



## Keep Hayward Clean and Green Task Force

Hayward City Hall, Room 2A  
Regular Meeting - 7:00 PM  
September 27, 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 Revised Task Force Minutes of 7/26/07
6. Approval of Task Force Minutes of 8/23/07
7. Actions Coming From Committees
  - a) Propose Taking Position on Russell City Energy Center
  - b) Proposed Change to Graffiti Ordinance
  - c) School Liaison Program
  - d) Letter Writing Campaign Update
8. Tri-CED Facility Tour
9. Fairway Park Neighborhood Assistance
10. Volunteer Database and Sign-Up Sheet
11. Business Cards and Letterhead
12. Neighborhood Plans
13. Task Force Schedule:
  - October 11, 2007 Committees
  - October 25, 2007 Full Task Force
  - November 8, 2007 Committees
  - November 29, 2007 Full Task Force
  - December 13, 2007 Committees
  - December 20, 2007 Full Task Force

14. Upcoming Events
15. Member Comments / Reports
16. Next Meeting – October 11, 2007 (Committees)
17. Attachments:
  - a) Notes of 7/26/07 Task Force Meeting
  - b) Notes of 8/23/07 Task Force Meeting
  - c) Notes of 9/13/07 Steering Committee Meeting
  - d) Proposed Change to Graffiti Ordinance



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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, Smetana
  - Absent:* Arteaga, Fuenzalida, Frumkin
  
- 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 (including whether there should be a specific amount of time) to the letter.  
**MOTION:** Moved, seconded, and carried unanimously:
      1. Implement the letter writing campaign as presented limiting the focus of letters to three groups – absentee landlords, businesses, and multi-family residential.
      2. It was agreed that the campaign would be referred to the Policy Committee for implementation and that a formal protocol would be developed.
    - ii. **Change to City Ordinance Sec 5-165:** Moving garbage cans back off the street in a timely manner. Discussion included the need to conduct public outreach ahead of any enforcement actions. The Task Force requested a status report from staff on what’s working and what’s not after the Ordinance has been in effect for a period of time.  
**MOTION:** Moved, Seconded, and carried, with one abstention: To recommend to the City Council that Hayward Municipal Code Chapter 5, Article 1, Section 5-1.65 be amended as identified in the staff report.

- b. Awareness and Outreach Committee:
  - i. KHCG Mascot and Naming Contest: Laura Swan reported on the Committee's recommendation for the 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 11<sup>th</sup> invited to participate in the Templo de la Cruz festival
  - v. Regularly scheduled clean-up days: Changed from 2<sup>nd</sup> Sat and 4<sup>th</sup> Sun to just 4<sup>th</sup> 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 neighborhoods 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

# KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)

Notes from 8/23/07

**I. Call to Order** – 7:07PM by Chair Kindra Mendall

**II. Pledge of Allegiance**

**III. Roll Call:**

*Present:* White, Mendall, Frumpkin, Super, Gise, Steinberger, Oliva, Ligibel, Ligibel, Balram, LaPlante, Clifton, Simpson, Atabayo, Grant-Wilson, Ratto, Horner, Truehill, Arteaga, Fuenzalida, Goulart

*Absent:* Tapia, Medina, Swarr, Swan, Singh, Smetana

**IV. Public Comments** – Joel Pena from United Textile, Inc., a textile recycling company spoke on how his company turns approximately 200,000 pounds of clothing into exports or rags instead of allowing them to fill up landfills. He is offering to provide safety vests, gloves, eye and wiping protection materials.

**V. Approval of Task Force Minutes of 7/26/07** – held over because revision is needed

**VI. Reconsider Motion of Continuance regarding taking a position on the East Shore power plant**

i. **MOTION:** to reopen discussion regarding the KHCG Task Force taking a position on the East Shore power plant. Moved, seconded, and carried with 1 opposed and 1 abstention.

- Rich: As volunteers, the City does not come to the Task Force for advice and they've already taken a position
- Gloria/Frank: Taking a position was originally postponed because more information was needed. The City has taken a position already, but the Force doesn't need to take the same position
- Fran: Process for plant is moving faster than expected.
  - Technical hearing date is Sept 6, 1PM-10PM in 2A
  - Energy Commission on Russell City Center Sept 5, 6PM-12AM
- Doug: He contacted the State House Representative, who was opposed to the plan. He also contacted Senator Feinstein, but there's no clear indication if Washington is for or against the plans.
- Fran: The Russell City project is approved by the City, but has been reopened due to a proposed change in location. The City of Hayward is against the East Shore power plant because why should we need 2 power plants in 1 city. The East Shore power plant is meant to be a 'peaker' plant, meaning it would only run during peak hours.

ii. **MOTION:** to approve the City's position on the East Shore power plant. Moved, seconded, and carried with 2 abstentions.

- John: Everyone in the Task Force should know what everyone else is doing so they don't negate or conflict with each other.

- Larry: Need to take action as a full task force before telling the public. We've done our share; Hayward doesn't need 2 power plants. East Shore would be a peaker – for now.
- Marilyn: Chemicals are dangerous and the wind blows them over here. The peak hours in summer make it worse. She doesn't want either power plant.
- Doug: As one of many diagnosed asthmatics in the city, during peak hours you can see the smog. It becomes a safety issue for planes coming into Hayward. Tierra Pines is out of Texas, it's not a Californian company.
- Gloria: The position statement should be on a press release.
- Gary: Formal letter to city council before the press release
- Rich: Chair should be a spokesperson to the city council.

iii. **MOTION:** to put the statement "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 cleaner energy production and conservation." Into the letter to the city council. Moved, seconded and carried with 3 opposed.

- John: Clarification needed on 'clean energy production and conservation.'
- Rob: Clean energy would refer to renewable energy such as solar, wind power, possibly wave. Nuclear does not fit.
- Larry: Tweak the word 'clean' to 'cleaner' and the Chair should write the letter.
- Kindra: Task Force members must represent the ENTIRE Task Force's will.

#### **VII. Task Force Mission Statement**

**MOTION:** to approve. Moved, seconded, carried unanimously.

- The Keep Hayward Clean and Green (KHCG) Task Force'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.
- Frank: Municipal resources go how far? There have been problems accessing or creating a volunteer database. Each area needs a scheduled month in order to energize people. Local groups need to be notified. Businesses should clean their own lots and be notified of clean up days.
- Myrna: Frustration felt on the need of a press release in the paper.

#### **VIII. Committee Breakout: Establish Priorities and Measures of Success**

## STEERING COMMITTEE NOTES

Regular Meeting – 8:30 PM

September 13, 2007

Room 2A

CHAIR: Kindra Mendall

- I. Call to Order – 8:37 PM
- II. Roll Call – Kindra Mendall (Chair); John White Jr. (Vice-Chair and Clean Up Committee); Rob Simpson (Sustainability Committee); Lloyd Clifton (Policy Committee), Chuck Horner (acting Chair of Public Awareness and Outreach Committee)
- III. Public Comments – None.
- IV. Committee Reports:
  - A. Sustainability (Simpson)
    1. Urban Environmental Accords
      - a) Adopt policy for reusable energy to account for 10% of the City load within seven years
      - b) Find out how much of the City's energy is renewable right now
    2. Tree planting at Bret Harte with Clean Up Activity on the same day
    3. Work with City to replace municipal vehicles with hybrids
      - a) Put in bio-diesel stations (Maybe on Soto and Jackson?)
      - b) Research other cities
    4. Urban Accords as framework for committee measures of success
    5. Neighborhood Associations to help with clean up effort (move to PA&O)
    6. Tri-CED tour of facility
    7. Possible Council Sustainability Committee
      - a) Seven members:
        - 3 Council members:  
Mayor Sweeney  
Councilmember Henson  
Councilmember Quirk
        - 3 Planning Commissioners:  
Chair Julie McKillop  
Commissioner Al Mendall  
Commissioner Rodney Loché
        - 1 KHCG Liaison:  
Member Laura Oliva
      - b) Focus on green building as well as energy conservation and creation
    8. Motion to Task Force to oppose Russell City power plant

## B. Policy (Clifton)

1. Issues with clean ups: Prioritize ordinances to conquer them
  - a) Graffiti
  - b) Dumping
  - c) Street Sweeping
  - d) Litter and unkempt landscapes
  - e) Abandoned vehicles
  - f) Unsightly property
  - g) Illegal signs
  - h) Inoperable vehicles on private property
  - i) Free food distribution programs
  - j) Shopping Carts
2. Help City Staff with programs
  - a) Work groups comprised of the committee and volunteers
  - b) Call on other organizations
3. Spray paint ordinance to go to City Council

## C. Clean Up (White)

1. August 25 Clean Up
  - a) Negatives:
    - i) Ran out of roster space, badges, and safety glasses for graffiti clean up
    - ii) Sprayers as well as small bags for batteries are needed
    - iii) More beige paint and yellow fire hydrant paint are needed
  - b) Positives:
    - i) 56+ volunteers, ran out of roster space and badges
    - ii) 10 teens (took a picture with the mayor)
    - iii) Approximately 100 graffiti sites cleaned by Doug Ligibel
    - iv) 76 bags of debris collected as well as shopping carts and bedsprings
    - v) Neumanali provided coffee and pastries
2. Identify Task Force members either by picture IDs or different color vests and/or trash bags
3. September 22 Clean Up
  - a) Waiver may be required to work along canal
  - b) 30+ graffiti sites and a lot of litter
  - c) Allowed to park on Industrial due to insufficient parking at meeting location
4. Clean up schedule
5. Committee members to rotate taking lead of the process
6. Documentation for all clean up activities and street fairs
7. Localized clean up opportunities
  - a) Bob Bauman gave a list of all the trash receptacles
  - b) Unofficial clean up opportunities for each member
    - i) Time clean up with trash pick up
8. Open vacant City properties for clean up

D. Public Awareness and Outreach (Horner)

1. Compiled emails, names, phone numbers for the volunteer database
  - a) Updated sign ups (M=minor) to be on hand for every member
2. Stall on media database
3. Doris Rodriguez to help with school curriculum
4. Mascot to be done without new trash can design
5. KHRT slides should have the pictures of volunteers on them
  - a) Send the volunteers thank you cards
6. Trash Talk article in the Daily Review
7. Vests from United Textiles
8. Delegate work to different businesses
9. Supplies to obtain from City:
  - a) Trash bags
  - b) Grabbers
  - c) Utility knives
  - d) Small rakes for cigarette butts
10. Task Force members volunteer to help in schools (Each adopt a school)
  - a) Forms are involved
  - b) Part of Mascot program

V. Next Agenda Items:

- A. Tri-CED tour
- B. Position on Russell City power plant
- C. Spray paint/graffiti ordinance
- D. Public Awareness and Outreach Committee's school program

VI. Task Force Schedule:

- A. November 29, 2007 Full Task Force Meeting
- B. December 13, 2007 Committee Meetings
- C. December 20, 2007 Full Task Force Meeting

VII. Measures of Success:

- A. Public Awareness and Outreach still needed
  1. Goes to Steering Committee first, then to full Task Force

VIII. Proposed Council Sustainability Committee:

- A. Laura Oliva as KHCG liaison
- B. Make sure things don't overlap with them

IX. Next Meeting – September 27, 2007 (Full Task Force)

X. Next Meeting – October 11, 2007 (Committees)

XI. Adjourn – 9:36 PM

## Proposed Change to the Graffiti Ordinance

**Submitted By:** Policy Committee

**Recommendation:** That the Task Force recommend that the Council adopt the proposed change to the Graffiti Ordinance outlined below.

**Purpose:** The existing Graffiti Ordinance allows spray paint cans and markers used in graffiti to be either locked up *or* stored within sight of an employee. Currently some hardware stores choose to not lock up their spray paint. It is likely that many of the perpetrators of graffiti within the City are stealing their tools and locking up these tools would be a deterrent. Given the substantial graffiti problem in the City and the substantial amount of time and money spent to eradicate graffiti, the Policy Committee recommends that the ordinance be changed so that all spray paint and markers (as outlined in the ordinance) sold within the City limits *must* be locked up.

### **Proposed Change:**

*Section 3.11.03 paragraph c. of the Graffiti Prevention and Abatement Ordinance reads as follows:*

"Every person who owns, conducts, operates, or manages a retail commercial establishment selling pressurized paint cans of any size or weight, or any marker with a marking tip one-half inch or more at its largest dimension that is capable of defacing property with permanent, indelible, or waterproof ink, paint, or other liquid, shall store or cause such pressurized paint cans or markers to be stored in an area continuously observable by employees of the retail establishment during the regular course of business.

In the event a retail commercial establishment is unable to store such pressurized paint cans or markers in an area as described in this article, as an alternative, pressurized paint cans and markers shall be stored in an area viewable by but not accessible to the public in the regular course of business without employee assistance, pending the lawful sale or disposition of the pressurized paint cans or markers."

*The Policy Committee proposes the following change (a deletion only):*

"Every person who owns, conducts, operates, or manages a retail commercial establishment selling pressurized paint cans of any size or weight, or any marker with a marking tip one-half inch or more at its largest dimension that is capable of defacing property with permanent, indelible, or waterproof ink, paint, or other liquid, shall store or cause such pressurized paint cans or markers to be stored in an area viewable by but not accessible to the public in the regular course of business without employee assistance, pending the lawful sale or disposition of the pressurized paint cans or markers."

**Follow Up:** Staff will prepare the appropriate documents to present this proposal to City Council for consideration.