



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
City Hall, 2A Conference Room  
March 28, 2024

**I. Call to Order**

The meeting was called to order by Jeffrey Haman at 7:01 p.m.

**II. Pledge of Allegiance**

The Pledge of Allegiance led by Task Force Member Gwen Dossey

**III. AB 2449 Teleconference Notifications and Consideration: None**

**IV. Roll Call**

*City Council & Staff:* Rod Alfonso, Acting Director of Maintenance Services; John Sanders, Streets Maintenance Manager; Colleen Kamai Administrative Supervisor; Rosy Torres, Senior Secretary, Facilities

*Task Force Members Present:* Celia Ching Chung; Gwenda Dossey; Mohaned Elwali; Tom Ferreira; Vikram Gautham; Jeffrey Haman; Leah Martinez; Sergey Melnikov; Melissa Milleman; Shingo Nagae; Chandrakala Siramdas; Jessica Stanley; George Villamil

*Task Force Members Remote per AB2449:* None

*Task Force Members Absent:* Lucas Banks; Blytha Bowers; Sandra Frost; Douglas Mansel; Debra Patton;

**Task Force Members Present After Roll Call:** Margaret Barton;

**V. Public Comments: No Public Comments**

**VI. Presentations:** Overview of Environmental Services Programs and Resources & Earth Day Event 2024: Erik Pearson, Environmental Services Manager; provided an overview of Environmental Services outreach materials, programs and services; Jeff Krump Solid Waste Manager provided an overview of Solid Waste resources available including the Spring Compost Giveaway program; Mekenna Colucci, Sustainability Fellow, and Elise Pierce, Recycling Outreach Fellow provided information and logistics about the Citywide Earth Day Event.

**VII. Action Items:**

**Final FY 24 Expenditure Request:** TF members and staff discussed the budget balance and replenishing inventory. It was motioned/seconded by Task Force Members Melissa Milleman and Tom Ferreira and passed by majority vote to use the remaining budget balance to cover expenses related to replenishing giveaway items and any other supplies or equipment needed to support KHCG activities. 14:0:0:5

**Approval of Meeting Minutes:** It was motioned/seconded by Task Force Members Jessica Stanley and Vikram Gautham and passed by majority vote, to approve the February 22, 2024, meeting minutes. 14:0:0:5

### **VIII. Informational Items:**

**Financial Report:** The Financial report was reviewed.

**Attendance Report:** Staff reviewed the attendance log and reminded task force members to advise staff via email of any discrepancies. It was noted there may be formatting discrepancies requiring staff attention. Staff advised that several members were sent email notifications from the City Clerk regarding Harassment Training. Staff reminded TF members that attendance should be kept above 75%. It was noted that although attendance at other events does not count towards attendance, it is logged and taken into consideration when the council reviews attendance.

### **Subcommittee Reports/ Updates:**

Adopt-a-Block – Staff reported that since the March meeting; there were four new approved groups; 34 groups renewed; 1 group retired, and there are 73 groups pending renewal. Over the first quarter of 2024; January – March, staff responded to 125 Access Hayward Adopt-a-Block Trash & Debris” requests, retrieving approximately 117 cubic yards of trash. Vice Chair Leah encouraged members to educate participants to use Access Hayward to report trash collected and reported or trash collected and self-discarded. Staff asked TF members to continue promoting the program at events and encourage people to sign up. It was noted that the newly purchased iPads and the surface pro can be used at events to view the adopt-a-block map in real time as well as to sign people up on the spot. Staff also encouraged the subcommittee to think about ways to recognize participants; one idea mentioned is to combine one cleanup event as an official Adopt-a-Block Day as a way to engage existing participants while promoting and expanding the program.

Beautification Subcommittee – Vice Chair Leah Martinez announced that the Senior Front Yard Assistance Program application period is now open and an article on the program was mentioned in the city newsletter The Stack. She encouraged members to distribute flyers and applications. Staff added four applications have been received. TF member Sergey Melnikov reviewed the Beautiful Yard Contest timeline, talked about the process, and reminded TF members to send nominations to him. He will process information and share it with staff.

Education Subcommittee – TF Member Melissa Milleman talked about finalizing supplies and logistics for the wildflower seed packets and preparing for the Earth Day event. She mentioned she’s finalizing a book list that will be used as prizes as part of elementary school presentations. She’s also working on putting together the framework for future presentations.

Event Planning- Vice Chair Tom Ferreira, reported he and several members discussed upcoming events and how to spread the word. He mentioned tabling at community events. He said for the

February cleanup event, he did neighborhood canvassing and found that many community members were not familiar with KHCG. The subcommittee will meet again on April 15<sup>th</sup>.

Policy Subcommittee – Chair Haman talked about work he is doing to schedule a future presentation around a potential smoking ordinance to address smoking in multi housing units. He also talked about attending future Sustainability meetings.

Mapping Subcommittee- Chair Haman reported that the transition to QR codes in lieu of paper maps has been successful, he added that not one paper map was handed out at the February cleanup event.

Media Subcommittee- TF Member Sergey Melnikov said members continue to take photos at events and utilize their personal social media platforms to share information about KHCG activities. Staff reminded members that the city continue to post cleanup event information via The Stack and all city social media channels, noting for the February event there were over 40 posts, 7,500 impressions, engagement rate is a bit below the average at about 2.2% and 22 total links across all posts. The Stack was distributed to 54,971 recipients of those 91 clicked on the KHCG event information. Staff encouraged members to continue to like, share, and, repost city posts.

## **IX. KHCG CLEANUP & BEAUTIFICATION EVENTS (TF Member Attendance Required)**

DEBRIEF 02/24/24 Cleanup & Beautification Event: Chair Haman reported the weather was great, attendance was good, he thought the school presentation brought out a good number of students and families, the overall event was a success. Staff reported there were 59 volunteers, collected about 18 cubic yards.

04/20/24 Citywide Earth Day event (KHCGTF Support) Weeks Park 27182 Patrick Ave.) Chair Haman talked about assignments and noted additional details and logistics will be discussed at the April meeting. He added that not only will the group provide support to the event by handling the check-in, litter pick-up supplies, and mapping assignments, the TF will also host a booth to promote KHCG and Adopt-a-Block.

06/22/24 Cleanup & Beautification Event (Ruus Park Neighborhood 24919 Folsom Ave.) Staff reported that the location for the June and October event has been swapped (June is now at Ruus Park and October is now Palma Ceia Park) because of renovation at Palma Ceia Park. Staff will monitor the status of renovation over the next few months to determine if the Palma Ceia park will be ready for the event in October or need to be hanged.

08/24/24 Cleanup & Beautification Event (Jackson Triangle, @ Soto Rd. Eden Greenway) No new information.

10/26/24 Cleanup & Beautification Event (Palma Ceia Neighborhood, Staging TBA) Note: Conflict with Annual Trunk or Treat Event.

## **X. COMMUNITY EVENTS & ACTIVITIES (TF Member Volunteer Attendance & Makeup Opportunities)**

06/20/24 Tentative Downtown Street Party (Unconfirmed Date, Conflict w/KHCG 6/20 Meeting) Chair Haman talked about this conflict and his thoughts about having a few members staff the booth

while remaining members attend the meeting. Those staffing the booth would be excused from the meeting.

06/22/24 Juneteenth Event (Confirmed Date, Conflict w/KHCG 6/22 Cleanup Event) Staff mentioned the Juneteenth event begins at noon, just as the cleanup event will be ending. Chair Haman anticipates it will be a busy and full day of assignments.

07/18/24 Tentative Downtown Street Party (Unconfirmed Date)

08/15/24 Tentative Downtown Street Party (Unconfirmed Date)

08/17/24 Senior Front Yard Assistance Event

September 2024 - TBA Hayward Executive Airport Open House (Unconfirmed Date)

October 2024 - TBA Science in the Park (Unconfirmed Date)

December 2024 - TBA Beautiful Yard Contest Awards and Recognition)

## **XI. Announcements/Updates:**

Council Member Updates: CM Andrews said it is her understanding that the Hayward Youth Commission does have three members assigned as liaison to KHCG and they are supposed to rotate attendance at these meetings. She talked about the new Big Belly trash receptacles; she's asked that they be placed strategically around fast-food restaurants to help mitigate blite. She connected with H.A.R.D. and learned they are happy to collaborate on cleanup events. She worked with CM Member Roche on a public art fee policy, their recommendation has been submitted, she will provide updates as it makes its way through the review process. CM Andrews reported on work she's doing on a new event, Senior Fest, which will take place at the Hayward Library on June 1<sup>st</sup>. She also reported that the Council Infrastructure Committee and Airport Committee has been combined into one. She suggest KHCG post event information at the library.

Staff Update: Todd Rullman, Maintenance Services Director talked about the status of an Urban Forestry grant the city applied for and how grant funds will be utilized including tree management software and hazardous tree removals. He added that a second grant application will be submitted to secure funds specific to planting trees. He will provide updates as information and opportunities become available.

Chair Updates: There were no additional Chair updates.

**Adjournment:** Chair Haman adjourned the meeting at 9:00 p.m.