



Keep Hayward Clean and Green Task Force

Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
February 28, 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 of 1/24/08
6. Work Program and Implementation of Focus Areas: a) Clean Up b) Policy and c) Community Engagement
 - a) How?
 - b) Who?
7. Chair and Vice Chair Positions
8. Completed Events and Updates
 - a) Current Project Reports
9. Upcoming Events
 - a) Earth Day Planning
 - b) Fairway Park Neighborhood Cleanup/Graffiti Removal Activity
10. KHCG Schedule
 - a) The fourth Thursday in November (the 27th) is Thanksgiving
 - b) The fourth Thursday of December (the 25th) is Christmas
 - c) Updated activity calendar attached
11. City Staff Support
12. Announcements
13. Next Meeting – March 27, 2008

14. Attachments:

- a) Notes of 1/24/08 Full Task Force Meeting
- b) Updated activity calendar



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KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)

Notes from 1/24/08

- 1. Call to Order** – 7:00PM by Chair Kindra Mendall
- 2. Pledge of Allegiance**
- 3. Roll Call:**
 - Present:* Abatayo, Balram, Clifton, Gise, Goulart, Horner, LaPlante, Ligibel, Ligibel, Mendall, Oliva, Singh, Steinberger, Super, Truehill, White
 - Absent:* Fuenzalida, Medina, Ratto, Simpson, Smetana
- 4. Public Comments** – None
- 5. Approval of Notes from Full Task Force Meeting on 1/10/08** – Moved, seconded and carried, with 1 abstention. Change Frank Goulart’s statement on page 4 of 9 from “City should come in with resource only when needed” to “City should come in with resources when needed.” Change Laura Oliva’s statement on page 4 of 9 from “Focus on neighborhoods – especially by reducing the carbon footprint by planting trees, taking care of them, and getting rid of junk” to “Focus on neighborhoods – especially by reducing the carbon footprint by planting trees and taking care of the ones already planted as well as the ones that we will plant.”
- 6. Schafer Park Update**
 1. Kindra mentioned that there was a Schafer Park Cleanup on January 12. She reminded everyone that the Fairway Park follow up meeting is to be on Wednesday, January 30 from 7-9PM at Hillview Crest Elementary School. The next Schafer Park meeting is to be on Monday, February 25 from 7-9PM at Schafer Park Elementary School.
 2. Carolina Abatayo expressed that the Schafer Park Cleanup was a success. A student named Catherine was interviewed by the paper. She was unwilling to give out her last name since she was speaking about gangs and feared retribution. Adults seemed to be in shock that gangs are a problem. It is known that the gang’s leader is a 17 year old male with some middle school followers. They seem to be mainly located at Greenway Park and they were spotted at the December 13 meeting. There was graffiti on windows the day after the clean up. The Neighborhood Association is now working on connecting with Neighborhood Alert.
- 7. Garbage Can Ordinance Update**
 1. Kindra announced that Garbage Can Ordinance the Task Force has been working on, which would require garbage cans out of view when not in service, has officially been approved by the City Council. The ordinance is now law.
 2. Residents are to be notified of the new law through the City website as well as on their water bills in the following months. If possible, notice will also be put in the paper.

3. First policy change success for the Task Force.

8. Task Force Review and Priorities

1. Kindra brought attention to her reorganization proposal attached to the last packet. The proposal outlined three committees: Policy, Clean Up and Public Outreach, and Neighborhoods. Policy Committee would need to be more aggressive while the newly combined Clean Up and Public Outreach Committee would work together on the publicity and running of the Clean Up Events. The Neighborhoods Committee would need to motivate residents and not get overwhelmed. Their main goal would be to get neighborhoods organized.
2. Doug Ligibel added that the key to success is Neighborhood Watch. Clean Up Events should be put into the Neighborhood Alert.
3. Kindra maintained that the Task Force needs to look at models that have been successful. These models show that the neighborhoods need to be the seed effort. Should the Task Force increase its size to fill the new committee? The Steering Committee would be gone with the focus being on fewer meetings and more action. The Task Force would meet once a month, for 2 hours. The committees would meet for 4 months and the next meeting would be the full Task Force to hear what the committees have accomplished. The full meetings are meant to keep committees on track and to action items.
4. Lloyd Clifton asked how is the Public Awareness and Outreach (PA&O) Committee different from the Neighborhood Committee? He sees the PA&O's function as spreading the word and the Neighborhood Committee's function as organizing structure as very related.
5. Kindra replied that Clean Ups work with associations already in place. Neighborhoods focus on organizing, like in Schafer Park. The Neighborhood Committee would help those that aren't organized organize.
6. Lloyd suggested that having a meeting with a neighborhood before the actual Clean Up should work better.
7. Kindra replied that when there's a cold start, it's hard to get the ball rolling.
8. Chuck Horner suggested that because the Neighborhood Alert goals are very similar, the Task Force should be helping them. We need to deal with clean and green as well as criminal elements. We should be tying the organizations together.
9. Myrna Truehill mentioned that the Task Force doesn't really have much publicity. Notice should go out to community what the Task Force is all about through the Neighborhood Alert. We should be helping them organize.
10. Mike said that there are workers, organizers, and policy makers and this is an opportunity to be more aggressive. While cleaning in Schafer Park some residents thought they were working off fines, but others were really happy and thankful. The Task Force needs to take advantage of the opportunity. For instance, when a Fairway Park lady's house was driven into she took advantage of the opportunity to organize and the City came out. The meeting next week is another opportunity to build community and organization as well as to focus efforts on specific problems. Schafer Park and Fairway Park are big areas. If the City can focus on abandoned vehicles and street sweeping the people will feel it and the culture will change.

11. Fran noted that it seems the Task Force is struggling with its purpose and focus. It was originally based on being clean and green but has evolved past that. Hayward's efforts have become clean, safe and green. However, the City organization is going to shrink. She has been looking into the Cupertino model in which they have a neighborhood leaders program that focuses on emergency preparedness. The City can be a resource, catalyst, and triage but still needs help with safety, management, clean up, crime and green areas. A binder of the Cupertino model is to be given to the Task Force. The Task Force should be focusing on how to get Hayward clean, green, safe, pride and engagement rather than forcing things back to the original idea. The Task Force is a catalyst for the community; for example, Carolina and Kindra in Schafer Park and Doug and Dee Dee in the downtown area. The Task Force should be trying to do things that grow and sustain themselves.
12. Frank stated that if you give a man a fish he eats for a day, but if you teach a man to fish he eats for a life time. He stressed the need to develop a model for each neighborhood. He asked a year ago to get a Neighborhood Association or Alert in each member's area and only Carolina called him for help. There is an opportunity in Prospect and Gary's neighborhood as they recently stopped a crematorium from being put in. March 22nd Clean Up is at Mission and Foothill, but meeting at the Veteran's Hall. Maybe it could be moved to Tiburcio Vazquez center instead to be closer to the neighborhood? The Task Force should set a structure, but also recognize opportunities as they come and stay nimble on their feet. A Neighborhood Alert consists of 4-5 blocks whereas a Neighborhood Association consists of several acres. Each Association should pick a school or community center to help assemble people. Businesses should get together with Neighborhood Association to get visual pride going. Grabbers should be publicized to get people to come to cleanups. Neighborhoods need to be developed to bring Hayward clean, green, and safe. There should be a yearly schedule of clean ups that cycle around the city. This way we can get neighborhoods to anticipate it and the Event can be used as a catalyst.
13. Mike mentioned that Mrs. Banks small group is picking up support. Leading by example creates opportunities and supporters.
14. Doug noted that there seems to be a linear pattern. First there's an event (sometimes violent). Then a Neighborhood Watch is organized, then Homeowners' Associations. Eventually get churches involved and if possible high school volunteers. Lastly, meet with businesses. You should meet with individual people as events occur. Right now they're pressuring BART. He recommends a liaison to the Police Department. Mary Fabian is the Community Service Officer, a civilian police officer. Doug notes that John and Rich are the Clean Up Committee, but Doug would like to work with Mary Fabian then pull the Task Force in for Clean Ups. He feels churches are a priority.
15. Kathy stated that she's been doing stuff but hasn't received any feedback. She doesn't want to do publicity anymore because she's struggled with it for too long. She has been working as a school because children are important. She's trying to get recyclables into the bins instead o in the garbage so she went to the School District and they've never heard to KHCG. She said that the Burbank neighborhood is mostly comprised of Spanish speaking renters to a neighborhood association isn't going to fly. She feels that focusing on the school is the best bet. She is frustrated with the Daly Review and wonders if the Task Force has the money to just buy the space needed.

16. Laura thinks that the main success of this group is if the group is not needed in 5 years and the members can dissolve back into their own neighborhoods.
17. Dee Dee feels that a community subcommittee is not needed. Everyone should head their own efforts and call each other when help is needed. Everyone needs to talk and spread the word.
18. Kathy added that if everyone wrote to the editor the Task Force may finally get them to post Clean Ups.
19. Dee Dee realizes that everyone is facing reductions in staff, including the Daily Review.
20. Gary suggested the Task Force meet the last Thursday of every month. Quarterly goals should be set for subcommittees and they should present what they've accomplished at the full Task Force meeting and the Task Force should set new goals for them. He also maintains that a group effort is needed for the Daily Review to publicize them. He said that focus is all over the board. Members should find connectivity with the City. Individuals should walk out in their own neighborhoods and give residents contact numbers, asking if they want to help out. The Task Force should focus on one thing then move on to the next. The Task Force should have the head of Neighborhood Alert/Watch and the Cupertino model presented in one night so that the Task Force can learn how to adapt with them.
21. Marilyn stated that the Task Force has had some publicity. She's been collecting the articles because someone needs to do it. There are 16 neighborhoods according to the City. There are a lot of houses. Maybe the Task Force should focus on smaller areas.
22. Pravin stated that it seems that the Task Force is changing structure and mission. This Task Force alone can't clean up Hayward. The mission should be changed to organize on a larger basis. It is unlikely that the Task Force will make a huge impact with only 15-20 members. Point of clarification: Is the Task Force headed towards being a liaison between communities and the City?
23. Fran replied that mission isn't changing. The mission is broadening by continuing what's been successful but adding more. The Task Force should keep Cleanups going and build on it. The Cupertino model took Neighborhood Watches and talked to them to hear their concerns. A Neighborhood Leader program was offered which pulled it all together to give it some cohesiveness. Leadership shouldn't be forced; you should find people who are willing to fill the roles. Perhaps a quarterly community newsletter could be used to pull people in.
24. Kathy stated that school principles can't even communicate with their own teachers, so it may be difficult.
25. Mike stated that Kindra's outline is good because it makes it simple and sets priorities. The group has done some good work and the City has been a little slow in catching up, but they're getting there. City staff presence as Fairway Park set off a light bulb for communities. You need to touch a chord with people to make change. If a newsletter is needed, it can be done. Clean up Hayward is a big issue and City Hall is starting to catch up. If the school district isn't interested, shift focus to groups that are.
26. Shaminder stated that a structure needs to be adopted and the Task Force needs a number of members that can be agreed on. The goal is to clean and green Hayward, it doesn't matter really who does it.

27. Rich apologized for being late and reminded everyone that the present structure is a result of Kindra's proposal 1 year ago. She came prepared and there was no counter proposal. It worked then because it was a starting point. The Clean Up Committee is full of workers. Everyone does things individually and that's great, but the bureaucracy is frustrating. Homeowners Associations are great things, but they don't exist everywhere. There are 2 areas: the doers and the supporters. Members need to bring people to volunteer, do PR work within their own neighborhoods and get political encouragement. He feels especially frustrated, having lived here a long time. The structure needs to be changed and shouldn't be really criticized. Task Force should push Police and City to catch perpetrators. The money is available; it only needs to be moved.
28. John made the point that once you walk out the door, ideas go with you. Some implement their ideas, other do not. The sum should be greater than its parts but it seems that the Task Force wants the parts to be more important. Structure doesn't really matter because the people will determine success. What happened to the goals set out before? He's not sure how a new structure will help. Parts should not be greater than the sum. There can be two parts, but the sum has to be there. Neighborhoods will be there but we need to understand that the glove work is necessary. City ordinances need to be enforced. The Task Force can be visible and start opportunities but everyone is needed, not just some. Structure is a vehicle, but the vehicle needs gasoline. What's the rush? Structure is secondary to commitment of members. He does not see the guarantee of success. A few subcommittees and goals are better than many. Task Force members need to ask themselves: What do we want to do? Should I be on this committee? Has the leadership failed to provide guidance? What do we want to do now with limited resources? City staff has never said no to asks for help. Sum is still greater than its parts. A clearly defined concise mission is easier to accomplish than 5 or 6 things. Task Force needs to decide on what to do and how and why we want to do it.
29. Kindra agrees that sum needs to be greater than its parts and that commitment is needed. There needs to be more action and fewer meetings. The structure right now doesn't work and there needs to be better communication.
30. John clarified that he is not for or against any specific structure. He just wants to know what the rush is tonight.
31. Kindra said that at the minimum she would like to take a vote if structure needs to be changed, not necessarily for a specific change. The missions are not as concrete as needed to be. There needs to be concrete actions that are very specific in order to see if they've been done or not. The change of structure can make a difference. There is no silver bullet.
32. **Marilyn motioned to change the structure. Laura seconded.**
33. Lloyd stated that the structure does not need to change. Eliminate the committees and have the entire Task Force do all 4 things. The Task Force should be kept to this small group. The Task Force should get a representative from each organization on Kathy and Chuck's list to meet and spread the word.
34. **Frank would like something more concrete. Substitute motion: Kindra's proposal except that Task Force meets as a whole every 3 months instead of 4. Gary seconded.** Question for clean up committee: will they accept the publicity role? The difference between the Neighborhood Alert and Neighborhood Watch is that Alert is national and Watch is local. There is a Neighborhood Alert of Hayward, and a

Neighborhood Watch usually covers only a few blocks. Frank feels that with the new structure the Task Force can go forward another year then restructure again if necessary. There are three committees to work with the three kinds of people: worker bees, policy people, and organizers.

35. Gary feels it is more beneficial to the group as a whole if they can set goals and hold people accountable. A structure change is really needed.
36. Doug feels that people need to tone it down a bit. He's had a lot of fun working with people, especially John pulling out a newspaper stand filled with trash. It's easy to get publicity, as long as it's not good. Everyone needs to lighten up a bit and take credit for what's been done so far.
37. **Marilyn and Laura rescind first motion to change structure.**
38. Kindra's proposal as reworked by Frank and Gary reads that the Task Force would meet once a month. 2 months the committees would meet and every 3rd month from 7-8PM the entire Task Force would meet, with committees meeting afterwards from 8-9PM.
39. Mike feels the simpler the structure, the better.
40. Fran stated that it seems that there is a consensus on 3 areas and that this seems to be a small enough group to work together. Instead of 3 committees have 3 program areas with 1 leader. People, times, and events can flow.
41. Gary stated that once a month meetings in 3 areas, but in 1 room seems like a good idea. Leadership can be 1 person per quarter.
42. John stated that 3 areas and 1 Task Force simplifies it, but more discussion is needed.
43. Lloyd maintains that everyone should be cleaning and publicizing. Policy issues will come up as they go so the Task Force should deal with them as they come. Policy is not all enforceable, but can be corrected.
44. Pravin suggested remaining as a Task Force with discipline in each activity. He suggests keeping it simple by keeping the chairs. He suggests that instead of breaking up into small groups, all meet in 1 room with own interests and priorities.
45. Myrna has concerns that it may be hard to know what's going on. If the group is small enough to stay together and work together there needs to be a way to stick to the agenda. Ideas should be emailed to Kindra and members shouldn't bring everything to 1 meeting.
46. Mike realizes that priorities are needed, but it shouldn't be a laundry list. Not everyone can talk on everything otherwise nothing will get done. Prioritize and focus.
47. Frank reiterated his need to know if the Clean Up Committee would find it acceptable to take publicity into their committee.
48. John responded that he will go with the Task Force vote because the sum is greater than the parts.
49. Fran intervened by saying that Clean Up won't be able to do it because PA&O by itself couldn't do it.
50. John stated that he may step down as chair so he can't really answer the question.
51. Mike expressed that he grew up as a working class kid so he understands the gripes when people don't do work. He wants to see more people getting their hands dirty and helping bring people in to pitch in a little more.
52. **Motion to accept Kindra's proposal except meet every 3 months instead of once a month. Motioned, seconded, not carried with 3 ayes, 9 nays, and 4 abstentions.**

53. **Lloyd motioned that there be 1 unified Task Force with focus on policy, clean up, green, and public awareness and outreach with the same mission statement. Pravin seconded.**
54. Laura asked that when we come to the meeting how do we organize. How do we focus?
55. Lloyd proposed setting goals as a Task Force then have someone volunteer and take initiative.
55. Pravin brought up that they took a bus trip around Hayward and came up with a list of what needs to be addressed. The Task Force needs to start working down that list.
56. John suggested having a format similar to Council meeting with agendas and programs listed on it to focus on time frame.
57. Mike stated that Kindra's outline focuses on work and progress in clean up and policy adding organization of neighborhoods. PR hasn't happened and should serve clean up effort. The green part is being covered by the City at this point. Narrowing focus helps simplify the group more. Neighborhoods are clearly an interest of people.
58. Fran agrees that a sustainability committee makes no sense. She also clarifies that public relations is not the same as public awareness and outreach. Public awareness and outreach is much more interesting and can be defined as neighborhoods. The motion allows nimbleness and fluidity. Agenda could be structured with 3 general areas and specifics tasks under each.
59. Lloyd sees the green part as the low hanging fruit, like clean up and commercial/school recycling programs.
60. Kindra clarifies that we're changing it to policy, clean up and community engagement.
61. **Motion to eliminate committees. There will be 1 Task Force with the existing mission statement. There will be 3 focus areas of policy, clean up, and community engagement. Motioned, seconded, and carried unanimously.**
62. **Gary motioned that they meet once a month, every 4th Thursday. Motioned, seconded and carried unanimously. Motion will begin next month.**
63. **Gary motioned that it be recommended to Council to keep the number of Task Force members at 21, with no special new members at this time.**
64. Fran suggested that the Task Force should not pursue replacement, but that if people want to join, they let them. The Task Force should leave their options open. The City only fills people once a year excluding the Youth Committee.
65. Mike reminded the Task Force that some of their best members are fairly new. He also stated that positions are sometimes filled by Council in order to get quorum.
66. **Gary rescinds his motion.**
67. Kathy would like to see a few new faces.
68. Rich would the D Street Heroes to be on the Task Force. He feels that if applicants haven't been seen before at meetings or events they shouldn't really be interviewed. He does believe the Task Force needs more members.
69. **Frank motioned that the Task Force recommend to City Council that they be tough in selecting new members because it would be a mistake to turn people away. Applicants should be workers and be committed to at least 1 priority area. Doug seconded. Motioned, seconded and carried unanimously.**

70. Kindra stated that prioritization will not happen tonight. Additions to her list should be emailed to Ellie and will be discussed at the next meeting.
71. Marilyn asked on the status of the attendance policy.
72. **Doug motioned that the existing policy be kept. This means if a member misses 3 consecutive meetings they are automatically removed. 75% attendance is also required over the course of the year. Motioned, seconded and carried with 3 opposed.**

9. Announcements

1. Kindra handed out a "Go Solar!" flyer.
2. Chuck stated that the Task Force volunteer database is up to 417 enrollments. Everyone should use sign in sheets and business cards to gather more names.
3. Myrna is making grocery totes to replace plastic bags. Each Task Force member received one as a gift. Extras are available for sale.
4. Mike suggested bringing the issue of plastic bags to the Council directly.
5. Dee Dee announced that there is unanimous support in her homeowners association to use a wall as a mural experiment. She has contacted Hayward High for painters and is waiting on a response. She is also thinking about tying it in to Earth Day as some kind of contest. The Association would like pre-approval of the design and will not be able to provide the paint.
6. John announced that the calendars given out by the city have the KHCG Clean Up Events on it and that the calendars are to be distributed wildly. He also announced to vacate his seat as Vice Chair in February.

10. Adjourn – 9:40