

SFPUC Sustainability Plan and Program 2005-2008
Identifying Core Issues (materiality), Performance Indicators and Strategies

Summary of Early Internal and External Stakeholder Engagement

- Initial interviews by third party consultant of ~40 SFPUC staff re core issues of material concern across SFPUC and the triple bottom line
- Sustainability Strategy Group (SSG): SFPUC AGMs and their “seconds” contributed to and reviewed multiple drafts of issue areas material to SFPUC, framework, goals, criteria and indicators, interim drafts of deliverables, all public drafts, and attended eight meetings focused on the issues and decisions around deliverables
- SFPUC Staff: contributed to and reviewed draft deliverables, participated in two meetings and one brainstorming session to prioritize material issues and strategies for improvement
- External Stakeholder Group (ESG): ~20 members representing interest groups, government agencies, and sustainability experts reviewed and contributed to draft deliverables, and participated in three in-person meetings and one brainstorming session (see list below)
- General Public: invited to review and comment on three draft deliverables posted on-line for 30 day review periods. Targeted emails alerted stakeholders of availability of drafts and invited comments; for instance, notices of availability were sent to e.g. SFPUC Citizens Advisory Committee, Bay Area Water Stewards, and SF Dept.of Public Health ENCHIA.
- Surveys distributed to solicit opinions on strategies for improving performance:
Staff responses: over 200; ESG responses: 7
- Brainstorming Sessions held to solicit input on strategies for improving performance:
Staff participants: 17; ESG participants: 7
- For the final Sustainability Plan & Program 2008, notice of its availability posted online and hard copies on request were emailed to ESG members. Notice of its availability online was sent to stakeholder lists and featured on SFPUC’s Currents, and hard copies were delivered to SSG and requesting staff. All four initial deliverables remain online along with background, subsequent reports and helpful links at www.sfwater.org/sustainability.

Sample of comment/response numbers:

1. Over 400 comments were received on the April 28, 2006 *SFPUC Draft Sustainability Indicators and Best Practices*: approximately 45% external (primarily from ESG); balance from SFPUC staff and SSG. Response to Comments included as Attachment in subsequent June 27, 2006 Draft.
2. Over 100 comments were received on the *SFPUC Draft Baseline Assessment FY05/06*: approximately 66% external (primarily from ESG); balance from SFPUC staff and SSG. Response to Comments included as Appendix in subsequent May 16, 2007 Draft.
3. Minimal comment was received on *SFPUC Proposed Strategies for Improving Performance*, May 16, 2008. This was expected since this draft was premised on and responded to the preceding deliverables, particularly our FY05/06 baseline assessment. In addition, this draft incorporated the results of the preparatory surveys and brainstorming sessions soliciting stakeholder suggestions on proposed strategies for improving our performance.
4. Subsequently, hundreds of comments were addressed with the SSG and staff in refining the details to implement the strategies for improving performance that completed the three year effort and initiated the *Sustainability Plan and Program 2008*.

**SFPUC Sustainability Plan and Program
External Stakeholders Group (ESG)
(2005 – 2008)**

At the outset of its sustainability planning, SFPUC established an External Stakeholder Group (ESG) consisting of the members listed below. These members committed to review and contribute to SFPUC's primary deliverables during the three-year development process, generously shared their perspectives and opinions, and added to the rigor and thoughtfulness of the Plan and Program.

Interest Groups

Clary, Jennifer – Water Policy Analyst
Clean Water Action
SFPUC Citizens' Advisory Committee

Drekmeier, Peter – Bay Area Program Director
Tuolumne River Trust

Finkelstein, Bob – Executive Director
The Utility Reform Network (TURN)

Hernandez, Sandra – Chief Executive Officer
San Francisco Foundation

Metcalf, Gabriel – Executive Director
Laura Tam – Sustainable Development Policy Director
San Francisco Planning & Urban Research (SPUR)

Michael, Andrew – Vice President of Sustainable Development
Bay Area Council

Pascal, David
Global Citizen Center
SFPUC Citizens' Advisory Committee

Tomlinson, Sally – Executive Director
Sustainable Silicon Valley

Agencies

Assmann, David – Deputy Director
SF Department of Environment

Bhatia, Dr. Rajiv – Director
Weintraub, Dr. June
San Francisco Department of Public Health
Occupational and Environmental Health

Diemer, Dennis – General Manager
Wallace, Doug – Environmental Affairs Officer
East Bay Municipal Utilities District (EBMUD)

Haggerty, Scott – Supervisor
Gray, Chris – Chief of Staff
President, Alameda County Board of Supervisors
Immediate Past President, Association of Bay Area Governments (ABAG)

Pierce, Karen
SF Dept. of Public Health
Bay View Hunters Point Health & Environment Assessment Task Force

Rounds, Tom
Sustainable San Mateo County

Treutelaar, Jennifer – Hetch Hetchy Program Manager
National Park Service

Experts

Gleick, Peter – President
Pacific Institute

Hickox, Winston – Portfolio Manager Environmental Initiatives
CalPERS
Former Sec CalEPA & EPA Admin Region 9

Marcus, Felicia – Former Executive VP & COO, Trust for Public Land
Former Administrator EPA R9
Update: Western Director
Natural Resources Defense Council (NRDC)

John Talberth – Director, Sustainability Indicators Program
Redefining Progress

Paul Wermer – Consultant
Formerly Senior Scientist
Global Footprint Network

Wilkinson, Bob – Director
Water Policy Program
Donald Bren School of Environmental Management, UC Santa Barbara

Wise, John – Former Deputy Administrator
EPA Region 9