



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
February 22, 2018

I. Call to Order

Meeting called to order by Chair Andrews at 7:00 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, Ginny Delaney, Alison Divine, Arti Garg, Suzanne Gayle, Jeffrey Haman, Jillian Hogan, Hasieb Lemar, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, Scott Schroder, and Tawana Smith

Task Force Members Absent: Sharon Eva, Chuck Horner, Rick Solis, and Wandra Williams

Youth Commission Liaison: None

Guest (Visitor Sign-In): Keith Nilson and Robert Steggall

IV. Public Comments:

a. None

V. Approval of Meeting Minutes from January 25, 2017

It was motioned/seconded by Task Force Members Blytha Bowers and Lynne Clifton and passed by majority vote to approve the January 25, 2017 meeting minutes 15:0:0 (4 absent).

VI. Presentations

a. **Litteratti Presentation – Jeff Kirshner**

Interim Chair Andrews introduced Jeff Kirshner from the Litteratti Foundation and how we can potentially use this program during our cleanup events and he will explain what his program does.

Jeff Kirshner: His story began when he was hiking with his kids along Sausal Creek and his daughter noticed plastic cup of cat litter along the creek and mentioned that it should not be there. This reminded him of Summer Camp and the morning of visiting day, before the parents arrived, the camp director asked the kids to grab five pieces of litter. Next thing you know the campsite

was spotless. Jeff wanted to apply the same “crowd-sourced behavior” concept to the planet, which inspired Litteratti.

Next, Jeff began photographing the litter he picked up and posting the photo on Instagram. The photos of the litter he picked up started to become artistic and the next thing he realized is that he had 50 photos at the end of the day. Photographing the litter was a means of recording the data.

Data

It wasn't until a photo from China appeared [on Instagram] that he realized they were becoming community. Every photo tells a story because the photo has a geotag showing the location of the litter and a timestamp. Jeff used this information to put together a Google map and plotted the individual points where he picked up litter. As the community grew, the data grew. Jeff began asking how he can use technology and data to bring litter to the forefront and use these tools to make a difference.

Cities

He began using the technology and data with cities. San Francisco wanted to know what percentage of litter was from cigarettes. The reason San Francisco wanted this information is because they want to create a tax on all cigarette sales. Individuals collected the data using clipboards and pencils and the data resulted into a \$0.20 tax on all cigarette sales. San Francisco was sued by the tobacco industry saying that their method of collecting data was not accurate or provable. San Francisco asked Jeff if his technology can determine what percentage of litter was from cigarettes. Five days and 5,000 pieces later Jeff provided San Francisco with the data, which not only defended San Francisco's original data and doubled the tax. The tax generates about \$4 million dollars per year.

Jeff learned two things: (1) that Instagram was not the correct tool to use to gather the data, so he built an iOS app and launched it on Earth Day 2016.

The second thing he learned is that “Every City has a litter fingerprint.” Jeff theory was developed when he saw litter from stores and restaurants in one location, but he didn't see the same type of litter in a different neighborhood. This was a City's fingerprint.

Brands

The technology and data also defined the “brands.” When Jeff and the Litteratti team cleaned an area around the 19th Street BART in Oakland, there were lots of Taco Bell sauce packets littering the area and some were unopened packets. The data can be used to work with the companies to use alternative methods for distributing the products that are littering the streets around their business. The data can be used in a way that aligns with a business' economic interest to change their method of distributing their product. For example, Taco Bell may want to install bulk dispensers for their hot sauce or provide the packets upon request.

Schools

Jeff has worked a lot with schools and the students can make a big impact. For example, fifth grade students from a Modesto school used Litteratti and pick up 1,247 pieces of litter just on their school yard. The data showed that the most common litter was the plastic wrappers from their own cafeteria straws. The students took the information to the Principal and the school decided not to purchase the straws anymore.

Questions

Task Force Garg: We talked about possibly having our volunteers use Litteratti to track the litter they pick up. Will you talk about how we can use Litteratti?

Jeff Kirshner: We talked about several things. We may start simple and begin an education program with the schools in Hayward. Working with the schools you start building stewardships and the students care about the environment differently than the older generations. This will be a nice PR component for the City of Hayward and provides the data for the Hayward.

We are starting to build dashboards for cities to provide City's with access to the data. This will ensure that trash devices are placed in the areas that will be most effective. We can look at the top 10, 20, 100 brands that are contributing to the litter and determine how to address this issue.

We work with the Task Force and the Downtown Street Team to help mobilize in a way that has never been done before.

Discussion: There was discussion that Access Hayward does not have AI and if Litteratti can be used in conjunction with Access Hayward. The City of Oakland has something called "3-1-1" and this is a reporting tool to report a pothole, graffiti, etc. and the request is directed to the appropriate staff to address. Litteratti has not integrated with another database.

Is there a website? You can download the Litteratti app on your Android or Apple Smartphone. Our website is www.litterati.org

Have you partnered with garbage companies? We partnered with Recology when we first started Litteratti.

When you are working with students at a school, do all students need a phone with the app? Is the data gathered and available later? Ideally, it will be nice if all students had the app. When the photo is taken the data is immediately available.

Jeff Kirshner provided information on how a school in Jonesboro, AR used Litteratti and made an impact on the litter that was picked up.

How is the data provided? In Excel? Litteratti can provide the data in an Excel spreadsheet format. However, they also have fingerprint reports.

Jeff Krump: The stormwater staff is running a contest with the schools where the students track the litter they pick up through Litteratti and the student with the most litter will win a prize.

Has the public worked much in teams where one person takes a photo and another person picks up the trash? Schools will partner the students together and the event is led by the teacher. Some of our power users may grab 10 items at a time, take a photo, then put the items in the trash. Over the next three months the tagging system will be eliminated. You will no longer have to tag the item. We are using imaging recognition to serve you up what we think you just picked up and you check "yes" or "no" next to the items.

Chair Andrews: The next step is to go through our Policy Ad Hoc Committee to talk about our next steps. If the Task Force has any other questions about Litteratti, we will direct them to Jeff.

b. Adopt A Block Update

Interim Chair Andrews: The next item is Adopt a Block Update. Maybe we can give some background on the Adopt a Block program so our guest will know what this program is.

Vice Chair Hogan: As Vice Chair of Adopt a Block, I will provide updates. The City of Hayward has an Adopt a Block program that we run with the Maintenance Services staff. We provide the groups with the necessary supplies to clean up the adopted areas. We ask the groups to do at least four cleanups per year and more if needed. City staff will pick up the litter that is collected by the Adopt a Block groups and the City will install an Adopt a Block sign for those groups that want a sign. I am working with Kimberly on our new members and getting them onboard and sending them follow up letters. We will send a letter to our existing groups to get some data about their last cleanup, if they need supplies, and get any other feedback from the groups. We will continue to build the program.

Task Force Member Delaney: Council Member Marquez asked if she can partner with others. She lives on a busy street, but she does not have time to clean the street by herself. Have you ever come across any students from CSUEB who are willing to partner with Council Member Marquez?

Vice Chair Hogan: Many of the students from CSUEB are in sororities or fraternities. I am not sure if they need community service hours to graduate, but it is a good idea for us to consider connecting individuals to form an Adopt a Block group. Kimberly and I can talk about how to connect her with her neighbors. The idea is to get the whole street or neighborhood involved in the cleanup events.

Task Force Member Clifton: Many of the students are techy and they may enjoy using Litterati to track their progress when they are out doing a cleanup.

Chair Angela Andrews: If someone attends a Beautification Event and they want to Adopt a Block, do we connect them with Kimberly?

Yes.

Chair Angela Andrews: If Council Member Marquez is interested in Adopting a Block, we will connect her with Kimberly to provide the supplies and send the welcome letter. Vice Chair Hogan and Kimberly will work on connecting her with her neighbors.

c. Community Engagement Ad Hoc Committee Update

Chair Angela Andrews: I want to provide you with an update on this Ad Hoc Committee. Now that we have Zach onboard to help with community engagement for the City, we are looking at no longer having the 6:00 PM meetings for Community Engagement. However, we will still have a Task Force liaison to work with the City to ensure that communication is going to the City; there is a plan of action; how to manage the communication; to communicate with the City groups; there is connection with the local businesses; schools and churches in the area surrounding our clean up locations. Blytha will still be our Task Force liaison. If you have any question regarding Community Engagement, feel free to contact Blytha who will work with Zach. She will be in an advisory role for Zach.

Blytha, did you have anything to add?

Task Force Member Bowers: Zach will do community outreach for our events; however, if you have any contacts or groups that we should reach out to, please provide me with the information so we can pass it on to Zach.

Chair Angela Andrews: Kimberly is working on business cards for the Task Force members.

d. Policy Ad Hoc Committee Update

Task Force Member Garg: A copy of a letter addressed to the City Council was provided to the Task Force for their feedback. The letter is in support of the city efforts to pursue policies to reduce and eliminate the use of plastic drink straws in restaurants and other food-service venues. The first set of bullets are suggestions for the City to consider if the policy is implemented. The second set of bullets are other considerations to protect the food-service workers and providing the restaurant owners with tools to ensure successful policy implementation.

Chair Angela Andrews: If you have any edits to the letter, please provide them to Kimberly to collect, and she will forward to Task Force Member Garg.

When is the meeting? March 12th.

Chair Angela Andrews: We sent the letter out early to the Task Force to get feedback tonight. We will need to get on the agenda or we can present the letter during their public comments.

Jeff Krump: We have an item in the agenda for this item.

Chair Angela Andrews: We will provide Task Force Member Garg with our comments and feedback by the close of business March 7, 2018.

e. Task Force Priority Setting Activity

Task Force Member Garg: At our last meeting we talked about brainstorming exercises to see what we should do as a Task Force. We have lots of program and new ideas, so we wanted to kick off some brainstorming activities. We want to ask the Task Force, "What should we focus on?" We want you to come up with at least three ideas. The purpose of the post-it notes is to write one idea per post-it. We will hang the post-it on the wall and group similar ideas together. We will have themes and ideas that we can work on for the future. The Task Force was given two minutes to write down three priority areas they would like to see KHCG TF to work on in the next year. Your ideas can include things we already do.

Task Force Member Delaney: We are a consensus based group, so we want to identify the themes, then we will bring them back to the Task Force to identify how to prioritize the themes. We will bring this back to the Task Force at the next meeting.

f. Google Drive Overview

Chair Angela Andrews: There are documents on the Google drive and they are shared with the Task Force. Task Force Member Delaney reviewed the Google documents and went to the shed to help get us organized, so we can run more efficiently at our events. She will review the Google Drive documents.

Task Force Member Delaney provided an overview of the Google Drive.

Slide 2 - Why Google Drive? One place to store all documents; help new members to come up to speed quickly; and allows for easy collaboration on documents.

Slide 3 - How do I access Google Drive? On November 28, 2017, Kimberly sent an email to the Task Force Members with an invitation to access the Google Drive.

Slide 4 - Overview of Folders: There are folders for Ad-Hoc Committees; Information for Clean Up Leads; and Information on past and future events.

Slides 5 & 6 - Key Documents: The “To-Do” list has three tabs. Tab 1 - “To-Do” for Angela and Kimberly to track action items; Tab 2 – “Inventory” helps communicate to Kimberly the items that need to get ordered; and Tab 3 – “Roles & Responsibilities” documents the roles and responsibilities at the cleanup events.

Cleanup Lead Checklist – helps Cleanup Leads to make sure they have necessary items on the truck.

Slide 7 – Request from the Task Force: This will communicate to Kimberly the requests from the Task Force Members such as walkie talkies and back braces. Everyone one was provided with a copy of these documents.

Slide 8 – Roles & Responsibilities: This will list the roles for our events.

Slide 9 – KHCG Clean Up Lead Checklist: This is a checklist of items that will get loaded into the truck.

Chair Angela Andrews: This list is posted on the door with a dry erase board, we can check off the items, erase the markings after the event, and reuse the list.

Slide 10 – Questions & Suggestions

Chair Angela Andrews: I have been talking with the Vice Chairs about how we can organize things so everything is running smoothly. What is our trends at the Clean Up Events? The City offered to have Maintenance staff load the truck, bring it to the event, and staff will bring the items back to the shed at the end of the event. We will try this out for two months. There are two reasons we are considering this process: (1) when the Task Force loads the truck, it adds an extra day and (2) we still see a trend of the same three or four individuals who will load and unload the truck.

Director Rullman: If the check list is accurate, we will do our best to get everything loaded and taken out to the event.

Chair Angela Andrews: We have two leads at the events and it will be the responsibility of the leads to coordinate and go back to the shed if there is something that the Task Force really needs at the event.

Director Rullman: What time does the truck need to be at the event?

7:30 AM

Chair Angela Andrews: We need the truck at the event at 7:30 AM so we are not scrambling to get things setup while the volunteers are there. We need to set an expectation so we are all on the same page. With Maintenance Services loading the vehicle and bringing it to the event, we will have consistency and we are not relying on individuals who are not at the event at 7:30 AM.

Director Rullman: What time do you want staff to pick up the truck to bring it back to the shed?

Chair Angela Andrews: Staff should be at the event at 11:30 AM to bring the truck back to the shed. The Task Force members who are driving the truck around to pick up items should be back

at the event site by 11:30 AM. If there are items that we are unable to pick up during our event, please enter it into Access Hayward.

Director Rullman: It is fine to enter items into Access Hayward. Staff will begin going out to the area a day or two before the event to pick up large items in the area (i.e., appliances and mattresses).

Streets Maintenance Manager Affonso: If you are requesting additional pickup through Access Hayward, please enter it under the topic “Adopt A Block.” I will get the request and assign to the appropriate staff. If you put it under “Trash & Debris – Public Property” it will go directly to the litter crew.

Todd is correct that we have gotten away from going out a day or two prior to the events. However, we are in the Tyrrell areas multiple times during the week. Also, if you see large piles of trash in the street as if someone has moving out, please let me know. We may have a code enforcement case against the property owner and I do not want any of the items removed. We want to hold the property owners responsible for the items. In most cases, these are repeat offenders. If there is no history at the site, our staff will pick it up.

Discussion: There was concern about staff going out a day or two before the event and the residents will put items out the day of the event because they think it is a free service. The other concern is how long it takes code enforcement to follow up on their code enforcement cases.

Director Rullman: Code enforcement on private property takes a while before their cases are closed. However, we can code enforce for items on public property. If you see a large pile of trash, more than what will fit in a trash bag, leave it there; take a photo; and enter it into Access Hayward. We will code enforce it and hold the property owner responsible.

g. Scavenger Hunt

Chair Angela Andrews: This is another idea we talked about at one of our events. There are other cities that have scavenger hunts around their Downtown, where individuals can take photos of landmarks. If you are interested in implementing a Scavenger Hunt let me know. This could be an event for the Event Ad Hoc Committee to organize for one of our Downtown Street Parties. It could be Scavenger Hunt where you can visit a certain number of booths at the Street Party. Or we can have individuals take photos of the beautiful things in Hayward (i.e., murals, the fountain in front of City Hall).

h. Financial Report

Kimberly DeLand: There were a couple of reimbursement for event items, business card orders, and some supplies for the shed.

i.

VII. Action Items

a. Business Cards

Kimberly DeLand: A draft of the front and back of the business card was shown to the Task Force. This card will be generic to Task Force Members can write their name on the business card and provide a phone number of his/her choice. We have KHCG email which will come to me and #HaywardBeautiful. The back will have Access Hayward.

Discussion: It should say “Task Force” after Keep Hayward Clean & Green. Instead of Access Hayward on the back, the Task Force talked about having Adopt a Block information on the back of the cards. There was a suggestion to have separate business cards for Access Hayward.

Chair Angela Andrews: The business cards will be used at the cleanup events to hand out to the volunteers. I can see having different cards based on what the individual is asking, whether if it is about Adopt a Block or our cleanup events.

Discussion: The “e” before the email address is confusing. The mailing address may not be needed on these cards. It may be better to have the website under “Keep Hayward Clean & Green.” Email Kimberly by the end of next week with feedback.

Front of Card:

(blank line to write name)

Task Force Member (green font)

Keep Hayward Clean & Green

City of Hayward

#HaywardBeautiful

Back of Card:

Link to schedule

Link to Adopt a Block

cleanupinfo@hayward-ca.gov

b. KHCG Bags w/Logo

Kimberly DeLand provided the Task Force with three sample bags. Canvas, canvas alternative, or cotton alternative.

KHCG BAGS w/LOGO			
Quantity	Option 1	Option 2	Option 3
	Canvas	Canvas Alternative	Cotton Alternative
250	\$1,850	\$1,200	\$1,000
500	\$2,750	\$1,800	\$1,550
750	\$4,000	\$2,900	\$2,550

We will bring Option 2 and Option 3 back to the Task Force in May to approve for the new fiscal year. Kimberly will check with the vendor about turnaround time for the bags.

Discussion: There was discussion that the bag will be used to give to the garage sale participants, at some of the larger events, and given to the Adopt a Block groups.

VIII. Community Cleanups and Upcoming Events

a. Five Flags 01/27/18 – Chair Andrews

Chair Angela Andrews: We had an excellent turn out at this event. There were 62 volunteers. We will place the photos in the Google drive. The landscape design was nice.

There was feedback that some Task Force Members liked having a DJ at the event. The location was tricky. Many used the gas station restrooms.

b. Tyrrell Elementary School 02/24/18

Chair Angela Andrews: Are the restrooms going to be available at Tyrrell?

Kimberly DeLand: I asked Zach if the school will open their restroom for this event.

We'll follow up with Zach.

Roles & Responsibilities for this event was assigned.

c. Ruus Park 03/24/18

Chair Angela Andrews: Task Force Members Clifton and Horner are the leads for this event. This is a week before Easter. Do we want to have an egg hunt or a gnome hunt? We can think about the idea of an egg hunt.

IX. Announcements/Updates

Council Member Mendall Update: N/A

Director Rullman Updates: None

Chair Andrews Updates: None

Task Force Member Gayle: this is a reminder that the Volunteer of the Year nominations are coming up soon. Next month we may want to have some nomination ready. Once we make our nomination, we complete the paperwork, and return it.

X. Adjournment (8:31 PM)