



# CITY OF HAYWARD

Hayward City Hall  
777 B Street  
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[www.Hayward-CA.gov](http://www.Hayward-CA.gov)

## Cover Memo

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**File #:** LB 15-045, **Version:** 1

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**DATE:** December 10, 2015

**TO:** Council Sustainability Committee

**FROM:** Director of Utilities and Environmental Services

**SUBJECT**

Photo Contest: #HaywardFresh & Upcoming Outreach Campaigns

**RECOMMENDATION**

That the Committee reviews and comments on this report.

**DISCUSSION**

Staff is working on launching several campaigns as part of the implementation of the Sustainability Outreach Plan presented to the Committee in September. The Environmental Services Division is excited to be hosting a CivicSpark AmeriCorps Fellow and three Cal State "Pioneers for Change" interns, who will be assisting with all campaigns.

CivicSpark is a Governor's Initiative AmeriCorps program dedicated to building capacity for local governments to address climate change in California by completing climate mitigation and adaptation projects.

Pioneers for Change is a paid service learning internship program run by Cal State East Bay's Center for Community Engagement. The mission of the program is to allow students to step out of their comfort zones and be positive leaders both on and off campus.

*Photo Contest*

As the Council has been verbally apprised, the City launched an Instagram photo contest on November 20, 2015. The goal of the contest is to celebrate and foster awareness of an appreciation for our Hayward environment. We have so much to celebrate, from the hillside views, to the shoreline, to our regional and local parks and the Japanese Garden. The idea is for residents to pay attention to and share the things they find fresh and exciting in their city. A selection of the photos will appear in a feed on the new "Your Hayward Environment" webpage.

Between now and January 30, community members can take photos of their favorite outdoor spots in Hayward and tag them #HaywardFresh. Contestants may submit as many photos as they want. Guidelines in English and Spanish can be found on the City's Facebook page (see Attachment I):

[<https://www.facebook.com/cityofhayward>](https://www.facebook.com/cityofhayward)

You can see the photos that have been submitted thus far here:

[<https://www.instagram.com/explore/tags/haywardfresh/>](https://www.instagram.com/explore/tags/haywardfresh/)

A grand prize winner will receive \$100 in movie tickets to Hayward's downtown theater. Four category winners will each receive \$25 in movie tickets. Gift cards to other Hayward businesses will be considered in future contests.

Photo judging will take place the first week of February. If interested, Committee members may serve as judges. Winning photos will be displayed outside the Council Chambers.

Staff advertised the contest in the following places:

- On a poster in the lobby of the downtown movie theater (see Attachment II)
- In a garbage bill insert to all homes
- On Nextdoor, Facebook, and Twitter
- Through school partners
- Through the Keep Hayward Clean & Green Taskforce

#### Green Hayward Alliance

The Alliance will launch this spring with the purpose of sharing of best practices, surfacing opportunities to partner, and creating coalitions to attract funding to Hayward. Staff has begun marketing the Alliance and signing up businesses and civic groups at events and meetings.

#### Student Allies and Earth Day

Staff will be convening representatives from student environmental clubs throughout Hayward to coordinate efforts around Earth Day. The Pioneers for Change interns have been conducting outreach to high schools and colleges and plan to also approach middle schools. The first meeting is planned for January.

#### Messaging Campaigns

As the Committee commented during the September meeting, behavior plays a big role in creating programs, such as littering. To address that, staff will launch the first of four 2016 behavior change campaigns in January. The first campaign will focus on increasing the number of drop offs at Hayward's Household Hazardous Waste facility. Staff is currently creating marketing materials that will remind residents of the facility and its hours. Residents that visit the facility in January or February will be entered into a drawing to win baskets of toxic-free home products.

#### Environmental Film Series

Staff will be launching Hayward's first Environmental Film Series in late February. The Series will consist of three environmental documentaries that appeal to a large audience. Staff is coordinating with Chabot College, Cal State, Life Chiropractic College, HARD, the Hayward Promise Neighborhood, and the Hayward Library to host a showing of each film in multiple locations to reach a broader audience. Staff anticipates finalizing the calendar of showings by the New Year.


#### Green Business Program

Staff is currently creating an outreach strategy to encourage more Hayward businesses to get Green Business certified. In the past, staff has lacked the capacity to market this program and assist interested businesses. The CivicSpark Fellow and Pioneers for Change will be leading this effort.

*Prepared by:* Mary Thomas, Management Analyst

*Recommended by:* Alex Ameri, Director of Utilities and Environmental Services

Approved by:

A handwritten signature in black ink, appearing to read 'Fran David', with a stylized, cursive script.

Fran David, City Manager

Attachments:

Attachment I	Contest Guidelines
Attachment II	Contest Poster