PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
April 28, 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 March 24, 2011 Task Force Meeting (7:15pm – 7:20pm)

VI. Financial Report (7:20pm – 7:30pm)
   a. Allocations Made For FY2011 Not Yet Expended (Sorensen)
      1) Ligibel Financial Request
      2) Promotional Items

VII. Attendance Report (7:30pm – 7:35pm)

VIII. KHCG Task Force Strategy Development (Bowers) (7:35pm – 7:50pm)

IX. Clean Up (7:50pm – 8:15pm)
   a. March 26, 2011 – Longwood Elementary School Area (Bowers / Sagapolu)
   b. April 23, 2011 - Tennyson Rd., Mission Blvd. to I-880 (Horner)
   c. May 21, 2011 – City Wide (meet at Weekes Park)
   d. Adopt-a-Block Program Status Report (Bowers / McGrath)
   e. Spots (All)

X. Education and Marketing (8:15pm – 8:30pm)
   a. KHCG / Tri-CED Educational Event - Glassbrook Elementary School (Oliva / Ong)
   b. South Hayward Stroll Participation May 1 (Horner)
   c. Street Party Participation (Tentative: June 16, July 21, Aug. 18 & Sept. 15)
   d. Youth Commission (Beltran / Ligibel)
   e. Sustainability (Grandt)

XI. Action Items and Issues (8:30pm –8:45 pm)
   a. Chair Report (Bowers)
   b. Roundtable (All)

XII. City Status Reports/Updates (8:45 pm– 8:55pm)

XIII. Review Future Agenda / Action Items (8:55pm – 9:00pm)
   a. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
   b. Hayward CAN (Lamnin)

XIV. Next Meeting May 26, 2011

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

CITY OF HAYWARD HEART OF THE BAY	Keep Hayward Clean and Green (KHCG) Task Force (TF) Meeting Notes Hayward City Hall, Room 2A 777 B Street, Hayward March 24, 2011

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

II. **Pledge of Allegiance:** The Pledge of Allegiance was led by Vice-Chair Lloyd Clifton.

III. **Roll Call:**

City Council & Staff: Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager; Erik Pearson, Senior Planner; David Korth, Neighborhood Services Manager

Task Force Members Present: Carolina Abatayo, Florine Banks, Blytha Bowers, Lloyd Clifton, Chuck Horner, Rich LaPlante, Doug Ligibel, Laura Oliva, Jennifer Ong, Frances Sagapolu, Saleacia Taylor

Task Force Members Absent: Ryan Belden, Douglas Grandt, Werner Heisserer, William McGee, Carole Bates Peck, Monica Ruiz, Rob Simpson, Kathy Super

Youth Commission Liaison: Elmer Beltran

Guests: Aylen Campi, Mehar Dharmani, Ray Cornejo, Andy Park, Nkechi Okpara

IV. **Public Comments:**

TF Member Chuck Horner reported that weather permitting; the wall that has been designated for graffiti artists will be open soon. TF Member Horner commented that he will let TF members know when the ribbon cutting ceremony will take place.

TF Member Rich LaPlante commented that the very first KHCG TF meeting took place approximately four years ago, and he would like to analyze TF accomplishments thus far. Staff was asked to provide him with a list of past and current TF members including their dates of service.

TF Member Doug Ligibel reported that he is currently working with the District Attorney on a graffiti vandalism case and is hoping to have resolution sometime in April. He remarked that as of March 24 he had not received information that he formally requested from the City; the information is crucial to testimony involved in the case. TF Member Ligibel reported that he met with the City Manager on one occasion and submitted a formal public information request in writing at the March 1 City Council meeting.

Staff has confirmed that subsequent to the meeting the information requested was provided to TF Member Ligibel.

Andy Park, Activities Director at Chabot College announced that every year they coordinate efforts to raise money to provide scholarships to Chabot students. This year they are holding a talent show at Chabot's Performing Arts Center on March 30 at 6:00pm, tickets cost $5.00. Mr. Park encouraged TF members to attend; all proceeds will be applied to the scholarship fund.

V. **Approval of Notes from Task Force Meeting of February 24, 2011:** It was **motioned/seconded** and passed to approve the notes from the Task Force Meeting of February 24, 2011 provided the correction below is made: (11:0:1)

Under the Public Comments section, the comment made by TF Member Rich LaPlante is printed as "Doug Ligibel who serves on the Sustainability Committee," should be corrected to read "Doug Grandt who serves on the Sustainability Committee."

VI. Financial Report: The financial report was reviewed.

VII. Presentation: RECO - (Eric Pearson, Senior Planner): Senior Planner Eric Pearson provided a power point presentation of the Residential Energy Conservation Ordinance. Mr. Pearson explained what the RECO is; the process taken to develop the RECO; possible exemptions being considered; how the RECO affects residents and what they need to do to comply; and incentives that may be available to residents. Mr. Pearson reported that the item was considered by the Sustainability Committee on March 2, and that staff will present the item to City Council on May 31 along with the Sustainability Committee's formal recommendation to not move ahead with developing the ordinance, but to proceed with education and outreach efforts and incentives for voluntary participation.

Mr. Pearson answered TF member's questions and reported that additional information about the ordinance is available on the cities website: www.hayward-ca.gov

VIII. Upcoming Clean-Up / Graffiti Removal Events:

a. **Chabot Clean-Up Event (Korth)** – Neighborhood Services Manager David Korth introduced himself and provided TF members with a brief background on the Neighborhood Partnership Program and the affiliation with the Associated Students Group of Chabot College.

Mr. Korth provided a brief summary of the Associated Students Group proposal previously presented to the TF at the February 24 meeting. The Associated Students Group are requesting, 1) TF member participation, administrative and logistic support; 2) financial support in the amount of $500 for the purchase of event t-shirts; and 3) approval of use of the KHCG logo.

Mr. Korth reported that in addition to requesting financial support from the TF, the students applied for and will be receiving, a Neighborhood Improvement Grant in the amount of $500 to be applied to the cost of the event t-shirts.

Students proposed the event be held on May 7. Task Force Members discussed their availability to participate in the event.

It was **motioned/seconded** and unanimously passed to support Chabot Students with their clean-up event proposed for Saturday, May 7, 2011. (12:0:0)

At this time TF Chair Blytha Bowers remarked that given that the TF budget has minimal funds available, due to previous allocations made for specific projects for FY2011that have either not yet posted, or are still pending, the TF would be unable to approve financial support.

Matt McGrath, Director of Maintenance Services announced that the $1400 previously allocated, but not yet posted, for the reimbursement to maintenance services for the cost of the repairs of the digital message board are no longer being requested, therefore those funds should be considered available immediately.

TF Chair Blytha Bowers reported that given the action by Mr. McGrath, the TF budget will have sufficient funds available to accommodate the student's financial request.

It was **motioned/seconded** and unanimously passed to provide financial support for the cost of t-shirts in the amount of $500.00 (12:0:0)

Samples of the proposed logo and text for the t-shirts were presented to the TF for consideration. Discussion took place about the proposed size of the logo, text, color, and quality of shirt. TF members expressed

concerns that the proposed size of the logo and text appeared to be too large in comparison to the Chabot Associated Students logo, and suggested the size of the KHCG logo be made smaller or at least equivalent to the Chabot Associated Students logo.

David Korth remarked that the design can be revised to incorporate the requests of the TF, but it would be too late to bring the revised design back to the TF for final approval in April. Mr. Korth suggested and the TF agreed that the revised design can be presented to Chair Bowers and staff for review and final approval.

It was **motioned/seconded** to allow the use of the KHCG logo, additional discussion took place; a friendly amendment to the motion was made; it was accepted/seconded and unanimously approved to permit the use of the KHCG logo provided it be made smaller than presented, that the text be revised to read "Keeping Hayward Clean and Green," and that the KHCG URL address is added beneath the text. (12:0:0)

b. **February 26, 2011 - Huntwood Ave. Area (Horner / Ruiz) -** No information given.

c. **March 26, 2011 – Longwood Elementary School Area (Bowers / Sagapolu) –** Weather conditions, administrative procedures and logistics were discussed. Chair Bowers reported that she had received two pre-registrations.

   TF Member Rich LaPlante proposed, and TF members agreed, that member attendance at event clean-ups should be recorded and reported at each meeting.

d. **April 23, 2011 - Tennyson Rd., Mission Blvd. to I-880 (Horner)-** TF Member Horner reported that members of the Hayward Police Department as well as the Hayward Fire Department will be participating in the event.

e. **Recommendation for Graffiti Violence (Horner / Ligibel) -** This item postponed.

f. **Graffiti Detection Device (Horner / McGrath)-** Mr. McGrath reported that he continues to work on this project; obtaining quotes and product logistics, but does not expect to move forward until July. Mr. McGrath will provide an update as the project progresses.

g. **Reward Policy for Dumping (Horner) –** TF Member Horner suggests that staff pursue a reward policy for illegal dumping, similar to the graffiti reward program. Chair Bowers commented that additional research is necessary to move forward. Matt McGrath stated that he will bring the suggestion to the attention of HPD.

h. **Adopt-a-Block Program Status Report (Bowers / McGrath) –** TF Member Florine Banks reported that the Hayward Community Gardens recently held their second clean-up event. Matt McGrath reported that he is working on finalizing signage for the Zermeño Family Adopt-a-Block; TF Member Banks reported that the Hayward Community Gardens is also waiting for their sign. TF Member LaPlante suggests that the Adopt-a-Block program participants should provide regular progress reports to the TF. Chair Bowers agrees that a progress report from participants would be helpful when evaluating the program's success. TF Member Horner reported that he received an email from Baxter Health Care; they are interested in participating in the program. TF Member Horner will forward the information to Chair Bowers.

i. **Spots-** TF Member Clifton reported that he and TF Member Ligibel recently performed graffiti abatement, no other information was reported.

IX. Education and Marketing:

a. **Glassbrook Elementary School Plans (Ong)** – As previously reported by TF Member Jennifer Ong, Glassbrook Elementary School will hold a conservation and recycling education event for parents and teachers on April 16, immediately following the KHCG clean-up event.

TF members asked about using the digital message board for this event as well as regular scheduled clean-up events. Matt McGrath will have staff program and position the message board provided the TF provide the text and specify the location in advance.

b. **Youth Commission (Beltran / Ligibel) –** Youth Commissioner Elmer Beltran reported that he had recently returned from Sacramento where he met Mary Hayashi, Bill Lockyer, and Tiffany Widen. Commissioner Beltran may provide more details about his trip at the next meeting.

c. **Sustainability (Grandt) –** Chair Bowers reported that TF Member Doug Grandt was unable to attend the meeting. The item will remain as a standing item on the agenda allowing for future updates and reports from TF Member Grandt.

X. **Action Items and Issues:**

a. **Graffiti Documentation Update (Irizarry / Carpenter) –** No information given.

b. **Warehouse / Supplies / Storage Update (Clifton) –** Vice-Chair Clifton reported that he and several others organized and labeled the supplies. Vice-Chair Clifton also reported that a storage shed is expected to be purchased and delivered within a week.

Subsequent to the meeting staff confirmed that the purchase had been made and that the storage shed had been delivered to its designated location at the corporation yard on Soto Road.

c. **Chair Report** - Chair Bowers reminded TF members about the Neighborhood Leadership Academy on April 30 and encouraged interested parties to register to attend the event. Chair Bowers also spoke about an article in the Tri-City Voice that mentioned the award the TF recently received from HARD. Additionally, Chair Bowers reported that she has been contacted by an organization called Green Hands USA, they operate a nationwide website and they want to do an article on the TF.

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

At this time Vice-Chair Clifton reported that the Mayor Sweeney recently donated a pop-up canopy to the TF.

TF Member Horner reported that he spoke with several organizations at the recent "Green" event that took place in the Rotunda at City Hall about participating at KHCG clean-up events and suggested they contact Chair Bowers to inquire about the possibility of having their booths at the clean-ups.

XI. **City Status Reports / Updates**: Stacey Sorensen reported that beginning in April clerical staff will resume attending the TF meetings to take meeting notes. Ms. Sorensen reported that the KHCG documentary is almost complete; she will continue to provide updates on the progress of the project. Additionally, Ms. Sorensen reported that staff is working with a software provider currently used by Community Preservation staff to configure a program that allows staff to forward reports of graffiti vandalism received through Access Hayward to HPD for documentation as part of the Graffiti Project being developed by Officer Angela Irizarry.

Matt McGrath asked for clarification regarding the large donation of paint that was donated to the TF for graffiti abatement. Mr. McGrath commented that at the February meeting TF members indicated that they would be offering limited amounts of free paint to residents for graffiti abatement while supplies last. Mr. McGrath reported that his office has received request for the paint and wanted to confirm if his staff could distribute it; TF members agreed that staff could give out the paint accordingly.

Additionally Mr. McGrath provided information homeless encampment abatement procedures. Mr. McGrath reported that staff will post a notice of abatement at the site, usually on a Friday, then return on a Wednesday to abate the area; the time frame allows ample time for the homeless to gather their belongings. Mr. McGrath

commented that he also notifies Sara Lamnin of Hayward CAN of the expected abatement so that the organization can conduct outreach efforts.

XII. **Future Agenda Items**: Graffiti Detection Device; Reward Policy for Illegal Dumping; Adult Offender Recommendation; Chabot College Clean-Up; Hayward CAN (Lamnin); City Ordinances – Business/Residence Clean-up Requirements (Sorensen)

XIII. **Next Meeting:** April 28, 2011.

XIV. The meeting was adjourned at 9:05pm.

Financial Report As of April 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 April 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	$ -	This item was removed, as reimbursement for repairs of the digital message board/traileris is no longer requested.
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	As of April purchase made but not yet posted
3/24/2011	Chabot Students Financial Request	$ 500.00	Associated Students Group Clean-Up Event T-Shirts
	TOTAL	**$ 5,200.00**	

Total FY11 Budget	$	10,000.00
Expenditures to date	$	3,345.80
Allocations made FY11	$	5,200.00
Balance after allocations and expenditures	$	1,454.20