



DATE: January 13, 2020

TO: Council Sustainability Committee

FROM: Director of Public Works

SUBJECT: Consider Elimination of the Environmental Awards

RECOMMENDATION

That the Council Sustainability Committee considers elimination of the City's Annual Environmental Award Program.

SUMMARY

Over the past few years, staff has seen a decline in nominations for the Environmental Awards 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 StopWaste's Business Efficiency Award. Staff recommends eliminating the City's Annual Environmental Award Program.

BACKGROUND

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

DISCUSSION

Staff would like to propose eliminating the City's Annual Environmental Award Program. 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.

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
2019	9	3	2
2018	4	16	0
2017	14	10	3
2016	10	15	6
2015	39	21	3

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 City staff and the Chamber of Commerce to nominate for Acterra's Business Environmental Award and/or StopWaste's Business Efficiency Award.

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

ECONOMIC IMPACT

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.

STRATEGIC INITIATIVES

This agenda item supports creation of a more sustainable community but does not relate directly to any of the Strategic Initiatives.

SUSTAINABILITY FEATURES

The elimination of the Environmental Awards would free up 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

No public contact has been made regarding this agenda item.

NEXT STEPS

Upon direction from the Committee, staff will present to Council for consideration and move forward on eliminating the Environmental Award program, while promoting more regional green business programs.

Prepared by: Nicole Grucky, Sustainability Specialist

Recommended by: Alex Ameri, Director of Public Works

Approved by:



Kelly McAdoo, City Manager