



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
June 22, 2017

**I. Call to Order**

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

**II. Pledge of Allegiance:**

Pledge of Allegiance led by Task Force Member Hasieb Lemar

**III. Roll Call:**

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

*Task Force Members Present:* Angela Andrews, Alegra Angelo, Blytha Bowers, Sharon Eva, Arti Garg, Suzanne Gayle, Chuck Horner, Hasieb Lemar, Janet Livingston, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, and Dwight Turner

*Task Force Members Absent:* Lynne Clifton, Darrelle Demps, Linda Dobb, Jillian Hogan, Lauren Macmadu, Tawana Smith, and Wandra Williams

*Youth Commission Liaison:* None

*Guest (Visitor Sign-In):* None

**IV. Public Comments:**

**Task Force Member Horner:** I received a call from Mike Cobb, St. Rose Development Director, and Peter Kwong was with him. They interested in doing a photoshoot to make a commercial for Clorox. The original idea was to get a cleanup event. I think they backed out of it, but they may show up at the Saturday cleanup event. They want to have good PR with the community.

I spoke to Keith from H.A.R.D. about the Community Gardens on Whitman and the relaunch that was supposed to happen in 2016. We discussed using Earth Day or Make a Difference Day and get a couple of hundred people out there to clean up the Community Garden. At least it will be cleaned up when they figure out how to pay for the water that needs to be installed. There is lots of trash and plastic inside the garden. This event will be in lieu of a beautification project.

**Director Rullman:** Is that your understanding for the delay in opening the Community Gardens is the cost of getting water in there?

**Task Force Member Horner:** I thought I saw something like \$100,000? Do you know anything about it, Al?

**Council Member Mendall:** What property are you talking about?

**Task Force Member Horner:** The Community Gardens on Whitman.

**Council Member Mendall:** It is not just installing the water, but who is going to pay for the water going forward. They are looking to do a Master Plan for the area, but they have not figured out what they are doing in that area.

**Task Force Member Horner:** They had government issues a long time ago...we'll see if we can resurrect it.

**Vice Chair Andrews:** Chabot College is going to attend our next meeting in July. We presented the Tom Hanks statue garden idea. They were okay with the garden, but not on the statue. We are still pursuing the idea with Hayward Arts Council and some other community members. There is going to be an Art Master Plan for the City. We will do more research and find information on what is going on with art in Hayward and incorporate those ideas. Chabot will be here next month and we want to partner with them, which will give the Task Force more exposure.

## V. Presentations

### a. **Hayward Beautiful Yard Project – Vice Chair Andrews**

**Vice Chair Andrews** provided an overview of the Hayward Beautiful Yard Project describing the project, the Bay Friendly criteria, short-term goals, long-term goals, and the next steps. If you are interested in joining this Ad Hoc committee, let us know. The Community Engagement Committee has been working with us on this project.

This project is a reward-based approach to encourage residents to Keep Hayward Clean, Green, and Beautiful by acknowledging the work that goes into a bay friendly yard. This program is another form of outreach to encourage participation in clean up events.

We brought the lawn sign to the last Street Party and we got lots of positive feedback. I have a picture of the lawn sign on my phone if anyone is interested in see it. The sign attracted people to our booth and they were excited about the program and winning a sign for their yard.

There is a criteria system setup and Task Force Member Ochoa will review the point system for the criteria. There are four categories and we can figure out what we want in these broad categories.

**Task Force Member Ochoa:** This is an outline of where we can start, then develop as we go. We wanted to start with these categories, then let it develop and grow.

**Vice Chair Andrews:** We were thinking of having eight categories, at most. We can walk around the neighborhood to see which yards meet the criteria. For those who meet six of the eight categories may earn a sign. There are four broad criteria (aesthetics, plants & landscaping, water conservation, innovation) to determine the project winners.

**Task Force Member Ochoa:** The short-term goal is for KHCG Task Force members to identify the following properties for recognition now:

- Residences in clean up focus area/neighborhoods selected by KHCG members.
- Residences nominated at street fairs or emailed to KHCG
- Apartment buildings/condos in high traffic areas
- Churches in high traffic areas

- Commercial businesses in high traffic areas

Residential may be a good place to start the program to go along with our cleanup events. But we can branch off in another direction, when we feel it is appropriate.

**Task Force Member Garg:** They will get a sign immediately?

**Task Force Member Ochoa:** This is another topic we discussed. When we decide on which house we want, we can draft a nice letter for them, we will leave the sign at their door, and send them a letter in the mail. The resident will get something that day, instead of knocking on the door, and something more official in the mail.

**Task Force Member Horner:** When you say “garden” do you mean landscaping?

**Vice Chair Andrews:** Yes, the front yard.

**Director Rullman:** I like the idea of placing the sign on the porch, instead of in the yard. There may be some folks who may not want to participate.

**Vice Chair Andrews:** We got some feedback from City staff about placing the sign in the yard. We were concerned about damaging property. We were concerned about leaving the sign and what may happen to the sign. If we leave only a letter the resident may not respond and we will not have any signs posted at all. If this is posted on the City website, the resident can see that this is a legitimate program.

**Task Force Member Garg:** When you drop off the sign will you take a photo and record the address?

**Vice Chair Andrews:** We have a two-prong approach. We can track the address and follow up with the resident to see if they will allow us to leave a sign.

We should track the addresses, but during the Street Party lots of residents wanted to nominate other residents. I think we want to take nomination at the Street Parties and at our cleanup events throughout the year.

Some residents may not know their neighbor’s address so they may need to look it up on the website and enter it. Suzanne had a good idea of having a “grand prize” winner and honoring them at the City Council meeting. This will limit the City Council’s time in honoring all the winners.

**Task Force Member Gayle:** If we take photos we can share them at the Street Parties next year to show the ones who have participated.

**Task Force Member Horner:** Did anyone talk to Birdie Cooper?

**Vice Chair Andrews:** I am not sure who Birdie Cooper is.

**Task Force Member Horner:** Roberta Cooper, former Mayor, because that was her baby years ago and you may get some insight from her.

**Street Maintenance Manager Affonso:** Are you doing areas? Maybe we can use our message boards if you are concentrating on a smaller area. Although we are limited to the font size, but we can use the boards to help advertise the program.

**Director Rullman:** If we keep it in the zone where the cleanup event is located, it will be more important to move the future cleanup events throughout the City. Otherwise, we will be focused on recognizing the same residents. I don't think it necessarily should be tied into the Clean Up events, but it may be nice.

**Council Member Mendall:** If you are cleaning up events in the neighborhoods that are most in need of improvement, bad idea. I would not worry too much about spreading it out into different neighborhoods. It is not like there is a huge cash reward. Make it easy on yourselves, go where you are and let people nominate.

**Task Force Member Ochoa:** The first year we need to feel it out. Our goal is to get as many signs out as possible. Then get feedback from the residents and the Task Force to see what works well and make necessary changes.

**Task Force Member Horner:** The goal is to get people to improve their landscaping. I don't want a lot of Highland people getting nominated right off the bat.

**Task Force Member Gayle:** Council Member Zermeño and Mayor Halliday stopped by our booth at the Street Party and asked if they can be nominated. A few people mentioned that they will never get nominated because of the water drought they let their yards go brown. We thought that maybe we can say it is beautiful because it is conserving water and look at the positive in the yards.

**Vice Chair Andrews:** That is why we have the various categories and we can decide what will be in the broad categories. In a previous presentation, we presented some categories but they will not work for our program. They are very detailed and sophisticated techniques. We talked about making sure the yard is clean, no furniture, maybe incorporating rock instead of lawn to show innovation and conservation.

**Task Force Member Garg:** We can have a Bay Friendly or Drought Friendly sign.

**Vice Chair Andrews:** We only ordered 25 signs for now. We can modify the signs as we go along.

**Task Force Member Horner:** That seem to be a whole different category for someone who has converted their landscape. We may want to encourage others to go to those sites as an example of what to plant at their yard.

**Vice Chair Andrews:** We can have specific signs, but still use #HaywardBeautiful.

**Task Force Member Horner:** Make sure there is a specific category for that.

**Task Force Member Ochoa:** In the future, we can different categories. Where these individuals focused on Bay Friendly; these individuals focused on drought resistant (i.e., rock).

**Task Force Member Horner:** Is there a way to see who has converted their yard to a drought resistant garden, other than the garden outside City Hall? I think that ought to be at the top of the list.

**Vice Chair Andrews:** I know Council Member Zermeño posts photos of his yard on social media. We can look at his yard.

**Task Force Member Bowers:** What is the timeline for the program?

**Vice Chair Andrews:** Originally, we were talking about taking nominations at the next Street Party. We ended up getting the signs a month early. We weren't expecting to get the signs until August, but we can start taking nominations now. We posted on the website that we will take nominations at the next Street Party and we will need a bucket for the nominations. We can start walking around the neighborhoods at the Cleanup Events.

**Task Force Member Bowers:** This will be ongoing?

**Task Force Member Gayle:** Since we can start the nomination at the next Street Party, we can choose a grand prize winner at the last Street Party next year. We can have photos of the winners and have the people at the Street Party vote on the grand prize winner.

**Director Rullman:** If we can get some people nominated. We have the iPad now, give people at the Street Party the opportunity to vote at the August Street Party.

**Task Force Member Gayle:** Since this is ongoing, we can have some nominations and vote on the grand prize winner next year.

**Task Force Member Bowers:** The good thing about voting in August is that it will allow people to submit their nominations and photos and creates a push to get these things submitted.

**Director Rullman:** The goal for the Task Force is to get the signs in the yards. If we push this out too long, we are not adding value to holding the signs.

**Vice Chair Andrews:** Another strategy about the signs, we are nervous about the neighbors not putting up the signs, so we are thinking of looking at apartment buildings, condominiums, and reaching out to housing associations who have drought friendly yards. Even if the churches on Gading and Patrick have nice lawns, they can post the signs. Since this is a high traffic areas, lots of people will see the signs. We can honor commercial businesses that have nice landscaping we can post signs.

Long-term

- KHCG will obtain feedback from Short Term (3 months)
- Residents nominate at street fairs, clean up events, and email
- KHCG will decide monthly
- Recommend to City Council to acknowledge recipients at a meeting with one (1) grand prize winner (annually)

**Council Member Mendall:** The important thing is that when people drive by a sign they notice the nice yard.

**Task Force Member Garg:** Maybe next year we can have a large event where we invite landscape companies (i.e., Pacheco Brothers) to host a Bay Friendly workshop/fair.

**Vice Chair Andrews:**

Next Steps include:

- Coloring pages introducing the program will be at the Street Fairs and other events
- Nominate homes starting at August Street Fair
- 25 signs will be available at the end of July
- Vote on gift card amount for single family residences

**Streets Maintenance Manager Affonso:** Will this be broadcast on the City website?

**Director Rullman:** We will post on the Keep Hayward Clean & Green page.

**b. Mural Box – Vice Chair Andrews**

**Vice Chair Andrews** provided an overview of the process to paint a mural on a utility box from start to finish. Photos were shown of the completed murals on the two utility boxes on Tennyson Road.

**Task Force Member Gayle:** On the second box, I had three people who helped. Rita, who you met at our last meeting, helped on both boxes with Chair Hogan, Vice Chair Andrews, and Task Force Member Smith.

On the first box, I had two young men help. Task Force Member Horner helped me with the anti-graffiti coating.

**Vice Chair Andrews:** Before and after photos were shown of the utility boxes on Tennyson Road. Muralist will initially start with designing a picture for the box.

**Task Force Member Horner:** I suggest that we invest in a tool that helps the muralist to prepare and clean the boxes like a battery-operated belt sander.

**Task Force Member Gayle:** Often there are stickers on the outside of the boxes. Usually you can get the stickers off by scrapping. In this case, you had stickers that had been painted over with several coats. It was almost impossible to scrap off the sticker, so sander helped to remove the stickers off this box. This box also had rust that had been painted over also. Every box has its own obstacles. I did not have an electric sander before, but I got one for Mother's Day.

**Vice Chair Andrews:** Talked about the design process.

**Task Force Member Gayle:** Up to 20 hours goes into completing a mural on a box, which includes:

- Cleaning dust and dirt; covering ID numbers; removing rust stickers, paint; sanding exposed metal; applying rust destroyer
- Second cleaning and protect ground
- Applying three coats of primer
- Draw design
- Apply 2-3 coats of graffiti coating.

**Task Force Member Garg:** This process takes several days?

**Task Force Member Gayle:** It depends on how long it takes to scrape off the stickers and other material. The drying time for the primer may depend on the weather. Primer may take several hours to dry on cool days.

**Vice Chair Andrews:** Materials for a utility box mural may cost \$400+ which includes primer, rust destroyer, anti-graffiti coat; base paint and color paint, resin paper, sanding blocks, brushes and brooms.

Next, KHCG should decide if they want to move forward on future boxes; connect with City on increasing the budget; connect with City staff regarding Tennyson Corridor Strategic Plan and Art Master Plan; and strategy for volunteers, if KHCG moves forward on these projects.

**Director Rullman:** Every time City staff goes out to remove graffiti from a utility box, it costs between \$250 to \$400. If we go out two to four times to remove graffiti from the same box, we spent the cost of the of a mural. The City is supportive of this program.

**Council Member Mendall:** The City has Neighborhood Beautification grants. We budget enough for five to ten per year at \$5,000 each. We generally get one or two. An application from this committee as a beautification project, I think will get signed off.

**Task Force Member Garg:** While we are in the process of preparing the box for a mural, can we cover the box and have a sign that says, “Coming Soon” or “Keep Hayward Clean & Green Mural Box Coming Soon.” Sometimes things just happen and it goes unnoticed. Or post something on the websites to advertise the mural box project, which may encourage others to come out and help with the mural program.

**Task Force Member Horner:** We can place a barricade around the mural box with a sign that says, “Future Site for ....”

**Task Force Member Gayle:** Some cities have an A-frame for muralist to put out. When I was one of the first muralist in Hayward, a couple had a sign and gave us a copy to print. In ~~Hayward~~Hayward, there was one case where we primed the box and someone tagged it, but when people see the tape go up they know something is happening. The people of Hayward are excited about the program.

**Task Force Member Horner:** It will be nice to have something with the logo, Keep Hayward Clean & Green, and the URL so they can investigate and find out what is going on.

**Task Force Member Garg:** We also want the community to volunteer to help. This is one way for the community to get involved if they cannot attend Saturday events.

**Task Force Member Gayle:** One thing that is helpful for the muralists is the anti-graffiti material, we can possibly get through the grant program.

**Director Rullman:** If this group can secure one of those grants, that will help to identify four to six boxes every year and to augment what the City contributes. The new logo and incorporating them on the box is nice. There will come a time, when “Keep Hayward Clean & Green” will not be used. The community will eventually identify with just the logo.

**Task Force Member Gayle:** The yard signs have a cut out of the logo and that is the most prominent part of the yard sign.

**Vice Chair Andrews:** Kimberly, maybe we can email a photo of the sign to the group?

**Task Force Member Horner:** We can do a giant logo that says, “Future Site of New Mural.”

## **VI. Approval of Summary Notes from May 25, 2017 Meeting:**

It was motioned/seconded Task Force Members Garg/Romano-Pugh and passed by majority vote to approve the May 25, 2017 meeting notes 12:0:1 abstain (7 absent).

## **VII. Action Items**

### **a. Task Force Member Engagement Survey**

**Vice Chair Andrews:** Chair Hogan and I have been talking about Task Force Engagement. We have been talking with the Ad Hoc Engagement Committee to find out how we can increase participation at the events and cleanups. We want to get a gauge of what the Task Force is willing to do. We have competing priorities, full time jobs, kids. We want to be sensitive to everyone's time commitment. We decided to obtain a set of questions that our data team can track from these questions to see how many people are interested in joining beautification projects or helping with the adopt-a-block. We thought we will set aside time during the meeting to complete the survey, so you do not have to worry about emailing the survey back. If you don't mind we would like you to answer the eleven questions. We would like staff to complete as well.

Five to ten minutes was given for Task Force Members and staff to complete the survey and the surveys were collected by Administrative Secretary DeLand.

### **b. Financial Report**

**Administrative Secretary DeLand:** Basically, the Financial shows all the goodies you purchased: lawn signs, pens, iPad, shirts, and vests. If you haven't already picked up your t-shirt, they are on the front counter. Most of these items came in during the past month and that is reflected in the financials.

**Vice Chair Andrews:** Did you see your name tags? We took your feedback and had the nametags engraved and we went with a new vendor. We had \$229 left in the budget.

## **VIII. Community Cleanups and Upcoming Events**

### **a. June Cleanup Event at Hayward Adult School – Task Force Member Bowers**

**Task Force Member Bowers:** How many will be at the cleanup on Saturday? Chuck, can you do the truck tomorrow night?

**Task Force Member Horner:** Can anyone help with the truck?

**Task Force Member Ochoa:** I can help with the truck.

**Task Force Member Bowers** continued to go around to get volunteers for the various cleanup events.

**Vice Chair Andrews:** Something I noticed is that many of the members are at the events early, but we have fewer members toward the end of the cleanup events. For future events, we need some members to stay for the cleanup portion of the event.

**Task Force Member Livingston:** Can we use the Downtown Street Party in lieu of this weekend's cleanup?

**Vice Chair Andrews:** Yes.

Kimberly, can you make an attendance sheet for the July and August Downtown Street Parties?

**Administrative Secretary DeLand:** Yes.

**Vice Chair Andrews:** Also, Director Rullman has offered to have staff take the KHCG vehicle to the Downtown Street Parties and return it to the shed at the end of the event. Maybe we can do a hand raise for the July street party.

The next Street Fair is July 20<sup>th</sup>. The following Task Force members volunteered for the July Street Party: Janet Livingston, Tim Romano-Pugh, Alegra Angelo, Suzanne Gayle, Arti Garg(?), Angela Andrews, and Hasieb Lemar(?).

The Street Party is 5:00 pm to 8:30 pm. The setup is much faster than a cleanup event...it is one tent and two tables.

**Task Force Member Gayle:** They did some organizing, everything is in one box, so it is easy to take one big box, and put it back in. It was much quicker.

- b. July Cleanup Event at Birchfield Park, Santa Clara Street – Task Force Member Garg

**Task Force Member Horner:** Logistically Birchfield Park may be difficult.

**Director Rullman:** There is street parking on the Santa Clara side but Santa Clara is busy. Can you use the corner? Setting up on Elmhurst defeats the purpose.

**Task Force Member Horner:** There are post at PD also. I used that area for National Night Out.

**Vice Chair Andrews:** Do we call the different organization where we setup so they know we're coming? Does the Hayward Adult School know we are coming this weekend?

**Administrative Secretary DeLand:** I'm not sure if Brianne contacted the various sites when she set up the cleanup dates, but I will confirm with Brianne.

**Vice Chair Andrews:** We should call the site to let them know that we will be at their site for a cleanup event.

**Task Force Member Horner:** Next year we should contact site in advance and ask if they want to assist with our event.

**Vice Chair Andrews:** Maybe this is something for the Community Engagement Committee.

Does anyone else want to help Task Force Member Garg with the July event? Task Force Member Bowers volunteered to help Task Force Member Garg at the July event.

**Task Force Member Horner:** Maybe we can add the Cleanup Event dates on the agenda.

**Council Member Mendall:** Is this month's event in Hayward?

**Task Force Member Bowers:** Yes, but Todd can confirm.

**Council Member Mendall:** A Street is the border of Hayward. Do the maps direct people to areas in the City limits or the surrounding area?

**Task Force Member Bowers:** The maps only show our area.

## **IX. Announcements/Updates**

**Task Force Member Horner:** For the past four to five years I have taken the truck and popup and done what we do at the Street Party. On the second week of August I will be out of town, it is from 11:00 AM to 3:00 PM at the Community Church of Hayward across the street from Glassbrook Elementary.

**Council Member Mendall:** What event is this?

**Task Force Member Horner:** It is a community festival. Kaiser and Stop Waste will be there. It is a mini version of the Downtown Street Parties.

**Vice Chair Andrews:** Tim, maybe you can connect with Chuck to get details on who can help, if we participate.

**Task Force Member Horner:** It is on August 12<sup>th</sup> from 11:00 AM to 3:00 PM.

**Task Force Member Livingston:** Isn't August 12<sup>th</sup> the Citywide garage sale?

**Vice Chair Andrews:** The Street Parties are on the same nights as our next two meetings.

The meetings were changed to the week after the Street Parties.

**Task Force Member Horner:** The Tennyson Corridor All America City Festival is July 1<sup>st</sup>.

**Vice Chair Andrews:** We have coverage for that event.

**Task Force Member Horner:** Are you working with Council Member Zermeño?

**Vice Chair Andrews:** We can check to see if anyone is available to help on that event.

**Task Force Member Garg:** Do we have any involvement in the Citywide garage sale?

**Director Rullman:** What was our involvement in the garage sale last year?

**Task Force Member Bowers:** We did everything: we posted it on the website, people came, we handled the whole thing. Including advertisement. Brianne did a lot of the coordination.

**Task Force Member Gayle:** She did the advertisement. She tracked the registration and advertised on the website.

**Task Force Member Horner:** On the actual day, we don't have to do anything. It is only preparation.

**Task Force Member Bower:** Correct, the actual day we don't have to do anything. But there is the registration and creating the map. There is a packet that goes out to those who register that includes the dump pass.

**Task Force Member Garg:** Did we offer to pick up items that were not sold?

**Task Force Member Horner:** That is what the dump pass is for.

**Task Force Member Ochoa:** That is something we talked about last year.

**Director Rullman:** We did not want to become a garbage service. People would be discarding garbage, not necessarily the items they were trying to sell.

**Task Force Member Bowers:** Brianne should have a model set aside. I am not sure if we had money set aside because there was advertising and advertising was costly. If she has a template, that should work well.

**Director Rullman:** The financial has a \$500 advertising expense for advertising. The Task Force must vote on everything over \$500.

Can we set the advertising at \$499?

**Director Rullman:** We will set the advertising at \$499.

X. **Adjournment (8:10 PM)**