



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force

**Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
October 16, 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 September 25, 2008 Task Force Meeting
 - V. Financial Report
 - VI. Review Meeting schedule for November and December
 - VII. Nominations for Co-Chair
 - VIII. City Status Reports
 - a. Matt McGrath - Graffiti
 - b. Lisa Rosenblum - Update on City of Burbank's Shopping Carts Program
 - c. Lisa Rosenblum - Water Bill Inserts for promoting KHCG Cleanup events
 - d. Lisa Rosenblum - Blight Busters Program / Door Hangers
 - e. Lisa Rosenblum - Information on "Our City Forest"
 - f. Fran David - Hanging shoes
 - g. Phone tree system via City Lisa to Fran David
 - IX. Member Reports:
 - a. Daily Review advertisement (sample) - Goulart / Grandt / Steinberger
 - b. Information regarding cost of Newspaper Post-it Advertising - Bowers
 - c. Update regarding Letter to City Council - Horner
 - d. Enlisting Youth Commission - Ligibel
 - X. Director's Report - Lisa Rosenblum, Director of Library and Neighborhood Services Department

- XI. Future Agenda Items
- XII. Next Meeting – To be announced
- XIII. Turn in volunteer contacts
- XIV. 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
 September 25, 2008

1. **Call to Order.** Meeting called to order at 7:03 PM by Chair Chuck Horner
2. **Pledge of Allegiance**
3. **Roll Call**

Present	Absent	Guests	City Council and Staff
Carolina Abatayo	Pravin Balram	Gabriel Hernandez	Lisa Rosenblum, Director of Library and Neighborhood Services
Blytha Bowers	Roberto Banke	Nana Obuki	
Florine Banks	Marilyn Gise		Colleen Kamai, Secretary
Lloyd Clifton	Glen Hubahib		
Frank Goulart	Rich LaPlante		
Doug Grandt	Doug Ligibel		
Chuck Horner	Laura Oliva		
Dee Dee Ligibel	Gary Steinberger		
Rob Simpson			
Kathy Super			
J. D. White			

4. **Public Comments:**

Gabriel Hernandez of the Hayward Day Labor Center introduced their new staff person Nana Obuki. Mr. Hernandez acknowledged that the Hayward Day Labor Center is the largest of 11 centers in the Bay Area. As part of their program, participants are required to volunteer within the community, and information was provided on the various community projects, which included graffiti abatement. The participants are continually working on graffiti issues in the Tennyson area and are beginning to see a difference as a result of their efforts. Other community projects include an upcoming downtown clean up event, a joint venture with the Hayward Community Gardens, and a project in coordination with the Weekes Branch library. Staff at the Day Labor Center recently conducted a cost assessment to determine the approximate cost to clean the downtown area. According to their research, the cost would be approximately \$6,000 (including materials, equipment and labor). Mr. Hernandez explained the difficulties that the Day Labor Center has faced. Given the current economy, there is less work available for participants. Previously, the majority of jobs were in the construction field, now they primarily involve yard work and moving/hauling.

Chuck Horner thanked Frank Goulart and his band for providing the entertainment at the barbeque hosted by the Hayward Fire Fighters Union, following the KHCG June 28th clean up event.

5. **Approval of Notes from Task Force Meeting of August 28, 2008**

Two revisions were requested to be made to the Meeting Notes of August 28, 2008. Under Public Comments, Doug Ligibel announced his resignation as Co-Chair of the Task Force due to increased time commitments with the Downtown Neighborhood Watch and Ambassadors Program. During the

Community Preservation Presentation, Mr. Ligibel expressed his concern about the responsiveness of Community Preservation.

Task Force Action: Noting these revisions, it was moved/seconded (Lloyd Clifton/John White) to approve the August 28, 2008 Meeting Summary Notes. Motion carried unanimously.

6. **Financial Report.** There were no new expenses to report.

7. **Presentations.**

- a. **Vests.** Chuck Horner received a price quote from a local business to apply text to volunteer vests. A one time flat fee of \$50.00 would be charged to create the screen required to apply the word "Volunteer." Each person would be charged \$6.00 to have "Volunteer" printed, and an additional \$5.00 for inclusion of a group name. The vest cost is \$14.00, which brings the total to approximately \$25.00. Chuck encouraged task force members to seek quotes from other local businesses.
- b. Kathy Super has spoken with Jim Weider, Owner of Ace Hardware on B Street. He is willing to sell paint at cost to the KHCG Task Force, specifically Navaho White.

8. **City Status Reports:**

- a. **Graffiti Report – Matt McGrath, Director of Maintenance Services.** Due to illness, Mr. McGrath was unable to attend the meeting. Therefore, Lisa Rosenblum read the update he had prepared. (The update was in response to a question raised during last month's meeting.) The cost of the D Street graffiti abatement effort was \$2,326 for labor and materials. The Maintenance Services Department is in the process of purchasing overlay film to apply to traffic signs in heavily graffitied areas within the City, including downtown. Task force members were asked to recommend specific locations, and email Matt McGrath with those specific location requests. (Matt.McGrath@hayward-ca.gov)

9. **Community Engagement Activities:**

- a. Immediately following the September 27th clean up event, Doug Grandt will host a Green Jobs Now Event. This is a national event to promote and educate people on Green Energy Core. Doug invited those in attendance to attend the event and to pass on the information to those who may be interested. Informational materials were available for review.
- b. Kathy Super provided announcement of the open house scheduled at the newly re-built Burbank Elementary School on October 5, 2008. The ceremony will begin at 10 AM and everyone is encouraged to attend.

10. **Task Force Assignments.** There are no updates or new information at this time. It was noted that Staff will submit the clean up schedule for posting to the City of Hayward's web site.

11. **Members Reports:**

- a. **Phone tree solution.** Chuck Horner would like the task force to explore ways to improve the process of calling volunteers. Lisa Rosenblum will follow up with Assistant City Manager Fran David regarding discussions at previous KHCG meetings regarding a phone tree system.

- b. **Daily Review Advertisement (Sample).** Chuck Horner read an update from Gary Steinberger regarding advertisement costs. He commented that he would forward the information to task force members via email. Task Force members requested a hard copy example of how the ad would appear. Other types of advertising methods were suggested, such as water bill inserts and/or sticky post-its which can be affixed to the front page of the newspaper. Blytha Bowers will research cost of the post-its and City Staff will research water bill inserts and provide an update at next month's meeting. It was noted that the Daily Review has posted the September 27th clean up event three times in the past few weeks under monthly events.
- c. **Subsidy for wheeled shopping carts.** Kathy Super provided information on the rebate program the City of Burbank offered for subsidized shopping carts. It was noted that the City of Hayward is working on a shopping cart ordinance and that the task force should reevaluate the need for this type of program after such time has passed that it can be assessed if the ordinance has had any affect on the problem of abandoned carts. It was mentioned that the City of Burbank may have received a grant for their program. Staff will provide an update on the Shopping Cart Ordinance at the next meeting.
- d. **Subsidy for fruit trees.** Rob Simpson presented a plan to subsidize the cost of fruit trees for City of Hayward residents. The plan would require participation from the KHCG Task Force as well as at least two other agencies. Discussion ensued as to how the program would be implemented and monitored.

Task Force Action: Rob Simpson moved \$5,000 be allocated in matching funds with two other groups to plant trees. Frank Goulart made a friendly amendment that this be contingent on Mr. Simpson providing a written detailed plan for evaluation at next month's meeting. Motion failed (5 in favor, 6 opposed).

- e. **Eastshore Power Plant.** Rob Simpson provided an update on the efforts underway to stop the Eastshore Power Plant. The efforts have been successful so far and he will provide the Task Force with notice of the dates of the Air Quality Hearings when they are announced.

Task Force Action: Frank Goulart moved that City Staff and City Council be requested to participate in the Air Quality Hearings and that the Task Force go on record as opposing increased pollution in the City of Hayward, therefore opposing the Power Plant. Mr. Simpson seconded the motion. Motion carried (8 in favor, 3 opposed). It was noted that Chuck Horner will draft a letter to send to City Council.

- f. **Shoes hanging from electrical lines.** Chuck Horner noted that 20 sites have been reported and he encouraged members to continue reporting specific locations.
- g. **Strategies to increase effectiveness.** No information was shared.

- 12. **Director's Report.** Lisa Rosenblum, Director of Library and Neighborhood Services, announced a Task Force position vacancy (Roberto Banke has resigned). She advised the Task Force that Library staff has been active in advertising the various clean up events and referring students who may need to earn community service credits.

13. Future Agenda Items:

- a. Water Bill Inserts
- b. Daily Review Advertisement (Sample)
- c. Nominations for Co-Chair
- d. Update on Door Hangers

14. Next Meeting. The next meeting is scheduled for October 16, 2008.

15. Turn in volunteer contacts. Task Force Members were asked to turn in any new contact information.

16. Adjournment. Meeting adjourned at 9:24 PM.