



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
Regular Meeting - 7:00 PM
April 26, 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 [March 22, 2012](#) (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
- VII. Attendance Report (7:25pm – 7:30pm)
- VIII. [Clean Up Events](#) (7:30pm – 7:45pm)
 - a. March 24, 2012 Eldridge Neighborhood (Banks/Ruiz)
 - b. April 28, 2012 Jackson Triangle Neighborhood-300+ Volunteers (Trivedi/Bowers)
 - c. May 19, 2012 Annual Clean Up Day Event City Wide – Weeks Park
 - d. Adopt-a-Block Program Updates (Bowers)
- IX. Education and Marketing (7:45pm – 8:05pm)
 - a. Anti-litter Campaign
 - b. Youth Commission (Beltran)
 - c. Environmental Education (Oliva / Bowers)
 - d. Sustainability (Oliva)
- X. Clean and Green Policy (8:05pm – 8:10pm)
- XI. Action Items and Issues (8:10pm – 8:45pm)
 - a. City-Wide Garage Sale (Enders)
 - a. Signage for Garbage Cans - Update (Ruiz)
 - b. Finger Printing Costs (\$32/person) – Update (Bristow)
 - c. Street Parties Schedule – Update (Bowers)
 - d. Promotional Items - Update (Banks/Bowers)

- e. Supplies
 - i. Biodegradable Garbage Bags
- f. Chair Report (Bowers)
- g. Roundtable (all)

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

XIII. 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)

XIV. Next Meeting May 24, 2012

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
March 22, 2012

- I. **Call to Order:** Meeting called to order at 7:04 p.m. by Vice Chair Lloyd Clifton
- II. **Pledge of Allegiance:** The Pledge of Allegiance was led by TF Members
- 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: Florine Banks; Lloyd Clifton; Heather Enders; Suzanne Gayle; Rich LaPlante; Laura Oliva; Jennifer Ong; Monica Ruiz; Tawana Smith; Kathy Super; Vishal Trivedi

Task Force Members Absent: Carolina Abatayo; Blytha Bowers; Chuck Horner; Braxton Banks; Christopher Catlow; David Haines; Rev. Desmond Henry; Doug Ligibel

Youth Commission Liaison: Elmer Beltran

Guests (Visitor Sign-In): Alissa Sanders, LPS Hayward School Newspaper; Mary Thomas City of Hayward
- IV. **Public Comments:**

Alissa Sanders reported that an article about the TF was published in the News & Events section of the March edition of her school newspaper along with the March clean-up flyer. Ms. Sanders commented that about forty students indicated, by show of hands, that they intended on participating at the March event, weather permitting.

Rich LaPlante announced that the Illegal Dumping Ordinance is scheduled to be discussed at the March 27 City Council meeting, he encouraged TF members to attend in support of the ordinance.

Kathy Super announced that the City of Hayward was one of the first cities in the bay area to purchase fuel cell technology to replace aging diesel engines that run the water treatment plant. Ms. Super remarked we will soon be creating and selling energy back to PG&E. Ms. Super commented that the current system uses 20% of the energy the City of Hayward pays for each month and noted that the cost has been helped with a five million dollar grant from the State PUC.
- V. **Approval of Notes from Task Force Meeting of February 22, 2012:** It was **motioned/seconded** and passed by majority vote to approve the February 22, 2012 meeting notes. (11:0:0:8)
- VI. **Financial Report:** The financial report was reviewed. It was **motioned/seconded** and unanimously passed to approve the purchase of ten boxes of garbage bags (11:0:0:8). Staff was asked to purchase recyclable bags if possible.
- VII. **Attendance Report:** TF member attendance at meetings, clean-up, and other events were reported.
- VIII. **Presentations:**
 - a. Review Finance Committee Role/Purpose – Vice Chair Clifton reported that the Finance Committee (FC) consisting of two TF members and the Vice Chair was established by the TF for the purpose of screening community/civic funding requests not exceeding \$250 for activities that are in support of the task force

mission. The FC meets informally, as needed, to review funding request submissions prior to regular scheduled TF meetings. Financial requests will then be presented by the FC to the TF with an oral summary and recommendation. At the regular TF meeting the TF Chair will call for an official TF vote for the record. This process was formed in order to reduce time spent during regular TF meetings discussing items of this nature.

It was noted that the TF originally approved the amount of \$3,000 out of the TF budget to be set aside each fiscal year for funding request. It was further noted that, to date, the available funds have been underutilized because it has not been publicized and that any unused funds have been applied to other KHCG expenses. TF members commented that the \$3,000 set-aside amount should be included on the monthly financial report. Discussion took place about potentially reducing the set aside amount.

IX. Clean Up Events/Activities:

- a. February 24, 2012 Tyrell-Glassbrook Neighborhood – Vice Chair Clifton reported that though the amount of garbage collected was less than usual, likely due to the two neighborhood groups performing more regular clean-up activities, that there were a significant increase in large items collected such as furniture items. Mr. Clifton reported that there were fourteen mattresses collected.
- b. March 24, 2012 Eldridge Neighborhood – Vice Chair Clifton reminded the group to expect approximately two hundred volunteers. Logistics and administrative procedures were discussed.
- c. April 28, 2012 Jackson Triangle Neighborhood – Vice Chair Clifton reported that a large group of volunteers, approximate three hundred are expected. Logistics and administrative procedures were discussed.
- d. Adopt-a-Block – TF members were reminded to visit the adopt-a-block webpage.

X. Education and Marketing:

- a. Anti-litter Campaign – TF members shared concepts of catchy slogans and mascot ideas and were encouraged to communicate their ideas directly to Chair Bowers.
- b. Youth Commission – No new information to report.
- c. Environmental Education – TF Member Laura Oliva reported that the Environmental Education sub-committee is continuing their work to develop a four module presentation. Ms. Oliva said the goal is to give the presentation to all HUSD elementary schools possibly beginning in the Fall depending on the ability to successfully develop a schedule that works for those involved in the process.
- d. Sustainability – TF Member Oliva reported the next Sustainability Committee meeting is scheduled for April 4.

XI. Clean and Green Policy:

- a. Recommendation to Revise Misdemeanor Consequences for Graffiti Vandals - Vice Chair Clifton reported that TF Member Chuck Horner has submitted a request that the TF make a formal recommendation to change the current punishment for misdemeanor graffiti offenses as follows: Misdemeanor graffiti vandals will be required to perform a minimum of one hundred hours of community service specifically assigned to graffiti abatement, and the loss of their driving license for twelve months. If they do not have a license because they are underage, they must wait an additional twelve months before they can apply for their license.

Stacey Bristow reported that staff has met with a consultant who works with various cities on graffiti issues including enforcement. Ms. Bristow remarked that staff will evaluate their services to determine if it is

something the City can benefit from. Additionally, staff will be looking into what steps will need to be taken by the TF to make a formal recommendation.

XII. Action Items and Issues:

- a. Signage for Garbage Cans – TF Member Monica Ruiz shared her concepts for anti-litter decals for City garbage cans. TF members talked about using anti-graffiti materials, how many garbage cans there are, the cost involved, and who would be responsible for maintaining the decals.
- b. Finger Printing Costs – Stacey Sorenson reported that TF members participating in the school presentations will require finger printing, and asked the TF to determine how they want to proceed with the process and cost. TF members commented that they have already been through the finger printing process for other organizations and wonder if they will be required to do it again. Staff was asked to follow up and report back at the April meeting.
- c. Promotional Items – TF Member Florine Banks reported that promotional items need to be purchased for the upcoming Street Parties. No action was taken at this time; the item will be brought back on the April Agenda. It was suggested that an inventory be taken to determine exactly what is needed.
- d. Chair Report (Bowers) – Vice Chair Clifton encouraged TF members to attend the March clean-up.
- e. Round Table - TF members were given an opportunity to comment on any suggestions/ideas they may have.

TF members were encouraged to continue to come up with ideas of a slogan, which will be used by the TF to convey a consistent message of keeping our neighborhoods clean, and what and how community members can do to help. TF members spoke about the significant noticeable improvement of graffiti abatement efforts within the City. Some commented that there remains a significant graffiti problem on the sound walls, identified as property of Union Pacific Rail Road. In response to TF questions, staff confirmed the upcoming budget process, how it relates to the TF. Ideas about working with nonprofit organizations to schedule neighborhood pick-ups for donated items were discussed as a way to help residents to discard unwanted items in a more efficient manner than dumping, or possibly donating dumpsters, at a cost to the TF, to selected residents in order to help them discard items, which they would otherwise be unable to discard that end up piling up on their properties.

XIII. City Status Reports/Updates: No updates at this time.

XIV. Review Future Agenda Items: Graffiti Reporting Hot Line (Technical issues); Review Finance Committee (Role/Purpose); Discuss Revisions of Misdemeanor Consequences for Graffiti Vandals (Horner/Bristow); 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); City-wide Garage Sale (Enders)

XV. Next Meeting: April 26, 2012

XVI. The meeting was adjourned at 8:55 p.m.

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

Individual/Organization	Amount	Comments
Finance Committee Annual Allocation	\$ 3,000.00	Balance rolls back into budget if funds not utilized
Waxie Sanitary Supplies	\$ 257.96	Purchase Garbage Bags (expense approved at 3/22 meeting)
TOTAL	\$ 3,257.96	