



## PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force  
**Hayward City Hall, Room 2A**  
**Regular Meeting - 7:00 PM**  
**February 24, 2011**

### Agenda

- I. Call to Order (7:00pm)
- II. Pledge of Allegiance (7:02pm)
- III. Roll Call (7:05pm)
- IV. 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.)* (7:05pm – 7:15pm)
- V. Approval of the Summary Notes from January 27, 2011 Task Force Meeting (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Presentation (7:25pm – 7:55pm)
  - a. Graffiti Project (Angela Irizarry, District Command Officer - Southern Division)
- VIII. Clean Up (7:55pm – 8:20pm)
  - a. February 26, 2011 - Huntwood Ave. Area (Horner / Ruiz)
  - b. March 26, 2011 – Longwood Elementary School Area (Bowers / Sagapolu)
  - c. Clean Up Mapping System (Horner)
  - d. KHCG Storage Shed (Clifton)
  - e. Graffiti Detection Device (McGrath / Horner)
  - f. Reward Policy for Dumping (Horner)
  - g. Recommendation for Juvenile (Graffiti) Offenders (Horner / Ligibel)
  - h. Adopt-a-Block Program Status Report (Bowers / McGrath)
  - i. Spots (All)
- IX. Education and Marketing (8:20pm – 8:25pm)
  - a. Glassbrook Elementary School Plans (Ong)
- X. Action Items and Issues (8:25pm – 8:50 pm)
  - a. South Hayward Stroll Participation - \$25.00 donation/fee (8:25pm – 8:30pm)
  - b. Chair Report (8:30pm – 8:35pm)
  - c. Roundtable (8:35pm – 8:50pm)

- XI. City Status Reports/Updates (8:50 pm– 8:55pm)
  - a. Status on Dumping Ordinance
  
- XII. Review Future Agenda / Action Items (8:55pm – 9:00pm)
  - a. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
  - b. Finance Committee Process Review
  - c. Chabot College Clean Up
  - d. Hayward CAN (Lamnin)
  
- XIII. Next Meeting March 24, 2011
  
- 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  
January 27, 2011

1. **Call to Order:** Meeting called to order at 7:00 PM by Chair Blytha Bowers

2. **Pledge of Allegiance**

3. **Roll Call**

**City Council & Staff:** Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager; Todd Rullman, Streets Maintenance Supervisor

**Task Force Members Present:** Florine Banks, Ryan Belden, Blytha Bowers, Lloyd Clifton, Douglas Grandt, Werner Heisserer, Chuck Horner, Rich LaPlante, Doug Ligibel, William McGee, Jennifer Ong, Monica Ruiz, Kathy Super, Saleacia Taylor

**Task Force Members Absent:** Carolina Abatayo, Laura Oliva, Carole Bates Peck, Frances Sagapolu, Rob Simpson

**Youth Commission Liaison:** Not in attendance

**Guests:** Philip Carey and Cindy Carey (wowgreen)

4. **Public Comments:**

Doug Ligibel reported on graffiti abatement efforts made near the Hayward BART station and on a private property located in Hayward that was heavily vandalized with gang signs. Mr. Ligibel remarked on how graffiti vandalism affects property values and the importance of reporting and removing graffiti immediately. Mr. Ligibel spoke about the reporting and prosecution process of vandals and how he is concerned that there is no criminal consequence for juvenile offenders. Mr. Ligibel would like to have this subject on a future agenda for follow-up and discussion.

5. **Approval of Notes from Task Force Meeting of November 18, 2010:** Discussion took place regarding revising the notes to list Elmer Beltran, Youth Commission Member as a KHCG Task Force Member under Roll Call, rather than listing him as a Guest. It was **motioned/seconded** and passed to approve the notes from the Task Force Meeting of November 18, 2010 provided the revision noted above is made. (14:0:0)

Subsequent to the November 18, 2010 meeting staff has added a category under Roll Call for Youth Commission Liaison attendance.

6. **Financial Report:** The financial report was reviewed.

At this time Blytha Bowers, in response to concerns from the last meeting, reported that the vendor currently being used to purchase promotional items is located in the United States.

a. Review Future Expenses (Ong): No report or update given.

- b. Promotional Products (Oliva / Super): Kathy Super reported on American/union made products versus out of country/non-union made products. It was noted that though the vendor being used is located in the U.S. that some of their products are made out of the country. Ms. Super reported that the Chico bags previously ordered and being considered for re-order are not made in the United States. Price and quality of the items being considered were discussed. It was noted that additional research is needed before making a final decision on which products to order; Jennifer Ong will do further research and report back at the February meeting.

**7. Wow Green Presentation (Philip Carey / Cindy Carey):**

Jennifer Ong reported that she and Doug Ligibel sampled the wowgreen graffiti removal product and commented that it was very cumbersome, labor and time intensive.

Mr. Carey provided a description of the wowgreen graffiti removal product, explained the main differences between their product and other products, and answered Task Force member questions. Mr. Carey commented that wowgreen products are non-toxic and have been approved by the U.S. Environmental Protection Agency (EPA) through the Design for the Environment (DFE) program which seeks to promote the use of products with improved environmental and human health characteristics; wowgreen cleaning products are safe, effective, all-natural cleaners that contain a unique enzyme formulation designed for its specific task. Mr. Carey will forward the product specifications and price list by email.

- 8. Inventory – Equipment Check in Proposal (Clifton):** Lloyd Clifton reported that all supplies and equipment were inventoried on January 11. Mr. Clifton remarked that there were no missing items, however, it was noted that there has been a rapid decline of garbage bags (liners) than usual, and confirmed with Matt McGrath that his staff would be able to re-order bags. The decline of garbage bags may be a result of the Adopt-a-Block events.

In order to keep better track of supplies and inventory Task Force members have been asked to “check-out” items by signing a log sheet that will be kept where the KHCG supplies are. At this time discussion took place about KHCG members having access to the supplies outside of regular business hours. Matt commented that he may be able to find a portable shed that can occupy a space in the employee parking lot that Task Force members could have access to. This subject will be placed on a future agenda for further discussion.

Lloyd Clifton commented that there is approximately 30 gallons of recycled paint that will have to be moved to an appropriate storage place. Chuck Horner remarked that he has 85 gallons of paint stored at his home.

**9. Upcoming Clean-up / Graffiti Removal Events:**

**January 22, 2011 – Jackson “Triangle” Area** - Doug Grandt reported that the clean-up event was a joint effort with the Hayward Community Gardens. There were forty-two volunteers registered through KHCG, and over twenty-two registered through Hayward Community Gardens. It was noted that this was the first Adopt-a-Block event for the Hayward Community Gardens. Blytha Bowers commented that the Hayward Community Gardens have adopted Whitman Avenue from Harder Road to Orchard and the first block of Berry Avenue.

**February 26, 2011 – Huntwood Ave. Area (Horner/Ruiz)** - Chuck Horner reported that he downloaded the event flyer off the cities website and plans on canvassing the neighborhood as well as reaching out to

the Latino Business Roundtable and Rotary Club. Mr. Horner will be working with newly appointed Task Force Member Monica Ruiz as the contacts for this event.

**Graffiti Detection Device (Horner)** - Chuck Horner reported that there was a significant decrease in graffiti vandalism after the device was installed. It was noted that the device was used on a trial basis for approximately nine months. Staff is currently working out the logistics, installation and maintenance of this type of device and is hopeful that a purchase can be made soon.

**HPD Photo Data Base (Horner)** – Chuck Horner reported that HPD staff are working on cataloguing photographs and information on graffiti vandalism and vandals in order to create a database to track occurrences. Mr. Horner commented that they are in need of volunteers to help enter information into the database. Blytha Bowers commented that Angela Irizarry District Command Officer - Southern Division will attend the February meeting to talk about the Graffiti Program they are working on and how Task Force members can help.

**StopUB.org Report (Horner)** – Chuck Horner spoke about the importance of having a City ordinance addressing public dumping or implementing a program similar to the Stop Graffiti reward program. Mr. Horner reported that in other cities offenders face a suspension of their driving privileges of up to twelve months as well as serving up to sixty hours of community service. This item will be placed on the next agenda for further discussion. Staff commented that HPD would have to have a significant amount of input into the drafting of an ordinance to address this issue.

**Adopt-A-Block** – Blytha Bowers reported that Sandy Frost and John Mora are the contacts for the Hayward Community Gardens and Florine Banks will be serving as their Adopt-a-Block Coordinator.

Ms. Bowers is hopeful that the Adopt-a-Block program including the website will be fully implemented by March.

**Spots** – This is a recurring item on the agenda, allowing Task Force members an opportunity to report on “Spot” activities.

Task Force members were reminded to send any last minute requests by email, for member participation at “Spot” events.

At this time Rich LaPlante asked staff to clarify policy/procedures regarding abandon private and public properties that are repeatedly vandalized and the responsibility of property owners. Additionally, Mr. LaPlante commented on the recurrence of homeless encampments around the vacant properties in the Lucky shopping center near Jackson and Santa Clara Streets. Mr. LaPlante asked if staff can contact the property owner to discuss what can be done to address the problem. Stacey Sorensen will follow-up on this particular property and report back. Ms. Sorensen reminded Task Force members of the importance of reporting dumping, vandalism, and public nuisance incidents through Access Hayward in order to document the occurrences.

## **10. Education and Marketing:**

**Ambassador Program (Ligibel)** – Doug Ligibel thanked the Task Force for their positive support and reported that they were able to secure funding from HPD and Maintenance Services for the cost of replacing uniforms for the volunteers of the Ambassador Program.

**Hayward Community Gardens – Support/Partnership** – Doug Grandt reported that the Hayward Community Gardens is developing an urban farming program. Blytha Bowers commented that this item will be put on the next agenda for discussion.

**KHCG Documentary** - Stacey Sorensen reported that filming is almost complete; a draft will be presented to the Task Force prior to final editing which is expected to be in March or April. Ms. Sorensen asked Task Force members to provide statistics about outreach efforts, volunteers, events, and garbage collected.

## **11. Action Items and Issues:**

**Chair Report** – Blytha Bowers reported that the Hayward Area Recreation and Park Department has selected KHCG to receive an award for organization as part of their Directors award for 2010. Ms. Bowers congratulated Task Force members for their efforts.

Ms. Bowers reminded Task Force members that the “Science in the Park” event will be held on October 1, 2011, from 9:00am - 4:00pm at the park across from the Pepsi plant. Ms. Bowers encouraged Task Force members to contact her by email if they are interested in participating.

Ms. Bowers announced that there will be a “Green Expo” event at City Hall on March 11, 2011, from 1:00pm – 7:00pm. The Hayward Chamber of Commerce has invited the Task Force to participate. Chuck Horner volunteered to staff the KHCG table; Doug Grandt also volunteered to help.

**Roundtable** – Task Force members were given an opportunity to comment on any suggestions/ideas they may have.

Todd Rullman, Streets Maintenance Supervisor introduced himself and provided his contact information. Mr. Rullman advised Task Force members that he is available to respond to their requests.

Florine Banks commented on her concerns about public dumping, Ms. Bowers would like the City to initiate an ordinance or program that holds property owners responsible for dumping on or near their properties.

In response to Ms. Bank’s concerns, Matt McGrath remarked that staff is currently working on revising the current Public Nuisance Ordinance to include specific language addressing violations in front of private and public properties, notice requirements, and potential penalties and fees. Mr. McGrath commented that he will report back at a future meeting.

Kathy Super reported that she participated on a panel to revise the current Noise Ordinance. Ms. Super reported that noise heard within twenty-five feet will be considered a violation. Ms. Super commented that she was pleased that there was a better turnout at the last Burbank Neighborhood meeting than in the past. Ms. Super also spoke about her concerns regarding the problem of food distribution and sanitation at the Portuguese Park. Task Force members were asked to take note of dates and times of these occurrences.

Jennifer Ong reported that she is in the process of scheduling a presentation at Glassbrook Elementary School and will report back with the details.

Doug Ligibel reported on a collaborative effort between the Grand Terrace Homeowners Association, Union Pacific Rail Road and Community Preservation to complete a mural on the sound wall near the Hayward BART and Grand Terrace.

Chuck Horner made suggestions on revising the event flyer/registration forms and announced that the South Hayward Stroll will be held on May 1, there is a participation fee of twenty-five dollars. Consideration of KHCG participation in this event will be discussed at the February meeting.

Lloyd Clifton commented that residents of the Burbank Neighborhood may be interested in the Adopt-a-Block program. Mr. Clifton commented on his concerns about graffiti vandalism and dumping in his neighborhood.

- 12. City Status Reports / Updates:** Matt McGrath commented that he is pleased that new members have received their name tags. Mr. McGrath advised Task Force members that they can contact Todd Rullman for supplies or to report graffiti vandalism and/or dumping.
- 13. Future Agenda Items:** Future Agenda Items were not reviewed.
- 14. Next Meeting:** February 24, 2011.
- 15. The meeting was adjourned at 9:08pm.**

# Financial Report As of February 1, 2011 *KHCG Expenditures*

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
7/1/2010	<b>Credit:</b> Budget Alloction	N/A		\$10,000.00	\$10,000.00
8/31/2010	Crestline Promotional Products	Seed packets, buttons, table cover, coloring books (total includes shipping \$86.75, does not include tax)	\$1,222.29		\$8,777.71
8/31/2010	State Tax (Crestline Items)	State tax less shipping (1,135.54 x 9.75%=110.72)	\$110.72		\$8,666.99
9/10/2010	Postage	Charge for meeting packets mailed to two members	\$2.61		\$8,664.38
9/10/2010	Staples	Purchase of mailing lables used for coloring books	\$12.38		\$8,652.00
10/1/2010	Home Depot	Lysol Wipes, 14" Ties, 8 Pack Bounty Paper Towels	\$74.62		\$8,577.38
10/15/2010	H&L International	Purchase of Gloves	\$65.87		\$8,511.51
10/15/2010	Staples	Purchase of pack of tent cards for name cards	\$8.55		\$8,502.96
10/31/2010	Postage	Charge for meeting packets mailed to two members	\$1.66		\$8,501.30
11/30/2010	Postage	Charge for meeting packets mailed to two members	\$1.70		\$8,499.60
12/17/2010	CEC Print Solutions	Printing charges for business cards (Bowers/Clifton)	\$109.31		\$8,390.29
1/7/2011	Folger Graphics	Printing of water bill inserts	\$1,675.88		\$6,714.41
1/14/2011	Petty Cash - Fleet Management	Purchase of ziplock bags	\$2.73		\$6,711.68
1/14/2011	Tri-City Engravers	Purchase of new member name tags	\$54.33		\$6,657.35
			<b>Total Credits:</b>	<b>\$10,000.00</b>	
			<b>Total Expenses:</b>	<b>\$3,342.65</b>	
			<b>Total Remaining in Budget:</b>		<b>\$6,657.35</b>

**NOTE** Expenditures do not include the following: Purchases that have not yet been added to the system

**Allocations Made for Specific Projects Fiscal Year 2011 Not Yet Posted**

Date	Individual/Organization	Amount	Comments
6/24/2010	Dee Dee & Doug Ligibel	\$ 200.00	As of January 2011, still pending (Mr. Ligibel will need to submit receipts for reimbursement). Funding Request - replacement plants for library fountain.
10/28/2010	Reimbursement to Maintenance Services	\$ 1,400.00	For repairs of the digital message board/trailer
11/18/2010	Purchase of magnets and coloring books	\$ 800.00	
11/18/2010	Purchase of promotional grocery tote bags	\$ 2,500.00	
	<b>TOTAL</b>	<b>\$ 4,900.00</b>	

Total FY11 Budget	\$ 10,000.00
Expenditures to date	\$ 3,342.65
Allocations made FY11	\$ 4,900.00
Balance after allocations and expenditures	\$ 1,757.35