



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 11/14/06

AGENDA ITEM 8

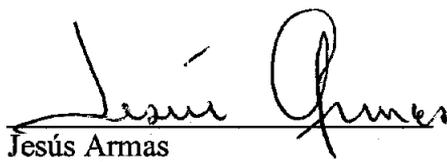
WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: City Manager
SUBJECT: Keep Hayward Clean and Green

During the September 26 worksession, the City Council expressed concurrence with the Mayor's suggestion that a renewed and coordinated effort be initiated to improve the appearance of the community. It was also agreed that a Council ad hoc committee would be formed to develop this suggestion more fully. Subsequently, the Mayor appointed Councilmembers Kevin Dowling and Olden Henson to join him on the committee.

The Committee has developed the accompanying proposal for the Council's consideration. The proposal calls for the establishment of a 30-person task force of workers, organizers and policymakers to lead the effort to improve the appearance of the city.

The committee proposes that the City Council (1) review and accept the proposal; (2) authorize staff to solicit and accept applications for the task force; and (3) interview the applicants expressing interest in serving on the task force. If the Council concurs, it is expected that applications would be accepted for a period commencing shortly after Thanksgiving and concluding December 20. Interviews would be scheduled for mid-January, with formal appointments to occur shortly thereafter.


Jesús Armas
City Manager

Attachment

Keep Hayward Clean and Green

A Task Force of Workers, Organizers, Policymakers

Purpose: To improve the appearance of our City by keeping City streets free of trash and debris, and by working with property owners to insure that their properties are clean, safe and sanitary. An additional purpose is to help the City improve its performance in this regard.

How: A 30-member task force made up of workers, organizers, and policymakers will lead this effort. This task force will be comprised of residents, landlords, and business and property owners appointed by the City Council. 20 to 25 of the members must be Hayward residents.

Focus: Generally, the task force to initially focus on the following areas:

City Streets and Arterials. Collect and dispose of trash and debris in public rights of way, particularly on major thoroughfares, identify and cause the removal of abandoned vehicles, and abate graffiti from public and private property.

Neighborhoods. Collect and dispose of trash in neighborhoods streets, identify unsightly properties and cause owner to abate the unsightly condition(s). Examples of unsightly conditions include too many cars in the street, front lawns with weeds or lacking landscape, vehicles parked in front yards and accumulation of trash on the property. As appropriate, provide assistance for such abatement, or cause enforcement action to be initiated. Look for opportunities to have neighbors help neighbors improve the appearance of their property.

Identify opportunities to improve the appearance of a neighborhood with investment of resources as provided through partnerships, the Neighborhood Initiative Program, or other means.

Policy. Review existing policies, programs, and regulations to determine if changes are necessary to streamline the process of gaining compliance. To the extent existing regulations are determined to be inadequate or are lacking, propose new ones for consideration by the City Council.