



Keep Hayward Clean And Green Task Force

Hayward City Hall
2nd Floor, Anteroom outside Room 2B
Regular Meeting - 7:00 PM
July 12, 2007

Sustainability Committee Agenda

Chair: Rob Simpson

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee 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 Committee 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.*)
4. New Business
 - a. Report from the Chair
 - b. Sustainability Budget
 - c. Renewable Energy
5. Continuing Business:
 - a. Urban Environmental Accords adoption process
 - b. Water Recycling Feasibility Study
 - c. ICLEI's County Climate Protection Project
 - d. Victory Gardens Concept – Next Steps
 - e. Proposed Eastshore Energy Plant
 - f. Civic Bay Friendly Landscape Ordinance
 - g. Participation at the Zucchini Festival
6. Next Meeting: July 26, 2007 (Full Task Force)
7. Next Meeting: August 9, 2007 (Committee)
8. Adjourn



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

Hayward City Hall
2nd Floor, CED Conference Room 2D
Regular Meeting - 7:00 PM
July 12, 2007

Policy Committee Agenda

Chair: Lloyd Clifton

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee 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 Committee 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.*)
4. Finalize Wording for Refuse Container Ordinance
5. Work on Draft of Task Force Letter to Violators
6. Determine Budget Items for Policy Committee
7. List/Prioritize Issues to be Addressed by Policy Committee
8. Future agenda items – How to address “Feeding Programs” in public parks
9. Next Meeting: July 26, 2007 (Full Task Force)
10. Next Meeting: August 9, 2007 (Committee)
11. Adjourn



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KEEP HAYWARD CLEAN AND GREEN TASK FORCE
Polices Recommended for Letter-Writing Campaign
June 15, 2007: Policy Committee Meeting

One important point of discussion included having a clear distinction of what type of information is coming from the City and what is generated by the Task Force. Although we have the same common goal of a cleaner, greener Hayward, our roles and responsibilities differ. The City has a role in notifying and enforcing and the Committee has a role to educate and encourage. The Task Force letters need to be clear that it is not an enforcement action coming from the City. Steps to be taken should follow a pattern that is inclusive and informational. Suggested steps are:

1. Use formal letterhead and committee log to establish ownership. The Task Force should secure a P.O. Box in order to receive responses.
2. Use a marketing approach, and a “feel good about Hayward” style that is expected to produce positive results. The team should have user-friendly information for their neighbors or businesses.
3. Conduct an educational campaign first, and use the press to create a name for the group. Send out the team to blanket the target neighborhood with brochures. If the gate is locked, or there is a “no soliciting” sign, do not go up to the house or business. Use your discretion in assessing situations. Contact the neighborhood watch groups for the area, and use existing brochures.
4. Community Preservation staff and the City Attorney’s office provided some guidelines for what to concentrate on in the Task Force letters. The eyesore, or possible violation, must be in “plain view” from the street. If you can see it from the street, then it’s OK to concentrate on it in the letter. Send a letter in the style of the staff’s courtesy letters and provide a check-off list.
5. Remember – that letter is coming from Hayward Clean and Green Task Force, not the individual member. Define the issue clearly and be careful of the content, while clearly getting the message across.



Keep Hayward Clean And Green Task Force

Hayward City Hall
1st Floor, Conference Room 1C
Regular Meeting - 7:00 PM
July 12 2007

Public Awareness and Outreach Committee Agenda

Chair: Laura Swan

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee 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 Committee 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.*)
4. Unfinished Business:
 - a. Media
 - b. "Name the Mascot" Contest
5. New Business:
 - a. Review Draft Budget
 - b. Grant Research
 - c. Existing Educational Projects
6. Next Meeting: July 26, 2007 (Full Task Force)
7. Next Meeting: August 9, 2007 (Committee)
8. Adjourn



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Keep Hayward Clean And Green Task Force

Hayward City Hall, 2nd Floor, Room 2A
Regular Meeting – 7:00 PM
July 12, 2007

Steering Committee Agenda

Chair: Kindra Mendall

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee 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 Committee 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.*)
4. Committee Budgets
5. Performance Measures
6. Clean-Up Event Calendar
7. Hayward Street Fair
8. Zucchini Festival Update
9. Event Participation
10. Current KHCG Task Force Roster
11. Next Meeting – July 26, 2007, 2007 (Full Task Force)
12. Next Meeting – August 9, 2007 (Committee)
13. Adjourn



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KEEP HAYWARD CLEAN AND 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

Hayward City Hall
2nd Floor, Room 2B
Regular Meeting - 7:00PM
July 12, 2007

Clean Up Committee Agenda

Chair: John White, Jr.

1. Call to Order
2. Roll Call
3. Public Comments (*The Public Comments section provides an opportunity to address the Task Force Committee on items not listed on the agenda. The Task Force Committee 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 Committee 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.*)
4. Unfinished Business:
 - a. Periodic Clean-Up Transfer Site(s)
5. New Business:
 - a. *Draft Long Term Clean-Up Schedule
 - b. Develop Goals for each Clean-up Activity
 - c. Review Draft Budget
6. Next Meeting: July 26, 2007 (Full Task Force)
7. Next Meeting: August 9, 2007 (Committee)
8. Adjourn



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KHCG TASK FORCE - Committee Rosters as of 7-01-07

CLEAN-UP COMMITTEE	POLICY COMMITTEE	PUBLIC AWARENESS & OUTREACH (PA&O)	SUSTAINABILITY	STEERING
Meeting Room: 2B	Meeting Room: 2D - CED	Meeting Room: 1C	Meeting Room: 2nd Fl - Anteroom	Meeting Room: 2A
John White, Jr - Chair Carolina Abatago Leticia Arteaga Paul Frumkin III Minane Jameson Rick LaPLante Dee Dee Ligibel Doug Ligibel Phyllis Medina Shaminder Singh Xiomara Tapia	Lloyd Clifton - Chair Pravin Balram Kindra Mendall Larry Ratto Gary Steinberger Myrna Truehill	Laura Swann - Chair Chuck Horner Samuel Fuenzalida Gloria Grant-Wilson Linda Ramsay Kathy Super	Rob Simpson - Chair Frank Goulart Marilyn Gise Laura Oliva Mark Smetana Jennifer Swarr	Kindra Mendall - Chair Lloyd Clifton Rob Simpson Laura Swan John White, Jr
Staff: Robert Bauman	Staff: Susan Daluddung	Staff: Lisa Rosenblum	Staff: Alex Ameri	Staff: Fran David