



Keep Hayward Clean and Green Task Force

Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
January 24, 2008

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 Notes from Full Task Force Meeting on 1/10/08
6. Schafer Park Update
7. Garbage Can Ordinance Update
8. Task Force Review and Priorities
 - a) Structure
 - b) Attendance Policy
 - c) Task Force Size
 - d) Committee Priorities – How to get City Residents to Take Ownership of the Problem
9. Announcements
10. Next Meeting – February 14, 2008 – Committees
11. Next Meeting – February 28, 2008 – Full Task Force
12. Attachments:
 - a) Notes of 1/10/08 Full Task Force Meeting
 - b) KHCG Structure Revision Memo



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KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)

Notes from 1/10/07

1. **Call to Order** – 7:06PM by Chair Kindra Mendall

2. **Pledge of Allegiance**

3. **Roll Call:**

Present: Abatayo, Balram, Clifton, Gise, Goulart, Horner, LaPlante, Ligibel, Ligibel, Mendall, Oliva, Singh, Super, Steinberger, White

Absent: Fuenzalida, Medina, Ratto, Simpson, Smetana, Truehill

4. **Public Comments** –

Terry Funderberg recently moved his ailing mother in law from the 5th floor to the 1st where the view is now of San Lorenzo Creek. The problem is that behind Casa Sandoval where residents feed the wild ducks, debris is accumulating. The filth is disgraceful and harmful to the environment. There are dozens of encampments and mattresses. There appear to be people living there. He understands that one side of the creek belongs to the county and the other belongs to Hayward but it seems that the sides are mixed up. He's hoping that Hayward can help clean up the area, but realizes the homeless problem is difficult.

Mayor Sweeney replied that a petition by Casa Sandoval on the matter was received and that the City will be coordinating with other agencies on the cleaning up effort. Fran David added that the Police Department has swept the area several times over the past few years and that they are looking at plans to address the issue on a permanent basis. The aim is to report back in 2 months. Frank Goulart added that neighborhood coordinated sweeps resulted in the homeless just moving up the creek. It's a very large issue that has to be handled lightly. Fran agreed saying that people need to be given the opportunity to pack up their possessions.

On an unrelated note, Chuck Horner commented that Kindra looks good in the paper.

5. **Approval of Notes from Full Task Force Meeting on 11/29/08** – Moved, seconded and carried, with 1 abstention. Change 6.c) i.7 from "Doug says that the Police Department needs a bigger staff" to "Doug says that the Police Department needs an ADEQUATE staff."

6. **Review of Schafer Park Meeting and Neighborhood Clean Up (January 12, 8:30-Noon)**

1. Kindra thanked all the Task Force members that showed up to the Schafer Park meeting that took place on December 13. She noted that they had the same complaints as Fairway Park. Carolina Abatayo formed a Neighborhood Association and the follow up meeting is scheduled for Thursday, February 7. That is not a Task Force meeting date.
2. Carolina announced that this Saturday, January 12 the neighborhood is holding a clean up and potluck. They're hoping that the weather will cooperate so that they can clean up Schafer Park between Evergreen and Cascade. Besides having a potluck they are having games, a deejay, and soccer. They are working with HARD to create a soccer academy.

3. John White, Jr. noted that Rachel Cohen, staff writer of the Daily Review would like to interview Schafer Park Cleanup participants
4. Frank would like to say thanks for the great staff turnout from the City as he found it really helpful.
5. Doug Ligibel has been speaking with people about getting a Neighborhood Watch together in the area.
6. Chuck has collected approximately 45 new volunteers in Schafer Park. There are officially 354 names of volunteers and still trying to get 600 by March.
7. Fran announced that the next (third) Fairway Park meeting will be at Hillview Crest Elementary, January 30, at 7PM. The goal is to assess the impact created so far and see what still needs to be done. The City plans to have an ongoing relationship with the Neighborhood Association.
8. Doug is concerned about the graffiti on the church on Mission and Gresel. He sees the need to get police involved with the Neighborhood Watch.

7. KHCG Task Force Year End Review & Establishment of Priorities

1. Kindra announced that a lot of work has been accomplished, but now is the time for members to vent frustrations. The group needs to answer what's working and what isn't. What needs to change in terms of structure, leadership, focus, public relations, etc? Everyone will get exactly 2 minutes.

IDEAS

Kindra Mendall:

- Structure needs to change
 - Sustainability Committee is redundant
 - Public Outreach shouldn't be separated into another committee
 - Clean Up Committee
 - Policy Committee
 - Neighborhood Committee to work with Associations and get them organized to work with the City and HARD
- Task Force too bureaucratic – suggests that separate committees report directly to Council
- Refocus on greening efforts – vegetation, graffiti and businesses cleaning up own areas

John White, Jr.: (PowerPoint presentation about the following ideas to be sent out to all Task Force members)

- Shrink to two committees:
 - Policy and Community Outreach Committee
 - Clean Up and Green Committee
- This group needs to tackle larger problems with City. There is a 50% turnover rate so there is a struggle with the balancing of resources. Task Force should be aiming for a 5% turnover with the best of circumstances.
- Discontinuation of the late Steering Committee meetings by eliminating the Steering Committee. Instead, all jurisdictions would fall to the full Task Force.

Gary Steinberger:

- Attendance policy
 - When interviewed, members were told attendance was once a month. The twice a month requirement was voted on in committees. How did it become mandatory?
 - There is no tracking of attendance for events. Event attendance should hold weight because people have conflicting schedules and the Task Force needs more doers.
- Public Awareness and Outreach
 - What happened to the mascot?
 - Need more media/newspaper coverage
- Policy Committee should stay as a separate group due to technical wording. They should go with the City charter.
- The people still present have done a good job
- Priorities should be set in sub groups a month or 2 in advance to get things accomplished.

Dee Dee Ligibel:

- Too many committees, not enough traction
- Too many efforts and ideas, main focus should be on Cleanup Events
 - Must have publicity – oomph behind the effort
- No events or meetings should conflict with City
- Don't get the pie in the sky – aim realistically
- Keep meetings to the time limit
- Attendance policy is too tough

Chuck Horner:

- Local neighborhoods should own, organize and sustain clean and green goals

Marilyn Gise:

- Taught high school science and the kids would always clean up after themselves. She wishes she could remember how to do that and figure out how to get residents to have pride
- Structure

Doug Ligibel:

- Agrees with everyone so far
- Got involved because of a homicide behind their home 1 year ago
- They've been fighting gang graffiti over and over again, especially in the downtown area
- 15 members out of 30 are present tonight. They agreed to once per month, and twice a month is too much.

Frank Goulart:

- Structure
 - Agrees with Kindra that there should be a Neighborhoods Committee
 - Community outreach and publicity should be within the Cleanup Committee

- Policy needs to be a separate committee
- 3 separate pieces of Task Force, each with a chair that would report directly to staff so no need for a Steering Committee
- Neighborhoods Committee should include business districts and have them work together
- Looking ahead
 - City should come in with resources only when needed
 - Once a year get everyone together to see what everyone else is doing
 - See more like Schafer Park – get a lot of City staff involved, like the Graffiti buster and thing the City can provide that the Task Force can't.

Laura Oliva:

- Agrees with everyone about reducing bureaucracy and merging committees
- Frustrated that Sustainability Committee has been unable to do all that they've set out to accomplish
- Focus on regional goals – neighborhoods are the only way the Task Force is going to get things done
- Educate community – she doesn't get the Hayward newspaper, so maybe door to door outreach is the best way
- Focus on neighborhoods – especially by reducing the carbon footprint by planting trees, taking care of them, and getting rid of junk.

Carolina Abatayo:

- Schafer Park started out from the bottom by talking to people and motivating them to speak out. There have been several robberies, as well as gangs, graffiti on homes and businesses – people are scared.
- Need media in English and Spanish

Rich LaPlante:

- It's depressing that not everyone is here tonight
- A clean up event with the Day Labor Center was published in the paper and yet we are unable to get KHCG Cleanup Events published
- Haven't been able to motivate the City
- Not all members have gone to an event
 - Everyone's ideas are valid, but most residents see graffiti, garbage, and shopping carts
- City Council needs better enforcement
 - Need publicizing of enforcement of bad areas
- Increase vegetation and irrigation
- Get garbage, graffiti and shopping carts out.
- Need to be more than a bureaucratic group

Pravin Balram:

- Clean up of City requires more than this Task Force, City needs to be more involved
- Major thoroughfares look like a dump with dead shrubs and trees. It's not a clean city impression, and impression is nine tenths of the law.

- City needs to be more proactive and not complaint driven
- Hayward shouldn't be seen as a 3rd rate city – it should be seen as a pleasant place to live

Shaminder Singh:

- We're not near our clean and green goal
- Community needs to be more involved, and more programs and steps need to be taken to get them involved
- Need more publicity

Kathy Super:

- Group should stay small – the people here are dedicated
- The committees should stay as they are but all meet in one room
- Apologizes for the lack of publicity in the Daily Review. She's tried hard to get them to write, to the point of asking to pay for space.
- Apologizes that the mascot pretty much left with Laura Swan
- Reminds everyone that the Public Awareness and Outreach Committee is pretty much down to her and Chuck
- Focus on schools and work with kids – like the garden in Burbank
- The new garage needs to have vines planted, but the City has planted something else
- Need to plant vines along the walls of the train tracks

Lloyd Clifton:

- Educate the public
 - Realizes that there are bad people who don't care
 - Work on troubled communities
- Structure reorganization
 - Policy and Sustainability Committee
 - Work on issues like what needs to be done to improve commercial recycling, graffiti, shopping carts, etc.
 - Subcommittees can each deal with 1 specific issue
 - Clean Up and Public Awareness Committee
 - Education of groups that need to be approached
 - Do a neighborhood meeting before every clean up
 - Align selves with Neighborhood Watch

Mike Sweeney:

- The idea of the Task Force was brought forward because people of community were concerned
- Issues rooted in community and solutions should come from the community
- City Hall not really receptive at first, but everything rests on the work
 - Task Force should be proud of what they've done so far, but a lot more needs to be done
 - Work on organizing people
- Policy side is bureaucratic on the City's side of things, but the Policy Committee can be more aggressive

- The Fairway Park meeting was a great wake up call for City Hall. The messages that need to be heard are being heard.

Greg Jones:

- He wasn't here when the Task Force was formed, but realizes that it's all about partnerships – leverage what this group brings to what the City brings.
- The City can strengthen the impact of the group by having street sweepers and graffiti busters with clean up events.
- The City will support the effort with resources, but it needs to hear how that would work best.
- The City is not structured internally to deliver what the city is demanding, and there are 900 employees.
 - Structure needs to align to serve community
 - Antiquated structure right now, eventually to go to Council

Fran David:

- Forming, storming and "norming." Right now the Task Force is in the "Storming" phase, the phase of frustration. It is a perfectly expected path.
 - People here are at the core of the group
 - Is this the group, or should you try to expand?
- A lot of change and development
 - Need partnership and leveraging
 - This group needs to be a catalyst for neighborhoods because this group can't do it alone.
 - There will be City resources to support it, but the City can't do it alone either.

Ellie Ledda:

- In high school Mural Club was a great way to draw on walls without getting in trouble. It might be a good idea to get kids to paint murals over graffiti covered areas.
- Need more things for kids to do in Hayward. A movie theater is going up, but Hayward used to have bowling and a skating rink that are now empty.
- Placing a recycling bin next to a trash can ensures more use.

DISCUSSION

Doug Ligibel:

- A month ago he was painting over graffiti that included profanities and racial slurs. A big group of high school girls approached him and thanked him for cleaning up the street. That street is still clean.
- Downtown can be seen as a weathervane for the city. Perception matters. The downtown area is slowly changing for the cleaner.
- Merge businesses with Homeowners Associations. It's the best way to do it, at least in downtown.

Pravin Balram:

- Need banding – what can the City do to follow up clean ups?
 - Vines? Fences? Barbwire?
- Need a long term solution – need City leverage

Marilyn Gise:

- Highways have “Adopt a Highway” program; can we get businesses to adopt different parts of Hayward?
- Neighborhoods, businesses and schools should all be a part of committees

Kindra Mendall:

- Agenda items so far:
 - Structure i.e. committees
 - Attendance policy
 - Long term solution of getting the community involved – what and how?

Chuck Horner:

- Storefronts as an issue – Loop a major issue
- B Street needs more light
 - Set policies – Library as an example
- Unoccupied mall shops have covers and signs; could this be a solution for the City?
- Staff to pursue high resolution concealed cameras
 - Busting people with heavy fines as a form of abatement because people realize that it's not worth the risk
 - Make cameras cheap so they're not permanent. Just target the worst spots and have them be triggered by motion sensor.

Rich LaPlante:

- Talked to and met with City forces and found that they are just as frustrated
- Cameras are needed because police can't act without seeing it
- If you hit it and it's published with a photo op, it starts message believability.
- Homeless is an issue, but where they are there's garbage and people taking advantage of that
- Police should tag illegally parked cars on their regular patrols
- Police don't seem to care about old neighborhoods because of lack of economic feasibility

Mike Sweeney:

- Police heard it at Fairway Park. Changes are being made but they're going to take time. People are telling City Hall what they want to be done and progress is being made.

Fran David:

- Fairway Park is different because the community was well organized. The meeting was an issues identifying meeting. The Police Department was the primary responder, but City Hall stepped in so no defensiveness would take place. City Hall

presented the plan back to the community and did what they said they'd do. The key now is to keep it going.

- Hoping to repeat the model's success with Schafer Park, but response won't be as evident because the Neighborhood Association is not well organized yet.
- City is changing the bureaucracy by staying in partnership with the KHCG Task Force to leverage organization and resources to change the poor attitude in the city.

Greg Jones:

- Likes the idea of public art projects because Chico had a lot with no vandalism. Art is generally respected. It's rich with visual impact, including trees.

Gary Steinberger:

- A study has been done that proves that art in a city increases the cities value and tax base.
- Structure needs to be decided. Task Force shouldn't sit around and talk too much.
- Task Force needs to lead
 - Organize and teach neighborhoods to organize
 - Create a process of organization and adapt to schools and other neighborhoods.
- Community service with students – make them take responsibility for areas around schools
- Build solid partnership with City Public Works Department irrigation for vegetation plantings i.e. trees

Lloyd Clifton:

- All the infractions we've been speaking on are misdemeanors. There's no process or court that handles them, so there's no enforcement.
 - Tried speaking to the courts, but no one will talk to him.
 - Prosecutors only handle felonies
 - Police Department is having no luck with felonies. They're talented, but something isn't working.
 - Tickets get dismissed easily
 - Issue to be followed up by Policy Committee

John White, Jr.:

- Can the City use volunteers to help with minor things, like issuing littering tickets?

Chuck Horner:

- Experiments are ok because if you don't get creative, nothing will happen. Stop complaining about roadblocks.
- "I like the way we're doing it better than the way you're NOT doing it."
- Plants need to be planted by students in the local area because it prevents kids from pulling them up.
- Community has to own the solution.
- Get fines/misdemeanors hooked to bills or taxes.

Marilyn Gise:

- There is a gardening class at Mount Eden that the kids respect.
- Community service hours need to be rewarded.

Pravin Balram:

- What's going on with the CalTrans buildings on Carlos Bee that are to be demolished?

Greg Jones:

- Dealing with CalTrans bureaucracy
- Public property already, so eminent domain doesn't apply

Kindra Mendall:

- 2 weeks from now, a meeting of action
 - Topics:
 - Structure
 - Attendance Policy
 - Additional members?
 - Plan of attack – priorities to achieve goal of communities taking ownership
 - Other topics should be emailed to Ellie
- Next meeting is a Full Task Force Meeting
- Notes from this meeting to be emailed out to everyone as soon as typed up

8. Announcements

1. John White, Jr.: Council Meeting last Tuesday
 - Conflict of interest code to be continued
 - Resignations at a 50% turnover rate
 - Council accepted those listed as resigning in the report
 - Recruitment begins now, interviews in February
 - Alternate membership for those who resign during the year
 - Youth commissioner to pick an alternate
 - Other motives for resignations were not shared
 - Bill Quirk suggested Council and Task Force meeting term is 4 year limit. This means that present members terms would end in 2011.
 - Council and staff expressed support, especially Fran speaking on successes and struggles.
 - Suggested that new members have high leadership, but it is easier to focus on high work.
 - Items were approved with 6 positive votes and 1 absent voter.
2. Kindra Mendall: Terms to be negotiated, along with attendance.
3. Mike Sweeney: Reappointments are possible.
4. Fran David: Staff will be able to hold off interviews.
5. Kathy Super: Thanked mayor and City for the Holiday party held for the Boards and Commissions.

9. Adjourn – 9:23PM

To: KHC Task Force Members

From: Kindra Mendall, Chair

Date: January 16, 2008

Re: Reorganization Proposal – For Discussion Purposes

After our insightful discussion last Thursday, I have boiled down what I heard into a proposal for reorganizing the Task Force and modifying our attendance policy to match the reorganization. The purpose of this memo is to provide a place to continue our reorganization discussion which is on our agenda for our next meeting. I look forward to the Task Force taking action on a new structure as we move into what I hope will be an exciting 2nd year full of action for our City.

Proposed Revised Task Force Structure

Regular meetings¹ of the Task Force would occur on one Thursday² each month from 7-9 pm. These would be meetings of the Task Force Committees (see below) except that every 4th month from 7-8 pm would be a meeting of the Full Task Force prior to breaking up into Committees.

The Full Task Force

The purpose of the Full Task Force would be to:

- Establish the priorities of the Task Force Committees
- Review the progress of the Committees in meeting their priorities

Therefore each Task Force meeting would be comprised of:

- Public comments;
- Approval of minutes;
- 10 min. report from each Committee chair summarizing what was accomplished in the last 4 months and the next steps; and
- Discussion, if needed, of priorities and next steps for Committees.

Committees

The Task Force would be comprised of 3 Committees each driven by priorities established by the Full Task Force. Each Committee would have a Chair and a Vice Chair. The Full Task Force would identify 5 initial priorities for each committee to address. As those priorities are achieved, additional priorities would be assigned to the committee by the Full Task Force.

¹ For the purpose of counting attendance for the attendance policy

² The Task Force would decide if the now-monthly meetings would be on the 2nd Thursday of the month or the 4th Thursday of the month.

Clean Up – this committee’s job is to be a catalyst to energize the City’s residents and businesses to clean and green (in the vegetation sense) the City

Policy – this committee is tasked with reviewing the policies of the City and recommending changes

Neighborhoods – this committee will reach out to existing neighborhood associations and work to create new neighborhood associations (organized neighborhoods are needed to successfully get the residents to take care of their properties)

Ad hoc committees could be established by any committee as needed. Additional “action-based” attendance requirements could be set by individual committees upon a majority vote of that committee.

Why This Proposal?

This proposal streamlines our meeting-related effort and removes a lot of the bureaucracy that slows us down. The Steering Committee is eliminated. The Task Force budget would be tracked by the City Staff in conjunction with the Task Force Chair with assistance by the Committee Chairs. The Committees would essentially act autonomously in achieving their priorities thus eliminating the three layers (committee, steering committee, full task force) currently necessary for action. The Full Task Force would be responsible for setting committee priorities and tracking committee progress to ensure priorities are being achieved. Thus we will all continue to be involved in making sure the Task Force’s goal of Cleaning and Greening the City is being achieved. This structure also allows members to focus on their area of primary interest without having to be involved in those areas that do not greatly interest them (something that is important for helping with longer term retention of Task Force members).

I believe that this proposal addresses many of the complaints and frustrations I have heard from members, staff, the Council, and the public about the Task Force while focusing our efforts in 3 core areas required to get the businesses, residents, and City staff to take ownership of the solution (not the problem). I am optimistic that with this new structure we can focus on a few key priorities in each target area (clean up, policy, and neighborhoods) that will allow the Task Force to achieve meaningful action in this year.

I look forward to the discussion and to resolution of these issues!