



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
May 25, 2017

**I. Call to Order**

Meeting called to order by Chair Hogan at 7:00 p.m.

**II. Pledge of Allegiance:**

Pledge of Allegiance led by Task Force Sharon Eva.

**III. Roll Call:**

*City Council & Staff:* Council Member Mendall, Todd Rullman, Maintenance Services Director, Rod Affonso, Streets Maintenance Manager, and Kimberly DeLand, Administrative Secretary

*Task Force Members Present:* Angela Andrews, Alegra Angelo, Blytha Bowers, Linda Dobb, Sharon Eva, Arti Garg, Suzanne Gayle, Jillian Hogan, Lauren Macmadu, Stephen Ochoa, Megha Salpekar, Tawana Smith, and Dwight Turner

*Task Force Members Absent:* Lynne Clifton, Darrelle Demps, Chuck Horner, Hasieb Lemar, Janet Livingston, Tim Romano-Pugh, Wandra Williams

*Youth Commission Liaison:* None

*Guest (Visitor Sign-In):* Derinda Gaumond and Ria Lancaster

**IV. Public Comments:**

None

**V. Presentations**

**A. Downtown Street Team**

**Julia Lang** is the Project Manager for the Downtown Streets Team and she presented the Task Force with an overview of the organization, their role and impact on the community, and how their organization assists the homeless community.

Homelessness is about 20% of the nation's population. There are over 5,300 homeless individuals in Alameda County. Homelessness affects everyone: the community, City Hall; public services; police; public health and hospitals; environment; taxpayers; tourism; and small businesses.

There are several reasons why someone becomes homeless: mental health, divorce or death, drug or alcohol abuse, unemployment, eviction, criminal background limits employment, domestic

violence, or could not pay healthcare bills. Based on a survey, 42% indicated that employment assistance might prevent their homelessness.

This program originated in 2005 in Palo Alto where there were 350+ homeless, panhandling was at an all-time high, one bedroom rent was \$1,250, minimum wage >\$9, and businesses/community feel like victims.

Due to panhandling and debris on the streets, Business Improvement District wanted to address both issues and try to “kill two birds with one stone” by having the homeless individual help clean up in the Business Improvement District for a small stipend in the form of gift cards. Individuals who are in the program receive a yellow shirt and this is his or her badge of honor. If you see someone wearing a yellow shirt, you know he or she is working in the area to clean trash/debris and remove graffiti.

Downtown Streets Team helps homeless individuals rebuild their lives through the dignity of work. This program allows homeless and low-income people to volunteer on beautification projects around the community. In return, team members receive a basic needs stipend while receiving case management and employment services. Basic needs stipend is designed to eliminate panhandling and to prevent survival mode; is tied to levels (participation); and is non-cash.

The individuals wearing a green or blue shirt are the peer leaders. The peer-to-peer model is a means where team members are mentored by others who have had similar experiences with homelessness. Peer-to-peer allows individuals to hold each other accountable. There are many opportunities for team members to move up the ladder and become a team leader.

There are seven teams in the Bay Area with San Jose being the most established team. The Downtown Streets Team was the number one non-profit organization cleaning up the waterways in San Jose and helped to house over 180 people. As an agency, they housed over 650 people and helped over 600 people gain employment. Team members are considered “employed” if he/she hold that job for more than 90 days. Seasonal or month-long jobs are not considered as employment. The San Rafael team removed 2.5 million gallons of debris and 1.5 million cigarette butts were terracycled and turned into park benches.

Based on our survey, 90% of the participants in the Downtown Streets Team reported improved self-esteem, pride, and/or sense of self-worth.

In Hayward, our organization is working with H.A.R.D., Downtown Business Improvement Advisory (DBIA), and the City to clean up Hayward. The Hayward Team launched on June 22, 2016 and was the first team in the East Bay. Participants removed 75,000 gallons of debris, 57 people serve on this team cleaning the downtown core of Hayward and beautifying/maintaining Memorial Park.

Our team meetings are held weekly on Tuesday from 12:30 pm – 1:30 pm at the Hayward Area Historical Society, 22380 Foothill Boulevard in Hayward.

**Chair Hogan:** We are always looking for opportunities to partner with other organizations. Is there potential for us to do something together? For example, your team can attend our events or we can collaborate on other projects?

**Julia Lang:** Yes, we are always eager to collaborate in community events. We are especially interested in the waterways. Especially with the Mervyn’s site closing, many of the homeless are

displaced and have moved near the creek. Many individuals have moved out of City Center. The homeless are getting displaced repeatedly and the waterways are getting the biggest hit from the displacement. We are always happy to partner.

**Task Force Member Bowers:** How do people learn about your program?

**Julia Lang:** Mostly through word of mouth. Our team members are trained in outreach and best practices so they can engage other homeless community members in getting the resources they need. It is more meaningful if the discussion is from someone who has similar experiences. My colleague and I will do outreach with our team members or just bring bags to those individuals to clean up garbage they have accumulated. But the real heart of it is coming from the ones who have been there.

**Vice Chair Andrews:** How long will you be in Hayward? Is it ongoing?

**Julia Lang:** It is ongoing. We were awarded another round of CBEG funding for the next fiscal year and we have lots of other funding sources from the County and from the contract we have here in Hayward.

**Director Rullman:** I know you provide gift cards for food. What do you do for providing housing or do you provide housing?

**Julia Lang:** We are a navigator, the connector, to build the community and engage in the services the team members are interested in. We help team members find and navigate those services. We connect individuals with ABODE, the local agency for employment-based housing assistance. ADOBE provides a one to two-year housing voucher to subsidize the rent for the individuals who are employed. This is a good way to help stabilize someone.

**Director Rullman:** The individuals who participate in your program, are they Hayward residents? Or are you attracting individuals from all over because the program is so good?

**Julia Lang:** Participants are mostly from Hayward. We have a few participants who are housed in Oakland and help in Hayward, but they are doing it for a meaningful daily activity and a way to give back. A large number, maybe 90%, are from Hayward or unincorporated Hayward.

**Chair Hogan:** Do you only clean up in the area where you find the homeless encampments or is it all over the City?

**Julia Lang:** We have a contract with the Downtown Business Improvement District to serve from D Street to City Center and Mission to Second Street. It is the business corridor because that is how that project is funded. We also clean up City Hall.

**Streets Maintenance Manager Affonso:** We communicate with Downtown Streets Team monthly and they do a great service for our group, also. I want to thank you.

**Julia Lang:** Like wise. Our team uses the Access Hayward app to submit requests when they see graffiti, human waste, or large dumped items. They take a photograph and send it in an Access Hayward request. We usually leave our trash at the Police sub-station. However, if we are too far from the sub-station, we will leave the trash, submit an Access Hayward request, and Rod's team will pick it up. That is always a great help, as well as providing us with supplies.

**Director Rullman:** We are looking to expand the program to South Hayward near the Tennyson area.

**Julia Lang:** We look forward to expanding to the South Hayward area because there is a great need in the area. There is a lot of debris and homelessness. It may be difficult for those individuals to get to Downtown Hayward, so we want to go into the areas that have the greatest need.

## **B. Map Training**

**Task Force Member Bowers** provided map training, which covered mapping background, structure, mapping process, practice session, review, and Q&A.

Background: As the number of volunteers increased, there was a need for an efficient and effective way to assign cleanup areas. Assignments needed to fulfill area clean up needs while accommodating volunteer preferences and demographics (walk, families with children, single volunteers vs. groups/teams).

Structure: Task Force Member Horner developed a system of maps dividing the City into quadrants: North East (NE), North West (NW), South East (SE), and South West (SW).

There are individual areas within each quadrant (i.e., NE 01 indicates NE quadrant, area 01). Each area accommodates a certain number of volunteers. Each quadrant was displayed.

Mapping Process: For this process, you will need PowerPoint and the ability to save a PDF file. First, determine which quadrant your meeting site exists. If unsure, you may use KHCG TF website or Google Maps as reference. Second, identify within the quadrant, the area number. Third, estimate the number of volunteers expected for the cleanup event. Lastly, open the PowerPoint file for the quadrant with which you will be working.

Assign areas starting at the meeting site and working outward. Keep in mind the natural barriers (railroad tracks, freeways, on/off freeway exits, parks); areas that need special/more attention; demographics of your volunteers; and assigned areas may flow into another quadrant, depending on the meeting site and number of volunteers.

Document your assignments on the PowerPoint Areas Assignment slide, add number of volunteers to ensure you have enough areas assigned, ensure that the area maps are included (add or delete areas as needed), and save your file to PDF.

Practice: Five minutes was given for three groups to work together to determine map location and the areas of assignment for Chabot College (40 volunteers), Ruus Park at Folsom & Ruus (80 volunteers), and Cannery Park (70 volunteers). There was a review of the practice location.

Review: Meet at Site (map quadrant/area number), volunteers (number/uniqueness), Assign Areas (barriers/boundaries and cleanup area needs).

**Task Force Member Dobbs:** The last clean up at the Community Garden was confusing and the cleanup prior to that was confusing on where to set up.

**Task Force Member Bowers:** We were supposed to set up inside the Community Garden.

There was discussion on the condition of the Community Garden and the possibility of collaborating with the Downtown Streets Team to clean the garden. This may be a future collaboration since the garden is maintained by H.A.R.D. and the Downtown Streets Team is under contract to clean certain areas.

**Streets Maintenance Manager Affonso:** Where do you leave the trash?

**Task Force Member Bowers:** The groups who are not going to bring their trash back to the meeting site, we encourage them to leave the trash by the curb, we ask them to mark the location on the map, and someone will take our truck to pick up the bags of trash. Most of the people will bring their trash back to the meeting site.

Review of mapping continued and ended with Q&A.

**Task Force Member Bowers:** We have USB drives for everyone, I will get together with Kimberly to copy over the maps for those who want to start mapping.

**Chair Hogan:** I want to suggest changing the signup sheet, maybe we can add mapping as a separate task and different Task Force Members can try mapping.

**Task Force Member Eva:** Do we have access to the registration form and the number of volunteers? Does the registration form ask if there are minors?

**Task Force Member Bowers:** Yes and no. Yes, if we are going back to a school and the school is participating, then you know there will be students at the event. We may get some information from the online registration. Freshmen Day of Service, we know there will be students. When we have our Make a Difference Day, same thing. Often we are estimating the number of volunteers.

**Task Force Member Garg:** I did some data analysis and there are some trends on the average attendance.

**Chair Hogan:** Also, the pre-registration packet has the volunteer list. We have discussed adding additional questions to the registration form. However, we get the packet a few days in advance, so it only gives a couple of days to print the maps.

**Task Force Member Bowers:** I usually map for 150 volunteers.

**Task Force Member Gayle:** For my clean-up events, I drive around before the event with my notepad and highlighter pens and mark the areas that need cleanup. Generally, the area look clean, but occasionally there is a dead end or cul-de-sac that need attention. I also highlight large dumping areas.

**Task Force Member Ochoa:** Have we created a list of responsibilities, a check list for one person who is responsible for the event and check the area before the event. Maybe we can have one of the members who is overseeing the event be responsible for the mapping.

There was discussion on the current sign-up sheet. Some members indicated that if you are an owner of an event and have never done an event before, it is difficult to know where to begin. A basic check list that lists the items in order (i.e. check area, go to shed, etc.) will be helpful. Someone may have that checklist.

**Task Force Member Macmadu:** We can use google docs, save, and update the forms.

**Task Force Member Garg:** We can also grant access to the group.

**Task Force Member Smith:** Does anyone check to see if the volunteers make it to the assigned areas?

**Task Force Member Bowers:** No, we do not. That is something that we can certainly do.

**Task Force Member Turner:** I can go over an area multiple times and find more trash to pick up in the bushes and in different areas. Since we are working with volunteers, you should trust them to some extent.

### **C. iHellaHeartHayward Instagram Page**

**Ria Lancaster** grew up in Hayward and has been a resident for almost 25 years. She created an Instagram page about three years ago, iHellaHeartHayward (<https://www.instagram.com/ihellahearthayward/>). She features all things Hayward and tries to capture Hayward's beauty, mural program, events, and restaurants. She tries to highlight the positive side of Hayward and she is trying to change the perception of Hayward.

Ria enjoys art and has a Fine Arts degree (later she changed her career path to Nursing). She features some of the murals and utility boxes on her Instagram page.

She wants to stay engaged with the community and has found that social media helps keep her engaged and can make an impact on the community. She also wants to support local business so she will post photos of food and local restaurants.

She connects with the community by posting Keep Hayward Clean and Green events, volunteer opportunities, social events in Hayward, and feature new businesses. She can connect with a variety of people because there are some commonalities. Many of her followers will volunteer and help at the events she hosts (i.e. BBQ cookout, meal baskets, treat bags, Thanksgiving meals).

**Task Force Member Garg:** Do you usually post your photos before or after an event?

**Ria Lancaster:** For Keep Hayward Clean & Green events, I will post something announcing the event. Once the event is over, I will remove the post, and post what I did at the event. She tries to post upcoming events. She also hosts local events for Easter and Halloween and gets a large turnout for these events. She is getting sponsors for her events through the social media.

**Chair Hogan:** It is nice to see the success you have with social media and using social media to get the word out to the community.

**Vice Chair Andrews:** Now that we have our own hashtag, we can use our personal accounts to promote Keep Hayward Clean & Green.

**Chair Hogan:** Thank you for helping with the two mural boxes and helping at some of our clean-up events.

### **VI. Approval of Summary Notes from April 20, 2017 Meeting:**

It was motioned/seconded Vice Chair Andrews/Task Force Member Bowers and passed by majority vote to approve the April 20, 2017 meeting notes 13:0:0 abstain (7 absent).

## **VII. Action Items**

**Administrative Secretary DeLand:** provided an overview of items for the Task Force members to consider and approve for purchase.

### **a. iPad:**

There are three iPads for consideration to purchase.

- Apple iPad Pro Wi-Fi Cellular Tablet, 3G, 4, 12.9" screen, 128 GB, with an Otter Box for \$1,206
- Apple iPad Air + Cellular Tablet, 3G, 4G, 9.7" screen, 32 GB, with Otter Box for \$647
- Apple iPad Wi-Fi + Cellular Tablet, 3G, 4G, 9.7" screen, 32 GB, no Otter Box available (third party covers are available, but cost not included in this presentation) for \$513
- Data Plan available for \$38 per month (\$456 per year).

### **b. Barcode Scanners:**

There are two barcode scanners that will work with the iPads for inventory tracking.

- Wasp Freedom Wireless Barcode Scanner (Bluetooth), read 1D barcodes up to 12" away, wireless range up to 160' line of site from a PC, Wireless Range up 33' line of site from mobile device, compatible with Android and iOS devices, CCD LR scan engines captures 230 scans per sec for \$379
- Adesso NuScan Bar Scanner, portable 200 scan/sec, decoded, Bluetooth 3.0 for \$132

### **c. EZ Office Inventory Asset Tracking Software App and EZ Office Inventory Account**

- EZ Office Inventory Asset Tracking Software is a free App that ensures conflict free reservations, checkouts, assets tracking and audits, non-intrusive and requires no agent installation and can be used to track any equipment, tool, inventory or asset, print and scan an easy to use QR code or barcodes for tracking. **Important:** requires an EZ Office Inventory (Paid) account, access to your location is required for reporting geolocation of asset barcode scans. Free App.
- EZ Office Inventory Account (Silver Account) 50 user, 200 items, custom fields, mobile apps, barcode scanning audits, Excel import & export, GPS location, serviced and maintenance, label design, reports, depreciation for \$320 per year.

### **d. Promotional Pens:**

- Twist-action ballpoint pen features an hourglass-shaped barrel with colored rubberized grip, metal, clip, chrome trims, and capacitive stylus that works with touch screen devices for approximately \$632 for 500 quantity.

### **e. #HaywardBeautiful Banner:**

- 3' x 10' (120" W x 36" H) 13 oz. Scrim vinyl single-sided banner for approximately \$128

### **f. T-Shirts:**

- District Young Men's Very Important Tee V-Neck DT6500, 4.3 ounce, 100% ring spun combined cotton, 30 singles, 50/50 ring spun combed cotton/poly (Heathers), 90/10 ring spun combed cotton/poly (light Heather Grey), tear-away tag in sizes XS to 4XL for approximately \$591 for 20 shirts

There was discussion if the logo and hashtag for the t-shirts are embroidered or silk screen. Kimberly will confirm if the logo and hashtag are embroidered or silk screen.

**Chair Hogan:** The background behind the t-shirts is for the Task Force to use the current budget and there has been lengthy discussion over the years for t-shirts. Since the Task Force is getting new vest and new name tags, why not get new t-shirts for all the Task Force members. Next year we and put more thought into the t-shirts, have a little group meet on the design, and get a nicer shirt.

**Task Force Member Garg:** On the iPad data plan, do we pay that up front?

**Administrative Secretary DeLand:** The data plan is a monthly charge. I will add the Task Force to my Verizon account and charge the monthly portion to the KHCG account. I probably won't be able to add your iPad onto the account until July.

There was discussion on the use of the iPads for registration and the potential of purchasing two if the budget allowed. Is Wi-Fi needed when we are using the iPad for onsite registration? The data plan is like a cellular plan that allows Wi-Fi (internet) access. The camera can be used to scan documents. The Task Force members discussed the 12.9" screen vs. 9.7" screen and since the Task Force is purchasing only one iPad, the 12.9" screen will be a better choice. When the lawn transformation took place, iPads were used for surveys, so the Task Force can also use the iPads the use of surveys. With the proposed purchases, the Task Forces will have approximately \$400 remaining in the budget.

The Task Force Members felt that Walkie Talkies will be useful. Kimberly will look at the cost of the Walkie Talkies and will discuss the purchase of this item with Chair Hogan if the current budget allows for the purchase.

It was motioned/seconded Vice Chair Andrews/Task Force Member Macmadu and passed by majority vote to purchase Apple iPad Pro 12.9" screen, 128 GB; Wasp Freedom Wireless Barcode Scanner (Bluetooth); EZ Office Inventory Account; Promotional Pens in dark green (500 quantity); Banner 3' x 10' vinyl single-sided, 13 oz.; and District Young Men's Very Important Tee V-Neck T-shirt (25 quantity) 13:0:0 abstain (7 absent).

## **VIII. Discussion Items**

### **a. Adopt-A-Block Signs**

**Task Force Member Bowers** asked about using the Task Force funds for the installation of two signs for the adopt-a-block groups.

**Director Rullman:** The budget impact is not the issue, but we did not want to over-sign. I do not have a problem with installing a sign at each end of the block.

### **b. iHellaHeartHayward Instagram Page – Ria Lancaster**

See Presentations - Item C.

### **c. Name Tags**

Four name tag samples were passed around for Task Force Members to consider and determine which color and size to order. Task Force members agreed to order the smaller white name tag



with the logo on the left and the Task Force member's name and Member Since XXXX engraved to the right of the logo.

**Administrative Secretary DeLand** will check with the vendor to see if the text can get engraved.

**d. Yard Signs**

**Administrative Secretary DeLand:** The yard sign will have a cut-out of the logo with #HaywardBeautiful below the logo.

**Task Force Member Ochoa:** The community is not familiar with #HaywardBeautiful. We should include KEEP HAYWARD CLEAN & GREEN on the lawn signs.

**Vice Chair Andrews:** We want to order 25 lawn signs with a cut-out of the logo and below the logo it will read:

KEEP HAYWARD CLEAN & GREEN  
#HaywardBeautiful

**e. Annual Yard Sale in August**

**Chair Hogan:** Last year Task Force Member Clifton and Chair Hogan were their own Ad Hoc committee and worked with Brianne to get the word out for the Annual Yard Sale and give away items for those who participated. I am asking if anyone wants to participate in the process this year.

**Vice Chair Andrews:** Maybe we should check in with our Community Engagement Ad Hoc group.

There was discussion on cancelling the August clean-up event due to the low turnout, possible due to the Yard Sale event. Maybe we can look at the data analysis for the August clean-up events. It was suggested that different event is scheduled in August (instead of a cleanup event), like a Task Force event.

**IX. Community/Clean Ups and Upcoming Events**

**a. April Clean Up Event Wrap-Up**

**Task Force Members Clifton & Dobbs** were not available to provide update on the April clean-up event.

**Chair Hogan:** We did the utility box murals. Ria, Vice Chair Andrews, Chair Hogan, Task Force Member Gayle, and three others from CSUEB did the prep work for the utility box and Task Force Member Gayle finished the boxes. Photos of the completed utility boxes at Tennyson and Tampa and Tennyson and Tyrrell were shown at the meeting.

**Task Force Member Bowers:** There was a gap somewhere in the schedule for the mapping, but we found someone to stay and take care of this task. In the future, we should look at the signup sheet to ensure there are no empty spots.

At times, there were also gaps in the end where there were only two members cleaning up.

We had difficulty finding the Community Service Stamp. Other than that, the cleanup went well.

**Chair Hogan:** Having the maps as someone's task, will help in the future.

**Task Force Member Bowers:** We had the maps, but we need someone assigned to distribute the maps on the day of the event.

**b. Community Engagement Fair Wrap-Up**

**Chair Hogan:** (presentation and photos shown) In May, we had the Community Engagement Fair and it went well. We had a poster board to promote new members to join the Task Force and it was the Citywide cleanup event. The Task Force had a hula hoop contest and Mayor Halliday participated in the contest. We had garden gnomes and window clings for prizes. Approximately 150 people participated in the event.

**Task Force Member Garg** spoke to Erik Pearson and they are unsure if they will have this event next year or possibly partner with the Task Force on an event.

**Streets Maintenance Manager Affonso:** They mentioned the same thing last year. I attended the post meeting and they will try to do additional outreach to Cal State East Bay, the adopt-a-block groups, the schools (especially the high schools) to try to get more volunteers. They are trying to do more outreach to promote more of a Citywide cleanup. Generally, the individuals who participate want to clean up in the immediate area.

**c. June Clean Up Event at Hayward Adult School**

**Chair Hogan:** Our June cleanup will be at the Hayward Adult School. We will have a meeting before the event. Task Force Member Bowers will own the June event and I will do the maps. I will create a new signup form so we can detail out the tasks.

**X. Announcements/Updates**

**a. Chair Update**

**Task Force Member Gayle:** Do the Street Fairs start before the next meeting?

**Streets Maintenance Manager Affonso:** The third Thursday of June, July and August.

**Chair Hogan:** Can we put together an Ad Hoc committee for the Street Fairs to see who is attending and doing the groups?

**Vice Chair Andrews:** Maybe we can get our Ad Hoc Engagement committee to work on the Street Fairs.

**Chair Hogan:** Vice Chair Hogan will have the Ad Hoc Engagement committee work on this and we will discuss if we need to meet before the Street Fair.

**Director Rullman:** We can roll the lawn sign promotion into the July and August Street Fairs.

**b. Staff Update**

**Director Rullman:** Lynne Clifton resigned as Vice Chair, but she will still be involved with the Task Force. We will vote on a second Vice Chair.

XI. **Adjournment (9:09 PM)**