



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
November 21, 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 Carrie Conover.

**III. Roll Call:**

*City Council & Staff:* Todd Rullman, Director of Maintenance Services; Kimberly DeLand, Administrative Supervisor; and Cecilia Melero, Sr. Secretary

*Task Force Members Present:* Carrie Conover, Ginny Delaney, Alison Divine, Jeffrey Haman, Rodney Hankins, Chuck Horner, Patrick Kariuki, Christopher Lopez, Esther Lopez, Ly Mac, Bert Manzo, Adithya Naresh, Chiemeka Okoronkwo, Debra Patton, Jessica Stanley, Lenora Taylor, and Jacquelyn Young

*Task Force Members Absent:* Blytha Bowers, Christina Cabrera, Suzanne Gayle, Adam Murphy, Scott Schroder, and Kenny Wong Many

*Youth Commission Liaison:* N/A

*Guest (Visitor Sign-In):* None

**IV. Public Comments:**

**Task Force Member Carrie Conover:** As a Climate Realty Leader, today is a special day. Former Vice President Al Gore spoke at *24-Hour Reality: Truth in Action*. I went to a presentation at 6:00 AM today, a second presentation in the afternoon, and taught three classes. I am excited to be here as part of this team.

**V. Approval of Meeting Minutes from October 24, 2019**

It was motioned/seconded by Task Force Member Manzo and Esther Lopez and passed by majority vote to approve the October 24, 2019 meeting minutes 15:0:2 (6 absent) with potential changes to who motioned/seconded the Downtown Streets Team Donation and who motioned/seconded the Eco pen purchase.

**Correction to October 24, 2019**

It was motioned/seconded by Task Force Member Taylor and Manzo and passed by majority vote to approve the \$1,000 donation to the Downtown Streets Team 15:0:0 (7 absent) (1 recusal).

## **VI. Presentations**

### **a. Media Team Outreach – Chuck Finnie**

**Chuck Finney:** I am the Communication Media Officer for the City of Hayward. The Communication Media Officer heads the media team and City Manager's Office and we are responsible for all outward communication and internal communication, either executing or supporting execution.

**Slide 1- Overview:** I want to provide a high-level overview of how we support the Task Force events and then discuss the January 2020 event. I want to provide a schedule of how we execute the plan.

**Slide 2 – 2020 Beautification Events:** It was a good move to reduce the number of events for 2020 and this will allow the Media Team more time to promote the events. The four Task Force events and the Citywide Cleanup Event that the Task Force will support.

- Jan 25 at Mt. Eden Park
- Mar 28 at St. Joachim Catholic Church
- Apr 25 at Weekes Park for Citywide Cleanup Event & Community Engagement Fair
- Jul 25 at Heritage Park
- Oct. 24 at Tennyson Rd & Patrick Ave (meet at Weekes Park)

#### **Slide 3 - Event Outreach Plan:**

- Create flyers in English and Spanish
- Social media & KHRT Channel 15
- Three email lists: we have built an email list with over 70,000 subscribers. The emails go to segmented groups who have shown interest in Task Force events, environmental protection, climate protection topics
  - An event announcement
  - Reminder for pre-registration
  - Leaflet e-newsletter
- School outreach
- Grassroots outreach: we look at the event location and identify organization within that geographical location who we want outreach to and leverage their network of people (i.e., businesses and faith-based organizations)

**Slide 4 – Promotion Budget:** Target Facebook Ads; target residents in specific areas; ad run up to 45 days for at least \$1 per day; \$45 ad put on 89 – 260 people's pages per day; \$100 ad put on 140 – 410 people's pages per day

#### **Slide 5 - Media & Promotion Team:**

Chuck Finnie, Communications & Marketing Officer  
Brienne Elizarrey, Graphics & Digital Media Technician  
Zach Ebadi, Volunteer Coordinator  
Amon Shikhani, Administrative Intern

#### **Slide 6 – Questions**

**Handout:** The January 2020 KHC&G Clean-up Event Communication handout was passed out to the attendees of the meeting. The handout provides information on the following:

#### Communication Modes and Channels

The Leaflet E-newsletter and Email

Social Media (Facebook, Nextdoor, Twitter, Instagram, Volunteer Match, Eventbrite)

Website

KHRT

Electronic street boards (digital street signs) on Tennyson Rd. and Hesperian Bl.)

### Communication Plan

This section discusses the Communication Mode & Channel, Timing, and information specific to the mode of communication.

**Discussion:** Do you find the Facebook Ads more effective than NextDoor? We find that using various social media to be effective and the City uses Facebook and NextDoor.

One of our Task Force members presented data from a recent survey and the results seem to show that most of the residents do not get their communication through social media, but more through direct communication. How does this information influence the Media Team's approach for advertising?

**Director Rullman:** Blytha shared the data from the Citywide Satisfaction Survey.

**Chair Divine:** What is the demographic of those who took the survey?

**Chuck Finney:** We have a high number of social media ratio in Hayward. The largest communication we have is the target email list. If we use email, social media, and investing a little money into Facebook posts we can engage those who use digital platforms. The other aspect is using grassroots advertising. By having more lead time between the events will help us with the advertising.

When our pollsters poll the community, they are trying to get a survey sample that represents those who are in the community.

**Discussion:** from the January 2020 KHC&G Clean-up Event Communication handout, what has been done previously for our events and which items are you proposing that are new for 2020?

**Chuck Finney:** All the items listed in the handout have been done previously. The difference is that we will have more time between events.

**Chair Divine:** Is it possible to do post-event advertisement to post our results, show our trash collection results, and add photographs? Maybe we can show pictures on the Facebook and Instagram page.

**Chuck Finnie:** We can use Instagram and our Flickr feed to put up galleries and share the information. Is there annual reporting/data on what is collected?

**Director Rullman:** There is annual reporting, but it is not broadcast specific to the Task Force. It is part of the clean water report and I roll it into the Maintenance Services report.

**Chuck Finnie:** If you think it is worth quantifying the information, we can certainly do so.

**Discussion:** We can post a thank you to the volunteers and maybe what we picked up at the event

What is the timeframe we are reaching out to volunteers before the event?

**Chuck Finnie:** Our intent is to begin promoting the next event immediately after the prior event. We can talk through the communication plan for your January event

**Discussion:** Can we advertise on the TV Channel (KHRT)?

**Chuck Finnie:** We will make a slide of the flyer and that will run on KHRT. We can also make a video with static photography.

**Discussion:** How much time do you need to post photographs? Once we get the photographs, we only need couple of days to post.

Is there a contact person we need to send the photo to get them posted? Add the photos to the Google Drive and we can get them to the Media Team.

**Director Rullman:** Some of the things we are discussing will be easier to accomplish now that we are not running event month after month.

**Chuck Finnie:** Let's talk about the Communication Plan from the handout.

Website: Your events are on two calendars: (1) the City of Hayward calendar and (2) the Community calendar.

Social Media: we are using Facebook, Nextdoor, Volunteer Match, and Eventbrite

Leaflet Newsletter: This is a smaller newsletter that is emailed to subscribers.

Social Media (English & Spanish): Social media begins 2 – 3 weeks prior to the event.

KHRT: we can post a slide or video

Social Media (boost posts): we can boost the Facebook post (Ad). Our push will begin December 15<sup>th</sup>.

Email Blast:

**Director Rullman:** We have one email list with 70,000 subscribers. Leading to the January event, how many times is “too little” or “too much” to send out to these subscribers?

**Chuck Finnie:** We have three email lists and we have been sending emails to the smaller list, which are individuals who are interested and subscribe to this email list. The Media Team is constantly evaluating all Citywide events and asking how often should use the large email list to advertise an event.

**Chair Divine:** Maybe we can send one email to the large list with a list of all our events and provide a link for those who are interested to subscribe to the smaller email list.

**Chuck Finnie:** The Stack e-Newsletter goes out the second Tuesday of each month. We can add a Task Force story where we promote 2020's events and allow individuals to opt-into the email list.

**Discussion:** Some Task Force members do not receive the emails that the general public receives about Task Force events. The City can add Task Force Members to the email list. Kimberly will send the flyer to the Task Force Members and the flyer will be on the Google Drive.

Can we send an email blast as a calendar invite and the next two emails can be reminders? Eventbrite uses the calendar options. It is nice having volunteers using Eventbrite because they are agreeing to the terms; whereas, sending a calendar invite through email it only places the event on

their calendar and volunteers are not agreeing to the terms. Maybe we can test several communication methods for the January event and determine which ones work well for the other events.

**Director Rullman:** The email list with 70,000 subscribers is used for all Citywide communication and this may not be the best list to use for testing the communication methods. We may want to test our communication methods use the smaller list where individuals opt-in.

**Discussion:** Does Eventbrite have automatic reminders? Yes.

The story that will go into The Stack, will that also have a link for individuals to register? Yes.

All Task Force Members should be on the email lists so we can see the communication that goes out for the Task Force. How do we get added to the email list? Kimberly will send the Media Team the email addresses of the Task Force Members.

How is the email list compiled?

**Chuck Finnie:** From individuals subscribing to the lists and from different parts of the organization. Subscribers can opt-out of our email list, but we want to make sure we are not intrusive. We the tools we use, we can see who has opened our communication and who shares the communication. The system looks for redundancies and cleans up the list.

Our Twitter list has 4,500 subscribers and our Facebook list has 5,600 subscribers.

**Chair Divine:** I'd like to see our events promoted to all Hayward communities and not just target the neighborhood where our cleanup is located.

**Director Rullman:** When you talk about putting budget toward social media (i.e., Facebook) to boost advertisement, is that specific to Facebook or is for all social media?

**Chuck Finnie:** The budget to increase advertisement is for Facebook.

Direct Outreach to Schools

Email Blast

Social Media (post event)

**b. Community Engagement**

**Task Force Member Bowers:** Not available

**c. Financial Report**

**Kimberly DeLand:** We ordered t-shirts for the new members; 5-gallon igloo; business cards with 2020 beautification event dates; donation to Downtown Streets Team; and eco-friendly pens. I just finalized the proof with the vendor.

**VII. Action Items**

**a. Nominations and Elect Vice Chair**

**Chair Divine:** Our next item is the nomination and election of our Vice Chair. We created a sub-committee to nominate for the Vice Chair. Do we have any nominations from the committee?

Task Force Member Kariuki nominated Bert “Bubba” Manzo for Vice Chair; Task Force Member Delaney seconded the nomination 16:1:0 (6 absent)

Task Force Member Mac nominated Carrie Conover for Vice Chair; Task Force Member Taylor seconded the nomination 3:14:0 (6 absent)

- b. Select Chair for Event Planning Committee

**Task Force Member Delaney:** We elect Task Force Member Naresh as the Chair for the Event Planning Committee and he accepted.

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

- a. **Annabelle’s Candy Company (Industrial Bl.) 10/26/19 –Task Force Members Conover & Mac**

**Task Force Member Conover:** It was a good event and site.

**Chair Divine:** I drive in this area a lot and that is one of the reasons I wanted to have a cleanup on Industrial. When I drive by today there is not as much trash as I have seen previously, and it has been a month since our cleanup event. We do make an impact when we do the cleanup in these areas.

It was Make a Difference Day and we collected 249 total items, which included 130 bags and 150 grabbers were checked out.

**Discussion:** There was a great turnout. The energy was good. Toward the end, some of the volunteers had very little trash in their bags. Maybe we can consolidate the trash into one bag and reuse the slightly used bag at the next event.

The traffic was going quickly along Industrial Blvd. There was discussion to choose locations that have less traffic. We can have police officers stop by to patrol the area.

This was a large area to cover in the truck. Maybe we can optimize the volunteers because they were not in some of the areas where the truck was driving. Part of the Event Planning Committee tasks will be doing the mapping for the areas to determine where we will send the volunteers.

The truck picks up about 80% of the trash that is collected. The volunteers pick up the wind-blown items. We rarely cover the whole area in the truck. Perhaps if we had three trucks, we can cover more area.

Some of the volunteers do not know that we are compiling the bags of trash and we should direct volunteers where to take their bags of trash at the end of the event. Some of the volunteers are leaving their bags of trash on the street they cleaned up and are texting the Task Force Members. Have we thought about leveraging technology on how to communicate where the bags are left?

**Chair Divine:** This is difficult to do without sharing personal cell phone numbers. There is an “Individual Collection” sheet that we can possibly print on the back of our maps. This will allow

the volunteers to track the items they pick up. At the bottom of the page, there is an area that volunteers can indicate the number of bags and location of the bag. We can streamline the process and have the volunteer use this form to communicate with the person on the truck where the bags are located.

**Discussion:** Can the City provide the Task Force with a cell phone?

**Chair Divine:** That will be up the City, but the monthly charge will come out of our budget also. I tried to create a Google phone number on the Surface Pro, but it was not that easy.

**Discussion:** In the past we asked the volunteers to mark the map with F=furniture; S=sofa; or place a dot on the map where a bag was left and that will help the truck drivers. We can advise the volunteers to leave the bags at the corner and that will be helpful for the truck drivers. Encourage others to use Access Hayward and City staff will pick up the items.

**b. Tennyson Road (Panjon & Huntwood) 11/23/19 – Task Force Member Bowers & Young**

**Vice Chair Manzo:** The space is available for the canopy and. If we setup in front of the skate park, there will be plenty of room.

**Discussion:** Is there a restroom available? Yes, Kimberly ordered a portable restroom.

**c. Mt. Eden Park 01/25/20 - Chair Divine & VC Haman**

**Discussion:** The sub-committee will assign the roles, but if anyone is interested in a specific role, please let the sub-committee know.

They added feature for the January event where volunteers can register the day of the event using Eventbrite. There will be a QR code available to scan that will take the volunteer to the registration site.

**Announcements/Updates**

**a. Council Member Updates**

**Council Member Márquez:** N/A

**b. Staff Update**

**Director Rullman:** None

**c. Chair Updates**

**Chair Divine:** The water bill inserts were printed, and we have some for Task Force Members to take and distribute. If there are extra after the mailers go out, we will have more inserts available to distribute.

**IX. Adjournment (8:15 PM)**