



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
January 25, 2018

I. Call to Order

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

II. Pledge of Allegiance:

Pledge of Allegiance led by Task Force Member Jeff Haman.

III. Roll Call:

City Council & Staff: Todd Rullman, Director of Maintenance Services; Rod Affonso, Streets Maintenance Manager; and Kimberly DeLand, Administrative Supervisor

Task Force Members Present: Angela Andrews, Blytha Bowers, Lynne Clifton, Alison Divine, Sharon Eva, Arti Garg, Suzanne Gayle, Jeffrey Haman, Jillian Hogan, Chuck Horner, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Scott Schroder, and Dwight Turner

Task Force Members Absent: Ginny Delaney, Hasieb Lemar, Tawana Smith, Rick Solis, and Wandra Williams

Youth Commission Liaison: None

Guest (Visitor Sign-In): None

IV. Public Comments:

- a. **Director Rullman** provided the Task Force with a Digital Promotion Campaign Performance overview from the City's Community and Media Relations Division. We have 82 registered volunteers for the Beautification Event on Saturday. I provided everyone with a handout of the outreach for this event. The handout highlights: Outreach Type, Date Deployed, Total Reached; and Engagement Results.

V. Approval of Meeting Minutes from November 16, 2017

It was motioned/seconded by Task Force Members Jillian Hogan and Alison Divine and passed by majority vote to approve the November 16, 2017 meeting minutes 15:0:0 (5 absent).

VI. Presentations

- a. **Introduction of Zach Ebadi, Volunteer Hayward Coordinator**

Interim Chair Andrews introduced Zach Ebadi, Volunteer Hayward Coordinator for Keep Hayward Clean & Green Task Force.

Zach Ebadi: I will work with Chuck Finney, the City's PIO, on advertising the Task Force's events. I mapped out the location of the Beautification Events and I will reach out to the community within a five-mile radius of the event location and promote the Beautification Event. Advertising will begin six weeks prior to the event.

Hayward Area Park & Recreation District (H.A.R.D.) and the City of Hayward have a partnership to share my resources. H.A.R.D. is excited to partner with the Task Force on your events.

Task Force Member Garg: How are you messaging the events to the community?

Zach Ebadi: I will mirror the PIO's lead on the outreach efforts. I plan to outreach to the faith-based organization and the industrial areas. We should continue our relationship with Chabot College and Cal State University East Bay.

b. Google Folder – Review Lists & Checklists

Interim Chair Andrews: Task Force Member Delaney is unable to attend the meeting this evening, so we will postpone this presentation for another meeting. However, Task Force Member Divine will share with the group her efforts in creating a document on the iPad.

Task Force Member Divine: I created a document called *KHCG Clean Up Tracking Sheet Blank* that is saved in the Google Drive, in the KHCG folder. There are various fields to track the quantity of trash that is picked up by the Task Force at each event. You may manually enter the quantity by clicking on the + or – sign or click in the field and enter a number. Before entering the quantities, save the document using the event date.

c. Policy Ad Hoc Committee

Task Force Member Garg: Task Force Member Delaney and I are reviewing our Mission Statement. We will discuss and get input from the Task Force regarding our focus and goals. We will discuss this at a future meeting.

d. Financial Report

Kimberly DeLand: In December there was a reimbursement for food for the October and November meeting and clean up event. There was a request for clean and colored plastic bags so I ordered clear bags for the recyclables and orange bags for trash collection. We will discuss items for purchase at a later point in the meeting.

e. Welcome Back Task Force Member Hogan

Director Rullman I want to welcome Jillian back to the group.

VII. Action Items

a. Elect Chair

Interim Chair Andrews we are taking nomination to elect a Chair for the Task Force. We will open nominations now.

It was motioned/seconded by Task Force Members Steve Ochoa and Alison Divine and passed by majority to nominate Angela Andrews as Chair for the Task Force 15:0:0 (5 absent).

b. Elect Vice Chair

Chair Andrews the new Vice Chair will be responsible for revamping the Adopt-A-Block program, assisting Todd and Zach, and assisting with some administrative tasks. We would like to open the floor for nomination for Vice Chair.

It was motioned/seconded by Chair Andrews and Task Force Members Chuck Horner and passed by majority to nominate Jillian Hogan as Vice Chair for the Task Force 15:0:0 (5 absent).

Task Force Member Hogan: I want to thank the group for stepping up during my absence.

c. Purchase Items

Kimberly DeLand There was a request to purchase back braces. Four options from Home Depot were displayed ranging in price from \$12.02/each to \$35.71/each. Several Task Force member would like a back brace, but they wanted to see the difference in the various back braces that were presented. Chair Angela Andrews suggested that the members who want a back brace to look at the alternatives at Home Depot and email Kimberly DeLand with his/her choice.

Two options for Walkie Talkies were displayed. The Cobra has 23-mile range for \$49.98 and the Midland has a 36-mile range for \$66.84.

Chair Angela Andrews the walkie talkies will help in our coordination at the events (i.e., locating the truck or coordinating at larger cleanup events).

Streets Manager Affonso which set has the car charger? There was concern about leaving the walkie talkies in the shed and the possibility of charging the radios in the shed.

The Midland walkie talkies have a car charger and a desk charger.

The group wants a total of four walkie talkies. One set of the Midland walkie talkies will get purchased. One for the truck and one for the registration table. If the first set works out for the Task Force, a second set will get purchased.

Canvas Bags range in price from \$1,850 for quantity of 250; \$2,750 for quantity of 500; \$4,000 for quantity of 750; and \$5,000 for quantity of 1,000. There is a cotton alternative that ranges in price \$1,000 for quantity 250; \$1,550 for quantity 500; and \$2,550 for quantity 750. The Task Force would like to see the cotton alternative before voting on the purchase of the bags.

Council Member Mendall what are the bags used for?

Chair Angela Andrews they are used for giveaways.

Council Member Mendall They are giveaways to every volunteer?

Task Force Member Bowers In the past, we gave the bags to the volunteers at the larger events.

There was a suggestion that we should try to get volunteers year-round and not just on Make a Difference Day.

Vice Chair Hogan We also used the bags to give to the Garage Sale participants.

Council Member Mendall I suggest that you take a third of that budget and use it for food and coffee at the events. Volunteers will appreciate the food more than a bag.

Director Rullman When I submit the Task Force budget I will request for an increase for some of the food costs.

Chair Angela Andrews We have been bringing snacks to the events. Council Member Mendall may be suggesting that we step up our efforts in bringing food.

Task Force Member Garg One suggestion is to purchase water bottles and we can provide literature promoting reuse, reduce, and recycle.

Another suggestion is key chains, wire frame trash bag holders for the events, triangle pop-up for the local businesses to display the KHCG events. The business will display the events in their areas.

d. Mural Art Review - #HaywardBeautiful

Director Rullman The Mural Art Review will be postponed for a future meeting.

e. EZ Office Inventory

Chair Angela Andrews Last year the Task Force voted to purchase the EZ Office Inventory software to track our inventory (i.e., grabbers) and we are trying to figure out who will manage this software.

Director Rullman Just a reminder, the annual membership subscription was \$329. If we are not going to utilize the software, we may not want to renew the subscription.

There was a suggestion to have a clipboard hanging on the shed door to track the inventory needed for the events and the street parties.

f. Beautiful Yard Contest Winners

Task Force Member Ochoa we contacted the first-place winner and she will be at the March 6, 2018 City Council Meeting to accept a plaque, Letter of Accommodation and a Home Depot gift card. The first-place recipient is one of the first homes we nominated. In the 1980's her husband re-landscaped their front yard because of the drought and she has maintained the yard. We wanted to name the first-place winner after her husband. Kimberly contacted the second and third place recipients to invite them to the March 6th City Council Meeting.

Director Rullman the second-place recipient contacted me and will attend the meeting to receive the letter of accommodations and gift card.

There was discussion about advertising the winners on social media.

Zach Ebadi Chuck Finnie and his staff will publish this type of information on social media. I will assist in reaching out to the community to support your events.

Director Rullman I like the idea of publishing a press release the day after the Council Meeting to announce the winners of the contest. Chair Andrews will be at the meeting to award the gift card.

Zach Ebadi asked how this contest came about.

Chair Angela Andrews We had a set of criteria. During our cleanup event, we walked around in the neighborhood. Anyone who had a yard that met the criteria, we knocked on the door and asked if we can nominate them for the contest. Starting in March we will discuss how we can revamp the contest.

Zach Ebadi one suggestion is to use social media to ask the community to nominate their neighbor for the Beautiful Yard Contest.

Council Member Mendall I suggest you have a script ready when you present the items to the recipients.

Task Force Member Tim Romano-Pugh will help write the script.

g. Citywide Garage Sale 08/11/18

Kimberly DeLand I want to make sure that the Task Force wants to continue with the Garage Sales. August 11th is the National Garage Sale Day. If we chose to do the following week, it will be the same day as the Chabot College flea market if individuals/families wanted to rent a space at Chabot College; however, last year that weekend conflicted with the Zucchini Festival.

Chair Angela Andrews Do we want to have the Garage Sale on August 11, 2018? The Task Force was in favor of having the garage sale on August 11, 2018.

Do the new members know about the Garage Sale?

Vice Chair Hogan The Task Force coordinated with City staff. Lynn and I discussed how to promote the garage sale via newspaper ads and getting the word out to the community and creating a map of the where the participants are located. We worked on a giveaway for the participants.

Director Rullman Did we provide the participants with a dump coupon?

Task Force Member Clifton Yes, we gave them a bag, dump coupon, and other items.

Director Rullman Internally we talked about opening our two transfer stations on the Garage Sale day and the following day to allow participants to dump their items at our transfer stations. We want to monitor the system and allow only Hayward Residents to dump their items at the transfer stations.

We may want to think about the giveaway items you want to use for the Garage Sale. Since we are approaching the end of the fiscal year, we should purchase what we need for this event by June to allow for lead time to purchase and allow time to fill the bags.

VIII. Community Cleanups and Upcoming Events

a. Leidig Court 11/18/17

Chair Angela Andrews Are there any comments, feedback, praises related to this event?

Task Force Member Garg We wanted to be more intentional about setting goals and our impact so I am providing information about the number of volunteers at our events. For October 2017 we had 101 volunteers which is a 72% decline. In November 2019 we had 22 volunteers so we had a 27% increase. Looking forward, we already have 80+ volunteers for the January 2018 event.

Chair Angela Andrews Just a reminder, we have the Downtown Streets Team (DST) joining us for the January events. We contributed to the DST and they committed to help us at some of our events.

Task Force Member Bowers The Ad Hoc Committee, we would like to see the results of the number of volunteers for each of our events to evaluate our impact. Did we have Chabot College at our last event?

Chair Angela Andrews Yes, we had about five Chabot College students and some CSUEB students.

b. Five Flags 01/27/18

Interim Chair Andrews: I am leading this event. We will go around to see who can help with the various tasks for this event.

Director Rullman reviewed the location map. The plant species did not survive from the Route 238 project. We will put in 738 small plants and 100 yards of mulch. Four trees were removed, but it is too wet to get our stump removal equipment onto the site, so City staff will replace the trees early next week. There will be a lane closure, we designated a staging area, and HARD approved the parking. For litter pickup, we would like volunteers to stay on the eastside. There will be 7 – 8 landscape staff onsite to assist.

A second drawing of the site was displayed showing where the various plant material will get planted.

IX. Announcements/Updates

Council Member Mendall Update: Community Sustainability Committee is having a meeting on March 12, 2018 reduce trash (i.e., straws). This may be of interest to the Task Force. I will ask Kimberly to coordinate with Alex's group to distribute the staff report to the Task Force members. The meeting is Monday, March 12, 2018 at 4:30 P.M.

Director Rullman Updates: I want to welcome Jillian back to the Task Force.

Chair Andrews Updates: I look forward to seeing all of you at the Saturday event. It will be a wonderful event.

Streets Manager Affonso We added to light storage units were added to the shed. We purchased two new pad locks and they have the same code as the shed pad lock. The new storage on the right is for the canopies and half of the grabbers are placed in the storage unit on the left side.

X. Adjournment (8:08 PM)