



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
October 27, 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 August 25, 2011 Task Force Meeting (At the September 22 meeting there was not a majority vote to approve the August notes, therefore the item is being brought back) (7:15pm – 7:20pm)
- VI. Approval of the Summary Notes from September 22, 2011 Task Force Meeting (7:20pm – 7:25pm)
- VII. Financial Report (7:25pm – 7:30pm)
- VIII. Attendance Report (7:30pm – 7:35pm)
- IX. CRM/Access Hayward Presentation (Technology Services – Unconfirmed) (7:35pm – 8:00pm)
- X. Clean Up (8:00pm – 8:15pm)
 - a. September 24, 2011 (Clifton)
 - b. October 22, 2011 (Oliva/Super/Bowers)
 - c. November 19, 2011 (Bowers)
- XI. Education and Marketing (8:15pm – 8:25pm)
 - a. Youth Commission (Beltran / Ligibel)
 - b. Sustainability (Oliva)

- XII. Action Items and Issues (8:25pm –8:50pm)
 - a. 2012 Clean-up TF Member Sign-up
 - b. 2012 Water Bill Inserts (Presentation of Draft)
 - c. Vest Expense – Reimbursement to Maintenance Services
 - d. Supplies
 - e. Chair Report (Bowers)
 - f. Roundtable (all)

- XIII. City Status Reports/Updates (8:50 pm– 8:55pm)

- XIV. Review Future Agenda / Action Items (8:55pm – 9:00pm)
 - a. City Ordinances – Business/ Residence Clean Up Requirements (Sorensen)
 - b. New Member - Brown Act / Attendance

- XV. Next Meeting November 17, 2011

- XVI. 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
August 25, 2011

- I. **Call to Order:** Meeting called to order at 7:00p.m. by Chair Blytha Bowers
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by TF Member Chuck Horner
- III. **Roll Call:**

City Council & Staff: Stacey Sorensen, Neighborhood Partnership Manager; Eric Pearson, Senior Planner; Officer Sukhjeet Sangha, HPD; Colleen Kamai, Senior Secretary Redevelopment

Task Force Members Present: Carolina Abatayo; Florine Banks; Blytha Bowers; Lloyd Clifton; Werner Heisserer; Chuck Horner; Rich LaPlante; Doug Ligibel; Laura Oliva; Jennifer Ong; Monica Ruiz; Kathy Super; Saleacia Taylor

Task Force Members Absent: Frances Sagapolu

Youth Commission Liaison: Elmer Beltran

Guests (Visitor Sign-In):
- IV. **Public Comments:** TF Member Horner reported that he has made several racks to hold grabbers as a way tologistically streamline the process of organizing the grabbers at clean-up events. Mr. Horner also reported that he continues to work with minors completing community service hours by doing graffiti abatement.

TF Member Werner Heisserer announced his resignation from the Task Force and shared information about [Toastmasters International](#), a nonprofit educational organization that teaches public speaking and leadership skills.

Eric Pearson, Senior Planner announced that there will be a [Free Workshop](#) on September 15 at 7pm at City Hall on how to make your home more energy efficient. Additionally, Mr. Pearson announced a contest to help promote energy efficiency; eligible Hayward Homeowners can enter to win one of two [energy efficiency home improvement prizes](#). Mr. Pearson handed out event and contest information; additional details about the workshop and contest can be viewed by visiting the city website at <http://www.hayward-ca.gov/>.

TF Member Jennifer Ong commented on continuing efforts to improve legislation for stronger enforcement and stricter punishment for graffiti vandalism in Alameda County.

TF Member Ligibel commented that the Downtown Neighborhood Watch Leadership group in connection with the Downtown Homeowners Association has received significant support from BART Police to combat crime and vandalism in the Downtown area. Mr. Ligibel reported that BART's Chief of Police, Kent Rainey issued letters of acknowledgement to four BART Police Officers, on behalf of the Downtown Neighborhood Watch Leadership Group, recognizing the Officers for their noteworthy efforts and support of combating crime and graffiti in the Downtown. Additionally, Mr. Ligibel reported that the property owners of Pinnacle City, more recently known as and referred to as City Center, continue to neglect their property, which is heavily vandalized on a regular basis. Lastly, Mr. Ligibel reported that many of the Downtown area Murals have been vandalized and that Union Pacific Police have been more helpful in recent months.
- V. **Approval of Notes from Task Force Meeting of July 28, 2011:** It was **motioned/seconded** and unanimously passed to approve the notes from the Task Force Meeting of July 28, 2011 noting two additions provided by TF

Member Doug Ligibel to Public Comments and Hayward Community Action Network Presentation as indicated below: (13:0:0)

Addition to Public Comments: Doug Ligibel representing the Downtown Neighborhood Watch Group presented an article to the Task Force and to Sara Lamnin of Community Action Network (CAN) on the murder of Mr. Paris Powell the leader of an East Oakland feeding program on July 21, 2011. He was murdered during a feeding of homeless in Oakland. Doug Ligibel also mentioned concerns about public safety/security issues in and around the Portuguese Park (Homeless Feeding Program) promoted and operated by the Community Action network in the Downtown Hayward area.

Addition to Hayward Community Action Network (CAN) Presentation: Doug Ligibel questioned Sara Lamnin on the cleanliness and the quality of the food being given out at the CAN Homeless Feeding Programs in Hayward. He also questioned the qualifications of the “faith based” groups and their ability to monitor security and assure that safe food is being given out. Doug Ligibel also had concerns about people receiving food at the CAN Portuguese Park Homeless Feeding Program and dumping food regularly on the Grand Terrace Home Owners Association Property over the last several months.

- VI. Financial Report:** The financial report was reviewed.
- VII. Attendance Report:** TF member attendance at meetings, clean-up, and other events were reported and reviewed; upcoming opportunities for TF member participation were announced.
- VIII. Graffiti Documentation Process, Sukh Sangha, Hayward Police Department:** Officer Sangha provided a PowerPoint presentation outlining and describing the process for graffiti data collection; from taking adequate pictures, to identifying locations, to utilizing the proposed data collection cards. Officer Sangha answered TF members’ questions. TF members provided feedback on the proposed data collection cards, identifying several minor revisions. Staff indicated that the data collection cards are expected to be printed within the next two weeks, pending the proposed revisions.
- IX. Clean Up Events/Activities:**
- a. Clean Up Focus Group Update (Clifton / Super) – TF Member Super reported that she has been successful in making arrangements to have clean-up events advertised on the reader board at Southland Mall. TF Member Banks reported that there was minimal interest in the KHCG booth at the Farmers Market.
 - b. August 27, 2011 Eden Gardens (Bowers) – Logistics and administrative procedures were discussed. TF members spoke about necessary outreach efforts to involve the Associated Students Group of Chabot College in the scheduled clean-up. TF members commented on a lack of communication from the group following the First Annual Chabot Neighborhood Clean-up back in May 2011 – KHCG sponsored the event by allocating funds in the amount of five hundred dollars toward the cost of event t-shirts, with the understanding that the group would take a more active role in regular clean-up activities in the Eden Gardens neighborhood. TF members will contact David Korth, Neighborhood Services Manager to request his assistance in bridging the gap in communication.
 - c. September 24, 2011 Tyrell Neighborhood (Clifton) – Logistics and administrative procedures were discussed.
 - d. 2012 Clean-up Schedule – TF Member Rich LaPlante will draft a proposed list of clean-up activities for calendar year 2012 to present to the TF for consideration/approval at their next meeting.
 - e. Adopt-a-Block Program Status Report – Chair Bowers reported that there are several new applicants bringing the total to nine participants in the program. Ms. Bowers described the concepts being developed for the program website.
 - f. Spots – No new information was reported.

X. Education and Marketing:

- a. Environmental Education Focus Group Update/Engage 360 (Bowers/Ong) – TF member Ong and Oliva reported that they continue to coordinate efforts to schedule presentations at the Elementary schools and to enlist volunteers to help.
- b. August 18 and September 17 Street Party – It was reported that there was a good turnout at the KHCG booth, and there was a significant level of interest in the Adopt-a-block program at the August Street Party. Due to scheduling conflicts and TF member availability the TF elected not to participate in the September 17 Street Party.
- c. Youth Commission – No new information on this item as the Youth Commission is on summer break.
- d. Sustainability – No new information on this item.

XI. Action Items and Issues:

- a. New Member Appointments/Reappointments Swearing in Ceremony – Chair Bowers invited and encouraged TF members to attend the September 20 City Council Meeting to observe New Member Appointments and Swearing in Ceremony.
- b. Chair Report - No Report given.
- c. Roundtable (all) – TF Member Banks and Super commented on their concerns that the recycling information being given to residents at the Farmers Market may be inconsistent with the city's ordinance. TF members asked staff to follow up with coordinators of the Farmers Market.

TF members commented on concerns about people scavenging through recycling and garbage bins.

TF members thanked Werner Heisserer for his contributions to the TF.

- XII. City Status Reports/Updates:** Stacey Sorensen reported that the property owners of Pinnacle City/City Center have received written authorization from Union Pacific granting access to do graffiti abatement. Ms. Sorensen also reported that they are contributing financially to the cost of the mural.

- XIII. Review Future Agenda Items:** This item was not reviewed.

- XIV. Next Meeting:** September 22, 2011

- XV.** The meeting was adjourned at 9:00 p.m.



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
September 22, 2011

- I. **Call to Order:** Meeting called to order at 7:00p.m. by Chair Blytha Bowers
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by TF Member Suzanne Gayle
- III. **Roll Call:**

City Council & Staff: Lawrence McGrath, Director of Maintenance Services; Stacey Sorensen, Neighborhood Partnership Manager; Angela Irizarry, HPD District Command Officer - Southern Division

Task Force Members Present: Braxston Banks; Florine Banks; Blytha Bowers; Christopher Catlow; Lloyd Clifton; Heather Enders; Suzanne Gayle; David Haines; Rev. Desmond Henry; Chuck Horner; Doug Ligibel; Laura Oliva; Jennifer Ong; Vishal Trivedi

Task Force Members Absent: Carolina Abatayo; Rich LaPlante; Monica Ruiz; Tawana Smith; Kathy Super

Youth Commission Liaison: Elmer Beltran

Guests (Visitor Sign-In): The Visitor Sign-In was blank
- IV. **Public Comments:** A member of the audience commented that Chabot College recently installed equipment for charging electronic vehicles in the parking lots for faculty and staff, and he would like the City, with TF support, to consider installing similar equipment in the downtown Hayward City owned parking garages.

TF Member Chuck Horner announced that [Haywallkru](#) artwork is on display at City Hall in the Rotunda. The “[Haywallkru](#)” is a wall surrounding the Calvary Baptist Church property that has been designated as a “safe and legal” place for graffiti artists to do graffiti art.

TF Member Doug Ligibel reported that the Downtown Neighborhood Watch Leadership Group continue to have problems with groups providing meals to the homeless in the downtown area and around the Hayward Library. Mr. Ligibel remarked on a recent occurrence where a group distributed food out of a vehicle parked on the Mission Blvd. side of the library during rush hour traffic posing a serious health and safety issue. Mr. Ligibel also remarked that these types of food distribution result in an increased level of discarded garbage in the downtown area.

TF Member Suzanne Gayle announced that Science in the Park, a free science themed educational, hands-on event for families, will be on Saturday, October 1 at Alden E. Oliver Sports Park 2580 Eden Park Place in Hayward from 9:00a.m. to 4:00p.m. The theme of the booth will be Aeronautics; Ms. Gayle encouraged TF members to volunteer to participate.
- V. **Approval of Notes from Task Force Meeting of September 22, 2011:** It was **motioned/second** to approve the notes from the Task Force Meeting of September 22. The meeting notes were approved. (7:0:7:5 absent)
- VI. **Financial Report:** The financial report was reviewed.
- VII. **Attendance Report:** TF member attendance at meetings, clean-up, and other events were reported.
- VIII. **Welcome New Members:** Newly appointed TF members, returning TF members, and staff introduced themselves, provided a brief history of their background, and explained why they chose to join the KHCG TF.

IX. Clean Up Events/Activities:

- a. Clean Graffiti Documentation Focus Group Update (Horner / Irizarry) – Officer Irizarry reported that the Graffiti Data Collection Cards have been received and are available to TF members. Officer Irizarry provided a brief explanation of the cards and how to use them for graffiti documentation and tracking. TF members discussed their current process for reporting and tracking graffiti vandalism and how the new cards will help streamline the process.
- b. August 27, 2011 Eden Gardens (Bowers) – Chair Bowers provided statistics for the event, fourteen TF members and staff; eighty-one volunteers many of which were from the Lincoln Child Center, Chabot College, the Church of Christ, Tennyson High Green Club; seventy-six bags full of discarded garbage, and twenty-three tires were some of the items collected. Additionally, Chair Bowers reported that year to date August 2010 to August 2011 there have been 485 volunteers and 1,297 items collected.
- c. September 24, 2011 Tyrell Neighborhood (Clifton) – Logistics and administrative procedures were discussed.

Vice-Chair Clifton reported that while canvassing the clean-up area he noticed that there does not appear to be as much discarded furniture, or as much graffiti vandalism as there was in that same neighborhood during previous clean-up events. It was noted that some residents may be dumping their discarded items within days of the clean-up to avoid the responsibility of having to haul it away themselves.
- d. October 22, 2011 A Street / Mission Blvd. Area (Oliva/Super/Bowers) – Logistics and administrative procedures were discussed. Chair Bowers reported that October 22 is Make a Difference Day, approximately 200 students and faculty from Cal State University East Bay are expected to participate in the clean-up. It was noted that the set-up site will be at the Hayward Main Library on the corner of C Street and Mission.

X. Education and Marketing:

- a. Youth Commission – Youth Commissioner Elmer Beltran reported that the Youth Commission held their first meeting for FY2012 on September 12.
- b. Sustainability – TF Member Oliva reported that the City hosted a free energy workshop where homeowners learned about energy-efficiency rebates from PG&E & the City of Hayward and about improvements homeowners can make to their homes to save energy and money.

XI. Action Items and Issues:

- a. 2012 Proposed Clean-Up Schedule – At this time Chair Bowers recommended modifying the schedule format to list one main contact number/email for all events rather than identifying individual TF members as the main point of contact for each separate event. It was **motioned/seconded** and unanimously approved to accept the recommendation as presented (14:0:0; 5 absent). It was noted that all publicized materials will list one main contact number/email.

TF members reviewed and discussed the proposed clean-up schedule for 2012. After some discussion it was **motioned/seconded** and unanimously approved to accept the 2012 Clean-Up Schedule noting set-up sites would be identified at a later date. (14:0:0; 5 absent).

At this time Vice-Chair Lloyd Clifton remarked that he and TF Member Rich LaPlante would like to suggest that each TF member be assigned a regular role/task at each clean-up; this would ensure TF member participation at each event. It was noted that if a TF member could not attend an event their assigned role/task would be performed by other TF members in attendance.

- b. 2012 Meeting Schedule – The 2012 Meeting Schedule reflected meetings scheduled for the fourth Thursday of the month except November due to the conflict with Thanksgiving Day Holiday, no meeting in December, and June and September, where the meetings were moved to the 3rd Thursday to precede the 4th Saturday clean-ups, as was suggested by TF members during the August meeting.

It was noted that moving the June and September meetings to the third Thursday would be in conflict with the Annual Street Parties taking place that same night. After some discussion the TF elected to accept the 2012 Meeting Schedule provided the June and September meetings are moved back to the fourth Thursday – all other meeting dates were accepted as presented.

- c. 2012 Water Bill Inserts (Approval of expenditure) – Chair Bowers provided a brief outline of the cost of the water bill inserts and asked for approval of the expenditure. After discussion regarding the benefit of issuing the inserts and what the TF can do to evaluate the effectiveness of distributing the inserts, it was **motioned/seconded** and unanimously approved to allocate \$1,700 for the cost of water bill inserts for 2012. (14:0:0: 5 absent).
- d. New Member Name Tags (Approval of expenditure) – It was **motioned/seconded** and unanimously approved to allocate up to \$75.00 for the cost of New Member Name Tags. (14:0:0: 5 absent).
- e. Public Safety Expo (Bowers) – Chair Bowers provided information about the event taking place at Southland Mall on October 29 from 10:00am to 2:00pm. After discussion it was determined that due to scheduling conflicts the TF will not be participating at the event.
- f. Chair Report (Bowers) – Chair Bowers reported that the Church of Christ coordinated a clean-up on September 17 resulting in forty-seven bags of discarded garbage collected. Chair Bowers also reported that they are considering signing up for the Adopt-A-Block program.

XII. City Status Reports/Updates: No staff updates given.

XIII. Review Future Agenda Items: Clean-Up event “Ownership”; Graffiti Hot Line (Technical issues); Brown Act; Attendance Policy.

XIV. Next Meeting: October 27, 2011

XV. The meeting was adjourned at 9:00 p.m.

Individual/Organization	Amount	Comments
Purchase of Water Bill Inserts	\$ 1,700.00	up to \$1,700 for cost of printing water bill inserts for 2012
Purchase of New Member Name Badges	\$ 75.00	up to \$75 for the cost of new member name badges
TOTAL	\$ 1,775.00	