



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
March 22, 2012

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 23, 2012](#) (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Attendance Report (7:25pm – 7:30pm)
- VIII. Presentations (7:30pm – 7:40pm)
 - a. Review Finance Committee Role/Purpose
- IX. [Clean Up Events](#) (7:40pm – 8:00pm)
 - a. February 25, 2012 Tyrell-Glassbrook Neighborhood (Henry/Clifton)
 - b. March 24, 2012 Eldridge Neighborhood (Banks/Ruiz)
 - c. April 28, 2012 Jackson Triangle Neighborhood-300+ Volunteers (Trivedi/Bowers)
 - d. Adopt-a-Block Program Updates (Bowers)
- X. Education and Marketing (8:00pm – 8:20pm)
 - a. Anti-litter Campaign
 - b. Youth Commission (Beltran)
 - c. Environmental Education (Oliva / Bowers)
 - d. Sustainability (Oliva)
- XI. Clean and Green Policy (8:20pm – 8:30pm)
 - a. Recommendation to Revise Misdemeanor Consequences for Graffiti Vandals (Horner/Bristow)
- XII. Action Items and Issues (8:30pm – 8:45pm)
 - a. Signage for Garbage Cans (Ruiz)

- b. Finger Painting Costs & Approximate Total
- c. Promotional Items (Banks/Bowers)
- d. Chair Report (Bowers)
- e. Roundtable (all)

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

- a. Access Hayward Phone Line – Technical Issues (Bristow)
- b. Dumping Regulations City of Oakland (McGrath)
- c. Update Merlin Device (McGrath)
- d. Update New Portable Digital Sign (McGrath)

XIV. Review Future Agenda / Action Items (8:55pm – 9:00pm)

- a. City Ordinances Updates/Review – Business/ Residence Clean Up Requirements/Shopping Carts/Dumping (Bristow/McGrath)
- b. Dumpsters for Clean Up Events (Bristow)
- c. Graffiti Reporting Hot Line (Technical issues)

XV. Next Meeting April 26, 2012

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
February 23, 2012

- I. **Call to Order:** Meeting called to order at 7:04 p.m. by Chair Blytha Bowers
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by TF Member Heather Enders
- III. **Roll Call:**

City Council & Staff: Lawrence McGrath, Director of Maintenance Services; Stacey Bristow, Neighborhood Partnership Manager; Colleen Kamai, Senior Secretary Redevelopment

Task Force Members Present: Carolina Abatayo; Florine Banks; Blytha Bowers; Lloyd Clifton; Heather Enders; Suzanne Gayle; Chuck Horner; Rich LaPlante; Laura Oliva; Jennifer Ong; Monica Ruiz;; Kathy Super; Vishal Trivedi

Task Force Members Absent: Braxton Banks; Christopher Catlow; David Haines; Rev. Desmond Henry; Doug Ligibel; Tawana Smith

Youth Commission Liaison: Elmer Beltran

Guests (Visitor Sign-In): Claudia Del Rio; Guadalupe Perez; Blanca Navarrete; Lupe Nunez; Julieta Martinez
- IV. **Public Comments:** There were no Public Comments.
- V. **Approval of Notes from Task Force Meeting of January 26, 2012:** It was **motioned/seconded** and passed by majority vote to approve the notes from the Task Force Meeting of January 26, 2012. (13:0:0:6)
- VI. **Financial Report:** The financial report was reviewed.
- VII. **Attendance Report:** TF member attendance at meetings, clean-up, and other events were reported.
- VIII. **Presentations:**
 - a. Photo-Voice – Lupe Nunez from Tiburcio Vasquez Health Center gave a presentation about the PhotoVoice program, and answered TF members questions. Ms. Nunez looks forward to working with the TF.
 - b. Illegal Dumping Reporting Rewards Program – Lieutenant Mark Koller, Northern District Commander, spoke about the challenges of implementing such a program, from convincing citizens to report illegal dumping to the limited resources and availability of HPD to respond to such reports. Discussion took place about the legal aspect; violators must be caught in the act; those reporting such incidents must be able to positively identify the suspects; and conclusive evidence must be collected in order to prosecute.

TF members discussed other ideas on how to address the issue; post signage in habitual areas, listing contact and reporting information in both English and Spanish; the use of cameras; and the importance of encouraging citizens to report illegal dumping immediately. TF members commented that it is critical that citizens report dumping immediately so that city staff can respond and clear it away before the site becomes a habitual dumping spot.

- c. Business Planning – Chair Bowers reviewed a proposed revision to the KHCG Business Plan. The plan currently includes two areas of focus, 1) “Clean Up,” to preserve the environment and enhance the visual appearance of the City, and 2) “Education and Marketing,” to utilize education and outreach to ensure individuals, volunteer groups, businesses, and municipal resources are involved and participate in keeping our city clean and green.

During the January meeting it was proposed that a third area of focus be added “Clean and Green Policy,” the goal will be to suggest, influence and promote City Ordinances and processes that support a clean and green environment.

After discussion it was **motioned/seconded** and passed by majority vote, to revise the KHCG Business Plan to add a third area of focus “Clean and Green Policy” as noted above. (13:0:0:6)

IX. Clean Up Events/Activities:

- a. January 28, 2012 – South Garden Neighborhood – TF Member Banks thanked Vice Chair Clifton for stepping in to help organize the event in TF Member Catlow’ absence. Chair Bowers reported that there were thirty-seven volunteers, nineteen staff members, collected one hundred and nineteen items of which fifteen were bags full of litter and twenty-one were shopping carts. At this time Matt McGrath reviewed the Shopping Cart Ordinance and policy and enforcement efforts.
- b. February 24, 2012 Tyrell-Glassbrook Neighborhood – Vice Chair Clifton reported that the Glassbrook Neighborhood Association holds monthly clean-ups in their area on the second Saturday, and several members of the Tyrell Neighborhood Association perform litter removal and report graffiti and dumping issues in the Tyrell Neighborhood daily. Logistics and administrative procedures were discussed.
- c. March 24, 2012 Eldridge Neighborhood – TF Member Monica Ruiz asked for clarification on the parameters of the clean up area. Vice Chair Clifton suggested contacting the Eldridge Elementary School Principal to notify students of the event. It was noted that ample time needs to be given to students and their families.

X. Education and Marketing:

- a. Youth Commission – Youth Commissioner Elmer Beltran reported that he is encouraging the Youth Commission to regularly participate in the KHCG clean-ups, and that the group is still interesting in participating in the Adopt-a-Block program and is expected to complete the application soon.
- b. Environmental Education – Chair Bowers reported that the Environmental Education Sub-Committee is working on designing a four module type of presentation that would consist of 1) help school age children understand that Earth provides our resources, 2) pollution and what happens when we pollute the Earth, 3) what should we do about pollution, reuse, recycle, reduce so that, 4) we can live healthy lives. The group will be meeting again to expand and develop their ideas.

TF Member Oliva suggested that the TF develop a slogan campaign to educate citizens on the need and their responsibility to contribute to keeping our neighborhoods and communities litter and graffiti free. This item will be placed on the March agenda for further discussion.

At this time TF Member Ruiz suggested putting signage on all City garbage cans to encourage putting litter in its place. Chair Bowers asked staff to find out who in what department the TF would talk to about getting permission to implement a signage program. This item will be placed on a future agenda for discussion. It was noted that Waste Management services the garbage cans, but the cans are City property.

- c. Sustainability – No new information to report.

XI. Action Items and Issues:

- a. Chair Report (Bowers) – Chair Bowers reported that Science in the Park will take place on October 6, 2012. TF members were encouraged to participate. Chair Bowers reported that the first event planning meeting will be held on Wednesday, February 29, from 3:30 to 4:30 at the in Union City Kaiser. Chair Bowers reported there are two new Adopt-a-Block participants, 1) Glassbrook Neighborhood Association, and 2) the Vargas Family adopting Marin Avenue from Happyland to Hesperian.
- d. Round Table - TF members were given an opportunity to comment on any suggestions/ideas they may have.

At this time, Vice Chair Clifton thanked Dan Henriques for his efforts performing litter removal in the downtown area.

XII. City Status Reports/Updates: Stacey Bristow reported that the Graffiti Brochure is going to print and will be ready in about ten days; they will be available to view at the March meeting.

Matt McGrath reported that he will be attending a presentation on the updated Merlin Device, an anti graffiti detection device that detects the sound of spray cans and electronically notifies police. Mr. McGrath also reported that he will be researching the cost of a new mobile digital board. Mr. McGrath will provide an update on both items at the March meeting.

Colleen Kamai reported that the Stop Urban Blight membership has been processed and provided a brief outline of member benefits.

At this time Vice Chair Clifton asked staff for an update on the improvements to storefronts on Foothill Blvd. Stacey provided a brief update on the timeline of what will be happening both on street and sidewalk construction, as well as, storefront improvements.

At this time TF Member Oliva suggested using her family pet “Max” as the task force mascot. This item will be placed on a future agenda for discussion/consideration.

XIII. Review Future Agenda Items: Graffiti Reporting Hot Line (Technical issues); Review Finance Committee (Role/Purpose); Discuss Revisions of Misdemeanor Consequences for Graffiti Vandals (Horner); Illegal dumping; Update on Merlin; Update on New Portable Digital Sign; Revisit Slogan Ideas; Promotional Items; Mascot Options: Signage on Garbage Cans; Access Hayward Phone Line (Technical issues)

XIV. Next Meeting: March 22, 2012

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

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

Individual/Organization	Amount	Comments
TOTAL	§ -	