



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force

**Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
April 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 of 3/27/08
6. Graffiti
 - a) Graffiti Abatement Awards Program
7. Implementation of the "Ambassador's Program"
8. Clarification of the definition of Support vs. definition of Sponsor regarding community events
8. KHCG Event Reports
 - a) March 29 Schafer Park Cleanup
 - b) April 19 Cleanup of San Lorenzo Creek
 - c) April 19 Earth Day Booth at City Hall
9. Policy
 - a) Interface with City Staff
 - b) Discussion of Priority Areas for Involvement
10. Community Engagement
 - a) April 26 Mount Eden High School Cleanup
 - b) PhoneTree device or phone calling pyramid for volunteers without email
 - c) D Street Crew
11. Preliminary Financial Report
12. Completed Events and Updates
 - a) Doorknob hanger program and update

13. Upcoming Events

- a) Fairway Park Neighborhood Cleanup/Graffiti Removal Activity
- b) April 26 Cleanup on Jackson Street
- c) Future Cleanups
 - 1. May 17 - Weekes Memorial Park, Patrick Ave and Tampa Ave
Tennyson Rd, Patrick Ave to Huntwood Ave
 - 2. June 28 - Hayward High (2nd and Walpert Sts.)
"E" St (2nd St to Quinn Ln) and 2nd St. ("E" St to Campus Dr)
 - 3. July 26 - Harder Elementary School (Harder Rd and Whitman St)
Whitman St (Bet. Sycamore Ave and Sorensen Rd)
 - 4. August 23 - Chabot College (Hesperian Blvd and Depot Rd)
Hesperian Blvd (Bet. W. Winton Ave and Cathy Way)
 - 5. September 27 - Memorial Park (Mission Blvd and Fletcher Ln)
Mission Blvd ("D" St. to Harder Rd)

14. Announcements

15. Next Meeting – May 22, 2008

16. Attachments:

- a) Notes of 3/27/08 Full Task Force Meeting
- b) Preliminary Financial Report



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 3/27/08

1. **Call to Order** – 7:02PM by Chair Chuck Horner

2. **Pledge of Allegiance**

3. **Roll Call:**

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

Absent: Goulart, Ligibel (Doug), Singh

Resigned: Fuenzalida, Ratto, Smetana

4. **Public Comments –**

Clarissa Lee of ARC Electronic Waste Recyclers introduced herself to the Task Force. Their mission is 100% recycling – zero waste and zero landfill. The company is here to assist the Task Force. When fundraising with nonprofit associations almost 50% of the profits go to the nonprofit association. A donation check is given when you recycle items through them. The company is located in Hayward. They are hoping for a school fundraising event. There will be one at Ruus Elementary in April. The company offers a free drop location and free pickup from your house. They work with different collectors in order to offer this service. They focus mainly on televisions, monitors, and car batteries, no big appliances. They collect cable wires as well. The company works under the State of California's SB20/SB50 program. This means that every time they recycle they get something from the government in order to resell raw material to other companies. Almost everything goes back to Samsung. A tour for the Task Force is a possibility. Right now the city works with Waste Management and TriCed, but they are looking into other programs. Clarissa explained that the ARC works with Stopwaste.org and events are usually posted online.

Monica Ruiz stated that there are 3 bus stop benches that have been around for over 20 years that she would like replaced. How could she get that to happen? One of the benches is on D Street and 2nd Street, while the other two are on Vermont St and B Street. All are constantly tagged and were installed by the Rotary Club. Chuck added that the Rotary stop on Grove has plastic on it, but that the plastic got tagged. He's talking to the Rotary Club about it. Rob Simpson said he would see if the Rotary is still interested in maintaining the benches.

Chuck announced that there will be a cleanup this Saturday at Schafer Park. Also, Mayor Sweeney has signed a pledge for "Think Outside the Bottle," an organization focused on getting people to drink tap water instead of bottled water. The website (www.thinkoutsidethebottle.org) has information for a kit and a list of resources, as well as promotional materials and suggestions. Water is one of the best assets of Hayward, that's why companies like Pepsi and Shasta are here.

5. **Approval of Notes from Full Task Force Meeting of 2/28/08** – Moved, seconded and carried unanimously.

6. Clean Up

a) March 22 Cleanup at Mission and Foothill

1. A keg was found and there was some confusion as to what was to be done with it. Rob ended up taking it to a local bistro.
2. Chuck reminded everyone that the Task Force is still working towards 600 volunteers, so don't forget to turn in your business cards! ("Turn in Business Cards" to be a recurring agenda item).

b) Approval to resupply graffiti/cleanup stock items

1. Moved, seconded and carried unanimously.
2. Kathy Super added that she's working towards getting the cloth bags to give out at cleanups.
3. Gary Steinberger wanted assurance that the allocation of money on paint last year was sufficient. John White replied that they have been using mostly 5 gallon drums of beige and gray. The Task Force is basically asking to replace the 7 drums they've used so far. The paint is recycled paint from the city's corporate yard.
4. Rich LaPlante clarified that they are asking to replenish what has been used, but that not all of it was used last year. John added that a lot of the paint covers small tagging in many locations. There are not a lot of large canvases.
5. Lloyd Clifton asked if there are paint containers that are easier to open/close. Chuck replied that he is looking into putting different lids on the drums. Rich suggested that if anyone knows a construction worker, taping mud bucket lids are sturdy.
6. Rob asked if it is possible to get graffiti busters at the cleanup events. Fran replied that they can try to get the guy out on Saturdays, but it would be best to have him in areas that require a lot of paint. Rich added that the graffiti buster would probably work best on sound wall areas. Chuck added that the Task Force would appreciate it occasionally, but that citizens should be taking the main responsibility.
7. Rob asked why we don't keep the gloves. Gary replied that some people bring them back over and over again. Also, some people don't like wearing other people's gloves. Chuck added that "Bring your own gloves" should be added to the mass emails and flyers for next time.
8. Gary asked if it would be possible to obtain a 1 gallon can of paint to be kept in the car so you can paint over tagging as you see it when you drive by. John replied that Vic Avila has been supplying the paint. Fran added that a car kit has been developed thanks to Councilmember Ward.
9. Chuck asked Task Force members to send him the names and addresses of people who need to be thanked to him – merchants, neighbors, schools, etc. He'll be happy to write the letters.

c) Approval of flyer/registration door-hangers

1. John explained that he would like the door hanger configuration to the supply of flyers as needed. The door hangers are based off the design of the Fairway Park group door hangers. Their door hangers are a courtesy warning, but these are just flyers and registration forms for cleanups. The final product is to be double-sided. The estimated retail printing cost is approximately \$0.14. Mike Sweeney suggested approaching local printers in town.

2. **MOTION:** to approve configuration and work with city to get it at an affordable price. Moved, seconded and carried unanimously.
 3. Pravin suggested that we leave the dates and locations blank on the forms and add them for each month later. John said that he will create a pdf file that can be easily updated. Chuck clarified that it would be a monthly printing, but that he would like to see future events put on there. Rich pointed out in response to Chuck that "more information available at website" is already on there. Chuck said that he'd like to rephrase the wording.
- d) Appointment of three (3) to five (5) members to recommend future projects – September 2008 thru March 2009**
1. John suggested that the Task Force look past September as to what they want to do about cleanups and graffiti. He would like a group to come back with suggestions to bring forward.
 2. Chuck suggested that during the school year, focus should be near schools and that proposed sites should be emailed to the group.
 3. Rich added that some people wanted a years notice so Homeowners Associations could participate. The Task Force should have members head projects near their homes.
 4. Gary suggested that individuals in the committee should communicate outside of regular meetings. John added that they should report progress at the next meeting. Fran suggested that any changes to their report should be approved by the entire Task Force.
 5. Rich asked if the schedule should stretch out another 6 months or if it should go further. John replied that it should be at least 6 months out, but more is fine.
 6. Moved, seconded and carried unanimously. Committee members are Chuck Horner, Myrna Truehill, Kathy Super, Lloyd Clifton, Rich LaPlante, and John White.
 7. Gary suggested that an insignia for the Task Force be put on vests. He personally got it done at Sports 1 on Creekside. There is an orange vest with the Task Force posted in their window.
 8. John White asked for approval of magnet signs to put on vehicles that help in cleanups with pick up and graffiti. He would like a new committee to be headed by Rich LaPlante to come back with 8 signs to be purchased for security reasons.
 9. Mike asked for an expansion on what was meant by people looking at them painting over graffiti. Rich replied that people are being watched and it can be scary. They have vests and badges, but more vigilance is needed.
 10. **MOTION:** that Rich head a committee of 2 or 3 people to come back in a month with 8 signs for up to \$400 that indicates the group for advertising and security. Moved, seconded and carried unanimously. Interested Task Force members should contact Rich. Sign vendors to be supplied by John.
- e) Timetable for event emails**
1. Chuck is concerned about getting communities involved and would like feedback and suggestions. He feels that fieldwork is needed at least 2 months in advance to talk to people and get grassroots responses.
 2. Dee Dee announced that the Task Force got a full page in the last quarterly paper her community. Word has also spread through their website and yahoo forums. Chuck added that the Neighborhood Alert has been publishing the cleanup events.

3. Lloyd suggested that “volunteer” be put on the vests so it doesn’t look so governmental.
4. Rob asked if the cleanups are put on the community service list at the court house because the court assigns 3-500 hours a day. Chuck added that Camp Sweeney by juvenile hall is going to participate in cleanups. Gary noted that supervision will be needed for that group.
5. Myrna expressed that she was hoping to get to people what the Task Force is about if they’d like help organizing their neighborhoods. She sees the need to get people to help themselves to have this be a sustainable project. She would like to see something in the paper. Chuck responded that at this point they may just need to pay the paper, but the Chamber of Commerce will have info on the Task Force in the next issue of their paper.
6. Mike suggested that the Task Force keep it simple and have a lot of repetition. Have simple emails to read and set up a few days in advance. Have people handing out flyers on those same days. Hopefully, organizations will start taking the cause up on their own. Chuck asked how often emails should be set up and Mike responded 4 weeks, 2 weeks then 3 days in advance. Everyone should get at least one of them.
7. Rob asked Matt O’Brien of the Daily Review how to get more publicity about future cleanups. Matt replied that there is only so much they can do as they’re understaffed right now. They need advanced notice and the Task Force should probably email several people as a lot of people are leaving. Chuck and Kathy plan to meet with Matt about publicity.
8. Chuck explained that publicity consists mostly of sending emails to everyone who provided one. John added that people know about the Task Force, we just need to get more people to participate. Kathy added that she has been calling the database members that don’t have emails. She would like people to help call for emails and more information because there are 14 pages of numbers left. John suggested that a few Task Force members get together at the veterans hall and use their cell phones on a Saturday when use is usually free. Mike added that they could get some bilingual speakers from Schafer Park. Kathy will select a good date and interested people should email Kathy.

7. Policy

a) Priorities List

1. Lloyd explained that the former policy committee put together a list ranked by what annoys them the most. He’s suggesting that 2-3 people per item look at municipal code and come up with ideas to make it better and work with city staff directly. Fran explained that staff is working tomorrow on municipal code. She suggested that she give the report to the Task Force next month so she can pair the mini committees to the staff member in charge. Priorities list will be put on the agenda for the next meeting.

8. Community Engagement

a) Schafer Park Cleanup

b) Policy for subsidizing/reimbursing costs for neighborhood association startups

1. Chuck announced that \$1000 was given to Schafer Park and not everyone knew about it. John knew about it and felt that the project needed to move forward and right now it's going well. The city and the neighborhood have coalesced.
 2. Fran explained that the neighborhood had expenses that needed to be covered and that the group was consistent with KHCG goals. Carolina had handed in a budget for \$1000 and at this point very little of the \$50,000 budget not used so she approved it. She had talked with Kindra when she was chair and John as vice chair.
 3. Chuck expressed that if the Task Force get \$50,000 per year, this is not a problem. Fran explained that the budget comes to send on June 30 and that this cycle is a 2 year budget. The numbers don't automatically roll things over. Council support determines the money involved.
 4. Rich noted that there is no clear protocol/understanding of reimbursement. The money before was divided evenly into 4 subcommittees. He asked where is the Task Force going and how does it effect budget allocations? Fran responded that council approved budget after a plan was mapped out. The financial reports were to go to the Steering Committee. The city saw that startup was subsidized by Bob Bauman's department. She suggests that "Financial Report" now be a regular item on the agenda that the city will provide the Task Force.
 5. Rich stated that there is no report on where the Task Force stands and it's needed to have an idea to support the money recommended. Fran reminded everyone that it is best to go through city procurement whenever possible so they can find the best deal. Also, the city has already reimbursed Kindra for Schafer Park items she had bought.
 6. Marilyn suggested the Task Force fund should be reimbursing the city and that at the next meeting the Task Force should know how much they've actually spent. Lloyd added that leftover money should be given back to the city by the end of the year.
- c) **Email support for community clean and green activities** – covered above
- d) **Community clean and green ongoing and event calendar**
1. Chuck proposed having a website space as a "Community Activities" area to provide links and a simple calendar. It would not be maintained by the Task Force. Fran replied that it is city policy not to have external links to things not sponsored by the city because of liability issues but they'll see what they can do. Chuck suggested that a link "Notice: You are now leaving the City of Hayward site" as a warning. Fran replied that she would need to talk to the city attorney.
 2. Lloyd suggested that we differentiate which we're supporting and which we're sponsoring, then supply contact information. Fran replied that they are trying to alter the webpage so it's geared towards neighborhoods, but they need to talk with the technical and legal departments.
 3. Rob wanted to add to the list of events that the Chamber is having an event at Centennial Hall that the Task Force can have a presence at. Dee Dee wanted some clarification as to who the audience and exhibitors are. Rob clarified that it is a business expo.
 4. Dee Dee announced that she already told the city that the Task Force will have a booth at the City Earth Day festivities. There's no cost, just a form that she will be filling out. Her landscaper is also going to have a booth and hand out reusable grocery bags. Chuck added that he will also be participating in an Earth Day expo. Dee Dee announced that whoever wants to help with the booth can contact her. The

event is in front of City Hall on April 19, from 11AM-3PM. John, Rob, Chuck and Marilyn volunteered to help. **MOTION:** to have a booth at the City Earth Day event. Moved, seconded, and carried unanimously.

5. Gary added that the creek cleanup behind Casa Sandoval is moving forward. He thanked Public Works for the attention they've recently put in that area. Friends of San Lorenzo Creek as well as a Cub Scout troop will be participating in the cleanup. The Alameda Flood Control recently removed shopping carts from the area. The cleanup is planned from 8:30AM to noon on April 19.
 6. Rich clarified that the April 26 cleanup is the official KHCG cleanup. Earth Day is great, but not scheduled as a KHCG cleanup. Fran added that the creek cleanup could be KHCG sponsored and then allowed on the website. Gary says he felt that the Task Force did not have enough of a focus on the Earth to warrant the KHCG sponsorship. John explained that more infrastructure would be needed if it's KHCG sponsored.
 7. Dee Dee explained that when Earth Day came up, they went full steam ahead and now both she and Gary are a bit frustrated. Rob added that there should be a cleanup on Earth Day and that the Task Force should be supporting Gary. Lloyd added that the tent could be moved easily and that hitting the creek is important. Also, there's the possibility that the Daily Review will cover it. Chuck added that the volunteers will push the database over the 600 goal. Fran added that the city could provide police presence for the beginning of the cleanup at the very least. Gary added that he would like to look into ways in which they could secure the creek.
 8. Dee Dee said that she could simply ask the city for another canopy. Marilyn added that she was upset that the group does not seem to be in favor of Earth Day. Chuck explained that they do support Earth Day; they're just worried about the logistics. John noted that everyone is supportive of the other cleanups, but there is not much participation to show that.
 9. **MOTION:** to have both the booth and the creek cleanup. Moved, seconded and carried with 1 abstention.
- e) **Phone Tree device of phone calling pyramid for volunteers without email**
1. Chuck brought up the possibility of buying a phone tree that's computer based, like the ones used for the tardy system in schools. It would be an automated way to communicate with people without emails. The cost is about \$1000.
 2. Laura Oliva expressed that it may not be personable, but no one really has the time to call that many numbers so she thinks it's a good idea. Kathy said that it should just be used as a reminder system. Chuck added that all the KHCG needs to do is maintain the list and the machine will do all the work, and can even record responses.
 3. Item is tabled until next meeting. Chuck will look into feasibility of 200 volunteers.

9. Completed Events and Updates

a) City waste receptacles

1. Bob Bauman explained that a program was approved by City Council to replace the downtown beat up trash cans. They are currently purchasing new ones and looking at the triangle top which are 'self recycling.' This means that recyclables are not actually picked up by city entities. There is still no absolute decision on the version they want. He likes the concrete sided ones that identify Hayward. The tops of the black ones already in the downtown area are going to be locked down soon. Other

places that could use trash cans need to be sent to the city. At most five cans can be placed elsewhere.

2. Rob wanted some clarification about how Waste Management is in the picture. Bob explained that the city buys and places the cans. They only tell Waste Management how many cans to service. The real issue is maintaining the existing cans.
3. Chuck suggested that the answer for when and how many cans will be bought can be addressed at the next meeting or emailed out to the Task Force.
4. Kathy added that at a market on B St and 7th St people have specifically asked for a trash can there. Rob asked if the merchants could pay for a can. Bob replied that the cans need to be bought in bulk as they all now come from San Diego. The issue is how important are the triangle tops.

b) Trees on Mission Blvd

1. Bob explained that Mission Blvd is part of the 238 project. It is not appropriate at this point to put any plants in until construction is done.

c) Courtesy notice doorknob hanger training

1. Tabled until next meeting.

10. Upcoming Events

- a) **Earth Day Planning** – covered above
- b) **Fairway Park Neighborhood Cleanup/Graffiti Removal Activity**
 1. Tabled until next meeting.

11. Adjourn – 9:06PM.

KHCG expenditures to date

<u>Date</u>	<u>Individual/Organization</u>	<u>Items</u>	<u>Expenses</u>	<u>Budget Balance</u>
				\$50,000.00
11/17/2007	Kindra Mendall for Schafer Park	3x5 Ruled Green Index Cards 48 Blue ballpoint pens 2 Masanite Clipboards 2 Packs Paper and cutting	\$ 81.78	\$49,918.22
11/27/2007	Kindra Mendall for Schafer Park	Flyers	\$ 35.88	\$49,882.34
2/29/2008	Colleen Kamai for Schafer Park	Flyers	\$ 58.73	\$49,823.61
2/29/2008	Carolina Abatayo Refreshments for Schafer Park	Coffee Creamer Chocolate Chip Cookies Macaroons Foam Cups Spoons Napkins Punch	\$ 39.62	\$49,783.99
3/13/2008	KHCG Task Force for Schafer Park	Flyers	\$ 92.44	\$49,691.55
Total Expenses:			\$ 308.45	
Total Remaining Budget:		\$49,691.55		

As of 4-17-08