



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
June 23, 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 May 26, 2011 Task Force Meeting (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Attendance Report (7:25pm – 7:30pm)
- VIII. Engage 360, Smart Energy, Nicole Nowak (7:30pm – 7:50pm)
- IX. Clean Up (7:50pm – 8:10pm)
 - a. June 25, 2011
 - b. July 23, 2011
 - c. Adopt-a-Block Program Status Report (Bowers / McGrath)
 - d. Spots (All)
- X. Education and Marketing (8:10pm – 8:30pm)
 - a. Street Party (June 16, July 21, Aug. 18 & Sept. 17)
 - b. Youth Commission (Beltran / Ligibel)
 - c. Sustainability (Grandt)
- XI. Action Items and Issues (8:30pm – 8:45 pm)
 - a. Chair Report (Bowers)
- 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 July 28, 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



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
May 26, 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 Officer Angela Irizarry
- III. **Roll Call:**

City Council & Staff: Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager; Colleen Kamai, Senior Secretary; Officer Angela Irizarry, HPD

Task Force Members Present: Carolina Abatayo, Florine Banks, Blytha Bowers, Lloyd Clifton, Werner Heisserer, Chuck Horner, Laura Oliva, Jennifer Ong, Monica Ruiz, Frances Sagapolu, Kathy Super,

Task Force Members Absent: Ryan Belden, Douglas Grandt, Rich LaPlante, Doug Ligibel, William McGee, Rob Simpson; Saleacia Taylor

Youth Commission Liaison: Elmer Beltran

Guests: Daniel Dizon, Mt. Eden High School
- IV. **Public Comments:** There were no Public Comments.
- V. **Approval of Notes from Task Force Meeting of April 28, 2011:** It was **motioned/seconded** and unanimously passed to approve the notes from the Task Force Meeting of April 28, 2011 (11:0:0)
- VI. **Financial Report:** The financial report was reviewed.
- VII. **Attendance Report:** TF Members were asked to report their attendance at the May 21 city-wide clean up.
- VIII. **KHCG Task Force Strategy Development:** TF members split into three “Focus Groups” in order to develop strategies for three specific categories. The “Focus Groups” discussed, outlined, and then presented their ideas to the entire group for consideration. The results of the “Focus Groups” are outlined in attachment I, II, and III).

It was **motioned/seconded** and unanimously passed to accept the proposal as presented by group one to develop strategies for clean-up activities and public outreach (Attachment I). (11:0:0)

It was **motioned/seconded** and unanimously passed to accept the proposal as presented by group two, to develop strategies to collect, log, and report graffiti data (Attachment II). (11:0:0)

It was **motioned/seconded** and unanimously passed to accept the proposal as presented by group three, to develop strategies to create partnerships with Hayward Unified School District and the Hayward Youth Commission in order to get students and parents involved (Attachment III). (11:0:0)
- IX. **Next Meeting:** June 23, 2011.
- X. The meeting was adjourned at 9:00

KEEP HAYWARD CLEAN & GREEN

Date: May 26, 2011	KHCG Task Force Priority: Enhance the visual appearance of the City... through joint efforts								
Team Members: Florine Banks Kathy Super Werner Heisserer Saleacia Taylor Lloyd Clifton	Focus: How do we gain more participation at KHCG Clean Up Events? <table border="0" style="width: 100%;"> <tr> <td colspan="2" style="text-align: center;"><u>Team Member Roles</u></td> </tr> <tr> <td>Leader:</td> <td>Clifton</td> </tr> <tr> <td>Scribe/Note Taker:</td> <td>Supper</td> </tr> <tr> <td>Facilitator:</td> <td>Werner</td> </tr> </table>	<u>Team Member Roles</u>		Leader:	Clifton	Scribe/Note Taker:	Supper	Facilitator:	Werner
<u>Team Member Roles</u>									
Leader:	Clifton								
Scribe/Note Taker:	Supper								
Facilitator:	Werner								

Recommendations / Actions / Owners / Additional Notes

- 1) Utilize the Chamber of Commerce, the Neighborhood Watch and Hayward School Board. Have them help us spread the word about the monthly clean ups.
- 2) Our clean up meeting sites need to be placed on busy intersections where we can be seen.
- 3) Use the lighted trailer marquee several days before the clean ups to attract more attention.
- 4) Can we get data on the huge marquee at Southland? Kathy will investigate
- 5) The coordinators of each clean up to get flyers out to the neighborhood the week before the clean up.
- 6) Businesses and Churches in the neighborhood need notification of the clean ups, per Chuck, churches need info months before the cleanup.
- 7) Utilize Neighborhood and Business email list, and send out reminders a week before the clean up.
- 8) Contact sororities and fraternities at the local colleges, including business colleges.
- 9) Make more contact with H.A.R.D.; they have lots of summer kids programs.
- 10) Make a Facebook page for KHCG, Frances is looking into this.
- 11) C.Y.O, (Catholic Youth Organization) Ask if they need community service hours for their kids.
- 12) Ask the Hayward School District if community service hours at our clean ups could be used to reduce detentions and demerits within the schools. Or, can community service hours be used as a homework pass, contact person at Hayward Schools is Donna Fitzwater.
- 13) Find out if we can man a table at the weekly Farmer's Market, Florine is particularly interested. Kathy will help.
- 14) There should be a universal flyer that we can use for handouts. Chair Bowers will draft.
- 15) Can we get more businesses to Adopt a Block or attend a cleanup in their area?

- 16) Families participating in clean ups might like to have their pictures taken with the Mayor or City Council Member.
- 17) Can we give out more treats at the clean ups for the children? Suggestions: ice cream, candy, coupons from local businesses, popcorn, balloons, cookies? Some businesses and individuals have dropped off stuff for the volunteers in the past and they are always welcomed. A raffle?
- 18) Pictures of the worst house and the nicest house in the clean up area in the newspaper!
- 19) Get more aggressive with businesses that are contributing litter
- 20) More socializing after the clean ups.
- 21) Get lots of companies to come to City Hall and listen to a presentation on our clean ups and Adopt- a- Block.

Action Items:

- 1) Saturday Farmer's Market, Florine and Kathy
- 2) Universal flyer, Blytha, Colleen
- 3) Facebook, Frances
- 4) Southland Mall Marquee, Kathy
- 5) Talk to BoA and Wells Fargo, Lloyd
- 6) Incorporate other emails, Lloyd, Blytha

KEEP HAYWARD CLEAN & GREEN

Date: May 26, 2011	KHCG Task Force Priority: Enhance the visual appearance of the City... through joint efforts
Team Members: Monica Ruiz Chuck Horner Rich LaPlante Angela Irizarry	Focus: What is the most practical and efficient way of documenting graffiti and graffiti removal in the field? <u>Team Member Roles</u> Leader: <u>Irizarry</u> Scribe/Note Taker: <u>Horner</u> Facilitator: <u>Ruiz</u>

Recommendations / Actions / Owners / Additional Notes

- 1) Graffiti Data Worksheet (in-field cards)
 - Minimize original worksheet to fit on a pocket size cardstock (3x5)
 - Card stock is more sturdy and easier to write on
 - A stack can fit in a shirt pocket or fanny pack
 - Optional Character Recognition (OCR) option; In order to extract and repurpose data from scanned documents, camera images or image-only PDFs, you need OCR software that would single out letters on the image, put them into words and then – words into sentences, thus enabling you to access and edit the content of the original document. This would be helpful when scanning photo images or the stock cards onto Access Hayward or tracking database.
- 2) Documentation
 - Requires two (2) people
 - One to paint
 - The other to take photos and document graffiti on card stock
- 3) Camera/Taking Photos
 - Can use a camera phone and text or email photo to self
 - Use of digital camera; perhaps KHCG purchase a few cameras to distribute at clean-up event or assigned individuals
 - Need SD cards (memory card) for camera (larger storage capacity / easier to transfer photos from camera to computer)
 - Great photos would include a close up of graffiti, an overall photo of surface area where graffiti is located, photo of address (i.e. business sign, house number/street, street signs (cross-streets))
- 4) Training for TF Teams

- Irizarry to put together a training manual
 - Offer a training workshop to TF teams – teach how to fill out graffiti data worksheet, properly document, and properly take photos
- 5) Modify Access Hayward Graffiti Tab
- Add section where list of common moniker/tags can be checked off (i.e. (name)
 - Add section where one can manual enter moniker/tag name
 - Add section for list of media to be check off (i.e. Spray paint)
 - Allow multiple photos to be uploaded
- 6) Duty Belt / Fannie Pack
- Option to wear around waist to make it easier to carry digital camera, stock cards, pen during clean-up events

KEEP HAYWARD CLEAN & GREEN

Date: May 26, 2011	KHCG Task Force Priority: Enhance the visual appearance of the City through joint efforts
Team Members: Laura Oliva Carolina Abatayo Doug Grandt Doug Ligibel Elmer Beltran Jennifer Ong Blytha Bowers	Focus: How do we enhance our current HUSD Environmental Education efforts to incorporate Youth/Youth Commission and new 'Nobody Likes a Litterbug' Campaign? <u>Team Member Roles</u> Leader: <u>Beltran</u> Scribe/Note Taker: <u>Ong</u> Facilitator: <u>Abatayo</u>

Recommendations / Actions / Owners / Additional Notes

Ask Principals to announce clean-ups- until the schools are reached for presentations (handouts)

- 1) Jennifer/Laura (middle and elementary school)
- 2) High Schools' PA system at the office (Elmer)
- 3) GOAL: Team trains parents (elementary schools) and students (middle schools/high schools)

Monthly participation of Youth/Youth Commission to present at schools- challenge: many schools!

- 1) Blytha- Arrange HUSD Board/ Faculty meeting with KHCG to organize an assembly during school
 - a) Make direct contacts with the Principals of each school to expedite the process
 - b) Elmer will check on the student reps from each H.S. that reach out to the HUSD Board- focus on school needs and action items
- 2) Student government- increase role in creating change within schools- include in the conversation with the principals (Jennifer/Laura)

Potential School Volunteers/Participants

- 1) English Language Learner population outreach/awareness/education- non-uniformed / Hayward PD participation
- 2) Always include interpreters at each of the presentations
- 3) GOAL: Education within the schools BY students at the school

Litterbug Campaign

- 1) Max the Mascot?- vest of KHCG
- 2) Include slides in the presentation from the Litterbug Campaign- use a select graphic from resources

Collaborations: cross promote with groups with shared values and with marketing capabilities

- 1) Farmer's Market
- 2) (www.engage360.org)
- 3) Festivals
- 4) HARD

Presentations:

- 1) Before the presentation
 - a) Arrange for an interpreter service
 - b) Flyer distributed by Principal to teachers
- 2) During the presentation-
 - a) Posters
 - b) Participation and leadership within the schools by the students at those schools
 - 1) First Middle School: Winton
 - 2) Carolina- will contact Principal Maria Elena Rivera (Bowman) to inquire about a duplicate of an after school program at Schafer Park
 - 3) Investigate community service hours- process to acquire service hours
- 3) After the presentation-
 - a) Create a group that does clean-ups quarterly or more
 - b) Adopt-a-block
 - c) Keep your neighborhoods clean (immediately in front and across the street)
 - d) Educate neighborhood about Access Hayward to report graffiti, crime and clean-up
 - e) HOA involvement if they exist or encourage a formation of a home owners' group

Financial Report As of June 16, 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
4/29/2011	Hayward Area Recreation Department	Participation in South Hayward Stroll	\$25.00		\$6,629.20
4/29/2011	Postage	Charge for meeting packets mailed to two members	\$1.39		\$6,627.81
1/14/2011	Waxie (charge 806.33- 589.36 credit = 216.97)	Purchase of 6 cases trash bags (request by Clifton)	\$216.97		\$6,410.84
1/31/2011	Postage	Charge for meeting packets mailed to two members	\$0.88		\$6,409.96
		Total Credits:		\$10,000.00	
		Total Expenses:	\$3,590.04		
		Total Remaining in Budget:			\$6,409.96

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	\$0.00	As of 5/9 Chair Bowers reported that the amount (\$200.00) requested was to be removed from allocations.
10/28/2010	Reimbursement to Maintenance Services	\$0.00	This item was removed, as reimbursement for repairs of the digital message board/trailer is no longer requested.
11/18/2010	Purchase of promotional items	\$1,498.51	Purchase of color books, pencils, and buttons \$1,275, total of \$1,498.51 includes shipping \$99.20 and tax \$124.31 - tax is paid directly to the state of CA.
11/18/2010	Purchase of promotional grocery tote bags	\$2,638.90	Total includes estimated shipping charge of \$243.60 and tax \$212.80 - tax is paid directly to the state of CA.
2/24/2011	Purchase of Storage Shed	\$973.31	As of April purchase made but not yet posted (original allocation was for \$1200, actual spent \$973.31)
3/24/2011	Chabot Students Financial Request	\$500.00	Associated Students Group Clean-Up Event T-Shirts
Pending	Translation Services	\$50.00	Translation Services for Glassbrook Elementary School 4/16 Presentation
5/24/2011	Quick Shade Canopy 10x10 Green	\$150.00	Purchase Canopy (\$99.99 + \$9.75 tax + \$ 22.00 freight)
5/24/2011	Garbage Bags	\$301.82	Purchase 6 cases
5/25/2011	Gloves	\$141.58	Purchase gloves
	TOTAL	\$6,254.12	

Total FY11 Budget \$10,000.00

Expenditures to date \$3,590.04

Allocations made FY11 \$6,254.12

Balance after allocations and expenditures \$155.84