



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
September 21, 2017

I. Call to Order

Meeting called to order by Vice Chair Andrews at 7:01 p.m.

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Member Arti Garg.

III. Roll Call:

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

Task Force Members Present: Angela Andrews, Blytha Bowers, Lynne Clifton, Ginny Delaney, Alison Divine, Sharon Eva, Arti Garg, Suzanne Gayle, Jeffrey Haman, Chuck Horner, Lauren Macmadu, Tim Romano-Pugh, Scott Schroder, Tawana Smith, Rick Solis, and Dwight Turner

Task Force Members Absent: Jillian Hogan, Hasieb Lemar, Stephen Ochoa, Megha Salpekar, and Wandra Williams

Youth Commission Liaison: None

Guest (Visitor Sign-In): Ernesto Sarmiento, City of Hayward Community Service Commissions

IV. Public Comments:

- a. **Task Force Member Romano-Pugh** distributed flyers for the recruitment of the AmeriCorps program. Task Force Member Romano-Pugh was a member of the AmeriCorps program and is currently supervising that program. This program is great opportunity to give back to the community. AmeriCorps members need to available 23 hours per week. The program is during and after school Monday through Thursday from 2:00 p.m. to 6:00 p.m. and on Friday mornings from 10:00 a.m. to 1:00 p.m. AmeriCorps members are assigned to an elementary school to assess the student's physical fitness, health, and nutrition. AmeriCorps members are provided with all the necessary tools to do health and fitness lessons throughout the year and then provide an assessment at the end of the year. Hayward has the highest rate of over-weight and obese children within Alameda County. Hayward has the lowest rate of children who are physically fit. Members will receive a \$650 monthly living stipend, receive a \$2,907 Segal Education Award, and receive 150 hours of professional development. There are upcoming information sessions: October 3, and October 17. Anyone who is interested in this program may contact Task Force Member Romano-Pugh at the phone number provided in the flyer.

- b. **Vice Chair Andrews:** I want to see if anyone else is interested in attending the 40th Hayward Volunteer Recognition & Award Dinner. I will let Task Force Member Horner provide more information.

Task Force Member Horner: The dinner is Tuesday, October 10, 2017 at St. Rose Hospital, under the great white tent. The Volunteer Recognition & Award Dinner is "the" event of the year to honor volunteers who have the same spirit as the Task Force. The Task Force will be recognizing the Galindo Family.

Director Rullman: Kimberly sent an email to the Task Force members. The City purchased a table for the Task Force, so we have a couple of seats available.

Administrative Secretary DeLand: I arranged to have one table for Galindo Family and the Task Force Members that RSVP'd.

Task Force Member Bowers: Will we need to pay \$40 per ticket?

Director Rullman: Maintenance Services paid for the Keep Hayward Clean & Green Task Force table.

V. **Approval of Meeting Minutes from August 24, 2017**

It was motioned/seconded by Task Force Members Clifton and Romano-Pugh and passed by majority vote to approve the August 24, 2017 meeting minutes 16:0:0 (5 absent).

VI. **Presentations**

a. **Downtown Streets Team Fundraiser 09/22/17**

Vice Chair Andrews: The Downtown Streets Team (DST) presented to the Task Force a few months ago. DST was awarded a grant to expand their services to the South Hayward area. DST is a program to help homeless individuals get back on his/her feet by providing jobs, which is cleaning up the streets. In return, they get gift cards to purchase food and other items. Hopefully, this will lead to a permanent job and home placement. The DST works in the downtown area by City Hall, Foothill Boulevard, and a bit northeast of Foothill. A map was provided to show the current areas where the DST currently provides service. In order for the team to expand to the South Hayward area, it will cost \$30,000. DST already received some grants, but they are not fully funded. A DST Hayward Quick Facts sheet was provided to the Task Force. In order to fill the gap, DST is having a golf tournament and wine tasting fundraiser on Friday, September 22, 2017 at the Mission Hills of Hayward 9-hole Executive Golf Course. Previously, DST had a \$8,000 gap, but it has dropped to \$6,000 gap. Vice Chair Andrews will talk to DST after the tournament to see how much money they raised. Based on the conversation, Vice Chair Andrews will propose at the next meeting to contribute up to \$1,000 to the DST.

Discussion: There was discussion about other mechanisms for donating to DST, distributing flyers at the next clean up events, connecting DST with the Freshmen Day of Services students and sororities/fraternities to fund raise or provide donations.

Vice Chair Andrews invited the DST to the Make a Difference event so they can have booth to accept donations. DST will often post on Instagram. Otherwise, you may donate on their website. DST was invited to some of the KHCG cleanups, but the DST usually works Monday through Friday. Once the Task Force finalizes the 2018 Cleanup Schedule, maybe DST can be a partner group for one of the events.

VII. Action Items

a. Introduction of New Task Force Members

Introductions: Task Force Members, staff, and new members went around to introduce themselves and provide a little background about themselves.

Task Force Member Delaney: asked about the Adopt-A-Block group and how her neighbor can get involved with this program.

Administrative Secretary DeLand: Please provide your neighbor with my phone number and I will be happy to explain the program. Basically, the group will choose a street or an area, we ask the group to do four cleanup events per year, after the second cleanup event we can install an Adopt-A-Block sign if the group wants one, and we ask that the group contact the City to arrange for us to pick up the bags of trash after their cleanup events. The City will provide all the supplies (vests, bags, gloves, and grabbers).

b. Review of KHCG TF Lead List of Duties

Vice Chair Andrews: A KHCG Lead Checklist was established so the leads will have a guideline on the items to load in the truck for the cleanup events. Each member should review the list and provide feedback to Kimberly within one week so she can update the list. The updated list will get posted to the door of the shed.

Discussion: There was discussion if the document can be provided to the Task Force members. The document will be setup in Google documents and shared with the Task Force with "comment only" privileges. Two lists should be available: one for the cleanup events and one for the Downtown Street Party events.

c. Supply Order (Buttons, Pencils, Bumper Stickers-Logo)

Vice Chair Andrews asked the Task Force if we needed to order buttons and pencils.

Administrative Secretary DeLand: The bumper stickers have been ordered, similar to the window clings with the logo and #HaywardBeautiful. Small bumper stickers of the logo only, in the shape of the logo have also been ordered.

Pencils will be ordered with the logo and #HaywardBeautiful in the quantity of 1,000.

Buttons will be ordered with the logo in the center of the button and #HaywardBeautiful around the outer edge of the button in the quantity of 1,000.

Business Cards will be ordered. The front will have the logo, the Task Force name, Access Hayward, website, space to write name, and phone #(?). The back will have the schedule of cleanup events.

d. Financial Report

Administrative Secretary Deland: We added two items for reimbursement. The speakers for the KHCG Events and the food for the August 26, 2017 cleanup event. Next month you will see two entries for the bumper stickers.

e. 2018 Cleanup Schedule, Locations, Beautification Projects

Vice Chair Andrews: The proposed 2018 Meeting & Beautification Event spreadsheet was provided to each Task Force Member.

Director Rullman: The left side of the spreadsheet shows the 2017 locations. We highlighted five of the locations, which indicates staff's recommendations because we continue to have trash load issues at these locations.

Task Force Member Delaney: From a quantitative perspective, how do you measure there is a trash load issue?

Director Rullman: We measure it through a few sources. One is through our heat map on Access Hayward and the number of request we receive in an area. Also by volume of trash coming out of the storm drains. As well as the volume picked up by the Task Force.

Discussion: There was a discussion that the Hayward Adult School was not a good location because the access was difficult to get volunteers dispatched to the surrounding area. There was some question on the Hayward boundaries in that area.

Director Rullman: After some discussion with Chair Hogan and Vice Chair Andrews, we are going to call everything a "beautification" event instead of a "cleanup" event. It does not mean we will only do planting at the events. We will continue with the cleanup aspect at these events. After talking to the City's Media Relations team, they are supportive of the idea. We are going to have a presentation in November to launch the media campaign around #HaywardBeautiful. We want to finalize the calendar first.

Beautification locations for 2018: We have a few locations listed for 2018 like the Five Flags location for January, but these locations are not set in stone. The Five Flags location is at Mission, Foothill, and Jackson that the City maintains this site. Thousands of vehicles drive past this location. This has been in declining condition because the plant species that went in as part of the 238 Project were not good species to plant. The City held off in replanting in the area because we wanted to see if the Task Force wanted to partnership at this location. The Task Forces does not have choose this location, nor does it have to be done in January. If the Task Force moves forward with this location, staff recommends completing it during the first quarter in 2018 since the weather is cooler during this period. We try to ramp up the planting just prior to winter or coming out of winter.

Discussion: Task Force members agreed that planting in the first quarter is better than in the summer because of the weather. There was also discussion on installing a plaque at the Five Flags sites.

Director Rullman: We usually install a plaque to acknowledge our partnerships with an organization. This is where we can try to tie partnerships at the events. We can go to Earth Team a couple of times during the year, but we should be careful about how often we ask for their assistance.

Discussion: The Downtown Streets Team may want to join the Task Force at the Five Flags cleanup events. However, Downtown Streets Team usually works Monday through Friday. Have we partnered with the Downtown business owners?

Director Rullman It has been a goal of our, but it has not necessarily been effective.

Vice Chair Andrews The Community Engagement Ad Hoc Committee can discuss how to engage the business owners in the area.

Director Rullman although we are calling our events "beautification events" they are not solely beautification projects. We want to have cleanup and beautification events together where the cleanup event is staged in an area nearby and volunteers and Task Force members and help at either event.

Community Engagement Fair in May at Weekes Park is put together by the Erik Pearson's group, Environmental Services. The Task Force is present at this event but it is not a full cleanup event for the Task Force. The Task Force is there as a support function.

The bylaws say the Task Force will do ten events per year. If you count the Weeks Park event the Task Force is doing eleven events per year. Historically, the lowest turnout that we have had is in August. There has been a desire and discussion around the Task Force taking a recess in August, since the City Council is on recess in August.

Our goal tonight is to identify locations, take the next 30 days to evaluate the schedule/locations, and finalize at the October meeting.

Discussion: There was discussion about inviting the Adopt-A-Block groups to clean their block in May while the Task Force is at the Community Engagement event at Weekes Park. The Adopt-A-Block groups can participate in the BBQ at Weekes Park after they cleanup. The Task Force should have a booth at the Community Engagement event in May. This is a nice event to bring your family and children.

Vice Chair Andrews the Task Force should have a more enhanced booth at the Community Engagement Fair at Weekes Park in May. How does everyone feel about the recess in August? Do we want to continue to have a meeting in August if we eliminate the cleanup events?

Discussion: The Task Force likes the idea of a recess in August and eliminating the August meeting. There was discussion in planning an event for January 2019. Some Task Force members recall planning the full year, plus January of the following year. In the past, the January event was planned because the High School competition was scheduled in January, so it was a one-time exception.

There was discussion on engaging the H.U.S.D. and collaborate with the schools. The H.U.S.D. Superintendent is open to the idea. There was an event at Park School where Cornerstone Fellowship from Livermore and the Hayward campus, that meets at the Hayward movie theater, got involved at the Park School event. Cornerstone did a cleanup event for the campus and they came back to build a shed for the school.

Vice Chair Andrews: Chuck was having coffee with the H.U.S.D. Superintendent and Angela brought flyers to them for the upcoming Task Force event. The Superintendent talked about a campus beautification budget for every school. We should figure our 2018 calendar and bring it to H.U.S.D. to see if there is a school beautification project that the Task Force can assist the school district. H.U.S.D. has a new maintenance supervisor. He is compiling the school requests and will put together their schedule. Meanwhile, we should work on our schedule and then go back to the school district to see if we can work on any of their maintenance items and potentially use the budget that is allocated for their maintenance. The Superintendent seems open to the idea.

Director Rullman: The two largest events are Freshman Day of Service and Make a Difference Day. I think we should target the areas that are most in need for those two days. I would like to take advantage of the large number of volunteers we get for these events. We are fortunate to get

200 Chabot students for the November event at Leidig Court and we couldn't have gotten luckier to get them for this site.

Vice Chair Andrews: The areas that are highlighted in yellow are the hot spots, so we should try to plug these into our 2018 calendar.

Discussion: There was discussion that South Garden (Longwood Areas) is an area that needs attention, so the Task Force may want to consider having an event in this area.

What is "field trip" listed on the proposed calendar.

Vice Chair Andrews: For June and July the meeting conflicts with the Downtown Street Party. One idea is to have the meeting at the Downtown Street Party to discuss the cleanup event. We are not required to have a booth at the Downtown Streets Party, but it is highly recommended. In the past we moved our meeting to a different day, but the cleanup event did not come together as smoothly when the meeting was moved. We want to get some ideas on how to resolve this for the upcoming year.

Discussion: Some liked the idea of having the meeting at the Downtown Street Party, but logistically it will be challenging (i.e., parking). The Street Party requires the Task Force to be at the event early, but the Task Force cleanup events are not as organized if we do not meet.

Administrative Secretary DeLand: The June meeting is the only one that conflicts with the Downtown Street Party. The Downtown Street Party for July is a week before the Task Force meeting.

Vice Chair Andrews: Let's go through and plug in the highlighted location into our 2018 calendar.

The Task Force continued their discussion on the 2018 location sites and established the proposed 2018 locations

January 27, 2018 - Five Flags
February 24, 2018 - Second & Walpert
March 22, 2018 – Ruus Park
April 26, 2018- Longwood Elementary
May 12, 2018 – Community Engagement Fair @ Weekes Park
June 23, 2018 – Community Gardens
July 28, 2018 – Bay Hill Church
August 2018 – No Meeting or Cleanup Event
September 22, 2018 – Leidig Court
October 27, 2018 Tennyson High School
November 17, 2018 – Palma Ceia Park

VIII. Community Cleanups and Upcoming Events

a. Matt Jimenez Community Center 08/26/17 - Task Force Members Horner & Turner

Vice Chair Andrews: We had a great turnout at the Matt Jimenez Community Center event. There were two garden nominations. September will be the last month for garden nominations and we will begin again in January.

Task Force Member Horner there was lots of furniture.

b. **Longwood Elementary School 09/23/17 - Task Force Members Gayle & Bowers**

There will be about 20 Fed-X volunteers and parents will help. The City's media team distributed flyers and went door to door to promote the event. Task Force Members Bowers and Gayle will do the mapping at this event.

Vice Chair Andrews, Task Force Members Bower and Horner will meet at the shed on Friday evening at 7 PM to load the truck.

c. **Palma Ceia Park 10/28/17 - Task Force Members Salpekar & Eva**

Make a Difference Day and Halloween event. Task Force Members Salpekar and Eva are the event leaders. HARD will participate, mulch spread, tree trimming.

IX. Announcements/Updates

Vice Chair Andrews: Attendance requirements is 75%, you must email Kimberly in advance if you are unable to attend, otherwise it will be an unexcused absence.

Director Rullman: The City applied for "What Makes Cities Work" through Bloomberg and we were awarded for illegal dumping. Bloomberg will do some analysis on how we can reduce illegal dumping. There is going to be a large media launch on Tuesday. Photographs will be taken at the Saturday cleanup event.

Task Force Member Horner: There will be a Kaboom build (playground in a day) on 10/26/17 at Park School.

X. Adjournment (8:46 PM)