

City of St. Petersburg
Health, Energy, Resiliency & Sustainability Committee

Agenda

January 30, 2020 – 10:50 AM

Sunshine Center Auditorium
330 5th St. N. St. Petersburg, FL 33705

Members: Committee Chair Darden Rice, Committee Vice Chair Gina Driscoll,
Council Member Brandi Gabbard, and Council Member Robert Blackmon

Alternate: Council Chair Ed Montanari

Support Staff: Linnie Randolph

1) Call to Order

2) Approval of Agenda

3) Election of 2020 Committee Chair and Vice Chair

4) Approval of December 12, 2019 Minutes

5) New Business - January 30, 2020

- a. Office of Sustainability & Resiliency (OSR) Look Back & 2020 Preview
~ Sharon Wright

6) Upcoming Meeting Dates & Tentative Agenda Items

February 27, 2020

TBD

General Attachments:

Minutes of the December 12, 2019 HERS Committee Meeting
Pending and Continuing Referral List
New Business Item Support Material

City of St. Petersburg
Health, Energy, Resiliency & Sustainability Committee
December 12, 2019 Meeting Minutes
Sunshine Center Auditorium

Present: Committee Members – Committee Chair Darden Rice, Committee Vice-Chair Gina Driscoll, Council Member Brandi Gabbard, Council Chair Charlie Gerdes and Council Member Ed Montanari (Alternate)

Absent: None

Also Present: Assistant City Administrator Tom Greene, Deputy Mayor Kanika Tomalin, Sustainability Director Sharon Wright, Assistant City Attorney Michael Dema, Assistant City Attorney Heather Judd, Planning and Development Director Elizabeth Abernathy, Neighborhood Affairs Administrator Rob Gerdes, Flood Plain Manager Noah Taylor, Building Official Donald (Don) Tyre

Support Staff: Linnie Randolph - City Council Legislative Aide

1. **Call to Order** – 11:10 AM
2. **Approval of Agenda** – CM Gerdes moved approval, all members voted in favor.
3. **Approval of November 14, 2019 Minutes** – CM Gerdes moved approval, all members voted in favor.

4. New Business – December 12, 2019

a. Report from Legal on HB 1159, City’s ability to enforce tree protection policies

~ Michael Dema

Assistant City Attorney Michael Dema addressed the Committee with an update on HB 1159 and explained the definition of “dangerous tree”. The House Bill is still pending litigation.

CM Rice asked Mr. Dema if there was an estimated time line on the vote for this bill.

Mr. Dema replied that he couldn’t predict a timeline.

b. Presentation from legal on a proposed ordinance that would regulate intake of tree material at City brush sites, and possible suspension or revocation of brush site disposal privileges for bad actors

~ Heather Judd

Assistant City Attorney Heather Judd addressed the Committee with information on Brush Site Access. Ms. Judd explained that the ordinance would help protect the removal of protected trees even after the fact since most tree services use the City brush site for disposal.

CM Gabbard asked about substantial trimming vs. taking down a tree. Ms. Judd explained that the ordinance excludes logs in excess of 5 feet in length, exceeding 34 inches in diameter or 300 pounds from being dumped at the brush site. Which would cover the removal of old growth trees. If you are caught dumping unlawfully you will be charged the maximum charge of \$500.

CM Charlie Gerdes moved for approval of the ordinance to be sent to full council. The Motion was approved all. This Ordinance will go to full Council for a first reading.

c. Discussion on increasing fines for after-the-fact grand tree removal

~ Elizabeth Abernethy

Planning and Development Director Elizabeth Abernethy gave an update on tree removal activity for 2018 vs. year to date 2019 showing a decrease in permits requested. She went on to talk about fees and fines and the ongoing public education that continues. They have been attending neighborhood meetings to educate and answer questions. They have also updated the webpage as an additional resource for public education on tree permits and how the process works.

Sustainability Director Sharon Wright added additional information stating that they have almost completed the 4 mile stretch of trees being planted in the 30th Avenue corridor. She wanted to give Council members a chance to participate in either the last planting in the current corridor or the first planting in the upcoming corridor. CM Rice replied that yes, the Council especially those serving on HERS would be very interested in participating in the plantings.

d. Mobile Homebuilding codes in coastal high hazard areas

~ Noah Taylor & Donald L. Tyre

CM Rice asked CM Brandi Gabbard to introduce the Mobile Home item and give a brief update. CM Gabbard introduced Building Official Donald (Don) Tyre who started the presentation giving an update on the number of mobile home parks (15) in the City of St. Petersburg and the current standards for these parks. He then went on to show the increasing design standards with examples of dry stack and reinforced piers. Increased design standards are: Elevate to BFE + 2 feet Freeboard, All HVAC equipment and electrical services elevated to DFE, Permanent Foundation – cast in place reinforced concrete footings and reinforced masonry piers and anchor bolt attachment or additional wind tie down straps.

Mr. Tyre explained the State, Department of Highway Safety & Motor Vehicles (DHSMV) and Federal, Housing & Urban Development (HUD) design codes which are not based on Florida building codes. State and Federal codes have increased but are not what we need. In 2002 the Florida Build Code (FBC) was adopted. The FBC does not regulate mobile homes, except for site placement, foundation and utility connections. The FBC also regulates roof overs and accessory structures constructed after the mobile home has been installed as these improvements (carports, porches, awnings, patios, etc.) do not receive HUD approval or inspections. FEMA requires all structures in flood zones to be elevated to minimize flood damage.

Mr. Tyre introduced Flood Plain Manager Noah Taylor who explained the benefits of a higher flood design standard in relation to the CRS Class Rating. Reduction of the impact from a flood event and an increase to our current CRS Class Rating. Each class rating increase results in an insurance premium discount of 5% on flood insurance for our residents. St. Petersburg is currently at a Class 4 which provides a \$10,339,297 discount on our flood policies city wide.

CM Gabbard asked how often the City is scheduled to be reevaluated for our class level.

Mr. Tyre replied that we can request an audit after any significant improvement (next one is scheduled in 3 years). We can ask for an earlier audit to gain enough additional points to go up another level and possibly with these new design standards possibly 2 points.

Additional Committee Member questions:

CM Gerdes: flood zones don't mean Coastal High Hazard and existing mobile homes would be grandfathered in, is that correct?

Mr. Tyre: that is correct and yes, the new codes would only apply to new or replacement homes.

CM Gerdes: I would like to request that when you come back to Council that you have a more detailed analysis on how many of these homes would fall into '*the worst-case scenario*' in each of these parks.

CM Montanari: evacuation requirements and high wind conditions for these homes that have been raised.

Mr. Tyre: These homes are still built to those standards, and they would still get notified for evacuation but would have a better chance of having some place to return to.

CM Montanari: when you go up that high is there an additional fire code for exits?

Mr. Tyre – Fire code is the same as a single-family house.

CM Rice: did the city start out at a class 6 then move to a class 5 and we're on our way if we pursue these changes to a class 4? Will this be done in the 3 years before our next audit?

Mr. Taylor: If we pass the Storm water master plan and mobile home elevation resolution they can come in and evaluate just those two items.

CM Rice: It might be worth it to come back and look at the CRS rating system matrix. It would be good to know the different pathways to reach the higher levels as we're making budgetary decisions. I'd like you to come back to this committee or to PSI with this presentation.

CM Gerdes made the Motion to advance this to a full Council for review – approved by All

CM Rice made a correction to the agenda – The next HERS Committee meeting will be on January 30, 2020. We will take the opportunity at that meeting to recap of our overall progress from 2019. This meeting will also be an opportunity to review items and context for the two new Council Members who will be joining us.

Committee Chair Rice adjourned the meeting at 12:06 AM

	Topic	Return Date	Prior Meeting	Referral Date	Referred By	Staff	Notes
1	Potential ordinance to encourage the use of soil moisture sensors & other water conservation measures in new construction & landscaping	Tabled pending TBW Study	7/26/2018	9/9/2017	Driscoll/ Nurse	Sharon Wright, Liz Abernethy, Chris Claus	8/9/18 - Sharon Wright indicated that the Zoning Department can consider "soil moisture sensors" as an option in the city code & City Council could require them LDRs 10/10/19 - Tampa Bay Water is looking at a conservation plan with a regional approach with some funding that could be available.
2	Creating an incentive program for homeowner hurricane mitigation efforts in repetitive loss neighborhoods	TBD	3/14/2019	7/12/2018	Gabbard	Noah Taylor	3/14/19 – Staff to return with more information on what changes would be considered for seawalls based on engineering’s data analysis. 10/10/19 - CM Gabbard requested that this item remain on the list and will follow up with Noah Taylor as to where we are and will report back to the chair.
3	Requiring 240 volt EV pre-wire in all new single family home construction & a possible exemption for affordable housing	TBD		9/6/2018	Gabbard	Liz Abernethy, Sharon Wright	10/10/19 - CM Gabbard will meet with staff to determine if Vision 2050 is a good fit for this item. Sharon Wright stated that this item is part of the Bloomberg American City Climate Challenge. Gabbard will gather information and report back to Chair Rice once the best fit is determined for this item.
4	Discuss current herbicide/pesticide use & the potential adoption of restrictions on those containing harmful chemicals	TBD		5/2/2019	Driscoll	Mike Jefferies, Paul Booth	10/10/19 - Driscoll, the County formed a taskforce for this specific issue and City staff members including Mike Jefferies are participating. She asked for more time while this taskforce meets to see where we are. Driscoll will report back with their findings.
5	Potential ordinance to establish a user-fee for single-use plastic bags	TBD	11/15/2018	none	HERS Committee	Michael Dema, Sharon Wright	10/10/19 - Sharon Wright would like to bring this back for discussion in 2020 once the current plastic/straw ban is in full enforcement
6	Expanding healthy food options in St. Pete where food insecurity is concentrated, including but not limited to potential incentives and/or regulations regarding small-box discount sotres.	TBD		12/5/2019	Driscoll		12/5/2019 - NBI from CM Driscoll approved by Council to be reviewed by the HERS committee



MEMORANDUM
City of St. Petersburg HERS Committee
Meeting of January 30, 2020

To: The Honorable Darden Rice, Chair and Members of the HERS Committee

Date: January 24, 2020

Subject: Office of Sustainability & Resiliency (OSR) Look Back & 2020 Preview

Purpose and Overview

This purpose of the attached presentation is to kick off 2020 HERS Committee with a review of OSR efforts and program building to date as well as preview the 2020 work plan so that the committee may consider their continued input and priorities for 2020. Since the [OSR](#) was established, the [HERS Committee](#), City Council, city departments, dozens of local organizations and community groups, businesses and citizens have worked to build a sustainability and resiliency program. Collaborations are key and will be demonstrated throughout the presentation.

With respect for the several years-long path to program build and for new City Council Members, this presentation looks briefly back to program initiation, the recent 2019 year in review, and the continued work for successful programs and business and citizen benefits in 2020. The presentation includes high level information on many activities, and it goes into a little more detail on the 2019 [STAR Communities](#) recertification, the 2019 [Solar and Energy Loan Fund \(SELF\)](#) results, and the American Cities Climate Challenge. In addition, the presentation will highlight 2020 work to further implement the [Integrated Sustainability Action Plan \(ISAP\)](#) including the OSR scope of tree responsibilities, continued waste minimization approaches, and equity investments. OSR work will continue to include daily coordination with city departments and external collaborations.

Action Requested

No official motions requested with this presentation. Request input to continuously improve on initiatives and to improve community and business engagement.

Materials Included

- Preliminary/Draft slides for January 2020 HERS Committee
- ISAP Executive Summary – supplemental communication piece
- STAR Communities refresher
- 2019 SELF Annual Report
- Working draft of tree canopy management and responsibilities across city departments

HERS Committee

1/30/2020

Preliminary Slides

Agenda

OSR/HERS Committee Early Days

OSR 2019 Review

- Policies & Programs
- Deep Dives
 - STAR Communities Recertification
 - SELF 2019 Results Summary
 - Bloomberg American Cities Climate Challenge

OSR 2020 Preview

HERS Committee Input & Priorities

OSR/HERS Committee Early Days



EO - 2017-01 (takes place of EO-2015-07) Sustainable St. Petersburg

AN EXECUTIVE ORDER ESTABLISHING
POLICIES CONSISTENT WITH THE CITY
OF ST. PETERSBURG SUSTAINABILITY
AND RESILIENCY INITIATIVES

WHEREAS, I, Rick Kriseman, upon taking office established the Office of Sustainability in the City of St. Petersburg, and am hereby revising the name to the Office of Sustainability & Resiliency; and

WHEREAS, our Sustainability Vision is a city with the capacity to endure by finding the balance between environmental stewardship, economic vitality and social equity; and

WHEREAS, our Sustainability Mission Statement is to make St. Petersburg the city to work, live and play through innovative and collaborative sustainability practices; and

WHEREAS, our Sustainability Core Values are community collaboration and partnerships, creativity and quality outcomes, cost effective economics, environmental stewardship, and leadership in innovation; and

WHEREAS, our Sustainability Goals are a 100% clean energy transition, zero waste, protection and enhancement of natural systems and preserves, the protection and enhancement of shade, urban forest, and green space, sustainable built environment practices, safe and efficient multimodal transportation networks, improvement of our local economy, and a Healthy St. Pete; and

WHEREAS, there is scientific consensus regarding the reality of climate change and the recognition that human activity, especially the combustion of fossil fuels that create greenhouse gases, is an important driver of climate change; and climate change has been widely recognized by government, business and academic leaders as a worldwide threat with the potential to harm our economy, safety, public health, and quality of life; and

[Link to Executive Order](#)

Office of Sustainability & Resiliency (OSR)
Est. August 2015 – Mayor Kriseman

OSR/HERS Committee Early Days

Values

- Community Collaboration & Partnerships
- Creativity & Quality Outcomes
- Cost Effective Economics
- Environmental Stewardship
- Leadership in Innovation



Goals

- 100% Clean Energy
- Zero Waste
- Protection & Enhancement of Natural Systems/Preserves
- Protection and Enhancement of Shade, Urban Forest & Greenspace
- Sustainable Built Environment Practices
- Safe & Efficient Multimodal Transportation
- Improvement of Local Economy
- Healthy St. Pete

100% St. Pete



Commitments

- [Ready for 100 Campaign](#)
- Global Covenant of Mayors for Climate Change – [Chicago Climate Charter](#)
- [America's Pledge](#) & [Carbon Disclosure Agreement](#)
- [We Are Still In](#)
- [Tampa Bay Regional Resiliency Coalition](#)
- Sustainable Built Environment Practices
- Safe & Efficient Multimodal Transportation
- Improvement of Local Economy
- Healthy St. Pete



SOCIAL • **ENVIRONMENTAL** • **ECONOMIC**

OSR/HERS Committee Early Days



SUSTAINABILITY
TOOLS FOR
ASSESSING &
RATING COMMUNITIES



Figure 2-1: Typical bicycle dimensions



Modern bicycle parking fixture designs and site layouts should strive to accommodate other bicycle types such as recumbents, folding bicycles, adult tricycles, trail-a-bike child carrier bicycle trailers, longtail cargo bikes, and any number of larger racks and baskets, which are more and more common on utility bicycles. There is often a connection between particular land use and a certain bicycle type (i.e., cargo bikes or trailers at grocery stores or child trailers and trail-a-bike at schools). Appendix A provides additional details about bicycle dimensions and the effect of various bicycle types on bicycle rack design.

PERFORMANCE CRITERIA – WHAT MAKES A GOOD BICYCLE RACK OR LOCKER?

Health, Energy, Resiliency & Sustainability Committee
Est. February 2015 – Chair Darden Rice

OSR/HERS Committee Early Days

COLLABORATIONS



OSR 2019 Review

- ❑ Sustainability & Resiliency Building Ordinance for City Facilities
- ❑ Green Building Certifications & Training
 - Fire Station, PD Training Center, PDHQ
- ❑ Green Fleet Administrative Policy
 - Orlando Info exchange & internal Event
 - Duke EV Park & Plug Program
 - Public EV events
- ❑ ISAP Adopted!
 - Early actions
 - Budget allocations



OSR 2019 Review

- ❑ Waste Minimization – Single Use Plastics
 - 650+ businesses
 - Business workshops
- ❑ STAR Recertification
- ❑ SELF staff change, info sessions, water quality
- ❑ Climate Challenge Announcement
 - Energy Foundation engagement and grants
 - Climate advisor – Ann Livingston
 - Energy programs through City Council
- ❑ Solar United Neighbors (SUN) 2018 wrap up
- ❑ Unite Pinellas Equity Profile



OSR 2019 Review



STAR Framework of Sustainability Goals & Objectives

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts & Community	Equity & Empowerment	Health & Safety	Natural Systems	Innovation & Process
Ambient Noise & Light	Climate Adaptation	Business Retention & Development	Arts & Culture	Civic Engagement	Active Living	Green Infrastructure	Best Practices & Processes
Community Water Systems	Greenhouse Gas Mitigation	Green Market Development	Community Cohesion	Civil & Human Rights	Community Health	Biodiversity & Invasive Species	Exemplary Performance
Compact & Complete Communities	Greening the Energy Supply	Local Economy	Educational Opportunity & Attainment	Environmental Justice	Emergency Management & Response	Natural Resource Protection	Local Innovation
Housing Affordability	Energy Efficiency	Quality Jobs & Living Wages	Historic Preservation	Equitable Services & Access	Food Access & Nutrition	Outdoor Air Quality	Good Governance
Infill & Redevelopment	Water Efficiency	Targeted Industry Development	Social & Cultural Diversity	Human Services	Health Systems	Water in the Environment	
Public Parkland	Local Government GHG & Resource Footprint	Workforce Readiness	Aging in the Community	Poverty Prevention & Alleviation	Hazard Mitigation	Working Lands	
Transportation Choices	Waste Minimization				Safe Communities		

2019 STAR RECERTIFICATION



Goal Area	2019 Approved Final Score	2019 Total Points Possible	2019 Percent Achieved	2016 Percent Achieved *	2016 - 2019 Percent Improvement
Built Environment	80.39	100	80%	65.6%	15%
Climate & Energy	59.38	100	59%	47.4%	12%
Economy & Jobs	82.14	100	82%	61.8%	20%
Education, Arts & Community	92.54	100	93%	76.9%	16%
Equity & Empowerment	59.17	100	59%	21.7%	37%
Health & Safety	78.91	100	79%	61.6%	17%
Natural Systems	80.36	100	80%	35.1%	45%
Innovation & Process	44.10	50	88%	69.5%	19%
TOTALS -->	576.99	750	77%	53.0%	24%

*2016 scale:
381.7 of 720 possible points

2019 STAR RECERTIFICATION

COMMON THREADS

- ❑ Integrated Sustainability Action Plan (ISAP)
- ❑ Integrated Water Resources Planning
- ❑ Stormwater Master Planning
- ❑ Grow Smarter
- ❑ Greenhouse/Small Business Outreach/Storefront
- ❑ South St. Pete CRA & CAC
- ❑ StPeteWorks!
- ❑ Health in All Policies (HiAP)
- ❑ Neighborhoods Programs
- ❑ My Brother's & Sister's Keeper/Cohort of Champions
- ❑ Countless Other Collaborations



2019 STAR RECERTIFICATION KEY CONTRIBUTIONS & IMPROVEMENTS

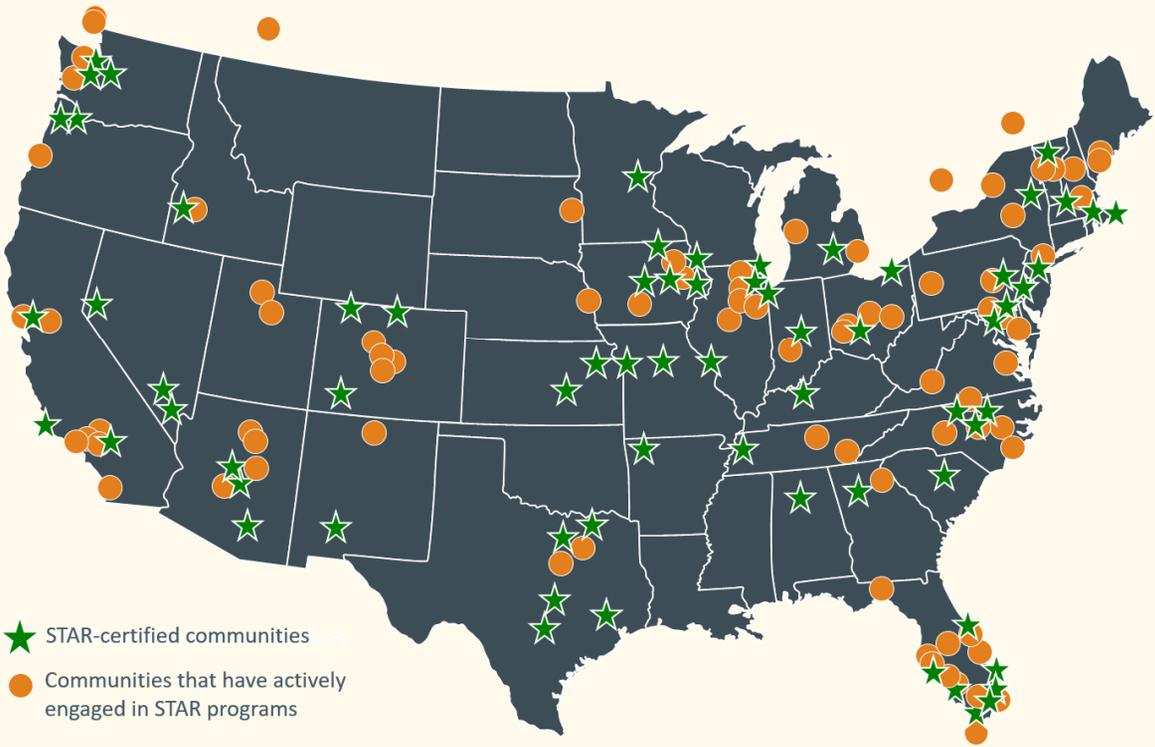
Goal Area	Key Contributions & Improvements
Built Environment	Complete Streets, Central Avenue BRT, St. Petersburg Housing Plan: For All, From All, Tiered Stormwater Rates, Integrated Water Resources Plan, Meter Replacement Program, Improvements and Investments in Water Reclamation Plants and Wastewater Infrastructure
Climate & Energy	GHG inventory, ISAP, EV infrastructure, Green Fleet Policy, Sustainable Building Ordinance for City Facilities, freeboard requirements, TB Regional Resiliency Coalition, Residential Rehab Program, energy efficiency & renewables commitments
Economy & Jobs	More new and retained businesses, South St. Pete CRA, St. Pete Works!, Grow Smarter, multiple incentives/financial assistance to biz, “green business” building, increased local deposits, >50 small biz/1,000 residents, Keep St. Pete Local, education and training progress, City living wage policy, Enoch Davis Youth Farm, wrap around services
Education, Arts & Community	Arts programs and participation, Main Streets, Enoch Davis Youth Farm, Cohort of Champions, St. Pete Works!, Pinellas Ex-offender Re-entry Coalition, Workforce Training Programs, Academy for Business in Child Care Development; Recent City Parks designations in the National Register of Historic Places, Pinellas Equity Profile
Equity & Empowerment	Community empowerment, Engage St. Pete!, many collaborations, access to leaders, Cohort of Champions, Enoch Davis, St. Pete Promise, Eckerd Intern Program, CONA, Leadership St. Pete, disparity study, police training, Policylink Equity Profile, One Community, Complete Streets, access to facilities, South St. Pete CRA, human services, MBSK
Health & Safety	HiAP/Healthy St. Pete, Complete Streets, bike programs, stellar emergency management, increased access to healthy food, Park, Walk & Talk, Citizens Police Academy, Night Out, Bully Prevention, disaster planning, and infrastructure improvements
Natural Systems	61% impervious area, access to greenspace and/or shade, begin tree canopy study, sold out rainwater guardian classes + rebates, Integrated WR +Stormwater Plans, collaborations, parks and preserves, increased urban ag area and programs
Innovation & Process	ISO Class 1 Emergency Management, St. Pete Stat, Credit Rating, park acreage and access, volunteers – plastics outreach, sewer sniffing dogs, ferry, pet-friendly

2019 STAR RECERTIFICATION KEY AREAS OF IMPROVEMENT NEEDED

Goal Area	Key Contributions & Improvements
Built Environment	Affordable Housing Implementation: Demonstrate affordable housing is produced at 5% annually, affordable rental housing preservation/no net loss, Transportation Choices: Achieve mode split thresholds of 60% drive alone max, 25% Bike + Walk + Transit minimum, and 5% Bike + Walk minimum. Reduce annual VMT.
Climate & Energy	Detailed vulnerabilities and metrics for reducing risk, data and tracking for energy management + GHG inventory, lack of renewable energy supply, private development/rentals energy efficiency, waste minimization (trend wrong way)
Economy & Jobs	Income inequality, “green” market development, educational attainment/pipeline, high skill STEM
Education, Arts & Community	Reach 85% of students meeting or exceeding third grade reading proficiency standards, sustained, diversity and inclusion of policies, programs, procedures, and service delivery, better info and access for limited English proficiency residents Aging in the Community: Adopt an action-based plan for service needs and resources for needs of older residents
Equity & Empowerment	Voter turnout, diversity on local government boards and committees, environmental justice assessments and reduction, outreach/education campaigns to connect people to services and facilities, consistent/sustainable poverty reduction
Health & Safety	Increase active adults/kids, rental inspections, metrics for risk + vulnerability reduction, holistic assessment of food cycle and nutrition, air quality/health in schools, tax/disincentives for unhealthy food, active living guidelines for private development
Natural Systems	Promote, incentivize, guide, fund green infrastructure, urban forest management, invasive species management, increased restoration, no net loss, industry collaboration to reduce haz waste, watershed planning and projects

ST. PETE IS A 4-STAR & LEED CERTIFIED COMMUNITY!

37 STATES + DC | 4 PROVINCES | 190 COMMUNITIES



Context

- 5- 5-STAR Communities
 - Seattle, Cambridge, Baltimore
- Approx. 25- 4-STAR Communities
 - Austin, Broward, Indianapolis, D.C.

Note: map a little out of date due to LEED transition



LEED for Cities and Communities around the world: April 2019



More than 90 cities and communities have certified through LEED.

- | | | | |
|----------------------|--------------------|----------------------------|------------------------------|
| • Beaverton, OR | • Durango, CO | • Montgomery County, MD | • St. Louis, MO |
| • Bellevue, WA | • Durham, NC | • New Bedford, MA | • St. Petersburg, FL |
| • Birmingham, AL | • El Cerrito, CA | • Northampton, MA | • Steamboat Springs, CO |
| • Blue Island, IL | • Evanston, IL | • Palm Bay, FL | • Stuyvesant Town, NY |
| • Boise, ID | • Fayetteville, AR | • Park Forest, IL | • Surat, India |
| • Broward County, FL | • Fort Collins, CO | • Peoria, AZ | • Tacoma, WA |
| • Burlington, VT | • Franklin, TN | • Peter Cooper Village, NY | • The Sky Castle in Kuliang, |

<https://www.usgbc.org/articles/leed-cities-and-communities-around-world-april-2019>



2019 Annual Results

Performance Measure	Yr 2 (2019) Goal	Yr 2 (2019) Results	Yr 1(2018) Results	2-Yr Total (2018 - 2019)	3-Yr Min/Goal (2018 - 2020)
Amount of Lending (\$)	\$1,000,000	\$ 792,531	\$ 445,372	\$ 1,237,903	\$3,000,000
LMI "Priority Area" Lending (\$)	60%	\$ 532,287	\$ 224,378	\$ 756,665	\$1,800,000
Number of Loans Closed	100	95	54	149	300
Contractor Outreach Sessions	4	9	4	13	12
Number of Contractors Added	25	84	65	149	75
Number of Community Events	10	60	55	115	30
Est. Number of Participants	100	3,620	2,000	5,620	300
Credit Rebuilding Seminars	2	2	2	4	6

<https://solarenergyloanfund.org/self-and-st-petersburg-bringing-sustainability-all>

OSR 2019 Review

- ❑ Approx. 17% shy of 2-yr goal
 - Avg. project \$8,300 (<original est. of \$10,000)
 - Unanticipated staff change in 2019
- ❑ Approx. 70/30 city and county lending activity
- ❑ Achieving overall 60% LMI household lending activity
- ❑ 2020 – New office space at Campbell Park Resource Center + Childs Park YMCA satellite office
- ❑ SELF has improved many of their systems for faster loan processing in the field with officers and contractors
- ❑ Scaled up marketing strategies for 2020 – we need you too!



SELF was pleased to help Gwenervere receive a new high-efficiency air conditioner that improved her health and the health of her child. As a single mother, her main priority is providing the best environment possible for her child. When her air conditioner stopped working, she did not have the upfront funds to fix the unit. Her credit was damaged due to her own critical illness from which she is still recovering. Gwenervere has driven a school bus for twenty years and is extremely active in her community, mentoring other single parents.



Testimonial

I heard about this program from my mother who noticed the insert in her City of St. Petersburg utility bill and passed it on to me knowing I was in need of a loan for a new roof. I emailed Mr. Perry, the Program Manager & Loan Officer with a question regarding income limitations and he promptly replied. I was then able to go online through the S.E.L.F. website and easily apply. The application process was very straightforward and uncomplicated, within the timeframe promised, I was notified of approval via a phone call and was then sent the loan documents via email to sign electronically. Mr. Perry was extremely professional, helpful and friendly. I would recommend this program to anyone who needs a low-cost loan to improve their home. Thank you, Rob and the S.E.L.F. Program.

The **American Cities Climate Challenge** is a Bloomberg Philanthropies initiative that aims to accelerate and deepen U.S. cities' efforts to create the **greatest climate impact through 2020** and showcase the benefits – **good jobs, cleaner air, and cost savings** – that climate solutions brings.



Reduce building
energy use

+



Increase
renewable
energy

+



Reduce
vehicle travel

+



Electrify
vehicles

=



Cities Reach
Paris Climate
Goals

OSR 2019 Review

American Cities Climate Challenge

Cities

Orlando & St. Petersburg are Leadership Cities

2-year acceleration program

100 largest cities invited to apply

51 cities applies

37 cities short listed and site visits

20 cities awarded

5 additional cities awarded due to overwhelming response



Albuquerque, Atlanta, Austin, Boston, Charlotte, Chicago, Cincinnati, Columbus, Denver, Honolulu, Indianapolis, Los Angeles, Minneapolis, Orlando, Philadelphia, Pittsburgh, Portland, Saint Paul, San Antonio, San Diego, San Jose, Seattle, St. Louis, St. Petersburg, and Washington, DC

OSR 2019 Review

American Cities
Climate Challenge

Award

Robust technical assistance and support package, valued at more than \$2 million:

- A philanthropy-funded team member
- Data, design, and innovation resources to help design and deliver bold programming
- Citizen engagement support to maximize community buy-in
- Implementation coaching to drive results
- Robust peer-to-peer learning and networking to learn from and push one another
- Rapid response grants to accelerate impact
- Access to technical resources



greenlink



WORLD
RESOURCES
INSTITUTE



OSR 2019 Review

St. Pete has made ambitious commitments to reduce its carbon emissions from buildings, transportation, and energy projects

- | | | | |
|--|---|---|---|
|  | Strategic municipal building energy retrofits |  | Expand the Solar Energy Loan Fund (SELF) program |
|  | Expand municipal solar capacity |  | Develop new solar product for community benefit - Duke Collaboration |
|  | Engage the private sector in an energy efficiency challenge |  | EV Education and incentives |
|  | New municipal funding programs for EE, renewables, and infrastructure |  | Expand walking and bicycling networks across the city - Complete Streets Implementation |
|  | Scale up solar co-op model |  | Expand Transit in connection to the BRT |
-

OSR 2019 Review

American Cities
Climate Challenge

Highlights

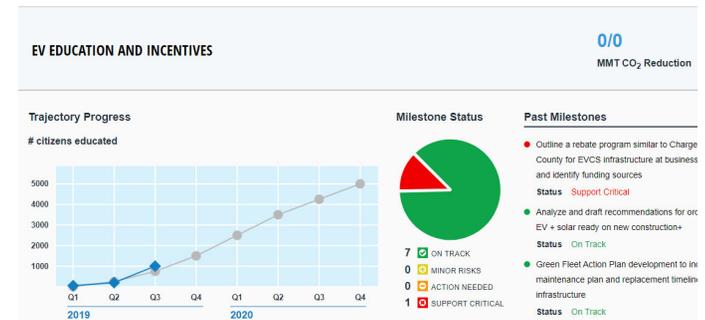
- ❑ 1 funded FTE started May 2019 – NRDC Climate Advisor on site
- ❑ Energy Efficiency & Renewables Strategy Developed & Initial Funding
 - RFPs in development & Revolving Energy Investment Fund (REIF) created and seed funded (\$2M)
 - Solar sites analysis underway
 - Energy data management system created
- ❑ NACTO conference + training off site for 2 staff
- ❑ NACTO On Site Complete Streets Training for 40 staff, PSTA, FDOT
- ❑ Building Energy Efficiency & Benchmarking Off Site Training 1 staff
- ❑ Dashboard tracking – will be transitioned to St. Pete Stat



National Association of City Transportation Officials



Urban Street Design Guide

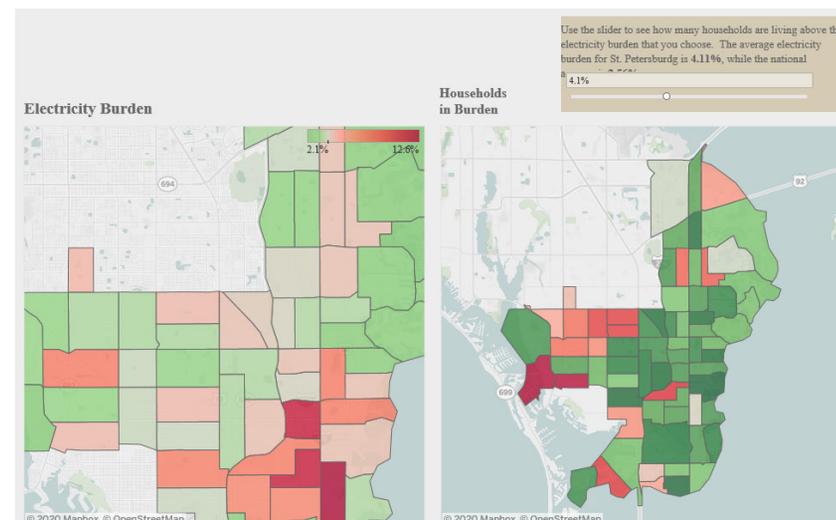


OSR 2019 Review

American Cities Climate Challenge

Highlights

- ❑ Technical assistance w/FEECA, VW Settlement, EV Codes
- ❑ Equity Mapping (focus on energy and water cost burdens)
- ❑ EV education for public and staff
- ❑ EV code updates for parking garages (additional codes evaluation 2020)
- ❑ Commercial buildings energy disclosure pilot under development
- ❑ Community micro-grants from Energy Foundation - \$50,000
 - \$85,000 requested for 2020



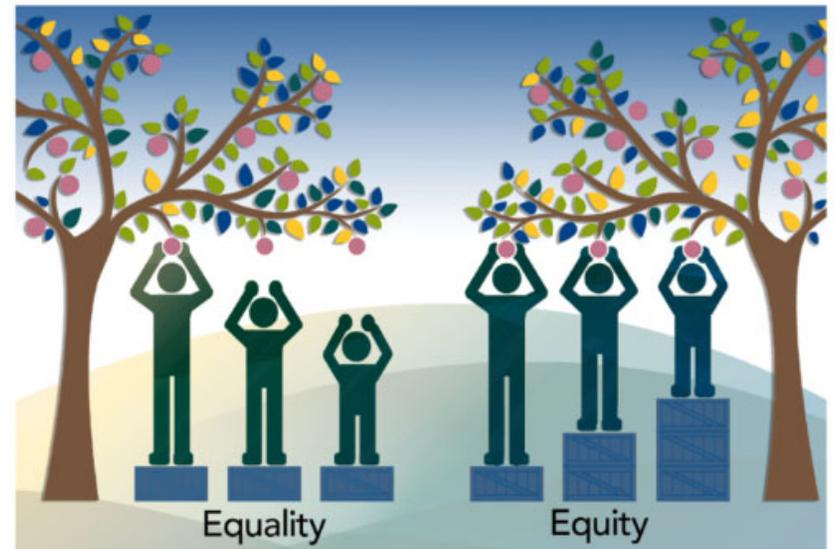
OSR 2020 Preview

- ❑ American Cities Climate Challenge
 - Holistic EV planning and engagement including fleet & public
 - Driving on Sunshine Campaign
 - Energy Programs
 - Existing Muni Bldgs – REIF, Solar
 - Existing Private Bldgs – Energy Eff + USGBC early adopter benchmarking
 - Res/Comm Codes Eval/Update
 - Continued design and learning for Complete Streets
- ❑ SELF Year 3
- ❑ Solar United Neighbors – anticipate 2 co-ops



OSR 2020 Preview

- ❑ Urban Forestry
 - Tree canopy analyses
 - Internal coordination/external communications development
- ❑ Equity investments
- ❑ Waste Minimization – source reduction, continue plastics outreach
- ❑ Energy/sustainable codes evaluation –residential/private development
- ❑ Cross-department projects/programs
 - CHHA
 - Capital and operations
- ❑ Regional & state collaborations
- ❑ St. Pete Stat



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Thank you

2020 – Coming Soon

- Feb 10 4-5:30 p.m.

City Beautiful Commission – Location TBD

- Feb 29 - May 23

Look for monthly SACE Driving on Sunshine events
at Sat Morning Market



ISAP EXECUTIVE SUMMARY

The City of St. Petersburg published its first ever Integrated Sustainability Action Plan (ISAP) in April 2019. The plan is a data-driven roadmap that provides steps and goals to help our city become more sustainable and resilient in response to changing weather and other environmental conditions. There are three main sections of the plan:

1

Climate Action

What can we do to combat rising levels of greenhouse gases as a city? This section outlines how much energy we use, the City's bold goal of 100% clean energy and how we plan to get there by 2035.

2

Sustainability Action

It's more than greenhouse gases. This section prioritizes policies, programs and projects. In addition to climate and energy, this section sets goals for the local economy, education, equity, safety and more.

3

Realizing Resilience

How does our Sunshine City adapt to changing conditions? What can we do to make ourselves less vulnerable? This section includes steps for planning and developing that will help St. Pete continue to thrive in the face of extreme weather and rising sea level.

Did You Know?

In 2016, St. Pete was the first city in Florida to commit to 100% clean energy. Our city was named as one of 25 cities to participate in Bloomberg Philanthropy's American Cities Climate Challenge, an accelerator program for energy strategies in 2019-2020.



1. CLIMATE ACTION

City departments, community members and businesses all have a role to play when it comes to the ISAP's recommended steps for climate action. Some examples of what climate action looks like around our city:

- Developing policies that promote or support energy-efficiency in buildings and transportation
- Utilizing the Bloomberg American Cities Climate Challenge accelerator program through 2020 for energy strategies
- Greenhouse gas (GHG) emissions inventory using 2016 data and a Roadmap to 100% Clean Energy

2. SUSTAINABILITY ACTION

The STAR Community Rating System – the nation's first comprehensive framework and certification program for evaluating local sustainability, encompassing economic, environmental and social performance measures – helps to prioritize and shape programs, policies and projects pertaining to the sustainability action portion of the ISAP. The results, metrics and themes outlined in the study drive the focus for action. Focuses and themes include:

Goal Areas:

- Built Environment
- Climate & Energy
- Economy & Jobs
- Education, Arts, & Community
- Equity & Empowerment
- Health & Safety
- Natural Systems
- Innovation & Process Improvement

Themes:

- Affordable Housing
- Climate Energy
- Development & Infrastructure
- Jobs & Transportation Access
- Racial and Social Equity / Education

3. REALIZING RESILIENCE

This section of the ISAP focuses on preparation and planning. Making St. Pete a more resilient city won't happen overnight, but utilizing the best available science to put policies and regulations in place is crucial. Some high-level tactics outlined in the ISAP are:

- Developing green policies and regulations for infrastructure development, other development, and the health and viability of vulnerable populations
- Working with the Tampa Bay Regional Resiliency Coalition and other regional partners to collaborate and plan for climate change and its effects
- Using the City-administered vulnerability assessment to assess sensitive areas when it comes to climate change and sea level rise

St. Pete Stats

St. Petersburg is the largest city in Pinellas County and the fifth largest city in Florida.

244,769

2010 Total City
Population Census

265,098

2018 Total City
Population Census Est.

137.64 mi²

Total Area (Land + Water)

61.77 mi²

Land Area

4,291.69

2018 Population Density
(people/mi²)

107,173

2018 Total Households

41.2

2018 Median Age

12,676

Population Increase
(2015-2019)

For more St. Pete demographics, visit stpete.org/demographics.

GLOSSARY OF KEY TERMS

Sustainability – the balance of social equity and environmental stewardship with a thriving economy while providing equitable opportunities to live, work and play.

Resiliency – city's capacity to adapt and prepare for the effects of climate change and for businesses and residents, including vulnerable populations, to thrive in the face of changing conditions

Greenhouse gas – a gas that contributes to the greenhouse effect by absorbing infrared radiation, e.g., carbon dioxide; agriculture, energy production and waste disposal all create greenhouse gases



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WHAT IS A SUSTAINABLE COMMUNITY?

The path to sustainability is different for every community – but the common elements are **a healthy environment, a strong economy and the well-being of the people living in the community**. When sustainability areas are addressed in tandem with each other, they have a powerful, positive effect on the quality of life and future of a community. By overlapping work in these areas, efficiencies emerge and better results are achieved. **It's an approach that solves local problems while being innovative about progress.**

A SUSTAINABLE COMMUNITY:

THINKS AND ACTS SYSTEMICALLY

Sustainable communities take a systems perspective and recognize that people, nature, and the economy are all affected by their actions. Local governments in these communities consider the broader implications before embarking on specific projects, and they look for ways to accomplish multiple goals rather than default to short-term, piecemeal efforts.

INSTILLS RESILIENCY

Sustainable communities possess a strong capacity to respond to and bounce back from adversity. Local governments in these communities prepare for and help residents and institutions prepare for disruptions and respond to them swiftly, creatively and effectively.

FOSTERS INNOVATION

Sustainable communities capture opportunities and respond to challenges. Local governments in these communities cultivate a spirit of proactive problem solving to access futures otherwise unobtainable and to enable the risk-taking inherent in innovation.

REDEFINES PROGRESS

Sustainable communities measure progress by improvements in the health and wellbeing of their people, environment, and economy. Instead of focusing on GDP (throughput of dollars), local governments in these communities use a broad set of indicators.

LIVES WITHIN MEANS

Sustainable communities steward natural resources so that future generations have as many opportunities available to them as we do today. They also recognize that resources exist for the benefit of life forms other than humans. Local governments in these communities assess resources, track impacts, and take corrective action when needed so that they meet the needs of today without depleting what they leave for future generations.

CULTIVATES COLLABORATION

Sustainable communities engage all facets of society in working together for the benefit of the whole. Local governments in these communities bring government representatives, community members, and organizations together and create a culture of collaboration that encourages innovation, sharing of resources, and jointly shared accountability for results.

ENSURES EQUITY

Sustainable communities allocate resources and opportunities fairly so that all people who do the full range of jobs that a community needs can thrive in it. Local governments in these communities actively eliminate barriers to full participation in community life and work to correct past injustices.

EMBRACES DIVERSITY

Sustainable communities feature a tapestry of peoples, cultures, and economies underpinned by a richly functioning natural environment. Local governments in these communities celebrate and foster ethnic, cultural, economic, and biological diversity and encourage multiple approaches to accomplish a goal.

INSPIRES LEADERSHIP

Sustainable communities provide leadership through action and results. Local governments in these communities recognize their opportunity to effect change by backing visionary policies with practices that serve as an example for citizens and businesses to emulate.

CONTINUOUSLY IMPROVES

Sustainable communities engage in continuous discovery, rediscovery, and invention as they learn more about the impacts of their actions. Local governments in these communities track both performance and outcomes, are alert for unintended consequences, and modify strategies based on observed results

NAVIGATE THE RATING SYSTEM

The STAR framework integrates economic, environmental, and social aspects of sustainability and provides communities with a menu-based system to customize their approach based on local conditions and priorities.

Built Environment	Climate & Energy	Economy & Jobs	Education, Arts, & Community	Equity & Empowerment	Health & Safety	Natural Systems	Innovation & Process
BE-1: Ambient Noise & Light	CE-1: Climate Adaptation	EJ-1: Business Retention & Development	EAC-1: Arts & Culture	EE-1: Civic Engagement	HS-1: Active Living	NS-1: Green Infrastructure	IP-1: Best Practices & Processes
BE-2: Community Water Systems	CE-2: Greenhouse Gas Mitigation	EJ-2: Green Market Development	EAC-2: Community Cohesion	EE-2: Civil & Human Rights	HS-2: Community Health	NS-2: Biodiversity & Invasive Species	IP-2: Exemplary Performance
BE-3: Compact & Complete Communities	CE-3: Greening the Energy Supply	EJ-3: Local Economy	EAC-3: Educational Opportunity & Attainment	EE-3: Environmental Justice	HS-3: Emergency Management & Response	NS-3: Natural Resource Protection	IP-3: Local Innovation
BE-4: Housing Affordability	CE-4: Energy Efficiency	EJ-4: Quality Jobs & Living Wages	EAC-4: Historic Preservation	EE-4: Equitable Services & Access	HS-4: Food Access & Nutrition	NS-4: Outdoor Air Quality	IP-4: Good Governance
BE-5: Infill & Redevelopment	CE-5: Water Efficiency	EJ-5: Targeted Industry Development	EAC-5: Social & Cultural Diversity	EE-5: Human Services	HS-5: Health Systems	NS-5: Water in the Environment	
BE-6: Public Parkland	CE-6: Local Government GHG & Resource Footprint	EJ-6: Workforce Readiness	EAC-6: Aging in the Community	EE-6: Poverty Prevention & Alleviation	HS-6: Hazard Mitigation	NS-6: Working Lands	
BE-7: Transportation Choices	CE-7: Waste Minimization				HS-7: Safe Communities		

The rating system is organized by goals, objectives, and evaluation measures; this design is intended to align with local government processes and standard practice. The structure features a set of components that reflect public sector mechanisms that are proven effective in advancing change. Terms are those commonly used by local governments and their community partners to communicate strategic objectives and desired outcomes.

Within each goal area is a series of objectives aimed at achieving community-level aspirations. Objectives are measured in two ways: through attainment of community level **outcomes demonstrated with data and trends** and/or completion of local actions **demonstrated with active policies and programs** that are essential to reaching the outcomes.

GOAL AREAS AND OBJECTIVES

- **Built Environment**: Achieve livability, choice, and access for all where people live, work, and play
- **Climate & Energy**: Reduce climate impacts through adaptation and mitigation efforts and increase resource efficiency
- **Economy & Jobs**: Create equitably shared prosperity and access to quality jobs
- **Education, Arts & Community**: Empower vibrant, educated, connected, and diverse communities
- **Equity & Empowerment**: Ensure equity, inclusion, and access to opportunity for all community members
- **Health & Safety**: Strengthen communities to be healthy, resilient, and safe places for residents and businesses
- **Natural Systems**: Protect and restore the natural resource base upon which life depends
- **Innovation & Process**, supports the evolution of sustainability practice by recognizing best practices and processes, exemplary performance, local innovation, and good governance.

LEED FOR CITIES AND COMMUNITIES

As of June 2018, STAR Communities has formally merged with the U.S. Green Building Council (USGBC). Now part of the LEED for Cities & Communities Team at USGBC, we are working to evolve the STAR Community Rating System and the LEED for Cities performance metrics into a globally applicable program that combines performance standards and action strategies into a streamlined set of opportunities for benchmarking, verification and recognition.



Expected in early 2019 will be a new, expanded LEED for Cities & Communities program that integrates content from STAR and aligns with global programs, such as the UN Sustainable Development Goals.

Completing STAR recertification in 2019 allowed the city to show comparable improvements in the objective areas while simultaneously becoming a **LEED Certified City of St. Pete**. In future years, we will evaluate this and other programs that best fit St. Pete for tracking sustainability and resiliency performance as a community.



2019
Annual Report
(Year Two)



Submitted 1/15/2020

2019 Annual Report (Year Two)

Dear Director Wright:

SELF is pleased to submit the following Annual Report for year two of our Agreement with the City of St. Petersburg. This Report summarizes our activities, accomplishments, progress, and results for: (1) the last quarter (Q4) of 2019 (i.e., October 1 - December 31, 2019); (2) calendar year 2019; and, (3) total sustainable home improvement projects funded and managed to date.

Despite the last quarter of the calendar year traditionally being our slowest time of the year, with multiple holidays and cooler weather, SELF still financed an additional **twenty (20) projects in Q4** totaling **\$128,221**. These Fourth Quarter (Q4) results bring SELF's **Year Two total lending activity to 95 projects, totaling \$743,122, which is 95% of our Year Two goal of 100 projects.**

SELF has now financed and managed 149 projects totaling \$1,237,905, which is 99.3% of our Two Year target goal of 150 projects. As per the goals set forth in the Agreement, SELF's



projected loan activity in the St. Pete satellite office was very accurate in terms of the number of projects financed in the first two years of lending activity (**99.3%**), but we over-estimated the per-project size, at \$10,000 each when in reality it has been \$8,300. SELF's historical average loan size has been about \$8,500, and we also anticipated doing more solar PV projects in the City, which are typically larger projects. As a result, SELF met the Projects goal but fell short on our lending stretch goal of \$1.5 million. Said otherwise, SELF is financing more high-efficiency AC units than (anticipated) solar PV systems.

SELF also made substantial progress in year two with community outreach and contractor recruitment, which are both vital for branding, community awareness, participation in the program, overall lending activity, and sustainability of the satellite program. Our year two goal was to participate in a minimum of 10 local community events and we ended up achieving 60. We also set-out to add another 15 contractors in year two and we ended up adding 65. SELF's local contractor network is now at 149 companies, which is 273% of our year two goal of 40.



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SELF also made an important staffing change in the St. Pete satellite office in the Spring of 2019 and brought on Robin (“Rob”) Perry as our new loan officer. Rob’s extensive background in and knowledge of the City of St. Petersburg and his vast financial experience in the region has provided an important boost to the “*SELF in St. Pete*” program.



SELF also made additional investments in St. Pete and the Gulf Coast Region by dedicating Annie Dasovich as SELF’s Gulf Coast Regional Manager. Annie has done a great job collaborating with the City, training and assisting our new staff person, laying out strategic goals and marketing initiatives, building the Gulf Coast contractor base, assisting with media events, and participating in numerous community events and local government meetings.



SELF also continued to work closely with city staff in year two and our local media consultant, Chase Media, to assist us with key messaging, community outreach, digital marketing, and, most importantly, earned media. Chase Media developed more earned media in the Tampa/St. Pete region than the rest of the state combined. SELF was interviewed on ABC news and twice on Bay News 9 highlighting our sustainable home improvement loans. Doug Coward was interviewed on WMNF and we appeared in the Tampa Bay Business Journal and online at Yahoo! Finance, St. Pete Catalyst, and the podcast Tampa Bay Politics. Additionally, we advertised in the local minority publication, N-Touch magazine, and in the September utility bill stuffer “St. Pete Extra”. SELF also re-branded this year to consolidate its identity and created all new materials including brochures and signs.

SELF’s Chief Strategic and Financial Officer, Duanne Andrade, also successfully raised \$1 million in 2019 specifically for the City of St. Petersburg, and closed another \$1 million line of credit with Bank United in December 2019, which is also targetted for the City of St. Petersburg and the Gulf Coast region. Mrs. Andrade also renewed seven (7) loan agreements with existing investors to provide sufficient low-cost loan capital for 2020.



SELF’s Executive Director, Doug Coward, has also been heavily involved in all aspects of expansion into the City of St. Petersburg and Gulf Coast region, focusing primarily on strategy, partnerships, marketing, contractor recruitment, and broader coalition-building with the Tampa Bay Regional Planning Council and local governments throughout the Gulf Coast region.



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The SELF Board of Directors also welcomed a new Board member and Pinellas County resident, Susan Glickman, who serves as the Florida Director for the Southern Alliance for Clean Energy (SACE). Susan has been a strong supporter of SELF since our inception and has played a critical role in helping SELF expand into the Gulf Coast region. SELF is pleased to have new representation on the Board of Directors representing St. Petersburg and the Gulf Coast region.

With help from the City of St. Petersburg’s seed grant, SELF made \$100,000+ investment in internal system upgrades (i.e., Salesforce) to help improve efficiencies and customer service. The new CRM system is now up and running and it provides our entire team with enhanced tools to manage and assist more clients in the City moving forward. We are also developing new marketing initiatives with landing pages on Salesforce to help us better manage leads and inquiries. The website upgrades have been much slower than expected but we are finally nearing completion.

SELF also hired a new digital marketing firm at the end of December 2019, Media Giant Design, which is in the process of developing more robust digital marketing campaigns for SELF, including St. Petersburg as a “Target Region”. This new marketing initiative is under development right now and is scheduled to begin in early February 2020. SELF also secured a major marketing grant through Google Ads, valued at \$120,000 per year, which this firm will utilize, in large part, in the City of St. Petersburg. SELF will continue to invest heavily in hyper-targeted digital media on both Facebook and Google Ads.



Most importantly, SELF is proud of our work in the City of St. Petersburg, creating positive social, economic, and environmental impacts. We know from firsthand experience the struggles that countless low and moderate-income homeowners are dealing with to keep up with their homes and myriad of expenses, especially when something breaks, like an old antiquated AC system.

With the help of the City of St. Petersburg, SELF is “Rebuilding and Empowering Underserved Communities”, one family at a time, helping with critical home improvement projects that made their homes safer, healthier, stronger, more efficient, more cost-effective, and more comfortable.

By helping low and moderate-income (LMI) homeowners gain access to affordable financing for sustainable home renovations we help transform their lives in addition to their homes. The local residents whose stories appear below in particular highlight the power of socially responsible

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lending and the impacts of SELF's partnership with the City and our special programs for women, veterans, and disabled homeowners.



SELF was proud to assist Mark, a United States veteran hoping to lessen his carbon footprint by installing a small solar system for his home. Mark suffered a serious medical setback post-deployment and the medical bills that he incurred upon his return to civilian life reflected on his credit even as he paid his obligations. By helping Mark with a loan for a solar array, we helped him achieve his environmental goal of being carbon neutral and lowered his electric bill which helps make his home more affordable. He is now planning to finish fixing up his home and starting a family of his own.



SELF was pleased to help Gwenervere receive a new high-efficiency air conditioner that improved her health and the health of her child. As a single mother, her main priority is providing the best environment possible for her child. When her air conditioner stopped working, she did not have the upfront funds to fix the unit. Her credit was damaged due to her own critical illness from which she is still recovering. Gwenervere has driven a school bus for twenty years and is extremely active in her community, mentoring other single parents.



Janet is the sole caretaker for her husband who has many serious health issues. Janet and her husband have maintained their home on their own for over 30 years. However, when their air conditioner stopped working, the couple, which lives on a fixed income, did not have the funds to pay for this much-needed repair out-of-pocket. It was imperative that the unit be replaced as the doctors had advised that Janet's husband should not live in a home without a working air conditioner. With the help of Kiva, SELF was able to provide an affordable loan.

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SELF’s also helped nine (9) homeowners in St. Petersburg access SELF’s lowest interest rates of 5% fixed (for an unsecured personal loan) through our international crowdfunding partner, KIVA.org. This unique partnership is specifically helping low-income, female heads of household and veterans. In 2019, SELF crowdfunded \$60,689.31 to finance these local sustainable home improvement projects, ranging from high-efficiency air conditioners to small solar PV arrays. KIVA.org is an international crowdfunding platform with 1.8 million individual lenders worldwide who have collectively financed over \$1 billion of crowdfunded loans through “peer to peer” lending, typically on \$25 increments. These globally crowdfunded loans provide financial inclusion and unbeatable rates for low-income homeowners and individuals with poor credit. SELF is one of only a dozen approved “Field Partners” with KIVA.org, and can, therefore, access global crowdfunding for local St. Petersburg homeowners.



Results:

Of the 20 loans SELF closed this Quarter totaling \$ 128,221.20, 85% of the lending activity was in the investment area. Over the two year period, 75% of lending was within the City limits.

Summary Table of Performance Measures for Year Two

#	Performance Measure	Totals (2 Years)	Year 2 Annual Goals	Year 2 Annual Results	Year 1 Annual Results
A	Number of Community Events	115	10	60	55
B	Number of Participants	5,600+	100	3,620	2000+
C	Credit Rebuilding Seminars	4	2	2	2
D	Number of Contractors Added	149	15	65	84
E	Number of Loans Closed	149	100	95	54
F	Amount of Lending (\$)	\$1,237,905	\$1,000,000	\$743,122	\$494,783

Note: The Year One results have been adjusted slightly due to reconciliation with current up to date numbers for 2019, and the total final results over the first two years.



**SELF in St. Petersburg
Fourth Quarter – Year Two
Report Metrics
October 1, 2019 – December 31, 2020**

Metrics on the Deliverables and Performance Measures indicated below per the Agreement.

Deliverables

Deliverable A – Satellite Office Establishment and onboard Staff - COMPLETE

- Ann Vanek-Dasovich, Regional Manager (additional position not set-forth in the Agreement) – Started May 2018
- Rob Perry, St. Pete Loan Officer -Started March 2019
- Various interns from the USF Patel School of Global Sustainability

Deliverable B – Draft + Final Target Market Assessment - COMPLETE

Deliverable C – Community Events & Targeted Outreach Programs - COMPLETE

Deliverable D – Credit-Rebuilding Seminars

- 2 live and dozens online

Deliverable E – Marketing Materials – COMPLETE

Deliverable F – Water Quality/Private Sewer Lateral Strategy Proposal

- Soft launch complete with city departmental education

Deliverable G – List of Contractors added to Organizations Network - ONGOING

Deliverable H – Contractor Meetings and Outreach - ONGOING



Performance Measures

Performance Measure A – Number of Community and Contractor Events

- Number of Community Events - 19
- Number of Contractor Events - 3
- Number of Credit Rebuilding Seminars– 1

Year 2 Target	1 st Q	2 nd Q	3 rd Q	4 th Q	Year 2 Results
10	8	9	20	23	60

Community/Contractor Event Details

	Date	Event	Location	Target Audience	Approx. # of Attendees
1.	10/02/19	Campbell Park/South St. Petersburg Community Monthly Partnership Mtg	St. Petersburg	Community	20
2.	10/11/19	St. Pete Works-Workforce Development Council Meeting	St. Petersburg	Community	35
3.	10/11/19	<i>Credit Rebuilding Workshop</i>	<i>St. Petersburg</i>	<i>Community</i>	<i>3</i>
4.	10/17/19	Regional Prosperity Roundtable - West Central Florida	Tampa	Community	22
5.	10/17/19	<i>Contractor Training</i>	<i>St. Petersburg</i>	<i>Contractor</i>	<i>3</i>
6.	10/18/19	Home Modification Coalition Mtg.	St. Petersburg	Community	19
7.	10/21/19	Cohort of Champions	St. Petersburg	Community	30
8.	10/22/19	South St. Pete CRA University	St. Petersburg	Community	40
9.	10/26/19	2019 Florida Solar Congress/USF	Tampa	Community	56
10.	10/29/19	Courageous 12 Ceremony	St. Petersburg	Community	100
11.	11/06/19	Bank On Suncoast taskforce meeting	Tampa	Community	23
12.	11/06/19	Campbell Park/South St. Petersburg Community Monthly Partnership Mtg	St. Petersburg	Community	20
13.	11/07/19	<i>Contractor Training – Mobile App</i>	<i>Largo</i>	<i>Contractor</i>	<i>5</i>
14.	11/08/19	St. Pete Works-Workforce Development Council Meeting	St. Petersburg	Community	35
15.	11/15/19	Meeting with Council Member Rice	St. Petersburg	Community	2
16.	11/18/19	Meeting with Representative Webb	St. Petersburg	Community	4
17.	11/18/19	Home Modification Coalition Mtg.	St. Petersburg	Community	22
18.	11/20/19	Meeting with Urban League – WAP	St. Petersburg	Community	4

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19.	12/4/19	Campbell Park/South St. Petersburg Community Monthly Partnership Mtg	St. Petersburg	Community	35
20.	12/13/19	Workforce Development Council Mtg	St. Petersburg	Community	35
21.	12/11/19	Tiny Homes Graduation	St. Petersburg	Community	120
22.	12/16/19	Celebration of Champions Event Mtg	St. Petersburg	Community	150
23.	12/20/19	<i>Contractor Training</i>	<i>St. Petersburg</i>	<i>Contractor</i>	<i>2</i>

Performance Measure B – Number of Event Participants

- See above for a breakdown of events

Year 2 Target	1 st Q	2 nd Q	3 rd Q	4 th Q	Year 2 Results
100	1,200	1,017	883	645	3620

Performance Measure C – Number of Credit Rebuilding Seminars

- In addition to holding a live credit-rebuilding seminar this quarter, we created our own virtual seminar that our clients can access online. This seminar has been a great success and has helped more clients avoid interest rate increases.

<https://forms.gle/MnjuuKJpiMiTacwZ6>

Year 2 Target	1 st Q	2 nd Q	3 rd Q	4 th Q	Year 2 Results
2	0	0	1	1	2

Performance Measure D – Number of Contractors Added to Network

- Total Number of Approved Contractors Serving County - 157
- Number approved – 22
- Number pending approval – 3

Year 2 Target	1 st Q	2 nd Q	3 rd Q	4 th Q	Year 2 Results
25	13	20	11	22	65



Performance Measure E – Number of Loans Closed Current Lending Quarter

**Please Note: this performance measure has been updated to reflect the 90-day ramp-up period.*

- Number of inquiries - 117
- Number of applications – 50
- Number of loans closed – 20

Year 2 Target	1 st Q	2 nd Q	3 rd Q	4 th Q	Year 2 Results
100	21	33	21	20	95

Performance Measure F – Dollar Amount of Current Lending Quarter

**Please Note: this performance measure has been updated to reflect the 90-day ramp-up period.*

- \$ current quarter - **\$128,221.20**
- \$ Total Y2 - **\$ 743,122.20**
- \$ Total Y1 and Y2 - **\$1,237,904.89**

Year 2 Target	1 st Q	2 nd Q	3 rd Q	4 th Q	Year 2 Results
\$1,000,000	\$150,625.94	\$279,668.10	\$184,606.96	\$128,221.20	\$ 743,122.20

Additional Required Reporting

In accordance with:

Exhibit A, Section 7(b)(iii), we have reached out to the Independent Electrical Contractors - Florida West Coast Chapter, the Tampa Bay Builders Association, Veteran’s Florida, Ready4Work, West Central Florida Federation of Labor, and the Associated Builders & Contractors – Florida Gulf Coast to discuss opportunities for collaboration around job training initiatives. Additionally, we have reached out to the RACCA and the Building Trades Unions regarding their job training initiatives. We are working with the St. Pete Works to create a more collaborative relationship with our contractors.

- Exhibit A, Section 7(b)(iv),
 - Please see the **Testimonials** attached.
- Exhibit A, Section 7(b)(v),
 - **Challenge:** Adoption of program by contractors.
 - **Resolution:** Continuing to stress training on how best to leverage their partnership. Beginning to train them on the portal and we will be making a push to reach all contractors by the end of the next quarter.



- **Challenge:** Inquiries and applications that do not meet our minimum eligibility requirements continue to be a challenge.
Resolution: We continue to work with these clients to get them to our minimum standard or help them find other resources. Unfortunately, the time required to service these clients is not time leading to loan closes. We continue to tweak our Facebook ads and targeting to lead to better-qualified clients.

- **Challenge:** Market penetration.
Resolution: We are continuing to bring on new contractors to create a base big enough to support lending. Additionally, SELF staff is working closely with City staff to both internally and externally market the program. This quarter we networked more heavily with community organizations by giving presentations, attending community events and leadership meetings and utilizing social media outreach to market the program and a small amount of paid advertising that has had varied success. The most effective direct mail piece has been the City's bill stuffer.

St. Petersburg vs. Pinellas loans

This quarter, of the 20 loans closed, four (4) were from outside the city limits, and therefore, 80% of the loans this quarter were within the City of St. Petersburg. Over the two year period, 75% of the loans have been within City limits.

Attachments to this report:

Testimonials
Gulf Coast Media Report
Contractor Directory
Raw kWh data



TREE REGULATION, PLANTING, MAINTENANCE, & PLANNING RESPONSIBILITIES

DRAFT revised 1/2020slw

Development Review Services Division: Zoning Official, Jennifer Bryla
Shane Largent, Urban Forester

- Review of Tree Removal Permits
- Review of Development Plans and Permits for compliance with Chapter 16 regulations

Development Review Services Division Procedures:

- Technical Review of Tree removal permit applications
- Issuance of Tree Permits
- Processing appeals to tree permit denials
- Review during DRC case processing
- Daily consultations regarding development proposals
- Review of residential and commercial development plans
- Handouts on tree preservation requirements and Grand Trees
- Attend Homeowners Association meetings to communicate tree requirements
- Review tree barricades and protection standards for construction
- Coordinate replanting activities
- Review impacts to and mitigation for preservation areas

Construction Services & Permitting Division: Building Official, Don Tyre

Tom Jimpie, Inspection Supervisor; Marjaa Bell, Site Inspector; Petya Getsova, Operations Analyst

- Processing Tree removal permit applications
- Construction site inspections for tree protection
- Inspections for reports of violations
- Assisting Urban Forester in technical review of tree removal permit applications

Codes Compliance Department: James Corbett, Director

- Investigation of reports regarding tree removal
- Enforcement actions regarding Land Development Regulations

Urban Planning & Historic Preservation Division: Derek Kilborn, Manager

- Processing amendments to Land Development Regulations

Parks & Recreation Department, Forestry Division: Barbara Stalbird, Manager

- Trees on City property including parks and golf courses
- Some right-of-way trimming and street overhangs as possible (no regular maintenance schedule), raise ups, alley ways as possible
- Convener + Staff for City Beautiful Commission
 - Gift Tree Program 1997- 2015 & Gizella Kopsick Arboretum
- Tree inventory, 2012 for parks and public rights-of-way

Public Works: Claude Tankersley, P.E., Administrator

Engineering & Capital Improvements (ECID): Brejesh Prayman, P.E., Director,
Sharon Heal-Eichler, P.L.A., Landscape Architect

- Design & Construction
- FDOT Citywide Landscape Program management
- Citywide Tree Program implementation (BP + Weeki Wachee = \$1.98 Million/2,200 trees)

Stormwater, Pavement, and Traffic Operations: DiAnna Rawleigh, Director

Charles Hargrove, Stormwater Operations Supervisor

- Trees in medians, FDOT right-of-way, site-specific right-of-way depending on contract
- Palm tree trimming
- Utility right-of-way/Lake Maggiore fertilizer and landscape

Office of Sustainability & Resiliency start 2020: Sharon Wright, Director

Alex Hancock, Sustainability Coordinator, ISA Certified Arborist

- Tree Canopy Analysis, Tracking & Planning (goals, area types, etc.)
- Familiar with roles and responsibilities of relevant departments
- At least quarterly coordination meetings with relevant departments – communicate city-wide and internal goals, track needs, accomplishments policies, suggest process improvements, Duke updates to depts.
- Develop data reporting requirements for relevant departments – collect and report out data at least annually to HERS, City Council, others as-needed
- Research and coordinate grant applications with relevant departments
- Attend CBC meetings as-needed – at least 4 per year
- Resource for community – questions, policies, procedures – direct them to right place (not a replacement for Mayor’s Action Center, Zoning/Permitting, or Parks)
- Regional coordination (IFAS, County, Tampa)
- Internal/external communication and outreach – events, newsletter
- 2021 – wrap in special projects

Transportation: Evan Mory, Director; Cheryl Stacks, Transportation Manager; Michael Frederick, Neighborhood Transportation Manager

- Complete Streets Program, Neighborhood Traffic Management

Pinellas County Water and Navigation: David Walker

- Permits for Mangrove Trimming
- Investigation of Mangrove Trimming/Removal

City Staff Arborists (working list):

- Shane Largent, Development Review Services – mainly responsible for tree removal permits
- Barbara Stalbird, Parks and Recreation Dept
- Mike Vineyard, Parks and Recreation Dept
- William Olive, Parks Dept
- Tony Seufert, WR/EN
- Alex Hancock, OSR
- Chris Claus, WRD

COMMUNITY RELATED EFFORTS

City Beautiful Commission

- Assist and promote public programs/activities that will further the beautification and protection of the natural resources in and around St. Petersburg.
- Assist the Parks and Recreation Department with the initiating, planning, directing and coordinating of the following programs: the annual City Beautiful Awards, the Gift Tree Program, and the Gizella Kopsick Palm Arboretum including the Brick Program.
- Assist with the formulation and implementation of City statutes and ordinances concerning property maintenance, beautification standards, signage and natural resources.
- Advise City Council in matters pertaining to the beautification of the city that will result in a more attractive and well-maintained city.
- Assist in any other function and duty assigned to it by the City Council.

St. Petersburg Residents & Businesses

- Responsible for trees in right-of-way (in front of house, business similar to requirement for mowing around sidewalk area, etc.)

St. Petersburg Sustainability Council (SPSC)

- “Year of Tree” and community engagement - 2017

“Concerned Citizens” Landscape and Trees Working Group

- Worked with city staff for 1+ years to update code – approx. 2016