



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force

**Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
July 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 Task Force Meeting of 6/26/08
6. Financial Report
7. Community Engagement Activities
 - a) July 14 Eden Gardens – follow-up meeting
 - b) July 17th Street Party -
 - c) July 26th Whitman St (Bet. Sycamore and Sorensen Sts) – White / LaPlante
 - d) August 5th Car-O-Van
 - e) August 6th National Night Out
 - f) August 21st Street Party – Horner / Clifton
 - g) August 23rd Hesperian & Depot
 - h) August 27th Neighborhood Alert?
8. Committee Assignments
 - a) Future cleanups and selection of contacts
 - b) July 17th Street Party Leads – Banks and Horner
 - c) Sample of Daily Review ad – Goulart, Grandt, and Steinberger
 - d) Shoes hanging from electrical lines
 - e) Photos
 - f) Agenda protocol
 - g) Graffiti Enforcement Team (GET)
 - h) Chico Bag Report - Super

9. Members Reports
 - a) Refurbishing old trash cans as art projects – Simpson and Horner (update)
10. City Status Reports
 - a) Cameras for illegal dumping sites
 - b) SMASH actions
 - c) Graffiti eradication and prosecutions
 - d) Shopping Cart Ordinance
 - e) Homeless encampments
 - f) Garbage cans
11. Upcoming Events / New Items
12. Announcements
 - a) Lisa Rosenblum
13. Next Meeting – August 28, 2008
14. Attachments:
 - a) Notes of 6/26/08 Task Force Meeting
15. Turn in Volunteer contacts



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 6/26/08

1. **Call to Order** – 7:05pm by Chair Chuck Horner

2. **Pledge of Allegiance**

3. **Roll Call:**

Present: Abatayo, Banks, Bowers, Clifton, Gise, Goulart, Grandt, Horner, LaPlante, Oliva, Steinberger, Super, White

Absent: Balram, Hubahib, Ligibel, Ligibel, Simpson, Singh

Resigned: Truehill

4. **Public Comments** –

Colleen Kamai thanked the Task Force for allowing Schafer Park to use their supplied during their cleanup. The turnout was small – only 12 or so people, but it was successful because more people got involved when they saw people working. Mayor Sweeney, Greg Jones, and Kevin Dowling showed up to help. White helped guide her with whom to ask help from in the city. She suggests that the Task Force help neighborhoods with some kind of signage. It could just say “Neighborhood Cleanup” so that it could be used in several locations. Horner mentioned that a Joe Paz would like to see a monthly cleanup in Schafer Park. Colleen said she hasn’t spoken with him yet.

Banks asked the status on the door hangers for the possible violations of houses. Fran David replied that the City dropped the ball on that one, but the modified ones should be done quickly. An exact delivery date should be available by next week. Training will be provided.

5. **Approval of Notes from Task Force Meeting of 5/22/08** – Motioned, seconded and carried unanimously.

6. **Financial Report**

Kathy Super reported that the Chico bags have not come in yet, though they were supposed to by June 20.

7. **Community Engagement Activities**

a) **June 19th Street Party – Banks and Bowers**

Banks reported that there was a nice turn out. 10 people signed up, but a lot of people asked various questions. They plan to do it again next month. They should have the same space for all three months. However, Banks and Bowers will not be able to attend the August 21 Street Party. Horner and Clifton volunteered to head the effort in August. Bowers added that it takes at least two people to set up. Task Force members will email each other if more volunteers are needed.

b) **June 21st Schafer Park Cleanup – Abatayo**

Abatayo reported that it was slow at first, but then Mayor Sweeney, Greg Jones, and Kevin Dowling cleaned and she recruited people off the street. She also reported that there has been more vandalizing and graffiti in the school. Neighborhood Alert says that the culprits live near the school. A resident on Cascade has seen people selling drugs. The school has broken windows and kids have been having parties at the park late night with alcohol. Not everyone has been reporting to the Schafer Park hotline.

David explained that the Police Department will be moving to a new model July 1 which will have substations in the North and South, with Harder/Jackson being the midline. Lt. Lindblom will be heading the North and Lt. Boykins will be heading the South. She suggests Abatayo, Kamai, and herself meet with Lt. Boykins to discuss what is known. She also suggests that residents start utilizing the graffiti hotline.

Abatayo added that there was a BBQ potluck afterwards and everyone had a great time. Kamai added that most people came out because they knew either her or Abatayo, but it was a hot day so that may have affected turn out. Horner urged them to be tenacious. Eventually the police will get the vandals. His example was police working on finding the people who have been dumping stolen cars in his neighborhood.

c) June 28th “E” and 2nd Streets Cleanup – Clifton

Clifton reported that HARD, the Fire Department, County Flood Control, Hayward High will all be involved in the area between E to Carlos Bee and 2nd and Campus west to Mission if there are enough people. The canyon trail s behind the plunge will also be covered. Flood Control will be providing BART gray paint and starting at 7am. There are over 1000 spray cans in the area where the pictures of the 4 youth taggers were taken. HARD will be there with vehicles to pull things out of the creek, using the bucket pulley system Steinberger implemented at the San Lorenzo Creek Cleanup. Campus to spillway needs litter pick up. Even some of the trees have graffiti. There is also a lot of graffiti on 2nd Street, mostly in tan, gray and redwood. There was a house hit with “2nd and A Street Gang” on their wall which wouldn’t come out with remover or a power washer. The owners painted it over.

The Hayward High Garden Project instructor Theodore Hartman will be there with 5-6 students. The Task Force is giving them \$600. The Hayward High Garden Club is willing to give Redwood Rob somewhere to keep his trees for a while.

Garrett Contreras of the Hayward Firefighters Union is ready for the BBQ. He may have 20-25 firefighters, depending on conditions. They will be coming out with weed-whackers and blowers. They will be serving hamburgers and hot dogs at their union hall.

So far, the breakdown looks like this:

Approximately 85 people out there covering a huge area that’s not too dirty

The meeting place is at Walpert, the backside of Hayward High on 2nd. There may be a bit of trouble with traffic, so people need to be careful. Ledda will try to get police presence for the event.

Horner stated that in regards to the BBQ he is afraid that a stamp may sweat off, so they will be using cards as well. White added that Banks suggested wearing a vest to the BBQ. The Task Force will try all three methods on Saturday and poll volunteers on what they prefer. Clifton asked if we could possibly make this a press event and Super responded that she emailed the paper and we’ll just have to wait and see if they show.

d) July 26th Whitman Street (Bet. Sycamore and Sorenson Sts) – White / LaPlante

LaPlante reported that they plan to work at Harder School like last year. He believes that the railroad has stayed clean due to maintenance from the City and the railroad company.

The Tennyson High School area has overpasses covered in graffiti. They plan to make inroads into neighborhoods off Whitman, especially in the several areas used as dumping grounds. The parking issues along Whitman are issues for both cleaning and enforcement. The school grounds have stayed reasonably clean. They will need a good painting crew as walls and street signs are hit all the time. Super added that the area in general still looks a lot better than it did last year.

8. Committee Assignments

a) Future cleanups and selection of contacts – Clifton

Clifton reported that the committee needs to meet to determine assembly areas, but if people want to be contacts that can be decided now. White added that August 23 (Hesperian, West Winton, and Cathy Way) and September 27 (Mission, D St to Harder) also need contacts. Mayor Sweeney offered that maybe residents from Eden Garden could help organize or sponsor the August cleanup.

LaPlante noted that the Chabot area on the list is a duplicate of a previous cleanup. The April 2009 area will now be incorporated into the August 2008 cleanup area. Horner noted that he wanted to involve schools as much as possible. Mayor Sweeney offered to call the president of Chabot to try to get help with the cleanup in the area.

Grandt would like to be an assistant until he understands how the process works. He volunteered to be the contact for September.

Horner added that Victory Outreach could take March and also act as the meeting site. He will speak to Chuck Kline. White clarified that a Task Force member still needs to be there. Horner will be taking March.

Oliva announced that she will be in school all summer, but would like to try to head the October cleanup as she would like to get her Homeowners Association involved. LaPlante added that the parkway is a good target area for groups to clean without actually getting in the water.

Contact recruiting will continue by email via White, LaPlante and Clifton.

b) Street Party Leads – Banks and Horner

Gise offered her help in the street parties.

c) Refurbishing old trash cans as art projects – Simpson and Horner

Horner reported that they still need to hear from the City for specifics. Other people in the Sun Gallery have shown interest in using the Sun Gallery as a staging point with ceramics or other materials not affected by spray paint. Gise suggested calling high school art departments, specifically a ceramics teacher at Mount Eden.

d) Shopping Carts – Clifton, LaPlante and White

White reported that the Task Force set a record of collecting 33 shopping carts at one event. He, LaPlante, Clifton, Bauman, and Smith met on the ordinance and found that it is well written, but enforcement is the challenge. The ordinance right now makes it hard to determine what counts as one offense.

Bauman clarified that before the ordinance, Streets picked up 1000 or more carts every year. The ordinance has reduced that by new shopping centers required to put in physical barriers or locking devices. The numbers show that from January – May Streets picked up 204 carts while the KHCG picked up 100. The Streets Department is picking up more, partly due to KHCG cleanups. The biggest problem locations tend to also be the biggest stores. The Safeway on Foothill is putting in electronic locks as part of their refurbishment. He

explained that everything picked up goes to the transfer yard and companies go to pick them up. The carts damaged beyond repair become recycled metal.

Randy Smith is moving to Maintenance and will follow the shopping cart ordinance. He is trying to get stores to retrieve their own shopping carts and has gone as far as trying to contact the corporate headquarters. He is also looking to improve the law.

Bowers asked if the stores pick up the collected carts for free. Bauman replied yes. Super added that stores with more than 50 carts should have locks, but Mi Pueblo doesn't. The timing of when the store went up relative to the passing of the ordinance needs to be checked.

Goulart brought up that carts should have some kind of fee. Bauman replied that the initial research into state law showed restrictions on implementing fine systems. Super brought up that there is a \$1000 fine in Fresno for walking with a cart outside of the shopping area. She will be sending the information to Bauman.

LaPlante is very frustrated. He feels that hitting them with a fee would do something. This report should be monthly. It should go to council.

Gise brought up the fact that people take the carts when they don't have wheels. There should be some cooperation so they don't take the carts. Goulart suggested asking stores to create a list of people who can use carts and call back for the stores to pick them up. Bauman said that they can talk about that, but for the larger stores, the eventual solution will be locking devices – the issue is retrofitting.

Grandt brought up areas that have a bike program where it floats around – why not just apply it to carts? Bowers suggested that they encourage buying foldable personal carts. Super suggested that they need to educate about calling the store after using the cart.

David said that the City will look at Mi Pueblo, the shopping cart ordinance, and come back at the next agenda with a plan.

e) Buying Daily Review ad space – Goulart and Ledda

Goulart suggested going into a contract with the Daily Review as it would be cheaper in the long run. Also, they could share the space with the City – especially the Library. He sees advertising in the Daily Review as both a way to support the local paper and a way to get more publicity, and perhaps stories.

He added that the Historical Society does a 2x2, but recommends going bigger. He would like to see an ad as large as a normal sheet of paper. The City could go twice a week to get more coverage of events. He suggests working with the library the most.

David noted that given the budget, it is probably unlikely the City will enter a contract with the Daily Review. Instead, they will try to better utilize KHRT. The Task Force should think of trying it to set an example before going to Council.

Goulart **MOTION:** to appropriate no more than \$4000 towards a 13 week contract to share with other groups like the Library and neighborhood groups. Motioned, seconded, and carried unanimously.

Oliva asked for clarification on whether the 13 weeks needed to be consecutive. If not, the Task Force can space it out. Steinberger suggested starting with the small size ad then work up to the bigger ads.

White would like to see a tangible product before appropriating money, as well as answering the 13 week question. Bowers added that she would like to clarify how they will measure the effectiveness of the ads. Goulart suggested asking people where they heard of

the event before the event starts or putting something on the registration form. Horner added that the information is already included on the volunteer database.

Steinberger clarified that the money should go first then something should be brought to the table before going ahead with printing. Grandt suggested that someone needs to take ownership. David suggested a committee be made. The committee will be comprised of Grandt, Goulart, and Steinberger.

Rosenblum stated that there are 2 signboards, one with each library. She is willing to put up notices for KHCG cleanup. However, she warned that what looks good in a flyer may not look good in print. She knows a person on staff who could help with graphics.

9. Members Reports

a) Vehicle Signs – LaPlante

LaPlante announced that beginning Saturday vehicles will have magnetic signs. There's more than enough for 3 cars. David suggested that some be stored at the courtyard and some stay in the cars of the very active Task Force members.

b) Gas reimbursement – David

David reported that the form will be at the IRS rate. It requires your signature, the signature of either the Chair or Vice Chair of the Task Force, and the signature of someone in the City Manager's Office. Gise clarified that the money is coming out of the KHCG budget. David explained that for the destination/explanation put the date and the event name because more information means faster processing

c) Alameda County HHW Donated Paint – White and Ledda

David explained that the City has made contact with them for free paint and they'd love to donate some. They used to have a contract with Newark. It requires someone from the Task Force to get the paint and get the process going. More information is needed if you'd like the paint tinted.

White suggested that the problem may be where to store it. Keeping paint at home is becoming a problem. The Task Force needs to ask the corporate yard if it would be possible to store it there.

LaPlante stated that they have currently been covering wounds – the paint they've been using is not the exact tint. Rosenblum suggested that the Head of the Chamber of Commerce could help as he owns a hardware store. White stated that they only use 5 or so different colors. He will make contact with the Alameda County HHW.

d) Youth and Family Services Bureau – Ledda

Ledda reported that she has called the Youth and Family Services Bureau about adding the Task Force cleanups to their list of ways people can earn community service hours. They have agreed to put the cleanups on their list, but warn that we may not see many people from them as cleanups are only 4 hours long and once a month. The people they work with usually need more than that in a shorter amount of time.

10. City Status Reports

David reported that all these items were asked for by LaPlante. LaPlante thanked the City for answering the questions since these items all relate to things they see at cleanups. Would it be possible to have a monthly report on the agenda? David apologized that there hasn't been good reporting for a while. When it becomes habit, it will be easier but right now it is a cumbersome process. LaPlante stated that they would like to know when

something successful has been done. **MOTION:** to have a monthly status report on items brought to staff. New items could be added on as they come up and old items can be dropped from the list as they are completed. Motioned, seconded, and carried unanimously.

a) Cameras for illegal dumping sites

Bauman reported that the City has 5 cameras. They are solar flash bang and motion sensor. They speak to people as they approach the camera. They are used as a deterrent. The first one on Huntwood is mostly a success. Someone actually dumped something right below the camera, outside its view. He has worked with PG&E to put cameras on their poles so the other 4 cameras should be going up soon. Cameras can be moved from pole to pole and more may come.

Clifton asked if the cameras are used for graffiti. David explained that the cameras don't work as deterrents as people just hide their faces. They need hidden identifying cameras. They are still looking at pricing.

c) Graffiti eradication and prosecutions

Horner reported that the Ligibels caught kids buying spray cans through an older kid and reported it to the police. The police then confiscated the older kid's car as he did not have a license. The kids were the same kids that had had photos taken of them. Clifton added that the problem is police did not put the picture case and the Ligibel's case together. Horner said that things like that should change as the new system kicks in.

David reported that the graffiti reward program has 2 things going through right now. The vandals need to be convicted before the informers receive an award.

12. Announcements

Ledda announced that this is her last meeting as her internship officially ends June 30. It has been a pleasure working with everyone. She had a great time and learned a lot. Don't be surprised if she asks for recommendations.

David announced that this is also her last meeting as the staff point person for the Task Force. Lisa Rosenblum will be the new staff point as the City transitions to the new Neighborhood Services Department. Everyone here is amazing and everything that's been accomplished is phenomenal. The City has gained enthusiasm due to the Task Force example. Thanks for everything. She will still be attending the meetings, but Rosenblum will be taking over as the library is also a neighborhood service. 2 cities have already called saying they're thinking of doing the same thing. This should be a great symbiotic relationship.

Banks asked if there will be a replacement intern. David replied that there probably won't be, but Lisa will have help. White thanked David for her insight. Goulart thanked David for bringing everyone back together when they get off track, and crystallizing what it is they're after.

Rosenblum stated that she will do her best as she is learning. Changes in the library will synergize with other departments as they are all starting to think more globally. The Task Force is very important. The City needs you as they cannot do it alone. The goal is to be proactive, not just reactive. There will be a lot more cross departmental coordination.

13. Adjourn – 9:07