CITY OF HAYWARD HEART OF THE BAY	Keep Hayward Clean and Green (KHCG) Task Force (TF) Meeting Notes Hayward City Hall, Room 2A 777 B Street, Hayward April 20, 2017

I. Call to Order

Meeting called to order by Chair Hogan at 7:04 p.m.

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Member Dobbs.

III. Roll Call:

City Council & Staff: Todd Rullman, Maintenance Services Director and Kimberly DeLand, Administrative Secretary

Task Force Members Present: Angela Andrews, Blytha Bowers, Lynne Clifton, Linda Dobb, Sharon Eva, Arti Garg, Suzanne Gayle, Jillian Hogan, Hasieb Lemar, Tim Romano-Pugh, Megha Salpekar, Dwight Turner

Task Force Members Absent: Alegra Angelo, Darrelle Demps, Chuck Horner, Janet Livingston, Lauren Macmadu, Stephen Ochoa, Tawanda Smith, Wandra Williams

Youth Commission Liaison: Gerado Barcenas, Jr.

Guest (Visitor Sign-In): None

IV. Public Comments:

Task Force Member Andrews provided and update on the Tom Hanks statue. Chabot College would like Task Force Member Andrews to present the idea to the Arts Committee. The Facilities Committee loved the idea, but did not give clear direction on the project. The next step is the Arts Committee. She will work Rich and Todd on the design for the garden portion. This may be a long-term project because we need to work with the artist to determine how long it will take to make the statue. Once we get feedback from the Arts Committee they will connect us with an artist, then we can work with an artist on the timeline for statue and budget.

Chair Hogan: It will contain a garden?

Task Force Member Andrews: Yes, it will contain a garden so we can get our name on the project. Unfortunately, Chabot does not want the statue on Hesperian Boulevard. They want it by the Art Center in the center of campus because that is where Tom Hanks did most of his work.

Task Force Member Garg: I want to say thank you to Angela for coming up with this idea, she is making progress on it, and it is awesome.

Task Force Member Andrews: The second item is Pop Up Hood. Task Force Member Andrews is volunteering with this organization that lead the revitalization efforts in Oakland, where there were lots of empty store fronts and now there are coffee shops and fancy restaurants. This is an opportunity for small businesses to have a start-up in the store front. We offer partnership with the property owner for free rent or reduced rent, so they can get their business started. If they are attracting lots of business they can sign a long-term lease and have an operating store front. If you know any entrepreneurs willing to make the next step having a store or try something in Downtown Hayward on B Street, this is the time to do it. Task Force Member Andrews has posters to hand out throughout the City for those who want to display it in their business. These posters are available to the Task Force to take and post.

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

It was motioned/seconded Task Force Member Bowers/Task Force Member Andrews and passed by majority vote to approve the March 23, 2017 meeting notes 12:0:0 abstain (8 absent)

VI. Presentations:

None

VII. Action Items

a. Vote on Second Vice-Chair:

Chair Hogan: Our bylaws were recently revised to include a second Vice Chair. Are there any nominations for a second Vice Chair?

Task Force Member Romano-Pugh: I nominate Angela Andrews.

Chair Hogan: (To Task Force Member Andrew) Do you accept?

Task Force Member Andrews: I accept.

Chair Hogan: Any other nominations?

It was motioned/seconded Task Force Member Romano-Pugh/Task Force Member Garg and passed by majority for Angela Andrews to become the second Vice Chair 12:0:0 abstain (8 absent).

Task Force Member Bowers: The thinking was that one Vice Chair will do the Adopt-A-Block groups and the other Vice Chair will do the other projects.

b. KHCG Volunteer of the Year:

Chair Hogan: We need to select the Volunteer of the Year for the annual dinner. There has been some discussion of who to nominate. I understand that if you previously won the Volunteer of the Year, you cannot be nominated again. Someone wanted to nominate Task Force Member Bowers.

Task Force Member Bowers: I was nominated before.

Chair Hogan: I want to nominate the Galindo Family (Rosa and Ricardo Galindo). They are the first ones at the events, rain, or shine.

It was motioned/seconded Chair Hogan/Task Force Member Andrews and passed by majority for the Galindo Family become the Volunteer of the Year 12:0:0 abstain (8 absent).

Chair Hogan: Remind me when is the dinner? In October?

Task Force Member Gayle: This is a big event since it is the 40th Anniversary.

c. <u>Financial Report:</u>

Administrative Secretary DeLand provided update to the financial report. The Clean-Up Schedule (Water Bill Insert) was added to the report.

Chair Hogan: Task Force Member Horner wanted wallet size, business card with the KHCG TF schedule to hand out as well. Maybe we can think about ordering or do it in-house.

Task Force Member Garg: Are we mailing the inserts in the water bills for those who still get them?

Chair Hogan: No, we used to, but we are not placing them in the water bills.

Aministrative Secretary DeLand: The only other items that is showing on the financial report is the $1,000 donation for the Hayward Garden in a Day Transformation.

Chair Hogan: Do you want to go over the three items we set money aside for?

Aministrative Secretary DeLand: One item you set money aside for is the window clings. I have some examples. One sheet will show Keep Haywar Clean & Green; logo only at the top; different backgrounds...white background with black writing; clear backround with black writing; and clear background with white writing. Another sheet with #HaywardBeatiful with same backgrounds. The third sheet has both Keep Hayward Clean & Green with #HaywardBeautiful with the same backgrounds.

Vice Chair Clifton: Wasn't there one that was going to be heard to read?

Chiar Hogan: Todd decided to get a mockup so we can tell which background will look better. I think the consenus was that if it is a clear sticker, we need white lettering so it stands out. But we'll see when we get the mockup. We will also look at the pricing, since we only allocated $1,500 for the three items (vest, name tags, and window clings), our remining budget for these window clings is less than $800, so we need ot think about it in our design aspect.

For the vests, before you leave, put the vest size you want by placing an X under the correct size. You can try on the diffefrent size vests. We have Medium to 5XL. They will be order soon with the green logo, not the words.

Administrative Secretary DeLand: The vest hanging on the sign is a sample vest of what the City orders, so in place of the green "H" it will have your green logo.

Chiar Hogan:We have been throwing around some ideas for the design of the name tags. We are going to get drawing of those as well and have them in May and order them the Friday after

the meeting and they should arrive two weeks later. You can get them from Kimberly's office if you want them right away or can distribute at the June meeting.

Vice Chiar Clifton: When do we have to spend our budget?

Director Rullman: June. Since the June meeting will take us almost to the end of June, we will have a couple of days to make purchases. We will need to purchase from a vendor where we have an annual purchase order established.

Chiar Hogan: We will have the vest order tonight or in the next couple of days, right?

Administrative Secretary DeLand: I'll reach out to the group to get the vest sizes from those who are not here tonight, then place the order.

Vice Chair Clifton: In the past when we had a balance, did we give the money to you to buy plants and supplies for beautification project?

Director Rullman: Yes. I encourage that you spend the budget on what you need.

Task Force Member Andrews: Maybe spend some on a mural project.

Chair Hogan: Maybe we can get supplies for the shed. Seveal things need to be replaced.

Vice Chair Clifton: If I remember from the past, if we got to June it is difficut to spend the money. So we should have our ideas by the next meeting.

Task Force Member Garg: In the past we discussed the purchase of iPads for each of us, but it may be unnecessary for all of us to have an iPads. Would it be valuable to have one for check-in at the events? It may make it easier to check-out and check-in of grabbers.

Vice Chair Clifton: There are a few other things we can track also (i.e., amount of trash).

Task Force Member Garg: It will be much easier to gather the data. Currently it is a manual process. I recall that we had to order through the City using certain vendors and it was about $1,000.

Director Rullan: I believe that is about right. To your point about waiting until the June to order, we will need an open order; Kimberly would have to be in the office, and we will only have a couple of days to order. We should decide in May.

Task Force Member Romano Pugh: Will the iPad or notebook have internet access?

Director Rullan: We have iPads in the department that have data plans, which runs about $30 per month. We would need to have that in your budget over the course of the year. When you are at cleanup events, you may not be in a WiFi hotspot. We can get a quote for an iPad monthly service.

Task Force Member Garg: That will be good so we can vote on it. We need to have the quote before we can vote.

Vice Chair Clifton: I think it will be a good idea to get a quote for one or two iPads for the next meeting. Maybe start out with one, then go to two. Maybe you can tell us if need money later in the year to help support any of the clean-ups.

Director Rullman: Many times when the you make contributions towards clean up events, it is more ceremonial. The City will have the money to complete projects. I want to make sure you have the funds to get what you need to maintain, but to also grow. I think the iPads are a good idea. We can work on the some of the sign-up forms, make them friendly, touch friendly, and tap down through them.

Vice Chair Clifton: It will be easier to send stuff to people if it is all done on the computer.

Chair Hogan: Email your ideas to Kimberly, she can put a list together, and she can research the cost. We can discuss in more detail.

Vice Chair Clifton: Is there a vendor we can look at for T-Shirts?

Administrative Secretary DeLand: We use Kim's Embroidery. I can't remember what street they are on, but they are in Hayward.

Director Rullman: They are on Whipple.

Vice Chair Clifton: Tim's?

Administrative Secretary DeLand & Director Rullman: Kim's Embroidery.

Task Force Member Garg: We were talking to the landscape team and they have the Under Armour, collar shirts, that are embroidered.

Vice Chair Clifton: Do you order the polos from them?

Task Force Member Garg: They are like $50 per shirt.

Director Rullman: Yes. We ordered orange t-shirts, either Nike or Under Armour polos, and the embroidery was from one shop.

Task Force Member Garg: What do we need to vote on these items, do they need to be line items on the agenda?

Director Rullman: We must vote on items that are over $500.

Task Force Member Garg: Does it have to be a line item on the budget…I mean the agenda?

Administrative Secretary DeLand: Yes, anything over $500 the group must vote on it.

Task Force Member Garg: We need to get the items to you in the next week or so you can get it on the next agenda?

Director Rullman: Yes, we will gather the ideas and get together with you (Hogan) and figure out what will put on as a line item. Even if there are fifteen item we will go line by line. At least we will have our bases covered.

Chair Hogan: Send your idea so we can use our budget.

VIII. Discussion Items

a. City Hall Lawn Transformation

Chair Hogan: Last weekend was our Hayward Garden in a Day Lawn Transformation project. Thank you to those who showed up. Raise your hand if you showed up…five. We had about 85 people show up, which included Earth Team. The students did all the heavy lifting. Here are some photos. Janet took awesome photos. I want to thank Todd and the rest of the staff…they were awesome. All the supplies, everything you need, lots of support and expertise. Council Member Zermeno made it out and gave us a hand. We were hoping for more people from the community. We did not have to tear out the lawn. We laid out a layer of compost, then a layer of cardboard donated by Stop Waste, and then we laid all the plants out. Once the carboard is down, we cut out the holes for the plants. Staff installed drip irrigation. The awesome plaque across from the bench. If it is not too late you should look at the new garden. This was a huge endeavor with some lessons learned. Maybe start a bit smaller for the next project. There were 260 plants…that is a lot of plants and holes to dig. I would like to do more projects like these. We had a table set up, some foot traffic, and this is our first event where we rolled out #HaywardBeautiful.

Director Rullman: Thank you for all you help. Staff provided me with positive feedback. They assured me that the plant material will be colorful once it matures.

Task Force Member Gayle: I was noticing our logo on the plaque. I like the color, it really stands out, with the solid leaves.

b. Community Engagement Committee

Task Force Member Romano-Pugh: This is about community engagement and showing up to our events. Overall, there has been a decrease in involvement so we want to figure out what steps to take. There has been some discussion on why this is happening and the frame work to move forward.

The basic proposal is to set goals to increase community volunteer turn out at events; hosting community focus sessions to solicit ideas foster broader collaboration with our community; and gather and analyze data to better understand the community impact of Keep Hayward Clean & Green events.

Due to the success of Keep Hayward Clean & Green efforts, some of the bigger concerns of the group and how the group come to be were litter, graffiti, and dumping. Those things have been substantially impacted by the group. There may have been participation in the past because these things were more obvious throughout the City and people wanted to be part of the efforts to combat these issues. The Task Force and the City has made an impact in these areas, so these things are not as obvious.

There are some social aspects of the group that allows citizens to come out, help the group, and meet other people in the community. The Task Force can be used as a means for citizens to engage with the City and Council in an informal setting. Maybe we can foster community engagement and revitalize community involvement.

Task Force Member Garg: Task Force Members Romano-Pugh & Garg have been discussing how to increase community engagement. Keep Hayward Clean & Green played a large role in

the Anti-Dumping Ordinance, Access Hayward, and the reduction/prevention of graffiti through Task Force Member Horner's efforts. Recognizing the group's successes, we have an opportunity to foster civic engagement. I wanted to go over the three items we are proposing and our next steps.

Concrete goals for each event: we can look at monthly and annual attendance to get trending information and to look at seasonal attendance. Based on the monthly/annual numbers we can set a concrete goal and try to increase the number of volunteers.

Chair Hogan: Task Force Member Bowers had been keeping data from August 2010 to current. I have since started entering the data based on the attendance records. However, is our goal to get more volunteers? We are not graded on the number of participants that show up to our events. Are we failing if only four participants show up? Sometimes it is not about how many people, but how well we do things.

Task Force Member Romano-Pugh: We have another item to discuss that will speak to that.

Chair Hogan: We do have the initial data that goes back 2010, year by year, and month by month.

Task Force Member Bowers: Our mission is to clean through others. It is to get others involved and not just the Task Force doing the work. The idea behind this group is to get participants and Adopt-A-Block groups to help clean up. I think it is a good idea to set goals and track the goals. Not that we don't track the information now, but maybe we can implement a strategy and evaluate the success of the strategy through the data that is collected. For example, we contacted the schools. The only means to measure how successful that was is to evaluate the data.

Director Rullman: We need to look at running two parallel passes. Not only attendance at the events, but how are we growing the Adopt-A-Block? That is a more fruitful option. If we get participation at a clean-up event, he/she may only show up for one event. If we get a commitment from the Adopt-a-Block groups, this is an area that has the potential to grow. We had fifteen groups in the wings who wanted to become an Adopt-A-Block group. We contacted all of them, but we did not get one group to commit. The Adopt-A-Block participation is starting to flatline and we need to have a push in this area, as well as the attendance, simultaneously.

Task Force Member Romano-Pugh: I forgot to mention that Task Force Member Andrews is taking notes on the areas we glow and areas where we need to grow. She will record the notes as we speak.

Task Force Member Garg: Part of this discussion grew in recognition that Adopt-a-Block has been over-subscribed until we got new organizers, but we have not been getting much participation at the events. So that raises the question of what is our purpose of the event? Is it to recruit for Adopt-A-Block? What is the purpose of the event?

Host community focus sessions: **Task Force Member Romano-Pugh** spoke on hosting community focus sessions, which may touch on Chair Hogan's question if our goal is to grow and Task Force Member Bower's statement to the success of growing the Adopt-A-Block groups. Maybe we can evaluate our mission to see how we can better meet our mission or redefining our mission.

It is important to understand the stakeholders we affect. We need to understand and collaborate with the community that is impacted by what the Task Force does. We need to talk to the City

and organizations that we are in partnership with and understand their needs. It is important to have this conversation because there maybe things that are of interest to these groups that aligns with the Task Force but, somehow, we are not fulfilling that need. If we collaborate with the community and have them help us define what we are doing, it creates investment, buy-in, and they may want to be part of the collaboration.

By hosting focus sessions, we can solicit ideas and foster broader collaboration with our community. If we invite Hayward residents to help define who we are, it will create investment and buy-in from the community. This offers a diverse set of ideas. We have some good ideas, but there may be something we have not thought about. We may see things from a Task Force Member perspective and not from a resident perspective. Shared concepts may create behavioral changes so they can live the idea of Hayward Beautiful.

Task Force Member Bowers: The sessions are a good idea. My experience is that you will get some who are really engaged and others will not get involved. Sometimes we go into areas where we do not get any involvement, but we continue to go back and clean the area. Maybe look at developing partnerships with churches because they seem to want to get involved. As an example, Task Force Member Gayle worked with a group and had 40 students from Hayward High. We may want to think about the groups we want to target in those areas so we can have more personal contact with people who are involved with those groups (i.e., Boy Scouts, Girl Scouts). I recommend going directly to the schools or parent groups and don't go through the school district.

Task Force Member Romano-Pugh: We thought about how to get participation at the focus groups if we cannot get involvement at the clean-up events. Maybe we can hold the sessions at a church for a specific area.

Vice Chair Clifton: By having a partnership, it holds them accountable and they may stay involved.

Task Force Member Dobbs: We can work with the neighborhood associations. Hayward Highlands is a very active association. I will to work with the neighborhood associations. Who would have a list of the neighborhood associations?

Task Force Member Bowers: David Korth worked with the neighborhood groups. They used to have on-going meetings to address their concerns.

Director Rullman: He is still involved. The thought behind the Neighborhood Partnership program is listen to the community concerns, develop an action plan, and have follow-up meetings. These meeting provided the tools for the community so they know who to contact within the City for assistance and to empower the neighborhood to get involved.

Task Force Member Dobbs: Some associations meet once a month. If we went to the boards they may be interested. Maybe I will get in touch with some of the associations.

Task Force Member Romano-Pugh: David Korth can help us strategize.

Task Force Member Garg: We may have some strategies when we go into the community focus sessions, but the community may have other ideas that will suit their needs.

Task Force Member Eva: Her daughter's school participated in a Community Day of Service and she was wondering why the community service wasn't local. Maybe go to the parent

meetings because some of the parents are unaware of the community service projects within Hayward and the function of KHCG. Take advantage of the website and highlight groups.

Task Force Member Garg: We had a big project on Saturday and we should feature these projects. There were only a few Instagram posts, but this should be featured.

Task Force Member Eva: Since we have an excess budget, maybe we can get banners recognizing an organization or purchase lunch for the clean-up events.

Task Force Member Garg: It will be a long day if we offer lunch.

Vice Chair Clifton: Other people from the area will show up for food who haven't participated in the event.

Analyze the data and tell the story on how it benefits the City: **Task Force Member Garg** spoke on the third item that the data is probably available, but the story has not been told. It will be interesting to look at the data at one site to see if there is a reduction in the amount of trash. We can work with HPD to look the graffiti trends so we determine what changes have taken place in the past ten years. With Access Hayward, there will be concrete/trackable data.

Task Force Member Andrews: We should go over the three concrete ideas.

Task Force Member Garg: The three ideas are (1) set concrete goals to get more involvement; (2) host focus sessions; and (3) look at data to tell a story on how the City benefits.

Vice Chair Clifton: I would like to think about these things, think about the areas we can have focus groups, and the data that will be most useful. Sometimes if we are providing ideas off the top of our head, we are spending more time than we need; whereas if we are more thoughtful about our ideas it will be more productive.

Task Force Member Garg: We do not want to vote on anything today, but we wanted to set direction.

Chair Hogan: The three items will be ad-hoc committees? This may be too much for the Task Force talk about each month.

Task Force Member Garg: We want blessing from the Task Force to create these Ad-Hoc committees to do these things.

Chair Hogan: This will be something the Ad-Hoc committee will report back to the Task Force?

Task Force Member Garg: I would like to form two Ad-Hoc committees. One Ad-Hoc Committee for the Community Engagement and an Ad-Hoc Committee for the data and assessment.

Vice Chair Clifton: We were trying to determine the duties of the second Vice Chair. This maybe be the focus for one Vice Chair to oversee the Ad-Hoc Committees.

Task Force Member Andrews: Provided overview of the Glows and Grows from the presentation.

Glows:

- Already collect data
- Mission oriented
- Adopt-A-Block implemented
- #HaywardBeautiful
- CSUEB & churches
- Social medial by City Council

Grows:

- What is the monthly turnout? How are we growing the Adopt-A-Block groups?
- Community focus sessions/solicit ideas from Hayward residents
    - Revisit & redefine Mission
    - Collaborate w/stakeholders/local government
    - #HaywardBeautiful
    - Personal Contact/Individual target groups
    - Neighborhood Associations/Parent Meetings
    - Website – highlight organization/companies that help
    - Give recognition (i.e., banner, lunch)
- Graffiti trends to tell story

Next Steps:

- Data – present at next meeting
- Focus session – plan session
- Story – Ad-Hoc Committee Data & Impact Evaluation and Community Engagement

Chair Hogan: Is anyone interested in being part of these Ad-Hoc committees?
Data & Impact Evaluation Committee: Task Force Member Lemar
Community Engagement Committee: Task Force Members Lemar, Salpekar, and Dobbs

IX. Community/Clean Ups and Upcoming Events

a. March Clean Up Wrap-up

Chair Hogan: 58 volunteers, 55 items collected, 216 hours, and 20 staff. I joined Task Force Member Gayle and Horner's volunteers to prepare (scraped, cleaned, and primed) the utility box at Tyrrell and Tennyson for the Keep Hayward Clean & Green mural. Two days later the box was tagged. Task Force Member Gayle went back to fix.

Task Force Member Gayle will need help preparing the next box at Tampa and Tyrrell, so if you want to help with this project you may sign up.

b. April Clean Up Event

The location for the upcoming cleanup will be at the Hayward Community Garden at Whitman and Berry. Task Force Members Clifton and Dobb will be the leads for this event.

Arrangements were made for loading the supplies on Friday night and transportation of supplies for Saturday morning.

Vice Chair Clifton: There will be 45 CSUEB students. They have someone for registration and to check out the grabbers and nineteen registered.

Chair Hogan: I want to inventory the supplies and label everything in the shed.

Vice Chair Clifton: I can get numbers from Kimberly for the grabbers. I will need numbers 1 through 400.

c. May Clean Up Event

Chair Hogan: The May event is the Citywide Cleanup at Weekes Park. The Task Force will have our own booth, separate from the rest of the group. It is also the Community Engagement Fair. I went to a few of their meetings. We are going to have our own booth so we can engage with the community, similar to the Street Party events. Food will be provided.

Administrative Secretary DeLand: I attend a meeting also and there will be different tables for the various task forces and committees so you can get individuals signed up as Task Force members. Last year there was a poster board provided, so I will work on a new board for this year.

X. Announcements/Updates

Director Rullman: I am trying to get our Public Information Officer on the agenda for May. I am going to meet with him and Chair Hogan to give him some background on the Community Engagement side, growing Adopt-A-Block program, and working with the Ad-Hoc committees.

Chair Hogan: I would like to do the mapping session. Task Force Member Bowers will lead the mapping session.

Task Force Member Bowers: We talked about USB sticks for everyone.

XI. Adjournment (8:34 PM)