

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON THE ENVIRONMENT

Room 400, City Hall
Philadelphia, Pennsylvania
Wednesday, March 2, 2016
1:20 p.m.

PRESENT:

COUNCILWOMAN BLONDELL REYNOLDS BROWN, CHAIR
COUNCILWOMAN CINDY BASS
COUNCILMAN DEREK S. GREEN
COUNCILWOMAN HELEN GYM
COUNCILMAN BOBBY HENON
COUNCILMAN AL TAUBENBERGER

RESOLUTION 160031 - Resolution authorizing
City Council's Committee on the Environment to
hold public hearings on implementing
sustainable procurement practices for the City
of Philadelphia.

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1
2 COUNCILWOMAN BROWN: Good
3 afternoon to my colleagues and members of
4 the City Council's Committee on the
5 Environment. With us here currently is
6 Council Lady Helen Gym and joining us is
7 Councilman Al Taubenberger. Welcome.

8 You all, by your presence, is
9 evidence of the fact that you continue to
10 be curious and passionate about being
11 focused like a laser beam on the future
12 of our city and our planet. And I would
13 be remiss not to offer a very, very
14 special thank you to the Sustainable
15 Business Network, in particular Executive
16 Director Jamie Gauthier, thank you, and
17 Policy and Advocacy Manager, Saleem
18 Chapman, for all you do and continue to
19 do in this process as we try to make a
20 small dent of a difference in the world
21 of the environment and sustainability.

22 Congratulations to Christine
23 Knapp as well.

24 On January 21st, 2016, I was
25 proud to introduce Resolution No. 160031,

1 3/2/16 - ENVIRONMENT - RES. 160031
2 along with my colleagues Vice Chair of
3 this Committee, Cindy Bass, and
4 Councilwoman Helen Gym.

5 This resolution authorizes the
6 City Council Committee on the Environment
7 to hold public hearings on implementing
8 sustainable procurement practices for the
9 City of Philadelphia. In other words, we
10 want to drill down one more layer to
11 implement sustainable procurement
12 practices.

13 We're not the first in this
14 way. Many cities across the United
15 States, including Boston, San Francisco,
16 Cincinnati, New York City, Portland, and
17 Seattle, have already implemented a
18 sustainable procurement policy. I am
19 confident that under the leadership of
20 our Procurement Commissioner, Trevor Day,
21 and our new Sustainability Director,
22 Christine Knapp, along with many partners
23 in the non-profit and business
24 communities that Philadelphia can
25 continue to move the needle and kick the

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2 ball towards this goal.

3 By implementing a sustainable
4 procurement policy, our city will be able
5 to increase the financial, environmental,
6 and social productivity of our tax
7 dollars, the hallmark of a triple bottom
8 line economy.

9 So, again, I want to welcome
10 you all. We look forward to your
11 testimony. And I want to say thank you
12 to those who help bring this next step to
13 this stage.

14 So with that, I want to ask the
15 Clerk to please read for us the title of
16 the resolution.

17 THE CLERK: Resolution 160031,
18 a resolution authorizing City Council's
19 Committee on the Environment to hold
20 public hearings on implementing
21 sustainable procurement practices for the
22 City of Philadelphia.

23 COUNCILWOMAN BROWN: Thank you
24 very, very much.

25 We have four panels, and I

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2 would like to ask the first panel to
3 please join us at the witness table:
4 Trevor Day, Acting Commissioner,
5 Procurement Department, and Christine
6 Knapp, Director of the Mayor's Office of
7 Sustainability.

8 Welcome also to my colleague
9 Councilman Bobby Henon, a member of this
10 Committee.

11 Next up will be Jamie Gauthier,
12 the Executive Director of the Sustainable
13 Business Network.

14 (Witnesses approached witness
15 table.)

16 COUNCILWOMAN BROWN: Good
17 afternoon, Administration.

18 COMMISSIONER DAY: Good
19 afternoon.

20 COUNCILWOMAN BROWN: So please
21 proceed with your testimony and then
22 we'll wait for all of the testimony to be
23 heard and open it up to Q and A,
24 questions from members of the Committee.

25 COMMISSIONER DAY: Great. Good

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2 afternoon, Councilwoman Reynolds Brown
3 and members of the Committee on
4 Environment. I am Trevor Day, Acting
5 Procurement Commissioner for the City of
6 Philadelphia, and I'm pleased to appear
7 before you today to testify on Resolution
8 160031 in support of efforts of
9 sustainable purchasing.

10 There's a growing 21st century
11 consensus that humanity is placing
12 excessive demands on available resources
13 through unsustainable consumption
14 patterns. The City of Philadelphia has
15 recognized the importance of
16 environmental impacts, not only with the
17 creation of the Office of Sustainability
18 but with the goal of making Philadelphia
19 the greenest city in America. Green
20 procurement offers broader capacity to
21 mitigate over-exploitation of any and all
22 scarce resources.

23 The Procurement Department has
24 made great strides in improving the
25 City's effort to become more sustainable.

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Environmental health and safety concerns are increasingly becoming integrated into strategic sourcing. Government waste, emissions, and environmental risks are being recognized as often being directly linked to the quantity and quality of the goods and raw materials a government buys.

Some of the examples of these efforts include bidding a contract for the Streets Department for LED street lighting so they could replace 85,000 traffic signals with energy-efficient alternatives. We include language in every public works bid that each awarded contractor comply with the Executive Order 01-07 issued by Mayor Street that defines clean diesel specifications for all construction vehicles used on public works projects. We work in partnership with the Department of Health to enforce this requirement. This, at a minimum, results in a 20 percent reduction of diesel particulate emissions.

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2 Under the City's office supply
3 contract, which does not include paper
4 and toner, 36 percent of the total spend
5 in 2015 was recycled content. Year to
6 date in 2016 that has increased to 37
7 percent. The City currently purchases
8 all of its paper as 30 percent recycled
9 content and our toner contract is 100
10 percent recycled. As a result of the
11 toner contract, the City has kept 10 tons
12 of plastic and metal out of the landfill.
13 In addition, over 36,000 quarts of oil
14 were eliminated from landfills.

15 Enabling departments to
16 redirect waste is an important service
17 that Procurement provides. In the U.S.
18 alone, an estimated 251 million tons of
19 consumer solid waste is generated
20 annually, but less than a third is
21 recycled or composted. Procurement has
22 contracts that are used across the City
23 by many departments to not only redirect
24 waste from the landfill, but also to
25 generate revenue back to the City.

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2 Procurement holds contracts to recycle
3 various metals and waste oil. The City
4 even recycles brass from used ammunition
5 collected at the Police Department firing
6 range.

7 Further, Procurement works with
8 all agencies to dispose of their
9 electronic waste in accordance to R2
10 electronic waste recycling standards. R2
11 standards are the most widely accepted
12 e-waste recycling standards in the
13 industry.

14 Procurement has an auction
15 service that can be used to post any
16 unserviceable or surplus inventory at
17 municibid.com. The revenue generated
18 from these sales accounts for
19 approximately 500,000 to a million
20 dollars annually. Our inventory control
21 unit has successfully sold
22 end-of-the-life vehicles, EKG machines,
23 soap, street poles, furniture, and heavy
24 construction equipment, just to name a
25 few items. They are currently working

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2 with departments that have acute issues
3 with storing surplus property to assess
4 and assist with any surplus disposal in a
5 way that is earth friendly.

6 The Procurement Department is
7 working collaboratively with Christine
8 and the Office of Sustainability to
9 further a strategy where the employees of
10 the City of Philadelphia are widely
11 adopting a planet-conscious purchasing
12 plan. In order to achieve the strategy,
13 the Procurement Department will be taking
14 the following two steps:

15 Procurement will create
16 purchasing guidelines as part of our
17 procurement manual that address
18 practices, products, services, and food
19 that reduce negative impacts on human
20 health and the environment.

21 In coordination with the Office
22 of Sustainability, we'll create an
23 environmentally preferable purchasing
24 plan.

25 It is important that leadership

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2 foster an environment within an
3 organization that aims to use more
4 sustainable purchasing practices on a
5 regular basis. We applaud Councilwoman
6 Reynolds Brown for introducing Bill No.
7 160110 to move the City away from
8 acquiring polystyrene products as an
9 example of that leadership. The
10 Procurement Department has worked
11 collaboratively with the Councilwoman and
12 her office on that bill and fully
13 supports it.

14 I greatly appreciate the
15 opportunity to speak with you today in
16 support of efforts like this and would be
17 happy to answer any questions the
18 Committee may have.

19 Thank you.

20 COUNCILWOMAN BROWN: Good
21 afternoon, Christine Knapp.

22 MS. KNAPP: Good afternoon.
23 Sorry you're not feeling well.

24 Good afternoon, Chairwoman
25 Reynolds Brown and other members of the

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2 Committee. I'm Christine Knapp, the
3 Director of the Office of Sustainability.
4 I appreciate the opportunity to provide
5 testimony before you today on Resolution
6 No. 160031 regarding sustainable
7 procurement. I'd like to thank the
8 Councilwoman in particular for your
9 continued leadership and partnership in
10 helping to make Philadelphia a more
11 sustainable city.

12 The Office of Sustainability,
13 as you know, is responsible for the
14 implementation of Greenworks
15 Philadelphia. It's the City's first
16 comprehensive sustainability plan.
17 Because the original implementation
18 timeline of Greenworks ended in 2015, our
19 office will be updating the plan with new
20 goals, new targets, and new initiatives
21 over the course of the next year. We
22 look forward to working with Council,
23 partner agencies, and community members
24 to gather feedback and continue moving us
25 forward to our ultimate aim of making

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2 Philadelphia the greenest city in
3 America.

4 As part of Target 7 of
5 Greenworks, the City set out to develop
6 and implement sustainable procurement
7 policies and procedures. While there is
8 more work to be done, much progress has
9 been made towards meeting this goal. We
10 have seen firsthand how investments in
11 sustainable products and suppliers can
12 save money, have positive impacts on
13 public health and the environment, and
14 help to drive the green economy.

15 One area in which the City has
16 made great progress is on energy
17 procurement. With more than 600
18 buildings and 2,000 utility accounts,
19 approximately \$100 million is spent
20 annually on energy between the General,
21 Water, and Aviation Funds. The City's
22 energy purchasing programs are managed by
23 the Energy Office within the Office of
24 Sustainability. The Energy Office
25 ensures that municipal operations have a

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2 reliable energy supply that's purchased
3 at an affordable rate with low risk to
4 price volatility.

5 In 2009, the City began
6 purchasing national wind renewable energy
7 credits, known as RECs, equivalent to 20
8 percent of its total annual electricity
9 usage. In 2014, we shifted our
10 purchasing strategy from national to
11 state RECs, focusing our City dollars on
12 supporting local renewable energy
13 products. We continue to consider new
14 strategies that increase the purchasing
15 of renewable energy for use by the City.

16 The Energy Office is also
17 working to ensure that smart energy
18 management is a core value for the City
19 of Philadelphia. For example, we have
20 run a utility cost-sharing pilot with
21 City departments and conducted building
22 operator training for municipal
23 employees. Going forward, it will be
24 important that the City fully considers
25 the lifetime costs of assets rather than

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2 just focusing on the lowest up-front
3 costs. Forecasting lifecycle costs will
4 be a necessary shift that will help the
5 City save money on both energy and
6 maintenance in the long run.

7 Beyond energy, some other
8 notable successes include the traffic
9 signal project that Trevor already
10 mentioned that replaced 85,000 signals
11 with LED lighting.

12 The City has also reduced the
13 total amount of vehicles in its fleet by
14 849 vehicles since 2003, replacing
15 hundreds of these employee vehicles with
16 car share accounts.

17 The Office of Fleet Management
18 has installed Diesel Oxidation Catalyst
19 devices on all diesel-powered fleet
20 vehicles.

21 The Office of Sustainability,
22 Procurement Office, the Office of
23 Information and Technology continue to
24 work on implementing green IT strategies.
25 Recent work has produced policies

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2 regarding computer power management, IT
3 purchasing, and remanufactured toner
4 cartridge purchasing in particular.

5 OIT is also leading an effort
6 to procure citywide asset management
7 software. This system would standardize
8 asset data across City departments,
9 provide better information on the state
10 of infrastructure to both operators and
11 policymakers, and allow the City to make
12 informed decisions about repair and
13 replacement.

14 While these efforts represent
15 important progress, we acknowledge the
16 need for a more comprehensive sustainable
17 procurement program. To this end, our
18 office is committed to working with the
19 Procurement Department, with City
20 Council, and with other partner agencies
21 to develop new programs and policies that
22 scale up sustainable purchasing across
23 City government. Specifically, we will
24 examine existing contracts to identify
25 opportunities to improve the

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2 environmental impacts of goods and
3 services.

4 Secondly, we will explore the
5 creation of a policy that includes
6 sustainability considerations for City
7 purchasers. We will also consider how to
8 embed sustainability specifications into
9 key contract reviews.

10 And, lastly, we will develop a
11 cross-departmental working group to
12 deepen collaboration and deliver training
13 to City staff and vendors.

14 Lastly, to note, Philadelphia
15 is a member of the Urban Sustainability
16 Directors Network, which is currently in
17 the process of developing a compendium of
18 sustainable procurement best practices in
19 leading cities around the country. The
20 Office of Sustainability and the
21 Procurement Department look forward to
22 learning from this process.

23 Thank you again for the
24 opportunity to testify today, and I would
25 be happy to respond to any questions.

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2 COUNCILWOMAN BROWN: Thank you
3 for your testimony. We've come a mighty
4 long way.

5 MS. KNAPP: We have.

6 COUNCILWOMAN BROWN:
7 Councilman.

8 COUNCILMAN TAUBENBERGER: Yes.
9 Thank you, Madam Chair.

10 COUNCILWOMAN BROWN: You're
11 welcome.

12 COUNCILMAN TAUBENBERGER:
13 Question, when it comes to paper,
14 recycled paper, how much do you think
15 right now is being recycled -- being
16 recycled, but coming back purchased as
17 recycled?

18 COMMISSIONER DAY: So all of
19 our contracts for office paper have a 30
20 percent recycled content.

21 COUNCILMAN TAUBENBERGER:
22 Thirty percent?

23 COMMISSIONER DAY: Yes.

24 COUNCILMAN TAUBENBERGER: What
25 would it cost, do you have any thoughts

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2 on it -- and if you don't have the answer
3 now, please get back to the Committee --
4 would be if we went to 100 percent
5 recycled paper, what do you think the
6 cost would be?

7 COMMISSIONER DAY: I don't have
8 those numbers, but we can definitely look
9 at that and get back to you.

10 COUNCILMAN TAUBENBERGER: That
11 would be very helpful. Thank you.

12 That's all my questions.

13 COUNCILWOMAN BROWN: Thank you.

14 So how far have we come as a
15 city with regards to departments not
16 working in silos when it comes to
17 procuring products? What grade would you
18 give us, first?

19 COMMISSIONER DAY: What grade?
20 You know, I tend to be an optimist, so,
21 you know, I'll give us a B. But, I mean,
22 I think there's sort of -- there is
23 definitely room for improvement. But I
24 do feel like there is -- there is a lot
25 more cross-departmental initiatives in

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2 looking at the contracts, what we're
3 purchasing, why we're purchasing it, and
4 evaluating and looking at the sustainable
5 efforts of those purchases.

6 COUNCILWOMAN BROWN: Okay. So
7 I'll accept that answer, but let's dig a
8 little deeper. Let's get to specifics.
9 So where should the pressure come from?
10 The head of Procurement, the head of the
11 Office of Sustainability, from the
12 Managing Director? Because it starts
13 with leadership.

14 MS. KNAPP: I'll just say I
15 think that we're fortunate enough to have
16 Mayor Kenney's leadership around
17 sustainability broadly. So I think the
18 leadership really has and will continue
19 to come from him, but we're also, through
20 him, through the Managing Director,
21 through other leaders, Trevor and I are
22 committed to working together on this
23 issue. So I think it's fair to say you
24 can also hold us accountable for what
25 we're talking about doing today.

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2 COUNCILWOMAN BROWN: So the
3 record should reflect that but for former
4 Councilman Kenney, we wouldn't have this
5 Committee. It was he that had the vision
6 that we needed to have this Committee.

7 MS. KNAPP: Right.

8 COUNCILWOMAN BROWN: But
9 committed is a very nebulous word. What
10 does that mean? Does that you mean that
11 the department heads get together monthly
12 and talk specifically about how to
13 procure against departments? Does that
14 mean that you produce reports that show
15 where procurement progress is happening?
16 What does "committed" mean?

17 MS. KNAPP: So in terms of
18 Greenworks reporting, as I know you're
19 familiar, we have specific metrics that
20 we set targets for, and then we report
21 annually on how we're doing in meeting
22 those goals. So as we update Greenworks
23 and as we update the specific section on
24 sustainable procurement, we'll be looking
25 to add new targets that make sense for us

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2 in there, and so we'll be reporting on
3 our progress annually through that.

4 COUNCILWOMAN BROWN: Annually?

5 So right now do we place one order of
6 paper or do we place orders for multiple
7 departments?

8 COMMISSIONER DAY: So each --
9 the way that the City sort of operations
10 work is, each department is ordering
11 their own paper based upon their need.
12 The Procurement Department puts the
13 contract in place. So what we've
14 committed to do is working with the
15 Office of Sustainability and looking at
16 commodity or commodity groups and saying
17 for these commodity groups, let's take a
18 deeper dive into what we're purchasing
19 and is there a way to purchase them more
20 sustainable, change from a 30 percent
21 recycled to 100 percent recycled, what
22 would the cost be, et cetera.

23 COUNCILWOMAN BROWN: So let me
24 make sure I heard that correctly. So
25 each department is ordering their own

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2 paper?

3 COMMISSIONER DAY: Yes.

4 COUNCILWOMAN BROWN: So that's
5 an area for potential improvement if we
6 want to minimize or reduce the number of
7 departments working in silos. I mean,
8 that's a classic example if we're serious
9 about tightening up or realigning our
10 procurement practices.

11 COMMISSIONER DAY: Well, I
12 mean, I think there's the ordering
13 process and then there's the contracting
14 process. So the contracting process,
15 there'll definitely be a
16 cross-departmental working group
17 basically looking at those commodities.

18 COUNCILWOMAN BROWN: Okay. And
19 would that type of detail be reflected in
20 this annual report we're talking about?

21 MS. KNAPP: We haven't gotten
22 to the details of the report yet. We're
23 just at the very early days of figuring
24 out how we want to update Greenworks, but
25 we're certainly open to suggestions for

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2 what should be included.

3 COUNCILWOMAN BROWN: Well,
4 those type of examples gives the
5 layperson a chance to see what does it
6 really mean, because we may get it
7 because we care about it, but to the
8 layperson, they need pure, specific,
9 in-your-face relatable examples. Would
10 you agree?

11 MS. KNAPP: Sure.

12 COUNCILWOMAN BROWN: What about
13 across systems? For example, what's the
14 relationship with the School District of
15 Philadelphia? Let's back up. What's the
16 relationship with Philadelphia
17 International Airport?

18 MS. KNAPP: They are part of
19 the City government.

20 COUNCILWOMAN BROWN: So they're
21 included at the table?

22 COMMISSIONER DAY: Yes.

23 COUNCILWOMAN BROWN: Have you
24 ever kept a report card on how various
25 departments are doing?

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2 MS. KNAPP: On how? I'm sorry?

3 COUNCILWOMAN BROWN: Have you
4 ever considered keeping a report card on
5 how departments are doing around
6 sustainable practices?

7 MS. KNAPP: I have not thought
8 of that yet. That is something we can
9 certainly consider.

10 COUNCILWOMAN BROWN: Because
11 then that again gives a picture of what
12 departments are doing well and what
13 departments need to improve their
14 outcomes.

15 So what is the relationship
16 with the School District when it comes to
17 pooling resources for procurement?

18 COMMISSIONER DAY: The way that
19 the School District primarily buys all of
20 their commodities is, they have an
21 independent office that -- a purchasing
22 department that purchases their supplies.
23 There is some relationship on certain
24 commodities, like gasoline. The School
25 District buys their gasoline through the

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2 City's contract. But I've been in
3 conversation with their leadership and
4 their purchasing department to see if
5 there's an ability to create more ways to
6 streamline those purchasing.

7 COUNCILWOMAN BROWN: And the
8 yield of those meetings would be?

9 COMMISSIONER DAY: I mean, my
10 recollection is that this had been sort
11 of looked at previously, maybe seven,
12 eight years ago, but things have changed.
13 It's been seven or eight years.

14 COUNCILWOMAN BROWN: Leadership
15 has changed.

16 COMMISSIONER DAY: Leadership
17 has changed. And I think their approach
18 to purchasing has changed, to be honest
19 with you.

20 COUNCILWOMAN BROWN: So could
21 that be considered an opportunity?

22 COMMISSIONER DAY: It could be.

23 COUNCILWOMAN BROWN: What steps
24 has the department taken to increase the
25 amount of sustainable products purchased?

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2 Would something like that be reflected in
3 the annual report?

4 MS. KNAPP: When you say
5 "amount of sustainable products," are you
6 talking sort of the percentage of
7 products that are purchased that are
8 sustainable?

9 COUNCILWOMAN BROWN: Yes.

10 MS. KNAPP: I don't think we
11 have a metric to capture that right now.

12 COMMISSIONER DAY: I think the
13 ability to capture that information is
14 limited by how we track it, and we can be
15 in discussions with IT and Sustainability
16 to see if there's a feasible way to track
17 that. Right now there's not that I know
18 of.

19 COUNCILWOMAN BROWN: Let's move
20 to Fleet. When I started here years ago,
21 there was a lot of discussion about
22 various, again, departments operating in
23 silos when it came to purchasing
24 vehicles. So how close are we to having
25 a fully hybrid fleet?

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2 MS. KNAPP: Well, I think the
3 first focus was on reducing the size of
4 the fleet. As I mentioned, over 800
5 vehicles have been taken out of the
6 fleet, which is always the most efficient
7 way of getting started, is to reducing
8 the size of what you have.

9 COUNCILWOMAN BROWN: That's
10 great progress.

11 MS. KNAPP: So that has been
12 great progress.

13 In terms of purchasing hybrids,
14 we have 149 current vehicles out of a
15 little over 5,000 or close to 6,000. So
16 only about 2 and a half percent of our
17 vehicles are hybrid. There are another
18 12 hybrid vehicles in the FY17 budget as
19 well as six plug-in electric sedans in
20 the FY17 budget. So they'll be -- may be
21 nearing 3 percent with this fiscal year.
22 So that is definitely an area that we
23 want to focus on as well to understand
24 how we can really leverage our purchasing
25 power to purchase more cleaner vehicles,

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2 whether those be hybrids or electric
3 vehicles or other types of vehicles.

4 COUNCILWOMAN BROWN: Sure. So
5 can we assume going forward that any and
6 all contracts will specify strictly
7 hybrid -- any and all forthcoming Fleet
8 contracts will specify purely hybrid
9 vehicles?

10 COMMISSIONER DAY: That is a
11 question that I think is best posed to
12 the Fleet Department, and we can get that
13 answer back to you. I think there is a
14 budgetary constraint that they consider
15 when they're making their purchases, but
16 we can get an answer back to you.

17 COUNCILWOMAN BROWN: That would
18 be important, prior to budget hearings,
19 because a number of these questions will
20 be raised again during budget hearings.
21 And we take good notes, so we don't want
22 to hear that you're going to get back to
23 us second time around. Okay?

24 Okay, then. I believe that
25 that covers my notes up here. Just speak

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2 briefly about the Urban Sustainability
3 Directors Network. Who are the members
4 of that group?

5 MS. KNAPP: All of the
6 sustainability directors of almost all --
7 I used to say major cities, but at this
8 point, even smaller mid-sized cities now
9 have sustainability directors. So it's a
10 really invaluable resource for me,
11 especially being new in this position, to
12 be able to tap into this national --
13 actually new Canadian cities are also
14 represented. So it's even international
15 at this point, to share best practices
16 what we're working on. They even provide
17 small grants if you need to do certain
18 types of research.

19 So it's been a phenomenal
20 resource, and this is why I wanted to
21 mention it, because they'll be producing
22 a product that we'll be able to have
23 access to that will help give us more
24 ideas.

25 COUNCILWOMAN BROWN: Sure. So

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2 it's like a think tank type of
3 enterprise. Well, make sure members of
4 the Committee get that, because there's
5 always room for growing and learning in
6 this new area.

7 Thank you very much for your
8 testimony.

9 MS. KNAPP: Thank you.

10 COUNCILWOMAN BROWN: You
11 understand that this is preliminary
12 compared to what's coming later down the
13 line. You understand that, right?

14 COMMISSIONER DAY: Yes.

15 COUNCILWOMAN BROWN: Thank you
16 very much.

17 (Thank you.)

18 COUNCILWOMAN BROWN: If we
19 could please invite up Jamie Gauthier,
20 Executive Director of the Sustainability
21 Business Network. And Panel 3, if you
22 can prepare yourselves, Ann Karlen of the
23 Food Policy Advisory Council; Anthony
24 Giancattarino. Are you here?

25 MR. GIANCATTARINO: Yes.

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2 COUNCILWOMAN BROWN: Did I
3 almost get that right? I want to hear
4 the correct pronunciation when you come
5 to the table. Green Justice Philly
6 Coalition. And Sam Bernhardt of the Food
7 and Water Watch.

8 COMMISSIONER DAY: I did want
9 to mention that we brought boxes for the
10 Councilpeople if they want to recycle
11 their toners. So the recycled toner
12 content, they come in orange boxes, but
13 you can send them back with these boxes.
14 So we'll leave these here with you all.

15 COUNCILWOMAN BROWN: So maybe
16 you all should do a commercial or a PSA
17 on Channel 64.

18 COMMISSIONER DAY: Absolutely.

19 COUNCILWOMAN BROWN: So that
20 everybody who watches Channel 64 will
21 know that we need to do that. That's not
22 an option. That's a requirement.

23 COMMISSIONER DAY: Okay.

24 COUNCILWOMAN BROWN: Thank you
25 very much.

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2 COMMISSIONER DAY: Thank you.

3 (Witnesses approached witness
4 table.)

5 COUNCILWOMAN BROWN: Good
6 afternoon.

7 MS. GAUTHIER: Good afternoon.

8 Good afternoon, Councilwoman
9 Reynolds Brown and other members of the
10 Committee on the Environment. My name is
11 Jamie Gauthier and I'm Executive Director
12 of the Sustainable Business Network of
13 Greater Philadelphia, or SBN. For those
14 of you who don't know us or know us well,
15 we're a non-profit membership
16 organization where locally owned
17 businesses committed not just to profit
18 but to making positive social and
19 environmental impacts through their
20 businesses. Our mission is to create an
21 economy in the Philadelphia region that
22 is based on the triple bottom line, one
23 that is locally based, socially
24 equitable, and environmentally
25 sustainable.

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2 I'm here today to ask that the
3 City of Philadelphia join us in this
4 mission through use of its considerable
5 purchasing power. Specifically, I'm
6 asking that the City of Philadelphia
7 deploy the \$800 million it spends on
8 private goods and services every year
9 towards the social, economic, and
10 environmental health of our city by
11 developing a sustainable procurement
12 policy.

13 Traditionally public
14 procurement has focused on contracting
15 practices that are fair and transparent
16 while obtaining quality goods and
17 services at competitive prices.
18 Sustainable procurement takes this a step
19 further by also assessing the
20 contribution a product or service makes
21 to the community, the environment, and
22 the local economy.

23 Sustainable procurement expands
24 the definition of quality. Like
25 traditional procurement, it is about

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2 buying quality products at competitive
3 prices. It just takes a more
4 comprehensive approach to find the best
5 value for employees, residents in the
6 community. In short, a sustainable
7 procurement policy would align the goals
8 of the City with its purchasing power.

9 The City's triple bottom line
10 goals are evident in the platforms of its
11 leaders. They are evident in our new
12 Mayor's prioritization of
13 family-sustaining jobs, sustainability,
14 investment in community infrastructure,
15 and expansion of immigrant services.
16 They are evident in our Council
17 President's focus on affordable housing,
18 strong neighborhoods, and economic
19 empowerment. They are evident in
20 Councilman Green's intense focus on
21 helping small local businesses and
22 Councilwoman Quinones-Sanchez's
23 enthusiasm for sustainable business and
24 your, Councilwoman, pioneering leadership
25 on the environment and in Councilman

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2 Johnson's passion for workers' rights.

3 The City's triple bottom line
4 goals are also evident in some of the
5 procurement decisions we've made to date.
6 It's evident in our First Source Policy,
7 which requires businesses that receive a
8 contract over \$25,000 to give a first
9 look to employment candidates listed in
10 the OEO database. It's evident in our
11 current local bidding preference, which
12 allows certified local business entities
13 to compete with larger out-of-town
14 companies. It's evident in the
15 subcontractor minimum wage and benefits
16 ordinance, which requires the City's
17 contractors and subcontractors to provide
18 a wage of at least \$12 an hour to their
19 City employees. And it's evident in the
20 City's goal of 30 percent minority
21 business utilization for all contracts,
22 which signals our City's commitment to
23 inclusion and diversity.

24 A sustainable procurement
25 policy will provide the mechanism

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necessary to anchor all of these efforts,
connect them with our goals for
environmental sustainability, identify an
active role for City departments, and set
measurable goals for the future.

By implementing a sustainable
procurement policy, Philadelphia will
increase the financial, environmental,
and social productivity of our taxpayer
dollars. First, a sustainable
procurement policy would encourage the
growth and development of the local
economy. An effective preference for
commerce with local businesses will
stimulate and support economic activity
within the City, providing more money and
more jobs to Philadelphians. This could
include helping more businesses to become
certified local business entities, as
well as helping our City agencies to
identify quality local businesses to
procure from, even outside of
competitively awarded contracts.

Second, a sustainable

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2 procurement policy would aim to ensure a
3 fair level of social inclusion among City
4 vendors and make sure that all
5 Philadelphians have a fair chance at
6 doing business with the City. This could
7 include ensuring that the systems are in
8 place to help disadvantaged businesses
9 actively participate.

10 And, third, a sustainable
11 procurement policy would promote
12 environmental stewardship in and beyond
13 our city by setting standards and
14 specifications for environmental
15 purchasing that will help the City to
16 reduce its environmental impact and
17 demonstrate the importance of maintaining
18 healthy communities for future
19 generations of Philadelphians.

20 An effective policy would take
21 the newly developed criteria for
22 environmental performance that we just
23 heard about in the last panel and combine
24 them with our existing local business
25 preference and the efforts of the OEO.

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2 Aligning these programs with the goals of
3 a procurement policy based on the triple
4 bottom line will allow them to operate
5 collaboratively for maximum impact.

6 With all of these efforts
7 connected, the City would gain the
8 ability to comprehensively assess
9 purchases in terms of their local
10 economic contributions, social
11 responsibility, and environmental
12 performance.

13 The implementation of a
14 sustainable procurement program will
15 require a long-term commitment, as we've
16 seen in other municipalities. We believe
17 that an important next step is to
18 evaluate the capacity of the City to
19 implement a sustainable procurement
20 program while also evaluating the
21 capacity of the private sector to meet
22 the City's needs. SBN recommends the
23 establishment of a task force made up of
24 representatives from City Council, the
25 Kenney Administration, and multiple

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2 industries in the private sector that
3 would effectively align efforts over the
4 course of the year. At the end of the
5 year, the task force would make
6 recommendations on appropriate next steps
7 and policies.

8 We are aware that the Mayor's
9 Office of Sustainability and the City's
10 Procurement Department have been in talks
11 around increasing the City's capacity to
12 do environmentally preferred purchasing.
13 We think that these existing talks would
14 be bolstered by having a broader array of
15 perspectives as well as the input of key
16 decision-makers and industry
17 professionals.

18 SBN is willing to assist in
19 this effort by offering a consultant to
20 staff the task force, if this is
21 desirable and needed.

22 Lastly, though we're not all on
23 this panel together, I wanted to inform
24 you that we have several business members
25 testifying today as well. They're here

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2 to offer you a firsthand sense of their
3 values and impact as triple bottom line
4 businesses while also providing support
5 for the creation of a sustainable
6 procurement program.

7 Thank you again for the
8 opportunity to testify today. I very
9 much look forward to working together on
10 this initiative, and I'm open to
11 questions.

12 COUNCILWOMAN BROWN: Any
13 questions from members of the Committee?
14 (No response.)

15 COUNCILMAN TAUBENBERGER: No.

16 COUNCILWOMAN BROWN: Saleem
17 Chapman, you want to add anything?

18 MR. CHAPMAN: No. I'm just
19 here just in case any questions come up.
20 Thank you for asking.

21 COUNCILWOMAN BROWN: You're
22 absolutely welcome.

23 Please, Councilman.

24 COUNCILMAN TAUBENBERGER: Madam
25 Chair, thank you very much.

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2 I do want to thank you both for
3 taking time out of your schedule to be
4 here, and I also admire both of you, your
5 passion for this subject.

6 MS. GAUTHIER: Thank you.

7 MR. CHAPMAN: Thank you.

8 MS. GAUTHIER: Thank you very
9 much.

10 COUNCILWOMAN BROWN: Your
11 recommendation to direct us to create a
12 task force I think makes sense. It's not
13 unlike how we've tackled big issues in
14 the past, and know that we are taking
15 that recommendation under serious
16 consideration.

17 MS. GAUTHIER: Thank you.

18 COUNCILWOMAN BROWN: Ensuring
19 we have stakeholders as members to help
20 frame out what the next steps can and
21 should be.

22 Is it fair to say, having
23 listened to the Administration, that
24 though we have some semblance of
25 sustainable procurement happening, I'll

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2 use the words, sporadically, although
3 that might not accurately characterize,
4 there's a need for there to be some
5 system, if you will, in the procurement
6 practice of the City?

7 MS. GAUTHIER: Yes. That's our
8 sense, that we have really good things
9 going on in each area, whether that be
10 economic, social, environmental, but the
11 efforts need to be connected. There
12 needs to be more coordination, and we
13 need to be measuring ourselves and
14 goal-setting in an active way.

15 COUNCILWOMAN BROWN: Council
16 Lady, do you care to ask or add anything?

17 COUNCILWOMAN GYM: I'm okay.

18 COUNCILWOMAN BROWN: You're
19 good? Okay.

20 So you don't completely sit on
21 the outside looking in, because you live
22 and breathe this issue every day. If you
23 had to ID one, two or three, first,
24 second or third priorities and action
25 steps for the City, what would they be?

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2 MS. GAUTHIER: Well, I think
3 that -- I mean, we've touched on this
4 already, but I think the task force would
5 be a big deal and that it would allow the
6 stakeholders around the table to talk
7 about what they're currently doing in
8 terms of sustainable procurement and to
9 identify places of growth and
10 opportunity.

11 One issue that I see is that
12 procurement happens -- it's such a big
13 animal. So in addition to the
14 procurement that's happening in the
15 Procurement Department, each agency has a
16 hand in it. So I think one major piece
17 would just be allowing all of these
18 parties to communicate and allowing for
19 more data-sharing so that we can develop
20 a comprehensive plan.

21 The other piece, our sense from
22 our businesses is that procurement as a
23 whole needs to be sort of day-lighted.
24 The businesses really want to understand
25 how they can participate in the system,

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2 but find it to be somewhat opaque.

3 COUNCILWOMAN BROWN: Murky,
4 complicated, convoluted at best, because
5 I hear it all the time. So I appreciate
6 the word "day-lighted," because what I
7 get from businesses is though there's the
8 Internet and wanting to go to the web, et
9 cetera, there's some level of mystery
10 that still exists with regards to
11 opportunities within the Procurement
12 Department. And a task force could help
13 put on the radar screen how we can
14 minimize and reduce the mystery that
15 comes with procurement. So to hear that
16 being validated by members of the world
17 that you represent underscores what we
18 feel on this side of the table already.

19 COUNCILMAN TAUBENBERGER: I
20 have one other question, if you have the
21 answer to it. If not, if you could maybe
22 investigate it, that would be great.

23 Many a times it seems that
24 you're recommending and that were
25 discussed here; in fact, my question

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2 going back to 100 percent recycled paper,
3 there's a cost to that, and actually the
4 comment on cars, hybrid cars.
5 Unfortunately, they're more expensive
6 than regular cars at this time. Are
7 there any grants that might be available
8 by the federal government or other
9 agencies or other associations maybe to
10 help with some promotion? Because we're
11 also dealing in some areas that has to be
12 proven that it works. I think everything
13 we do to protect the environment is an
14 investment in our future. That's how I
15 view the world now, and hopefully others
16 as well. So my question to you is
17 relating to some additional help and
18 subsidies for this very much
19 experimentation. Do the hybrid cars
20 really work on a larger scale, or even
21 there's even discussion with natural gas
22 cars. I mean, sometimes you need help
23 along the way and there's other people
24 that are promoting this, but having
25 additional dollars come in to offset the

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2 costs would be helpful.

3 MS. GAUTHIER: Right.

4 COUNCILWOMAN BROWN: You want
5 to comment?

6 MS. GAUTHIER: Sure.

7 COUNCILWOMAN BROWN: Please.

8 MS. GAUTHIER: I don't have the
9 answer to that, but it would be
10 something -- it's something that we're
11 happy to look into.

12 COUNCILMAN TAUBENBERGER: And
13 please, as Council Chairwoman said, make
14 notes and get back to us.

15 MS. GAUTHIER: Absolutely.

16 COUNCILWOMAN BROWN: That too
17 could be an action step for the task
18 force, because I would be curious to know
19 how well we do as a municipality in
20 accessing federal dollars related to the
21 environment and sustainability. I have
22 no clue.

23 MS. GAUTHIER: Right. My sense
24 is that there are probably a number of
25 things that we can do within the

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2 parameters of our current budget that can
3 be helped along with communication and
4 with education of just kind of what's out
5 there, and then there's probably a second
6 rung of things that might be outside of
7 the budget that a grant program might
8 help.

9 COUNCILWOMAN BROWN: Christine
10 Knapp, are you still here or did you have
11 to leave? Could you come back to the
12 witness table?

13 (Witness approached witness
14 table.)

15 COUNCILWOMAN BROWN: If my
16 memory serves me correctly, when this
17 office was first started, a lot of the
18 good work it was able to do was because
19 of outside funding. So what's your
20 update you could provide us on where your
21 department is with regards to, let's say,
22 the percentage of the programs funded by
23 external resources and the percentage of
24 programs funded by our operating budget.

25 MS. KNAPP: I don't have

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2 specific budget numbers on me today, but
3 I can tell you that right at the time
4 when this office was created was when
5 ARRA funds became available through the
6 federal government. And so my office and
7 other offices in Philadelphia were lucky
8 enough to be able to take advantage of
9 those ARRA funds, specifically for energy
10 efficiency projects, both through a
11 competitive portion of ARRA but also
12 through a Block Grant. So those funds,
13 except for the -- there's a revolving
14 fund in which the money we loan out for
15 energy efficiency projects gets paid
16 back. That one will go on probably until
17 we die in small amounts, but other than
18 that one, most of those funds are now
19 spent and gone.

20 We do have some additional
21 funds that come to our office to help
22 fund staff members. We have two fully
23 funded, grant-funded positions in our
24 office, one that does food policy that is
25 part of a group you'll hear of shortly

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2 and one on energy projects as well. So
3 we're looking to see whether there are
4 going to be additional opportunities for
5 both federal funds but also if our state
6 budget ever gets resolved, that there
7 might be opportunities there as well.
8 However, right now we're primarily funded
9 through the City budget.

10 COUNCILWOMAN BROWN: So in your
11 pending or forthcoming budget testimony,
12 share with us with strict numbers what it
13 is.

14 MS. KNAPP: Sure.

15 COUNCILWOMAN BROWN: In the
16 meantime, we'll cross our fingers, toes,
17 and eyes hoping that the state budget
18 gets passed.

19 MS. KNAPP: Yes, please.

20 COUNCILWOMAN BROWN: Thank you.
21 Thank you all for your
22 testimony.

23 Panel 3, if you could please
24 come forward. Ann Karlen, Food Policy
25 Advisory Council; Anthony Giancatarino,

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2 Green Justice Philly Coalition; and Sam
3 Bernhardt, Food and Water Watch.

4 (Witnesses approached witness
5 table.)

6 COUNCILWOMAN BROWN: Good
7 afternoon.

8 MS. KARLEN: Good afternoon.

9 COUNCILWOMAN BROWN:
10 Ms. Karlen, if you could proceed with
11 your testimony.

12 MS. KARLEN: Absolutely. Well,
13 thank you, City Council members, for this
14 opportunity to testify. My name is Ann
15 Karlen and I am here today on behalf of
16 the Philadelphia Food Policy Advisory
17 Council to discuss the critical need to
18 integrate food, and in particular good
19 food, into any green procurement
20 initiative or policy.

21 The Food Policy Advisory
22 Council, or FPAC for short, was convened
23 in 2011 to facilitate the development of
24 responsible policies that improve access
25 to good food for all Philadelphians.

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2 So what is good food? FPAC
3 understands good food to be healthy, with
4 an emphasis on fresh fruits and
5 vegetables and whole grains; sustainable,
6 supporting small and mid-sized farms,
7 producers, and processors that employ
8 strong environmental practices; fair,
9 providing safe and healthy working
10 conditions and fair compensation for all
11 food chain workers, from production to
12 consumption; and local, exhibiting a
13 commitment to spurring economic
14 development in the Philadelphia region
15 through local business ownership and
16 employment.

17 We are a city surrounded by
18 farms, rich with community gardens and
19 home to a renowned wholesale produce
20 terminal, yet we have some of the highest
21 rates of diet-related illness such as
22 heart disease and diabetes. The City has
23 the ability to lead by example and
24 leverage its buying power to build up the
25 good food marketplace. Los Angeles,

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2 Cleveland, New York, Massachusetts and
3 Washington state, among others, have
4 adopted good food procurement policies
5 and gained national attention for their
6 work. We urge Philadelphia to show
7 similar leadership by embedding good food
8 into this procurement conversation.

9 So I sit on the Good Food
10 Procurement Subcommittee of the FPAC,
11 which was formed in recognition that
12 procurement is a powerful tool for
13 change. Because procurement is such an
14 effective mechanism, our subcommittee has
15 built tremendous momentum, with
16 representation from all sectors of the
17 food system and from many City
18 departments. Over the past three years,
19 we have worked hard to identify the
20 City's current food purchasing and to
21 understand the often-complicated
22 procurement and contracting process. We
23 have conducted outreach to City
24 departments and local businesses to
25 identify barriers and solutions to

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2 increase the purchase of good food.

3 We estimate that the City of
4 Philadelphia spends \$17 million annually
5 for food programs serving seniors, youth,
6 and vulnerable populations in places like
7 summer feeding programs, shelters, and
8 prisons. Departments also spent an
9 additional hundred thousand dollars
10 annually on food for meetings and events.
11 By shifting even a small portion of these
12 purchases to good food, the City can
13 start to see the benefits of improved
14 health, economic opportunity, and
15 environmental stewardship.

16 At the same time, there are
17 barriers, both for City departments
18 buying food and for those businesses that
19 want to do business with the City. For
20 departments, barriers include limited
21 budgets and a limited number of vendors
22 submitting bids. On the business side,
23 as was just talked about in Jamie's
24 question and answer, there is uncertainty
25 about when and how to identify

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2 contracting opportunities, as well as
3 small individual volumes per department.
4 Allowing for innovative contracting
5 models while still ensuring competitive
6 and fair procurement processes, it can
7 result in higher quality food making its
8 way into City food service.

9 So FPAC recommends the
10 following good food procurement policy
11 options be considered as part of the
12 green procurement conversation:

13 Number one, signal and increase
14 demand for increasing City purchases of
15 good food.

16 Build supply in the region by
17 engaging and supporting existing and new
18 good food businesses.

19 And, finally, encourage
20 innovative practices such as purchasing
21 from cooperative contracts and
22 prioritizing seasonally responsive
23 sourcing.

24 Good food procurement makes
25 sense, given the Administration and

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2 Council's commitment to economic and
3 workforce development, improved public
4 health, protection of natural resources,
5 local investment, and preparing for a
6 hotter, wetter future. We think these
7 and other sustainable procurement
8 policies should be addressed through the
9 creation of a cross-sectoral task force
10 that would include a representative that
11 could speak to the critical need to
12 integrate good food in procurement
13 policy.

14 We thank the Council again for
15 this opportunity to testify today. I'm
16 happy to answer questions.

17 COUNCILWOMAN BROWN: We'll have
18 questions at the end of all the
19 testimony. Thank you.

20 Good afternoon.

21 MR. GIANCATARINO: Good
22 afternoon. I'm Anthony Giancatarino on
23 behalf of the Green Justice Philly
24 Coalition. It's also my first time
25 giving testimony, so thank you so much

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2 for the time.

3 COUNCILWOMAN BROWN: Welcome.

4 MR. GIANCATARINO: Thank you.

5 So all Philadelphians have the
6 right to clean air and water in a safe
7 and healthy community sustained by
8 good-paying jobs, a robust economy that
9 treats people fairly and respects our
10 shared environment. And the City of
11 Philadelphia's municipal government is
12 obligated to protect its citizens'
13 health, economic stability, and
14 well-being. Therefore, the City must
15 shift its economy quickly away from
16 investments in and development of gas,
17 oil, and other dirty infrastructure that
18 leaves communities, in particular low
19 income and people of color, sick, and our
20 hard-working laborers at risk.

21 We applaud the Office of
22 Sustainability for their stepped-up
23 procurement to statewide energy and their
24 decreasing in the fleet, and we're here
25 to ask them for one step further. The

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2 Green Justice Philly Coalition calls on
3 the City to make a commitment to procure
4 100 percent of all its energy from
5 renewable energy sources by 2030 and 100
6 percent renewable energy for all of its
7 electricity by 2018, with a long-term
8 commitment to procure electricity from
9 local and municipal-owned renewable
10 energy projects in the City by 2030, to
11 catalyze thousands of jobs and build
12 community wealth.

13 As we've heard, the City of
14 Philadelphia spends \$100 million annually
15 to procure energy, and 60 million of
16 these dollars are used to procure
17 electricity to power our buildings and
18 our street lights. Fully transitioning
19 to 100 percent renewable energy in City
20 procurement will require deep attention
21 and study, a long-term strategic plan, as
22 well as immediate action.

23 Our procurement practices
24 should not only look at the cost per
25 kilowatt hour or cost per gallon of fuel.

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2 We should incorporate a holistic approach
3 in understanding the value of our city's
4 dollar. Procurement practices should
5 take into value the following impacts:
6 community wealth-building; local job
7 creation; health and well-being of the
8 City's most vulnerable populations;
9 environmental protection; efficiency;
10 transparency; and racially and
11 economically just and equitable labor
12 practices and economic development.

13 We believe a commitment to 100
14 percent renewable energy that is
15 ultimately created through local
16 production can help us achieve some of
17 these impacts.

18 The \$60 million procurement of
19 electricity should be the first focus of
20 the renewable energy transition, as it's
21 the easiest and quickest to switch
22 through procurement practice. As the
23 City enters contracts to buy electricity
24 annually, we can ask them to commit to
25 purchasing 100 percent renewables in the

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2 next contractual agreement for 2018, with
3 a focus of procuring all of its
4 electricity from public, cooperative, and
5 locally owned solar PV by 2040.

6 According to a recent study by
7 the National Renewable Energy Labs,
8 Philadelphia's rooftops can produce over
9 5,000 gigawatt hours of electricity
10 through an installation of 4,500
11 megawatts of solar energy systems.
12 Philadelphia, therefore, has the
13 technical ability to purchase all of its
14 electricity from local generation, and
15 it's time to invest in that future.

16 The City should not just give
17 away \$60 million to outside companies and
18 actors when it could invest in local
19 renewable energy created here that
20 creates good-paying jobs and permanent
21 jobs. City procurement of 100 percent
22 local PV-generated electricity is
23 projected to generate around 22,000 jobs.

24 To achieve these goals, we call
25 on City Council to adopt a strategic plan

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2 that will assess the benefits, costs, and
3 economic and health implications of
4 implementing a program for 100 percent
5 energy procurement. We urge the City
6 Council to put in strong benchmarks
7 regarding local development and ownership
8 of solar to achieve its 100 percent
9 renewable procurement. And to rebuild
10 the City and tackle inequality and end
11 inequity, the City must prioritize that a
12 minimum of 20 percent of all
13 community-owned solar projects be located
14 and owned by low-income communities of
15 color and front-line communities who have
16 borne the burden of the fossil fuel
17 economy.

18 We have more kind of benchmarks
19 and details in our written testimony
20 provided, and thank you so much for your
21 time.

22 COUNCILWOMAN BROWN: Well,
23 thank you for your testimony. I will
24 want you to elaborates on that last
25 paragraph with regards to ensuring that

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2 local communities benefit from that type
3 of enterprise.

4 Good afternoon.

5 MR. BERNHARDT: Good afternoon.
6 Thank you to Councilwoman Reynolds Brown
7 for convening this hearing and for
8 championing sustainability issues in our
9 city. Thanks as well to Councilwoman Gym
10 and the rest of the Environmental
11 Committee for convening this hearing.

12 My name is Sam Bernhardt. I'm
13 the Pennsylvania organizer for Food and
14 Water Watch. Food and Water Watch
15 champions healthy food and clean water
16 for all. We stand up to corporations
17 that put profits before people and
18 advocate for a democracy that improves
19 people's lives and protects our
20 environment.

21 Procurement is a tool for local
22 government to shape the direction of our
23 regional and national food systems. I am
24 here to highlight some key areas in food
25 policy that this Committee might look to

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2 consider focusing on in the effort to
3 formulate a sustainable procurement
4 policy.

5 First I'd like to speak to the
6 issue of antibiotics in our food. Food
7 and Water Watch sees the overuse of
8 antibiotics in our agricultural system as
9 a profound problem for our food and our
10 public health. Antibiotics are critical
11 tools in human medicine. Medical
12 authorities are warning that these
13 life-saving drugs are losing their
14 effectiveness, and there are few
15 replacement drugs coming down the
16 pipeline. Bacteria evolve in response to
17 the use of antibiotics in both humans and
18 animals, and the development of
19 antibiotic resistance is hastened by the
20 use of low-dose antibiotics at industrial
21 farms. For decades, the drugs have been
22 used routinely to treat sick animals, not
23 only to treat sick animals but for
24 disease prevention and growth promotion,
25 a practice known as non-therapeutic use.

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2 Both in the United States and
3 worldwide, agriculture uses vastly more
4 antibiotics than human medicine does, and
5 agriculture actually uses -- the FDA
6 reports that agriculture uses 80 percent
7 of all antibiotics in the United States.

8 This is a food issue and a
9 public health issue. Every year millions
10 of Americans contract
11 antibiotic-resistant infections. If we
12 continue using antibiotics in our food
13 system at this rate, we risk wearing out
14 their effectiveness, leaving future
15 generations with a world with no
16 effective antibiotics. I repeat, no
17 effective antibiotics.

18 So Food and Water Watch
19 advocates for a ban on what experts call
20 subtherapeutic antibiotic use. So the
21 City could incorporate that kind of a
22 policy into its procurement policy.

23 Secondly I'd like to touch on
24 factory farms. Antibiotics overuse is a
25 part of a broader problem in our food

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system, which is factory farms. Factory farming is an unsustainable method for raising food animals. It squeezes large numbers of chickens or other livestock into one facility.

Many are aware of the environmental and animal rights-related maladies associated with factory farms. People are less aware of the inequity inherent in this system and the debt this system brings to American farmers. What the industry calls vertical integration means corporations like Tyson or Perdue control all components of this system, creating an opportunity for these corporations to set unfair contracts with the farmers they work with, winding many of their farmers in debt. So this is another set of practices that the City could look in in this procurement policy.

Lastly, two closing points. One, procurement is just one tool for impacting the direction of our food system, and it's important that we keep

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2 our sights on systematic changes as well.

3 So I applaud Councilwoman Reynolds Brown

4 for being so outspoken in advocating for

5 GMO labeling and against the federal

6 legislation that would undermine state

7 laws requiring labeling regimes.

8 Lastly, I want to echo the

9 sentiment of Green Justice Philly, of

10 which Food and Water Watch is a member.

11 Philadelphia is at a crossroads and we

12 need to make sure our city moves us

13 towards a 21st century livable economy

14 rather than repeating the mistakes of the

15 past by delving into fossil fuel usage

16 such as oil and natural gas. The City

17 should do whatever it can, including

18 using its purchasing power, to make sure

19 we make the right choice here at this

20 crossroads.

21 COUNCILWOMAN BROWN: Indeed.

22 Indeed. The members here from the

23 Administration actually report to the

24 Mayor. So all I can do is make a

25 recommendation, but I would urge the

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2 leaders that spoke at the kickoff of this
3 hearing, Trevor Day and Christine Knapp,
4 that you take copies of all the
5 testimony, because they really do provide
6 instruction on how we can move towards a
7 procurement policy. And if we want to
8 grow the matrix that currently exists in
9 Philadelphia Greenworks, we have a lot of
10 material right here. So we can work
11 smart and not hard. Okay?

12 Thank you for your testimony.
13 Very, very, very informative.

14 To Green Justice Philly
15 Coalition, speak about how it can be done
16 when you can use local residents to
17 engage them in the way that you
18 described.

19 MR. GIANCATARINO: Sure.
20 There's a lot of different approaches to
21 this. The one model that I know Clean
22 Air Council has been leading on is a
23 solarized model of being able to
24 aggregate different residents and
25 homeowners to kind of do bulk purchasing.

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2 That's one way to move this.

3 Some of this -- a couple
4 different challenges at the state level
5 around the Public Utility Commission that
6 needs to be addressed.

7 COUNCILWOMAN BROWN: Is that
8 right?

9 MR. GIANCATARINO: Over time,
10 but that's personally why we had
11 recommended a longer term kind of
12 strategic plan, with the hopes that they
13 would shift as time shifts.

14 But right now residents can
15 actually put solar on the roof and
16 produce up to 120 percent of the energy
17 that they use and sell that back to the
18 grid. That is allowable, but there is a
19 cap in aggregate. But as the City is
20 able to use procurement, the biggest
21 challenge actually is financing. So a
22 lot of residents could do this. They
23 just don't have the capital to do it, and
24 it costs a lot of money.

25 COUNCILWOMAN BROWN: And others

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2 would say wouldn't training be required
3 for something like that?

4 MR. GIANCATARINO: Training?

5 COUNCILWOMAN BROWN: Yes.

6 MR. GIANCATARINO: Yes. So
7 there's some really great -- Solar States
8 is a local sustainable business in the
9 Philadelphia region. They actually do a
10 lot of training, does a lot of
11 implementation. I would highly recommend
12 engaging to think about how to work with
13 homeowners on here.

14 There's definitely a lot of
15 community education outreach that is
16 needed to be engaged, which some members
17 of the Green Justice Philly Coalition
18 have been working on, and the biggest is
19 really the access to capital and
20 financing, and there's a lack of
21 long-term contracts and long-term
22 agreements for payment. So if the City
23 can use procurement dollars to do a power
24 purchase agreement with residents,
25 guaranteeing income over time, that takes

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2 away some of the risk of wondering
3 whether or not they'll actually make any
4 money on these.

5 COUNCILWOMAN BROWN: I see.
6 Very informative.

7 To the Philadelphia Food Policy
8 representative, Ann Karlen, on the second
9 page of your testimony, provide an
10 example of when you say "signal and
11 increase demand by increasing City
12 purchases of good food." Give me an
13 example what that would look like.

14 MS. KARLEN: So the Committee
15 has been looking at identifying vendors
16 that would be able to provide good food
17 for contracts that -- request for bids
18 that come out, and our goal right now is
19 to have more providers of good food be
20 able to get some of those contracts so
21 that they can --

22 COUNCILWOMAN BROWN: Grow their
23 businesses.

24 MS. KARLEN: And I ask Amanda
25 Wagner, who is the Chair of our

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2 committee, to answer that question more
3 directly.

4 So as a committee, we've looked
5 at a goal of 10 percent, of being able to
6 increase that amount by 10 percent.

7 COUNCILWOMAN BROWN: And that's
8 based on what? That number was -- you
9 backed into that number based on what?
10 What other cities are doing?

11 MS. KARLEN: Again, I'm going
12 to defer to Amanda, who has more.

13 COUNCILWOMAN BROWN: You want
14 to add to that, Amanda. Welcome to the
15 table.

16 (Witness approached witness
17 table.)

18 MS. WAGNER: What other
19 cities --

20 COUNCILWOMAN BROWN: First you
21 have to identify yourself.

22 MS. WAGNER: Sure. So I'm
23 Amanda Wagner. I'm the Chair of the Good
24 Food Procurement Subcommittee of FPAC.

25 So we looked at what other --

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2 the other procurement policies that Ann
3 referenced that other cities and states
4 have done and looked at the goals that
5 they've established, and sometimes it's
6 10 percent by this year. A good part of
7 that, if the City was going to do that,
8 would be helping to establish that
9 baseline. So getting a better sense of
10 where we currently are and how that could
11 be feasible. So it would have to be sort
12 of tweaked by the realities, but 10
13 percent is based on what we know of in
14 Philadelphia and what other cities have
15 done.

16 COUNCILWOMAN BROWN: I see.

17 To Christine Knapp, do we have
18 a matrix in that current Philadelphia
19 Greenworks plan at all that deals with
20 good food?

21 MS. KNAPP: Yes.

22 COUNCILWOMAN BROWN: Very well.

23 So my last question is, I'm
24 curious to know what ignited your
25 interest and passion in this area of

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2 sustainability. I'm just curious. What
3 inspired you?

4 MS. KARLEN: Personally?

5 COUNCILWOMAN BROWN: Yes.

6 MS. KARLEN: I've been working
7 with local farms and food producers for
8 over 15 years now, and what ignited my
9 passion 15 years ago was understanding
10 that if we didn't find a way to create
11 real markets for farmers and producers in
12 the region, we simply wouldn't have those
13 farms anymore. We have farms that --
14 small-scale family farms that surround
15 this city, and they need opportunities so
16 that they can stay in business. That's
17 what inspires me.

18 COUNCILWOMAN BROWN: Have we
19 done better?

20 MS. KARLEN: We've done a
21 tremendous job over the last 15 years.
22 There are a lot of wonderful
23 organizations here in Philadelphia that
24 are working with farmers to find direct
25 markets as well as wholesale markets to

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2 keep, yeah, as I said, to keep those
3 farms in business, growing and thriving.

4 COUNCILWOMAN BROWN: And to
5 Anthony and Sam, what about you?

6 MR. GIANCATARINO: Sure. To
7 make the story short, I work for an
8 organization called the Center for Social
9 Inclusion and we work with grassroots,
10 communities of color around climate
11 justice, energy democracy as entry points
12 to dismantle structural racism. So
13 that's kind of the framework I've come
14 into it. But I recently moved back to
15 Philly. I was born here. My wife and I
16 and our daughter moved back about a year
17 ago, and I heard about the oil and gas
18 hub development and I think Philly is a
19 city that can really lead on this and
20 should lead it, and anything we can do to
21 actually build a 21st century and a new
22 infrastructure that actually benefits the
23 City's residents and healthy wages is
24 what drives me.

25 COUNCILWOMAN BROWN: Thank you.

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2 And Sam?

3 MR. BERNHARDT: I grew up with
4 access to good food, and I think everyone
5 has that right. So it's a passion of
6 mine to fight for people to have that
7 right.

8 I echo Anthony's comments on
9 the energy procurement, because I think
10 this is one of the biggest issues in our
11 city and we need to get it right.

12 COUNCILWOMAN BROWN: And it's
13 one of the biggest opportunity areas as
14 well.

15 MR. BERNHARDT: That's right.

16 COUNCILWOMAN BROWN: Well, I
17 thank all of you for your testimony.
18 It's quite inspiring and quite
19 informative.

20 Councilwoman Gym.

21 COUNCILWOMAN GYM: Hi. Good
22 afternoon. Thank you so much. I have a
23 few questions for Ann and your colleague.

24 So drilling down into the
25 complications of food procurement,

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2 because we've been dealing with a lot of
3 these issues, for example, with the
4 School District of Philadelphia. I mean,
5 the biggest obstacles are clearly we're
6 hindered by federal regulations, which
7 require us to buy in bulk, use particular
8 products, you know. We're also hampered
9 by the fact that our summer feeding
10 program and our School District programs
11 mandate us to deliver hundreds of
12 thousands of meals actually per day,
13 right? Because I think we're delivering
14 at least 100-and-some thousand students
15 and then times three, and because we got
16 mandated breakfast and lunch programs,
17 this is not a job for small kind of --
18 smaller outfits. I mean, it is a big
19 deal. And if people don't deliver on
20 time, in inclement weather, at all
21 different aspects of the City, it becomes
22 a huge problem because of the scale to
23 which this needs to go. But at the same
24 time, we've been trying to explore
25 different areas in which we can modify

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2 that.

3 So have you studied -- what has
4 been your work, especially in
5 Philadelphia in particular, to kind of
6 address some of these things?

7 MS. KARLEN: Well, Philadelphia
8 does have a small but active
9 farm-to-school program, and my
10 organization was one of the groups that
11 helped put that together. And in the
12 beginning, we had 25 schools
13 participating and then 50 schools
14 participating. And I realize there are a
15 lot of schools in Philadelphia, but still
16 that's not nothing.

17 And I would also say I think
18 it's a misconception that in order for us
19 to have good and local food, that we have
20 to work with small companies. There are
21 medium-sized very professional, for
22 instance, produce distributors that can
23 service the School District.

24 COUNCILWOMAN GYM: So are you
25 thinking that you don't actually have to

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2 deliver the whole meals, that you're
3 looking to supplement perhaps what the
4 District already provides? That's mostly
5 what the farm-to-school program is.

6 MS. KARLEN: It's true.

7 COUNCILWOMAN GYM: It's not a
8 replacement of the School District's meal
9 program. It's actually just a
10 supplement.

11 MS. KARLEN: It is more of a
12 supplement, that's true, and that has
13 more to do with, as you said, the
14 structure of how school meals are
15 delivered, which is obviously very
16 complex. But there's still a lot of room
17 for healthy and local food in those
18 school meals, as well as in the after
19 school and the other programs that we've
20 looked at.

21 MS. WAGNER: I think the only
22 thing I'd add is that besides -- I agree
23 summer and after school, it seems like
24 it's a combination of the logistics and
25 the food. So that's why it's -- that's

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2 definitely going to be more of a
3 long-term conversation about how do you
4 build capacity or what connections need
5 to happen between businesses to sort of
6 be a variety of vendors that might be
7 able to do that or think of where they
8 source their food from.

9 The other thing is, there's a
10 lot of other places that the City is
11 purchasing food that individually might
12 be smaller and are there ways that you
13 can think of how they could work together
14 to also be building up the demand. And
15 that's why we're saying it's both on the
16 supply side and on the demand side, and
17 they kind of have to work together, where
18 if there's like a signal that we're
19 committed to this and it meets that.

20 COUNCILWOMAN GYM: Has there
21 been like a lot of effort on your part to
22 build up the capacity of local food
23 vendors to be able to do some of the
24 stuff? I mean, as well as like what has
25 been the cost estimates around your

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2 farm-to-school programs, roughly?
3 Because we're paying almost nothing for
4 school meals. I mean, we actually end up
5 saving money. We use the surplus dollars
6 that we get from federal reimbursements
7 to offset other operational costs in
8 fact. That's how low the amount of money
9 is going into it. But I think at the
10 same time, we're trying to think about
11 what are some of the costs that we would
12 be looking at, and it's trying to also
13 understand what the capacity is of local
14 vendors to really do some of this,
15 including delivery.

16 MS. WAGNER: Yeah. I think
17 we're still at the early stages of that,
18 but it is something that we've
19 identified, and one of the types of food
20 that we started with was actually those
21 meeting and event purchases, because it
22 seems like there could currently be
23 different departments buying individually
24 for meetings and events. There might be
25 already a broader set of businesses that

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2 could work with them. So we've started
3 surveying existing businesses there and
4 thinking about ways to connect them, but
5 I think the bigger purchases --

6 MS. KARLEN: And specifically
7 in terms of cost, to be honest, we
8 haven't looked at the School District in
9 the subcommittee when we've looked at
10 different pilot programs. We've looked
11 at different departments in the City that
12 are purchasing food as well as what
13 Amanda said, for some of the meetings,
14 but from the information that we were
15 able to gather from the research we did,
16 in terms of cost in many cases it's not
17 necessarily more expensive from what the
18 City is already purchasing to purchase
19 from some of these, quote/unquote, good
20 food vendors.

21 COUNCILWOMAN GYM: But if
22 you're doing it as a supplement to the
23 existing School District meal, then it is
24 an additional cost.

25 MS. KARLEN: That would be. In

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2 the case of the School District, that's
3 true.

4 COUNCILWOMAN BROWN: Okay,
5 then.

6 Councilwoman Bass has joined
7 us, and we're delighted to have you. Any
8 questions for the panel?

9 COUNCILWOMAN BASS: Not at this
10 time. Thank you very much.

11 COUNCILWOMAN BROWN: You're
12 welcome.

13 Please.

14 COUNCILWOMAN GYM: So I had an
15 additional question. Could you talk a
16 little bit about the diversity of the
17 vendors that you currently survey around
18 the City, both in energy and around food
19 in your respective areas. So what is the
20 current local capacity with the
21 diversified force? So I'm talking about
22 mostly either immigrant, African
23 American, Asian, Latino, Native American,
24 and other sectors.

25 MS. WAGNER: So on the food

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2 side, the surveying I mentioned was sort
3 of a voluntary survey that we put out
4 through a variety of networks, including
5 through the City's Office of Economic
6 Opportunity, so making that available to
7 all of the businesses in their directory
8 to respond and say how much are they
9 currently purchasing of good food and on
10 those different four values. So it was a
11 voluntary survey, and the responses we
12 just got back. So we're looking through
13 the respondents and can look at that as
14 well in terms of the number that we sent
15 out versus how many actually responded.

16 For the other businesses that
17 currently work with the City, I'm not
18 sure. We could get that information to
19 look into that.

20 COUNCILWOMAN BROWN: Well, it
21 speaks to the enormous amount of
22 opportunity that's in front of us once we
23 convene this task force, hint, hint.

24 COUNCILWOMAN GYM: Did you say
25 that you had a response?

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2 MR. GIANCATARINO: No. For
3 energy, we don't have that data at the
4 moment. It's a little bit different in
5 the sense of vendors. So we'd have to do
6 some more research.

7 COUNCILWOMAN GYM: Ann, did you
8 say that you had a directory?

9 MS. KARLEN: The surveys that
10 Amanda referred to, we want to create a
11 directory of vendors that meet the good
12 food criteria. So that's one of the
13 things the subcommittee is working on.

14 COUNCILWOMAN GYM: And I think
15 that that would be enormously helpful and
16 especially if the directory indicated to
17 what extent -- like there's minority
18 business representation, women owned.
19 And I would suggest the same also for the
20 other sectors, that helping us understand
21 what the existing local capacity is is
22 extremely helpful as we start to try to
23 move forward on opening up the
24 procurement practices. It's already a
25 struggle, but it's even harder if we

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2 don't know exactly what --

3 COUNCILWOMAN BROWN: What the
4 universe is.

5 COUNCILWOMAN GYM: Right,
6 exactly. Who do we have who is able to
7 move now as a potential to pilot
8 different things. So thank you.

9 MS. WAGNER: I'll add that that
10 was actually even a question on the
11 survey, was are you either currently
12 registered or would you meet the
13 qualifications as a woman, minority-owned
14 business through OEO.

15 COUNCILWOMAN BROWN: Well,
16 thank you again. Quite informative.
17 Thank you very, very much.

18 And so to our last panel, Micah
19 Gold-Markel of Solar States; Adam Howell,
20 Cosmic Cafe and Catering; and Morgan
21 Berman, CEO of MilkCrate, LLC.

22 (Witnesses approached witness
23 table.)

24 COUNCILWOMAN BROWN: All right.
25 Good afternoon.

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2 MR. GOLD-MARKEL: Good

3 afternoon.

4 COUNCILWOMAN BROWN: So we want
5 to hear from you as well on why you think
6 creating a procurement process that is
7 accessible is the right way to go here in
8 the City.

9 MR. GOLD-MARKEL: Good
10 afternoon. My name is Micah Gold-Markel
11 and I am the founder of Solar States.
12 Let me first start by saying that I think
13 Anthony really provided a great overview
14 I think at Green Justice of energy
15 procurement and what can be done with
16 renewable energy. He really looked at
17 this from a macro level, and what we're
18 doing is, we're going to look at it at a
19 much more micro level. We're an existing
20 business here in Philadelphia that is
21 actually installing solar and growing.

22 So Solar States was founded in
23 2008 on the principles of Van Jones' book
24 The Green Collar Economy and specifically
25 that the green wave can lift all boats.

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2 And what does this mean? It means quite
3 clearly inclusiveness, and inclusiveness
4 across the board, be it LGBT community
5 members, be it minorities, be it folks of
6 low-income levels. We want to see
7 everybody involved in this new energy
8 economy.

9 We are a certified B Corp and a
10 member of SBN, and we're very proud of
11 that. To that end, we have the mantra of
12 "people, planet, profit" written into our
13 bylaws. So it's not simply something
14 that we say, but it is something we are
15 legally bound to follow.

16 We hire on the idea of having a
17 diverse company, both racially and
18 economically. We are now evaluating a
19 project that would provide below
20 market-rate housing to our employees
21 located right next to our warehouse.
22 And, again, I think this speaks that we
23 have to take a holistic approach to how
24 we build companies in Philadelphia and
25 what type of companies we want to be.

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2 This was a serious issue that
3 we identified as part of talking with our
4 employees about their needs that go
5 beyond employment, because there are some
6 serious housing issues when you're
7 dealing with folks from low-income areas.

8 We're able to accomplish all of
9 this great work because we really sit at
10 the nexus of a lot of very important
11 existing City programs, non-profits, and
12 also private partnerships. Some that I'd
13 like to highlight here are PowerCorps.
14 PowerCorps is an amazing program that the
15 City should continue for a very long
16 time. We've interviewed and hired a
17 number of members of the PowerCorps
18 program, and it's just astonishing to me
19 how well prepared they come to their
20 interviews and the type of skills that
21 they have available.

22 We also partner with CareerLink
23 and Philly Works, and that has been huge
24 in our ability to train people in solar.
25 Having a great solar array on your house

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2 or business really relies on a lot of
3 training. In order to do that, we must
4 spend a lot of time with these folks, and
5 having this partnership with CareerLink
6 and Philly Works has enabled us to
7 accomplish this.

8 Also we have a wonderful
9 partnership with the Clean Air Council.
10 Our shared mission allows us to get grant
11 funding for the Philadelphia Solar
12 Schools Initiative, which is something I
13 will talk about in more detail in just a
14 moment. Also, the Clean Air Council has
15 helped on a number of advocacy issues
16 surrounding solar.

17 So, lastly, the Philadelphia
18 Solar Schools Initiative is something
19 that we care very deeply about.
20 Currently it's taking the form of a
21 partnership with YouthBuild Charter
22 School, and it allows us to take students
23 who are interested in coming back to high
24 school and learning a vocation and we can
25 set them off on a solar track where we

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2 get a chance to provide them with the
3 information that they're going to need to
4 succeed in the field of solar energy
5 installation. Oftentimes it leads to
6 some more work at PowerCorps, and then we
7 bring them back into our company after
8 they've had some time to get some work
9 experience under their belt.

10 The School District of
11 Philadelphia is a major opportunity for
12 us, something that we have been trying to
13 crack through the Philadelphia Solar
14 Schools Initiative for quite some time.
15 In fact, our initial goal was to install
16 one and a half megawatts of solar on
17 Philadelphia public schools. It would
18 not be difficult. However, we did run
19 into some major stumbling blocks dealing
20 with the bureaucracy at the District and
21 a number of things that I can speak with
22 you in more detail about at another time.
23 However, I steadfastly remain convinced
24 that there is an opportunity there, both
25 for students to participate in learning

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2 about solar and as an employment vehicle
3 for Philadelphians.

4 COUNCILWOMAN BROWN: Yes.

5 MR. GOLD-MARKEL: Some of the
6 projects that we are currently working on
7 involve solarized campaigns. And, again,
8 this is a piece that we've done with the
9 Clean Air Council, with SBN where we've
10 had group purchasing in Philadelphia of
11 solar. So what a solarized campaign
12 looks like is that neighbors get
13 together, they say they all want to go
14 solar, and they choose a single installer
15 and sometimes multiple installers and,
16 thus, they get a better rate than if they
17 were going solar individually. We would
18 like to see these campaigns carried out
19 throughout the entire City. However, we
20 would like the City's support in order to
21 do that. I think if we have much more
22 support from the City level for these
23 types of campaigns, we will see many more
24 of our residents participating in them.

25 We've also won the Solarize

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2 Greater Media Award, where we were chosen
3 as the sole installer for Media,
4 Pennsylvania and the 14 surrounding
5 townships. We expect to have between 50
6 and 100 residential solar installs as a
7 result of this solarized campaign.

8 We are working with a borough
9 in Northeast Pennsylvania to install a
10 two megawatt solar array at a cost of
11 about \$5 million and millions of dollars
12 of projected savings in energy to that
13 borough. And we are also contracting in
14 New Jersey and New York, southern New
15 York mostly -- it's a long trip to go too
16 far up in New York -- to work on solar.

17 This is all to say there is
18 great demand for solar in the
19 marketplace. A major opportunity is
20 here.

21 Lastly, we're working with a
22 common market to try to identify how they
23 can go solar, and this is a really
24 interesting combination of both food and
25 energy, two things that we've talked

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2 about right here.

3 So overall things are going
4 well, but they can always be going
5 better. We are growing at a pretty
6 amazing clip, but we're only 16 people at
7 this point in time. We really have an
8 opportunity to do a lot more, and I think
9 that's where procurement comes into this,
10 because procurement is not just about the
11 things you buy, but it's also about who
12 you employ, and I see this as a vehicle
13 for employment from a business
14 perspective. That's how we see
15 procurement, as an opportunity to employ
16 more people. And if the City were to
17 look at its assets, from the School
18 District of Philadelphia all the way down
19 to its parks and rec centers and
20 everything in between, we could identify
21 major opportunities. They're sitting
22 there just waiting for us to act on them.

23 The Sustainable Energy Fund is
24 a partner that we've worked quite a bit
25 with. They are a non-profit in the state

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2 that was funded by a tax on ratepayers.
3 They can provide low-cost or no-cost
4 power purchase agreements where they can
5 meet or beat current utility rates at
6 zero dollars out of pocket to the
7 business owner or to a governmental
8 agency. This is something we need to
9 investigate.

10 So there are a number of places
11 where we can improve, and that's why I'm
12 here today, to let you know that if we
13 can just tweak these procurement policies
14 to get in line with the way that the
15 economy is going in the rest of the
16 country in terms of supporting solar,
17 that we could have a major job boom right
18 here in Philadelphia.

19 Thank you very much for your
20 time.

21 COUNCILWOMAN BROWN: Thank you
22 very much for your testimony. You have
23 affirmed what members of my staff and I
24 are already discussing. Yes, indeed.

25 Good afternoon, Adam Howell.

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2 MR. HOWELL: Good afternoon,
3 City Council members. Thank you. My
4 name is Adam Howell. I'm the General
5 Manager for Cosmic Cafe and Catering.
6 Cosmic Catering Cafe is a full-service
7 catering company. It is a woman-owned
8 business and a triple bottom line award
9 winner. We have a cafe location in
10 Fairmount Park and have a great
11 relationship with Parks and Recreation
12 and the Fairmount Park Conservancy.

13 We demonstrate sustainable
14 practices through the use of compostable
15 goods, such as cups, utensils, plates,
16 which are then composted through our
17 contracts with Bennett Compost. We
18 strive to source a majority of our food
19 products and ingredients from local
20 sources or fair trade vendors and strive
21 to make healthy cuisine for all of our
22 customers.

23 The people element of the
24 triple bottom line is realized through
25 our relationship with SPIN Inc., which

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2 serves as an advocacy for individuals
3 with autism spectrum disabilities to gain
4 and achieve gainful employment. We have
5 grown this relationship to Parks and
6 Recreation with their hiring of SPIN
7 individuals to work with the management
8 team at Lloyd Hall recreation facility.
9 We have contracted with the City before,
10 but these opportunities have become far
11 and few between, with the bidding process
12 sometimes difficult to identify. With an
13 opportunity to contract more with the
14 City, we see an ability to expand our
15 relationship with SPIN and employ even
16 more individuals who have disabilities
17 and need that first job opportunity to
18 get their foot in the door.

19 Thank you.

20 COUNCILWOMAN BROWN: Well,
21 thank you. We love the Cosmic Cafe, for
22 those of us who like to recreate down
23 there at Lloyd Hall. Nice to meet you.

24 MR. HOWELL: Pleasure.

25 COUNCILWOMAN BROWN: Good

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2 afternoon, Morgan Berman.

3 MS. BERMAN: Good afternoon.

4 I'm Morgan Berman. I'm the CEO of
5 MilkCrate. We are a locally based tech
6 company dedicated to making more
7 sustainable communities.

8 My sustainability journey has
9 in some ways spanned my whole life.
10 Before I was even born, my mother was a
11 chef and part of the farm-to-table
12 movement here in Philadelphia, led by the
13 great Judy Wicks, the woman who started
14 the Sustainable Business Network and Fair
15 Food. My mom then went on to create a
16 written guide to thrift shopping in the
17 Delaware Valley. These values were
18 embedded in me at an early age, yet the
19 word "sustainable" never left my lips
20 until a few years ago.

21 My sustainability awakening
22 began when I moved to West Philadelphia,
23 just off of Baltimore Avenue at 48th and
24 Pine. Over those two years, I grew from
25 a casual reader of Grid Magazine to the

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2 founder of a tiny but earnest community
3 garden, joined Mariposa Food Co-op,
4 learned to ride a bike in the City in a
5 skirt, and even experimented with
6 vermiculture in my kitchen.

7 It wasn't long before I
8 enrolled full time in a Master's program
9 at Philadelphia University to study
10 sustainable design. It was there that I
11 learned about our City's Greenworks
12 program and how far the City had come in
13 sustainable practices, but I could also
14 see firsthand that there was much left to
15 be done. The values of an individual
16 consumer that were driving me and others
17 in the sustainable community had not been
18 normalized enough to be easily tracked
19 and recorded and reported. So I decided
20 for my Master's thesis to design a tool
21 that does just that. This was the
22 beginning of my sustainable tech company,
23 MilkCrate.

24 Through the help of leaders in
25 the sustainable business community, like

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2 Jamie Gauthier, Ann Karlen, and of course
3 Judy Wicks, my grad school project has
4 become the largest and most accurate
5 source of easily accessible sustainable
6 choices in the City of Philadelphia. By
7 aggregating the databases of Fair Food,
8 SBN, PACA, the Energy Co-op, B Corp, the
9 Humane League, Fair Trade and several
10 others, we are proud to boast a "Green
11 Yelp" like platform that has over 1,800
12 local and sustainable businesses in the
13 Philadelphia area.

14 I am here today to offer this
15 database and our technology to support
16 the City in identifying and tracking
17 these local sustainable businesses as
18 part of an official sustainable
19 procurement practice.

20 Through our free app, My
21 MilkCrate, tens of thousands of
22 Philadelphians have learned about how to
23 switch to renewable energy, find a bike
24 shop or sign up for a CSA. These choices
25 funnel more money into the local tax

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2 base, reduce carbon emissions, and
3 strengthen our urban fabric.

4 When the City commits to making
5 a similar lifestyle change, it will pave
6 the way for hundreds of thousands of
7 Philadelphians to follow that example.

8 I recently shared with a
9 reporter when discussing the City's
10 opportunities that I think a lot of us
11 feel hopeless about some of the things
12 that we cannot control, like gun violence
13 or poverty. There's this sense of, I
14 can't do anything in my daily life to
15 change it. But when it comes to the
16 local economy, sustainability, pollution,
17 and urban life, there's something that we
18 can all take direct actions in every day.
19 As important as large-scale changes like
20 our transit system or energy reporting
21 are, everyday choices we make establish
22 our values and shift the needle. This is
23 why we want to empower people to act on
24 that sense of hope and optimism to make
25 the kind of changes we need.

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2 Thank you for including me
3 today. It has been truly exhilarating to
4 come of age while my own city experiences
5 a rebirth in sustainable design-thinking
6 and practice.

7 COUNCILWOMAN BROWN: Thank you
8 very, very much for your testimony. Judy
9 Wicks was a pioneer in many, many more
10 ways than one, indeed.

11 Questions, Councilman?

12 COUNCILMAN TAUBENBERGER: Thank
13 you, Madam Chair.

14 Ms. Berman, I really like what
15 I'm reading about your company and I
16 appreciate your efforts and particularly
17 your vision. I mean, I think that's
18 fantastic. "We envision a world where
19 everyone lives sustainably with their
20 actions and wallet." That is pretty good
21 in my book.

22 My question to you is, how
23 could the City interact better with your
24 company, with MilkCrate?

25 MS. BERMAN: Well, for one, I

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2 heard earlier there was a need for
3 identifying the businesses and resources,
4 and there are many amazing organizations
5 in the City that have helped put their
6 stamp of approval in various ways.
7 Whether they are using renewable energy
8 and they're a member of the Energy Co-op
9 or they've met SBN's criteria for a local
10 sustainable business, all of them now
11 live inside of our app, and we would love
12 to offer that as a resource so that you
13 can actually identify the many different
14 kinds of sustainable businesses that have
15 met various certifications in the City.

16 So that's step one. We are
17 also envisioning a long-term relationship
18 with the second product that we are
19 building that will actually track and
20 reward residents for making choices that
21 are sustainable. Our platform will
22 actually show where people are spending
23 their time, energy, and money and shift
24 them into going to a fair trade cafe
25 versus a non-fair trade cafe or a

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2 farm-to-table restaurant versus a
3 non-one, and that that's a platform that
4 I would love to talk more with you about
5 and how we might be able to work with the
6 City to actually have every resident have
7 access to a tool that will help them make
8 more sustainable choices in their private
9 lives.

10 COUNCILMAN TAUBENBERGER: That
11 would be very good. I mean, I think more
12 and more education is what's needed. I
13 mean, people need to know what resources
14 are out there, and it sounds like a very
15 good one.

16 I do have one last question.
17 The Cosmic Cafe, where is that?

18 COUNCILWOMAN BROWN: He doesn't
19 know where Cosmic Cafe is.

20 COUNCILMAN TAUBENBERGER:
21 Listen, I just got elected here.

22 MR. HOWELL: We are in the
23 Lloyd Hall recreation facility.

24 COUNCILMAN TAUBENBERGER: Where
25 are you?

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2 MR. HOWELL: We're in the Lloyd
3 Hall recreation facility. It's the
4 number one boathouse on Boathouse Row.

5 COUNCILMAN TAUBENBERGER: Oh,
6 okay. I know where Boathouse Row is.
7 Very good. I thank you much.

8 MR. HOWELL: Thank you.

9 COUNCILWOMAN BROWN: So they
10 have music.

11 MR. HOWELL: We do. Live
12 music.

13 COUNCILWOMAN BROWN: They have
14 song. They have -- it's a wonderful
15 experience.

16 MR. HOWELL: Thank you so much.

17 COUNCILWOMAN BROWN: I can
18 testify.

19 Councilwoman Gym.

20 COUNCILWOMAN GYM: First of
21 all, it's so great to have three
22 businesses that are here and local and
23 doing great things in the City. So thank
24 you very much for coming here and giving
25 us a fully fleshed out feel for how all

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2 of this kind of actually lives in
3 practice.

4 So I had a couple of questions
5 for Mr. Gold-Markel. Hello.

6 MR. GOLD-MARKEL: How are you
7 doing?

8 COUNCILWOMAN GYM: So of course
9 I will be extremely interested in hearing
10 much more details, perhaps not here but
11 later, about your experiences with the
12 School District, but I did want to ask --

13 COUNCILWOMAN BROWN: Ditto.
14 She beat me to the punch. I just wanted
15 to be the last to clean that up.

16 COUNCILWOMAN GYM: So there's a
17 couple questions that I have, because I
18 think that there is enormous opportunity
19 that's moving right now. And obviously
20 the Mayor's budget address is tomorrow.
21 He'll be announcing a huge investment
22 around the parks, recs, libraries. It
23 will be a major infrastructure
24 investment. And I didn't know like where
25 you saw solar kind of playing a role in a

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2 lot of this. Any time that there's a big
3 infrastructure movement, it seems like we
4 should be trying to put forward renewable
5 energy options. Has this moved at all or
6 has this been up for discussion? I know
7 that it's kind of unclear right now. The
8 big address will be tomorrow.

9 MR. GOLD-MARKEL: Right. So
10 there's this concept -- when you're
11 talking about solar and energy
12 procurement, there's this concept of grid
13 parity, what is the cost of electricity
14 right now and can solar meet or beat that
15 cost. So I would say about six years
16 ago, there were a number of RFPs that
17 were put out there from the Water
18 Department, from the City, from the
19 Convention Center, and they looked very
20 closely at solar as a way of powering
21 these facilities, and they found out at
22 the time that it was not cost
23 competitive. However, since that time,
24 we have seen major, and I mean major,
25 price decreases in the cost of solar

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2 equipment. We've seen increases in
3 productivity, because everything has
4 gotten easier to put together, fewer
5 components, and we've seen municipalities
6 who have started to learn about solar, so
7 our soft costs are going down.

8 I would love to see RFPs
9 reissued for facilities around the City
10 to see if we can beat the current prices
11 that they're seeing on their electric
12 rates.

13 Now, this is a long-term view.
14 It's not something where tomorrow or in
15 two years we're going to beat the price,
16 but solar panels are warrantied for 25
17 years, and over that 25-year period, we
18 can show significant savings to what the
19 City is currently paying.

20 COUNCILWOMAN GYM: And do you
21 think the RFPs need to be rewritten to
22 better clarify what sort of constraints
23 or do you think they can just be issued
24 as is?

25 MR. GOLD-MARKEL: Absolutely.

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2 I know there's been a number of folks
3 inside the Council who have been looking
4 at procurement and thinking of innovative
5 ways to bring smaller companies in. I
6 know that the City highlights local
7 companies, which is good. I would love
8 to see B corporations added to that list,
9 that something that says directly we want
10 to see more B corporations involved, and
11 that's because of this triple bottom line
12 that's written into our corporate
13 documents make sure that we're practicing
14 what we preach there. So I'd love to see
15 something like that happen for sure.

16 COUNCILWOMAN GYM: In your
17 experience in working with some of the
18 other boroughs and municipalities where
19 you've seen significant headway, were
20 there any particular policies that were
21 put in place that allowed that to happen
22 or was it taking advantage of an
23 opportunity that might have come up where
24 there's like a switchover and there's a
25 huge investment that's being made? I

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2 mean, I know each one is different, but
3 if there were particular things that we
4 could draw out here.

5 MR. GOLD-MARKEL: Part of the
6 reason we haven't seen a mass adoption of
7 solar in Philadelphia and in Pennsylvania
8 is, there's a lot of headwind at the
9 state level.

10 COUNCILWOMAN BROWN: There's a
11 lot of?

12 MR. GOLD-MARKEL: Headwind.
13 There's a lot of sort of policy blowing
14 against solar, that it just doesn't exist
15 in other states.

16 COUNCILWOMAN BROWN: And I'm
17 sure you're aware that the state
18 Environmental Secretary, Secretary of the
19 Environment just resigned, Mr. Hanger.
20 Were you aware of that?

21 MR. GOLD-MARKEL: I was not
22 aware of that.

23 COUNCILWOMAN BROWN: It just
24 happened last week.

25 MR. GOLD-MARKEL: Wow. So

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2 there's a lot of stuff at the state level
3 that's going on. Most notably, that the
4 SREC market -- that stands for solar
5 renewable energy certificates. This is a
6 carbon trading market that goes on, and
7 in New Jersey these certificates are
8 worth roughly \$200 a piece. In
9 Massachusetts, \$250. In the State of
10 Pennsylvania, they're worth about \$10.
11 So we have this issue of we have markets
12 that are functioning properly in other
13 states that allow them to make these
14 moves in a snap.

15 Now, that said, we can still
16 operate without a functioning SREC
17 market. We can still get this work done.
18 We just have to take a little bit of a
19 longer view of things. So I think having
20 that long view in mind when we're issuing
21 the RFPs, when we're talking about this,
22 also having employment goals. Anthony
23 earlier mentioned 5,600 jobs. I'd say
24 that's conservative. I mean, if our
25 goals here are to have major employment

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2 in Philadelphia, solar can easily
3 accomplish that, and it's really the best
4 vehicle to do that.

5 COUNCILWOMAN GYM: And I guess
6 is Solar States an approved School
7 District of Philadelphia vendor? Have
8 you gone through that process?

9 MR. GOLD-MARKEL: I don't
10 believe we've gone -- we've completed
11 that process. I believe we're sort of
12 investigating that and in it as we speak.
13 So right now we work with charter
14 schools, with YouthBuild, but we will be
15 getting through that process.

16 COUNCILWOMAN GYM: And, you
17 know, one difficult thing that we're kind
18 of going through -- and this is a little
19 bit related to Green Justice Philly -- is
20 kind of sort of layout, is that we both
21 want to support our local utilities that
22 Philadelphia obviously owns and operates,
23 but we want to invest in renewable
24 resources as well. Obviously our big
25 utility that we own and operate is PGW,

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2 and there's a heavy push obviously to see
3 buildings convert over to natural gas, to
4 see our vehicles go that way as well, and
5 I'm wondering how you might see the
6 relationship between that and sort of the
7 more innovative efforts around more
8 forward renewable sources.

9 MR. GOLD-MARKEL: The neat
10 thing about electricity is that it's
11 source agnostic. So you can have solar
12 powering electricity. You can have gas
13 making electricity. But if we start
14 thinking about ways of converting more
15 things over to electricity, we can make
16 those choices as we see fit going
17 forward. You don't have to choose sides
18 if you choose electricity, is what I like
19 to say. That's something to keep in
20 mind, because the electric company is
21 generating electricity using natural gas.

22 So there's a lot of policy and
23 lot of nuances to this, but I think that
24 often gets overlooked, that you can
25 generate electricity in a lot of

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2 different ways.

3 COUNCILWOMAN GYM: Worth noting
4 that I heard that Seoul has mostly
5 solar-powered bus systems. So I'll be
6 looking forward to seeing that.

7 MR. GOLD-MARKEL: Yes. That
8 would be great.

9 COUNCILWOMAN BROWN: Thank you.

10 I have a few questions as well.
11 What I underscore, my interest in the
12 barriers that you ran into at the School
13 District. So I will ask Councilwoman Gym
14 to join me offline, because that was one
15 of the notes I made as well as we look
16 towards budget hearings.

17 Thank you for lifting up Van
18 Jones. I think he's brilliant and truly
19 ahead of his time in the book that he
20 wrote and now continues to be a real
21 voice in that way on that issue on CNN.

22 I would ask that you connect
23 with Philadelphia OIC. You've listed
24 YouthBuild and you've listed another
25 organization involved in training.

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2 Philadelphia OIC was started by Reverend
3 Leon Sullivan almost 45 years ago where
4 it was truly about meeting young people,
5 meeting neighbors on their block and
6 providing them training to move into some
7 skill set areas. They really got a boost
8 with the first building -- the building
9 of the first Convention Center where they
10 actually created a Philadelphia OIC
11 hospitality division, training young
12 people in the world of hospitality and
13 then creating a definite pipeline for
14 jobs that came with the Convention
15 Center. Reverend Kevin Johnson is the
16 leadership there, and I would urge you to
17 speak with him.

18 Where are you with regards to
19 returning citizens and an opportunity in
20 the programs that you mentioned?

21 MR. GOLD-MARKEL: I'm sorry?

22 COUNCILWOMAN BROWN: Returning
23 citizens, ex-offenders.

24 MR. GOLD-MARKEL: Oh, that's
25 what our relationship with PowerCorps is

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2 mostly about. So PowerCorps has a lot of
3 ex-offenders as part of the program.
4 We've hired a number of ex-offenders.
5 And it's hard to speak on it, because you
6 get to know these guys and you know they
7 just want a great job. They want a great
8 job.

9 COUNCILWOMAN BROWN: So age is
10 not a factor or criteria?

11 MR. GOLD-MARKEL: Age is not --
12 I mean, I find that there's a certain
13 maturity that comes with a little bit
14 older of a worker. So it's sometimes
15 harder to reintegrate younger folks.

16 COUNCILWOMAN BROWN: Of course.

17 MR. GOLD-MARKEL: But, you
18 know, a very large percentage of our
19 workforce is ex-offenders, and it works
20 out so well. They come in. They're part
21 of the team. Nobody is sitting there
22 saying what about your past, you know, or
23 we don't trust you to do this or that.
24 They just want to work and they want to
25 work hard --

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2 COUNCILWOMAN BROWN: Yes.

3 MR. GOLD-MARKEL: -- I got to
4 say. Some of our best performing
5 employees are ex-offenders.

6 COUNCILWOMAN BROWN: What's the
7 minimum requirements for training?

8 MR. GOLD-MARKEL: Sure. So
9 when we're bringing people in, if they
10 haven't already gotten what's called an
11 OSHA 10 card for construction, we help
12 them and assist them with that. We also
13 assist them in becoming what's called
14 NABCEP certified.

15 COUNCILWOMAN BROWN: That's an
16 acronym for?

17 MR. GOLD-MARKEL: Yes, that's
18 an acronym. It's N-A-B-C-E-P. It's very
19 wordy. The North American Board of
20 Certified Energy Practitioners. That's
21 the certification for solar installers
22 nationally. You find that if you go to
23 any solar installer and you say, Hey, I'm
24 NABCEP certified, it gives you a leg up
25 on the competition. Additionally, most

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2 grants in other states require
3 NABCEP-certified solar installers in
4 order to access the grant. And in
5 procurement if we're talking about solar
6 energy, I would highly encourage NABCEP
7 certification to be a big piece of the
8 procurement requirements.

9 COUNCILWOMAN BROWN: Now, you
10 mentioned the Philadelphia park and rec
11 centers. Right before this hearing my
12 staff and I conferred about a major
13 initiative that Mayor Kenney is going to
14 announce wherein -- I'm waiting for the
15 budget address like many of us, with
16 anticipation for tomorrow, but it's our
17 hope that there will be tangible
18 narrative devoted to training of young
19 people and citizens in their
20 neighborhoods with energy
21 conservation-related measures and
22 opportunities included in that,
23 specifically solar with regards to parks
24 and rec. So we are already --

25 MR. GOLD-MARKEL: That's great.

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2 That's great. I mean, that's what we
3 have going on now, and we would love to
4 expand it. We really would.

5 COUNCILWOMAN BROWN: So know
6 that that is certainly on our radar
7 screen.

8 The last question I have,
9 Philadelphia Solar Schools Initiative,
10 talk a bit more about that.

11 MR. GOLD-MARKEL: So the
12 original goal was to have public school
13 students learn about solar and then
14 participate through a partnership with
15 our company after they've graduated in
16 installing 1.5 megawatts of solar, and we
17 identified buildings throughout the City,
18 public school buildings, that could house
19 that capacity. We worked -- and this was
20 under Dr. Ackerman that we did a lot of
21 this work, so I'm sure things have
22 changed. But we worked inside of the
23 District. I believe we met with a
24 gentleman by the name of Marvin Lee, who
25 was involved with energy procurement for

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2 the District. There was talk of an RFP
3 being issued, and then the things kind
4 of --

5 COUNCILWOMAN BROWN: The
6 chessboard shifted.

7 MR. GOLD-MARKEL: Everything
8 shifted, exactly. So we were moving
9 along at a good clip and then everything
10 went dark and we sort of had to adjust
11 our plan, and we went and we found a
12 great partner in YouthBuild and a mission
13 alignment there. But we would really
14 love to bring this back to the District
15 and have it accomplish its original
16 goals.

17 COUNCILWOMAN BROWN: Of putting
18 young people to work.

19 So I can't speak for Helen Gym,
20 but knowing where her heart is, I can
21 assure you that that issue will be
22 revisited during budget hearings.

23 MR. GOLD-MARKEL: Great.

24 COUNCILWOMAN BROWN:
25 Absolutely.

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2 Final closing comments or
3 observations, Councilman?

4 COUNCILMAN TAUBENBERGER: Yes.
5 Thank you very, very much.

6 Just a follow-up. I can't --
7 first of all, thank you again for your
8 time and taking the time out of your busy
9 day to give us your feelings and what you
10 believe in and the vision that you see
11 the City going forward, particularly with
12 energy and green energy. It's important.
13 It really affects the future.

14 But what I wanted to say very
15 clearly and following up with what Madam
16 Chair had said is OIC. I couldn't urge
17 you enough to speak to Reverend Johnson.
18 And if you need help with that to
19 facilitate, I am actually a Board member
20 of OIC. So maybe before you --

21 MR. GOLD-MARKEL: I would love
22 to talk with you.

23 COUNCILMAN TAUBENBERGER: Yes.
24 We will exchange contact information.

25 Once again, from my behalf and

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2 from my view here, thank you all very
3 much.

4 COUNCILWOMAN BROWN: Yes
5 indeed. We'll underscore that. Thank
6 you for your testimony. It's quite
7 informative and will inform our next
8 steps. So I'll be conferring with my
9 staff with regards to the next step for
10 the task force. And I should say with my
11 staff and the Administration.

12 And so this Committee on the
13 Environment and sustainability is
14 recessed at the call of the Chair.

15 Thank you all very, very much.

16 (Committee on the Environment
17 concluded at 3:05 p.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
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stenographic notes taken by me upon the
foregoing matter, and that this is a true and
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March 2, 2016

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