



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
March 23, 2017

I. Call to Order

Meeting called to order by Chair Hogan at 7:02 p.m.

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Member Gayle.

III. Roll Call:

City Council & Staff: Council Member Mendall; Rod Affonso, Street Maintenance Manager; Rich Nield, Landscape Maintenance Manager, Jeff Krump, Solid Waste Program Manager; Kimberly DeLand, Administrative Secretary

Task Force Members Present: Angela Andrews, Blytha Bowers, Lynne Clifton, Linda Dobb, Sharon Eva, Suzanne Gayle, Jillian Hogan, Chuck Horner, Hasieb Lemar, Janet Livingston, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Tawana Smith, Dwight Turner, Lauren Macmadu, Wandra Williams

Task Force Members Absent: Alegra Agelo, Darrelle Demps, Arti Garg, Anjani Varma

Youth Commission Liaison: None

Guest (Visitor Sign-In): None

IV. Public Comments:

None at this time.

V. Approval of Summary Notes from February 23, 2017 Meeting:

It was motioned/seconded Vice-Chair Clifton/Task Force Members Bowers and passed by majority vote to approve the February 23, 2017 meeting notes 17:0:0 abstain (4 absent)

VI. Presentations:

a) **Solid Waste Program Manager Jeff Krump**

Solid Waste Program Manager Krump introduced himself and provided his background. He worked at the City of San Jose prior to coming to the City of Hayward. He has been with the City of Hayward for eight months. He manages the Waste Management contract for the City of Hayward and their sub-contractor, Tri-Ced. Waste

Management (WM) will collect from single family residents, multi-family units, businesses, construction demolition, local City buildings, fire stations, and libraries. WM turns food scraps and yard clippings into compost.

WM provides other services: bulky waste pickup and free compost to residents (5,000 bags per year). There is a free compost event near the Animal Control on April 1, 2017, from 8 AM to 11 AM. Compost is also provided to the City.

Jeff is on the Technical Advisory Committee and meets with other jurisdictions once a month to abreast of what other jurisdictions offer as part of their Solid Waste Program.

StopWaste.Org is the County's entity to control waste. Stop Waste provides resources such as: bay friendly gardening, landscaping focused.

Task Force Member Horner: I got container from him for our church to recycle bottles and cans to keep out of the landfill, used as a fund raiser. Just a tip and putting it out there for a school or other organizations. It stems off the article I shared last year to raise \$60,000.

Task Force Member Bowers: For Stop Waste, do they offer educational programs for elementary, junior high?

Solid Waste Program Manager Krump: Yes, the offer education through schools and training on how to compost or convert lawn to a Bay Friendly garden.

Task Force Member Bowers: Have we reached out to Hayward Unified School District, Stop Waste for any type of training?

Solid Waste Program Manager Krump: We are trying to reconnect. My understanding is that HUSD stopped embracing the Stop Waste training.

Task Force Member Horner: We have had Stop Waste at my church as an annual event, training...

Solid Waste Program Manager Krump: Stop Waste is donating the cardboard to convert the lawn over here.

Landscape Maintenance Manager Nield: The City is collaborating with HARD. They are going to have full-scale Bay Friendly training here in the Council Chamber in May. They will do lawn renovation behind Weekes Brach Library as part of the class and that is happening in May.

Task Force Member Horner: Is that part of the second Saturday event?

Landscape Maintenance Manager Nield: No, there will be maintenance training for organizations and individuals who wants to become Bay Friendly Maintenance certified. They can come here for three days of classroom training in the Council Chambers. On the fourth day, they will do a turf renovation, not really a renovation, but a lawn conversion behind Weekes Branch Library.

Task Force Member Horner: It is not the same day?

Landscape Maintenance Manager Nield: No, it is over four days.

Vice Chair Clifton: do you have plans to work with the school district, businesses, and other places for some of these programs?

Solid Waste Program Manager Krump: Not specifically with the school district. Part of the contract requires WM to do a certain amount of outreach and a scheduled number of mailers to business, single family residents, etc.

Vice Chair Clifton: I wonder if we can work together for more outreach. We are looking for ways to reach out to the community to get more people involved with what we are doing.

Solid Waste Program Manager Krump: I can leverage the resources I have for outreach. One suggestion is to use our Big Belly cans to advertise. We can insert a poster to advertise Task Force. It will be cheap and easy and the poster can be easily changed.

Chair Hogan: Can we reach out to a WM representative to educate the multi-family units and answer their questions?

Solid Waste Program Manager Krump: The City has a dedicated person with two or three interns who can speak to HOA's, multi-family units.

Vice Chair Clifton: Is WM responsible to for picking up the couches if they see it on their route?

Solid Waste Program Manager Krump: No, they should phone us or report the problem through Access Hayward. And the City should utilize their services to pick up bulky items.

Vice Chair Clifton: How often does WM pick up the items?

Solid Waste Program Manager Krump: WM is not utilized as often as they should.

b) **Hayward Beautiful Yard Project**

Task Force Member Ochoa: An overview of the project was provided. The project is a reward-based approach to encourage residents to keep Hayward Clean, Green, Beautiful and acknowledge bay friendly yards. Further information was provided on the TF's short-term goals, long-term goals, bay friendly principles, KHCG principles for aesthetics & Landscaping, KHCG principles for water & innovation, sign design, and next steps related to the Hayward Beautiful Yard project.

- Test this project over three months
- Have City Council acknowledge winner at Council meeting

Task Force Member Andrews: suggest that the Task Force use a different hash tag. The Task Force confirmed with Brianne that #BeautifulHayward is available. Maybe use the hash tag on the lawn sign. We have an update website, so the we can use the hash tag on the website. I want od discuss what the lawn sign should look like. Do you like the arrow? Maybe use the flower?

Task Force Member Ochoa: The next step to move forward, we should decide the logo/design for the sign. Move forward with window clings. Maybe use the hash tag.

Also, what kind of award do we want to use as an incentive to get people interested in the project. Gift cards?

Vice Chair Clifton: You have done a nice job on this project so far and you have done lots of work. Will we choose only one winner per year? Or a quarterly winner?

Task Force Member Andrews: I like the idea of having levels of winners with a Grand Prize winner.

Vice Chair Clifton: I am always looking for new ideas to bring to the Street Fair to attract people to our booth, maybe people can vote at the booth, maybe have pictures of the top ten yards at the booth for people to vote.

Task Force Member Andrews: They [Pasadena] put it on their website where people can vote.

Vice Chair Clifton: Maybe focus on the logo, use the logo on the yard sign where you can really see the logo.

Task Force Member Andrews: We can come up with the design, but we must go through the City to purchase.

Vice Chair Clifton: I think less is more, our logo has too much information. The sign needs to be simple.

Task Force Member Macmadu: You've done a great job. We should get away from having members knock on doors. Maybe an official letter can go out in the mail indicating they have been nominated and they will receive a call from a TF member. I like the idea of using social media, using the hashtag. Maybe use a vanity URL.

Task Force Member Horner: My suggestion, we don't need <http://www.hayward-ca.gov/khcg>. Just use

Task Force Member Macmadu: I am suggestion something less than that...maybe just KHCG.COM

Task Force Member Horner: We should check with the Webmaster interfacing with any other site.

Task Force Member Macmadu: This will be a fake ULR to take a person to City of Hayward website, but it will be a short name that is easy to remember, instead of going to Hayward.com.

TF should ask what the City requirements are.

Council Member Mendall: #haywardbeautiful. I like the idea, keep it simple. Maybe put a lawn sign in the yard, with a note attached that you have been recognized and entered into contest to win whatever prize and you will find out later this year if you won. Have the yards judged at Street Fair is a good idea. Once a year bring to City Council, one to five winners, maybe WM can contribute prize (free compost).

Task Force Member Ochoa: As this grows, we can collaborate with other organization, expand the program, and have more winners.

Task Force Member Horner: Hayward Beautiful is not taken.

c) **Partnership with Chabot College – Garden Statue**

Task Force Member Andrews: I want to collaborate with Chabot College to install a bronze Forrest Gump statue and as a way to thank Tom Hanks for promoting Chabot College.

- Bronze Fonz is the inspiration for this idea
- There are many examples of bronze statues around the world (i.e., The Bull and the Girl)
- Fund Sources: meeting with Chabot College next month; possible partnership with HARD for funding or alternate locations
- KHCG can do a garden surrounding the statue
- Reach out to businesses for donation and acknowledge businesses with a brick around the statue
- Hayward Arts Council referred KHCG to four artists and one is a Chabot College student. I am waiting for an estimate.
- Hayward Historical Society has interest, but needs more information from Chabot College
- Meeting with Facilities Committee April 13, 2017
- Chabot College or HARD will recommend location
- Obtain permission from Paramount Pictures, approximately one month for approval
- Connection with Tom Hanks and Chabot College
- There is a following to Forrest Gump. Tourist go to Savannah, Georgia to see the Forrest Gump site where scene was filmed and the bench is in a museum

Are there any other organization I should reach out to?

Council Member Mendall: Rotary

Task Force Member Andrews: Have we done a Kick Start Campaign in Hayward?

Task Force Member Horner: There is a bronze statue at Life Chiropractic on Industrial @ Clawiter at the bench outside

VII. Action Items

a. Approval of Final Draft Bylaws

Task Force Member Macmadu: What were the major changes?

Chair Hogan: They are listed on page two, they talk about attendance changes, you can see them in red.

Task Force Member Horner: Capitalization issues

Vice Chair Clifton: Having two Vice-Chairs

Task Force Member Macmadu: If you submit your excuse and it is not accepted, what happens?

Chair Hogan: If your excuse is not accepted, it counts as an absence.

Task Force Member Macmadu: Before there was no clause for make-up, right?

Correct.

Task Force Member Macmadu: So this will give opportunity to participate in other activities listed here.

Chair Hogan: Hayward Public Agency activities. TF will provide list of acceptable make-up clean-up activities every calendar year.

It was motioned/seconded Task Force Members Ochoa/Bowers and passed by majority vote to approve Final Draft Bylaws 17:0:0 abstain (4 absent)

b. Approval of Lawn Transformation Budget / TF Donation

Chair Hogan: I have a recommendation to donate \$1,000 to the City Hall Lawn Transformation Project. The bark mulch, compost, cardboard have been donated, which is a huge cost-savings (\$1,200 estimated donation of these items). The only items we will purchase are the 252 plants and irrigation supplies. The \$1,000 is a fair amount to purchase these items. The Earth Team will match the donation, so it will be a \$2,000 total donation.

Rich has some pictures. The design was final. A pathway will go between the two major walkways, a bench will be placed on the pathway...

Landscape Maintenance Manager Nield: This is a mosaic bench made by an artist with Russell City Blues as part of the design, which is fitting.

Chair Hogan: Currently there are six trees on site: four mature trees and two smaller trees with plaque - they are commemorative trees, and rest is grass. Based on the drawing there will be more color, lot of yellow, purples, and greens.

Landscape Maintenance Manager Nield: Everything is water wise when they selected the plant material because it is a lawn conversion we are going to use in-line drip, but only to the base of the plants, so we should reduce our water consumption significantly.

Chair Hogan: Across from the bench we will install a sign so people who are sitting on the bench will see the sign that reads: This Bay Friendly Landscape was installed through a community partnership with the Keep Hayward Clean and Green Task Force and Earth Team – April 15, 2017. At the bottom of the sign it says Waste Management, Stop Waste, and City of Hayward.

The project is on April 15th. Jenna went over the project last month. I requesting \$1,000 of TF money for the supplies needed for this project.

Task Force Member Horner: Time of project and how long?

Chair Hogan: 10:00 A.M. Four to six hours.

Landscape Maintenance Manager Nield: It will take some time. Staff from Landscape and Maintenance Services will have the pathway installed and all the bender board put in, we will dig perimeter to tuck in cardboard and we will have the major work done. They will need to come in to install the compost, double layer cardboard, and install plants. I will have four staff there installing the irrigation while the others are planting, and then they will compost. It will take six to seven hours.

Chair Hogan: The more people who show up, the quicker it will go?

Task Force Member Bowers: Where do we meet?

Chair Hogan: Meet out front. We will have a couple of booths, EZ Ups, and tables with TF items.

Task Force Member Macmadu: Do we have video of the progress?

Landscape Maintenance Manager Nield: I have been taking progress pictures. I have pictures before we started the project and picture of the pathway. I will have before and after pictures to compare.

Task Force Member Horner: Try to get video of citizen reaction to capture the emotion. The City has a videographer. What is his name?

Nick

It was motioned/seconded Task Force Members **Macmadu**/Horner and passed by majority vote to approve \$1,000 donation to the Lawn Transformation project 17:0:0 abstain (4 absent)

c. Review/Approval of Window Cling Design

Task Force Member Andrews: The black print will not show up on clear background. You will need white print on clear background.

Task Force Member Macmadu: The logo by itself may not be a good idea because you cannot identify with the logo. You need the words to explain the logo.

Vice-Chair Clifton: In lieu of Keep Hayward Clean and Green, maybe we can use Hayward Beautiful.

Council Member Mendall: Keep Hayward Clean & Green is not easy to say. Hayward Beautiful is better.

Task Force Member Gayle: I like Hayward Beautiful.

Task Force Member Horner: We should try to lock in Hayward Beautiful.

d. Task Force Support of Mural Program

Task Force Member Andrews: A mural is needed in the Palma Ceia Park. The restroom keeps getting graffiti. They cannot color match the building. HARD and the City are going back and forth and neither have the funding for a mural. Maybe we can flag areas we can incorporate into future event.

Task Force Member Horner: I can take care of the color match on the building.

Chair Hogan: We want to establish partnership with HARD and do a beautification project and possibly do a mural on the restrooms. This may be an opportunity to incorporate into our events.

Council Member Mendall: I suggest going to a HARD's Board meeting and suggest this idea to them. HARD just passed a \$250 million bond to upgrade their parks. They will look for ways to beautify their parks. They could possibly pay for this project.

Task Force Member Gayle: Maybe we can incorporate simple project so anyone can get participation without working on a complex project.

Chair Hogan: We will explore partnership with HARD.

Task Force Member Macmadu: What happen about getting our schedule in the HARD book?

Council Member Mendall: When you go to the HARD Board meeting maybe you can discuss.

Chair Hogan: We will have the bill insert at each event to give out and advertise our events.

VIII. Community/Clean Ups and Upcoming Events

a. February Clean Up Wrap-up

Vice Chair Clifton: The February clean up went well.

b. March Clean Up Event

Chair Hogan: The signup sheet for the March clean-up is going around.

Task Force Member Bowers: There will be about 50 students from CSUEB.

Task Force Member Gayle: I can use a Freshman to help prep (clean, sand) the utility box, but someone may need to drive the student. Maybe at the second month we can start on the design.

Task Force Members Romano-Pugh, Ochoa, Horner, Dobbs, and Lemar will load the truck on Saturday morning at 6:30 AM

IX. Announcements/Updates

Chair Hogan: The Annual Volunteer Recognition Dinner is in October. Think about who we want to nominate. Nominations are due in April.

Streets Maintenance Manager Affonso: I am excited to work with the TF on the City Hall Lawn Transformation project. The donated bench is a new bench with mosaic design.

Task Force Member Gayle: please let Todd know that the utility box locations will be at Tennyson @ Tampa and Tennyson @ Tyrrell.

Task Force Member Horner: The Hayward All American Festival will be at Mt. Eden Park at Tennyson & Hesperian on July 1, 2017 from 10:00 AM to 2:00 PM, Council Member Zermeno. Does the TF want a table at this event?

Chair Hogan: Yes

Task Force Member Horner: The vendor used for the name badges is: Tri-City Engraver on Industrial.

X. Adjournment (8:21 PM)