



PLEASE BRING YOUR CALENDARS

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

7:00 PM
March 26, 2015

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. Presentations (7:10pm)
 - a. Waste Management Contract Update (Erik Pearson)
 - b. Litter and Stormwater Quality & EPA Grant (Elisa Wilfong)
- VI. Approval of the Summary Notes from February 26, 2015 (7:40pm)
- VII. Financial Report (7:40pm)
 - a. Discretionary Expense Under \$500
 - b. 2015 Zero Graffiti Int'l Conference April 19-22, 2015 Santa Ana, CA (Horner)
 - c. Supplies (Kamai)
 - d. Promotional Items (Kamai)
- VIII. Action Items (7:55pm)
 - a. Attendance - Community Engagement Open House - June 8, 2015 4:30pm - 7:00pm (Bowers)
 - b. Panel Selection - Recruitment Interviews July 22, 2015 Time TBA (Bowers)
- IX. Community / Clean Up Events (8:05pm)
 - a. February, 28, 2015 South Garden Area/Longwood Elementary School (Post-Event Report Bowers/Foley-Scott)
 - b. March 28, 2015 Soto Rd./Orchard Area Meet at John Muir School Site / CSUEB Freshman Day of Service (Pre-Event Report Banks/Clifton)
 - c. April 25, 2015 Santa Clara/Winton Area Meet at Park Elementary School / CSUEB Freshman Day of Service (Pre-Event Report Gayle/Miller)

- X. Ad Hoc Team Reports/Updates (8:25pm)
 - a. Environmental Education (Attachment)
 - b. Outreach and Marketing (Attachment)
 - c. Clean and Green Policy (Attachment)

- XI. Announcements/Updates (8:40pm)
 - a. Chair Report
 - b. Staff Report/Updates
 - c. Roundtable

- XII. Review Future Agenda/Action Items (8:55pm)
 - a. Code Enforcement Presentation (Bristow – April)
 - b. Illegal Dumping Presentation (Rullman – April)
 - c. Bylaws (Bristow – May/June)
 - d. Finance Committee Purpose/Role
 - e. KHCG Task Force Safety

- XIII. Next Meeting April 23, 2015

- 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



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
February 26, 2015

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 Task Force Members

III. Roll Call:

City Council & Staff Todd Rullman, Interim Director of Maintenance Services; Stacey Bristow, Deputy Director of Development Services; Colleen Kamai, Executive Assistant

Task Force Members Present: Florine Banks; Blytha Bowers; Lynne Clifton; Radonna Foley-Scott, Arti Garg; Suzanne Gayle; Chuck Horner; Austin Intal; Rich LaPlante; Robert Miller; Maria Nasjleti; Laura Oliva; Veronica Sandoval; Tawana Smith; Moses Sullivan; Lauren Vance; Wandra Williams

Task Force Members Absent: Natasha Neves, Tony Perini, Kathy Super

Youth Commission Liaison: Gerardo Barcenas

Guests (Visitor Sign-In): Frank Crespo – Introduced himself

IV. Public Comments: None

V. Approval of the Summary Notes from January 26, 2015: It was **motioned/seconded** (Vance/Miller) and passed by majority vote to approve the January 26, 2015 meeting notes. (17:0:0:3 absent)

VI. Financial Report:

a. Discretionary Expense Under \$500

TF member Chuck Horner request reimbursement for registration cost related to attending the 2015 Zero Graffiti International Conference, April 19-22, 2015 in Santa Ana, CA.

It was **motioned/seconded** (Clifton/Banks) and passed by majority vote to approve reimbursement of \$295 to Chuck Horner for his out of pocket expense to register for the 2015 Zero Graffiti International Conference. (17:0:0:3 absent)

TF member Florine Banks reported that she and TF member Kathy Super took inventory of task force supplies and handouts. They recommend ordering additional bags, gloves, buttons, and seed packets.

At this time it was **motioned/seconded** (Horner/Clifton) and passed by majority vote to approve \$100 to purchase twenty boxes of size medium gloves. (17:0:0:3 absent)

All other items will be added to a future agenda for consideration.

VII. Nominations/Elections: Chair Bowers provided a brief summary of the nomination/election process. It was noted that the current term expires January 2016.

(Banks/Clifton) - nominate Blytha Bowers to continue as Chair.

Seeing no other nominations, it was **motioned/seconded** (Banks/Clifton) and passed by majority vote to elect TF Member Blytha Bowers to serve as Chair until the term expires in January 2016. (17:0:0:3 absent)

(Banks) - nominate Lynne Clifton to serve as Vice Chair.

Seeing no other nominations, it was **motioned/seconded** (Banks/Foley-Scott) and passed by majority vote to elect TF Member Lynne Clifton to serve as Vice Chair until the term expires in January 2016. (17:0:0:3 absent)

VIII. Community / Clean Up Events:

a. January 24, 2015 Huntwood/Tennyson Area Post-Event Report – Chair Bowers talked about administrative procedures for registering and checking in volunteers. TF members were encouraged to visit the website and register online to get familiar with the process.

b. February 28, 2015 South Garden Area Meet at Longwood Elementary School (Pre-Event Report Bowers/Foley-Scott) logistics and administrative procedures were discussed. Chair Bowers polled task force members about their availability to attend.

c. March 28, 2015 Soto Rd. / Orchard Area Meet at former John Muir School Site (Pre-Event Report Banks/Clifton) Chair Bowers provided update information on CSUEB participation and reviewed administrative procedures for checking in students.

d. CSUEB Freshman Day of Service – March and April Events (Pre-Event Report Bowers) – reported above.

IX. Action Items, Issues, and Updates:

a. Business Planning Breakout Session – At this time task force members broke-out into three ad hoc teams; Environmental Education, Outreach and Marketing, and Clean and Green Policy. Ad hoc teams were asked to identify what their determine priorities, what their main focus will be, what their action items will be and next steps. (Attachments I, II, and III)

At this time, Chair Bowers clarified that ad hoc teams are tasked with identifying priorities and develop strategies around those priorities. Ad hoc teams will provide regular reports on their efforts to the entire task force. Ad hoc teams should not take any action before reporting and obtaining approval from the entire task force. Ad hoc teams requesting items be placed on the agenda for approval and/or action should submit their request to staff, Chair Bowers, and Vice Chair Clifton at least two weeks in advance of a meeting.

X. Staff & Task Force Member Status Reports/Updates: Staff and task force members were given an opportunity to provide information and/or updates on community activities.

XI. Review Future Agenda/Action Items: Reorder supplies and handouts; 2015 Zero Graffiti International Conference Travel Expense Reimbursement Request (Horner)

XII. Next Meeting: March 26, 2015

XIII. Adjournment: The meeting was adjourned at 9:15p.m.

FY2015 Financial Report As of March 1, 2015

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
	Suzanne Gayle	Reimbursement - Gift Cards High School Challenge Moreau	\$20.00		\$4,566.87
	Chuck Horner	Reimbursement - Registration Cost 2015 Zero Graffiti Int'l Conference 4/19 Santa Ana, CA	\$295.00		
					\$4,271.87
		Total Credits:		\$10,000.00	
		Total Expenses:	\$5,728.13		
		Total Remaining in Budget:			\$4,271.87

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

Budget Balance		\$4,271.87
Allocations Approved Not Yet Posted	\$	600.00
Allocations Pending Approval	\$	2,223.78
Remaining Budget - Allocations		\$1,448.09

Allocations Made for Specific Projects Fiscal Year 2015 (APPROVED Not yet posted)

Date	Individual/Organization	Amount	Comments
1/22/2015	TBD	\$ 500.00	Water Bill Inserts
2/26/2015	Gloves	\$ 100.00	20 Boxes size medium gloves
		\$ 600.00	TOTAL

Allocations Made for Specific Projects Fiscal Year 2015 (PENDING APPROVAL)

Date	Individual/Organization/Item	Amount	Comments
3/26/2015	Chuck Horner	\$ 459.71	Hotel Accomodations 2015 Zero Graffiti Int'l Conference April 19-22, 2015 Santa Ana, CA
3/26/2015	Supplies (Size Large Gloves/Bags)	\$ 539.07	10 Cases Bags and 10 boxes large gloves
3/26/2015	Seed Packets (price estimate)	\$ 800.00	500 each, Cucumber, Lettuce, Tomato includes tax and shipping. (Replenish inventory)
3/26/2015	KHCG Buttons (price estimate)	\$ 425.00	1,000 with setup charge, shipping, tax (replenish inventory)
		\$ 2,223.78	TOTAL

Keep Hayward Clean and Green
Environmental Educational Ad Hoc Team
2/26/2015 Breakout Session Summary Notes

Utilize education and outreach to ensure individuals, volunteer groups, businesses, and municipal resources are involved and participate in keeping our city clean and green.

Ad Hoc Team Members:

Suzanne Gayle (Leader)
Tony Perini (Facilitator)
Laura Oliva (Scribe)
Maria Nasjleti
Gerardo Barcenas
Natasha Neves

Focus:

- High Schools - as follow up to the High School Challenge
- Don't spread ourselves too thin

How:

Survey school staff first, then students
Email and or short multiple choice surveys
City staff to approve
Google Forms or Survey Monkey
Gerardo started to create Google Form per email on 03/08/15
No final until approved by City Staff – Frank
Create survey for students of HS Challenge
Drawing for survey participation, everyone who fills out survey has chance to win movie tickets or other small item

Coordinate with KHCG teams:

Discuss our findings with Outreach and Marketing Ad Hoc Team to coordinate efforts

Next steps:

Get feedback from Tony and Natasha - questions, ideas to contribute?
Discuss Middle Schools & Elementary Schools
Assist Chabot Students to be educators, figure out how to engage them to implement the change they want to see

Action Items:

Laura send email to set up next meeting, will take place prior to next KHCG Meeting
Send summary to Colleen - sent 3/11/15
Suzanne's HS Challenge follow up email: (Not sent yet)

Proposed Survey Questions for High School Staff:

Who is leading the environmental education at your school?
Who are the current partners? (Stopwaste, PG&E, etc)
Do you have any student environmental clubs active now?
What is your green philosophy?
What are challenges to being green?
What is your plan to overcome those challenges?
Students:

Proposed Survey Questions for High School Staff (Post High School Challenge):

What worked and what didn't for your High School Challenge event?
What do you think would encourage your student body to participate?
How might we challenge Teachers and staff to join us?
(We always need additional adult supervision at clean ups.)
Would you like to encourage the student's family, friends, and neighbors to join us?
Do you have any suggestions on encouraging their participation?
What other programs would help your school out?
For instance, could we provide additional environmental education or materials?
Requested a debriefing meeting for HS Challenge staff to share experiences and gave some examples.
Requested a follow up discussion re: Adopt-A-Block program, school to adopt their block?
Who is leading the environmental education at your school?
Who are the current partners? (Stopwaste, PG&E, etc)
Do you have any student environmental clubs active now?
What is your green philosophy?
What are challenges to being green?
What is your plan to overcome those challenges?
Would you like to share this with some key members of your staff that are leading your environmental education? If so, please do so and provide us with the feedback.
Tree delivery done? If not, Suzanne to assist with arranging delivery of complimentary tree.

Keep Hayward Clean and Green
Outreach and Marketing Ad Hoc Team
2/26/2015 Breakout Session Summary Notes

Utilize education and outreach to ensure individuals, volunteer groups businesses, and municipal resources are involved and participate in keeping our city clean and green.

Ad Hoc Team Members:

Lauren Vance (Leader)
Austin Intal (Facilitator)
Kathy Super (Scribe)
Wandra Williams
Florine Banks
Tawana Smith
Chuck Horner
Radonna Foley-Scott

Focus:

- Newsletter, Edit of Flyer
- Email Distribution (Process of Approval/Protocol)
- Twitter (Increased Engagement + Exposure of KHCG TF) (City of Hayward Twitter Account # of Current Followers: 1,914)
- “Formal Branding Campaign” (Identity)
- Frank Holland (City, Point of Contact)
- Editing and Critique of Visuals
- Email Database Build-Up (Past + Present)
- NextDoor, Nixle Applications (Public Safety/Public Information) (Hayward Police Department Information) (Network + Outreach Efforts)
- Target Group/Demographic (Who?)
- Downtown Street Fair/Movie Night Planning (Suggested Documentary: “Mission Blue” (2014) (Volunteer Booth) (Utilizing Print, Social Media, and In-Person Booths to achieve maximum participation)
- Community Outreach Initiatives (Schools, Service Organizations) (Building a Comprehensive Contact list) (Contacting Multiple Times “Magic # 17”) (Bring Awareness of Commission, “Operation Noise”)

How:

Coordinate with KHCG teams:

Next steps:

Action Items:

Keep Hayward Clean and Green
Clean and Green Policy Ad Hoc Team
2/26/2015 Breakout Session Summary Notes

ITEM X. c.
ATTACHMENT I

Suggest, influence, and promote City Ordinances and processes that support a clean and green environment

Ad Hoc Team Members:

Arti Garg (Leader)
Veronica Sandoval (Scribe)
Rich LaPlante (Facilitator)
Lynne Clifton (Facilitator)
Wandra Williams
Moses Sullivan
Robert Miller

Focus:

- Antilittering including a tax on those business that contribute to littering (ie fast food)
- Ideas for water at clean up events
- Anti-graffiti (i) kids / restitution
- Consolidating items that individual members are doing and placing it under the task force umbrella
- Mattress recycling - need to research (Moises brought it up)
- EWASTE (joint venture products w/youth to encourage youth)
- Shopping carts
(Need to find out what city does with certain items picked up such as shopping carts)
- Block education

*Each item will need to be broken down as to how to enforce, amounts, reasonable, logistics

How:

- Prior ad hoc Worked on getting rid of plastic bags, manager apartments was responsible for getting rid of large item / trash dumped on property and food scrap waste by restaurants
- Green - resources, education, implementing laws that already exist and how to educate owners.
- Awareness options for owners
- Business to compost food waste
- Green permit (possibly expediting permits for solar panels, etc)

Coordinate with KHCG teams:

- Task force ideas

Next steps:

- Current efforts – what are current laws and ordinances
- Assess whether a law is needed or how to enforce
- See if Chamber of Commerce will come to KHCG meeting or a KHCG TF member attend, come up with questions for Waste Management

Action Items:

- What are the current ordinances for waste (augment ewaste, bus/comm) MOSES
- What are current contracts and options, make ppl aware LYNN

- Anti-graffiti formalize efforts / murals / grant BOB
- Anti-litter tax, policy, business appearance, green, look up rules / regs VERONICA
(Check Community preservation and code enforcement)
- Green building, awareness for residents / options ARTI