



DATE: November 14, 2016
TO: Council Sustainability Committee
FROM: Director of Utilities and Environmental Services

SUBJECT

Sustainable City Year Program

RECOMMENDATION

This is an informational report.

SUMMARY

The Sustainable City Year Program, a partnership between the City and California State University East Bay (CSUEB), includes four projects for the 2016/2017 academic year. The projects are: Trail Planning; Art Master Plan; Outreach to Increase Composting; and Outreach to Reduce Littering. CSUEB recently hosted a kick-off event for the program, which will conclude in June 2017.

BACKGROUND

Hayward’s General Plan, adopted by Council in 2014, it includes the following policy regarding City partnerships with higher education institutions:

ED-4.1 – Town Gown and Communiversy Partnerships. The City shall collaborate with local colleges to develop strategic “town gown” or “communiversy” partnerships that enhance the Hayward community and economy, improve the overall educational experience of college students, and assimilate college students and graduates into the Hayward community.

On June 28, 2016, Council authorized a Memorandum of Understanding with California State University, East Bay (CSUEB) to establish the Sustainable City Year Program. The University of Oregon developed the Sustainable City Year Program in 2009, which has since been adopted as framework for partnerships between cities and universities nationwide. Under the Oregon model, university classes complete projects related to sustainability - defined broadly to include resilience and economic development - in response to the needs of partner cities. The benefiting City pays the University a fee, which covers the cost of program coordination,

supplies, and course support. More information and background about the program is included in the [June 28 Council report](#).

DISCUSSION

The Sustainable City Year Program has the potential to be an ongoing program. Larger programs in other partnerships have included up to thirty courses per year. For the 2016/2017 Academic Year, Council approved a pilot program with up to ten courses. Since June, staff worked with CSUEB faculty to identify and develop four projects:

1. San Lorenzo Creek and Area-Wide Trail Planning: To identify and map creeks, parks and open spaces in the City and in the surrounding unincorporated Alameda County with the purpose of creating an interconnected network of multi-use trails along existing creeks and connecting various existing and planned open spaces. The boundaries of the study area will generally follow the boundaries of the Hayward Area Recreation and Park District (HARD).
2. Art Master Plan: To implement a Public Art and Innovation Master Plan to expand the City's current art-footprint to include a diverse spectrum of art-media.
3. Outreach Strategies to Increase Composting: To evaluate community attitudes around separating food scraps and organics for disposal in green carts and to develop and implement a marketing campaign to increase the collection of organics for composting by Waste Management, the City's hauler.
4. Outreach Strategies to Reduce Littering: To evaluate community attitudes around littering and to develop and implement a marketing campaign to decrease litter in Hayward.

On October 26, 2016, CSUEB hosted a kick-off event to celebrate the partnership, acknowledge the progress made thus far, and to recognize the faculty, staff, and students involved in the projects that are getting underway. President Morishita spoke to those in attendance and expressed appreciation for the new partnership with the City. Council Member Marquez also spoke complimenting the partnership and recognizing the value of the experience for the students who will be involved.

FISCAL IMPACT

The cost of the pilot program is \$150,000 with the City and the University, each paying \$75,000. The program cost is based on ten courses, so the City's cost is \$7,500 per course. In total, the composting and littering projects will have five courses, with a cost of \$37,500. It is anticipated that each project will require a City staff member to spend approximately five hours per week managing and coordinating activities with the University. In addition, the City has designated a staff member in the City Manager's Office to serve as the SCYP coordinator.

SUSTAINABILITY FEATURES

The Sustainable City Year Program will advance several General Plan policies, including those that strive to reduce greenhouse gas emissions. In addition, the program has the following sustainability features or benefits:

Waste – A primary goal of the composting project will be to reduce the volume of organic material sent to landfills and to improve the City’s overall solid waste diversion rate.

Water – Reducing litter will not only improve the community’s appearance, but will also help prevent trash from entering the storm drain system and creeks, which will help the City meet its trash reduction goals mandated by the Regional Water Quality Control Board.

Transportation – The trails planning project should lead to improvements in connections for pedestrians and cyclists between parks and along creeks, which should improve health and reduced transportation-related emissions.

NEXT STEPS

Staff will continue to update the Committee throughout the pilot program, which will conclude in June 2017 when there will be a final event to showcase the completed projects.

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