



Keep Hayward Clean and Green (KHCG)
Task Force (TF) Meeting Notes
Hayward City Hall, Room 2A
777 B Street, Hayward
July 25, 2019

I. Call to Order

Meeting called to order by Chair Divine at 7:02 p.m.

II. Pledge of Allegiance:

Pledge of Allegiance led by Vice Chair Haman.

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, Sharon Eva, Jeffrey Haman, Chuck Horner, Adithya Naresh, Tim Romano-Pugh, Lenora Taylor, and Jacquelyn Young

Task Force Members Absent: Suzanne Gayle, Sarah Low, Bert Manzo, Anika Patterson, Megha Salpekar, Scott Schroder, and Tawana Smith

Youth Commission Liaison: N/A

Guest (Visitor Sign-In): None

IV. Public Comments:

Task Force Member Chuck Horner: I want to thank the City, especially for the improvements on the Tennyson Corridor.

We need to honor those in law enforcement, those who are in the military, and all those who serve...teachers, principals, and elected officials. You honor the position, especially if you disagree with the person. I was so upset by what I saw on TV...seeing those police officers doused with water. When you see an officer, someone from the military, or a teacher, thank them for their service.

Task Force Member Taylor: I would like to add to the agenda for our next meeting discuss the status of the changes we have voted on...our name change and reducing the number of members.

Chair Divine: We can discuss during staff comments. And we can add to the agenda for our next meeting.

Director Rullman: Yes, I will discuss during staff comments.

Task Force Member Romano-Pugh: This will be my last meeting. My term is up, and I decided not to continue as a member. I want to acknowledge that for the past six months that I have not been present as much as the beginning because I have lots on my plate now. It would be unfair for me to continue and take that space for someone else who can commit to a stronger service. This has been an incredible experience for me, I have learned so much, and it has reinforced my drive to serve...especially doing the hard work and driving the truck. I appreciate this time and all of you.

Vice Chair Delaney: On Friday, July 12, 2019, Chair Divine, Vice Chair Haman, Task Force Member Horner, and I were at City Hall and interviewed 20 candidates for Keep Hayward Clean & Green Task Force. Many of the candidates can see the changes within Hayward and they want to part of the Task Force. We recommended eleven candidates. I want to thank Ali, Jeff, and Chuck for their service.

V. Approval of Meeting Minutes from June 13, 2019

It was motioned/seconded by Vice Chairs Delaney and Task Force Member Taylor and passed by majority vote to approve the June 13, 2019 meeting minutes 10:0:0 (7 absent).

VI. Presentations

a. Financial Report

Kimberly DeLand: For the FY20 budget I have your iPad annual charge for data service, rainbow seed bombs for Downtown Streets Party, and 60 qt. wing lid storage container.

Chair Divine: Do you mean the Microsoft Surface Pro and not an iPad?

Kimberly DeLand: Yes, I meant the service for the Surface Pro and I will change it on the Financial Report.

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 between April 7 – 17, 2019 and 663 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: 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.

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.

Vice Chair Delaney: Thank you for the presentation and the great ideas. The City placed an insert in the water bill this year to promote applying for a Boards/Commission and Task Force and we had quite a few applicants.

Discussion: Not only should we “tell a friend” but we should “Bring A Friend” with an incentive to win a contest. If we do the school challenge, we can use the school as staging area. We can set our staging areas that are known to the community (i.e., Southland, Home Depot) and still clean the surrounding areas. The event sites have been remote.

Procedurally, how do we go about getting the water bill inserts into the bills? Do we design the insert? How do we update our website page?

There is a process for getting things into the water bill. We have a template for the water bill inserts that we can update with the event sites on one side and the Adopt-A-Block information on the other side.

Who will design the website? Chuck and the City staff from the Media Team will oversee the webpage. We will modify our current webpage or creating a new page? Modify the current webpage to make it easier for users to locate our events. We would like to see the events page more prominent on our webpage and a link from the City Home page. Everyone wants to be on the Home page, and it gets crowded. We can have an icon of our initials on the Home page with a link to our webpage.

Should we decide on what action items we will proceed with? If the group wants to move forward, we can work on the Water Bill insert, but we must finalize our schedule. The water bill is by-monthly.

When we have an event at the school, we should ask if they will advertise on the marquis.

We haven’t had any events in South Hayward. If you look at our Trash & Debris map, we focus on the areas that have the most trash.

There was discussion on who will be on the water bill insert committee and website changes committee

A list of organization should be created with contact information, so KHCG can invite organizations to the events. Creating a contest and recognition to the person or business who invites the most volunteers is a good idea also.

Recap: we will bring forwards some businesses that we can call upon; work on the inserts for water bill; a committee who will on the website; and start the “tell a friend” program. On the next agenda we will add Community Engagement item.

VII. Action Items

a. Approval to purchase Hayward Volunteer Recognition Award Dinner, Table of 10 for \$500 at St. Rose Hospital on October 8, 2019 at 6:00 PM

Discussion: There was discussion on the ten individuals who will be attending the dinner. KHCG’s nominee and guest usually sits at the KHCG table which will leave eight seats available. Maintenance Services usually purchases a table also, so we KHCG members could sit at the Maintenance Services table. Task Force Member’s Horner and Gayle serve on the Volunteer Recognition committee and they will be at the dinner as part of the committee. This event will give KHCG an opportunity to sit with their nominee and honor that person.

It was motioned/seconded by Task Force Members Young and Horner and passed by majority vote to purchase Hayward Volunteer Recognition Award Dinner, Table of 10 for \$500 at St. Rose Hospital. 10:0:0 (7 absent).

b. Finalize 2020 Meeting & Event Calendar

Director Rullman: One of the questions that was asked at the last was related to the amount of trash that KHCG picks up and how the amount will be offset if we reduced the number of events. We provided a handout. We have one crew now with two staff members and the first chart shows how much they picked up in FY19, which is just over 2,000 cubic yards. We will be adding four more positions to this crew (total of six staff members) and we anticipate that we will pick up about 6,000 cubic yards for this fiscal year. The Task Force picked up approximately 500 cubic yards and if you decide to reduce the number of events, we anticipate that we will pick up the items with the additional crew.

Chair Divine: Based on the proposed schedule, we have Hesperian & Arf at Mt. Eden in January; the Citywide Cleanup in April; the Downtown area across from new Library in Jun or July; and Tennyson @ Patrick (Weekes Park) in October.

Director Rullman: The event at Tennyson @ Patrick (staging at Weekes Park) will be a planting event. The January event at Hesperian & Arf will also be a planting event across from Mt. Eden High School.

Discussion: Do we have some flexibility on the staging site, so they support Task Force Member Bower’s suggestion to have events that are in more visible locations? The plaza across from the new library and Weekes Park are visible, but Mt. Eden High School may not be as visible.

The event at Tennyson Rd @ Patrick, what section of Tennyson Road are we planting for that event?

Director Rullman: It is the last section before we go over I-880, which will be from Kentucky Fried Chicken heading toward Mission Boulevard. We stripped most of the shrubs, but KHCG and the volunteers will do some planting. We will have staff jump ahead to do the section of median from Kentucky Fried Chicken to I-880 so volunteers are not working so close to the freeway entrances.

Since it is Make a Difference Day, we will have lots of volunteers and that is why we suggestion the beautification event for this day.

Chair Divine: Is the planting in January on Hesperian?

Director Rullman: Yes, it is on Hesperian. In the past we staged at Mt. Eden High, but there may be a fence around the parking lot now.

Discussion: Yes, there is fencing around the Mt. Eden lot. We can stage at the corner of Hesperian and Arf and there will lots of exposure for the group.

Can we talk to Home Depot to see if we can stage in their lot for an event in February? We are proposing to have bigger events and fewer events.

Based on the proposed schedule we will only take advantage of Freshmen Day of Service in April. They may have a Freshmen Day of Service in March (depending on the date of Easter), but it does not look like we will be taking advantage of their service.

Director Rullman: We were trying to avoid back to back events. However, the April event is the one that KHCG will have the prepare for the least since the City hosts that event. If you want to add an event, having the event in March may be good time to plan it.

Discussion: By planning an event in March we can offer this to CSUEB as an option for Freshmen Day of Service. We have the contacts in place to make the arrangements.

Have we considered having a presence at the Farmers Market to advertise our events and promote KHCG Task Force? Some liked the idea of having an event at the plaza across from the Library and staging near other events like the Farmers Market...it is ideal to promote the events and the group. If there are other events throughout the City on the same day as the KHCG event, it may be difficult to attract volunteers.

We find it challenging to find members who are willing to table at other events, so we encourage those who are interested in tabling at the Farmers Market or other events. What are the hours of the Farmer's Market? 8:00 AM – 1:00 PM.

Chair Divine: We need to decide if we are adding an event in March to take advantage of the second Freshman Day of Service and if we want the Downtown event in June or July.

For the summer event, how many do we have registered for our June event? We have 22 registered volunteers. We had 25 grabbers checked out last month. Last year in June we had 13 volunteers and in July we had 14 volunteers. Does anyone know if there may be any conflicts with other events next June or July?

Council Member Márquez: Next year may be like this year. Palma Ceia Festival is this weekend, This may be an annual event, which may compete with your July event.

Discussion: How about graduations in June? They are typically in mid-June. Isn't this the purpose of schedule the full year now, so we can promote our events and recruit volunteers?

How many volunteers do we get for Freshman Day of Service? About 150 volunteers.

We had a good idea with our Jackson Street event by Animal Control, but we only had 20 volunteers. Visually it did not make an impact. If we had a large group of volunteers cleaning up along Jackson, it would've had a bigger impact. If we add an event in March, we can select a site like Jackson St. or Hesperian Blvd., since we will have a large group of volunteers from Freshman Day of Service.

Chair Divine: This will also support Task Force Member Horner's idea of staging at Home Depot if we selected Hesperian Blvd. It is good to keep in mind if there are events like the All-American Festival that may conflict with our events. If we decided to have our event in July, that will give us two months from the Citywide Cleanup event to plan for our July event. We could start promoting our July event at the Citywide Cleanup Event.

Discussion: If we have the event in July, we will also have two Street Parties to promote the event.

Chair Divine: We will do the Downtown event in July instead of June. Do we want to add an event in March? We can take a vote to see if we will add the March event. Most of the group are in favor of the March event. Where will we stage this event?

Discussion: Some suggestion for staging are Hesperian Boulevard or Jackson Street. Rod Affonso from the Streets Division can contact Home Depot to use their parking lot. We can make an impact in the area and there is a creek is near that location. The City has lot on the corner outside of Home Depot and we can stage at the corner. We can still contact Home Depot to ask them to participate at our event.

It was motioned/seconded by Task Force Members Taylor and Romano-Pugh and passed by majority vote to approve the 2020 Meeting & Event Calendar 10:0:0 (7 absent).

VIII. Community Cleanups and Upcoming Events

a. Jackson St @ Barnes Court (Animal Control) 06/22/19 – Chair Divine

Chair Divine: We had a small turnout. About 25 grabbers were checked out and we picked up about 122 items. The trailer looks awesome and the grabber dolly is amazing.

b. Downtown Street Party 06/20/19

Chair Divine: We talked about this last month. Participants liked the seed bombs.

c. Downtown Street Party 07/18/19

Chair Divine: We had a small turnout of people working the table. Thank you for Lenora, Jeff, Bubba, and the Boy Scouts for working the event. The Boy Scouts did a great job with our recycle game. The kids were excited about the seed bomb and participating with the recycle game.

d. Downtown Street Party 08/15/19

Chair Divine: We volunteers to work at the August Downtown Streets Party.

Several members volunteered.

Can we invite the new members? They are not official members, but we can invite the new members. Can we ask them to work at the Streets Party? We will check with the City Clerk's office.

e. Matt Jimenez Community Center 07/27/19 – Vice Chair Haman

Chair Divine: Our next event is at the Mat Jimenez Community Center and Jeff was the lead for the event.

Vice Chair Haman: We mapped for a large area, but we had a few people register. The site is nice, we can set up by the roundabout, and there is plenty of parking. I'm not sure about the restrooms. Kimberly provided an email from staff at HARD indicating that the restrooms will be open.

Discussion: Chuck volunteered the restrooms at Calvary Baptist Church about two blocks away and Eden Youth Center is next door.

Seems like we had more volunteers sign up the day of the event than prior to the event.

The group went through the Roles & Responsibilities for the July event. This weekend will be hot. City staff will purchase water bottles and place in the cooler with ice. Chuck offered to bring a snow cone machine.

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

Chair Divine: We will not have a meeting or clean up event in August. Our next event is in September at the Hayward Shoreline Interpretive Center. Ginny and Bubba are the leads for this event.

Vice Chair Delaney: We scheduled this event to overlap with the California Wide Shoreline Cleanup.

Discussion: Will we need mapping for this event? We will have trails to clean up. Vice Chair Delaney will call the Interpretive Center to confirm the logistics of the event.

Will we be off trail and will we need heavier gloves? We have cloth gloves. We can work out the details at the September meeting, which will be our first meeting with our new members.

We talked about using the September meeting as an orientation meeting for the new members. If anyone wants to help with new member stuff, please feel free to reach out. We can prepare a bag for the new members. We can put together a Welcome Committee to prepare some items.

IX. Announcements/Updates

a. Council Member Updates

Council Member Márquez: Heritage Plaza across from the 21st Century Library has had lots of activity. It will be completed by end of September. The Staff Report submit for July 2nd Council I want to highlight that there will be gathering and event spaces, 25,000 event lawn area, pave area along C Street, and the park can accommodate up to 4,000 guests.

The 21st Century Library received its Temporary Certificate of Occupancy. Staff will move in next week and there will be training on the new technology for staff. Before it opens to public, there will be sneak peek for Boards, Commission, and Task Force Members. We will offer one night for two to three hours to view the new Library.

During KHCG's event this Saturday, we have a ribbon cutting at Southland Mall for the Bowling alley.

The Palma Ceia Festival is this Saturday from 11:00 AM – 3:00 PM.

The City Manager has appointed a new Chief of Police, Tony Chaplin, and he is a Hayward resident and he will start on September 3rd.

We appointed two new members to the Planning Commission. Your former colleague was appointed to the Library Commission.

Council will be on recess for the month of August. Our first meeting when we return is September 10th.

Rent Stabilization goes into effect today and the City is offering workshops.

How many subscribe to the Leaflet? You should subscribe to the Leaflet as well as The Stack.

b. Staff Update

Director Rullman: When I talked to the City Attorney's office, they recommended we go to Council one time for the name change, changing the number of members and changing the number of events. We will place on the next agenda to discuss what recommendation you want to bring to Council.

Discussion: Are we still thinking of reducing the number of events as a Pilot Program?

Director Rullman: The City Attorney recommends that we change the bylaws to reflect the updated number of events, since we are making other recommendations.

Discussion: Can we have a range in the number of events to give us flexibility to schedule the events that fall within that range?

Director Rullman: Yes, that is a good idea. We can have wording that says we will have "up to" a certain number of events.

c. Chair Updates:

Chair Divine: None

X. Adjournment (8:41 PM)