



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
March 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 February 24, 2011 Task Force Meeting (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Presentation (7:25pm – 7:40pm)
 - a. Residential Energy Conservation Ordinance (RECO) (Eric Pearson, Senior Planner)
- VIII. Clean Up (7:40pm – 8:15pm)
 - a. Chabot Clean Up Event (Korth)
 - b. February 26, 2011 - Huntwood Ave. Area (Horner / Ruiz)
 - c. March 26, 2011 – Longwood Elementary School Area (Bowers / Sagapolu)
 - d. April 23, 2011 - Tennyson Rd., Mission Blvd. to I-880 (Horner)
 - e. Recommendation for Graffiti Violence (Horner / Ligibel)
 - f. Graffiti Detection Device (Horner / McGrath)
 - g. Reward Policy for Dumping (Horner)
 - h. Adopt-a-Block Program Status Report (Bowers / McGrath)
 - i. Spots (All)
- IX. Education and Marketing (8:15pm – 8:25pm)
 - a. KHCG / Tri-CED Event - Glassbrook Elementary School (Ong / Bowers)
 - b. Youth Commission (Beltran / Ligibel)
 - c. Sustainability (Grandt)
- X. Action Items and Issues (8:25pm – 8:50 pm)

- a. Graffiti Documentation Update (Irizarry / Carpenter)
 - b. Warehouse / Supplies / Storage Update (Clifton)
 - a. Chair Report (Bowers)
 - b. Roundtable (All)
- XI. City Status Reports/Updates (8:50 pm– 8:55pm)
- a. Dumping Ordinance Update (Sorensen)
- XII. Review Future Agenda / Action Items (8:55pm – 9:00pm)
- a. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
 - b. Hayward CAN (Lamnin)
- XIII. Next Meeting April 28, 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
February 24, 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: Stacey Sorensen, Neighborhood Partnership Manager

Task Force Members Present: Carolina Abatayo, Florine Banks, Ryan Belden, Blytha Bowers, Lloyd Clifton, Werner Heisserer, Chuck Horner, Rich LaPlante, Doug Ligibel, Jennifer Ong, Monica Ruiz, Kathy Super,

Task Force Members Absent: Douglas Grandt, William McGee, Laura Oliva, Carole Bates Peck, Frances Sagapolu, Rob Simpson, Saleacia Taylor

Youth Commission Liaison: Elmer Beltran

Guests: Rita Foster, Nkechi Okpom, Aylene Campi, Mehar Dharmani, Ray C. Andy Park, Nicholas

4. **Public Comments:**

Students from Chabot College presented KHCG with their proposal to organize an annual clean-up event for the neighborhood around Chabot College. Students presented their ideas for special activities and fundraising efforts, and spoke about how they hope to engage both residents and students. Students would like to schedule the first annual event for April 23 and are hoping to collaborate with KHCG. Students asked for financial support in the amount of \$500 to be applied to the purchase of event t-shirts, which would have the KHCG logo. As the Task Force is prohibited by State law from discussing items not listed on the agenda, this item will be placed on the March agenda for discussion and consideration.

Doug Ligibel thanked task force members, Chuck Horner, Lloyd Clifton, and Jennifer Ong for helping to load and transport ninety-five, five gallon containers of paint that had been donated to Grand Terrace Homeowners Association from Urban Brothers Painting Contractors.

Rich LaPlante reported that the Sustainability Committee is scheduled to discuss the Residential Energy Conservation Ordinance (RECO) at their next meeting. Mr. LaPlante commented on his concern for the lack of discussion and input on the subject by the task force considering the impact the ordinance would have on KHCG and the financial impacts on homeowners. Mr. Ligibel briefly summarized the ordinance and expressed his concern with the limited public outreach and remarked on how important it is that KHCG, as an appointed group, is informed and permitted to provide input on the item. Mr. LaPlante cited only two mentions of this topic by task force member Doug Ligibel who serves on the Sustainability Committee to the task force over the last year and request that this item be placed on the March agenda for discussion.

Doug Ligibel, speaking as a member of the Downtown Leadership Group, remarked that they are aggressively opposed to the Residential Energy Conservation Ordinance (RECO).

5. **Approval of Notes from Task Force Meeting of January 27, 2011:** It was **motioned/seconded** and passed to approve the notes from the Task Force Meeting of January 27, 2011. (14:0:0)
6. **Financial Report:** The financial report was reviewed.
7. **Graffiti Project (Angela Irizarry, District Command Officer - Southern Division):** Officer Irizarry provided a brief summary about what the District Command Officer's responsibilities are.

Officer Irizarry spoke about the graffiti and vandalism problem city-wide and commented on several approaches the city is taking to combat the problem, such as the Mural Art Program and the Stop Graffiti Reward Program. Officer Irizarry remarked that in addition to the programs mentioned there is a need for community involvement and education, and improving enforcement of graffiti crimes from improving evidence collection and intelligence gathering to utilizing available resources.

Task force members discussed the Graffiti Reward Program, specifically the reporting and prosecution process that is involved. It was noted that a reward can only be issued if the District Attorney's office prosecutes and the suspect is convicted. Task force members commented that the entire process is long and may be a deterrent for citizens who are considering reporting vandals. Task force members would like to see the Reward Program modified to be better appealing.

Officer Irizarry spoke about the process involved when they receive a report of graffiti vandalism and the determining factors for making an arrest; is there a witness, will the victim press charges, what evidence is there and how is it collected, what the cost of the damages are and how it will determine the charges. All of these factors will determine if the District Attorney's office will prosecute, or drop a case.

Officer Irizarry described how the process of intelligence gathering will establish patterns of vandals, how gathering photos of vandalism will preserve evidence, and how data collection can lead to recognizing "markers" which can be used to identify vandals, all of which help to build a stronger case that may lead to a conviction.

Officer Irizarry spoke about how task force members can help in the process of data collection, answered task force member questions, and encouraged staff and task force members to forward any vandalism information they may already have to her.

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

February 26, 2011 - Huntwood Ave. Area (Horner / Ruiz) – Logistics and administrative procedures were discussed.

March 26, 2011 – Longwood Elementary School Area (Bowers / Sagapolu) – No information.

Clean Up Mapping System (Horner) - Chuck Horner described the process taken to develop the new Keep Hayward Clean and Green mapping system that is used for plotting neighborhoods and clean-up activities.

KHCG Storage Shed (Clifton) – Lloyd Clifton reported that Maintenance Services has designated a space at the maintenance yard for a storage shed; this location is secure, task force members would be provided a security code granting twenty-four hour access to the shed. Mr. Clifton reported that a 10x10

shed should be sufficient to hold supplies, as all the paint is currently stored in a steel shed provided by the city. The cost of a 10x10 shed would be just under \$1,000 but requires assembly. Task force members would like staff to inquire about discounted rates with local vendors and asked if maintenance staff would be available to transport the shed from the vendor to the maintenance yard.

At this time it was **motioned/seconded** and unanimously passed to allocate funds in the amount of \$1,200.00 for the purchase of a storage shed. (14:0:0)

Graffiti Detection Device (McGrath / Horner) - This item will be tabled until the March meeting.

Reward Policy for Dumping (Horner) - This item will be tabled until the March meeting.

Recommendation for Juvenile (Graffiti) Offenders (Horner / Ligibel) - Chuck Horner proposed recommending an increase of diversion hours for juvenile offenders from forty hours to a minimum of sixty hours and to impose a twelve month suspension/restriction of driving privileges. It was **motioned/seconded** and unanimously passed (14:0:0) to support Mr. Horner's proposal.

Task force members commented that this item should also be applied to adult offenders, not just juvenile offenders, however the agenda item specifically states "Juvenile", therefore the subject related to adult offenders will be placed on the March agenda.

At this time task force members commented on their on-going concerns regarding the liability issue of task force members participating as chaperones in the diversion program. It was noted that follow-up on this issue is pending.

Adopt-a-Block Program Status Report (Bowers / McGrath) – Blytha Bowers reported that the Hayward Community Gardens held their second clean-up.

Spots – Doug Ligibel reported that the Downtown Neighborhood Watch performed graffiti abatement on one of the Pinnacle City complex walls adjacent to Grand Terrace. Mr. Ligibel commented that graffiti vandalism is an on-going problem at that location.

Chuck Horner reported that there are nails mounted on the outside wall of the Chinese Buffet located on Fletcher and Mission Blvd. that presents a safety issue to the public. Mr. Horner remarked that he will forward photos to staff.

9. Education and Marketing:

Glassbrook Elementary School Plans (Ong) – Jennifer Ong reported that Principal Pulido of Glassbrook Elementary School has set a date for April 16 for conservation and recycling education for parents and teachers immediately following the Saturday clean-up. Ms. Ong is arranging for an interpreter and Tri-Ced to collaborate on the day of the presentation.

10. Action Items and Issues:

South Hayward Stroll Participation – Chuck Horner reported that the event will be held on Sunday, May 1 from noon until 5:00pm and asked if anyone would like to volunteer to staff the KHCG table. The cost is \$25.00 to participate and is covered under the recently KHCG approved "blanket approval" to participate in a city sponsored event without having to obtain task force approval. Staff will submit the registration form along with payment.

Chair Report - Blytha Bowers passed around the plaque that was awarded to KHCG from Hayward Area Recreation and Park District and remarked that she will work with the city to have it displayed in City Hall.

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

Jennifer Ong reported that there is a legislator who showed interest in creating legislation that will specifically target graffiti offenders. Ms. Ong will keep the Task Force updated on the progress.

Lloyd Clifton reported that he has provided a supply of paint to a resident of Fletcher Blvd. who has agreed to help perform graffiti abatement in that neighborhood.

Chuck Horner reported that staff provided him with laminated copies of the Stop Graffiti Reward flyers.

Blytha Bowers reminded task force members of the Green Expo taking place on Friday, March 11 at City Hall, and thanked Chuck Horner for his efforts in getting the designated URL address for the Keep Hayward Clean and Green web page.

Doug Ligibel commented that actual cost to the city to abate graffiti vandalism in 2009 was one million dollars (\$1,000,000). Mr. Ligibel remarked that this amount was verified by the previous City Manager Greg Jones during the open session of a past city council meeting; Mr. Ligibel remarked that the cost only includes city staff time, it did not account for volunteer hours or homeowners association time and efforts.

11. **City Status Reports / Updates:** Stacey Sorensen reported that the property owners and tenants of the Lucky shopping center on Santa Clara Avenue have been notified about the on-going problems with homeless encampments and graffiti vandalism. Staff requested property owners to work with the city to address the issues, and were advised of any code violations and potential fines if not corrected. Staff asked task force members to continue reporting any issues and/or code violations through Access Hayward prior to performing liter removal or graffiti abatement.

At this time Rich LaPlante spoke to people in the audience commenting on the act of graffiti vandalism and how it negatively affects the appearance of the city, the community, property values, and property owners. Mr. LaPlante remarked on the frustrations of task force members, staff, and residents and the on-going efforts and costs of combating graffiti vandalism.

12. **Future Agenda Items:** RECO Ordinance; Storage Shed Update; Graffiti Detection Device; Reward Policy for Illegal Dumping; Adult Offender Recommendation; Chabot College Clean-Up.
13. **Next Meeting:** March 24, 2011.
14. **The meeting was adjourned at 9:05pm.**

Financial Report As of March 1, 2011 *KHCG Expenditures*

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
7/1/2010	Credit: 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
2/28/2011	Postage	Charge for meeting packets mailed to two members	\$3.15		\$6,654.20
			Total Credits:	\$10,000.00	
			Total Expenses:	\$3,345.80	
			Total Remaining in Budget:		\$6,654.20

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	
2/24/2011	Purchase of Storage Shed	\$ 1,200.00	
	TOTAL	\$ 6,100.00	

Total FY11 Budget	\$	10,000.00
Expenditures to date	\$	3,345.80
Allocations made FY11	\$	6,100.00
Balance after allocations and expenditures	\$	554.20