



Keep Hayward Clean And Green Task Force

Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
June 28, 2007

Agenda

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Introduction of New Members
5. Public Comments (*The Public Comments section provides an opportunity to address the Task Force on items not listed on the agenda. The Task Force welcomes your comments and requests that speakers present their remarks in a respectful manner, and focus on issues which directly affect the City or are within the jurisdiction of the City. As the Task Force is prohibited by State law from discussing items not listed on the agenda, your item will be taken into consideration, and may be referred to staff.*)
6. Approval of Task Force Minutes of 5/24/07
7. Task Force Goals and Measures of Success
8. Budget Discussion and Development
9. Committee Reports/Event Reports: Refer to Attached Steering Committee Minutes)
 - a) June 16, 2007 Clean-up (Whitman)
 - b) June 21, 2007 Street Party
 - c) Determine position on East Shore Energy Center
10. Upcoming Events
11. Member Comments/Reports
12. Next Meeting – July 12, 2007 (Committees)

Attachments:

- a) Notes of 5/24/07 Task Force Meeting
- b) Notes of 6/14/07 Steering Committee



Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Interested persons must request accommodation at least 48 hours in advance of the meeting by contacting the City Manager's Office at (510) 583-4300.

KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)

Notes from 5/24/07 Meeting

- I. Call to Order** – 7:05 PM by Chair Kindra Mendall
- II. Pledge of Allegiance**
- III. Roll Call:** Absent – Samuel Fuenzalida, Cora Johnson, Phyllis Medina, Vecepia Robinson, Gary Steinberger, Laura Swan, Jennifer Swarr, and Xiomara Tapia.
- IV. Public Comment** – requests were made as to information about getting clean up projects in a neighborhood, how to join the Task Force, and how to volunteer to support Task Force activities. Those making the requests were provided information and contacts.
- V. Approval of the Minutes** – The notes from the meetings of April 26, 2007 and May 10, 2007 were accepted.
- VI. Attendance Policy** – M/S/C to adopt the existing Council Policy on Attendance as reflected in Resolution 87-323 C.S., and *applied only to regular meetings* of the Task Force as follows:
 - a. Task Force Members shall be required to attend not less than 75% of all regular meetings
 - b. Failure of a Task Force Member to attend three (3) consecutive regular meetings of the Task Force may be cause for Council declaring the members' position vacant
 - c. Only Council may excuse a Task Force Member from a regular meeting of the Task Force
 - d. Attendance records of the Task Force will be reviewed by the Council in June of each year based on the previous 12-month period
 - e. The City Council is asked to remove or not reappoint any Task Force member who has failed to meet these criteria. (See specific language in referenced Resolution.)

This will now go to Council in June as part of their review of Boards and Commissions along with a request from the Task Force to apply to the Task Force Members the attendance policies in the referenced Council Resolution.

- VII. Committee Reports and Events** – Each Committee Chair reported on their meetings of May 10, 2007. Reports were heard from Clean Up (John White), Policy (Rob Simpson); Public Outreach & Awareness (Gloria Grant-Wilson); and Sustainability (Rob Simpson.) Of particular note was the Clean Up Committee's set date for their first Clean Up Day: June 16, 2007 focusing on Whitman to Sycamore along Tennyson. Contact John White for further information: JDWJR6@aol.com .

Kindra Mendall also reported out that the Steering Committee made a funding request of the City Council for \$100,000 for FY 2008; and that the City Manager had included a recommendation of

\$50,000 in his Budget message to Council. In either case, Chair Mendall noted that the Task Force will need to develop a plan for spending whatever money Council approves, and that the plan would need to be in place before Council would appropriate any funding.

- VIII. Presentation: Community Preservation Division of the Community and Economic Development Department of the City** – A presentation was made by Mary Brown of the City's Community Preservation Division and Jeff Cambra of the City Attorney's Office. City staff described what Community Preservation does, what tools they have for enforcement, and the process normally used to gain compliance from property owners and others in the City. A copy of the presentation will be available in the Task Force's next agenda packet.
- IX. Task Force Goals and Measures of Success** – tabled until the next meeting.
- X. Discussion of Bus Tour Results** – Chair Mendall asked each Task Force Member to review the compiled results of the 5/5/07 Bus Tour and see if it generated any ideas for future action; and she encouraged those not on the tour to drive the route themselves.
- XI. Upcoming Events** – The Clean Up scheduled for 6/16 was again discussed in more detail. A sign-up sheet was circulated for members to indicate if they were participating or not.

Simpson suggested that the Task Force begin planning a presence at the Zucchini Festival and asked staff to secure details about the event. The City Manager noted that the City has a presence there and will assure that there is space for the Keep Hayward Clean and Green Task Force.

It was noted that 5/31 is the deadline for application for Task Force membership. All members were asked to encourage neighbors and others to apply and/or to volunteer for specific events. The Public Awareness & Outreach Committee was asked to help generate new applicants and other volunteers.

- IX. Next Meeting** – June 14, 2007, from 7:00 – 9:00 PM in Room 2A of City Hall. There will be no Task Force meeting. Each Committee will convene separately for a working session: a meeting room schedule will be available in Room 2A. The Steering Committee convenes at 8:30 PM in Room 2A.
- X. Adjournment** – By Chairperson Mendall at 9:25 PM.

KEEP HAYWARD CLEAN & GREEN

TASK FORCE

STEERING COMMITTEE NOTES

Regular Meeting – 8:30 PM

June 14, 2007

Room 4B

CHAIR: John White, Jr.

- I. Call to Order: Meeting was called to order by Vice Chair John White, Jr. at 8:40 PM. In Room 4b of Hayward City Hall.
- II. Attendees – John White, Jr, (Vice-Chair and Chair of the Clean-up Committee); Lloyd Clifton (Policy Committee); Rob Simpson (Sustainability Committee); Laura Swan (Public Awareness & Outreach Committee). Kindra Mendall was absent (out of town). Other Task Force members present: Gary Steinberger. Refer to attachment for attendance at all Committees held on 6/14/07.
- III. Committee Reports: Committee Chairs reported on the activity of their Committees at meetings of 6/14/07.
 - A. Clean Up (White).
 1. White reported that most discussion was around final organization details for the Task Force's first Clean up Day on 6/16/07 (Whitman from Sycamore to Tennyson).
 2. Other Topics included long-term approaches to blight – City Public Works is working with Committee on this issue.
 - (a) Committee is researching an ordinance/approach used by Butte County to hold those illegally dumping large items accountable for their actions.
 - (b) In-City transfer site program – after discussion, Committee decided this may not be the best approach to reducing illegal dumping in the City. They will continue to discuss other possibilities.
 - (c) The Committee was made aware that CalTrans had allocated \$4M for litter pick up along I-880 from Oakland to Fremont. It was hoped that A Street and I-880 would receive some additional attention from this effort, and Committee was exploring the options.
 - B. Policy (Clifton)
 1. Clifton reported that Committee discussed how to establish priorities for their efforts.
 2. Jeff Cambra of the City Attorney's Office was in attendance and participated in the discussion of the role of the Task Force in "enforcement" and related public contact. Items discussed include
 - (a) Letter-writing activities are possible and can be completed by the Task Force, but with structure and planning.
 - (i) Letters should be sent in mail, not hand-delivered

- (ii) Return address should be a P.O. Box, not the City and not a private residence.
- (iii) Letters can point out the problems on a property, but should be encouraging and collaborative, not chiding or enforcement-oriented.
- (iv) Letters should not duplicate what is already done by the City; nor should they appear to come from a formal City agency.
- (v) Committee will work on form letters and accompanying check list attachment modeled after what is used in Community preservation.
- (b) Committee discussed Task Force communications and the role of the Policy Committee (i.e., what types of Task Force communications should go through the Policy Committee first to assure coordination and focused message?)
- (c) The Concealed Garbage Can Ordinance was discussed.
 - (i) The Committee has looked at how other cities do it and will continue to review ordinances from other cities.
 - (ii) City of Hayward already has an ordinance re large dumpsters and containers; and Committee thought that should be expanded to incorporate residential Concealed Garbage Cans.
- (d) The Committee noted that it was important they support the efforts of the Community preservation Division and other City programs, utilize what resources are available, and not try to duplicate current efforts or reinvent what's already working. To that end, the Committee suggested that the current "Community Preservation flyer should be widely distributed to the Hayward community starting with inclusion in the water bills. They also suggested a slight modification of the brochure utilizing the back "mailing" panel to highlight the KHCG Task Force.
 - (i) Committee will consider a proposed draft at their next meeting.
- (e) Clifton noted several items touched on by the Committee
 - (i) "Want to Volunteer" opportunity should be on the WEB site.
 - (ii) Huntwood dead end at Harder was visited and should receive high priority to remove junk, litter, and debris.
 - (iii) He had been in contact with apartment owners to discuss multi-residential property issues.
 - (iv) Committee noted that PG&E, Railroad, CalTrans and other agencies were problem property owners, and the Task Force needed to find a way to involve them in the clean up effort.

C. Public Awareness & Outreach (Swan). Swan reported on a list of activities for the Committee

1. Meet with the Editors of the local print media: Daily Review, Tri-Cities Voice, Pioneer and others.
 - (a) Get articles and events regularly into the media
 - (b) Create a regular column in the Daily Review and others called "Trash Talk" with Question and Answer format.

- (c) Develop a Children's activity in the paper such as coloring or connect the dots that teaches recycling and other "green" ideas.
 - 2. BART newsletter and promotions within the BART stations.
 - 3. KHRT Channel 15: With a few technical glitches, Committee was able to get a KHCG slide up on the revolving bulletin board.
 - 4. Upcoming Task Force events
 - (a) Zucchini Festival – August 18 and 19, 2007.
 - (b) Downtown Street Parties, evenings during the summer – Starts week of June 17th. Continues on 3rd Thursday in June, July, August, and September.
 - (c) Clean up Days – establish a regular series and define a protocol to be followed for each event including distributing flyers to the target neighborhood ahead of time, getting a slide up on KHRT, and generally standardize the set-up and event management.
 - (d) National Night Out – August 7, 2007.
 - 5. Publicize a street, house, or business of the week or month based on positive examples.
 - 6. use school marquees to advertise upcoming clean up events (from Sustainability Committee.)
 - 7. Getting vests, both disposal and better quality, for Task Force members and volunteers to utilize during clean up events.
 - 8. Hold a "Name the Mascot" contest to name the "peter the paint can" image.
 - 9. Develop a "Clean and green Team" campaign that strives to establish on-going "Clean and Green" teams in every neighborhood in which the Task Force conducts a clean up event.
- D. Sustainability (Simpson). Simpson reported that the Sustainability Committee:
- 1. Coordinated a tree planting event at Caesar Chavez Middle School with the 6/16 Clean up event.
 - 2. Suggested working through schools to sponsor clean up events.
 - 3. Wants "sustainability" added to the flyer describing who the Task Force is and what they do.
 - 4. Recommends that the Task Force take a public "no" position on the East Shore Energy Plant; and that the Task Force formally testify before the California Energy Commission when the opportunities present themselves.
 - 5. Offered redwood trees as give-away's for the Downtown Street parties.
 - 6. Will continue working on getting the Urban Accords adopted by the City Council.
 - 7. Is beginning to discuss the Climate Protection Program of Alameda County and how the City might best support that effort.
- IV. Committee assignments: Assigned the "Adopt-a-Street" program concept to the Policy Committee for review before program is developed and implemented by Public Awareness & Outreach.

- V. Agenda for Next Keep Hayward Clean and Green Task Force (6/28/2007)
 - A. Introduce new Task Force members
 - B. Budget Discussion – Develop an outline for a budget and program plan proposal for Council: Concentrate on budget and program categories rather than dollars
 - C. Discuss and develop “measures of success”
 - D. Determine Task Force response regarding the East Shore Energy Center
 - E. Report on 6/16/07 Clean up event
- VI. Adjourn – 9:30 PM

Keep Hayward Clean and Green Task Force Attendance List
 June 14, 2007 (Committee Meetings)

	<u>Present</u>	<u>Absent</u>	<u>Committee</u>
Leticia Arteaga	X		Clean-up
Pravin Balram		X	Policy
Lloyd Clifton	X		Policy
Paul Frumkin III		X	Clean-up
Samuel Fuenzalida	X		PA&O
Marilyn Gise	X		Sustainability
Gloria Grant-Wilson	X		PA&O
Frank Goulart		X	Sustainability
Chuck Horner	X		PA&O
Minane Jameson	X		Clean-up
Kindra Mendall		X	Policy
Phylis Medina	X		Clean-up
Laura Oliva	X		Sustainability
Larry Ratto		X	Policy
Rob Simpson	X		Sustainability
Shaminder Singh		X	Clean-up
Laura Swan	X		PA&O
Jennifer Swarr	X		Sustainability
Gary Steinberger	X		Policy
Xiomara Tapia		X	Clean-up
Myrna Truehill		X	Policy
John White, Jr.	X		Clean-up