ag Alliance.

New Century Transportation, Moving the Future Forward focused on shifting modes of transportation from single occupant vehicles to shuttles, car shares, walking, biking and public transit. Members provided comment to the SF Municipal Transportation Agency's (SFMTA) Community Transportation Climate Action Strategy and included the SF Bike Coalition, the Coalition for SF Neighborhoods, CityCarShare, Caltrans, Bauer Transportation, Plug-in America, WalkSF, Pacific Gas & Electric, StreetLight Data, the SFMTA, and SF County Transportation Authority.

Energy Independence, Global Technologies and Local Solutions looked at the energy sector and energy independence and focused on the role of natural gas in our buildings carbon footprint as renewable electricity options were simultaneously being addressed by the Mayors 100% Renewable Energy Task Force. Members included the Building Owners and Managers Association Luminant Solar, Lawrence Berkeley National Laboratory, Kevles Consulting, and SunWater Solar.

Business Case While negative pressure from some big businesses has been an issue for climate policy at the Federal level, several innovative members of the local business community endorse the City's aggressive emission reduction goals and participated in this panel. Chaired by the Business Council on Climate Change, it included Arup, Bentley Prince Street, Blue Shield of California, Cole Hardware, Gap inc., Google, Hilton, New Resource Bank, PG&E, Safeway, True Market Solutions, Wells Fargo, and Yahoo.

Economic Prosperity, Jobs, & Environmental Justice Historically environmental policy has been presented as being in conflict with economic development. Yet many communities that are most in need of economic development are also negatively impacted by poor environmental conditions. This panel looked at the potential

impacts local climate policy could have on economic development and how to link green policies with local job creation while keeping environmental justice values. It included the Center on Race, Poverty & the Environment, the Goodwill, the Mayor's Office of Economic and Workforce Development, People Organizing to Demand Environmental & Economic Rights, Interfaith Power & Light, Asian Neighborhood Design, the Environmental Law & Justice Clinic at Golden Gate School of Law, Global Exchange, and the YMCA.

SF Environment has implemented many successful outreach activities and engagement campaigns across most environmental issues, including:

- SF Environment has used targeted outreach and education to increase solar deployment. It worked to educate neighborhood groups on the benefits of solar and supported group solar purchases, leading to 134 installations with a combined capacity of more than 300 kW. On the commercial side, SFE provided outreach to the 1500 largest rooftops in the city, providing free site assessments and solar analysis for these high-potential properties. SF Environment partnered with World Resources Institute to develop Solar@Work to address barriers of upfront costs and financing availability. It brought property owners and other local businesses together to receive significant discounts on solar electric system installation costs, as well as innovative, integrating financing options, including solar leases and power purchase agreements.
- SF Environment has a robust Zero Waste outreach and education program, which has resulted in 80% diversion of its waste going to landfill. It provides outreach materials and support that targets the residential, commercial and municipal sectors. In early 2012, it implemented a Zero Waste campaign targeting one specific neighborhood with advertising, community events, poster contests and social media. This model for geographically specific outreach was very successful, leading to an increase in diversion.
- San Francisco is dramatically improving the efficiency of its buildings—both new and existing. This has required extensive outreach to businesses and residents on its energy efficiency programs for small businesses, multi-unit buildings and individual residents. SF Environment also passed the Commercial Building Energy Benchmarking Ordinance for buildings of over 10,000 ft² and as a result of its extensive outreach and technical support has achieved a 65% compliance rate.
- SF Environment will be involved in promoting CleanPowerSF, this community choice aggregation program allows residents to opt-out of purchasing energy from the local utility provider and instead purchase 100% renewable electricity through the City.
- The Energy Efficiency team has been operating the Home Improvement Program for three years. This comprehensive program for San Francisco residents provides free home assessments covering from earthquake preparedness to eliminating toxics in the home to reducing energy consumption through weatherizing and retro-fits. Once assessments are complete, the program connects people to resources to implement the recommendations. This program is leading to neighborhood wide resiliency.
- For more than ten years SF Environment has been working in neighborhoods that suffer from a range of environmental justice issues. It has administered a grant program created from mitigation funds resulting from a class action lawsuit. Grants have been made to community groups working on Environmental Justice issues such as air quality, food security, diesel emission reductions, green jobs, and providing energy

efficiency retrofits and solar installations. It has led grassroots outreach campaigns to reduce asthma rates by providing alternatives to toxin-laden cleaning and pest management supplies.

- SF Environment has partnered with the San Francisco Public Library on Greenstacks, a comprehensive project that encompasses renovating branches to LEED standards, greening operations and maintenance; providing green collections of books, videos and DVD's; and creating programming and events that support the City's environmental goals. This awarding winning program works with all 27 branch libraries and has the potential to reach the more than 400,000 San Franciscans who hold library cards.
- In preparing the City for the upcoming plastic bag ban SF Environment worked with Greenstacks to screen the film "Bag It" at branches around the City. Attendees participated in post-screening Question and Answer sessions on the upcoming Bag Ban. SF Environment also held more than 60 events in each district and gave out 20,000 canvass bags. There were numerous editorials and articles in local and national newspapers, which supported the grassroots campaign.

One of the most important components to SF Environment's work is its capacity to provide face-to-face outreach and its commitment to grassroots organizing. SF Environment has a robust team of 2000 volunteers that mirror the City's multi-cultural and multi-lingual population.

In July 2009, SF Environment created Environment Now, an outreach and green jobs training program that provides ecoliteracy, and education on pressing environmental issues. Participants stay in the program for two years and at any given time there are 20 participants. After completing basic environmental training Environment Now participants become outreach workers and community educators. Most are from neighborhoods vulnerable to the effects of climate change and they serve as SF Environment ambassadors to those communities.

For more than 20 years, SF Environment has partnered with and provided support to more than 30 community based organizations working on Zero Waste programs, such as the SF Conservation Corps, Goodwill, Clean City, Community Housing Partnership, Asian Neighborhood Design, Charity Cultural Services and many others. SF Environment will access these relationships as it moves forward in preparing residents for climate change.

Work Plan

Objective	Tasks	deliverables
Phase 1: Development (Nov 2012- May 2013)	<ul style="list-style-type: none"> ● Planning sessions with stakeholder and community leaders ● Integration of CCAS and Resilient SF with existing department programming <ul style="list-style-type: none"> ○ Energy Efficiency ○ Renewable Energy ○ Alternative Transportation ○ Zero Waste ○ Urban Forestry and Urban Agriculture ● Creation of audience specific outreach materials. Materials will be in multiple languages to reflect San Francisco’s population ● Audiences: <ul style="list-style-type: none"> ○ SF Residents and Community Organizations ○ City Government Officials ○ Business Community ○ Small Business Community ○ Regional and National Policymakers ○ K-12 Students ● Materials <ul style="list-style-type: none"> ○ Website Development ○ Social Media Strategy ○ Multi-lingual education materials ○ Presentations ○ Train the trainer curriculum 	<ul style="list-style-type: none"> ● At least 4 planning sessions ● Formal plan for SFE program integration ● Website ● Presentations ● Multilingual materials ● Social media plan ● Train-the-Trainer curriculum
Phase 2: Launch (Mar 2013)	<ul style="list-style-type: none"> ● Release of updated CCAS ● Launch event with key stakeholders <ul style="list-style-type: none"> ○ Press Events and community parties ○ Appreciation event for CCAS community, government and business leaders 	<ul style="list-style-type: none"> ● At least 4 Events
Phase 2: CAS Dissemination (Mar 2013- Dec 2013)	<ul style="list-style-type: none"> ● Formal delivery of plan to all city agencies ● Formal delivery of plan to 180 city recognized community organizations in form of presentation ● Reconvene Community Panels ● Host “Brown-bag” events throughout SF to breakdown CCAS and answer questions. Locations: <ul style="list-style-type: none"> ○ Partner organizations (SPUR, PUC, MTA, etc) ○ 27 public libraries in partnership with Green Stacks program ● Launch of CAS website with data visualization tool ● Discussion session with Business Council on Climate Change members about plan implementation 	<ul style="list-style-type: none"> ● 42 City Agencies ● 180 community based organizations ● 35 ‘brown bag’ events ● 1000-1500 web views monthly ● Plans for financial district campaign
Phase 3: Public Engagement Strategy (April 2013- Ongoing)	<ul style="list-style-type: none"> ● Launch of Climate Resilient SF engagement challenge <ul style="list-style-type: none"> ○ SFE will issue a Request for Proposal to enlist community groups in submitting their ideas for engagement programming and strategies around climate change and climate adaptation. ○ Winning projects will be implemented and one will be awarded further funding from the SF Carbon Fund to replicate the idea in another area of the city 	<ul style="list-style-type: none"> ● At least 5 locally implemented projects ● One project replicated

	<ul style="list-style-type: none"> ● Launch Social Media Campaign <ul style="list-style-type: none"> ○ SF is a hub for social media activity and there is opportunity to leverage large audiences to engage and make SF residents aware of climate change and climate adaptation ○ Social media campaigns will be designed to draw attention to these issues by connecting climate change concepts to day to day activities such as recycling, gardening, biking and riding transit. ● SF Earth Day <ul style="list-style-type: none"> ○ SF Environment hosts San Francisco Earth Day Celebration in front of our City Hall. ○ The 2013 theme is “SF Roadmap to Sustainability” by highlighting actions and opportunities that SF residents can take to help us meet our climate goals ● Neighborhood Green Ambassadors <ul style="list-style-type: none"> ○ Taking queue from successful programs like Neighborhood Watch and Neighborhood Emergency Response programming, a key component to Climate Resilient SF programming will be to train the trainers. ○ SF Environment will build off existing relationships to launch ‘train the trainers’ to empower residents to reach out to their neighbors to build resiliency within their local community. ○ Focus on existing opportunities to build relationships and to connect to the environment, including; <ul style="list-style-type: none"> ▪ Neighborhood tree planting with Friends of the Urban Forest ▪ Neighborhood clean-up days w/ Recology Waste Services and the SF Department of Public Works ▪ Parklet installations w/ SF Department of Public Works ▪ Energy efficiency upgrade information sessions 	<ul style="list-style-type: none"> ● 10,000 Twitter followers retweeting our designated action ● 3,000 Facebook followers ‘liking’ our designated action ● Expected attendance of event: 25,000 ● 20 Ambassadors trained ● Each ambassador will host at least 1 neighborhood event with expected attendance of at least 20 people
<p>Phase 4: Integrated Programming (July 2013-Ongoing)</p>	<ul style="list-style-type: none"> ● Climate adaptation will be to incorporate information into existing programming. SF Environment has nine program areas all working on initiatives that directly support the goals of the climate action plan and adaptation. By leveraging these programs, we can reach a large number of residents on a variety of target issues 	

Staff

Donnie Oliveira

Outreach Program Manager

Donnie Oliveira will lead the effort on the Climate Resilient SF adaptation campaign. He has a background in job training, program development, environmental education and outreach. Before coming to SF Environment, Donnie developed the Urban Green Team training program and created Zero Waste curriculum at the San Francisco Conservation Corps. Prior to his work on green job training and curriculum development, Donnie worked for the U.S. Environmental Protection Agency, Greenpeace, and Permaculture Earth Artisans, an organic farm design firm. The experiences at these organizations were the catalyst for Donnie's shift towards Environmental Justice, as he sought a fully inclusive environmental movement. Donnie utilizes his skills as a public speaker, leader, project coordinator and community organizer to help achieve this goal. Community based outreach is a tool that can not only help spread environmental awareness but also build community and grassroots leadership. Donnie holds a BA from the University of California-Davis.

Pauli Ojea**Green Jobs Assistant Coordinator**

She coordinates outreach type on-the job training projects that rely on Environment Now participants, designs curriculum, and trains new Environment Now participants. Her background is in youth development, education, community organizing, and policy advocacy. Before coming to SFE, she worked at Green For All, focusing on policy issues around job quality and green job training, specifically in federal climate and energy legislation. Previous to that, she spent four years as an organizer with Breast Cancer Action, where she taught classes and summarized scientific studies about environmental exposures and their connection to women's health. Pauli has several years of experience as an environmental educator, and is fluent in Spanish.

Cara Gurney**Green Jobs Coordinator**

Cara has been with SF Environment for 4 years and specializes in managing and developing job training programs for low income individuals. She coordinates outreach projects for various SF Environment program areas, designs curriculum, and trains new Environment Now participants. Before coming to SFE, she worked as the Recycling Coordinator for a local housing and employment and training organization, Community Housing Partnership (CHP), where she implemented and managed an environmental awareness internship program serving low-income adults. Previous to that, Cara was an employment counselor with the same organization where she worked to foster partnerships with businesses, creating placement opportunities for graduates of CHP's job training programs. Cara recently earned a Masters in Environmental Management from the University of San Francisco.

Calla Ostrander**SFE Climate Coordinator**

Calla oversees the creation of the City's Climate Action Plan for which she provides city wide information management and education programming as well as project design and management for the implementation of key climate actions. She organizes the Departmental Climate Action Plan (DepCAP) process with 60 city departments and was instrumental in creating and facilitating the community advisory panels to provide feedback and help shape the update to the Community Climate Action Strategy in 2011. Prior to joining SF Environment in 2008, Calla was the Global Warming Project Coordinator at the City of Aspen for two years. From 2005-2006, she was a fellow at the Local Economic Development and Communications at Rocky Mountain Institute, and from 2004-2005 she was a Communications and Outreach Coordinator at the International Society for Environmental Economics. Calla graduated from the University of Puget Sound in International Political Economy. She wrote her thesis on the political economy of environmental policy in the US.

Sachiko Tanikawa**SFE Associate Climate Coordinator**

Sachiko Tanikawa is responsible for the project management of the city's Departmental Climate Action Program. She works with more than fifty San Francisco departments to produce an annual climate action plan which describes each department's effort in meeting San Francisco's goal of reducing municipal operational greenhouse gas emissions and in preserving the environment. She also manages the collection, organization, carbon accounting, and reporting of city asset data. She has successfully implemented two annual cycles of Departmental Climate Action Program and submittal of the 2006, 2007, and 2008 California Climate Action Registry reporting of municipal operational emissions for the City of San Francisco. Prior to Joining SF Environment, she was a Senior Scientist at Exponent Failure Analysis Associates where she provided her geological and information management expertise to support litigations involving natural disasters and environmental issues.

Budget

Earth Hour City Climate Resilient SF					
Personel		Narrative	Earth Hour	Match	Total
	SFE Outreach Manager	Oversee grant, evaluation, reporting. Oversee overall adaptation campaign including materials creation, grassroots organizing		\$ 15,000	\$ 15,000
	Manager of Community Partnerships	Outreach and engagement of community based organizations such as Interfaith Power and Light, YMCA's; and other city departments working with community groups		\$ 6,000	\$ 6,000
	Environment Now Coordinators	Manage Environment Now	\$ 8,000	\$ 10,000	
	Environment Now Community Educators	Provide face-to-face outreach in hard to reach communities.	\$ 30,000	\$ 40,000	
	Climate Change Coordinator	coordinate adaptation planning process	\$ 9,000	\$ 20,000	
	TOTAL Personnel		\$ 47,000	\$ 91,000	\$ 138,000
Contract/partners					
	community based organizations	grant awards to provide engagement targetting specific communities	\$ 30,000		\$ 30,000
	TOTAL partners		\$ 30,000	\$ -	\$ 30,000
Supplies					
		Outreach materials-print, media, web, meeting materials, refreshments for events	\$ 9,957	\$ 5,000	\$ 14,957
	TOTAL Supplies		\$ 9,957	\$ 5,000	\$ 14,957
Project SubTotal			\$ 86,957	\$ 96,000	\$ 182,957
	Indirect	0.15	\$ 13,044	\$ 14,400	\$ 27,444
PROJECT GRAND TOTAL			\$100,000	\$110,400	\$ 210,401