

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, October 20, 2015
HRPDC - Chesapeake

Rebekah Eastep, HRPDC
Brent Werlein, VB
Cathy Filipowski, NO
Brian Wilson, NO
LaToya Henry, NO

Regina Duncan, HA
Ron Johnson, HRSD
Joyce Heffington, NN
Jerry Hoddinott, CH

The summary for the meeting is as follows:

1. Meeting Summary

The September meeting summary was approved.

ACTION: None.

2. Events, Promotions & Media

October 24 – Hilton Fall Festival, Newport News - cancelled

November 15 – America Recycles Day events around the region

Action: None.

3. Media Planning

Media & Marketing Strategic Plan

HRPDC staff provided an overview of the specific goals and strategies of the FOG Committee to be added to the askHRgreen 5-year strategic planning document. Brent Werlein helped update the group on continuing work by Planning Advisors (two representatives from each committee).

- Heavy focus on website redesign in phase I of the plan.
- The askHRgreen.org redesign will put emphasis on inspiration instead of information to further promote behavior change.
- Campaign calendar for use by all committee members to help more consistent regional outreach and locality participation.
- Understanding the difference between paid media placement (must be tailored, consistent messages, limited by budget) and public relations/social media (low cost alternative to promoting a wide variety of topics and messages).
- The Committee asked that the focus of the garbage disposal message be on reducing or minimizing usage rather than eliminating usage.

Media Campaigns

The Committee reviewed and approved the fall media schedules.

- What Not to Flush (Oct. 26 – Nov. 8) – radio, WKTR online (includes native content ads, targeted display and Facebook) and movie theater ads
 - Movie theater ads will run for 10 days: Oct. 26 to Nov. 1.
 - YouTube/Twitter ads were NOT a part of this campaign due to limited budget.
 - Radio effectiveness: Committee members inquired about the effectiveness of using radio ads when the cost is substantially higher than other media formats.

Cahoon & Cross provided the following summary: *Radio is used as an effective format because it reaches a large percentage of the target audience with the message and increases website visitation when compared with online only campaigns. Online reach is much smaller, but may be more engaging for the target audience. Combining radio and online covers both priorities: reach and engagement.*

- Holiday FOG (Nov. 23 – 29) – radio and WTKR online (includes native content ads, targeted display and Facebook).
 - The Committee provided minor edits to the radio script.

Action: HRPDC staff will update media plan and send media campaign edits to Cahoon & Cross.

4. FSE Corporate Letter

The Committee reviewed and approved the revised FSE corporate office letter. The letter addresses local compliance with FOG ordinances.

- Contact information needs to be updated for most localities.
- Norfolk and Newport News provided mailing lists.
- Look into placing an exterior label or stamp on the envelope to draw attention “official notice” or “action required.”

Action: HRPDC staff will update FOG contact list and send for final Committee approval.

5. Keep Hampton Roads Beautiful Golf Tournament

The Committee discussed the outcome of the October 12th golf tournament.

- Another successful tournament hosted on October 12th – about 40 players.
- Final proceeds are not yet available but will be provided by Keep Virginia Beautiful and split between all four askHRgreen education committees.
- Keep Virginia Beautiful is not interested in continuing the tournament due to soliciting constraints on askHRgreen committee members, pricing and competition from other similarly timed tournaments in the region.

Action: None.

6. Promotional Items

The Committee has ordered the following items in FY15:

- 2,000 reusable bags – *expected to arrive in early December*
- 5,000 can lids – *now available*
- 5,000 FOG rack cards – *now available*
- 5,000 Spatulas – *now available*

Committee members were reminded that there are many foldable funnels still available.

Committee members reviewed quotes for mood wristbands and voted to purchase 10,000 to be divided by population among the participating localities.

Action: HRPDC staff will order mood bracelets.

7. Roundtable Discussion

Committee members shared information and current issues with their FOG programs.

- Test scores – the Committee agreed that 12 correct answers should be the passing grade for the FOG Certification tests.
- Multi-family housing - Regional data regarding stoppages, maintenance and preventative cleaning schedules may assist with potential actions including surcharges, outreach to property managers, building design changes, etc. Ron Johnson will follow-up with Committee members.
- Newport News – currently looking into oil recycling program for multi-family housing and/or oil collection events at fire stations throughout the city, and volunteering at Canon Environmental Fair.
- Virginia Beach – Have achieved 80 percent compliance, using in field testing via tablet/paper test to help FSEs meet inspection requirements.
- HRSD – HRSD staff will no longer sign grease hauler manifests since HRSD staff cannot be confident about the contents waste disposed of at facility. Scale tickets will still be provided to grease haulers.
- Chesapeake – collecting data on the number of staff members needed for each FOG program and number of FSEs regulated by locality.
- Norfolk – Inquired whether or not other localities are using a re-inspection fee. Newport News uses a \$50 fee for re-inspection.

8. Staff Reports

Budget – The current budget was approved.

All Hands Meeting – The five year strategic plan will be presented on December 15th at 11:30 a.m. Lunch will be provided and all Committee members are encouraged to attend.

HRFOG.com Update – New task order with CH2M Hill is now in effect and all technical assistance is now being provided by CH2M Hill staff. HRPDC staff had a preliminary meeting to discuss desired and potential changes to the website. The Committee should begin developing a wish list for any updates or improvements to the website. One item of importance is providing a method for test taking and scoring online for foreign language tests.

Next Meeting – Tuesday, November 17, 2015 at 9:30 a.m. in Newport News.