



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
September 19, 2019

**I. Call to Order**

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

**II. Pledge of Allegiance:**

Pledge of Allegiance led by Task Force Member Chuck Horner.

**III. Roll Call:**

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

*Task Force Members Present:* Blytha Bowers, Ginny Delaney, Alison Divine, Jeffrey Haman, Rodney Hankins, Chuck Horner, Patrick Kariuki, Esther Lopez, Bert Manzo, Adithya Naresh, Chiemeka Okoronkwo, Jessica Stanley, Lenora Taylor, and Jacquelyn Young

*Task Force Members Absent:* Christina Cabrera, Carrie Conover, Sharon Eva, Suzanne Gayle, Christopher Lopez, Ly Mac, Adam Murphy, Debra Patton, Scott Schroder, and Kenny Wong Many

*Youth Commission Liaison:* Kimberly Babasa

*Guest (Visitor Sign-In):* Antonio Gondora and George Young III

**IV. Public Comments:**

**Task Force Member Horner:** The Hayward Volunteer Awards and Recognition Dinner is Tuesday, October 8, 2009 at St. Rose Hospital's Grand White Tent. You may purchase tickets or there may be room on the KHCG table.

Salvation Army is having their Red Kettle Cookoff, November 7<sup>th</sup>. If you are interested, I have the "Save the Date" flyers.

I am supporting the Mt. Eden High Marching Band. I am selling candy bars for \$1 each.

**Task Force Member Manzo:** Tomorrow, Friday, September 20<sup>th</sup> at 10:00 AM is the Youth Climate Strike in San Francisco. It is a march calling for Climate Action around the world.

**Task Force Member Manzo:**

**V. Approval of Meeting Minutes from July 25, 2019**

It was motioned/seconded by Task Force Members Horner and Taylor and passed by majority vote to approve the July 25, 2019 meeting minutes 12:0:2 (10 absent).

## **VI. Presentations**

### **a. Financial Report**

**Kimberly DeLand:** Since the last meeting, we purchased logo decals for your signs, a barricade for your Adopt-A-Block sign, Volunteer Award Dinner table for KHCG Task Force, name tags for new members, gift cards for drawings at 2020 beautification events, reimbursement for Task Force Member Haman, and multi-purpose markers for Adopt-A-Block map.

### **b. Engaging Our Community**

**Task Force Member Bowers:** I want to discuss the Task Force Mission; Background/Current Situation; Our Volunteers; Proposed Strategies and Action Plans; and Next Steps.

Mission: To preserve the environment and enhance the visual appearance of the City of Hayward through joint efforts of individuals, volunteer groups, businesses and municipal resources.

Background/Current Situation: In January 2018 we utilized the City's Communications and Marketing Officer and Volunteer Coordinators to lead the community engagement efforts. Communication Officer – Media & Marketing. Volunteer Coordinator – Solicit Volunteers.

*Prior Efforts:* Task Force Members and staff used individual contacts; Task Force was mentioned more often in City Council meetings; and some members made site visits.

Realization that support for events came most often from groups and organization vs. neighbors and individuals.

Understanding our volunteers help us determine outreach and engagement strategies. Hayward conducted a survey and interviewed 663 individuals. Interviews were conducted via online, landline, or cell phone. Question 17 asked about what ways our residents pay attention to information about the City of Hayward. Residents responded that they are more likely to get information from a friend or neighbor; water bill; booth as special event; or article in local newspaper. Residents are less likely to use online platforms.

Proposed Strategies & Action Plans: We can use the following media for advertising: talk to our family and friends and invite to our events; water bill for cleanup event schedule and adopt-a-block program; H.A.R.D. brochure; newspapers (Tri-City Voice, Collage and local newspapers); or Task Force Website.

*Task Force Branding:* Organization Name; Focus on win-win plan (i.e., photo on the Task Force website and mention by Mayor in Council Meeting); Event Locations (visible and generally known).

*Engagement:* "Tell a Friend" campaign; Single Points of Contacts (SPOC's) for various organizations; High School Challenge or similar strategy. The "tell a friend" campaign is for KHCG Task Force members and Council to promote our events.

**Discussion:** If we invite a friend, do they register in advance or can he/she show up the day of the event? Yes, volunteers can register the day of the event.

We tend to have better turnout of volunteers when we invite organizations vs. individual or families.

Next Steps: Consider implementing: (1) Water Bill Inserts; (2) Task Force Website; (3) H.A.R.D. Brochure/Newspapers; (4) “Tell A Friend”; (5) SPOC’s for Organizations; and (6) Win-Win Plan/High School Challenge.

**Discussion:** How about the customers who get electronic water bills? Can we attach a PDF version of the insert to the electronic water bill?

The website is a way for the community to seek out information; whereas, information is pushed out to the community through social media (push/pull relationship). It is easier to create a Facebook event than to maintain a website.

We should advertise our events on Next Door for all Hayward neighborhoods. East Bay Time advertised the Shoreline event, but KHCG was not mentioned as part of the event. We should work with Hayward Unified School District to advertise our events on the electronic message boards in front of the schools. Are we going to put together a packet with talking points so we can use it when we talk to groups/organizations?

**Vice Chair Delaney:** In the past we had Chuck Finney, Communications and Marketing Manager, talk to us about their efforts in promoting our events. We may want to have him come to one of our meetings.

**Discussion:** The Police Department can push their events on Next Door to all the Hayward neighborhoods. We need to check with the media team to see if we can promote our events with all the Next-Door neighborhoods.

**Director Rullman:** I will see if Chuck or Brianne can attend our meeting next month to discuss their outreach efforts and take feedback from the group.

## **VII. Action Items**

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

**Vice Chair Haman:** I will answer questions about the Adopt-A-Block program when we talk about the sub-committees.

### **b. Insert Mailers (Qty=35,000) for \$1,213.77**

**Kimberly DeLand:** I have a draft of the mailer inserts for the water bill. One side will have Keep Hayward Clean & Green’s 2020 Beautification event dates and locations. The back side will have the Adopt-A-Block information.

The inserts will get mailed over two months in order to reach all the water bill customers. We need approximately 32,000 inserts for the mailer. I requested a quote for 35,000 inserts so we can have extras to hand out at the events. The cost for 35,000 inserts is \$1,213.77.

**Chair Divine:** We are bringing this to the group as an action item because the cost is over \$500. We cannot make any purchases of \$500 or more without the majority approval from the Task Force.

**Discussion:** Are you showing the final version of the inserts or can we edit text? Yes, we can edit the text, the version on the screen is a draft. When will we contribute to the edits? We probably will not have any edits, but we are talking about the staging site for the January events and that may be the only edit.

Do we have budget to order the business cards with our 2020 schedule on the back? Yes, you have budget for the business cards.

It was motioned/seconded by Vice Chair Haman and Task Force Member Manzo and passed by majority vote purchase 35,000 insert mailers for \$1,213.77 14:00 (10 absent).

**c. Purchase Eco Pens**

**Kimberly DeLand:** The first option is Abacus Products, a local vendor, which is an Eco Retractable Pen – Imprinted on barrel in one color. The cost is \$523.34 for 500 pens and \$1,008.75 for 1000 pens.

**Discussion:** Why are we purchasing pens? Are these used for to giveaway at the events? Yes, we hand out pens and other swag at our events and at the Downtown Street Parties.

**Task Force Member Manzo:** When I started with KHCG TF I noticed that our products are not recyclable or compostable. When I attended the Citywide Cleanup event at Weekes Park, I noticed other organizations giving out eco-friendly/compostable items. I thought it will be nice if we provided an eco-friendly pen and move away from the plastic single-use plastic items. Some of eco-friendly pens are made of cardboard and have a bamboo clip.

**Kimberly DeLand:** The second option from Abacus Products is Eco Retractable Pen – Imprinted on barrel in two colors. The cost is \$660.53 for 500 pens and \$1,213.28 for 1000 pens.

The third option from Abacus Products is a Business Recycled Pen - Imprinted on the barrel with full color logo (up to four colors). The cost is \$1,102.13 for 500 pens and \$2,065.33 for 1000 pens.

The pens you currently have are the Classic Green Ballpoint/Stylus pen. If you want to purchase the same pen the cost is \$674.00 for 500 pens and \$1,304.33 for 1000 pens.

Admark Sales offers a Recycled Paper Pen (green trim) with one color green imprint. We purchased your bags from this vendor. The cost is \$389.18 for 500 pens and \$619.65 for 1000 pens.

**Discussion:** We like the idea of using a local vendor, but the pricing from local vendor is much higher than the out-of-state vendor.

We like the idea of having two lines printed on the pen:

Can we get two lines printed on the pen and will the second line change the price? Can we check with the Hayward vendor to see if they will match the price of the out-of-state vendor?

**Kimberly DeLand:** I will work with the vendors to see if a second line will change the price. I will check with local vendor to see if they can match the price of the out-of-state vendor.

The vote to approve the purchase of Eco Pens was tabled until next meeting.

**Task Force Member Horner:** I'd like to talk to the media team about changing our URL to incorporate the four letters (KHCG) and have a re-direct to the City's website.

#### **d. Roles & Responsibilities, establish sub-committees**

**Chair Divine:** This document will be sent out to everyone next week. This document provides information on:

- KHCG's Background
- Task Force Member Roles
  - Event Planning Committee
  - Community Engagement
  - Adopt-A-Block/Adopt-A-Drain
  - Policy Coordination
  - Community Events
  - Beautification
    - Beautiful Yard Contest
    - Mural Site Identification
    - Planting Opportunities
  - Education
- Attendance
- Bylaw Information
- Council's Appointed Officials Handbook Information

**Vice Chair Delaney:** As you can see some of these committees build off each other. For example, KHCG was supportive of the Illegal Dumping Ordinance. The Education committee work with the community to identify issues and bring items to Council.

**Chair Divine:** We are establishing these committees because we want to have larger events that are engaging. We need to split up the duties to ensure that everyone is equally working toward the same goal and the events are successful. We want to have more volunteers and community members at our events, ensure that the Adopt-A-Block program operates smoothly, and they are reminded of doing the quarterly cleanups. By having bigger events the Task Force can focus on our other goals beside cleanup events.

**Vice Chair Delaney:** You heard from Blytha that we want to engage the community. The Community Engagement sub-committee will allow some of the Task Force members to focus on this effort.

**Council Member Márquez:** I found some information in "The Leaflet" on the food scrap. All food scraps, including eggshells, coffee grounds, meat, and bones can go into the green organic bin. You can also discard food, paper, napkins, paper towel, pizza boxes, egg cartons, and yard waste in the organic bin. If you need a kitchen compost pail, you can pick one up from the Waste Management office on Main Street. Please feel free to subscribe to "The Leaflet."

**Discussion:** They are fining businesses for not putting the trash, recycle, or compost items in the correct bins.

This is for businesses and residents. For single family residents, there are three bins: burgundy bin for trash; green bin for compost; and grey bin for recyclables. Some use the compost for gardening beds.

The Task Force had a campaign called “Meet to the Street” or “No Clutter in the Gutter” and we may want to bring this campaign back. “Meet to the Street” campaign was trying to encourage the community go past their sidewalk to clean up their area in the gutter. This may be a good campaign for the sub-committee.

**Chair Divine:** Regarding the attendance policy, it is important for Task Force members to attend the meetings and events. We have 25 members on the Task Force, and we need majority vote to approve our agenda items. At one point we went three month and we could not approve our meeting minutes because we did not meet quorum.

If members are unable to attend a meeting or cleanup activity, they must submit a request to the Task Force Chair and Staff Liaison (Kimberly) for an excused absence. If the absence has been deemed excusable as outlined in Section 402, Paragraph 2 and City Resolution 87-323 C. S. then that member will be able to make up the absence by attending another Hayward public agency (City of Hayward, H.A.R.D. or H.U.S.D) sponsored clean-up activity or participate in an Adopt-a-Block clean-up.

We are not that strict with the “excused” absence. You do not have to provide a doctor note. Please let me and Kimberly know if you cannot attend an event, and we will note that you have an “excused” absence.

Attendance standards imply members will be on time for all activities including but not limited to meetings (currently 7:00 PM) and cleanup events (currently 8:00 AM). Cleanup events begin at 8:00 AM. Our volunteers arrive at 8:00 AM and we need the Task Force members to arrive by 7:30 AM to help setup the canopy, tables, and supplies.

The event for this Saturday is different. Since we are partnering with East Bay Regional Parks the event begins at 9:00 AM and ends at 12:00 PM. Task Force Members need to be there at 8:30 AM for setup. At the end of the event we will pack up the KHCG supplies to place in the trailer.

Task Force attendance will be reviewed every four months of the fiscal year; October 30th, February 29th (28th), and June 30th. Members below 75% attendance (regular meetings and monthly clean-up events combined) or members that have missed two or three consecutive meetings will be sent a letter from the City Clerk’s Office reaffirming the attendance policy. Failure to maintain attendance standards by the next review will result the member’s position being declared vacant by the City Council.

**Discussion:** Can we bring volunteers this weekend? How many volunteers do you typically get at the events?

**Chair Divine:** For low attendance we get 15 - 20 volunteers, medium attendance we get 25 – 30 volunteers, and high attendance we get 50 – 100 volunteers. When we partner with CSUEB or other organization we will have a larger volunteer attendance. At one point we had 300 volunteers and we are trying to have fewer, but larger events.

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

### **a. Matt Jimenez Community Center 07/27/19 – Vice Chair Haman**

**Vice Chair Haman:** This event was on Tennyson Road and we planted in the median. It went well, it was very pleasant, we had a big turnout, and Task Force Member Horner provided snow cones. We picked up lots of bulky items.

**Chair Divine:** I want to let the new members know how we track the items we pick up at each event. We have a Google document that has categories of the of items we collect, and we indicate how much of each item is cleaned up at each event.

**Task Force Member Horner:** City staff will take the items we pick up back to the Corporation Yard and separate into different dumpsters. Waste Management will haul away the items and replace the dumpster with an empty one.

### **b. Hayward Shoreline Interpretive Center 09/21/19 – Vice Chair Delaney & Task Force Member Manzo**

**Task Force Member Manzo:** we are partnering with HARD and East Bay Regional Parks and we will set up at the Interpretive Center. East Bay Regional Parks will start at the Winton Avenue end. The whole shoreline will get cleaned and both groups will meet in the middle.

**Discussion:** Will the KHCG trailer at the event? Yes.

**Streets Manager Affonso:** Yes, your trailer will be at the event. I talked to Ann who is overseeing the event and HARD and East Bay Regional Parks will provide all the supplies for the volunteers. They will also have vehicles transporting volunteers along the trails.

**Discussion:** What is in the trailer? The trailer has the KHCG supplies that we provide to the volunteers (grabbers, bags, vests, etc.). However, for this event, HARD and East Bay Regional Parks will provide all the supplies and assign volunteers to the various trail locations for cleanup. Will we check in our volunteers? Maybe, but HARD will coordinate all the logistics with the volunteers.

**Chair Divine:** This event is a bit different. We will go out and cleanup with volunteers since we are not running the event. We will talk to the volunteers about what we do and promote our future events. This is a good event for our new members so they can see how an event is run and we can provide an overview of our process.

**Discussion:** Our canopy will be set up so others will see our branding. This is a good event to connect with other members of the community and contacts with other organizations. This will be key in supporting your goal for future events.

Part of this event will include the removal of un-native plant species. HARD and East Bay Regional Parks have been running this event for years and they have experience in running this event.

**Vice Chair Delaney:** It is important that we take the opportunity to meet the representative from the various agencies so we can partner with them for our future events.

**c. Annabelle's Candy Company (Industrial Bl.) 10/26/19 –Task Force Member Eva**

**Chair Divine:** We will partner with CSUEB since this is Make a Difference month.

**Discussion:** How will be signup for the sub-committees? Email Chair Divine and Kimberly which committee you want to volunteer by October 12<sup>th</sup>. Ali, Ginny, and Jeff will create the committees and we will let at the next meeting which committee you are assigned.

For the food and entertainment committee, will the food come out of the KHCG budget? Yes.

**IX. Announcements/Updates**

**a. Council Member Updates**

**Council Member Márquez:** Task Force Member Horner's son is a DJ and he DJ'd at the All-American Festival last June.

Mt. Eden Mansion (West Tennyson & Hesperian) on 06/27/19 from 11:00 AM – 3:00 PM.

The 21<sup>st</sup> Century Library opened Saturday, September 14<sup>th</sup>. We had 3,000 people attend the festivities on Saturday.

The Heritage Plaza will open late Spring 2020.

There is a community meeting with our new Police Chief on Wednesday, September 25<sup>th</sup> at 7:00 PM at our North District (C Street & Main St). This is hosted by Neighborhood Alert.

Annual Open House at the Hayward Airport is this Sunday, September 22<sup>nd</sup>.

Welcome to the new members. I recommend subscribing to get agenda packets, Haystack Newsletter, and The Leaflet.

Compost Give Away on Saturday, October 18, 2019 at Tennyson High School.

Please check out The Leaflet. There is a video on Bulky pickup.

Sustainability Committee is working on a ban for single-use and I would like to work with the Policy Committee to get your feedback.

We are looking into getting 1,000 new garbage can to place throughout Hayward. We have 124 miles of arterial and collector streets. In order to place a can every quarter mile, we will need 992 cans. It will cost between \$1.2 and \$3.4 million to purchase the garbage cans depending on the style.

Check out the new bowling alley at Southland Mall near Dick's Sporting Goods.

HARD reopened the Hayward Community Garden on Whitman.

**b. Staff Update**



**Director Rullman:** The City is now participating in the Mattress Recycle Council and we will get \$15 per mattress. We will co-host a Mattress Recycle event with KHCG.

We hired four Maintenance staff in our Landscape Division. We will assign litter staff to teams who will be responsible for specific areas to repair irrigation, landscaping, and litter removal.

**c. Chair Updates:**

**Chair Divine:** I am interviewing for a Project Manager position with the Downtown Streets Team. This is a non-profit organization that started in Palo Alto. This organization provide homeless and low-income men and women with the resources they need to rebuild their lives. Team members volunteer on a team and begin working beautification projects. Team members receive a non-cash stipend to help cover their basic needs.

The Downtown Streets Team will request a donation from KHCG and the Task Force will vote on this action item. With this donation the Downtown Streets Team provides four members at our events. The Downtown Streets Team also volunteers at other Hayward events like: Downtown Street Party and the Airport Open House. The donation that is provided by KHCG will help purchase the gift cards that are given to the team members for their basic needs.

**Task Force Member Horner:** The members with a yellow shirt is a regular member and the ones with a blue shirt are the Team Leaders. Please thank them for their help. Their weekly meetings are open to the public.

**Chair Divine:** The Volunteer Award Dinner is October 8th. There is one spot at the KHCG table and two spots at the Maintenance Services table. The Volunteer Award Dinner recognizes the Hayward volunteer nominees. We nominated Al Thompson and she will be our guest at our table. Vice Chair Delaney can tell you more about Al.

**Vice Chair Delaney:** I got to know Al through her Instagram feed called “Adopt A Walk.” She lives near the courthouse, she picks up trash on her way to BART, and posts the photos on her Instagram account.

**Chair Divine:** Save the date for the Boards, Commissions, and Task Force Annual Reception on December 13<sup>th</sup> from 6:00 PM – 8:00 PM in the City Hall Rotunda. An electronic invitation will go out in November.

**Task Force Member Manzo:** Just a reminder, we need to abide by the Brown Act and the Robert’s Rule of Order. We should raise our hand and the Chair will call upon us, so we are not talking over each other.

**X. Adjournment (8:44 PM)**