



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force

**Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
August 28, 2008**

Agenda

- I. Call to Order
- II. Pledge of Allegiance
- III. Roll Call

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).

- IV. Approval of the Summary Notes from July 24, 2008 Task Force Meeting
- V. Financial Report
- VI. Presentations
 - a. Protocol for Reporting Community Appearance Issues to the City - Mary Brown, Senior Community Preservation Inspector
 - b. Scott Blakeslee, Cleansource, 916-204-0268 sblakes@cleansource.com – Kathy Super
 - c. KHCG Task Force Member introductions
- VII. City Status Reports
 - a. KHCG Task Force updated membership roster – staff
 - b. Graffiti Report – Matt McGrath, Director of Maintenance Services
- VIII. Community Engagement Activities
 - a. Annual Reading Rodeo September, 6, 2008 Main Library – KHCG Booth?
 - b. Coastal Cleanup Day September, 20, 2008 – 8:30am – 12:00pm – Hayward Shoreline Interpretive Center, 4901 Breakwater Avenue – The center will supply gloves and bags for trash pickup and non-native plant removal, but bring sunscreen and dress in layers. 1-800-262-7848 (800-COAST-4U) Patti 510-670-7270 shoreline@haywardrec.org
- IX. Task Force Assignments – Lloyd Clifton / Rich LaPlante
 - a. Sep 27 Cleanup @ Memorial Park, 24176 Mission Blvd, Mission Blvd and Fletcher Lane (Mission Blvd, D Street to Harder) – Doug Brandt

- b. Oct 25 Cleanup @ Silver Star Veterans Park, between Huntwood and Taylor (Industrial Parkway) - Laura Olivo
- c. Nov 22 Cleanup @ Tennyson & Leidig Ct. (Tennyson Rd) - Gary Steinberger
- d. Dec – NO CLEANUP SCHEDULED
- e. Jan 24 Cleanup @ Harder & Mocine Ave. (Harder Road) - Kathy Super
- f. Feb 28 Cleanup @ Jackson & Sutro & Meek Ave. (Jackson St) - Lloyd Clifton
- g. Mar 28 Cleanup @ Huntwood & Shafer Rd. (Huntwood Ave) - Chuck Horner
- h. Apr 25 Cleanup @ A St & Western Blvd (A St.) - Doug & DeeDee Ligibel

X. Member Reports:

- a. July 26 Cleanup – Whitman Street – White / LaPlante
- b. August 21 Street Fair Leads – Banks / Horner
- c. August 23 Cleanup – Hesperian & Depot - Banke
- d. Daily Review advertisement (sample) – Goulart / Grandt / Steinberger
- e. Shoes hanging from electrical lines – Horner
- f. Subsidy for wheeled shopping carts www.burbankca.org/license/rebte.htm – Super
- g. Use of Chico bags – Super
- h. Subsidy for fruit trees – Simpson
- i. Strategies to increase effectiveness – Horner

XI. Director’s Report – Lisa Rosenblum, Director of Library and Neighborhood Services Department

XII. Future Agenda Items

XIII. Next Meeting – September 25, 2008

XIV. Turn in volunteer contacts

XV. Adjournment

Please do not wear scented products to this meeting.

People who have environmental sensitivities may be in attendance.



Assistance will be provided to those requiring accommodations for disabilities in accordance with the Americans with Disabilities Act of 1990.

Please request needed accommodations at least 72 hours in advance of the meeting by calling (510) 583-4248, or by calling the TDD line for those with speech and/or hearing disabilities at (510) 247-3340.



Keep Hayward Clean and Green (KHCG)

Task Force Meeting Notes
 Hayward City Hall, Room 2A
 777 B Street, Hayward
 July 24, 2008

1. **Call to Order.** Meeting called to order at 7:06 PM by Chair Chuck Horner
2. **Pledge of Allegiance**
3. **Roll Call**

Present	Absent	Guests	City Council and Staff
Roberto Banke	Carolina Abatayo	Joe Abreu	Michael Sweeney, Mayor
Florence Banks	Pravin Balram		Anna May, Hayward City Council Member
Blytha Bowers	Tiffany Fakava		Fran David, Assistant City Manager
Lloyd Clifton	Laura Oliva		Lisa Rosenblum, Library and Neighborhood Services Director
Marilyn Gise	Shaminder Singh		Bob Bauman, Director of Public Works
Frank Goulart	Myrna Truehill		Tony Guerra, Facilities Painter
Doug Grandt			“Graffiti Buster”
Dee Dee Ligibel			Linda Atwater, Administrative Secretary
Doug Ligibel			
Chuck Horner			
Glen Hubahib			
Rick LaPlante			
Rob Simpson			
Gary Steinberger			
Kathy Super			
J. D. White			

4. **Public Comments**

Lisa Rosenblum advised the Task Force that Secretary Colleen Kamai was unable to attend the meeting due to a family emergency.

Chuck Horner asked that this item be added to the Public Comments section. The Task Force welcomed Tony Guerra, the City Facilities Painter, aka “Graffiti Buster.” Mr. Guerra provided detailed description of various painting techniques, supplies, and paints used in his graffiti removal assignments. Large paint swatches paint colors that are used were distributed for viewing. There are many different surfaces that are tagged with graffiti, including buildings (wood and masonry), fences, sound walls, trash containers, utility boxes and poles. Mr. Guerra commented that while patch painting serves to remove the graffiti from sight, the most aesthetic appearance is achieved when the entire wall, pole, etc. is repainted.

In response to a question concerning the cost that is incurred for graffiti removal, Public Works Director Bob Bauman responded that a figure could be determined for an average square foot cost. A comment was made that there are not adequate resources for the police to pursue all of the graffiti artists. Assistant City Manager Fran David provided an overview of the graffiti ordinance being developed by staff, and noted that this is a "Quality of Life" issue. The ordinance is being modeled after "strong" ordinances that have been established by other jurisdictions.

There are three types of graffiti artists: 1) creative artists; 2) malicious vandals; and, 3) gang tagging. For types 1 and 2, the thought is to seek restitution and clean up, with type 3 being charged with criminal activity. The steps in the process were explained to the Task Force. Staff will prepare an ordinance that is rational, responsible and logical. Once the document is drafted, it will be presented to the Task Force for review and comment. Next, it will go to City Council at a worksession (this would constitute a first reading of the ordinance).

In response to questions that were raised:

Can the City mandate a standard color for use on utility boxes, etc? There are some fixtures in the City for which a mandate on color could be issued. However, there are many structures (such as sound walls) that would not be subject to a City mandate.

Where is paint for graffiti vandalism being purchased/acquired? Tony Guerra noted that at the SJ Flea Market, cans of paint can be purchased for \$.50 each. In stores, paint is stolen when it is not in a locked cabinet. As well, members remarked that adults purchase paint, and transport under-age individuals for the purpose of graffiti vandalism.

Graffiti reporting numbers were provided:

Graffiti@ATT.com
1-866-243-6122

Task members shared thoughts on the ordinance, various methods of restitution, the importance of an ordinance being publicized, and a desire for a descriptive word other than "artist."

Joe Abreu offered a suggestion that youth could do a "ride along" with Tony Guerra. They could take the message back to their friends at school that doing graffiti is stupid.

At this time, a new member to the Task Force, Roberto Banke, was welcomed.

5. **Approval of Notes from Task Force Meeting of June 26, 2008.** It was moved and seconded (LaPlante/White) to approve the notes from the Task Force Meeting of June 26, 2008. Unanimously carried.
6. **Financial Report.** No report provided. It was noted that the Task Force no longer has an intern.
7. **Community Engagement Activities:**
 - a. **July 14 Eden Gardens follow-up meeting.** Chuck Horner was well impressed and observed that the model is working well. He asked that the Task Force be notified when events come

up as they provide an excellent opportunity for working towards common goals. Fran David noted that in mid- September, an activity for Mt. Eden/Palma Ceia West is planned.

- b. **July 17 Street Party.** Members determined the event to be excellent, with many visitors and a wheel for the children to spin. Twenty three (23) signatures were obtained of individuals interested in volunteering to help. It was noted that several people who stopped by the booth indicated that they had previously signed up but had not yet been contacted. A comment was made that the banner could not be located and members will put out a search or a new one will be made.
- c. **July 26 Whitman Street (between Sycamore and Sorensen Streets).** The Task Force was advised that they will not have a secretary on site at this event, due to a family emergency, and a volunteer was sought to provide administrative assistance. Assistance in this regard was offered by Chuck Horner, Florence Banks, Kathy Super and Roberto Banke. D. J. White and Rich LaPlante provided a report on the major areas of focus for the event, noting that there was a lot of trash and graffiti. Pictures have been taken that depict the painting activity. Trash items include shopping carts, tires, couches and mattresses and several dump sites have been noted. In the interest of safety, volunteers will be sent out in pairs or trios. The number of resources (volunteers!) available for the event was discussed and a request for an update of the contact e-mail address at City Hall. Colleen.Kamai@hayward-ca.gov. The possibility of a police presence to address safety concerns will be handled by staff, via a communication sent to Lt. Sheryl Boykins.
- d. **July 25 Car-O-Van.** Community members are encouraged to decorate their cars for participation in a Car-O-Van parade through Hayward. The parade route begins at Southland Mall and a barbecue is scheduled to follow the parade at Kennedy Park.
- e. **August 5 National Night Out.**
- f. **August 21 Street Party.** Members Chuck Horner and Lloyd Clifton provided report. Marilyn Gise volunteered to provide assistance at the event.
- g. **August 23 Hesperian and Depot.** (No sponsor identified.) The importance of Task Force membership in assuming a leadership role with the various activities and events was emphasized. A number of possible sponsors were named, from outside of the Task Force membership. However, newly appointed member Roberto Banke volunteered to assume the role and was applauded.
- h. **August 27 Neighborhood Alert.** The activity is scheduled at the food court at Southland Mall.

8. Committee Assignments

- a. **Future cleanups and selection of contacts.**
- b. **July 17 Street Party Leads.**

- c. **Sample of Daily Review Ad.** Frank Goulart advised that he has not yet received the cut from the Daily Review.
- d. **Shoes hanging from electrical lines.** Chuck Horner has developed a list of all of the locations where shoes are hanging from electrical lines. He asks that Task Force members continue to send him an e-mail of the location, with pictures as well. Bob Bauman observed that it can be difficult when looking at a photo, to identify what line is of issue. (The appropriate agency needs to respond to handle removal of the shoes from their line.) Apparently, the lowest line on power lines is the communication line.
- e. **Photos.** The use and submittal of digital photographs is requested, versus Polaroid. Chuck Horner would like to create a gallery of Task Force photos for display at events.
- f. **Agenda protocol.** Chuck Horner asks that agenda items be sent to him for compilation and approval.
- g. **Graffiti Enforcement Team (GET).** The service of a former graffiti patrol team was discussed. Concern was expressed over the level of filth at the Hayward Bart Station, the gang tagging, fare evasion by those doing the tagging, and the filthiness of the taxi area. The need for all involved parties to work together to identify ways to combat the problem was stressed. The involved agencies are the City of Hayward (and Hayward Police Department), BART, and HUSD. Mayor Sweeney offered comment on the meetings that he has had with BART, and with school officials, and the need to have all parties engaged. While BART has a 72 hour graffiti elimination policy, several Task Force members commented on witnessing graffiti that has remained in place for weeks.
- h. **Chico Bag Report.** The Chico Bags arrived and one was provided to each of the meeting attendees. They are intended for use as gifts to volunteers. 1000 have been received, at a cost of \$3.00 each. Task Force members suggested a number of possible locations/events for their distribution, including the City of Hayward Annual Volunteer Dinner Recognition, to Public Speakers at City Council meetings, to participants in the Clean Up Hayward Poster contest.

9. Members Reports

- a. **Refurbishing old trash cans as art projects.** Once the City has replaced their trash cans, the old ones can be used for art projects. The Sun Gallery is enthused about this project. Bob Bauman provided an update on the status of trash can replacement. 32 new cans are coming soon, scheduled to be in place before the opening of the movie theater. The new cans will be side opening, thereby eliminating the problem with the cans currently in place (with removable lids that get thrown around).

10. City Status Reports

- a. **Cameras for illegal dumping sites.** Five solar cameras are now in place and have been effective as a deterrent. The unit on Huntwood has been effective and will soon be moved to another "hot spot." Depending upon budgetary concerns, the City may increase the number of cameras to 10 next year.

- b. **SMASH actions.** None recently. Before and after photographs from a previous SMASH action were distributed for review. A great amount of time and investigation goes into the SMASH activity.
- c. **Graffiti eradication and prosecutions.** There are three cases currently moving through the courts. Upon conclusion, the \$500 rewards will be distributed. When asked if the convictions could be publicized, Fran David responded affirmatively.
- d. **Shopping Cart Ordinance.** Included in the Master Fee Schedule is an administrative fee of \$30 per shopping cart that will be charged for the return of the cart. The difference in a fine and fee was explained, along with how the fee was calculated. A fee must be related to the actual cost that is involved in the service. Members discussed the barrier system that some businesses use, as well as alternative measures. It was reported that K-Mart is installing an electronic system.
- e. **Homeless encampments.** Nothing to address.
- f. **Garbage cans.** Covered earlier.

11. **Upcoming Events / New Items.** Nothing reported.

12. **Announcements**

- a. **Lisa Rosenblum.** Library and Neighborhood Services Director Lisa Rosenblum advised the membership that the City will provide the Task Force with a new intern to handle their administrative activities. In the interim, Colleen Kamai will continue to provide this assistance. Once Colleen is fully acquainted with the processes and procedures, she will train an intern to assume the role. As previously noted, Colleen was unable to attend this evening's meeting due to a family medical emergency.

Lisa acknowledged all of the support that has been provided by Fran David, and her knowledge of what is going on throughout the City and its departments. Lisa provided her business cards to the membership, as she is now the contact for the Keep Hayward Clean and Green Task Force.

Lisa announced that recruitment will soon commence for a Neighborhood Partnership Manager and the role that person will assume as a community organizer who will work to establish new neighborhood associations. The person will participate in the Task Force meetings and activities.

The Task Force is invited to participate in the Library's 2nd Annual Reading Rodeo, scheduled at the Main Library on Saturday, September 6, 11 AM to 3 PM. KHCG could sponsor an activity for children, and talk with the parents about KHCG's focus in the community.

13. The meeting was adjourned at 9 PM.