



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
October 20, 2016

I. Call to Order:

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

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Member Ochoa

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, Darrelle Demps, Linda Dobb, Sharon Eva, Suzanne Gayle, Jillian Hogan, Chuck Horner, Hasieb Lemar, Janet Livingston, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Tawana Smith, Lauren Vance, Allen Zagar

Task Force Members Absent: Alegra Angelo, Arti Garg, Angelica Moore, Dwight Turner, Anjani Varma, Wandra Williams

Youth Commission Liaison: Gerado Barcenas Jr.

Guests (Visitor Sign-In): Mary Thomas, City of Hayward; Jianhan Wang

IV. Approval of Summary Notes from September 25, 2016 Meeting:

It was motioned/seconded (Romano-Pugh/Horner) and passed by majority vote to approve the September 25, 2016 meeting notes. (17:0:1 abstain (Ochoca)(6 absent)

V. Public Comments:

- Task Force Member Horner:
 - o He has put recycling bins in all the preschool classes in his church – hopes to expand from there.

VI. Presentation:

- a. Sustainable City Year – Public Works and Environmental Services (Mary Thomas)
- This is the first year that the has participated in a program like this. It is a joint venture between CSUEB and the City of Hayward.

- For the litter reduction portion of the program students will be going out and conducting litter studies – looking for hot spots around Hayward. An outreach and reduction program for the City will be formulated around the results.

Task Force Feedback:

- Vice Chair Clifton: The areas around bus stops are always a hot spot. Is there a way that the City can work with AC transit to get larger, more efficient trash cans around bus stops? Also, the Task Force would be interested in seeing what the trash accumulation is at vacant businesses.
- Task Force Member Andrews: They should concentrate their efforts near fast food restaurants. Is there some way the City can partner with these types of businesses to eliminate their environmental impact?
- Task Force Member Zargar: Can we get a map of the current locations of City trash cans?
- Task Force Member Turner: Do you factor in garden waste – such as fruits that fall from trees onto City sidewalks? (Staff reported that they do not factor this in because the fruits are not considered litter. If there is an issue with an unsafe sidewalk due to the fruit you should contact Code Enforcement)
- Task Force Member Demps: Will the students be able to interview Waste Management drivers to get their take on the litter situation in Hayward? (Staff indicated that this may be something that they could work into the study she would take the notes back to the meeting and see if the group agrees).
- Chair Hogan: How can the Task Force help? Can we create cleanups in the high litter areas or attend meetings with the SCY groups? (Staff indicated that since the program was in the very early planning stages she could not say right now but knows that there will be ways that the task force can help with the planning and/or action stage of the program)
- Task Force Member Bowers: How is the school curriculum created? (Staff indicated that the curriculum was created in collaboration with students and teachers.)
- Task Force Member Smith: Is there a higher percentage of litter near schools?

VII. Action Items:

- a. Task Force Proposals for Cleanup Locations
 - i. Hard Parks
 - ii. HUSD Schools
- It was motioned, amended, and seconded and passed by a majority vote (Romano-Pugh/Ochoa/Vance) (17:0:0 6 absent) to adopt the following cleanup locations and months:
 - o April: The Hayward Community Gardens
 - Task Force Member Livingston suggested contacting Eden Urban farms and Alameda Master Garden for assistance
 - o June: Hayward Adult School
 - o July: Birchwood Park
 - o August: Matt Jimenez Center
 - o September: Longwood School
 - o October: Longwood Park
- b. Outreach Ideas for 2017
 - i. Staff Suggestions:
- Cleanup packages will include flyers (English/Spanish) and registration sheets (English/Spanish) as well as a list of the businesses in the area of the cleanup it would

be helpful to have the owners of the cleanups to go out into the community before the cleanups to recruit businesses to participate – this would put a human face to the cleanup efforts.

- It is suggested that the Task Force attend the Farmer's Market, City Meetings, and other City/HARD/HUSD events to promote the Task Force and recruit volunteers. Staff will be putting together professional handouts and packets to help with these efforts.

ii. Task Force Suggestions:

- Task Force Member Vance:
 - o Identify Organizations the promote community service and partner with them
 - o Create more video packages to show on our website and use for Task Force recruitment
 - o Do not purchase and give away too much swag – it can be counter message
- Task Force Member Smith:
 - o Sponsor a Sports Team – purchase their uniforms and make sure that we have our logo on them.
 - o Sponsor a National Night out event or split up and go to the different block parties to hand out information about the Task Force
 - o Sponsor a Trunk or Treat event
 - o Have a contest with elementary schools – which ever school holds the most cleanups or removes the most litter will get a monetary prize.
- Task Force Member Ochoa:
 - o Can we purchase a billboard (Staff response: we have access to the two electronic billboards but can only use the advertising space for large events as it is quite costly to run and the City only has limited ad space available).
- Chair Hogan
 - o Can we advertise on the sides of Waste Management trucks (Staff to research)
- Task force Member Andrews:
 - o Task Force Members dressing up for Halloween during the October cleanup
 - o Window clings for businesses who promote clean/green Hayward -also a good give-a-way for residents and volunteers to put on their cars.
 - o Can we use Yelp or some other community service based sites to drive traffic to the KHCG website? (Staff to research).
- Task Force Member Bowers:
 - o Task Force to reach out to non-profits and partner.
 - List was created in 2014/2015 can staff research and bring to next meeting
 - Partnering with high schools that require community service to graduate.
 - Sending out information to the volunteer dinner committee to be sent to their list of non-profits
 - o Task Force Member Romano-Pugh
 - Americorps during April is required to do a certain amount of community service – perhaps we should partner with them.
- Swag suggested for purchase:
 - o Clings
 - o Bumper Stickers
 - o Shirts and Hats
 - o Tote Bags

- New coloring books/activity books
- c. Mural Designs for the Tennyson Utility Boxes
 - i. Staff will take designs to the mural art program to be approved. Any concerns about the size and location of the logo on the boxes will be brought back to the group in November.

VIII. Financial Report:

- a. Discretionary Expenses (under \$500)
 - i. Signage
 - 1. Banners
 - 2. Standing Signs
- The Task Force would like to see pricing and proofs for the handouts and water bill inserts before they proceed with purchasing any new signage

IX. Community/Clean-Ups and Upcoming Events:

- a. Make a Difference Day October 22 (Bowers/Vance/Ochoa)
 - i. Review Schedule/ Task Force Members to fill out Task Sheet
 - ii. Landscape Project
- Staff indicated that there is enough work for about 10 people to participate at the landscape project

X. Announcements/Updates:

- a. Chair Report
- b. Staff Report/Updates
 - i. Adopt-a-Block Update

XI. Review Future Agenda/Action Items

- a. Ad Hoc(Meetings will be held at 6:30 p.m. prior to meetings)
- Chair Hogan notified the Task Force that there would be an adhoc meeting prior to task force meetings where members would be able to bring ideas for presentations and agenda items to be discussed.

XII. Adjournment (9:06 pm)