



DATE: February 25, 2020
TO: Mayor and City Council
FROM: Director of Public Works
SUBJECT: Adopt a Resolution Approving Elimination of the Environmental Awards

RECOMMENDATION

That Council adopts a resolution (Attachment II) approving the elimination of the City's Environmental Awards program.

SUMMARY

Staff recommends eliminating the City's Annual Environmental Awards program, partly due to the fact that many environmentally sustainable practices related to water conservation, energy efficiency, waste reduction, recycling, and composting have become codified and standard practice. Over the past few years, staff has also seen a decline in nominations and believes resources could be reallocated to nominate standout environmental businesses in Hayward to regional awards programs such as Acterra's Business Environmental Award and the StopWaste's Business Efficiency Award.

The Council Sustainability Committee considered this item on January 13, 2020.¹ The Committee voted 2 to 1 in favor of recommending the elimination of the City's Environmental Awards program.

BACKGROUND

In 2019, the City hosted its 36th Annual Environmental Awards in conjunction with the two other City Earth Day events – the Poster & Writing Contest and the Citywide Annual Clean-Up.

DISCUSSION

Over the past few years, staff has seen a decline in nominations and believe resources could be reallocated to nominate standout environmental businesses in Hayward to regional awards programs such as Acterra's Business Environmental Award and StopWaste's Business Efficiency Award.

¹ <https://hayward.legistar.com/View.ashx?M=F&ID=8001127&GUID=F5E16363-B8A7-4CB2-80C9-25C5EDA97AB1>

In addition to seeing a decline in overall nominations, there has also been a decline in the quality of nominations. Mandatory recycling and organics policies have required businesses to sort their waste. Energy and water efficiency are economically advantageous for businesses and are becoming common place. For a business to stand out, they have to go above and beyond just sorting their waste, changing their lights to LED, and adding aerators onto faucets.

Table 1. Number of Nominations

YEAR	# OF BUSINESS NOMINATIONS	# OF INDIVIDUAL NOMINATIONS	# OF SCHOOL NOMINATIONS	TOTAL NOMINATIONS
2019	9	3	2	14
2018	4	16	0	20
2017	14	10	3	27
2016	10	15	6	31
2015	39	21	3	63

Very few nominations to the City’s Environmental Award program come from outside of City staff nominations and Chamber of Commerce nominations. Staff can continue to seek candidates from the Chamber of Commerce to nominate to Acterra’s Business Environmental Award² and/or StopWaste’s Business Efficiency Award.³ In addition to nominating candidates, Hayward plays an active role in Acterra’s Business Environmental Award program, including sponsoring the event and Mayor Halliday has been a frequent presenter at the awards ceremony.

StopWaste typically recognizes 4-6 awardees a year and seeks diversity in types of businesses they recognize and in their geographic location. Additionally, all StopWaste nominations are from internal sources such as cities, consultants, and waste haulers. For a Hayward business to be nominated for a StopWaste Business Efficiency Award, the nomination would most likely come from Hayward City staff. The time commitment from City staff to nominate a business would be a few hours to select a business and work with them to fill out their nomination form. This would be significantly less than the approximately 120 hours spent on Hayward’s 2019 Environmental Award process.

Another use of this staff time could go towards helping Hayward businesses become a certified Green Business. There are currently only 21 certified businesses in Hayward, four of which are City facilities.

There would be no guarantee that a Hayward business would win an Acterra Business Environmental Award or a StopWaste Business Efficiency Award each year. In fact, StopWaste would only want to recognize a standout Hayward business every few years to make sure their award stays geographically diverse. Additionally, neither the Acterra or StopWaste award programs recognize individuals or schools. However, given the time commitment,

² <https://www.acterra.org/bea>

³ <http://www.stopwaste.org/at-work/business-assistance/business-recognition/stopwaste-business-efficiency-awards>

decline in nominations, and decline in quality of nominations, staff believes eliminating the City's Environmental Award is the best path forward.

ECONOMIC IMPACT

The elimination of the Environmental Awards would have no economic impact on the community.

FISCAL IMPACT

The elimination of the Environmental Awards would free up staff time that would then be allocated to other Environmental Services initiatives and programs. Exact fiscal impact is not estimable, but it is believed to be minimal.

STRATEGIC ROADMAP

This agenda item does not directly relate to any of the six priorities outlined in the Council's Strategic Roadmap.

SUSTAINABILITY FEATURES

The elimination of the Environmental Awards would allow Environmental Services staff time to work on other initiatives and programs that would have sustainability features such as promoting green businesses in the community. Staff would also devote time to funding and nominating City businesses and institutions for regional environmental recognitions and awards.

PUBLIC CONTACT

Staff reached out to the Hayward Chamber of Commerce and they are in support of staff's recommendation.

NEXT STEPS

Upon Council approval, staff will work to support and promote the regional green business and awards programs.

Prepared by: Nicole Grucky, Sustainability Specialist

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Kelly McAdoo, City Manager