

REVISED



## PLEASE BRING YOUR CALENDARS

Keep Hayward Clean and Green Task Force  
**Hayward City Hall, Room 2A**

**7:00 PM**  
**October 23, 2014**

### **Regular Meeting** **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)*
- V. Presentation – Greg Galati, Measure C Funding Proposal (7:10pm)
- VI. Approval of the Summary Notes from October 2, 2014 (7:25pm)
- VII. Financial Report (7:30pm)
  - a. Discretionary Expense Under \$500
- VIII. Task Force Priorities - Business Plan Proposal / Update (Bowers/Bristow) (7:35pm)
- IX. Clean Up's, Upcoming Events, and Projects (7:50pm)
  - a. October 4, 2014 Science in the Park (Post-Event Report - Horner/Gayle)
  - b. October 25, 2014 (Make a Difference Day) Whitman/Mocine Neighborhood Meet at: Tennyson High School 27035 Whitman Street (Pre-Event Report - Bowers/Clifton/Banks)
  - c. November 22, 2014 East Avenue Neighborhood/Mission-Foothills & Upper B Street Meet at: Hayward High School 1633 East Ave. (Pre-Event Report - Gayle)
- X. Action Items & Issues (8:10pm)
  - a. 2015 Meeting Schedule – Approval (Kamai)
  - b. 2015 Clean Up Schedule & Staging Area Proposal – Discussion (LaPlante)
  - c. Proposed Special Meeting December 4, 2014 – Discussion/Approval
- XI. Staff & Task Force Member Status Reports/Updates (8:40pm)
- XII. Review Future Agenda/Action Items (8:55pm)

- a. Finance Committee Purpose/Role
- b. KHCG Task Force Safety
- c. Anti-litter Campaign (Bowers)
- d. Annual Coastal Cleanup Day 2015
- e. Chair/Vice-Chair/Second Vice-Chair Discussion/Nomination/Elections (January 2015 (See 2/28/13 motion to hold nominations/elections every two years in January starting 2014/see April 2014 Summary Notes – nominations/elections postponed)
- f. Past, Present, Future – Direction of TF (November/ December)
- g. 2015 Clean Up Schedule and Assignments (November/ December)

XIII. Next Meeting November 20, 2014 (Tentative Special Meeting December 4,2014)

XIV. 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



**DATE:** October 23, 2014

**TO:** Keep Hayward Clean and Green Task Force (KHCG)

**FROM:** Stacey Bristow, Deputy Director of Development Services

**SUBJECT:** 10/23/2014 Presentation – Greg Galati, Measure C Funding Proposal

The information attached is forwarded to you at the request of Mr. Greg Galati and is related to Agenda Item V of the October 23, 2014 meeting agenda.

Attachments:

Attachment I – Memo from Mr. Greg Galati

**Date:** October 23, 2014

**To:** Keep Hayward Clean & Green Task Force

**From:** Greg Galati, Hayward Resident and Glassbrook Clean Team Leader,  
The Glassbrook Cleanup Team is one of the member teams of the  
Keep Hayward Clean & Green Task Force

**RE: PROPOSAL TO UTILIZE MEASURE C FUNDS TO HIRE MAINTENANCE CREW MEMBERS WHO WOULD SPECIFICALLY CLEAN HAYWARD LITTER HOT SPOTS ON A WEEKLY BASIS**

As the leader of the Glassbrook Cleanup Team (one of the member teams of the KHCG Task Force), please accept this proposal for your consideration.

**INTRODUCTION:**

First, let me recognize the excellent efforts of many stakeholders who tirelessly work to improve Hayward's appearance. Our neighborhoods look significantly improved thanks to the exceptional efforts of:

- **The Keep Hayward Clean and Green Task Force, led by Blytha Bowers.** The Task Force brings significant people-power, creativity and energy to our neighborhoods which look vastly improved as a result.
- **The Adopt A Block Program, also led by Blytha Bowers.** Many, many streets get consistent attention and look so much better!
- **The Streets Department led by Todd Rullman, under the leadership of Matt McGrath.** The Streets Department does exceptional work administering the New Illegal Dumping Ordinance and responding to Access Hayward requests. Response times and service are outstanding. We appreciate the superior support Streets Department gives to our Glassbrook Cleanup efforts. Additionally, Streets Department has expanded street sweeping in our neighborhood, and tirelessly works to remove illegally posted signage, and abate graffiti.
- **The Landscape Division, led by Thomas Rossi, also under the leadership of Matt McGrath.** The new trees along Huntwood and the regular watering through this drought have really beautified our neighborhood! The weeding and mulching on medians is a great service. Landscape Division maintains an excellent record of responses to Access Hayward requests .

This proposal is to add adjunctive support to the excellent efforts listed above.

**PROPOSAL SUMMARY:**

The Keep Hayward Clean and Green Task Force (and our Glassbrook Neighborhood Team as a member team) has been cleaning for more than 5 years. Major inroads have been made in keeping trash from building up, and it is essential these efforts continue. At the same time, city appearance on many major roadways still leaves much to be desired.

Certain litter “**hot spots**” in our neighborhood, and throughout Hayward, continue to build up litter on a rapid, weekly basis. These hot spots can be defined with the following criteria:

- Two to three blocks in length on major thoroughfares where there is a high volume of auto and foot traffic.
- At underpasses of transportation infrastructure such as BART underpasses or Union Pacific Railroad underpasses or intersections.
- Involve the medians, sidewalks and landscaped areas beyond the reach of street sweepers.
- Are often at retail areas where businesses, shops and commercial properties do clean litter in their parking lots, but do not address the litter on sidewalks, medians and landscaped areas directly outside their parking lots.

These **Litter Hot Spots** build up litter rapidly and look blighted within 1-2 weeks after a thorough cleanings by the KHCG Task Force, neighborhood teams, or Streets Department crews called out via Access Hayward.

In our neighborhood, for example, I would identify the following as **Litter Hot Spots**:

- Harder Road from Gading to Soto at the Union Pacific Train Underpass: Median and side landscaped areas up the embankments
- Harder Road from Jane to Mission at the Bart Underpass
- Santa Clara Street/ West Harder Road from Jackson to Bishop. Median, sidewalk, parking strip and landscaped areas adjacent to the roadway
- Tennyson Road at the BART Underpass and especially near the Bart Station from Leidig Court to Mission
- Huntwood Avenue from Schafer to Harris. This stretch along the Railroad Tracks is chronically littered as residents from the adjacent apartments unload litter from their cars directly onto the street rather than pack it back to a trash can in their apartment complexes.

Consistently, these hot spots show significantly litter returning within one week of a cleanup.

**PROPOSAL:** Identify the 25-30 toughest chronic **Litter Hot Spots** from throughout the City of Hayward. Use Measure C funds to hire and dedicate 2-3 Full Time (or equivalent) Streets Department / Landscape Division Team Members to pick up litter and trash on the medians, sidewalks and landscaped areas of each of these 2-3 block long hot spots throughout Hayward on a weekly basis.

By targeting approximately 25-30 of these 2-3 block litter hot spots, the City’s appearance could be significantly improved. This proposal is intended as an adjunct to the other significant efforts listed above, which would continue. It is one more tool in a growing toolbox of strategies to improve the appearance of our City. The chronically littered appearance of these hot spots is demoralizing to city residents and the chronically littered appearance of these hot spots is demoralizing to Cleanup Teams that have worked weekly in their neighborhoods for over five years.

For Hayward to look the way it should look, it is no longer adequate to wait until these hot spots build up sufficient levels of trash merit an Access Hayward request. Rather, it would be a shot in the arm to our efforts across Hayward to see major corridors routinely cleaned on a weekly basis.

**SOME BACKGROUND & HISTORY:**

It is my understanding that in 2007 (before the budget problems created by the Great Recession), the combined staffs of the Streets and Landscape Division totaled over 70 crew members. Some members had dedicated assignments to clean at least the medians of many major thoroughfares on a weekly basis. At present, the total stands at 53 staff members, a reduction of nearly 25%. Medians are cleaned “as needed” or as requested through Access Hayward. These departments do an excellent job with the resources available to them. More resources would allow for medians and sidewalks of “hot spot” areas to be cleaned weekly. Many neighboring cities do clean medians / sidewalks/ parking strip areas on a weekly basis in major high traffic corridors.

**IN SUMMARY:**

Thank you for considering this proposal. Please take **10 minutes to view the attached video tour** of several hot spots in my neighborhood. You can cut and paste this web address into your browser to take you there:

<https://www.youtube.com/watch?v=6dYxqlvGw9w>

This video tour (filmed August 6, 2014) will give you a sense of what our dedicated cleanup teams are facing. Please turn your volume knob up high to hear the presentation.

A preliminary copy of this proposal has been reviewed by KHCG Task Force Chair Blytha Bowers who expressed general interest in supporting it, but defers to the overall recommendation of the full Task Force. The proposal is scheduled to be presented to the KHCG Task Force at its October 23, 2014 meeting. If the KHCG Task Force is in support of this proposal, I respectfully request that a letter of recommendation/support be formally submitted to the Hayward City Council.

Thank you for your consideration,

Greg Galati

Glassbrook Cleanup Team Volunteer and Leader

(650) 454-0452



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
October 2, 2014

- 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 Lynne Clifton
- III. **Roll Call:**

**City Council & Staff:** Stacey Bristow, Deputy Director of Development Services; Colleen Kamai, Executive Assistant

**Task Force Members Present:** Florine Banks; Blytha Bowers; Lynne Clifton; Suzanne Gayle; Austin Intal; Rich LaPlante; Robert Miller; Maria Nasjleti; Natasha Neves; Veronica Sandoval; Tawana Smith; Lauren Vance; Wandra Williams

**Task Force Members Absent:** Radonna Foley-Scott; Chuck Horner; Laura Oliva; Tony Perini; Moses Sullivan; Kathy Super

**Youth Commission Liaison:** Gerardo Barcenas

**Guests (Visitor Sign-In):**
- IV. **Public Comments:** Chair Blytha Bowers welcomed newly appointed task force members to their first regular meeting.
- V. **New and Returning Task Force Member Introductions:** Newly appointed and returning task force members introduced themselves and provided a brief background on why they wanted to join the task force.
- VI. **Introduction – Frank Holland, Community and Media Relations Officer:** Mr. Frank Holland introduced himself, provided a brief background, and talked about his role as Community and Media Relations Officer for the City of Hayward. He talked about the City Wide Branding Marketing Initiative and explained the goal to develop a common voice with a clear message on how we communicate as a City. He looks forward to working with the task force to improve outreach strategies for the monthly clean-up events.
- VII. **Approval of the Summary Notes from August 21, 2014 and September 24, 2014:** It was **motioned/seconded** (Clifton/Banks) and passed by majority vote to approve the August 21, 2014 and September 24, 2014 meeting notes. (14:00:06 absent)
- VIII. **Clean Up's, Upcoming Events and Projects:**
  - a. October 4, 2014 Science in the Park – Task Force Member Suzanne Gayle demonstrated the bottle rocket project that will be done at the KHCG booth and provided information about the task force member assignments and the location of the booth.
  - b. October 25, 2014 (Make a Difference Day) – Chair Bowers reported she expects a high level of participation from Cal State University East Bay students. TF Members Lynne Clifton and Florine Banks reported they will meet with the principal of Tennyson High School to request

- his assistance in engaging students and family participation. Logistics and administrative procedures will be discussed in detail at the October 23 regular meeting.
- c. November 22, 2014 East Avenue Neighborhood/Mission-Foothills & Upper B Street – Task Force Member Suzanne Gayle talked about her efforts to meet with the principal of Hayward High School and reported that the event flyer will be posted on the Hayward Unified School District website.

**IX. Action Items, Issues, and Updates:**

- a. Agenda Format & Work Sessions October/November & Possible Special December meeting – Chair Bowers reviewed the Breakout Brainstorming Summary from the August 21, 2014 Special Meeting and talked about the level of commitment needed from task force members in order to analyze, select, implement, and accomplish some of the ideas presented. She reminded the group that as part of the business planning process the task force may need to hold additional meetings to narrow the list down.
- b. Business Planning - In connection with the item above, Chair Bowers reviewed and provided brief backgrounds about some of the existing initiatives i.e. Annual City Wide Garage Sale, Adopt-a-Block Program, Science in the Park, Make a Difference Day, and Graffiti Prevention. It was noted that the business planning process will be broke-up into phases over the course of several meetings.

Stacey Bristow asked task force members they will need to be mindful of the time commitment and level of resources needed when considering the various ideas presented. Chair Bowers added that the task force will need to be diligent in the business planning process, as to not take on more than they can accomplish.

Task force members added that it is important to have a better understanding of what each idea entails i.e. description of the idea, how much time and resources are needed and how many task force members it may take to accomplish the task. For that reason, task force members were asked to provide their feedback to staff. The feedback received will be compiled into a matrix for task force review as part of the business planning process.

The task force talked about adding special meetings versus holding pre-meetings to focus on the business planning process. After discussion the task force was not in favor of adding a Special Meeting on December 18. They asked staff to report back at the next meeting on the availability to schedule a Special Meeting the first week in December in lieu of the 18.

- c. Chair Report – No report given.
- d. Roundtable – TF members were given an opportunity to report on any activities they have participated in and/or submit referrals to staff.

**X. Next Meeting:** October 23, 2014

**XI. Adjournment:** The meeting was adjourned at 9:05p.m.

# FY2015 Financial Report As of October 1, 2014

## *KHCG expenditures*

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
7/1/2014	Credit: Budget Allocation	N/A		\$10,000.00	\$10,000.00
	Administrative Support		\$5,000.00		\$5,000.00
	Suzanne Gayle	Reimbursement - Science in the Park Project Supplies	\$163.13		\$4,836.87
	Stop Urban Blight	Graffiti Masters Event Sponsorship	\$250.00		\$4,586.87
		<b>Total Credits:</b>		<b>\$10,000.00</b>	
		<b>Total Expenses:</b>	<b>\$5,413.13</b>		
		<b>Total Remaining in Budget:</b>			<b>\$4,586.87</b>

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

## *Allocations Made for Specific Projects Fiscal Year 2015*

Date	Individual/Organization	Amount	Comments

Remaining Budget	\$4,586.87
Allocations	\$ -
<b>Balance</b>	<b>\$4,586.87</b>



**DRAFT**

**KEEP HAYWARD CLEAN AND GREEN TASK FORCE (KHCG)  
2015 MEETING SCHEDULE**

Meeting Location: CITY HALL  
2nd FLOOR CONFERENCE ROOM 2A  
777 B STREET  
HAYWARD, CALIFORNIA

Meeting Time: 7:00 P. M.

Meeting Dates: The Keep Hayward Clean & Green Task Force (KHCG) meets on the fourth Thursday of each month with two exceptions in November and December, or if otherwise noted.

January 22, 2015

February 26, 2015

March 26, 2015

April 23, 2015

May 28, 2015

June 25, 2015

July 23, 2015

August 27, 2015

September 24, 2015

October 22, 2015

November 19, 2015 (Third Thursday)  
(Moved from 11/26; conflict w/Thanksgiving Holiday)

December - NO MEETING SCHEDULED DUE TO HOLIDAY

# KEEP HAYWARD CLEAN & GREEN

## Clean-Up / Graffiti Removal Schedule 2015

Check the City of Hayward website for additional information [www.Hayward-CA.gov/KHCG](http://www.Hayward-CA.gov/KHCG)

### DRAFT

#### 2015 Clean-Up Schedule

<a href="#"><u>January 24, 2015</u></a> -	Meet at: Leidig Ct, adjacent to the UPRR tracks, n/o Tennyson Rd.	Area: Huntwood/Tennyson area
	TF M:	
<a href="#"><u>February 28, 2015</u></a> -	Meet at: Longwood Elementary School	Area: South Garden Area
	TF M:	
<a href="#"><u>March 28, 2015</u></a> -	Meet at: John Muir Elementary School	Area: Soto/Orchard Area
	TF M:	
<a href="#"><u>April 25, 2015</u></a> -	Meet at: Surrey Way, Park Elementary School	Area: Santa Clara/Winton Area
	TF M:	
<a href="#"><u>May 16, 2015</u></a> -	<b>*City Wide Clean Up Event (This is not a KHCG event; it is a City event and is included on this schedule for informational purposes). City Wide Clean Up Event</b> Contact: 510-583-4725 <a href="mailto:CleanUpDay@hayward-ca.gov">CleanUpDay@hayward-ca.gov</a>	
<a href="#"><u>June 27, 2015</u></a> -	Meet at: Folsom Ave @ Ruus Park (Adjacent to Ruus Elementary School)	Area: East Palma Ceia Area
	TF M:	
<a href="#"><u>July 25, 2015</u></a> -	Meet at: Gading Rd @ Glassbrook Elementary School	Area: Huntwood/Gading Area
	TF M:	
<a href="#"><u>August 22, 2015</u></a> -	Meet at: Moreau High School	Area: Mission Blvd Area
	TF M:	
<a href="#"><u>September 26, 2015</u></a> -	Meet at: Calaroga Ave @ Mt Eden High School	Area: West Palma Ceia Area
	TF M:	
<a href="#"><u>October 24, 2015</u></a> -	Meet at: Whitman St @ Tennyson High School	Area: Whitman/Tennyson Area
	TF M:	
<a href="#"><u>November 21, 2015</u></a> -	Meet at: East Ave @ Hayward High School	Area: East Ave/E St Area
	TF M:	