



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Remote Participation
January 21, 2021 (Revised)

I. Call to Order

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

II. Pledge of Allegiance:

Pledge of Allegiance led by Vice Chair Haman.

III. Roll Call:

City Council & Staff: Council Member Andrews; Todd Rullman, Director of Maintenance Services; Kimberly DeLand, Administrative Supervisor; and Elizabeth Scott, Senior Secretary

Task Force Members Present: Blytha Bowers, Raul Chavez, Jeffrey Haman, Wilfredo Hoffer, Chuck Horner, Patrick Kariuki, Esther Lopez, Bert Manzo, Reanne Meighan, Melissa Milleman, Edward Moore, Adam Murphy, Adithya Naresh, Debra Patton, Krysta Penfield, Gerald Sannebeck, Scott Schroder, Lisa Sharp, Jessica Stanley, Jason Yeates, Jacquelyn Young, and Jean-Yee Yu

Task Force Members Absent: Danielle Dedrick, Rodney Hankins, Summer Jackson, Ron Maldonado, Chiemeka Okoronkwo, and Alejandro Quezada

Youth Commission Liaison: Sruthy Sebesan and Vanna Van

Guest (Visitor Sign-In): Council Member Márquez

IV. Public Comments:

Council Member Márquez: I want to thank you for your service. You may know that we have new Council assignments. Council Member Andrews will be your new liaison. I enjoyed working with you and you are in excellent hands because this is a group that Angela is passionate about. I look forward to seeing all of you when the Beautification Events resume. Again, thank you for your commitment to making Hayward a better community.

V. Approval of Meeting Minutes from October 22, 2020

It was motioned/seconded by Task Force Members Kariuki and Yu and passed by majority vote to approve the October 22, 2020 meeting minutes 20:0:1 (7 absent).

VI. Presentations

a. Financial Report

Kimberly DeLand: There are no additional purchases from you last meeting. We only have your annual data plan for the Surface Pro.

b. Sub-Committee Updates

Community Engagement Updates:

Task Force Member Bowers: Debra and I have been working on Community Engagement and focused on getting the community out to our Beautification Events. However, we talked about shifting our focus and Debra will talk about our ideas.

Task Force Member Patton: Last year we had several ideas on how to engage the community through the faith-based community and universities. We have pivoted to address the trash/debris concerns.

I contacted Waste Manage for options that are available to apartment complexes. For single- family residents, Waste Management offers two bulky pickups per year. This option is not readily available to apartment complexes. We talked about working with Waste Management and Maintenance Services to have drop off points for residents to take their trash and we will pick up the items from the drop off point.

Waste Management has two transfer sites, one in Hayward and one in San Leandro. Residents can take their trash to these transfer sites for a low cost. The community may not be aware of these transfer sites. We can promote these sites on our website, in newsletters and on Facebook page. By promoting these sites, it may reduce the amount of illegal dumping.

Task Force Member Moore: Maybe we can work with the apartment complexes and have a flyer with the information to provide to their tenants as part of their move-in packet.

Task Force Member Patton: Since most people move at the end of the month, maybe we can set up our drop-off points the first week of the month.

Task Force Member Horner: We should also take advantage of the Next-door app to promote our ideas. We should also work closely with Maintenance Services before we solidify the plans for the drop-off points.

Director Rullman: As part of the Strategic Priorities for the City, Maintenance Services is planning a “Bring A Dump to You” project. The framework is in place, but the details are not finalized. This will be a good project to partner with Keep Hayward Clean & Green.

Adopt A Block

Vice Chair Haman: I want to encourage the Task Force Members to dedicate some time toward the Adopt-A-Block program. We have various task we can work on like updates, contacting our current participants, and promoting the program. Those who are interested may email me.

The Citywide Cleanup is March 24th and maybe we can encourage our Adopt-A-Block groups to clean up their adopted blocks on that day. We can provide supplies like bags and grabbers. We can drive around and pick-up bags of trash from the groups.

Task Force Member Sannebeck: I clean my adopted block weekly and I get several request asking about the Adopt-A-Block program. Do I refer them to Jeff or to the City website?

Refer to the City websites to complete the application, chose their adopted block, and the City can provide the supplies.

c. Community Involvement in Lieu of Beatification Events

Chair Manzo: We want to promote community cleaning up in lieu of the Beatification Events. We will promote this around Earth Day, which is Thursday, April 22nd where adopt-a-block groups cleanup their adopted street. We can provide supplies, but we want to promote a contactless event where we are not promoting “gatherings.” Our involvement will be promoting the event and potentially delivering the supplies.

Director Rullman: We can possibly have a contactless event. We need to know what type of outreach and support you will need from the City. I reached out to our Public Information Officer to let him know that we may need their assistance to promote the event. The City will be happy to support to the Task Force.

Task Force Member Naresh: I have been to similar events. You can have an Instagram or Facebook portal where you can have everyone post pictures or videos of their participation.

Task Force Member Sannebeck: I post my Adopt-A-Block cleanups on Hayward 411. Should I post elsewhere?

Try to promote on Next-Door also.

d. Advocacy Letter to Caltrans

Chair Manzo: Council Member Andrews suggested writing an Advocacy Letter to Caltrans.

Council Member Andrews: We see lots of trash along the freeway and exits. Council Member Zermeño wrote a letter to Caltrans asking if they will pay attention to the exit ramps in Hayward. I thought it will be a great idea if KHCG drafted a letter asking Caltrans to make Hayward a priority when cleaning the exits.

Director Rullman: Caltrans is focused on priority maintenance and I shared my concerns about the issues in Hayward. It carries lots of weight when Caltrans receives letters from agencies, Council Members, and Boards & Commissions. I saw a similar letter to Caltrans from another agency related to litter and I think it will be valuable to send a letter to Caltrans.

Chair Manzo: We will work with Maintenance Services to draft a letter and bring it back to the Task Force before we send to Caltrans.

Vice Chair Stanley: Maybe we can write a similar letter to the railroad company because there is lots of trash along the active and inactive railroad tracks.

Chair Manzo: There may be some litigation issues.

Task Force Member Bowers: Caltrans had an Adopt-A-Highway program, and perhaps we can have the Hayward exits included in this program.

Chair Manzo: The Adopt A Highway exists and is a sponsorship program. Blytha, may I have you look into this program and we can add this into our letter?

Task Force Member Bowers: Yes.

Task Force Member Patton: Although there may be some litigation issues with the railroad company, maybe it will still be beneficial to send a similar letter to the railroad company?

Director Rullman: I will consult our legal staff. The litigation is related to litter, illegal dumping, and homeless encampments. I will consult our legal staff.

Task Force Member Kariuki: I want to applaud Todd and his team. Near the Costco Business area, we have utilized Adopt-A-Block and City services to ensure we develop solution to address the illegal dumping in our area. Todd and his team have been proactive and responsive to our call to action in keeping our neighborhood clean.

In addition to writing a letter Caltrans, we can utilize our resources (Adopt-A-Block and City Services) to meet some of our goals.

e. Beautiful Yard Contest

Chair Manzo: Council Member Andrews suggested that we can bring the Beautiful Yard Contest back. The Task Force will look for yards that are eco-friendly, with drought resistant landscaping, and an overall beautiful yard. We are thinking of bringing back this contest and actively looking for homes that meet the criteria and acknowledging them for a beautiful yard. The nominees had an opportunity to win a gift card at the end of the year.

Council Member Andrews: There was an Ad Hoc Committee that went around during our cleanup events to identify homes in the neighborhood that met the criteria for a beautiful year. The criteria are based on a point system for sustainability features. Once the home was identified, a letter was sent to resident to let them know that they have been nominated as part of the Beautiful Yard Contest. If the resident responded that he/she was interested in participating in the contest, they received a Home Depot gift card. The Mayor presented the recipients with a certificate and a photo was taken.

The residents were excited to get nominated and become the recipient of the contest. I was in the neighborhood where we dropped off the yard signs about two years ago. The recipient still has their yard sign, and they decorated the sign for the holidays. Since we cannot gather, this is a way to show the community that the Task Force is still active.

Task Force Member Horner: Use Next-Door to publicize and show the photos of the recipients with the Mayor.

Task Force Member Milleman: I am interested in identifying recipients in my neighborhood. I am also familiar with sustainable plants.

Chair Manzo: I wanted to see if the Task Force is interested in bringing this contest back. If so, we can create an Ad Hoc Committee or we can use Community Outreach. This is something we can go out to do as individuals.

Task Force Member Milleman: The yards should be sustainable, and this can become a Citywide criteria.

Council Member Andrews: There is a criteria in place and this is saved in one of the folders. The Ad Hoc Committee can review and bring it back to the Task Force. The criteria include drought-resistant plants/landscaping, rock feature instead of grass, etc.

Chair Manzo: I will look for the criteria, I will share and review with Community Outreach, and we can bring it back to the Task Force.

f. Mural Boxes

Chair Manzo: We can consider having mural boxes painted. It may be easier to get a mural box painted vs. a wall mural. I would like to identify a box that we can sponsor to get painted. Todd, is there a list of boxes available for painting? How do we fund getting a box painted?

Director Rullman: I will check with Development Services since they maintain our box list. There are restrictions...the box must be owned by the City, such as our signal boxes. We cannot paint a box owned by another entity (i.e., AT&T boxes). The artist usually charges between \$1,000 - \$1,500 per box. Some of you may remember that we did Task Force themed boxes on Tennyson Road. Having a box painted is something we can consider. We try to put murals on boxes that are hit with graffiti to help prevent further graffiti tags.

Task Force Member Horner: We do not have to hire an artist to paint murals on a box. We can hire non-artist to paint a mural box by using stencil or graphics.

Vice Chair Stanley: I agree there are different ways we can think about murals and the participation of the community. Since we are promoting beautification, we should have an established process for murals. I will work with Todd to have this process established.

Also, what is the process to get items placed on the agenda? We may have ideas that we want to share in a presentation with the other members.

Chair Manzo: We can send an email with the process.

Task Force Member Kariuki: Along the railroad tracks there are walls with graffiti. Will the murals for the boxes apply for the walls also?

Chair Manzo: There is criteria for the mural. The reason I brought forth a mural box is because it is easier to do a mural on a box vs. a whole wall.

Task Force Member Lopez: I am interested in finding potential boxes for a mural. Maybe the Task Force can identify boxes, take a photo, and send it to Maintenance Services with the location to see if the box is owned by the City. Next time we meet we can have a few locations to present to the Task Force.

VII. Action Items

a. Donation to Downtown Streets Team

Chair Manzo: We have massive support from the Downtown Streets Team ("DST") all over Hayward. We typically donate to the DST once a year and the last donation was November 2019. If the Task Force sees fit, we will ask for a motion to donate to the DST.

How much are we donating this year?

We have donated \$1,000 in the past.

Task Force Member Patton: What are they doing now with Shelter in Place? What are they allowed to do during this time? Any restrictions on what they can do?

Chair Manzo: I cannot speak on behalf of the DST, but I have seen them cleaning the streets of Hayward and I have seen them on Tennyson Road lately. DST works with the homeless population; they work toward housing and other means to provide for their team members. They are still active in our communities.

It was motioned/seconded by Task Force Members Kariuki and Horner and passed by majority vote to donate \$1,000 to the Downtown Streets Team 20:0:1 (7 absent).

VIII. Community Cleanups and Upcoming Events

- a. Mt. Eden Park 01/23/21 - Cancelled**
- b. St. Joachim Catholic Church 03/27/21 - Cancelled**
- c. Citywide Cleanup @ Weekes Park 04/24/21**

Chair Manzo: The January event at Mt. Eden Park and the February event at St. Joachim Catholic Church are cancelled. Have we heard if the Citywide Cleanup in April is cancelled?

Kimberly DeLand: The City has not officially cancelled the event. However, the event will not be a gathering. They are looking at having individuals participate in a different manner. I let them know that the Task Force can provide support, if needed.

Chair Manzo: We should try to plan a contactless event in April as we discussed earlier. Are there any other ideas?

Task Force Member Yee: How are the location chosen? Is there locations we always go to for the events?

Chair Manzo: Some of the locations are hot spots that we have done in the past. We do not necessarily do them every year, but we do circle back to these locations. We select some new locations. Most are locations that we have done in the past have a large volume of trash and the location is high visibility.

Vice Chair Stanley: I am thinking about way we can cleanup trash in our own neighborhoods or Citywide. I was wondering about the amount that has been spent in the past for us to carry out what we used to do compared to the cost to purchase other resources (i.e., more trash cans that are serviced by the City, working with apartment complexes to give them the resources they need).

I want to get a comparison of the cost of a sun trashcan compacter or other options to as a contactless option until we can go back to our old model.

Director Rullman: We can connect Jessica with Erik Pearson from our Public Works Department. They manage our Waste Management contract. They maintain a list of the trash receptacle locations, ones that have been removed, and potential receptacle locations. We can mix that with cleanup data. We have good GIS layers in Access Hayward. We can quantify our cost in picking up trash vs. a trash receptacle that could have been a cheaper option.

Announcements/Updates

a. Council Member Updates

Chair Manzo: I want to thank Council Member Andrews for being here for her first meeting as our Council Member liaison.

Council Member Andrews: I want to say hello to all the Task Force Members. I am happy to work with all of you again.

The first item I want to bring to you is something that came to me from the Sustainable Committee. They want to do a video on how to sort trash and recycling. This is a topic that Keep Hayward Clean & Green may want to take on because of the green aspect. I wanted to see if you are interested in doing this around Earth Day or the Citywide Cleanup.

b. Staff Update

Director Rullman: Maintenance Services stopped services during the initial shelter-in-place. We have since brought back staff and sweepers. We have been using a 50% model since Thanksgiving where 50% of the staff are working one week and off one week. We are focusing on the Access Hayward requests. I encourage the Task Force to continue using Access Hayward if you see something that we need to address.

c. Chair Updates:

Chair Manzo: none

IX. Adjournment (8:18 pm)