



PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force
Hayward City Hall, Room 2A
7:00 PM
March 27, 2014

REVISED **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 27, 2014 (7:15pm – 7:20pm)
- VI. Financial Report (7:20pm – 7:25pm)
 - a. Expenditure Updates/Reports
- VII. Cleanup Events (7:25pm – 7:40pm)
 - a. March 22, 2014 Upper B Street Neighborhood (Super/Perini)
Meet at: Corner of B Street and Vermont Street
 - b. April 26, 2014 Jackson Triangle Neighborhood
Meet at: Former John Muir School Site 24823 Soto Road
 - c. Adopt-a-Block Program (Bowers)
- VIII. Education and Marketing (7:40pm – 7:45pm)
 - a. Youth Commission
 - b. Sustainability (Oliva)
- IX. Clean and Green Policy (7:45pm – 7:50pm)
 - a. Graffiti Vandalism Prevention – Ad Hoc Committee Update (Bowers / Horner)
- X. Action Items and Issues (7:50pm – 8:25pm)
 - a. 2014 Clean-Up July – December Schedule/Projects
 1. Special Planting Project – July (Proposed Sites)
 2. High School Challenge August – November (Horner/Gayle)
 3. Shoreline Clean-up Day (Enders)
 - b. Proposal for Chair and Vice-Chair Seat (Bristow/Bowers)

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- c. KHCG Task Force Administrative Support (Bristow)
- d. Term Limits and Recruitment (Bristow)
- e. Third Annual City Wide Garage Sale – Ad Hoc Team Report/Update (Enders/Clifton)
- f. Chair Report (Bowers)
- g. Roundtable

XI. City Status Reports/Updates (8:25pm - 8:30pm)

XII. Presentation (8:30pm - 8:55pm)

- a. Gang Graffiti – HPD Sergeant Dan Olsen

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

- a. Nomination and Election – Chair & Vice-Chair (April)
- b. Finance Committee Purpose/Role (March/April 2014)
- c. KHCG Task Force Safety (March/April)
- d. Rebuilding Together - Overview of volunteer-driven programs and services (April)
- e. Anti-litter Campaign (Bowers)
- f. Adopt-a-Block Day
- g. Make a Difference Day October 25, 2014 – Ad Hoc Team (April/May)

XIV. Next Meeting April 24, 2014

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) 583-4340, 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 27, 2014

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

II. Pledge of Allegiance: The Pledge of Allegiance was led by TF Member Kathy Super

III. Roll Call:

City Council & Staff: Lawrence McGrath, Director of Maintenance Services; Colleen Kamai, Executive Assistant

Task Force Members Present: Carolina Abatayo; Blytha Bowers; Lynne Clifton; Radonna Foley-Scott; Heather Enders; Suzanne Gayle; Chuck Horner; Rich LaPlante; Robert Miller; Laura Oliva; Tony Perini; Tawana Smith; Moses Sullivan; Kathy Super; Wandra Williams

Task Force Members Absent: Florine Banks; Dana Caines; Aisha Wahab

Youth Commission Liaison: Gerardo Barcenas

Guests (Visitor Sign-In): None

IV. Public Comments: TF Member Robert Miller commented on an area on Winton Blvd. from Hesperian to D Street that has a high level of overgrown weeds and garbage.

TF Member Kathy Super commented that likes the new landscape area on the corner of Soto Road and Jackson Road.

V. Approval of the Summary Notes from January 23, 2014: It was **motioned/seconded** (Perini/Oliva) and passed by majority vote to approve the January 23, 2014 meeting notes with the correction that TF Member Radonna Foley-Scott was present for the meeting and should not have been listed as absent: (13:0:1 abstention:4 absent)

VI. Financial Report:

a. Expenditure Proposals –

In response to TF inquiry at the February meeting, staff reported that the TF contributed \$1,500 to the cost of the fountain landscape project at the Library in 2009. Additionally, staff reported that the business cards have been ordered at a cost of approximately \$55 plus tax and water bill inserts are on track to cost approximately \$1,000 the TF will need to finalize content by April/May.

Chuck Horner volunteered to do research for the type of canopy they would like to purchase and report to staff. Staff provided cost estimates for the cost of purchasing safety vests with the KHCG Logo. After discussion the TF provided staff with direction on the style, color, quantity, and sizes of vest to order. It was **motioned/seconded** (Horner/Gayle) to allocate up to \$700 to purchase four dozen safety vests (variety of sizes) with the KHCG logo on the back (13:0:1 abstention:4 absent)

Matt McGrath reported that the correct cost per decoy camera is \$500 not \$1,500 as was reported at the February meeting. With the clarification that the actual cost to purchase two additional decoy cameras would only be \$1000, the TF asked staff if the \$2,000 difference of the amount previously allocated could be used to assist

Maintenance Services with the cost of replacing one of their real cameras that was stolen. Staff will research the options and report at the March meeting.

At this time the group shared ideas for a special landscape project that they approved a budget of \$1,000 for.

b. StopUB Zero Graffiti International Conference in Phoenix April 22-25, 2014 – Horner – Chair Bowers reported that TF Member Chuck Horner was chosen to receive the 2013 Graffiti Fighter Award at the 2014 StopUP Zero Graffiti International Conference. Staff reported that as an award recipient the conference registration fee is waived. The cost of airfare and hotel accommodations, which are expected to cost approximately \$800, will need to be paid for. After discussion it was **motioned/seconded** (Oliva/Foley-Scott) to approve up to \$1,000 to pay for the cost of airfare and hotel accommodations for TF Member Chuck Horner to attend. (13:0:1 abstention:4 absent) Chuck will be asked to provide a comprehensive report on the conference and workshops at the April or May meeting.

VII. Cleanup Events/Activities:

- a. January 25, 2014 South Garden Neighborhood – Chair Bowers reported on the total stats since August 2010; 2,175 volunteers; 4,712 items collected (4,000 bags of trash and debris, 351 shopping carts, 163 tires, 202 mattresses, and a lot of miscellaneous items); 2,940 hours of community service. She also mentioned that the January cleanup went well.
- b. February 22, 2014 Tyrrell-Glassbrook Neighborhood – TF members talked about the high level of illegally dumped items throughout the cleanup area. It was noted that it appeared as if the residents put items out in anticipation of the KHCG event. Matt McGrath reported that notices, in accordance with the Illegal Dumping Ordinance, were sent to properties that were found to have garbage and debris dumped on the sidewalk and area in front of their properties. The group discussed future neighborhood outreach efforts to educate residents that the KHCG cleanup events are not setup to collect their unwanted household items/furniture and to provide them information about the Illegal Dumping Ordinance, and about contacting Waste Management for residences that are eligible for a bulky item pickup free of charge once per year. It was also noted that there are quite a few “will haul” pickup trucks parked around the neighborhood that may or may not be part of the problem.
- c. March 22, 2014 – Upper B Street Neighborhood - Logistics and administrative procedures were reviewed. TF members Kathy Super and Tony Perini are the contacts/coordinators for the event. TF Member Chuck Horner suggested that Kathy and Tony work with local businesses to offer coupons to event volunteers.

At this time, Chair Bowers reported that she has a scheduling conflict for the October cleanup and asked if someone would volunteer to take the lead the day of the event in her absence, which is expected to be a very large event in coordination with CSUEB Day of Service for freshman students.

- d. Adopt-a-Block Program – Chair Bowers reported that there are currently 21 adopt-a-block groups and at least 10 pending the application process.

VIII. Education and Marketing:

- a. Youth Commission - Youth Commissioner Gerardo Barcenas reported that the Youth Commission is planning to attend the City Wide Cleanup in May.
- b. Sustainability (Oliva) – TF Member Laura Oliva reported that the Sustainability Committee met on January 29, 2014. TF members were encouraged to visit the Sustainability Committee page of the City website to view detailed information about the meeting.

IX. Clean and Green Policy:

- a. Graffiti Vandalism Prevention – Chair Bowers reminded TF members of the new process to report any graffiti paraphernalia they encounter over the course of the cleanup event to the appropriate person at HPD. Contact information will be provided as part of the monthly cleanup packet.

X. Action Items and Issues:

- a. 2014 Clean-Up July – December Schedule/Projects – The TF members discussed prior discussions around the proposed schedule/projects.
 1. Adopt-a-Block Day in July – The adopt-a-block day proposal is to invite all existing adopt-a-block groups city wide to schedule a cleanup day on July 26. The event would give high exposure to the adopt-a-block program and could be an opportunity to present each group with a certificate of recognition.
 2. High School Challenge August – November – After discussion the TF confirmed that the August – November cleanup events will be staged at high school sites. August will be at Moreau, September at Mt. Eden, October at Tennyson High, and November at Hayward High. It was noted that nearby middle schools and elementary schools should be included in the events. TF Member Horner and Gayle talked about how to design the “challenge” piece. TF Members Gayle, Horner, and Smith volunteered to work together to come up with some ideas.
 3. Special Planting Project (Plans/Tree Landscaping Area) - After discussion the TF decided to schedule the special planting project in July in lieu of the previously proposed Adopt-a-Block Day. TF members advised staff that the project should be a “hands-on” project with TF members and volunteers. Staff and TF members talked about suggested sites. TF members were asked to identify city owned sites over the course of their day-to-day activities and to be prepared to talk about them at the March meeting. TF Member Tawana Smith commented that she would still like to see an Adopt-a-Block Day if not this year, next. TF Member Lynne Clifton suggested that it could be in conjunction with the City Wide Cleanup Event.
 4. Shoreline Cleanup Day (Enders) – TF Member Heather Enders reported that the event was the third Saturday in September last year, but it has not been posted yet for 3014.
- b. Third Annual City Wide Garage Sale – TF Member Lynne Clifton reported that the ad hoc committee met and identified the event date as August 9, 2014 from 8:00am-1:00pm. She added that they are working on; the content for the webpage, outreach for advertising, possibility of various types of signage, and the possibility of giving participants access to a recycling drop off center.
- c. Chair Report (Bowers) – Chair Bowers talked about the upcoming Science in the Park event on October 4, 2014. She mentioned it would be helpful if a TF member could attend the event planning meetings, and encouraged TF members to volunteer to staff the KHCG booth.
- d. Roundtable – TF members were given an opportunity to comment on any suggestions/ideas they may have and to report on any activities they have participated in.

City Status Reports/Update: TF members were reminded to complete their Ethics and Sexual Harassment Training before the March 31st deadline.

XI. Review Future Agenda / Action Items: This item was not reviewed.

XII. Next Meeting: March 27, 2014.

XIII. Adjournment: The meeting was adjourned at 9:09p.m.

FY2014 Financial Report As of March 1, 2014

KHCG expenditures

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
7/1/2013	Credit: Budget Allocation	N/A		\$10,000.00	\$10,000.00
	Credit: Waste Management Grant	"Think Green Award"		\$3,600.00	\$13,600.00
	Credit: Waste Management Grant	Balance "Think Green Award"		\$400.00	\$14,000.00
	Folger Graphics	Water Bill Inserts	\$961.55		\$13,038.45
	Southwest Airlines	Airfare to StopUB Graffiti International Conference	\$270.00		\$12,768.45
	Sheraton Crescent Hotel	Hotel Accommodations StopUB Graffiti International Con.	\$400.80		\$12,367.65
	CEC Print Solutions	Box of 500 KHCG TF Business Cards	\$59.71		\$12,307.94
				Total Credits:	\$14,000.00
			Total Expenses:	\$1,692.06	
			Total Remaining in Budget:		\$12,307.94

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

Allocations Made for Specific Projects Fiscal Year 2014

Date	Individual/Organization	Amount	Comments
1/23/2014	TBD	\$1,500	Cost of advertising for 3rd City Wide Garage Sale
1/23/2014	TBD	\$3,000	Cost to purchase cameras for use by Maintenance Services in graffiti/dumping hot spots
1/23/2014	Folger Graphics	\$1,000	Cost of second water bill insert distribution (May)
1/23/2014	TBD	\$500	Cost to purchase two new canopies
1/23/2014	TBD	\$1,000	To purchase flowers/plants/trees for a special planting project
2/27/2014	TBD	\$700	To purchase 4 dozen safety vests w/KHCG logo on back
	TOTAL	\$7,700	

Remaining Budget \$12,307.94
 Allocations \$ 7,700.00
Balance \$4,607.94