



Keep Hayward Clean and Green Task Force

Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
August 23, 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 7/26/07
6. Reconsider Motion of Continuance regarding taking a position on the East Shore power plant
 - a) Consider taking a position on the East Shore power plant as follows: "The East Shore plant is not consistent with the goals of our task force. We recommend that it not be built. Future Energy needs should be met through clean energy production and conservation."
7. Task Force Mission Statement
 - a) Discuss and Adopt a Task Force Mission Statement. Suggested language for discussion is as follows: "KHCG's mission is to preserve the environment and enhance the visual appearance of the City of Hayward through the joint efforts of individual citizens, volunteer groups, businesses, and municipal resources."
8. Committee Breakout: Establish Priorities and Measures of Success
9. Next Meeting – September 13, 2007 (Committees)
10. Attachments:
 - a) Notes of 7/26/07 Task Force Meeting
 - b) Notes of 8/9/07 Steering Committee Meeting



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KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)

Notes from 7/26/07 Meeting

- I. **Call to Order** – 7:05PM by Chair Kindra Mendall
- II. **Pledge of Allegiance**
- II. **Roll Call:**
 - Present:* Ratto, Jameson, Goulart, White, Mendall, Swan, Oliva, Steinberger, Simpson, Grant-Wilson, LaPlante, Balram, Clifton, Singh, Ligibel, Ligibel, Ramsay, Super, Truehill, Horner, Gise, Tapia
 - Absent:* Fuenzalida, Frumkin
 - Unsure:* Arteaga, Smetana

- IV. **Public Comments** – Ms. Banks was recognized for her efforts in support of the KHCG Task Force. It was noted that, in addition to her participation in KHCG events, she also cleans “D” Street every Tuesday.

- V. **Approval of Task Force Minutes of 6/28/07** – Correction to the minutes: Vice-Chair John White presided at the meeting, not Chairperson Kindra Mendall, who was out of town with a family emergency.

- VI. **Review of Steering Committee Minutes of 7/12/07**
 - a. **Policy Committee:**
 - i. **Letter-writing Campaign:** Lloyd Clifton presented the draft letter for members of the “Letter Writing Committee” to use. There was discussion regarding the use of, tone of, and follow up to the letter.
MOTION: Moved, seconded, and carried unanimously:
 - 1. Focus on three groups – absentee landlords, businesses, and multi-family residential.
 - 2. Letter should include a specific timeframe for recipient response/correction.
 - 3. Letter should have specific items identified for correction. (Chair Mendall noted that this was the purpose of the bullet points in the center of the letter.)
 - ii. **Change to City Ordinance Sec 5-165:** Moving garbage cans back off the street in a timely manner.
MOTION: Moved, Seconded, and carried, with one abstention:
 - 1. Nice, warm friendly letter should be sent to customers before ordinance enacted
 - 2. Task Force would like a status report from staff on what’s working and what’s not working after the Ordinance has been in effect for a period of time.
 - b. **Public Awareness and Outreach Committee:** KHCG Mascot and Naming Contest: Laura Swan reported on the Committee’s recommendation for the

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use of the “Peter, the Paint Can” character as a mascot for the Task Force. The thought being that it was a “wearable” costume and could be used at events and in schools. Members expressed concern that, while cute and attractive, it did not look like a garbage can. Others thought it should have some form of “recycling” identification. Discussion ensued re costs, sizes of required “unitards”, etc. (Mottos discussed included “Yes, we can!” – pun intended.)
MOTION: Moved, seconded, and carried to move forward with the mascot, the “name the mascot” contest, and refining the actual mascot character.

c. Clean-up Committee

i. Tennyson Clean-up

1. 7 attended
2. 12 bags of garbage
3. No graffiti work
4. 140 flyers passed out by Leticia

ii. General Discussion of Issues Related to Clean Up Events

1. Mayor & Council Members should receive email instructions 2-3 times before event
2. How do we take advantage of volunteer database?
3. Clean up info was on website. Members should be proactive.
4. Every effort should be made to schedule events far enough in the future so members can plan to participate.
5. Committee should develop an Email Tree or Phone Tree for notification.
6. Task Force should leverage off memberships in other groups to get as many other groups as possible engaged in keeping Hayward “clean and green”, such as PTA, faith-based groups, Boy Scouts, service clubs, Girl Scouts, Neighborhood Alert, Home Owner Associations, and other neighborhood groups.
7. Could we contract with the Courts to utilize those individuals in assisting out clean-up efforts?

iii. Announced 7/29 Clean-up date and passed around a sign-up sheet.

iv. Saturday, August 11th invited to participate in the Templo de la Cruz festival

v. Regularly scheduled clean-up days: Changed from 2nd Sat and 4th Sun to just 4th Sat of month

1. Material costs are too limited to do more than one a month – recently cost \$20,000 for 4 events.
2. Can’t get enough resources to handle more than one.
3. Staff can’t support more than one.
4. Discussion:
 - a. Should have 2 Saturdays, AM and PM
 - b. Can we get Waste Management to agree to pick up “special” KHCG bags?
 - c. Reader boards on main streets advertising clean up dates/times.
 - d. Mayor suggested getting “clean up” donations

- e. Should do at least 2 clean-up events each month for Sept, Oct, Nov., and then perhaps 1 a month in Dec, Jan, Feb
- f. Can staff provide list of 15 precincts in the City?

VII. Budget Discussion and Development – Budget was presented and adopted.
MOTION: Moved, seconded, and passed unanimously to adopt the budget as presented by Chairperson Mendall.

VIII. Upcoming Events

- a. Street parties
- b. Zucchini Festival
 - i. Sustainability Committee
 - ii. Sign up sheet - August 18-19, 10AM-9PM
 - iii. Relay for Life – Tennyson High School
 - 1. LaPlante will participate
 - 2. Same weekend as Zucchini Festival
 - iv. National Night Out: Marion Fabian of HPD

IX. Member Comments/Reports

- a. Tennyson free vaccination program
- b. Need to help organize neighborhoods to take control of their own neighborhood.
- c. Adopt a street – good program: Doug Ligibel will organize for Grand Street.
- d. Introduced Gabrielle (Ellie) Ledda as a College Intern partially assigned to assist staff in supporting the KHCG Task Force.
- e. Bus tour – how do we address findings from tour?

X. Next Meeting – August 9, 2007 (Committees)

XI. Adjournment – By Chairperson Mendall

STEERING COMMITTEE NOTES

Regular Meeting – 8:30 PM

August 9, 2007

Room 2A

CHAIR: Kindra Mendall

- I. Call to Order:
- II. Attendees – Kindra Mendall, (Chair); John White, Jr., (Vice-Chair and Chair of the Clean-up Committee); Rob Simpson (Sustainability Committee); Lloyd Clifton (Policy Committee); Chuck Horner (filling in for Laura Swan of the Public Awareness and Outreach Committee). Refer to attachment for attendance at all Committees held on 8/9/07.
- III. Public Comments: None.
- IV. Committee Reports: Committee Chairs reported on the results of their earlier Committee meetings of 8/9/07.
 - A. Policy (Clifton)
 1. Get word out to businesses about spray paint lock up
 - (a) Contact Police Department for merchant list
 - (b) Go with ordinance as last resort
 - (c) Assist City staff on enforcing punishments on violations
 - (d) Help people who are physically unable to remove graffiti
 - (e) Revive City tool loaning library
 2. Add revenue to Community Preservation department
 - (a) Enforce street sweeping laws – impose fines
 - (b) Propose bonds or taxes
 3. Can Community Preservation train volunteers for:
 - (a) Office work
 - (b) Ticketing purposes
 - (c) Enforcement purposesneeds input from City staff on what are permissible volunteer duties.
 4. Graffiti is a major priority
 5. No smoking ordinance for downtown?
 6. Work session September 18 @ 5PM regarding homeless feeding programs
Monitor situation and/or offer assistance
 - B. Clean-up (White)
 1. 5-6 locations along D Street need attention
 2. Periodic clean up transfer site and goals need to be put on committee agenda
 3. July 29 Sunday clean up was great work
 - (a) Residents expressed concerns
 - (b) 18-20 bags of stuff (start keeping a log for press releases)
 - (c) 16 shopping carts removed

- (d) Taught residents that excessive car parking can be reported to website
- (e) Need to start using graffiti solvents as well as paint
 - Dan takes care of graffiti on trees
- 4. Clean up September 22
- 5. ask full task force for location suggestions using three criteria:
 - (a) Current need of cleaning
 - (b) High visibility area
 - (c) Can make a mark difference in community
- 6. Rich LaPlante uses truck to transport debris
 - 1 location for 1 pick up from city 12:00-12:30
- 7. Clean up August 25
 - (a) Email instructions out to everybody
 - (b) 2 lists: pre-registration and on site registration
- 8. Areas suggested by Steering Committee for future clean ups:
 - (a) Tennyson Road – both sides and median (need to coordinate with day laborers first)
 - (b) Mission Blvd from Union City border to Industrial, especially median
 - (c) Harder Road
 - (d) Jackson - along street and in median)
 - (e) Huntwood
 - (f) Industrial by Home Depot, especially the creeks and cyclone fences
 - (g) Rich is trying to get a calendar of city maintenance activities so as to try to coordinate and meet in middle
- 9. Templo de la Cruz festival on August 11 - Sycamore and Silva
 - (a) KHCG will have a booth there
 - (b) Church wants to do their own clean up with help
- 10. Concerns about clean up of major City entry points (especially near freeway)
 - (a) Vehicle travel is a concern
 - (b) No young volunteers – have alternate safer sites for them
 - (c) Permission needed from city/Caltrans to work on freeway property.

C. Sustainability (Simpson)

- 1. Developing a program for clean energy in Hayward
- 2. East Shore Power Plant is unhealthy and unsustainable. Request that a motion be placed on August Task Force agenda to reconsider earlier vote to delay until December to formalize Task Force position on Plant until December (as requested by former City Manager).
- 3. Volunteers needed for the Zucchini Festival (email sign up)
- 4. Researching state programs for school gardens in HUSD
- 5. Looking for available land for community gardens
- 6. Should start planting trees at clean ups, when possible

D. Public Awareness and Outreach (Horner)

- 1. Draft Community Statement – part of public awareness campaign to be printed in “My Word” in The Daily Review with mayor’s signature
 - (a) Needs to be reworked and be placed on Task Force agenda for approval.

2. Delay mascot naming contest – waiting for example from City staff – needs to be consistent with 60 new trash containers that has the recycling logo on top.
3. Media database being compiled by Kathy Super
 - (a) Includes radio, TV, newspaper, schools, etc
 - (b) Looking for specific contacts at newspapers.
4. Schools
 - (a) Stopwaste.org program has contract with HUSD, partner with them regarding mascot education
 - (b) HUSD volunteer application process must be followed for KHCG members to come into the schools – State mandated (application packets given out at next Task Force meeting)
 - (c) Curriculum qualifies state criteria and is modifiable
5. ‘Adoption’ programs
 - (a) Adopt a school – task force volunteers act as liaisons between school and force
 - (b) Adopt a street – business/commercial
 - (c) Adopt a block – neighborhoods
 - (d) All should join forces so don’t unknowingly compete
6. Volunteer forms/identification
 - (a) Standardize volunteer forms
 - (b) Create business cards for Task Force members – reverse side could be printed as to get potential volunteer registration info with name, address, Email, phone number, and a checkbox for minors – Need to find out if City will print or that is a something Task Force must do on their own.
 - (c) Volunteer database is being maintained by Laura.
7. Committee should start asking for handouts from Home Depot, etc.

V. Near term purchasing needs (paid for out of \$500 donation)

- (a) Silk-screen vests with KHCG that were donated by Tri-Ced (get estimate first)
- (b) Letterheads – samples were discussed (use for community mailings)
- (c) Clean-up Supplies – staff supplying for now; some Clean-up Committee out-of-pocket expenses
- (d) Trees for planting – Rob paying.

VI. Task Force mission statement

- (a) Draft: “KHCG’s mission is to preserve the environment and enhance the visual appearance of the City of Hayward through the joint efforts of individual citizens, volunteer groups, businesses, and municipal resources.”
- (b) Need an overriding mission statement before committees can make their own
- (c) Will be on documents, not letterheads.

VII. August agenda items

1. Reconsider delay in taking a position on East Shore Energy Center
2. Mission statement approval: (Committees create measures of success)
3. Reschedule Police Dept. presentation to Task Force to September meeting.
4. Delay KHCG goals and objectives to Task Force September meeting

5. Select a Letterhead design with the web address (want design to show KHCG is affiliated with the City but not a part of it like staff)
6. Report on City decision regarding trash containers (?)

VIII. Next Meeting – August 23, 2007 (Full Task Force)

IX. Next Meeting – September 13, 2007 (Committee)

1. Agendas for committees are due August 28, Tuesday after full meeting

X. Adjourn – 9:50