



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
January 26, 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 Youth Commission Liaison, Gerado Barcenas Jr.

III. Roll Call:

City Council & Staff: Todd Rullman, Maintenance Services Director; Rodney Affonso Jr., Streets Division Manager; Brianne Elizarrey, Administrative Clerk II

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

Task Force Member Absent: Alegra Angelo, Darrelle Demps, Angelica Moore, Megha Salpekar, Tawana Smith, Lauren Vance, Anjani Varma

Youth Commission Liaison: Gerardo Barcenas Jr.

Guests (Visitor Sign-In): None

IV. Public Comments:

None at this time

V. Approval of Summary Notes from November 17, 2016 Meeting:

It was motioned/seconded (Clifton/Horner/Romano-Pugh) and passed by majority vote to approve the November 17, 2016 meeting notes. (15:0:0 abstain) (7 absent)

VI. Financial Report:

a. Discretionary Expenses (under \$500)
None at this time

VII. Action Items

a. **Ugliest Yard Contest:**
Task Force Member Ochoa gave a brief overview of past discussions regarding the ugliest yard contest.

- Residents would submit photos online of yards that could use a landscape overhaul. The idea would be to promote 'Bay Friendly Landscaping'
- Yards would be voted on by the residents – 3rd, 2nd places would win gift cards, bay friendly plants, or something of that nature. 1st place would get a complete yard redo.

Vice Chair Clifton: Can we use a Cleanup event to redo the yard? How are we going to afford this? Will we be donating from our budget or will we be asking for sponsors?

Task Force Member Andrews: Can we couple with the Best Yard Contest?

Task Force Member Horner: The Daily Review does an article on the Best Yard Contest every year, maybe we can piggy back on that.

Task Force Member Garg: We need to make sure that we promote Bay Friendly landscape only.

Task Force Member Horner: The State still wants us to maintain our conservation water levels – we should work with UES and Landscape to make sure our designs are on par with that.

Council Member Mendall: We need to consider a new name. Something more positive that encourages residents to participate and save water. We need to work with UES and Sustainability as they will have additional feedback and resources. We may also want to reach out to the Downtown Streets team – they may want to participate with the labor.

Chair Hogan: We have an Adhoc team now that includes myself, Task Force Member Ochoa, and Task Force Member Romano-Pugh. We will add TF Members Garg, Andrews, Lemar, and Livingston. This topic will be added to the next agenda after we meeting with the Earth Team leader to see if we can collaborate with them as well.

Task Force Member Livingston: Perhaps we can piggy back on the Back to the Natives Garden Tour – it is an Alameda County Based group that may want to contribute.

b. Utility Box Mural Project Discussion:

The City has approved the two box designs that Task Force member Gayle has submitted with one alteration. If the Task Force wishes to use the logo on mural boxes, Maintenance Services Trucks, Waste Management Trucks, and other collateral they will need to have the logo professionally designed. Maintenance Services has paid for a professional design firm to present a redesigned logo at the next Task Force Meeting.

Task Force Member Horner: Let's let the City pick something and be done with it. We need to move on and focus on items that will make a difference.

Vice Chair Clifton: I agree let's just accept what the choices are for the logo and move on.

Chair Hogan: The City will bring us their two options and we will vote between those and our current logo.

Task Force Member Gayle: mentioned it they had a simpler designed logo that it would be easier to transfer and that more people would be able to work on it at the same time. She can begin the prep work in February. It will take about two weeks to finish a box.

Staff: It may be far out in the future but maybe we can have a group from the TF work on the boxes during the City-Wide Cleanup? We can advertise it at the event and have people come by and see the progress.

Director Rullman: Or we can have the unveiling of the new boxes on the day of the cleanup.

Vice Chair Clifton: What about working on the boxes during cleanups? We have Freshman Day of service coming up, we can spread the work out over a couple of cleanups if needed.

VIII. Marketing Items

Do to the situation with the Task Force Logo we have not ordered any new marketing items. Once the logo has been selected we will move forward with selecting and purchasing new marketing items. Staff also read the message on the flyers

Task Force Member Garg: What is the Task Force message? What are we putting out there?

Task Force Member Andrews: Maybe we should use different messaging for different neighborhoods? Shorter Messages would be more effective.

Council Member Mendall: I agree. You should be focusing on short concise messages. 8 words or less. Consistent messaging works best in my opinion.

Staff: We can send out a form with the agendas for the next meeting – if everyone can submit two or three ideas we can discuss at the next meeting and decide on some key messages. If we keep them short like Council Member Mendall suggested, we can use them in our social media campaigns as well.

IX. Community Cleanups and Upcoming Events

Before we discuss the cleanups – in November we passed around a signup sheet for all the cleanups for TF members to sign up for certain cleanups.

So far Task Force Member Ochoa needs a friend for the March Cleanup at the Bay Hills Community Church and we still need at least two people to take responsibility for November.

a. November 19, 2016 Cleanup Mt. Eden High School

i. Wrap-up

b. January 28, Tennyson High School (Hogan, Eva)

Task Force Member Eva will not be able to attend the cleanup Task Force Member Andrews has volunteered to help with the event. The signup sheet for the day of the event will be going around.

Staff: If the TF is planning to purchase any coffee or breakfast items please remember to submit the receipts as soon as possible so we can process payment.

i. Coffee with a Cop Conflict

Unfortunately, there will be a coffee with a cop event being held at the same time. There is not a lot we can do about conflicts with Hayward Police Department events. However, during the coming months we will be working more closely with HPD so that we are in very least, aware of potential conflicts.

Staff: We have 20 people signed up for this month's cleanup. This number does not include an unknown number of students from LPS High School that will be attending.

Task Force Member Romano-Pugh: I will have 4-5 Ameri-corps members that will be attending. I don't know if we want to maybe have them volunteer at the registration tables or go out and clean.

Council Member Mendall: I think it would be great if they can take out groups of students.

Chair Hogan: That would be great, especially if we are expecting unknown numbers from the group.

Staff: We have already handed out information for February and March in English and Spanish in the hopes that earlier distribution of the collateral will positively impact cleanup attendance.

c. **February 25, Ruus Park (Angelo, Livingston)**

d. **March 25, Bay Hills Community Church (Ochoa. Lemar, Romano-Pugh)**

Vice Chair Clifton: March is a Freshman Day of Service event. We may have a large group coming in and should plan accordingly.

e. **CA Cross Point Academy Cleanup (Horner)**

39 kids participated. The neighbors were very impressed. They were dropped off at Toys r Us and walked down Hesperian all the way to Depot Rd. They removed 17 bags of litter, 2 shopping carts, and some other items. They are very excited about doing it again – this time starting at Costco and cleaning all the way back up to Depot Rd.

X. Announcements/Updates:

a. Chair Report (Chair Hogan)

We met before the meeting to discuss some possible presentation and items to discuss in upcoming meetings. We encourage you all to attend this adhoc meeting at 6:30 on Task Force meeting nights to share your ideas and thoughts about upcoming agendas. We have 3 ideas for the new Agenda Items:

1. Mapping (so everyone can be trained on how to hand out assignments on the day of the cleanup)
2. Jeff Krump (UES Outreach/Citywide Cleanup)
3. Elisa Wilfong (Storm Water Reduction)

i. Adopt-a-Block Update (Vice Chair Clifton)

We have 32 current and active adopt-a-block groups in the program and there are 18 new groups that are waiting to be onboarded. Maintenance Services staff will be sending out the initial contact on behalf of the City and the Task Force.

Task Force Member Bowers: Are we still only doing one sign per group?

Vice Chair Clifton: Yes. I think that moving forward that is going to end up being the standard. We are also downplaying the logo unless it is very crisp and simple. Making the stickers is difficult for staff and it appears that signs with colors do not stay as new looking as long as plain text.

Director Rullman: I agree. We want to make sure that we recognize the groups but that we are also mindful about the number of signs in Hayward.

Task Force Member Horner: Has any other groups sign been tagged recently or was it only soulciety?

Streets Maintenance Manager Affonso: I haven't seen any other signs tagged or been made aware via Access Hayward – I think that was an isolated incident.

b. Staff Report/Updates

Utilities and Environmental Services has decided to move forward with the Citywide Cleanup in May. They would like to collaborate with the Task Force again to try and help increase attendance. If you would like to attend the meetings, please let staff know and we will make sure that you are included in the invitations.

Chair Hogan: Is there any way that the meetings can be held after 3 p.m. so I can attend. I would really like to be able to participate.

Task Force Member Garg: I would like to participate as well. I think there is a lot that we can learn from each other. Maybe we can use the event to recruit for our cleanups or the Adopt-a-Block program.

Director Rullman: Maybe we can leverage the new Adopt-a-Block groups? What do you think of requiring that their group attends and participates in the Citywide cleanup?

Chair Hogan: I like that idea – maybe we can make that a requirement? Maybe we can extend it to other cleanups as well? Can we discuss in our next Adopt-a-Block Ad-hoc meeting?

Vice Chair Clifton: Has anyone met with HARD regarding the Community Garden – we have a freshman day of service then and will have a lot of hands on deck – it would be nice to tell the school if we were going to be able to get into the gardens and do some work.

Director Rullman: we will meet with Paul from HARD and find out what his final say is on the Gardens. Either way we will have a plan in place for April just in case.

XI. Adjournment (8:00 pm)