



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force

**Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
November 20, 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 October 16, 2008 Task Force Meeting
- V. Financial Report
- VI. Presentations
 - a. Erik Pearson, Senior Planner – Planning Survey
 - b. Stacey Sorenson, Neighborhood Partnership Manager – Reporting concerns to Community Preservation
- VII. Downtown Library Fountain Proposal - Ligibel
- VIII. Neighborhood Associations –Goulart
 - a. Strategy discussion to involve citizens, community groups, agencies...
 - b. Six week advance community canvassing, HUSD representation on Task Force
 - c. Mt. Eden High, John Zenter, Counselor, E-JD & Avid
- IX. City Status Reports
 - a. Graffiti – Matt McGrath
 - b. SMASH - Update
 - c. Cameras - Update
 - d. Shopping Cart Ordinance - Update
 - e. Water Bill Inserts – Lisa Rosenblum
- X. Member Reports:
 - a. Daily Review advertisement – Update - Steinberger

- b. Newspaper Post-it Advertising – Update - Bowers
- c. October 25th clean up – Laura Oliva
- d. November 15th clean up – Gary Steinberger
- e. HPD vs. Los Chilonos de Hayward basketball November 15 funding graffiti abatement - Horner

- XI. Director’s Report – Lisa Rosenblum, Director of Library and Neighborhood Services Department
- XII. Future Agenda Items
- XIII. Next Meeting – December 18, 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
 October 16, 2008

1. **Call to Order.** Meeting called to order at 7:01 PM by Chair Chuck Horner
2. **Pledge of Allegiance**
3. **Roll Call**

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

4. **Public Comments:** Frank Goulart requested that the subject of Neighborhood Associations be added to the November 20, 2008 Agenda. (He noted that during the September meeting, he had requested the item be on the October agenda.) Mr. Goulart commented on the importance of building neighborhood partnerships and coordinating clean-up efforts with neighborhood groups as being a way to encourage residents to take responsibility for their own neighborhoods. When planning clean-up events, he suggested the KHCG Task Force consider targeting neighborhoods that have existing Neighborhood Associations or who are interested in organizing one, as a way to optimize neighborhood participation.

Mr. Goulart announced an Open Studio, Art Show & Sale at The Historic Linekin Building on October 18 & 19 from 11 AM to 5 PM. Event announcements were distributed.

Kathy Super suggested that the KHCG Task Force consider coordinating with Tri-Ced to have recycling bins available at clean-up events.

Blytha Bowers commented that volunteers routinely clean vacant and/or abandoned private properties and would like to explore the idea of billing property owners for litter removal. Ms. Bowers requested staff clarify the City's process for addressing private property violations. She suggested that staff and the KHCG Task Force think about coordinating efforts to identify problem properties within the designated clean up areas. There is need to determine if a violation exists, and to take the appropriate steps to notify property owners prior to the clean-up events.

Frank Goulart advised the group that the October clean-up event scheduled for Saturday, October 25, 2008 falls on Make a Difference Day. He offered to register the KHCG's October clean-up event on the National Make a Difference website.

5. Approval of Notes from Task Force Meeting of September 25, 2008: It was motioned, moved, seconded and carried with 1 abstention to approve the notes from the Task Force Meeting of September 25, 2008, with the revision Frank Goulart requested that the subject of Neighborhood Associations be added to Agenda Item XII - Future Agenda Items.

6. Financial Report: The Financial Report was provided, with no new expenses to report. The report has been re-formatted to indicate the FY 2008 year end and the balance carried forward into FY 2009.

7. Review Meeting Schedule for November and December: It was noted that during the February 28, 2008 meeting it was unanimously voted to change the November 27, 2008 meeting date to November 20, 2008 and the December 25, 2008 meeting date to December 18, 2008.

8. Nominations for Co-Chair: The Nominees for Co-Chair were Lloyd Clifton and Blytha Bowers. It was motioned, moved and seconded (Horner/LaPlante/Ligibel) and passed unanimously to close the Nominations for Co-Chair. By a 10 to 0 vote, Lloyd Clifton was selected for the position of Co-Chair.

9. City Status Reports:

- a. **Graffiti Report – Matt McGrath, Director of Maintenance Services:** Mr. McGrath provided an update on the application of anti-graffiti coating. The coating has been applied to several signs at the Main Library and on several Stop signs. Mr. McGrath noted that this specific product works best when applied to the newer style signs made of vinyl. This type of sign is made by the Maintenance Services Department and is what is most commonly used. Other types of anti graffiti products will continue to be used on the older silk screened signs. When signs require replacement, a vinyl product will be used for their production, and the signs will be coated with the new coating.

Mr. McGrath has made arrangements with Facilities Painter Tony Guerra, to provide Mr. Goulart with paint he requested for the Prospect Hill Neighborhood clean-up. The paint will be provided one week from Saturday, October 25th.

Mr. Goulart requested staff follow up in identifying the jurisdiction responsible for maintenance issues concerning the flood control channel. He distributed pictures of the heavily graffitied walls, and described the problem encountered in his attempt to identify the appropriate public agency. Mr. McGrath will research the issue and provide a report.

A Task Force member reported on the heavy graffiti near Burbank Elementary School. Mr. McGrath will have staff address this clean up concern. A comment was made that Task Force members have not received responses to reports made using the City's website. Staff will follow up to ensure that the City's website is updated. Mr. McGrath advised the group to e-mail him or call him directly.

Concerns were expressed with regard to ensuring the cleanliness of the area around the Cinemark Theater. Mr. McGrath and Ms. Rosenblum replied that the downtown area is a high priority of the City. Steps are being taken by City Departments and Cinemark Management to address graffiti and safety issues in the downtown area, and specifically around Cinema Place. A clarification of the procedures police officers will follow in reporting graffiti was requested. Mr. McGrath will follow up and report back.

It was suggested that staff look into the possibility of citizens doing a ride-a-long with city staff, as volunteers, to assist in graffiti abatement. It was noted that the County Supervisor's Office has shut down the probation program supervised by David Heinemann, Deputy Probation Officer, due to liability issues. The Task Force had been coordinating graffiti abatement efforts with this program. It was requested that a letter be written to the Chief of Probation for Alameda County in support of the program.

It was noted the existing pedestrian overpass over I-880 from Eldridge to Calaroga was cleaned by staff recently, but has once again been covered with heavy graffiti. In addition, it appears a new overpass is being built to replace the existing one. Mr. McGrath will contact the City Engineer to determine if there are plans to apply an anti-graffiti coating to the new overpass.

b. **Water Bill Inserts – Lisa Rosenblum, Director of Library and Neighborhood Services:**

There are about 30,000 water accounts that are billed on a 2-2½ month cycle. Therefore, it will take that long for distribution throughout the city. This endeavor would be "all or nothing," as there is no way to send the insert to a particular type of account. Residential addresses, and every commercial, irrigation and fire account would receive the insert. The Revenue Department charges for this service, only if the insert causes the postage to exceed one ounce. A sample insert was shared with the group. The approximate cost for 34,000 inserts with 2 designs would be \$450.00 plus shipping and handling. Ms. Rosenblum offered to have staff design the insert and to make all the necessary arrangements.

It was Motioned, Seconded (LaPlante/Goulart) and unanimously carried to allocate up to \$3,000 for the printing and distribution of water bill inserts, with a repeated notification of 6 cycles over 12 months. Staff will design the insert. A sample of the insert will be provided to Task Force members for review (in an e-mail) before the order is processed.

An additional option was presented to the Task Force. In place of inserts, or in addition to inserts, information can be printed directly on the water bill itself for no additional charge. There are 10 lines available with 40 characters in each line including spaces.

c. **Shopping Cart Program – Lisa Rosenblum, Director of Library and Neighborhood Services:** Lisa Rosenblum provided report on the City of Burbank's Shopping Cart Program. It was primarily funded by Community Development Block Grant (CDBG) funds and launched in tandem with their City's Shopping Cart Ordinance. If the task force is interested in applying for funds for this type of program, staff would be available to assist in the process.

d. **Blight Busters Pilot Program/Door Hangers – Lisa Rosenblum, Director of Library and Neighborhood Services:** The Blight Busters Pilot Program has been developed in lieu of the Door Hanger Program. The Blight Buster Program involves recruiting and training volunteers from neighborhood associations and/or groups to identify blight issues in their neighborhoods. These volunteers would work closely with staff to notify property owners and follow up with the citation process.

Although task force members were excited to hear about the launch of a program, there was concern that no follow up information on the Door Hanger Program had been received. In addition, they had no knowledge of the newly created program. Lisa Rosenblum apologized for the miscommunication and mentioned she was new to the department. She also reminded KHCG that this was a pilot program subject to revision.

e. **Information on "Our City Forest" – Lisa Rosenblum, Director of Library and Neighborhood Services:** The "Our City Forest" is an organization in San Jose. Ms. Rosenblum advised the group

that there are funds available for tree planting projects. If the task force is interested in implementing a tree planting program, staff would be available to assist in the process.

Mr. McGrath noted that his department is planning to clean up sidewalks and medians, and plant trees in 3 corridors (A Street, Tennyson and Mission from Industrial South). Mr. Goulart suggested that this type of information be publicized so that residents know efforts are being made to clean and improve our City.

- f. **Hanging Shoes from telephone lines – Chuck Horner:** Contact information for parties responsible for removing shoes from telephone lines was e-mailed to Mr. Horner last week. He will look into obtaining an e-mail address as an additional way of reporting hanging shoes. Staff will follow up on a request to have the contact information available as a link on the City of Hayward website.
- g. **Phone tree system – Lisa Rosenblum, Director of Library and Neighborhood Services:** A phone tree system would provide a more efficient way of notifying previous volunteers of upcoming KHCG events without having to call each one individually. This item will be carried over to the November 20, 2008 meeting.

10. **Members Reports:**

- a. **Daily Review Advertisement (Sample):** Gary Steinberger passed around a sample advertisement for review. It was noted that additional information needs to be included. It was suggested that once the revisions are made, the final version run in the Daily Review for one month. This would give the task force sufficient time to evaluate the impact of the ad, to determine if any modifications would be necessary prior to releasing it for publication for the second month. Mr. Steinberger proposed the Task Force consider the allocation of \$250 from the advertising budget, to sponsor a contest to create KHCG logos or catch phrases. This logo/catch phrase would be used in future publications and/or advertisements. Mr. Steinberger is continuing to research potential advertising in other publications such as CSUEB and Chabot school papers.
- b. **Post-it Advertising – Blytha Bowers:** The cost of post-it advertising would be \$1,500 for a one time distribution in the Daily Review. The circulation is approximately 27,000, and it is uncertain what amount of that circulation is within the City of Hayward. Ms. Bowers will follow up with the Daily Review and provide the information at the November 20th meeting.

In addition to the post being distributed on the papers, it would also be displayed as an icon for those viewing the Inside Bay Area website. It was noted that until a service agreement is locked into place, there would be the potential of being bumped by another business or agency.

- c. **Update regarding letter to City Council – Chuck Horner:** Mr. Horner informed the group that his e-mail to City Council Members contained the exact text from the September 25, 2008 summary notes page 3 item e. This e-mail was regarding the request for the City Council to participate in the Air Quality Hearings and the KHCG Task Force opposition to power plants.
- d. **Enlisting Youth Commission – Doug Ligibel:** Mr. Ligibel and Mr. Horner attended a recent Youth Commission Meeting and provided a presentation on KHCG. They encouraged the Youth Commission to participate in the KHCG Task Force. It was noted that there has been no participation from members of the Youth Commission at any KHCG cleanup events. Youth Commissioner Kevin Johnson was elected to be liaison to the Task Force. Mr. Ligibel mentioned that the Youth Commission entertained the idea of a competition between local High Schools for the most participation in KHCG cleanup events.

11. **Director's Report - Lisa Rosenblum, Director of Library and Neighborhood Services:** A replacement in the Neighborhood Services Division for Secretary Colleen Kamaï has not yet been hired. Ms. Kamaï will no longer provide clerical support for the Saturday cleanup events. The Task Force members agreed to assign a member to the registration/check in table for the cleanup events. They noted that some coordination will be needed to ensure all required documents for the cleanup are provided prior to the clean up day.

12. **Future Agenda Items:**
 - a. Update regarding Garbage Can Art Project
 - b. Adopt-a-Street
 - c. Refurbishing the empty fountain at the Library - Ligibel
 - d. Status Reports - SMASH activities
 - e. Status Reports - Effectiveness of Cameras
 - f. Status Reports – Homeless encampments
 - g. Status Reports – Statistics of shopping cart activities & Shopping Cart Ordinance
 - h. Reporting community appearance issues – Stacey Sorensen, Neighborhood Partnership Manager

13. **Next Meeting:** November 20, 2008

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

15. **Adjournment:** The meeting was adjourned at 9:09 PM.