

PLEASE BRING YOUR CALENDARS

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

7:00 PM
April 21, 2016

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).*
- V.** Approval of Summary Notes from March 24, 2016 Regular Meeting (7:10pm)
- VI.** Presentation: Maintenance Services (Streets Maintenance Manager Affonso) (7:12pm)
- VII.** Action Items
 - a. : “Hearts of Hayward” Nomination (Bowers) (8:12pm)
 - b. : Ugliest Yard Contest (Ochoa) (8:32pm)
- VIII.** Financial Report (8:40pm)
 - a. Discretionary Expenses (under \$500)
- IX.** Community / Clean Ups and Upcoming events (8:45pm)
 - a. March 26, Longwood Elementary Prep (Romano-Pugh/Smith)
 - b. April 23, Burbank Elementary School (Banks/Clifton)
 - c. Science in the Park (Gayle/Bowers)
- X.** Announcements / Updates (8:55pm)
 - a. Chair Report
 - b. Staff Report/Updates

c. Roundtable

XI. Review Future Agenda / Action Items (8:59pm)

XII. Adjournment (9:00pm)

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
March 24, 2016

I. Call to Order:

Meeting called to order by Chair Bowers at 7:05 p.m.

II. Pledge of Allegiance:

Pledge of Allegiance led by TF member C. Horner.

III. Roll Call:

City Council & Staff: Rodney Affonso Jr, Streets Maintenance Manager; Brianne R. Elizarrey, Administrative Clerk II

Task Force Members Present: Blytha Bowers (Chair), Lynne Clifton (Vice Chair), Radonna Foley-Smith, Arti Garg, Suzanne Gayle, Jillian Hogan, Chuck Horner, Natasha Neves, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Tawana Smith, Dwight Turner, Lauren Vance, Anjani Varma

Task Force Members Absent: Alegra Angelo, Zuhail Bahaduri, Florine Banks, Angelica Moore, Laurie Tafoya, Wandra Williams

Youth Commission Liaison: Gerardo Barcenas

Guests (Visitor Sign-In): Christina McGhee-Esquivel (Earth Team), Erik Pearson (PWUES)

IV. Public Comments:

TF member Horner: Science in the Park is October 1, 2016 KHCG does want to participate. Chair Bowers has the application. April 1 at 2 p.m. HPD will be swearing in new officers. Please stop by City Hall to show your support. CERT Training from 6 p.m. – 9 p.m. starting on April 6th. There will be 6 classes in this series at City Hall. There is a new mural going up W. Winton across from Southland mall.

Guest Christina McGhee-Esquivel: Successfully identified an area to do a pre-litter assessment and post-litter assessment with her Earthteam group from San Lorenzo. They will be looking at the Weekes Park area for the May Citywide Cleanup. They would like to come to the May TF Meeting to present their findings to the TF. TF Member Horner will not be able to attend that meeting as he will be in Washington D.C. for a Police Unity tour.

Erik Pearson: Introduced the Litterati photo contest to the TF and asked if they will help promote the contest. The contest has been extended until May.

Staff Support Elizarrey: Soft Roll out of the website happened at the beginning of the month. The official launch of the site will be in the beginning of April. Staff announced that the Community and Media Relations Officer, Frank Holland, would be separating from the City – do to this staff would be working as a stop gap until his position is filled. Until that happens staff would be spread thin and is currently looking for additional help to support the TF.

V. Approval of Summary Notes from February 25, 2016 Meeting:

It was motioned/seconded (Neves/Clifton) and passed by majority vote to approve the February 25, 2016 meeting notes. (15:0:1abstain: 6 absent)

VI. Presentation: Graffiti (Sgt. Irizarry & Sgt. Sill):

Sargent Irizarry gave the first part of the presentation on Graffiti and how AccessHayward works as tracking mechanism to help build cases against taggers. There is an ordinance in place that requires home owners to remove graffiti promptly so that it does not encourage others to tag in the same place. Private residents cannot testify in court against taggers/ their photos are also not admissible in court. The best way for residents to help prosecute taggers is to always report in AccessHayward. Submit your photos (showing scale) to AccessHayward. Streets is also supposed to track the hours needed to abate in AccessHayward so that HPD can build a case around how much cost they have accumulated with the damage. HPD has the discretion with minors to reprimand and release back to parents or to pursue further charges including probation.

Sargent Sill gave the second part of the presentation on Gang tagging and what to look for while on cleanups. It is very important that the TF not cover up gang tags. They must report them to HPD through AccessHayward or HPD's non-emergency line. HPD uses the gang tags in helping to track gang activity. 70% of the homicides in Hayward are gang affiliated and there are about 400 + students in HUSD who are affiliated. Compared to Oakland and San Jose, Hayward's gang activity is much lower. Most of the gangs link back to the prison gangs. Sargent Sill showed many photos of gang tags from several different gangs around Hayward. He stressed several times that the TF was not to cover up gang tagging – they are to report it to AccessHayward or the non-emergency line so HPD can go out, document, and report then pass on to the proper channels for abatement.

He also mentioned that the Jr. Giants program would be starting soon and asked the TF to help get the word out about the program.

VII. Neat to the Street:

TF Member Garg: Did not find it to be effective to go around door to door and getting people to answer the survey. Most businesses that she spoke to had PM's that were responsible for keeping the area clean. She did find that most people wanted to ask about the sign ordinance.

TF Member Neves: Agreed and found that most of the people that she spoke wanted to talk about issues having to do with more than what the survey was asking.

TF Member Horner: Mentioned that when he went out he found it helpful to give out the TF Business cards with the calendar of cleanups and information about AccessHayward. They seemed happy to receive some type of outlet to be able to voice their concerns and issues to City Staff.

TF Member Vance: Asked if it was ever decided if the Staff would send out an email blast to the Economic Development email list about the survey. She suggested that in order to speed up the process perhaps they should go the online route.

Staff Support Elizarrey: The TF decided that the best route was to go door-to-door and personally engage with businesses so staff was asked not to send out an email or develop an online presence until after the TF had an opportunity to go out and make the first connections. The option is still on the table for the TF to revisit that.

VIII. Financial Report:

The TF sent out 236 mailers to the surrounding cleanup area. Costing \$110.92. TF Members Neves and Hogan asked if we knew for certain if we are getting a response by using the mailers. Staff said that there was an option on the online form to indicate where volunteers heard about the event. The TF Members asked that this also be included on the signup form so that they can track the effectiveness of the outreach method.

IX. Community/Clean-Ups and Upcoming Events:

a. February 26 Ruus Park (Horner/Moore)

128 volunteers. The collected 113 total items. Former TF members showed up to help and even a new Church came in. There were some concerns about the amount of dumping that happens when the TF comes out to cleanups. Neighbors still seem to think that TF is there solely for the purpose of picking up their bulky items.

TF members Neves and Hogan sorted the litter by category and were able to measure what was collected in cubic yards, which is the standard unit of measurement for the industry and for the City of Hayward. They asked the volunteers to separate the recycling from the trash before they went out cleanup.

TF member Vance if the TF could purchase new signs that would indicate where people should line up. The TF agreed that they would look at the placement of the signs, size, of the sizes and the material that the sign would be made of. Once all of that information was in one of the TF members will send the information to staff for pricing and purchase. TF Garg mentioned that they also still need the wasp nest, light, and door fixed by the next cleanup in April.

b. March 24, Longwood Elementary School (Smith/Romano-Pugh)

TF member Romano-Pugh asked that we start collecting the more tangible data (litter removed in cubic yards – number of volunteers) to start displaying on the website.

TF member Hogan agreed and also mentioned that she felt that the KHCG information was hard to find and that they were under represented. She would like to see more info graphics on the page showing the difference that the TF is making in and around Hayward.

c. April 23, Burbank Elementary (Banks/Clifton)

Vice Chair Clifton will be scouting the area with TF Member Banks in the following weeks.

d. October 1 Science in the Park

Chair Bowers reported that the TF will be participating in the event again this year and asked the TF to start thinking of who was going to volunteer for the event.

TF member Gayle mentioned that they would be doing the same experiment as last time, a miniature bottle rocket.

Some of the TF members expressed some desire to do an experiment that was more in line with what the TF actually does – something to do with recycling, sustainability, composting, or litter reduction.

TF member Gayle said that all of the materials that they build with are recycled and repurposed items. The TF expressed interest in possibly brainstorming more ideas during the next TF meeting.

X. Announcements/Updates:

b. Staff Report/Updates

Staff Support Elizarrey: Citywide Cleanup day/ Adopt-a-Block day will now include the City Clerk's office who will host a Community Engagement Fair after the cleanup during the lunch hour. The TF will be asked to man a booth during the fair to recruit new Task Force members for FY 17. Adopt-a-Blocks have been sent the save date email and the response has been overwhelming positive. The TF will be sent an email in April to RSVP as to who will be out and helping during this event.

Street Maintenance Manager Affonso: stated that the Knuckle truck would be down and that would affect the response time for removing larger items removed from the streets.

XI. Roundtable:

TF Member Horner: Would like yellow arrow signs at the bottom of the KHCG signs to be able to point the arrow in whichever direction that we need

Chair Clifton: Asked if the KHCG TF is invited to the council volunteer recognition. (Chair Bowers did not believe so since TF members are recognized during the Boards and Commissions dinner in December)

Staff Support Elizarrey: The Annual Hearts of Hayward Awards dinner is asking for nominations. Please think of people you would like to nominate for this event. Perhaps one of the Adopt-a-Block groups or the regular volunteers that shows up to the cleanup events.

TF Member Ochoa: Next month we will discuss the ugliest yard in Hayward contest.

XII. Review Future Agenda/Action Items

XIII. Adjournment

PROPOSAL FOR KEEP HAYWARD CLEAN & GREEN TASK FORCE

“Ugliest Yard Contest”

Introduction

In an effort to combat the ongoing drought conditions in our region, the following is an outlined proposal to sponsor an “Ugliest Yard Contest” for residents of the City of Hayward.

Objectives

- To engage the community to actively participate in a fun citywide event to promote water conservation.
- To gain more exposure for KHC&G and our goals to the residents of the City of Hayward.
- To gain more exposure for the City of Hayward throughout the Bay Area as a green and environmentally conscious community.

General Outline

- Private residents and home owners will submit pictures in late summer/early fall of their water neglected/dried up plants and grass in their front yard, visible from the street- uploaded to city website or social media.
- Winners to be decided based on public vote.

Logistics/Details

- Collectively the Task force and City representatives will decide: budget, exact dates, voting methods, prizes, value of prizes, number of winners, consolation prizes, possible private sponsorships, methods of publicity, public figures/community personalities, etc.

FY2016 Financial Report As of March 2016

KHCG expenditures

Date	Individual/Organization	Items	Expenses	Credits	Budget Balance
7/1/2015	Credit: Budget Allocation	N/A		\$10,000.00	\$10,000.00
7/22/2015	Expense: Tri-City Voice	5 Advertisements for City-Wide Garage Sale	\$352.25		
8/19/2015	Expense: Crestline Promotional Products	6ft Standard Table Throw - One Color Thermal	\$245.51		
9/18/2015	Expense: Graffiti Masters Event Non-Golfer 9/25	2 Tickets to event (Chuck Horner & Robert Miller)	\$118.00		
10/25/2015	Expense: \$3000 Maintenance Services Department	Make a Difference Day Beautification Project	\$3,000.00		
11/20/2015	Expense: Tri-City Engravers	17 Name Badges	\$167.37		
1/15/2016	Expense: Supplies	2 Folding tables/New member orientation binders/Printing notices	\$321.00		
2/10/2016	Expense: Postage (February Clean-Up)	207 clean up mailers to surrounding neighborhood	\$97.29		
3/16/2016	Expense: Postage (March Clean-Up)	236 clean up mailers to surrounding neighborhood	\$110.92		
4/16/2016	Expense: Postage (April Clean-up)	236 clean up mailers to surrounding neighborhood	(\$110.92)		
		Credits:		\$10,000.00	
		Total Expenses:	\$4,301.42		
		Total Remaining in Budget:			\$5,698.58

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

Allocations Made for Specific Projects Fiscal Year 2016

Date	Individual/Organization	Amount	Comments
2/1/2016	5 mos. of direct mailers	\$500	2 mos. spent (\$291.79 remaining)
	TOTAL	\$500	

Remaining Budget \$5,698.58
Allocations \$ 500.00

Balance **\$5,198.58**