



Keep Hayward Clean and Green Task Force

Hayward City Hall, Room 2A

Regular Meeting - 7:00 PM

March 27, 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 2/28/08
6. Clean Up
 - a) March 22 Cleanup at Mission and Foothill
 - b) Approval to resupply graffiti/cleanup stock items (see attachment)
 - c) Approval of flyer/registration door-hangers (see attachment)
 - d) Appointment of three (3) to five (5) members to recommend future projects – September 2008 thru March 2009 (see attachment)
 - e) Timetable for event emails
7. Policy
 - a) Priorities List:
 1. Graffiti
 2. Dumping
 3. Street Sweeping
 4. Litter / Unkempt landscapes (city and private)
 5. Abandoned vehicles
 6. Unsightly property
 7. Illegal signs
 8. Inoperable vehicles on private property
 9. Free food distribution programs
 10. Shopping carts
8. Community Engagement
 - a) Schafer Park Cleanup
 - b) Policy for subsidizing/reimbursing costs for neighborhood association startups
 - c) Email support for community clean and green activities

- d) Community clean and green ongoing and event calendar:
 - i) Schafer Park Neighborhood Association
 - ii) Chabot College Green Team 2nd & 4th Tuesdays 2:30pm Room #1103
 - iii) Mt. Eden High Leadership April 26
 - iv) Eden Gardens Trash Patrol 8:30 am Monday-Friday
 - v) Prospect Hill Earth Day Cleanup or alternate web presence and email
 - e) PhoneTree device or phone calling pyramid for volunteers without email
9. Completed Events and Updates
- a) City waste receptacles
 - b) Trees on Mission Blvd
 - c) Courtesy notice doorknob hanger training
10. Upcoming Events
- a) Earth Day Planning
 - b) Fairway Park Neighborhood Cleanup/Graffiti Removal Activity
11. Announcements
12. Next Meeting – April 24, 2008
13. Attachments:
- a) Notes of 2/28/08 Full Task Force Meeting
 - b) Background on Cleanup Items b, c, and d



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.

KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)

Notes from 2/28/08

1. **Call to Order** – 7:05PM by Vice Chair John White

2. **Pledge of Allegiance**

3. **Roll Call:**

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

Absent: Fuenzalida, Ratto, Smetana

4. **Public Comments** –

Tiffany Fakava introduced herself as a Hayward Youth Commission member that is here to observe and maybe take the other spot as HYC representative to the KHCG Task Force.

John White announced that Kindra Mendall has resigned as chair and that the Task Force would like to thank her for all her work in the Task Force's first year. John will be serving as chair tonight.

5. **Approval of Notes from Full Task Force Meeting of 1/24/08** – Moved, seconded and carried, with 1 abstention. Change 8.26 (on page 4 of 8) by omitting “it doesn't matter really who does it.”

6. **Work Program and Implementation of Focus Areas:**

a) **Clean Up**

1. John mentioned that at the latest clean up (last Saturday on February 23) it didn't rain until 1:30. It was a very good turn out considering the weather conditions. 40+ graffiti sites were painted, about 30 bags of trash picked up, as well as 6 mattresses, 12 or so shopping carts and piles of wood. There were 29 signed in volunteers. The park was a great host and gave the first section of the parking lot exclusively to the Task Force for use. Lloyd Clifton called in a 6x50 foot fence covered in graffiti by Mount Eden High School. Residents said the graffiti had been there for three weeks and were pleased that something was being done about it. They had heard the tagging as it was being done, but were afraid of retaliation if they called the police. Unfortunately there are no before and after pictures.
2. Chuck Horner mentioned that the Oakland Tribune sent out a reporter to cover the cleanup. They interviewed a Hayward family who were participating with 3 kids at ages 5, 3, and 1.
3. Doug Ligibel apologized that he was unable to make the cleanup due to a game he had to referee. However, he covered 10,000 square feet of graffiti at the corner of 92 and 880. He has before pictures, but unfortunately the area is painted up again. While he was painting 15 people came up to him to ask about the Task Force. Someone else has tried painting over the graffiti since they've left. He is going back tomorrow to work on it again.

4. Mike Sweeney mentioned that last Saturday it didn't rain like everyone thought it would.
5. John added that a San Lorenzo resident came in and replaced Mike on the graffiti front. She found out about the Task Force at the Zucchini Festival but was unable to find out or attend any cleanups until she received an email announcement. She's trying to get something like the KHCG Task Force going in San Lorenzo.
6. Dee Dee Ligibel mentioned that she purchased a collapsible caddy at Home Depot that has 6 compartments and Velcro. She uses it for carrying spray paint and her vest. It's \$9.99 and seems like a good idea for Task Force members to have in their cars along with spray paint to cover graffiti on traffic poles and utility boxes.
7. Rob Simpson suggested that the Task Force should ask for donations.
8. Doug mentioned that it may depend on which Home Depot as some give donations and others just give a discount.
9. Pravin Balram suggested that the Task Force get a letter from the City stating the group is a nonprofit.

b) Policy

1. Lloyd said there's not much to report, but a lot to follow up on. He would like to see a priority list and spread it out to teams of 1-2 people. The list would include items such as ordinance adjustments and cameras at dumping or graffiti sites. Fran David confirmed that the city is moving forward with the cameras. Chuck added that the cameras should eventually pay for themselves.
2. Dee Dee mentioned that she saw an article in the San Francisco paper where Mayor Gavin Newsom is offering rewards for calls that lead to arrests for graffiti. Hayward could have the same kind of thing, but with public dumping as well to add to incentive. Fran confirmed that it has been assigned to staff for implementation.
3. Gary Steinberger suggested that the Task Force contact businesses that this is currently happening to telling them to clean their property and make the aware of the penalties. Item is to be added to agenda and priorities list.
4. Rob would like to know what happened to the merchants having to lock up their spray cans. Lloyd replied that it's before city staff and should go to council soon.
5. Rob added that foreclosed properties are the most dilapidated. The Task Force should notify lenders that there is not a lot of latitude for that in Hayward. The city should take a firm stand.
6. Myrna Truehill is concerned about the furniture on the streets and how there is no pick up for apartments. The Task Force needs to meet with someone to come up with a solution to this problem.
7. Frank Goulart stated that he has found that if you call a real estate company about graffiti on their signs and property most will come out and clean it up.
8. Mike stated that he has spoken with the rental housing association and asked for people to come help the Task Force. Paul Russo is gathering interested people.
9. Rich LaPlante wanted a clarification on foreclosed properties because looking at vacant properties it's hard to tell if it's foreclosed or a rental. Mike said if this becomes a priority then people can bring up ideas in actions. The situation is bound to get worse with the economic downturn.
10. Marilyn Gise has seen a number of rental places with springs and mattresses. She would like to know who to call. Fran replied that there is a number and a website

- link. The crew does a good job of picking things up within a few days. Myrna clarified that if the junk is on the property you need to call the CED; if it's on the curb you should call Streets Department.
11. Mike stressed the point that people need to be held accountable for their behavior and the Task Force should figure out a way in which to do that. Kathy added that this really needs to be an agenda issue. She had found people's bank statements, and we should be able to prosecute people who dump illegally when we can find their identification in the trash.
 12. Fran explained that with a citizen's arrest police can arrest someone suspected of illegal dumping. For example, police can't usually arrest donut spinners, but in Schafer Park a resident got a license plate number, found the man on MySpace gloating about it and gave all the information to the police. The police spoke to him at his home and later caught him in the act.
 13. Rob clarified that he wants to pressure lenders to not foreclose homes in Hayward. Instead he wants to get lenders to negotiate with owners. Rob also mentioned that apartments don't get bulk pick up days. Doug added that other homeowners pay for the cleaning up after dumpers who leave stuff at recently foreclosed homes. Chuck added further that Neighborhood Alert needs to get involved and that to donut story should be put in the paper as an example to others. Fran replied that they're trying.

c) Community Engagement

1. Carolina Abatayo announced there was a successful Schafer Park meeting last night. Concerned citizens of all ages and races attended. Residents are petitioning for road bumps and brighter lights to be put in. The Neighborhood Association is going strong and they're trying to get block captains for Neighborhood Watch. Schafer Park is having a cleanup event March 29 and their next meeting with the city is planned for May 19 at Schafer Park Elementary School. Chuck added that thanks to Carolina there are 103 new names to the volunteer list. John added that Carolina is in fact the president of the Neighborhood Association of Schafer Park.
2. Doug added that he was impressed by Fran more than ever before at last night's meeting. Lloyd added that every issue brought up at the meeting months ago was addressed last night and residents were given a point of contact for every issue. He also liked how Fran pointed out all the successes they've had so far. Fran mentioned that though Carolina is humble, she wanted to express what a great job she is doing taking on the responsibility of being the foundation of Schafer Park Neighborhood.
3. Chuck stated he thinks that neighborhood groups forming by themselves is great. The Task Force is only 66 names short of their 600 volunteer list goal. Every Task Force member is getting 12 business cards to hand out. He added that Camp Sweeney is going to help with cleanups and he met with someone who can do murals for the city.
4. Gary wants two things on the agenda: follow through on the mascot, and getting into schools and engaging kids by organizing a recycling of drawing contest. He will get more background information to share at the next meeting.
5. Kathy has been working with Chabot and Burbank schools. At Chabot the professors are creating a Clean and Green team. Chabot is having a "Return of the Swallows Festival" at about the same time as Earth Day. Kathy will be representing the Task Force at the event. The festival is to have plenty of art, music, poetry, and contests. She is trying to get kids to enter the contests as there is a \$50 prize. Working with

- Burbank, the HUSD recently sent a memo out explaining that janitors are responsible for putting recyclables into the proper bins. It took 3 and a half weeks to get hallway bins for recycled paper. Richard Valle from Tri-CED was really helpful in getting 6 new bins in Burbank. She is now waiting for the principal of Burbank to place the bins. Kathy has found out that all the schools have gardening/nutrition teachers. She's been giving the kids produce from her own garden while pushing clean and green with nutrition in the schools. Kathy also brought up the idea at giving bags at cleanups. Chico bags are \$2 and can be printed with anything. They are reusable shopping bags and the company takes them back if they fall apart. Fran suggested that Kathy speak with a Dr. Barry Schimmel so every school can have a green club. Chuck mentioned that there is a Green Team at Hayward High, and Kathy replied that her main focus so far has been on elementary schools. She added that in some of the elementary schools the students have been composting their lunches.
6. Rob stated that he has 1000 small redwoods available for any reason. He added that grants are available to schools to use for fruit trees. He would like clean ups to start at a school to get kids involved and integrate tree plantings.
 7. Dee Dee mentioned that the Downtown Homeowners Association is starting a coalition with other groups and is trying to get business owners involved.
 8. Rob mentioned that the street cans the city was paying for still aren't out. Fran replied that she will have a definite answer to why that is by next meeting.
 9. Pravin would like the trees to be planted on Mission Blvd medians if possible since it doesn't really seem like a boulevard without trees. He also thanked the city for demolishing the dilapidated homes which have been on Carlos Bee for years.
 10. Frank stated that in looking at the priorities of 2008 for city council he noticed that the Task Force is down at the bottom. The Task Force needs more information on all the initiatives out. Is the Task Force going to plug into a neighborhood dept directly?

7. Chair and Vice Chair Positions – moved to after item 10.

8. Completed Events and Updates

1. Doug handed out a report of cost savings analysis of local merchants and city resources based on the number of grocery carts collected and square feet of graffiti painted by the Task Force since June 2007. He stressed that the numbers are conservative estimates and that sources were not released due to personal reasons. The savings of \$66,000 to local merchants is most interesting because the \$300 per cart is actually closer to \$600 and if the cart has some kind of locking mechanism the numbers are probably much higher. The number does not include businesses that go out themselves to collect their carts. The second estimate covers the cleaning of 200,000 square feet of vandalized private and public property. This estimate covers some BART areas as he has a liaison within BART. He goes out to paint over gang graffiti. The numbers do not include churches or when they've called BART. They have a system within their own neighborhood in which they put signs up about graffiti not being tolerated. The signs are covered in plastic wrap so they cannot be tagged. They've cleaned over 150 signs over the past 4 months that are not included within the report. He spoke with Bob Bauman about liability issues, but sees that the city can still save money by putting coating on signs other than stop signs. Dee Dee

added that she found the film at Home Depot and that she can email the product information to the Task Force later. Doug mentioned that every Task Force member should fill out reports like this. Mike added that they could all be compiled into an annual report. Rob mentioned that the report failed to show that the value is higher than the cost.

9. Upcoming Events

a) Earth Day Planning

1. Gary brought up that he has an agreement with Bob Bauman about putting mulch in the median strips from 880 to Santa Clara by Costco. Waste Management is willing to donate woodchips but he still needs to figure out the amount of cubic yards needed. Also, delivery would cost the Task Force but self pick up is free. Gary also mentioned that Earth Day is Tuesday, April 22 so events will probably take place the Saturday before, on April 19. He would like to do a cleanup of the creek behind Casa Sandoval, but is waiting for a response from flood control. He would like the residents to come out and help if they can. He realizes that the homeless will need to be given some warning about the clean up. He would like to put garbage receptacles on the side of the creek so if the homeless do return they can attempt to keep the area clean. He would also like plants or flowers put in the planters that line the bridge on top of the creek. He also liked the concept of 4x8 feet sheet local student murals. They can be seen in Oakland on barren fences. They would liven up the city. There is also the idea he had for a contest for local students to get a mural on sheets in Dee Dee's area. The focus would be a big "Keep Hayward Clean and Green" that BART riders can see. Dee Dee added that she's left a message with the art teacher at Hayward High.
2. Kathy mentioned that she will be representing the Task Force at Chabot's "Return of the Swallows Festival" the Saturday before Earth Day. She likes the idea of cleaning up the creek and would love to see seniors get involved. Gary added he hopes to get the paper to come out. Fran added that they should teach the seniors what to do and help them out. Kathy added that seniors that are not as mobile can watch and report.
3. Rich reminded everyone that there is a clean up on Jackson on April 26. Does the Task Force want both cleanups? Gary replied that both should happen so people can go to whichever they are able to.
4. Rob stated that the county owns the creek so the Task Force should pressure them. Gary replied that he is trying to get all the relevant entities involved. He will come back with a proposal at the next meeting.
5. Dee Dee has a landscaper willing to donate goods and labor. The Earth Day Committee to meet outside of regular Task Force to discuss plans.
6. Frank brought up the **MOTION:** of changing the March 22 Cleanup registration site to Tiburcio Vazquez in order to recruit his and Gary's neighborhood. John stated that the flyers have already been made and posted to the website. Dee Dee added the idea of having a greeter at Tiburcio Vazquez that can direct them to the Veteran's Building if supplies are needed. Frank argued that the Tiburcio parking lot is bigger and that residents of his neighborhood shouldn't have to walk that far to check in. Gary added that he has been contacting neighborhood captains. Frank added that he's trying to engage business owners on Mission. Dee Dee **AMENDED MOTION:** to having

two registration sites: one at the Veteran's Building and one at Tiburcio Vazquez, with Frank bringing supplies to the second site. Motioned, seconded and carried with 2 opposed. Ellie is going to print out two pre-registration lists.

b) Fairway Park Neighborhood Cleanup/Graffiti Removal Activity

1. John mentioned that the Fairway Park original date was postponed and that he is now waiting for the neighborhood point person to get back to him.

10. KHCG Schedule

1. Doug **MOTION:** to move November 27 meeting to November 20 and December 25 meeting to December 18 at 7pm. Motioned, seconded, and carried unanimously.

7. Chair and Vice Chair Positions

1. Gavel passed to Fran as per protocol.
2. Nominations for Chair:
 - John White – declined
 - Chuck Horner
 - Rich LaPlante – declined
 - Doug Ligibel – declined
 - Frank Goulart – declined
3. Doug **MOTION:** to close nominations. Motioned, seconded and carried unanimously.
4. **VOTE:** Chuck Horner new Chair by a unanimous vote.
5. Fran passed gavel to Chuck. Chuck opened nominations for Vice Chair:
 - Lloyd Clifton – declined
 - John White – declined
 - Doug Ligibel
 - Gary Steinberger
6. Rich **MOTION:** to close nominations. Motioned, seconded and carried unanimously.
7. **VOTE:** Doug Ligibel new Vice Chair by majority vote.

11. City Staff Support

1. Chuck asked what staff support would be like in the future considering the budget. Fran replied that staff isn't going anywhere if it can be helped. She explained there is an initiative to create a new city department concerning neighborhoods and that this new department will eventually assume the staff support for the KHCG Task Force. It is an internal reorganization, not an addition. The focus is to get the city aligned with preservation of quality of life and neighborhoods.
2. Marilyn replied she is happy to see it since living in Fairway Greens she feels her neighborhood is ignored until elections. She feels that this group has spurred this forward as well as cleanups and the sustainability group, but that she would still like to see businesses come in. Fran replied that businesses need to have a discussion with some city guidance. She added that the police department has shifted a little focus to go after problem houses and neighborhoods and has brought in different parties for help like building inspection and the fire department. They had one success today and 12 houses listed. The goal is to get one house a month and get it in the paper as an example.
3. John announced that he is working on getting cleanup flyers and registrations printed as doorknob hangers.

4. Kathy announced that Chabot is teaching how to get your business green. She will email the information to Chuck so he can pass it on to other agencies and programs.
5. Rich added that since there is a focus on the clean and green aspect of the police department program, is there a single place to send gang graffiti or shoes on wires to? Fran replied that she is the primary contact. Chuck added that photos are great evidence. Laura asked what shoes on wires have to do with gangs and Rich explained that shoes on power lines mean that drugs are being sold nearby. Doug added that the color of the shoes indicates the kind of drugs and suggested called PG&E until the shoes are removed. PG&E usually does a good job of getting rid of them immediately. Dee Dee added that it is an electrical issue. Frank mentioned that there are 3 pairs on main street and that he saw the kids throwing them up there, seemingly straight out of the box.
6. Fran explained that the doorknob hangers from Fairway Park (to be passed out next time) are a courtesy notice to residents since the city is not equipped to have a blight busters program like San Jose. Residents are allowed to place these courtesy notices once they've been trained. It is a pilot program and is planned to be started in Schafer Park. All the doorknob hangers have a number to call if a Spanish translation is needed. Task Force members can be trained, but Mary Fabian is only training about 5 people at a time. Lloyd asked if there is a record kept and Fran explained that there are two standards: the municipal code and beautification issues. The only thing that can be done about beautification is peer pressure. In regards to municipal codes, if nothing has changed after 30 days a copy of the doorknob hanger is given to Mary Fabian who will then put it in the process. Chuck suggested putting an assistance number on the doorknob hanger for the elderly and handicapped. Gary suggested that instead of reprinting just creating sticker labels to save on costs.

12. Announcements

1. Doug thanked John for his service as Vice Chair and as Chair of the Cleanup Committee. He mentioned meeting his granddaughter when she helped him paint over BART graffiti. Chuck added that everyone needs to learn from John or find someone for him to mentor.
2. Kathy wanted to know what the Task Force wanted to do about the bags. They are \$2-3 including printing, care of Vera. Any money issues should go to Fran. Laura Oliva **MOTION:** to get 1000 bags in green with KHCG logo. Fran suggested a budget report be brought next time and that Kathy should work with Vera to come up with an economical buy. Kathy's new **MOTION:** is to do some research then move forward with purchasing of no more than 1000 bags. Motioned, seconded and carried with 1 abstention.
3. Frank mentioned that he would like some doorknob hangers to promote the next cleanup event. John replied that the reconfiguration of flyers and registrations needs adjustment and probably won't be ready until the next meeting. Rich added that asking merchants to post the cleanup flyers tends to work really well.

13. Adjourn – 9:03

Background on Cleanup Items b, c, and d

Supplies - Replace borrowed items from Public Works Department and add items for future clean-up activities as well as support an anticipated three (3) to five (5) neighborhood activities within the next six (6) months. Note: Listed prices presume purchase through the City's Purchasing process.

Clean-Up / Graffiti Supplies				
Items	# Issues Used	# Requested	Cost Each	Total
Gloves (SML, M. LG, XLG) Dozen	350	800	\$2	\$1,728
Clear Trash Bags (#702490)- Case	10	15	\$111	\$1,667
Paint (5 Gallon Containers)	7	7	\$20	\$140
Paint Roller Covers (3 Pack)	8	20	\$11	\$219
Paint Brushes	10	15	\$1	\$19
Grabbers	7	10	\$16	\$161
Total				\$3,935
Approved Budget (Supplies/Tools)				\$12,500
Balance				\$8,565

Notes: For reference, see approved budget below. Cost is rounded.

ATTACHMENT A - Line Item Budget

Item	Estimated Cost
Tools for Clean Up Events	\$ 2,500
Supplies for Clean Up Events	\$ 10,000
Public Education Presentations	\$ 1,500
Community-Building & Outreach Activities	\$ 15,000
Adopt-A-Street Program	\$ 3,000
Landscaping Supplies	\$ 10,000
Administrative & Task Force Supplies	\$ 3,000
Sub- Total:	\$ 45,000
10% Contingency:	\$ 5,000
Total:	\$ 50,000

Door Hangers Flyers / Registration Format:

Provide Flyers and Registration publication in a Door Hangers format for distribution pamphlets as well as the current standard format - retail cost approximately \$1.15 ea. Generally, approximately 75 to 125 are produced per event.

Projects - October 2008 - March 2009:

Established a committee to proposed future projects for clean-up / graffiti activities post September 2008: For example, should the TF;

- continue in existing mode, if so where, when, type etc.?
- concentrate on Flood Control Canals or Parks?
- concentrate on neighborhood projects?
- place more emphasis on schools?
- change its graffiti response?
- review transportation requires for supplies / materials, etc.
- review transportation requires for litter pick-up
- do all of the above?' and
- do nothing?