

August 12, 2020

Memorandum #2020-93

TO: askHRgreen.org: Fats, Oils and Grease Subcommittee

BY: Katie Cullipher, Principal Environmental Education Planner

RE: askHRgreen.org: Fats, Oils and Grease Subcommittee Meeting – Tuesday, August 18, 2020

The next meeting of the askHRgreen.org Fats, Oils and Grease Subcommittee will be held on **Tuesday, August 18, 2020 at 9:30 a.m.**

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Fats, Oils and Grease Subcommittee meeting will be held electronically via Zoom. Participants can join the meeting using the following credentials:

To join by computer:

<https://us02web.zoom.us/j/83936472170?pwd=NmRnODNLZ1kRVUvdkFxUHgxcG9yQT09>

-or-

To join by phone: 1-929-205-6099

Meeting ID: 839 3647 2170

Passcode: 958031

In the event you are unable to attend, please let us know. Comments and suggestions based on this agenda package are welcome. The agenda for the meeting is as follows:

1. Meeting Summary

The meeting summary for July is attached for your review and information.

Attachment 1

Action: Approve the meeting summary.

2. Events

The current listing of outreach events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/14	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	TBD

**Need volunteers for this event.*

Action: Based on discussion.

3. FY21 Campaigns

The FY21 media/campaign planning document for all askHRgreen.org Committees is attached for review. FOG Committee campaigns include the “Grease Grinch” and “What Not to Flush” creative campaigns, using existing creative assets.

Grease Grinch: [https://www.youtube.com/watch?v=nPmTSIbD\]xc](https://www.youtube.com/watch?v=nPmTSIbD]xc)

What Not to Flush: https://www.youtube.com/watch?v=mYAlBqe_XVg

Attachment 3

Action: Based on discussion

4. Printing & Promotional Materials

Committee members should make arrangements to pick up their sludge judges and extensions as needed. The following materials have also arrived and are available for pickup as needed: “What Not to Flush” magnets/magnet boards and FOG coloring books.

Action: Based on discussion.

5. Commercial Outreach

The Committee will review final updates to the HGI cleaning guide based on feedback received since the July meeting.

Action: Finalize HGI cleaning guide changes.

6. FOG Program & MOA Update

Committee members should provide any updates on the status of their FOG programs and approval of the GCD Enforcement MOA. As of the date of this agenda, signed MOAs have been received from Hampton, Smithfield, Isle of Wight, Poquoson, and Suffolk. HRPDC staff will provide an update on the procurement process to contract with IW

Consulting Service, LLC for updating the Model FOG Ordinance and Regional Technical Standards for GCD Sizing. The proposal is attached for review.

Attachment 6

Action: Based on discussion.

7. Roundtable & Public Comments

Committee members should share any information or discuss any current issues with their FOG programs.

Action: Based on discussion.

8. Staff Reports

Budget – The current FY21 budget is attached for review.

Attachment 8

Action: Based on discussion.

Next Meeting is scheduled for Tuesday, September 15, 2020.

askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting
Tuesday, July 21, 2020
Zoom video conferencing or conference call

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Fats, Oils, and Grease Education Subcommittee meeting was held electronically via Zoom. These electronic meetings are required to complete essential business on behalf of the region. A recording of the meeting is available on the website.

Attendance:

Chad Krejcarek, PQ
 Amy Zieman, YK
 Catherine Filipowski, CH
 Brent Werlein, VB
 Lindsay Dierks, NO
 Mike Martin, HRSD

Lacie Weaver, HRSD
 Jerry Hoddinott, CH
 Regina Duncan, HA
 Katie Cullipher, HRPDC
 Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the June meeting summary.

Action: Meeting summary approved.

2. Events

The current list of events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

- Yorktown Go Green Market still scheduled for September.
- Suffolk Peanut Festival has been cancelled.

- Moving forward, HRPDC staff will look into safety measures for the askHRgreen before participating in the next event (disinfecting cleaner, hand sanitizer, etc.). Some localities have held events and staff will refer to those guidelines for assistance.

Newport News Waterworks will take over hosting the askHRgreen trailer officially on September 1.

Action: None.

3. Media Schedule

The Subcommittee discussed media campaign planning and priorities for FY21. Previous campaigns to consider from FY20 include “Grease Grinch” and “What Not to Flush” campaign. Picking up existing creative decreases creative costs for FY21. The Subcommittee discussed the following:

- HRPDC staff has asked RCS to look into ways to spread out media campaigns beyond typical one to two-week campaigns. Added value may be a great way to do this. For example, Hampton Roads Show has a pet segment each Thursday which would be a great message for the Stormwater Subcommittee’s scoop the poop messaging.
- Exploring partnerships with local non-profits to increase use of existing campaign creatives. PSA space not offered to governmental agencies.
- Media channels are determined by budget and audience. Radio station mix is selected by campaign to align with the targeted audience demographic.
- Radio and TV streaming services have been included in the media mix for previous askHRgreen campaigns. Prices for streaming services have come down as competition in this market grows. Streaming radio may be preferred over traditional radio through the end of 2020 as people work from home more and spend less time commuting, in waiting rooms, etc. Streaming services to investigate included Pandora, Spotify, and YouTube Music.
- Grease Grinch: <https://www.youtube.com/watch?v=nPmTSIbDJxc>
 - Would be great to spread this message over all of November and December
- What Not to Flush: https://www.youtube.com/watch?v=mYAlBqe_XV
 - HRSD inquired about the ability to run campaigns in response to increases in stoppages. Scheduled campaigns can be started early when ad space is available. Alternative strategy for addressing “as needed” campaigns would be to earmark media funds to have available for ad hoc campaigns. Organic outreach and social media ads are another way to

respond to current events, PR, etc. The branding campaign can be used to support these types of messages as well.

- The Subcommittee discussed a March-May timeframe for this campaign.

Action: HRPDC staff will work with RCS to develop FY21 draft media plan for review.

4. Printing & Promotional Items

Dip Stick Pro sludge judges and six-foot extensions are available for pickup. Coordinate with HRPDC staff for a pickup date/time.

The Subcommittee discussed the What Not to Flush magnet game. Magnet boards and magnets have been ordered and are expected this week. Magnet boards used for the recycling game produced by the Recycling & Beautification Subcommittee were discontinued so an alternate board (without stand) was purchased. The Subcommittee can revisit purchasing easels for the board at a later date.

The Subcommittee discussed the FOG coloring book order. HRPDC staff have completed a first round of changes to the coloring book. Changes included adding the askHRgreen logo and changing references of FOGs to FOG. The Subcommittee approved an order of 2,500 coloring books and an additional 300 will be purchased by HRSD.

Chesapeake raised concerns about use of promotional items in FY21 with multiple events being cancelled and access to public offices continuing to be limited or closed.

The Subcommittee discussed alternative methods for public outreach:

- Increasing digital outreach through social media, newsletters, cable access interviews/campaigns, Google SEM ads, etc.
- Static poster displays/yard signs with captive audiences and community partners. The Stormwater Education Subcommittee is partnering with local car washes for a “thanks for washing wisely” campaign as one example of how this could work but grassroots coordination is required for a campaign of this nature.

Action: Subcommittee members should continue to brainstorm new ways to reach audiences with the lack of public outreach events this fall.

5. Commercial Outreach

The new training presentations and tests have been updated on the HRFOG.com website. HRPDC staff will send HGI Cleaning Guide for Subcommittee review.

- The Subcommittee discussed translating resources into Chinese or Spanish. HRPDC staff recommended waiting on translations because additional changes are anticipated in the update to the model ordinance and sizing standards.

Hampton staffer is available to translate the HGI Cleaning Guide into Spanish at no charge.

Action: HRPDC staff will send updated HGI Cleaning Guide for review.

6. FOG Program & MOA Update

Updates to MOA adoption should be tracked in the Google spreadsheet and signed copies should be kept on file with HRPDC. HRPDC staff will continue to follow up with Directors of Utilities on the status of MOA adoption at their monthly meetings.

- Virginia Beach MOA has made it through legal review and is now being routed for signatures.
- York County has signed the MOA but HRPDC still needs a copy to keep on file.

HRPDC staff shared the results of a call held between the technical review work group and Ken Loucks from the Interceptor Whisper training. The discussion included background of the regional program and a follow-up email with documents to review from local and regional programs.

- Ken responded with a proposal for updating the regional model ordinance and sizing standards through his consulting services. Initial work reviewing documents did not require competitive bids.
- HRPDC staff will meet with the HRPDC procurement officer to determine whether a sole source contract could be awarded. If competitive bids are required, HRPDC staff would need to solicit competitive bids from other consulting firms.
- Should the Subcommittee like to move forward with this consulting work, the \$9,000 expenditure could come from the existing budget or reserve funds. A recommendation was made to use the printing budget for FY21 and some reserve funds.
- Virginia Beach has found the following firm who may be able to offer a competitive bid for the project, if necessary:
<https://www.eecenvironmental.com/service/fats-oil-grease-fog/>

Virginia Beach reported on upcoming policy updates.

- Department of Housing and Community Development (DHCD) and Department of Environmental Quality (DEQ) have MOA for sewer collection. All gravity flow systems from buildings are ruled by DHCD/plumbing code. After that point, SCAT (Sewage Collection & Treatment) are the standard. A legislative packet would have to be approved to make changes to this standard.

- A regional legislative packet recommending changes to violation fines was discussed. The current cap of \$120 per violation does not deter non-compliance and is often cheaper than complying. Other possible fines and fees to consider include inspection fees, reinspection fees, etc. Virginia Beach plans to discuss this for their legislative agenda. Norfolk currently charges a reinspection fee (\$50).

Norfolk discussed using virtual inspections by allowing third party inspections by a licensed plumber or allowing the FSE to submit pictures and documents electronically. This would decrease the need to physically visit all FSEs for inspections. This would help not only for COVID-19 but also general workload of getting to all restaurants with limited staff.

Action: HRPDC staff will take steps to procure a consultant to assist with redeveloping regional FOG program components.

7. Roundtable & Public Comment

- *Norfolk* - Repeat issues of FOG/flushables at specific pump stations, outreach at local restaurants to address the issue, in person inspections still not happening due to COVID-19, wet well cleanings
- *Virginia Beach* - also experiencing pump station issues with rags in residential areas, group 4 meeting for VA Plumbing Code changes, nothing FOG related but some backflow changes to make inspections easier
- *Chesapeake* - pump station clogs in some areas
- *HRSD* - discussing how to better track new establishments and get new business information from localities, Grease-zilla planned for Nansemond treatment plant
- *Residential yellow grease recycling* - Virginia Beach hoping to meet with Waste Management to develop a way to expand yellow grease collection (currently only available at the landfill)

Action: None.

8. Staff Reports

Budget - The Subcommittee reviewed the FY21 budget.

Digital Marketing Report - Overall traffic down a bit on the website but social media audience continues to grow.

Annual report - HRPDC staff have started work on the Annual Report and mini grant summary report. Typically, an All Hands Meeting would be held at the close of the fiscal year. HRPDC staff are working with RCS to develop a virtual alternative.

Hybrid meetings - HRPDC staff have begun discussing how to begin meeting in person again which will likely include a mix of in-person and video conferencing.

The next Subcommittee meeting is scheduled for August 18, 2020.



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

	2020												2021						TOTAL PLANNED	TOTAL PLACED	BUDGET
	July 6 13 20 27	August 3 10 17 24 31	September 7 14 21 28	October 5 12 19 26	November 2 9 16 23 30	December 7 14 21 28	January 4 11 18 25	February 1 8 15 22	March 1 8 15 22 29	April 5 12 19 26 3	May 10 17 24 31	June 7 14 21 28									
askHRgreen																					
SEM																					
WTKR	[Green bar]												[Green bar]								
"Ask" Social Media Brand Awareness Campaign	[Green bar]												[Green bar]						\$20,000		
E-newsletter	[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]		[Green bar]										
STORMWATER																					
Lawncare (P/U) 2020: 09.28 - 10.04 Digital OTHER	A25-54			[Purple bar]												\$9,000					
Pet Waste (P/U) 2021: 06.07 - 06.13 Radio Digital	A25-54												[Purple bar]			\$9,000					
RECYCLING AND BEAUTIFICATION																					
America Recycles Day (NEW PROGRAM/CREATIVE) 2020: 11.15 PR+ No paid media	A25-54						[Orange bar]														
Team Up 2 Clean Up / Great American Cleanup (P/U) 2020: 09.18 - 09.19 PR No paid media	A25+		[Orange bar]																		
Big Butts / Cigarette Litter Prevention (NEW) 2020/21: ??? PR+ No paid media																					
WATER AWARENESS																					
Imagine a Day Without Water (P/U + NEW CREATIVE) 2020: 10.19 - 10.25 Radio Digital	A25-54				[Blue bar]											\$9,000					
Fix A Leak (P/U) 2021: 03.15 - 03.21 Radio Digital	A25-54								[Blue bar]							\$9,000					
Value of Water / Drinking Water Week (NEW CREATIVE) 2021: 05.03 - 05.09 Radio Digital	A25-54									[Blue bar]						\$9,000					
FOG																					
Holiday "Grease Grinch" (P/U) 2020: 11.23 - 12.06 Radio Digital	A25-54					[Yellow bar]										\$15,000					
What Not To Flush (P/U) 2021: 02.?? - 02.?? Radio Digital	W25-54							[Yellow bar]						[White bar]		\$15,000					
															\$95,000						

Attachment 3

CTV (Connected TV) is any TV set that is integrated with the internet (SmartTV, BlueRay, gaming consoles, Apple TV, Roku). Advertisers can target by geography, Channel and dayparts This is not available on mobile or tablet...only through TV-connected devices. It is recommended that more than one spot rotate. Frequency is very high.

OTT (Over the Top) is the delivery TV content via the internet, without requiring users to subscribe to cable or satellite. These are the cord cutters and includes all devices- desktop, mobile, tablet and connected TV. Advertisers can create a daily cap per device, dayparting is available. This does not include subscription based services (Netflix, Hulu, Amazon). It is suggested that several spots rotate due to high frequency.



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

		2020						2021						TOTAL	TOTAL	BUDGET
Monday Start	July	August	September	October	November	December	January	February	March	April	May	June	PLANNED	PLACED		
	6 13 20 27	3 10 17 24 31	7 14 21 28	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	1 8 15 22	1 8 15 22 29	5 12 19 26 3	10 17 24 31	7 14 21 28				

FEP - Full Episode Content

7/23/2020

Proposal for Hampton Roads Planning District Commission

Draft regional FOG
ordinance and amend
associated documents



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Table of Contents

Executive Summary.....	2
Scope of Services and Proposed Fees.....	2
Time Table and Fee Schedule	2
Meet the Team	3
References	5

Executive Summary

IW Consulting Service, LLC (Consultant) is proposing to draft a regional Fats, Oils and Grease (FOG) ordinance for Hampton Roads Planning District Commission (Client), and to draft amendments to the Hampton Roads Sanitation District Memorandum of Agreement, the HRPDC Technical Standards for Sizing of Grease Control Devices, and the HRSD BMP.

Scope of Services and Proposed Fees

Itemization of proposed deliverables:

- A. Consultant will draft a regional fats, oils and grease (FOG) ordinance for Client that includes the industry’s best practices for managing FOG discharges by food service establishments.
- B. Consultant will draft amendments to the Hampton Roads Sanitation District (HRSD) MOA that would allow grease interceptors to be governed by Sewage Collection and Treatment (SCAT) Regulations.
- C. Consultant will draft amendments to the HRPDC Regional Technical Standards for Sizing Grease Control Devices to improve requirements governing gravity grease interceptors, update the compliance requirements pertaining to the Virginia Plumbing Code, and add requirements for sizing and selecting hydromechanical grease interceptors.
- D. Consultant will draft amendments to the HRSD BMP to harmonize requirements with the draft regional FOG ordinance.

Price for all proposed work: US\$9,000.00

All pricing is in U.S. Dollars.

Time Table and Fee Schedule

Proposed Deliverables		Time to delivery from notice to proceed
A	Consultant will draft a regional fats, oils and grease (FOG) ordinance for Client that includes the industry’s best practices for managing FOG discharges by food service establishments	Week 3 or as agreed to with Client
B	Consultant will draft amendments to the Hampton Roads Sanitation District (HRSD) MOA that would allow grease interceptors to be governed by Sewage Collection and Treatment (SCAT) Regulations	Week 4 or as agreed to with Client

C	Consultant will draft amendments to the HRPDC Regional Technical Standards for Sizing Grease Control Devices to improve requirements governing gravity grease interceptors, update the compliance requirements pertaining to the Virginia Plumbing Code, and add requirements for sizing and selecting hydromechanical grease interceptors	Week 5 or as agreed to with Client
D	Consultant will draft amendments to the HRSD BMP to harmonize requirements with the draft regional FOG ordinance	Week 5 or as agreed to with Client

Meet the Team

Ken Loucks, president and member of IW Consulting Service, LLC, has been in the plumbing industry since 1989 having worked in wholesale distribution, as an agency representing manufacturers and directly for a manufacturer of grease interceptors. For more than a decade he has been focused on the plumbing codes, product standards and pretreatment regulations that govern commercial grease interceptors.



Ken is a member of the technical committees that administer the product standards ASME A112.14.3, A112.14.4, CSA B481 and IAPMO/ANSI Z1000 and Z1001. He has successfully lobbied the Uniform Plumbing Code (UPC) and the International Plumbing Code (IPC) to modify and improve requirements governing grease interceptors. He is a current member of the American Society of Mechanical Engineers, the Canadian Standards Association, the International Association of Plumbing and Mechanical Officials, and the International Code Council. He actively supports regional pretreatment associations as a member of Puget Sound PRE-FOG, Arizona FOG Group, and the Southeastern FOG Alliance. He also serves as member of the technical advisory committee for the Western States Alliance (a program of PPRC.org).

Ken was a contributing editor to the 2016-2017 edition of the *American Society of Plumbing Engineers Data Book Volume 4, Plumbing Components and Equipment, Chapter 8, Grease Interceptors*.

Ken has given live presentations to thousands of people across the US and Canada on various subjects relating to commercial grease interceptors. Audiences have included pretreatment professionals, plumbing, mechanical and civil engineers, plumbing code officials and plumbing and pumping contractors. He currently offers a grease interceptor training course both online at the FOG Training Institute, and LIVE at Client/utility hosted locations across the US and Canada.

Ken has edited or written fats, oils and grease pretreatment regulations in ordinances, policies or bylaws for or consulted with jurisdictions to that end, which include but are not limited to:

- Arlington, VA
- Evansville, IN
- Flagstaff, AZ
- Friday Harbor, WA
- Mount Pleasant, SC
- Metro Vancouver, BC
- Miami-Dade DERM, FL
- Olympia, WA (LOTT Water)
- Peoria, AZ
- Pima County, AZ
- Portland, ME
- Portland, OR
- Prescott, AZ
- Riverside, CA
- San Diego, CA
- Scarborough County, ME
- Scottsdale, AZ
- Surprise, AZ
- Tempe, AZ
- Victoria, BC
- Walla Walla, WA
- West Des Moines, IA
- Wood Buffalo, AB, CA
- York Sewer District, ME

Contact information:

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References

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