

Current Outreach and Education Activities

Staff currently conducts a range of outreach activities for sustainability programs, which are listed in detail in Attachment I.

Online Communications

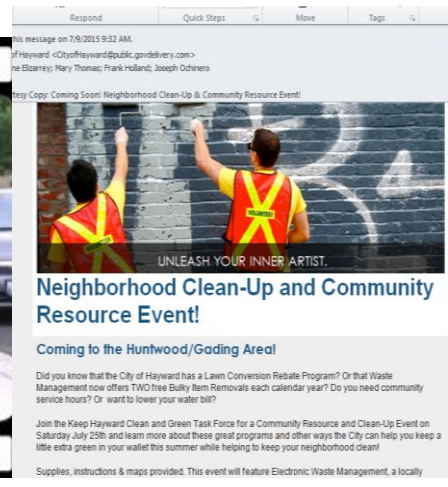
- Drought Watch Website – Staff created a special website in response to the drought with tips, resources, and news.
- Nextdoor – Staff recently started posting events and notices on this widely used platform.
- Hayward Daily Bulletins – The City sends out an e-newsletter to those community members who have subscribed, which occasionally contains updates on clean up events and sustainability programs.
- City Twitter, Facebook, and YouTube Accounts – The City Manager’s Office maintains social media accounts, on which sustainability staff posts content and videos.
- Seed-Lending Library E-newsletter – This e-newsletter is targeted to the members of the Garden Club and is available to all community members.
- Existing Green Hayward Website – Although the existing website has limitations, there is some good information, especially in the areas of water conservation and pollution prevention. This information will be transferred to and enhanced on the new website.



Facebook Post



Drought Watch Video



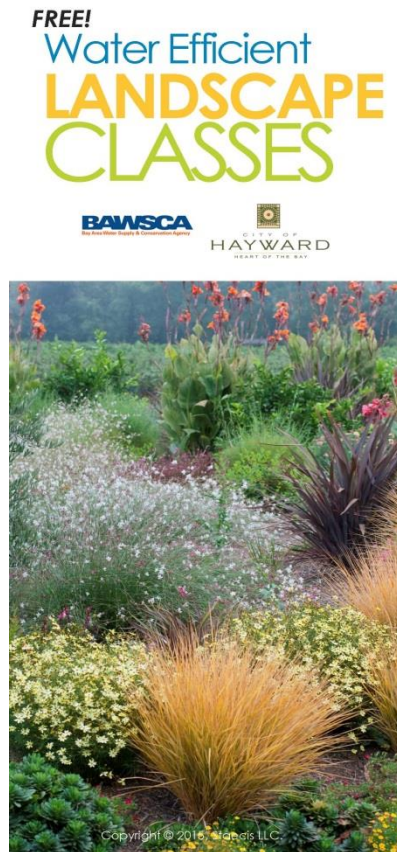
Hayward Daily Bulletin

Mail-based Communications

- Bi-Monthly Water Bill Inserts – Staff regularly uses these inserts to communicate sustainability related messages, such as the examples below.
- Topic-specific Mailings – Based on need and the availability of funds, mailings highlight specific programs, such as the brochure below on how to recycle used oil.
- Waste Management Mailings – As part of the Franchise Agreement, Waste Management is responsible for quarterly bill inserts and additional postcards advertising special services like bulky item pickup and holiday tree collection.
- Stopwaste Annual Report – As a member of Stopwaste, Hayward garbage account holders pay for and receive an annual mailing with information about how the County is doing at meeting its recycling goals.



Water bill inserts



WHY RECYCLE USED MOTOR OIL?

Recycling used motor oil protects our environment and saves energy.

Improper disposal of used motor oil and oil filters

- Pollutes drinking water, groundwater, and soil, and is a violation of state and federal laws.
- Wastes a valuable, non-renewable resource, and leads to dependence on foreign oil imports and increased gas prices.



¿POR QUÉ RECICLAR EL ACEITE DE MOTOR?

Reciclaje de aceite usado motor protege el medio ambiente y ahorra energía.

La eliminación inadecuada de aceite de motor usado y filtros de aceite

- Contamina el agua potable, aguas subterráneas y el suelo, y es una violación de las leyes estatales y federales.
- Desperdicia los recursos no renovables, y conduce a la dependencia de las importaciones de petróleo y el aumento de los precios del gas.

為什麼要回收使用過的機油?

回收使用過的機油，能保護我們的環境並節省能源。

不當處置使用過的機油和過濾器

- 污染飲用水、地下水和土壤，並且違反加州和聯邦法律。
- 浪費寶貴的、不可再生的資源，並導致依賴進口石油，使汽油價格增長。

TẠI SAO PHẢI TÁI CHẾ DẦU CŨ?

Việc tái chế dầu cũ là bảo vệ môi trường của chúng ta và tiết kiệm năng lượng.

Phản hủy dầu cũ và đổ lọc dầu không đúng cách

- Làm ô nhiễm nước, nước ngầm, đất đai, và đó là phạm pháp.
- Lãng phí giá trị tài nguyên, lãng phí tài nguyên không tái sinh, dẫn đến phụ thuộc vào dầu nhập khẩu từ nước khác, và làm tăng giá xăng.

Biannual mailing on how to recycle used oil

City-Sponsored Green Events

- Annual Environmental Awards – This past April the Awards ceremony honored six businesses, three schools, six multifamily properties, and ten residents for their exemplary efforts.

- Water Efficient Landscape Classes – These popular classes are run by noted landscape professionals six times a year and cover topics like mulching and irrigation.
- Seed Lending Library Classes – The Seed Lending Library runs regular workshops on ecofriendly methods for growing food and hosts the Hayward Gardeners’ Club.
- Annual Citywide Cleanup – In addition to the monthly cleanups hosted by the Keep Hayward Clean and Green Taskforce (KHC&G), the City sponsors a cleanup event and barbeque each May. This past May the City also gave out bags of organic compost.
- Annual Earth Day Poster and Essay Contest – The City has hosted this contest every May since 1983. This past May 764 students from 29 Hayward schools entered the contest and 24 students received awards.
- Earth Week Display – staff displays educational material in the rotunda during the week leading up to Earth Day.



Seed Saving Workshop



Water Efficient Landscaping Class



Environmental Awards

Outreach at Other Community Events

Staff tables at several events a year to provide educational material and information about City programs to Hayward community members. In addition, staff provides KHC&G with information to distribute at their monthly cleanups. Attachment III is a calendar including these and other possible events.



Staff at a Summer Street Party

Direct Outreach to Businesses and Multifamily Housing

- Drought related outreach – During the drought, staff has directly reached out to restaurants and hotels to inform them about the new water restrictions and provide resources like the below tent card. In addition, the City is working directly with large landscape managers to help them reduce their water use.
- Recycling and Organics Outreach – As part of the Franchise Agreement, Waste Management is responsible for conducting direct outreach to businesses and multifamily properties to assist with implementation of recycling and composting programs.
- Unite2Green Hayward – In partnership with ICLEI and the Hayward Promise Neighborhood, this pilot program will train Hayward students and Tiburcio Vasquez Promotoras (Health Promoters) to lead workshops for their neighbors in the Jackson Triangle about household solutions to address climate change.



Door hanger that the City provides to multifamily complexes

Tent card that the City provides to restaurants

School-Based Outreach

- Youth-Based Trash Capture, Reduction, and Watershed Education Project – This four year project, funded by an \$800,000 EPA Community Stewardship Grant and matching funds from Hayward local agencies, will begin this fall with the installation of the trash capture devices and corresponding curriculum in neighboring schools.
- EarthCapades Assemblies – As a BAWSCA member, the City contributes to this environmental theater program, which reaches 6,000 Hayward elementary school students annually.

- Clean Water School Programs – As a member of the Alameda County Clean Water Program, the City contributes to the Storm Drain Rangers (3-5 grades) and Caterpillar Puppets (K-3 grade), which educates Hayward students about reducing storm water pollution.
- Water Pollution Control Facility Tours – WPCF staff routinely gives tours to the community highlighting water resource recovery and clean and renewable energy generation at the facility. This past year, staff gave tours to several classes from Cal State and is looking to expand tours to all school levels this year.
- WMAC irecycle@school Program – Waste Management has a special classroom at its Davis Street Transfer Station that hosts school field trips and tours of the facility. All Hayward classes are eligible to attend for free.



Waste Management's irecycle@school tour



EarthCapades Assembly