



Keep Hayward Clean And Green Task Force

Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
July 26, 2007

Agenda

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. 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.*)
5. Approval of Task Force Minutes of 6/28/07
6. Review of Steering Committee Minutes of 7/12/07
 - a) Letter writing campaign
 - b) Change to City Ordinance
 - c) KHCG Mascot and Naming Contest
 - d) Clean-up Schedule
7. Budget Discussion and Development
8. Upcoming Events
9. Member Comments/Reports
10. Next Meeting – August 9, 2007 (Committees) – RECESS?

Attachments:

- a) Notes of 6/28/07 Task Force Meeting
- b) Notes of 7/12/07 Steering Committee
- c) Proposed language for Ordinance Amendment to MC 5-1.160—Sanitation and Health, Article 1.0, dealing with “Refuse Collection and Disposal”
- d) Draft Letter Template



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.

DRAFT
**KEEP HAYWARD CLEAN AND GREEN TASK FORCE
(KHCG)**

Notes from 6/28/07 Meeting

- I. **Call to Order** – 7:00PM by Chair Kindra Mendall
- II. **Pledge of Allegiance**
- III. **Roll Call** – Attendance sheet will be available at meeting.
- IV. **Introductions** - New Task Force members were introduced: Carolina Abatayo (Schaefer Park); Richard LaPlante (Harder School); Doug and Dee Dee Ligibel (Downtown); Linda Ramsay (upper “B” St); Mark Smetana ; and Kathy Super(“B” St.). Each described their KHCG interests which included graffiti, electronic garbage, and litter.

Task Force Committees were described by each Committee: Clean-Up Committee by Phyllis Medina; Policy Committee by Lloyd Clifton; Public Awareness and Outreach Committee by Laura Swan; Sustainability Committee by Frank Goulart; and Steering Committee by John White, Jr.

Following are the Committee assignments for new members:

- 1. Clean Up Committee (Chair: John White, Jr): Carolina Abatayo, Rich LaPlante, Dee Dee Ligitel and Doug Ligitel.
- 2. Public Awareness & Outreach (Chair: Laura Swann): Linda Ramsay, and Kathy Super.
- 3. Sustainability (Chair: Rob Simpson): Mark Smetana

- V. **Public Comments** – Gary Steinberger announced that the Relay for Life is August 17 & 18 and would need Recycling Containers and more KHCG Task Force “Mission” flyers.
- VI. **Approval of Task Force Minutes of 5/24/07** – Pravin Balram was incorrectly noted as absent for this meeting.
- VII. **Task Force Goals and Measures of Success**
In response to a question, there are 15 neighborhood areas identified in Hayward according to the General Plan. Members presented several ways in which Task Force success could be reported, including neighborhood before and after photos, number of volunteers, and more clean-up events than meetings.

M/S/C that there be twice the number of Clean-up Events than regular meetings; and that the Clean-up Committee bring back a calendar to the next Task Force meeting that will link up Clean-up Events with existing community groups??

Discussion followed about focusing clean-up efforts in the same area for awhile to make KHCG presence known, saturate the area with flyers about upcoming clean-up events, and maybe assign

KHCG members to specific neighborhoods or streets.

VIII. Budget Discussion and Development

M/S/C/ that budgets be developed and prioritized at the Committee level, then presented to the Steering Committee, and finally to the Task Force.

IX. Committee Reports/Events Reports

a. June 16, 2007 Clean-up (Whitman)

- Preferred green vests instead of orange (usually associated with punishment);
- Advertise on KHRT
- There were 25 volunteers besides City staff, who were great
- collected 5 truck loads of debris over 1.3 miles; graffiti removed at three overpasses
- plastic bags were biggest source of litter
- need more Clean-up Committee members out at different times and days
- involve the nearest school
- need recycling containers and encourage established groups to use own vests
- need clean-up the fireworks debris after July 4th

b. June 21, 2007 Street Party

- Good participation
- Lots of complaints about TriCed (should attend next Street Faire)

c. Determine position on East Shore Energy Center

City Manager, Jesus Armas reported that the City has already taken a position. Suggested that this topic be continued until December where more information will be available. M/S/C the continuance.

Members made a presentation to City Manager Armas making him an honorary Task Force member.

X. Upcoming Events

Clean-up by Old Highlands Home Owners Assn (OHHOA) on July 5 – 9AM to Noon to include a BBQ. Put on website.

XI. Member Comments

Laura mentioned getting green vests now, and cautioned members about knocking on people's doors during clean-up events. Other possible clean-up opportunities include the periphery of Blues Festival on July 7 & 8 from Noon to 7PM and trash pickup's at Kennedy and Weekes Park (need to contact HARD). Question was asked about the long-term liability.

XII. Agenda for Next Meeting – July 26, 2007, from 7PM – 9PM in Room 2A of City Hall.

Suggested agenda items:

- Review Bus Tour information and start to work on it
- Clean-up Committee Schedule
- Budget

- Marketing Plan and Mascot
- Long-term Liability Form
- Neighborhood Watch Coordinator
- How increased number of tagging prosecutions may be measure of success (referred to Policy Committee – get perspective of Hayward Police Department)

XIII. Adjournment – 10:00 pm on....

STEERING COMMITTEE NOTES

Regular Meeting – 8:30 PM

July 12, 2007

Room 2A

CHAIR: Kindra Mendall

- I. Call to Order: Meeting was called to order by Chair Kindra Mendall at 8:40 PM. In Room 2A of Hayward City Hall.
- II. Attendees – Kindra Mendall, (Chair and reporting out for Policy Committee); John White, Jr, (Vice-Chair and Chair of the Clean-up Committee); Rob Simpson (Sustainability Committee); Laura Swan (Public Awareness & Outreach Committee). Refer to attachment for attendance at all Committees held on 7/11/07.
- III. Committee Reports: Committee Chairs reported on the results of their earlier Committee meetings of 7/11/07.
 - A. Clean Up (White).
 1. The Committee developed a “clean up event” calendar. They identified the following:
 - (a) Saturday, July 21, 2007 – 8:30 am – 12:00 pm
Cleaning: Tennyson and Huntwood Streets
Meeting Point: Chavez Junior High School – Parking Lot
Clean-Up Supplies: Will be supplied.
To Volunteer: Contact John White – 510-889-0148 email jdwr6@aol.com
 - (b) Sunday, July 29, 2007 – 11: am – 3:00 pm
Cleaning: Gading and Schafer Streets
Meeting Point: Glassbrook Elementary School – Parking Lot
Clean-Up Supplies: Will be supplied.
To Volunteer: Contact John White – 510-889-0148 email jdwr6@aol.com
 - (c) August and one
 - (i) 2nd Saturday from 8:30am to 12:00pm
 - (ii) 4th Sunday with hours yet undetermined.
 - B. Policy (Mendall)
 1. The Concealed Garbage Can Ordinance was discussed and draft language developed and approved for forwarding to the Task Force.
 2. The Committee developed and approved for forwarding, a draft letter template that can be used by Task Force members to communicate with the public on behalf of the Task Force, particularly, property owners with “problem” properties.

- (a) They inquired as to the possibility of having a City Hall return address for the letters. Fran will check.
- (b) They identified a small sub-committee to lead the initial effort, probably Mendall and Jameson.
- (c) There was some discussion about focusing on absentee landlords, commercial properties, and multi-family residential units first.

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

- 1. The Committee noted that they had not yet started to meet with the Editors of the local print media: Daily Review, Tri-Cities Voice, Pioneer, and others; but would begin this effort in July.
- 2. KHRT Channel 15: Committee will assume responsibility for keeping the KHRT slide current, particularly with clean-up event information.
- 3. Committee discussed the "Name that Mascot" event more, and developed some more details.
- 4. Committee has identified an entire curriculum package for K-3rd grade for teaching youngsters about litter and related issues. They have sent for the curriculum and are in the process of verify if it meets State standards. Once that is determined, they will contact HUSD and determine how best to get it into the classrooms and before the youngsters.
- 5. The Committee is working on developing grant information, and has already received one \$1,500 donation from a local developer.
- 6. The Committee inquired if the City had any mass notification email or phoning software that the Committee could utilize to notify neighborhoods and communities when events were occurring. Fran will check.
- 7. Referrals to other Committees:
 - (a) Clean Up: Sponsorship of Clean Up events from Home Depot: Possible? What form? Who will approach them? Will the donate cans?
 - (b) Clean Up: Requested a focused clean up on "B" Street.
 - (c) Sustainability: More cans out in downtown. Can we use some of the new cans purchase through the new franchise agreement. Fran will check.
 - (d) Policy: Suggested strongly that emphasis be put on highlighting positive examples of properties and not focusing on publishing a "Dirty Dozen"-type list.

D. Sustainability (Simpson). Simpson reported that the Sustainability Committee:

- 1. The Committee recommended that the Task Force take a formal, public position on the Waste Management Lock Out based on the accumulation of garbage and related health issues. The Steering Committee voted to wait in hopes that there would be resolution of the issues between Waste Management and their employees, and to put it on the next Task Force agenda if the problem was still active.

2. The Committee recommended that Clean Up events be coordinated with whatever school was in the identified clean up area. They suggested that the starting point of each clean up could be a school. The Steering Committee voted to pursue this more directly after the start of the next school year.

IV. Agenda for Next Keep Hayward Clean and Green Task Force (6/28/2007)

- A. Budget: The Steering Committee planned to meet before the next Task Force meeting to consolidate budgets and compile a draft budget to recommend to the Task Force.
- B. Performance Measures: Each Committee should have 3-4 goals along with measures that will tell the members and others what they accomplished and how well they did.

V. Adjourn – 10:00pm

KEEP HAYWARD CLEAN & GREEN

The Mayor's TASK FORCE

Date

Name
Address
Address
Address

Re: Taking Pride in your Hayward Property

Dear _____,

I am writing to you on behalf of the City of Hayward's Keep Hayward Clean and Green Task Force, the Mayor's Task Force. We are a group of Hayward residents and business owners concerned with the current appearance of the City, and we want to encourage everyone to *Take Pride in Hayward!* We are rolling up our sleeves to make the City a better place to live and work and we are asking everyone to do their part. Today we are asking for your help.

The Keep Hayward Clean and Green Task Force is asking all residents and business owners to *take pride* in their property by keeping trash picked up, maintaining their landscaping, removing graffiti, and complying with City ordinances. This includes community preservation issues and above all having a property you can be proud to own.

Unfortunately, it has come to our attention that your property is currently not meeting one or more of these goals. Your property may be in violation of one or more City Ordinances. We note the specific issues with your property:

- *NOTE: Insert bullets that apply to this property*

As members of the Mayor's Task Force, we expect that you will do your part by making the changes on your property necessary to make it one that will help us fulfill our goals for the appearance of our wonderful city, and at a minimum, comply with City ordinances. If the problem(s) is/are not corrected in a few weeks, then we will refer the observations of our volunteers to the appropriate City staff for follow up and possible enforcement action.

Sincerely,

Kindra Mendall
Chair, Keep Hayward Clean and Green Task Force



**KEEP HAYWARD CLEAN & GREEN
TASK FORCE**

"A Straw Process"

Mission

Vision

Goals

Mission Statement

KHCG's mission is to preserve and enhance the visual appearance of the City of Hayward through joint efforts by individual citizens, volunteer groups, businesses, and municipal resources.

- The Mission Statement should represent the broadest perspective of the enterprise's mission.

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Vision Statement

KHCG's vision is to provide citizens and visitors to the City of Hayward with a positive visual experience that reflects Citizens' pride through cleaning and greening of the City using collective efforts of individual citizens, volunteer groups, businesses, and municipal resources.

A vision should include three topics, covered in more or less detail, appropriate to the organizational situation:

- **WHAT** is to be accomplished, described well enough so that one can tell if it happens to be accomplished.
- **WHY** it is important to be accomplished, described in terms of the overall objectives of the organization.
- **HOW** it can be accomplished, described in terms of the approaches and constraints that everyone will work with and within.

4

General Goal

The KHCG Task Force with citizens, volunteer groups, businesses, and municipal resources will enhance and sustain the City's visual appearances through education, cleaning and greening activities. Also, KHCG will review existing ordinances and determine the effectiveness, modify or re-write as necessary to enhance the Task Force completing its mission.

KHCG

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Developing Specific Goals

A specific goal has a much greater chance of being accomplished than a general goal.

To set a specific goal you must answer the six "W" questions:

- Who – Who is involved?
- What – What do I want to accomplish?
- Where – Identify a location.
- When – Establish a time frame.
- Which – Identify requirements and constraints.
- Why – Specific reason, purpose or benefits of accomplishing the goal.

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Specific Goals

KHCG Task Force will;

- Conduct periodic surveys of KHCG effectiveness.
- Track and quantify volunteer labor cost deferment to City.
- Track citizen / business / Municipal / volunteer participation (percentage) vs. total population (145,000).
- Develop a budget, allocate funds and monitor results.
- Conduct public awareness and outreach activities:
 - HUSD (Hayward Unified School District)
 - Youth Organizations
 - Other city sponsored commissions / committees
 - Local media
 - HARD (Hayward Area Recreation and Park District)
 - Community Colleges
 - California State Educational Institutions
 - KHRT Promotions
 - Market KHCG Logo

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Specific Goals, Continued

KHCG Task Force will;

- Review existing ordinances for effectiveness in combating:
 - Litter
 - Graffiti
 - Abandoned vehicles (private/public right-of-ways)
 - Weed abatement
- Develop new ordinances where necessary.
- Organize Neighborhood Adoption Programs (NAP).
- Develop Energy Conservation and Environmental Programs
- Plan and organize;
 - Greening activities
 - Graffiti removal activities
 - Litter clean-up activities

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Measuring Goals...



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Measuring Criteria

Establish concrete criteria for measuring progress toward the attainment of each identified goal. When you measure your progress, you stay on track, reach your target dates, and experience the passion of achievement that spurs you on to continue the effort required to reach your goal.

Ask yourself;

- What is the performance timeline?
- Who is the target?
- What does the accomplishment look like?
- What will it cost?
- Why is it important?
- What will happen if performed?
- What will be the consequences of non-performance?

10

That's All Folks....

11

STRAW PROCESS

Goal Setting Worksheet

A specific goal has a much greater chance of being accomplished than a general goal. To set a specific goal you must answer the seven "W" questions:

Describe Goal:

Who – Who is involved?	
What – What do I want to accomplish?	
Where – Identify a location.	
When - Establish a time frame.	
Which – Identify requirements and constraints.	
Why – Specific reasons, purpose or benefits of accomplishing the goal	

Finally, ask yourself,	Yes	No
Is it attainable?		
Is it realistic		
Is it timely		
If you answer " no " to any question, the goal is not likely to be achieved.		

STRAW PROCESS

Measures Worksheet

Establish concrete criteria for measuring progress toward the attainment of each identified goal. When you measure your progress, you stay on track, reach your target dates, and experience the passion of achievement that spurs you on to continue the effort required to reach your goal.

What is to be done?	
What is the performance timeline?	
Who is the target?	
What is to be accomplished?	
What will it Cost?	
Will the cost off-set the benefit?	
Why is it important?	
What will happen if performed?	
What will be the consequences of non-performance?	



CITY OF HAYWARD

DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT

DATE: July 17, 2007

TO: Susan J. Daluddung, Director of Community and Economic Development

FROM: David Korth, Neighborhood and Economic Development Manager 

SUBJECT: **Proposed amendment to Hayward Municipal Code Chapter 5, Article 1 – Refuse Collection and Disposal**

It is recommended that Hayward Municipal Code Chapter 5, Article 1, Section 5-1.60 be amended as follows (recommended new language provided in ***bolded italics*** below):

SEC. 5 -160 CONTAINER. PUBLIC PLACES. No refuse receptacle other than such as may be owned by the City of Hayward and no refuse whatsoever shall be placed or kept on or in any public street, sidewalk, footpath, or any public place whatsoever, but shall be placed on the premises so as to be readily accessible for removing and emptying by the refuse collector.

Garbage and recycling containers shall be placed for collection no earlier than 24 hours before and removed within 24 hours after each regularly scheduled collection day, and shall be stored at all other times out of view from any street.