

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, December 15, 2015
HRPDC – Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB
Brian Wilson, NO
Regina Duncan, HA

Jerry Hoddinott, CH
Tory Askew, SU
Ron Johnson, HRSD
Sarah Crawford, HRSD
Molly Bertsch, HRSD

The summary for the meeting is as follows:

1. Meeting Summary

The November meeting summary was approved.

ACTION: None.

2. Events, Promotions & Media

February 12-14 – Coastal Virginia Home & Garden Show, Hampton (TBD)

February 19-21 - Mid-Atlantic Home & Garden Show, Virginia Beach (TBD)

April 16 – Virginia Living Museum Earth Day, Newport News

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

Action: HRPDC staff will distribute request for volunteers for Peninsula and Southside Home and Garden Shows scheduled for February.

3. Media Planning

The Committee reviewed the campaign summary reports from the What Not to Flush and Holiday FOG media campaigns.

- There was a question regarding the radio impression counts between the two campaigns. Both had about the same impressions but the Holiday FOG campaign only ran for 1 week. HRPDC staff will follow-up with Cahoon & Cross.

The Committee discussed themes and messages for the spring TV media campaign.

- Each spot will be an askHRgreen “donut” with committee specific messaging that will run for one week in the March-June timeframe.
- TV campaign also includes online support (native content, pre-roll, etc.)
- One 30 second video spot will be produced for a message of the Committee’s choosing. The video will belong to HRPDC and can be used on askHRgreen.org, locality web pages, social media, and/or municipal TV.
 - The Committee agreed to use a “drains are not trash cans” theme including messages such as:
 - “What’s Your Habit Costing You?” – emphasizing the costs associated with correcting a plumbing problem due to putting grease, food, and WNTF items down the drain/toilet
 - “I’m a Sewer Abuser” – storytelling from fictional people (with identities concealed) who are embarrassed to admit they put the wrong things down the drain/toilet
 - All household drains go to the same place

- The Committee reallocated an additional \$1,942 from the Printing & Promotional Item budget to the Media budget to accommodate the TV campaign. This was necessary due to an invoice that was submitted prior to November’s meeting.

The Committee also discussed offering a FSE “partners” program for “Outstanding FOGers.” The program would acknowledge those following the FOG ordinance. Those in the program could have a certificate to hang in their establishment and be recognized on the website/social media. This could potentially become part of a bigger Bay Star Businesses initiative.

Action: HRPDC will provide TV ad messaging ideas to Cahoon & Cross and check on radio impression numbers.

4. Promotional Items

The following are items were ordered and are now available:

- 2,000 reusable bags
- 10,000 mood bracelets
- 5,000 can lids
- 5,000 FOG rack cards
- 5,000 spatulas
- Foldable funnels – many boxes remaining in storage from FY15 order

Action: None.

5. Roundtable Discussion

- Hampton: Oil recycling collection on Nov. 28th had no participation. Another collection event will be held on Jan. 9th.
- Suffolk: Gathering information on FSEs with grease traps through backflow inspectors
- HRSD: New employee hired to focus on boater education/pump out program; Amanda May will become primary HRSD contact for the Committee; HRSD is conducting local inspections and issuing violation notices; the Committee should confirm/update locality contacts; looking into restarting an Environmental Crimes Task Force which would include stakeholders from various departments within each locality (public works, stormwater, utilities, law enforcement, etc.) or political entity (federal, military, DEQ, etc.).
- Chesapeake – John Knowles has retired (Jerry will provide a new contact); spatulas are very popular outreach item.
- Norfolk –DEQ presented information from the FOG Committee education/outreach tools as part of MOM program update.
- Virginia Beach – Working with the VB Health Department to identify FOG offenders via establishments closed for line stoppages/SSOs; granted first “trial” variance for a low production facility but if monitored levels exceed 25% then an increase in cleanings will be required.

Action: None.

6. Staff Reports

Budget – The Committee reallocated \$1,942 from the Printing & Promotional Item budget to the Media budget to accommodate the TV campaign. Additional money will be added to the

Committee budget as a result of the Keep Hampton Roads Beautiful Golf Tournament (estimated proceeds of about \$875 per committee).

HRFOG.com Website – HRPDC staff will meet with CH2M on Jan. 8th to scope out proposed enhancements and improving existing functionality. Brent Werlein and Brian Wilson will serve as Committee representatives for the meeting.

New Year's Resolutions – HRPDC staff will be compiling a list of New Year's Resolutions to promote during January. Please contribute what you personally will be doing in 2016 to be green and we will include it in our public relations and social media outreach.

Action: The budget was approved as amended. Committee members are encouraged to submit New Year's Resolutions to be included in public relations and social media outreach.

Next Meeting – Tuesday, January 19 at 9:30 a.m. in Newport News.