

October 14, 2020

**Memorandum #2020-126**

**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, October 20, 2020**

The next meeting of the askHRgreen.org Fats, Oils and Grease Subcommittee will be held on **Tuesday, October 20, 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/89125393230?pwd=YmZEa2tHN1VFdFVnJwT05LZTg2UT09>

-or-

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

Meeting ID: 891 2539 3230

Passcode: 726954

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 September 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:

10/16-10/18	<del>Poquoson Seafood Festival</del>	Poquoson
11/10	<del>Sensible Seafood Fest – Rescheduled</del>	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	ERP RiverFest	TBD

*\*Need volunteers for this event.*

**Action:** Based on discussion.

**3. FY21 Campaigns**

The Committee will continue discussion of the “Grease Grinch” and “What Not to Flush” media promotions and will review the schedule and campaign details from Red Chalk Studios.

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. FOG Regional Program**

The Committee will discuss the attached drafts of the Hampton Roads Model FOG Ordinance and Regional Technical Standards for GCD Sizing, updated as of the October 6 review session. Any additional comments or changes should be finalized in preparation for the November 4 meeting of the regional Directors of Utilities Committee, in which the updated FOG program documents will be presented for discussion and endorsement.

Attachment 5A, 5B, 5C

**Action:** Based on discussion.

**6. GCD Enforcement MOA Update**

Committee members should provide any updates on local approvals 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.

**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.

*HRFOG.com Consultant* – Staff will provide an update on the status of the new website consultant contract.

*September Digital Marketing Report* – The monthly report for September is attached for review.

Attachment 8A, 8B

**Action:** Based on discussion.

**Next Meeting** is scheduled for Tuesday, November 17, 2020.

**askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting**  
**Tuesday, September 15, 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:**

Brent Werlein, VB	Chelsey Daughtery, SM
Mike Martin, HRSD	Kate Bernatitus, NN
Amanda Albright, HRSD	Chad Krejcarek, PQ
Jerry Hoddinott, CH	Amy Zieman, YK
Cathy Filipowski, CH	Katie Cullipher, HRPDC
Regina Duncan, HA	Rebekah Eastep, HRPDC

The meeting summary was as follows:

**1. Meeting Summary**

The Subcommittee reviewed and approved the August meeting summary.

- Attendance record: Alan Peterson (Insight Fuels) would like to present at upcoming meeting to share plans for brown grease collection.

**Action:** HRPDC staff will update attendance for the August meeting summary

**2. Events**

The current list of events is as follows:

9/12	Go Green Market	Yorktown
<del>9/17-9/20</del>	<del>Isle of Wight County Fair</del>	<del>Windsor</del>
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arl's Shed Radio Promotion	Chesapeake
<del>10/8-10/11</del>	<del>Suffolk Peanut Festival</del>	<del>Suffolk</del>
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/10	Litter & Recycling Expo	James City County
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

- Yorktown Go Green Market had about 700 attendees and good engagement at the askHRgreen trailer.
- Newport News Waterworks is officially hosting the trailer for management and delivery.
- Eastern Lock and Key serviced the locks last month and replaced broken locks.

**Action:** None.

### 3. FY21 Campaigns

HRPDC staff provided an update on FY21 media campaign planning.

- Grease Grinch scheduled 11.23 - 12.06 - <https://www.youtube.com/watch?v=nPmTSIbDJxc>
- What Not to Flush scheduled for February - dates for campaign are flexible - [https://www.youtube.com/watch?v=mYAlBqe\\_XVg](https://www.youtube.com/watch?v=mYAlBqe_XVg)

HRPDC staff met with RCS regarding FY21 media plans and discussed ways to extend the media campaigns.

- RCS presented two media proposals with Wavy and WVEC. The Wavy proposal was 10 expert segments on the Hampton Roads Show. The WVEC proposal included on-air segments for noon and 4 pm news as well as digital support for online ads, native content, and streaming TV.
- HRPDC staff have recommended the WVEC proposal based on expanded audience reach and diversity in audiences by including TV streaming and online news.
- Streaming radio was considered, but not included due to budgetary constraints.

**Action:** HRPDC will provide a finalized media plan for review at a later date.

### 4. Printing & Promotional Items

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:

- “What Not to Flush” game magnets/magnet boards
- FOG coloring books

**Action:** Committee members should schedule supply pickup as needed.

## 5. Regional FOG Program

The Committee discussed the initial round of proposed changes from Ken Loucks (IW Consulting Service, LLC) for the following: Hampton Roads Model FOG Ordinance, Regional Technical Standards for GCD Sizing, and the MOA between VDHCD and VDEQ.

- GCD exception in Virginia DHCD/DEQ MOA –
  - Change requires statewide action, localities would need to include the change in their local legislative agenda package.
  - If approved by the Directors of Utilities, HRPDC staff could request the exception be included with the HRPDC legislative agenda.
  - Virginia Beach has already included the GCD exception in their legislative agenda.
  - Could engage VAMWA for statewide support.
- Regional Sizing Standards
  - Throughout the document HRSD needs to be replaced with “sanitary sewer system owner.”
  - Consistency with grease control device (preferred) and grease interceptor.
  - Food waste disposers - ensure it’s installed to a solids trap before the GCD, prohibition not necessary but discouraged, needs further discussion with Ken.
  - GGI 30 minute drainage time – needs to be longer, discuss further with Ken.
  - Automatic Grease Removal Units → Automatic Grease Removal Devices.
  - Discuss with Ken how sizing standards are affected by the number of days open each week.
  - Regarding multiple devices: Installed in series v. by fixture. Chesapeake would like to recommend allowing multiple parallel devices only by special exemption because it may promote self-cleaning v. the installation of a properly sized and professionally maintained device. A properly sized unit is preferred when space allows.
  - All forms: add company name and address to top of worksheet.
  - Sizing and selection worksheet: add menu, equipment list, kitchen plans, and formulas (“show your work”), include HGI specifications (depths, validated grease capacity from the manufacturer).
  - Approved self-cleaning size decreased from 100 gallons to 25 gallons
  - Alternative approval request for cleaning - reference simply cleaning device, add reference to solidify contents before disposal, prohibit use of chemical cleaners/degreasers.
- **Hampton Roads FOG Model Ordinance**
  - Definitions to include: Commissary (reference health department), Mobile food unit, Decanting, Automatic grease removal devices, Sanitary Sewer System, Stormwater System.

- Preferred Pumper program - more discussion is needed before this is included.
- The Committee discussed retrofitting. The actual implementation may differ in each locality from the model ordinance. The model ordinance should reach a middle ground which allows localities to add stricter requirements.
- Discuss possible conflict between VA Plumbing Code and the Hampton Roads Technical Standards for Sizing.
- Address circumstances where lenient pumping schedules are needed (less than every three months). Applicable to seasonal establishments and new businesses occupying facility with device sized for previous business type.
- AFGD should be cleaned weekly/daily - needs to be discussed with Ken.
- Grease disposal for self-cleaners needs to be addressed.
- Recordkeeping requirements - differentiate between requirement for self-cleaners and certified haulers; address yellow grease haulers.
- Localities should have conversations with local leadership and stakeholders about recommended changes before moving forward as a region.
- Need additional input from housing/building codes staff (buy-in/support/cooperation, logistics of change/what it would mean for local processes, reliance on building code v. authority to enforce plumbing code, etc.)

**Action:** The next meeting with Ken Loucks to discuss these documents will be held at 10:00 AM on Monday, September 21, 2020.

## 6. GCD Enforcement MOA Update

Committee members were asked to provide any updates on local approvals of the GCD Enforcement MOA. HRPDC currently has signed MOAs from: Hampton, Smithfield, Isle of Wight, Poquoson, and Suffolk. The topic was discussed again at the September Directors of Utilities meeting.

**Action:** Committee members should continue to process the MOA and provide signed copies to HRPDC.

## 7. Roundtable & Public Comment

- HRSD - Shared new workflow document for identifying new facilities (new sewer connections, existing building with new establishment occupying the space, etc.), HRSD and locality staff should assist each other by notifying of new connections or establishments (voluntary information sharing), sizing is not part of the metro area process and will be left to local staff, semi-annually HRSD will provide a list of HRSD permitted facilities inspected through HRSD so localities can remove the locations from their FOG inspections schedule, Engineering will be seeking approval for

construction funds for a FOG receiving station at Nansemond Plant (November 2022 anticipated completion date), paid internships available (8am to 5pm, weekends)

- **Norfolk** - FOG approval letter sample and guidelines sent out to the Committee via email.

**Action:** HRPDC staff will send HRSD New Establishment Workflow document.

## **8. Staff Reports**

*Budget* - The Committee reviewed the FY21 budget.

*Annual report* - HRPDC staff have provided the final FY20 Annual Report. A virtual askHRgreen All Hands meeting is scheduled for September 17th at 10:00 AM.

**Action:** Committee members should attend the askHRgreen All Hands Meeting on Thursday, September 17th at 10:00 AM.

**The next Committee meeting is scheduled for October 20, 2020.**



FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES

	2020												2021												TOTAL PLANNED	TOTAL PLACED	BUDGET
	Monday Start	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														
<b>askHRgreen</b>																											
<b>SEM</b>																											
WTKR													\$20,000	\$20,000													
"Ask" Social Media Brand Awareness Campaign													\$20,000	\$20,000													
E-newsletter																											
<b>STORMWATER</b>																											
Lawncare (P/U) 2020: 09.28 - 10.04 Television Part of umbrella campaign Digital Radio Estimated three-station buy	A25-54				FB Only																						
Pet Waste (P/U) 2021: 06.07 - 06.13 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54												All TV Elements														
<b>RECYCLING AND BEAUTIFICATION</b>																											
America Recycles Day (NEW PROGRAM/CREATIVE) 2020: 11.15 PR+ No paid media	A25-54																										
Team Up 2 Clean Up / Great American Cleanup (P/U) 2020: 09.18 - 09.19 PR No paid media	A25+																										
Big Butts / Cigarette Litter Prevention (NEW) 2020/21: ??? PR+ No paid media									Date TBD																		
<b>WATER AWARENESS</b>																											
Imagine a Day Without Water (P/U + NEW CREATIVE) 2020: 10.19 - 10.25 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54					All TV Elements																					
Fix A Leak (P/U) 2021: 03.15 - 03.21 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54									FB Only																	
Value of Water / Drinking Water Week (NEW CREATIVE) 2021: 05.03 - 05.09 Television Part of umbrella campaign Digital Radio Estimated two-station buy	A25-54											All TV Elements															
<b>FOG</b>																											
Holiday "Grease Grinch" (P/U) 2020: 11.23 - 12.06 Television Part of umbrella campaign Digital Radio Estimated four-station buy	A25-54							All TV Elements																			
What Not To Flush (P/U) 2021: 02.?? - 02.?? Television Part of umbrella campaign Digital Radio Estimated four-station buy	W25-54								All TV Elements																		

Attachment 3



**FY 2020-21 MASTER CALENDAR FOR ALL COMMITTEES**

Monday Start	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			
													\$115,000	\$115,000	

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.

FEP - Full Episode Content

# Hampton Roads Regional Technical Standards

## ~~Sizing of~~ Grease Control Devices

An element of the Special Order of Consent is the use of the Management, Operations, and Maintenance (MOM) program to reduce Sanitary Sewer Overflows (SSOs). Within the MOM program is the Fats Oils and Grease (FOG) component. FOG has been shown to be a significant source of SSO occurrence, and the reduction of FOG in a sanitary sewer system has typically resulted in a corresponding reduction of sewer blockages and SSOs.

The reduction of FOG in a system can be accomplished by the use of Best Management Practices (BMPs) for kitchens and by the use of Grease Control Devices (GCDs) in Food Service Establishments (FSEs). GCDs have been required in FSEs by plumbing codes since the 1940s, however, there has not been a satisfactory method for determining the size of the grease control device. Similarly, the cleaning frequency of the device has not been established other than by rules of thumb such as the commonly used 25% rule, i.e., when the combined depth of grease and solids within the tank, floating and settled, reaches 25% of the total liquid depth, the tank should be cleaned. Obviously, the tank size is important, with a smaller tank becoming a candidate for more frequent cleaning than a larger tank in the same situation. Given the lack of guidance on tank sizing, the purpose of this document is to establish a methodology that when used produces a reasonably-sized tank, consistent with other methods, and one that can produce duplicable results throughout the region.

### Fixture Requirements

Unless otherwise approved by the ~~HRSD~~sanitary sewer system owner, all fixtures, equipment, and drain lines located in the food preparation, alcohol service, clean-up and food service areas of an FSE/property shall be connected to a grease ~~interceptor~~control device. Fixtures required to connect to a grease ~~interceptor~~control device (GCD) shall include but are not limited to pot sinks, pre-rinse sinks, hand sinks, prep sinks, dishwashers, soup kettles, braising pans, wok ranges, mop sinks, floor sinks, floor drains, and wastewater generated from exhaust fan hood cleaning operations.

Food waste disposers/garbage grinders (FWD) are prohibited unless otherwise approved. When approved, FWDs shall be routed to a solids interceptor prior to discharging through a GCD.

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### Gravity Grease Interceptors (GGI)

Unless otherwise approved, GGIs shall not be installed. When approved for installation (see Appendix B: Alternate Grease ~~Interceptor~~Control Device Approval Request Form), GGIs shall be made from materials that are compatible with a pH of 3. GGIs made from materials that are subject to corrosion such as concrete or steel, shall be lined or coated with a durable material approved by the ~~City~~sanitary sewer system owner that is compatible with a pH of 3 and that cannot be easily penetrated, scraped away or removed. Acid Resistant Enamel (A-R-E) coatings are not acceptable.

The required capacity of gravity grease interceptors in total liquid volume, shall be determined by multiplying the peak drain flow (one-minute drainage period) into the interceptor in gallons per minute by a retention time of 30 minutes using pipe diameter ~~and a one minute drainage period.~~

## Automatic Grease Removal ~~Units-Devices~~ (AGRU~~AGRD~~)

When approved for installation (see Appendix B: Alternate Grease ~~Interceptor-Control Device~~ Approval Request Form), ~~AGRU-AGRDs~~ must be designed and tested in accordance with ASME A112.14.4 and/or CSA B481.5. Sizing shall be in accordance with Hydromechanical Grease Interceptor Sizing Step 1: Size by Flow Rate. Step 2: Size by Grease Production shall not apply to ~~AGRU-AGRDs~~.

## Sizing and Selecting Hydromechanical Grease Interceptors (HGI)

The following two-step sizing methodology for hydromechanical grease interceptors regardless whether the unit will be installed indoors or outdoors shall apply:

### *Step 1: Size by Flow Rate*

The minimum flow rate for a passive HGI may be calculated by either using pipe diameter or fixture volume using either a one-minute or two-minute drainage period. Use a one-minute drainage period when the interceptor is installed within 20 feet of directly connected fixtures and/or has indirectly connected fixtures. When the interceptor will be installed exterior to the building beyond 20 feet of the connected fixtures, use a two-minute drainage period.

### Fixture Volume Sizing

Use the following formula for sizing fixtures by volume with a 75% fill factor:

$$\left[ \frac{L \times W \times H}{231} \right] \times 0.75 = \text{Fixture Capacity Gallons}$$

Fixture Capacity Gallons x 1 = one-minute drainage period (GPM)

Fixture Capacity Gallons x 0.5 = two-minute drainage period (GPM)

Example: three-compartment sink with each compartment being 18 x 24 x 12 inches

$18 \times 24 \times 12 = 5184$  cubic inches ( $\text{in}^3$ )

$5184 / 231 = 22.44$  fixture capacity gallons

$22.44 \times 3 = 67.3$  total fixture capacity gallons (three bowls)

$67.3 \times 0.75 = 50.4$  total fixture capacity after loading factor (75%)

$50.4 \times 1 = 50$  GPM one-minute drainage period /  $50.4 \times 0.5 = 25$  GPM two-minute drainage period

To determine the minimum required flow rate for the HGI, calculate the capacity of each fixture that will be connected and add the volumes together and use the appropriate drainage period. An appropriate HGI must be certified to meet the minimum flow rate as calculated. Multiple HGIs may be used separately or combined to meet the flow rate requirement.

It is advisable to use a one-minute drainage period when the HGI will be installed in the kitchen

area near the fixtures being serviced. It is essential to use a one-minute drainage period when indirectly connected fixtures are connected to the grease interceptor. A two-minute retention time assumes only directly connected fixtures are routed to the interceptor. A two-minute drainage period will negatively affect the total time for draining fixtures and is often a complaint of owners.

**Pipe Diameter Sizing**

When the final configuration of kitchen fixtures in an establishment is unknown or to allow for the addition of fixtures in the future, the minimum interceptor volume may be determined by the diameter of the drainage pipe leading from the establishment according to Table 1:

Table 1

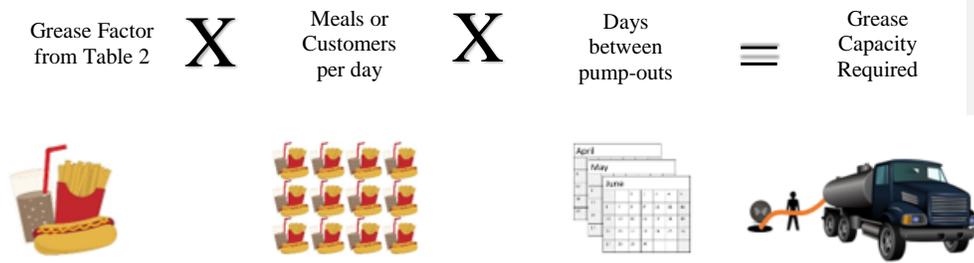
Pipe Size (inches)	Full-Pipe Flow (GPM) <sup>1</sup>	One-minute drainage period (GPM)	Two-minute drainage period (GPM)
2	20	20	10
3	60	75	35
4	125	125	75
5	230	250	125
6	375	400	200

1. 1/4 inch per foot based on Manning's formula with friction factor N = 0.012

When using pipe diameter sizing and the ~~interceptor-HGI~~ is installed inside the kitchen near the fixtures being serviced, it is advisable to use a one-minute drainage period to ensure the drainage time is not a nuisance. When installed in the kitchen near the fixtures being serviced and there is an indirectly connected fixture, it is essential to use a one-minute drainage period. When installed exterior to the building, where the developed length of piping can be quite long, a two-minute drainage period will provide a satisfactory result in drainage times.

*Step 2: Calculate Grease Capacity*

Once the minimum flow rate has been established in Step 1, calculate the minimum grease storage capacity for the HGI required for the desired pump-out frequency as follows:



To determine the correct grease factor, using Table 2, select the menu type (1 through 30), then the correct column (A through D) for whether there is a fryer and whether the establishment uses disposable or washable plates, glasses, knives, forks and spoons (flatware).

Table 2

Type	Menu	Grease Factor ->	without Fryer without flatware	without fryer with flatware	with fryer without flatware	with fryer with flatware
			A	B	C	D
1	Bakery		0.025	0.0325	0.035	0.0455
2	Bar and Grille		0.005	0.0065	0.025	0.0325
3	Barbeque		0.025	0.0325	0.035	0.0455
4	Breakfast Bar - Hotel		0.005	0.0065	0.025	0.0325
5	Buffet		0.035	0.0455	0.058	0.075
6	Burger and fries, fast food		0.025	0.0325	0.035	0.0455
7	Cafeteria		0.025	0.0325	0.035	0.0455
8	Caterer		0.005	0.0065	0.025	0.0325
9	Chinese		0.035	0.0455	0.058	0.075
10	Coffee shop		0.025	0.0325	0.035	0.0455
11	Convenience Store		0.005	0.0065	0.025	0.0325
12	Deep fried Chicken / seafood		0.035	0.0455	0.058	0.075
13	Deli		0.005	0.0065	0.025	0.0325
14	Family Restaurant		0.005	0.0065	0.025	0.0325
15	Frozen Yogurt		0.005	0.0065	0.025	0.0325
16	Greek		0.005	0.0065	0.025	0.0325
17	Grocery Bakery		0.005	0.0065	0.025	0.0325
18	Grocery Deli		0.025	0.0325	0.035	0.0455
19	Grocery Meat Department		0.025	0.0325	0.035	0.0455
20	Ice Cream		0.025	0.0325	0.035	0.0455
21	Indian		0.005	0.0065	0.025	0.0325
22	Italian		0.025	0.0325	0.035	0.0455
23	Mexican, fast food		0.025	0.0325	0.035	0.0455
24	Mexican, full fare		0.035	0.0455	0.058	0.075
25	Pizza		0.025	0.0325	0.035	0.0455
26	Religious Institution		0.005	0.0065	0.025	0.0325
27	Sandwich shop		0.005	0.0065	0.025	0.0325
28	Snack Bar		0.005	0.0065	0.025	0.0325
29	Steak and seafood		0.035	0.0455	0.058	0.075
30	Sushi		0.005	0.0065	0.025	0.0325

Example: Fast food burgers and fries, with fryer, with disposable flatware, serving 300 meals per day

Grease factor from Table 2: 6C = 0.035 pounds per meal  
Meals per day = 300  
Days between pump-outs\* = 90  
Grease storage capacity required is  $0.035 \times 300 \times 90 = 945$  pounds

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\*FSEs that are not open every day, may calculate the number of days actually open in a 90-day period and use that to calculate the total amount of grease capacity required.

For FSEs that only operate seasonally, the following shall apply: 1. During the season, the GCD shall be sized and maintained with the requirements of this technical standards document; 2. Prior to closing for the off-season, the GCD shall be pumped out completely, cleaned, and refilled with fresh water.

The correctly sized and selected ~~grease interceptor-GCD~~ will have the minimum flow rate determined in Step 1 **and** the minimum grease storage capacity calculated in Step 2. When approved by ~~HRSD~~the sanitary sewer system owner, multiple grease ~~interceptors-control devices~~ may be installed in series to satisfy the minimum flow rate requirement, the minimum grease storage capacity, or both.

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Approved grease ~~interceptors-control devices~~ must be certified by ASME A112.14.3, ~~and or~~, CSA B481, and/or PDI G101. A valid test report must be submitted to the sanitary sewer system owner~~HRSD~~ for review that includes the incremental test results. No grease ~~interceptor-control device~~ without validated efficiency and grease storage capacity will be approved. Only validated grease storage capacities may be used for sizing and selecting grease ~~interceptors-control devices~~ in accordance with this document. No substitution for an approved device shall be allowed without written approval by the sanitary sewer system owner.

Grease ~~Control-control Devices-devices~~ must be submitted for approval by submitting a Grease ~~Interceptor-Control Device~~ Sizing and Selection Worksheet (Appendix A) along with a specification sheet of the grease ~~interceptor-control device~~ being submitted for approval.

When project conditions may not allow for ~~a hydromechanical grease interceptor~~an HGI, the Alternate Grease ~~Interceptor-Control Device~~ Approval Request (Appendix B) must be submitted for consideration.

Unless otherwise approved by the sanitary sewer system owner~~HRSD~~, grease ~~control devices~~~~interceptors~~ shall be maintained by a certified professional ~~Grease-grease Hauler~~hauler. Food service establishments that want to clean out their own ~~interceptors-GCDs~~ must submit the ~~Appendix C-~~ Alternate Maintenance Approval Request Form (Appendix C) and upon approval shall comply with all of the requirements contained therein.

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**Appendix A: Grease Control Device Sizing and Selection Worksheet**

Applicant Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Company: \_\_\_\_\_ Email: \_\_\_\_\_  
Name of Establishment: \_\_\_\_\_  
Establishment Address: \_\_\_\_\_

**REQUIRED DOCUMENTATION**

Include the following documentation with this GCD Sizing and Selection Worksheet: kitchen plans, equipment schedule, menu, completed calculations for flow rate and grease capacity, HGI specifications sheet, and certified test report for grease capacity validation.

1.  Interior Installation       Exterior Installation
2. Are there indirectly connected fixtures routed to the HGI?       Yes  No
3. Will the HGI be installed within 20 feet of the fixtures?       Yes  No

Note: for interior installations, if the answer to either question 2 or 3 is YES, use a one-minute drainage period, otherwise use a two-minute drainage period. For exterior installations use a two-minute drainage period.

**Step 1: Calculate Flow Rate**

1. Total Fixture Volume: \_\_\_\_\_ Flow Rate GPM (one or two-minute): \_\_\_\_\_, OR
2. Pipe Diameter (Table 1): \_\_\_\_\_ Flow Rate GPM (one or two-minute): \_\_\_\_\_

**Step 2: Calculate Grease Capacity**

1. Grease Factor (Table 2): \_\_\_\_\_
2. Average meals per day = \_\_\_\_\_

Grease Storage Capacity Calculation	Daily*	90 days
Grease Produced (lbs)		

\*multiply average meals per day times the number of days open per period times the grease factor for grease produced per period

**Note: The correctly sized and selected HGI(s) will have the minimum required flow rate determined in Step 1 and the minimum calculated grease storage capacity determined in Step 2.**

3. Make and model of the HGI selected: \_\_\_\_\_
4. Is the material of construction compatible with a pH of 3?       Yes  No
5. If the answer to number 4 is “no”, what material is the tank lined or coated with\*:  
 \_\_\_\_\_

\*must provide evidence that the liner or coating is compatible with a pH of 3 and that it cannot be easily penetrated, scraped off or removed. Acid Resistant Enamel Coatings (A.R.E) are not allowed.

6. Flow rate (GPM): \_\_\_\_\_ Validated grease capacity\* (lbs): \_\_\_\_\_

\*Grease capacity must be validated by a certified test report complete with incremental test data.

Please submit the completed Grease ~~Interceptor~~ Control Device Sizing and Selection Worksheet to HRSD ~~the sanitary sewer system owner~~ for approval along with ~~a specification sheet for the device being submitted for approval~~ all required documentation. Once approved, no substitutions shall be allowed without prior written approval from the sanitary sewer system owner.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

**Appendix B: Alternate Grease Control Device Approval Request**

Applicant Name: \_\_\_\_\_ Phone: \_\_\_\_\_  
Company: \_\_\_\_\_ Email: \_\_\_\_\_  
Name of Establishment: \_\_\_\_\_  
Establishment Address: \_\_\_\_\_

**Gravity Grease Interceptor (GGI)**

**REQUIRED DOCUMENTATION**

Include the following documentation: kitchen plans, equipment schedule, menu, completed calculations for flow rate and liquid capacity, and GGI specifications sheet.

1. Peak flow rate (one-minute drainage period) for connected fixtures or pipe diameter (Worksheet, Page 1): \_\_\_\_\_
2. Size of GGI\* (gallons): \_\_\_\_\_  
\*multiply peak flow rate of connected fixtures times 30 minutes
3. What material is the GGI made from? \_\_\_\_\_
4. Is the material compatible with a pH of 3?  Yes  No
5. If the answer to number 4 is “no”, what material is the tank lined or coated with\*:  
\_\_\_\_\_

\*must provide evidence that the liner or coating is compatible with a pH of 3 and that it cannot be easily penetrated, scraped off or removed. Acid-resistant coatings, (i.e. enamel, epoxy, etc.) are not allowed.

Reason for request: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Automatic Grease Removal Unit Device (AGRU/AGRD)**

**REQUIRED DOCUMENTATION**

Include the following documentation: kitchen plans, equipment schedule, menu, completed calculations for flow rate, AGRD specifications sheet, and certified test report for validation.

1. Describe the fixtures to be connected: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Total Fixture Volume (Table 5): \_\_\_\_\_ Flow Rate GPM (one minute): \_\_\_\_\_
3. Make and Model of the AGRD proposed: \_\_\_\_\_

Reason for request: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please submit the completed Grease ~~Interceptor~~ Control Device Sizing and Selection Worksheet to the ~~Utility sanitary sewer system owner~~ for approval along with ~~any other required documents~~ all required documentation. Once approved, no substitutions shall be allowed without prior written approval from the sanitary sewer system owner.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

## Appendix C: Alternate Maintenance Approval Request

Applicant Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Company: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Establishment: \_\_\_\_\_

Establishment Address: \_\_\_\_\_

Self-cleaning by the owner and/or operator of an establishment is not allowed unless approved by the ~~City~~sanitary sewer system owner. Only hydromechanical grease interceptors (HGI)s with a liquid volume of ~~less than 100-25 gallonsgpm (50 pounds) or less~~ may be considered for self-cleaning ~~unless otherwise approved by the sanitary sewer system owner~~. When approved, the owner and/or operator of an establishment shall comply with the following requirements for maintenance ~~on a weekly basis, at minimum, or more often as necessary~~ as required by the ~~City~~sanitary sewer system owner:

- Remove cover(s)
- Remove all fats, oils, and grease (FOG), solids, food debris, and wastewater
- ~~Serub and spray off~~Clean all internal surfaces from the build-up of FOG or other residual materials ~~(chemicals and/or degreasers are prohibited)~~
- Place all removed materials in garbage bag or other sealable container (not glass) along with an absorbent material, ~~i.e. kitty litter~~, and dispose of solidified contents in trash receptacle
- Inspect all internal components, replace anything missing or broken and ensure flow control device is installed
- Refill with fresh water
- Replace cover(s)
- Enter the required information on the maintenance log

At least once per quarter ~~or as required by the sanitary sewer system owner~~, the ~~grease intercepter(s)~~HGI shall be cleaned by a ~~seavenger-certified~~ waste hauler, documented by a manifest, reported in the maintenance log, and all records maintained for the previous three (23) years.

Make and model of HGI: \_\_\_\_\_

Flow Rate (GPM): \_\_\_\_\_ Grease Storage Capacity (lbs): \_\_\_\_\_

Grease Factor (Table 2): \_\_\_\_\_ Average Meals per day: \_\_\_\_\_

Grease Produced per day\*: \_\_\_\_\_ Cleaning frequency\*\*: \_\_\_\_\_ days

\*multiply Grease Factor times Average Meals per day

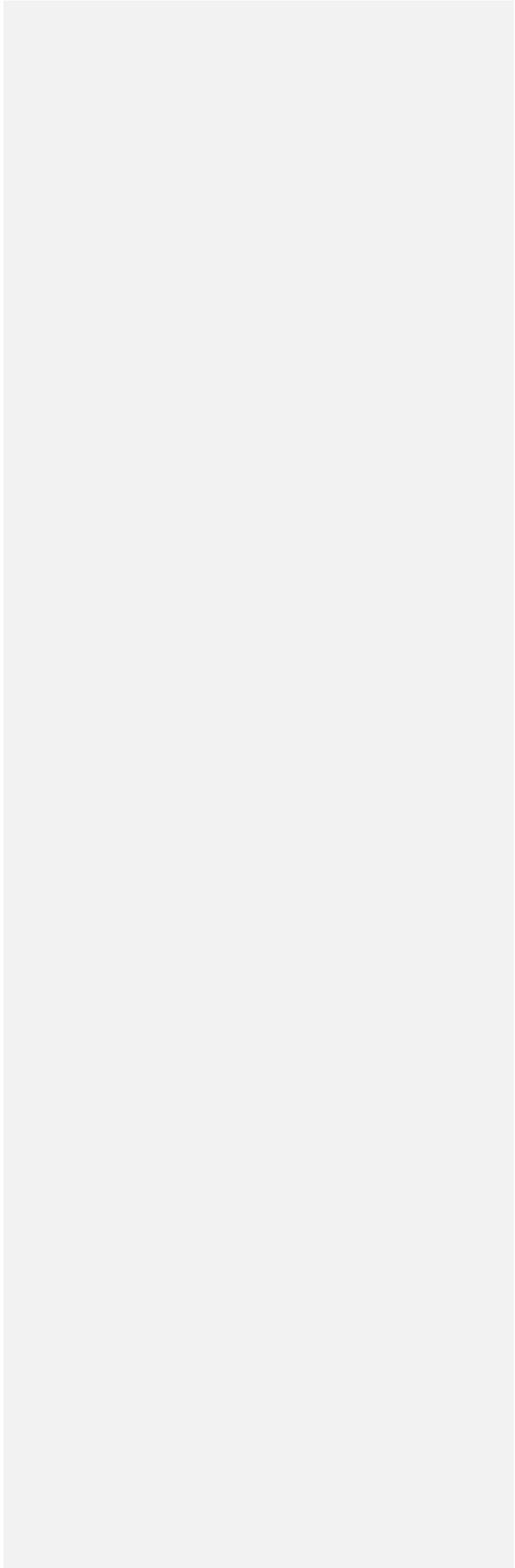
\*\*Divide HGI grease storage capacity by Grease Produced per day

Reason for request: \_\_\_\_\_

\_\_\_\_\_

Please submit the completed Grease ~~Control Device~~Interceptor Sizing and Selection Worksheet to the ~~Utility~~sanitary sewer system owner for approval along with any other required documents.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_



1 **HAMPTON ROADS FOG MODEL ORDINANCE**

3 **FATS, OILS, AND GREASE (FOG)**

5 **SECTION 1. PURPOSE AND APPLICABILITY**

- 6 a. The purpose of this Division is to aid in preventing the introduction and accumulation of
- 7 fats, oils, and grease into the **City/County/Town's** sanitary sewer system that may
- 8 contribute to sanitary sewer blockages and obstructions. Food service establishments,
- 9 grease haulers and other industrial or commercial establishments generating or collecting
- 10 wastewater containing fats, oils, and grease are subject to this Division. This Division
- 11 regulates such users by requiring that grease control devices and other approved strategies
- 12 be installed, implemented and maintained in accordance with the provisions of this
- 13 Division and other applicable requirements of the **City/County/Town of \_\_\_\_\_**.
- 14 b. The provisions of this Division shall apply to all food service establishments within the
- 15 **City/County/Town of \_\_\_\_\_** and to all grease haulers providing service to any such food
- 16 service establishment.

17 **SECTION 2. DEFINITIONS**

18 Automatic Grease Removal Device (AGRD) shall mean an active, automatic device that separates

24 Brown Grease shall mean floatable fats, oils, grease and settled solids produced during food

27 Commissary shall mean a catering establishment, food service establishment, or any other place in

31 Core Sampler shall mean a sampling tool, i.e. Sludge Judge, Dipstick Pro or equivalent, designed

34 Decanting shall mean discharging of removed wastewater back into the grease control device, for

37 Enforcement Response Plan shall mean a system that sets forth the process and procedures for

40 Fats, Oils, and Grease (FOG) shall mean material, either liquid or solid, composed of fats, oils or

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44 detectable and measurable using analytical test procedures established in the United States Code of  
45 Federal Regulations at 40 CFR Part 136, as may be amended from time to time. FOG may be  
46 referred to herein as “grease” or “greases”.

47  
48 *Food Service Establishment (FSE)* shall mean any commercial, industrial, institutional, or food  
49 processing facility discharging kitchen or food preparation wastewaters including, but not limited  
50 to, restaurants, commercial kitchens, caterers, motels, hotels, cafeterias, correctional facilities,  
51 prisons or jails, cafeterias, care institutions, hospitals, schools, bars and churches. Any  
52 establishment engaged in preparing, serving or otherwise making food available for consumption  
53 by the public shall be included. Such establishments use one or more of the following preparation  
54 activities: cooking by frying (all methods), baking (all methods), grilling, sautéing, rotisserie  
55 cooking, broiling, boiling, blanching, roasting, toasting, or poaching. Also included are infrared  
56 heating, searing, barbecuing, and other food preparation activity that produces a hot, non-drinkable  
57 food product in or on a receptacle that requires washing.

58  
59 *Grease Control Device (GCD)* shall mean a device used to collect, contain, or remove food waste  
60 and grease from the wastewater while allowing the remaining wastewater to be discharged to the  
61 **City/County/Town’s** sanitary sewer system by gravity. Devices include hydromechanical grease  
62 interceptors, ~~grease traps~~, automatic grease removal devices, gravity grease interceptors, or other  
63 devices approved by the **Director of Public Utilities**.

64  
65 *Gravity Grease Interceptor (GGI)* shall mean a plumbing appurtenance of not less than 500250  
66 gallons (1893946 L) capacity that is installed in the sanitary ~~drain~~sewer system to intercept  
67 free-floating fats, oils and grease from waste water discharge. Separation is accomplished by  
68 gravity during a retention time of not less than 30 minutes. Unless otherwise approved, GGIs shall  
69 not be installed.

70  
71 *Grease Hauler* shall mean a contractor who collects the contents of a ~~grease intercepter or~~  
72 ~~trap~~grease control device or yellow grease storage container and transports it to an approved  
73 recycling or disposal facility. –A grease hauler may also provide other services related to grease  
74 ~~intercepter control device~~ maintenance for a food service establishment.

75  
76 ~~*Grease Interceptor* shall mean a structure or device, usually located underground and outside a~~  
77 ~~FSE, designed to collect, separate and contain food waste and grease while allowing the~~  
78 ~~wastewater to be discharged to the **City/County/Town’s** sanitary sewer system by gravity.~~

79  
80 ~~*Grease Removal Device (GRD)* shall mean an active, automatic device that separates and removes~~  
81 ~~FOG from effluent discharge and that cleans itself of accumulated FOG at least once every twenty-~~  
82 ~~four hours utilizing electromechanical apparatus. Unless otherwise approved, GRDs shall not be~~  
83 ~~installed.~~

84  
85 ~~*Grease Trap* shall mean a device typically located indoors and under the sink or in the floor,~~  
86 ~~designed for separating and containing grease prior to the wastewater exiting the trap and entering~~  
87 ~~the sanitary sewer system. Such devices are typically passive (gravity fed) and compact with~~  
88 ~~removable baffles.~~

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90 Hampton Roads Regional Technical Standards for the Sizing of Grease Control Devices shall  
91 mean a set of regionally-approved standards required to properly size grease control devices.

92  
93 HR FOG Program shall mean the regionally-approved Hampton Roads FOG training and  
94 certification programs for food service establishment employees and grease haulers administered  
95 by the Hampton Roads Planning District Commission (HRPDC).

96  
97 Hydromechanical Grease Interceptor (HGI) shall mean a plumbing appurtenance that areis  
98 installed in the sanitary drainagesewer system to intercept free--floating fats, oils and grease from  
99 waste water discharge. Continuous separation is accomplished by air entrainment, buoyancy,  
100 interior baffling in combination or separately, and one of the following:

- 101 (1) Units directly connected, with an external flow control, with an air intake (vent)
- 102 (2) Units directly connected, with an external flow control, without an air intake (vent)
- 103 (3) Units directly connected, without an external flow control, with or without internal flow  
104 control
- 105 (4) Units indirectly connected, without an external flow control, with or without internal flow  
106 control

107  
108 Mobile Food Unit shall mean a food service establishment that is readily moveable from place to  
109 place at all times during operation and shall include but not limited to pushcarts, trailers, trucks,  
110 vans, or boats.

111  
112 Renderable FOG--Yellow Grease Container shall mean a closed, leak-proof container for the  
113 collection and storage of yellow grease.

114  
115 Sanitary Sewer System shall mean a system of underground pipes that carries wastewater from  
116 bathrooms, sinks, kitchens, and other plumbing components to a wastewater treatment plant where  
117 it is filtered, treated and discharged.

118  
119 Stormwater System shall mean a network of structures, channels and underground pipes designed  
120 to carry stormwater (rain water) to ponds, lakes, streams, rivers and other surface waters.

121  
122 Yellow Grease shall mean FOG used in food preparation that have not been in contact or  
123 contaminated with other sources such as water, wastewater or solid waste. An example of yellow  
124 grease is fryer oil, which can be recycled into products such as animal feed, cosmetics and  
125 alternative fuel. ~~Yellow grease is also referred to as renderable FOG.~~

### 126 127 128 SECTION 3. REGISTRATION REQUIREMENTS

129 All FSEs shall be required to register their establishment and GCDs with the FOG discharge  
130 management department. -Registrations shall be on forms provided by the Department of Public  
131 Utilities to ensure that the establishment understands its compliance responsibilities, that their such  
132 devices-GCDs are properly sized and maintained, as well as to facilitate inspection in accordance  
133 with the requirements established by the Department of Public Utilities.

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134 a) Registration of FSEs with the FOG discharge management department is required before a  
135 business license will be issued.

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136 a)b) Existing FSEs shall register all GCDs within ninety (90) days of the adoption of this  
137 ordinance. -New establishments shall register when setting up their water and sewer service  
138 or prior to obtaining a certificate of occupancy.

139 b)c) All grease haulers, owners, or employees servicing GCDs for FSEs within the  
140 City/County/Town shall be required to obtain a certification to service GCDs from the  
141 Hampton Roads FOG regionally approved training program provided by the HRPDCHR  
142 FOG Program.

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143 e)d) All grease haulers shall comply with the requirements of the Hampton Roads Regional  
144 Pumper Management Program and obtain the required permits, certifications and or  
145 approvals from the facility in which waste will be disposed of. Grease haulers discharging to  
146 a Hampton Roads Sanitation District (HRSD) treatment plant shall be approved through  
147 themust obtain an HRSD Indirect Wastewater Discharge Permit.

Commented [K2]: Need clarification on this before inclusion

148 e)e) FSEs shall have a current employee who has successfully completed the Hampton  
149 RoadsHR FOG regionally approved Best Management Practices training program provided  
150 by the HRPDCProgram.

#### 151 SECTION 4. DISCHARGE LIMITS

152  
153 No person shall discharge or cause to be discharged from any FSE any wastewater with  
154 FOG in concentrations or quantities that will damage the sewers or sanitary sewer system, as  
155 determined by Section 301 D. of the Hampton Roads Sanitation District's Industrial Wastewater  
156 Discharge Regulations.  
157

#### 158 SECTION 5. GREASE CONTROL DEVICES

159 e-a. Requirements. All FSEs shall have a GCD(s) meeting all applicable requirements for  
160 testing and certification of the International Plumbing Code or its successors ASME  
161 A112.14.3, PDI G101, ASME A112.14.4, or CSA B481. The GCD(s) shall be designed  
162 sized and selected in accordance with the Hampton Roads Regional Grease Control  
163 Device Design Standards Technical Standards for the Sizing of Grease Control Devices.

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164 1) New Establishments – Except as provided in subdivision (a) (2), FSEs shall be  
165 required to install, operate, and maintain a GCD in compliance with the  
166 requirements contained in this Division Section. -GCDs shall be installed and  
167 registered prior to the issuance of a certificate of occupancy.

Commented [KL3]: I don't like the use of the term Division used like this. Section is preferred.

168 2) Existing Establishments – Existing FSEs in operation as of the effective date of  
169 this Division Ordinance shall be allowed to operate and maintain their existing  
170 GCDs, provided such GCDs are in proper operating condition and not found to be  
171 contributing FOG in quantities sufficient to cause line stoppages or to necessitate  
172 increased maintenance of the sanitary sewer system. -If its GCD is determined to  
173 be contributing FOG in quantities sufficient to cause line stoppages or to

Commented [KL4]: I don't like the use of the term Division used like this. Ordinance is preferred.

necessitate increased maintenance of the sanitary sewer system, an existing FSE shall comply with the requirements of this Section. ~~Existing FSEs that are renovated or expanded shall install a GCD meeting the requirements of this Division Section.~~ ~~GCDs shall be sized and selected in accordance with the Hampton Roads Regional Technical Standards for Grease Control Devices, permitted, registered, installed, and inspected and registered as a condition of final approval of such renovation or expansion.~~

Commented [KL5]: I don't like the use of the term Division used like this. Section is preferred.

- 3) *Retrofit* - Any existing FSE may be required to install or upgrade a GCD if such FSE is contributing FOG to the sanitary sewer system, as determined by the locality and HRSD. Such devices shall be registered with the locality within 30 days of installation and shall comply with the requirements of this Section.

d.c. *Installation of Grease Control Devices*

1) GCDs shall be installed by a plumber licensed in the Commonwealth of Virginia. Every GCD shall be installed and connected so that it may be readily accessible for inspection, cleaning, and removal of the intercepted food waste and grease at any time. Installation shall be in compliance with the International Virginia Plumbing Code and the manufacturer's instructions, the Hampton Roads Regional Technical Standard for Grease Control Devices, and the manufacturer's instructions.

2) GCD covers shall meet the following load rating requirements:

- i. Indoor, foot traffic only, minimum 300 pounds
- ii. Indoor, pallet jack or fork lift traffic, minimum 2000 pounds
- iii. Outdoor, non-vehicular traffic, minimum 2000 pounds
- iv. Outdoor, vehicular traffic, minimum AASHTO M306 H20/HS20

3) GCD's shall have their manhole covers secured at all times with bolts, or locking mechanisms, or shall be of sufficient weight to prevent unauthorized access, or shall have a safety apparatus secured in place under the cover to prevent accidental entry if the cover is not secured in place.

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Commented [KL6]: There have been several instances in the last few years of children falling into outdoor grease interceptors and we need to put in language to prevent or significantly reduce the opportunities for that to happen.

e.d. *Maintenance of Grease Control Devices*

1) All GCDs shall be maintained at the owner's expense. Maintenance shall include the complete removal of all contents, including floating material, wastewater and settled solids. Decanting or discharging of removed waste back into the grease interceptor or private sewer line or into any portion of the **City/County/Town's** or HRSD's sanitary sewer system is prohibited. Unless otherwise approved, GCDs shall be maintained by a Grease Hauler that is certified by the Hampton Roads FOG regionally approved training program provided by the HRPDCHR FOG Program.

2) Gravity Grease Interceptors shall be pumped out completely when the total accumulation of FOG, including floating solids and settled solids, reaches twenty-five percent (25%) of the overall liquid volume. At no time shall a GGICD be cleaned less frequently than once every three (3) months unless approved by the Director of Public Utilities, ~~unless allowed by the Director of Public Utilities for good cause shown. Approval will be granted on a case by case basis upon submittal of a request by the FSE, documenting reasons for the proposed frequency variance.~~

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Commented [KL7]: The biology of any grease interceptor grows increasingly hostile to collection and treatment systems over time. 90 days should be the maximum allowable interval between cleanings, regardless of hte

3) ~~Grease traps and Automatic Grease Removal Devices~~ shall be opened daily to clean, ~~out the solids basket; the external grease container shall be emptied at a minimum of once daily. inspected~~ Inspect and completely cleaned ~~of~~ food solids and FOG a minimum of once per week unless otherwise allowed by the Director of Public Utilities, ~~unless allowed by the Director of Public Utilities for good cause shown. Approval will be granted on a case by case basis upon submittal of a request by the FSE, documenting reasons for the proposed frequency variance.~~ In no event shall the content of food solids and FOG exceed twenty-five percent (25%) of the overall liquid depth of the device.

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Commented [KL8]: GRDs are not properly maintained on a routine basis. Allowing them to be maintained less often than once per week will invite bypass and non-compliance.

4) Hydromechanical Grease Interceptors shall be cleaned before their maximum capacity is reached as established by the manufacturer in accordance with third party validated test reports. The maintenance frequency shall be determined in accordance with the sizing and selection requirements for HGI in the Hampton Roads Regional Technical Standards for the Sizing of Grease Control Devices. At no time shall a HGI be cleaned less frequently than once every three (3) months, or as approved by the Director of Public Utilities.

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4)5) The Director of Public Utilities may establish a more frequent cleaning schedule if the FSE is found to be contributing FOG ~~in quantities sufficient to cause line stoppages or to necessitate increased maintenance of~~ the sanitary sewer system.

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#### f.e. Use of Additives

The use of additives by FSEs including, but not limited to, products that contain solvents, emulsifiers, surfactants, caustics, acids, enzymes or bacteria are prohibited for use as grease management control; provided, however, that additives may be used to clean the FSE drain lines so long as the usage of such additives will not cause FOG to be discharged from the grease control device to the sanitary sewer system. ~~The~~ use of additives shall not be substituted for the maintenance procedures required by this Section.

#### f.f. Waste Disposal

1) ~~Waste removed from a grease trap shall be disposed of in the solid waste disposal system or by a grease hauler certified by the Hampton Roads Planning District Commission.~~

Commented [KL9]: Edits to the ordinance are removing references to "traps" throughout. All grease interceptors, regardless of type should have their contents disposed of at a facility permitted to receive such waste and NOT to landfill. The new Greasezilla system the HRSD is putting in, is just such a place.

253 1) Waste removed from a ~~g~~Grease ~~C~~ontrol ~~D~~evice ~~interceptor~~ shall be disposed  
254 of at a facility permitted to receive such wastes. ~~Waste material removed from~~  
255 ~~GCD(s) shall not be discharged directly or indirectly into any portion of the~~  
256 ~~sanitary sewerage system, private sewer line, stormwater system, or returned to~~  
257 ~~any GCD. No materials removed from interceptors shall be returned to any grease~~  
258 ~~interceptor, private sewer line or into any portion of the City/County/Town's or~~  
259 ~~HRSD's sanitary sewer system.~~

260 2)i. ~~FSEs approved for self-cleaning shall dispose of the waste in accordance~~  
261 ~~with the requirements contained in the Hampton Roads Regional Technical~~  
262 ~~Standards for Grease Control Devices Appendix C.~~

263 3) FSEs shall dispose of yellow grease in a renderable ~~FOG-yellow grease~~ container,  
264 where contents will not be discharged to the environment. ~~Yellow grease shall not~~  
265 ~~be poured or discharged into the City/County/Town's or HRSD's sanitary sewer~~  
266 ~~system. Renderable FOG containers shall be labeled with the following~~  
267 ~~information:~~

268 i. ~~Name of company supplying the container(s)~~

269 ii. ~~Phone number of company supplying the container(s)~~

270 iii.2) ~~Name of the FSE where the container has been placed~~

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**Commented [K10]:** We would like to move this under  
SECTION 6 – Hauler Requirements

271 h.g. *Inspection of Grease Control Devices*

272 The ~~Director of Public Utilities~~ or his designee shall have the right of entry into any FSE,  
273 during reasonable hours, for the purpose of making inspections, observation,  
274 measurements, sampling, testing or records review of the sanitary sewer system and GCDs  
275 installed in such building or premise to ensure that the FSE is in compliance with this  
276 ~~Division~~Section. The owner or occupant may accompany the Director or his designee.  
277 Operational changes, maintenance and repairs required by the Director or his designee shall  
278 be implemented as noted in the written notice received by the FSE.

**Commented [KL11]:** Section is the appropriate term.

279 g.h. *Record Keeping*

280 1) FSEs shall retain and make available for inspection and copying records of all  
281 cleaning and maintenance for the previous three (3) years for all GCDs. ~~FSEs~~  
282 ~~utilizing professional grease hauling services should provide cleaning and~~  
283 ~~maintenance records meeting the requirements as outlined in Section 6. Where~~  
284 ~~approved, FSEs performing GCD cleaning and waste disposal should provide~~  
285 ~~cleaning and maintenance records as required by the Director of Public Utilities or~~  
286 ~~his designee. Cleaning and maintenance records shall include, at a minimum, the~~  
287 ~~dates of cleaning/maintenance records, the names and business addresses of the~~  
288 ~~company or person performing each cleaning/maintenance and the volume of~~  
289 ~~waste removed in each cleaning.~~ Such records shall be kept on site and shall be  
290 made immediately available to any employee of the ~~Department of Public Utilities~~  
291 upon request.

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2) FSEs shall retain and make available for inspection and copying records of yellow grease disposal for the previous three (3) years. ~~FSEs utilizing professional yellow grease rendering services should provide service records meeting the requirements as outlined in Section 6. Yellow grease disposal logs shall include, at a minimum, the dates of disposal, name and business address of the company or person performing the disposal and the volume of yellow grease removed in each cleaning.~~ Such records shall be kept on site and shall be made immediately available to any employee of **Department of Public Utilities** upon request.

### SECTION 6. GREASE HAULER REQUIREMENTS

- a. Any person collecting, pumping or hauling waste from GCDs ~~or yellow grease containers~~ located within the municipal boundaries of the **City/County/Town** shall be certified by the ~~Hampton Roads HR FOG regionally approved training program provided by the HRPDC Program, and shall comply with the requirements of the Hampton Roads Pumper Management Program and hold all required waste hauling permits.~~
- b. The grease hauler shall notify the locality within twenty-four (24) hours of any incident required to be reported to the Virginia Department of Environmental Quality.
- c. Grease haulers shall retain and make available for inspection and copying, all records related to grease interceptor pumping and waste disposal from businesses located in the **City/County/Town's** wastewater service area. ~~Records shall include waste manifests that, at a minimum, Records shall include, at a minimum, the dates of cleaning/maintenance, the name and business address of the company providing the service, the name of the technician(s) performing the service and their associated HR FOG Program certification number(s), the condition of the GCD, the volume of waste removed in the cleaning, and the following sludge judge measurements (in inches): total depth, depth of solids, and depth of grease, and anticipated~~ ~~include time, date and volume of waste removed from the device and the time, date, volume and destination of the waste disposed~~ disposal. ~~Photos of the GCD before and after cleaning are~~ ~~These~~ recommended. These records shall remain available for a period of at least three (3) years. ~~The~~ **City/County/Town** may require additional record keeping and reporting, as necessary, to ensure compliance with the terms of this Division.
- d. ~~Yellow grease rendering companies shall retain and make available for inspection and copying, all records related to yellow grease collected from businesses located in the~~ **City/County/Town's** wastewater service area. ~~Yellow grease disposal logs shall include, at a minimum, the dates of pickup, name and business address of the company and person performing the pickup, the volume of yellow grease removed, and anticipated destination of the yellow grease.~~
- e. Submission of all reporting shall be as follows:
- 1) **Name of form** by mail, email or fax
  - 2) Approved electronic method

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331 f. Renderable yellow grease containers shall be labeled with the following information:

332 1) Name of company supplying the container(s)

333 2) Phone number of company supplying the container(s)

334 e-3) Name and/or address (including unit number) of the FSE where the  
335 container has been placed

336  
337 **SECTION 7. FEES**

338 a. Fees provided for in this Division are separate and distinct from all other fees chargeable  
339 by the City/County/Town. Fees applicable to this Division are as follows:

340 1) FSE registration fees shall be in the amount of \_\_\_\_\_ and shall be  
341 payable at the time of submittal of the registration

342 2) FSE inspection and re-inspection fees shall be in the amount of \_\_\_\_\_  
343 and shall be due upon invoice by the City/County/Town. Such fees may be added  
344 to the FSE's public service utility bill.

345 **SECTION 8. COMPLIANCE**

346 A. The City/County/Town may require existing FSEs to modify or repair any noncompliant  
347 GCD and appurtenances as noted in the written notice received by the FSE.

348  
349 **SECTION 10. VIOLATIONS & PENALTIES**  
350

351 a) Any person who, intentionally or otherwise, commits any of the acts prohibited by this  
352 ordinance shall be liable to the City/County/Town for all costs of containment, cleanup, abatement,  
353 removal and disposal of any substance unlawfully discharged into the sanitary sewer system, as  
354 well as the costs of any damages or regulatory fines, that are proximately caused by such  
355 violations.

356 b) Any person who, intentionally or otherwise, commits any of the acts prohibited by this  
357 Division shall be subject to a fine in an amount not to exceed one thousand dollars (\$1,000.00) per  
358 violation. The court assessing such fines may, at its discretion, order such fines to be paid into the  
359 treasury of the City/County/Town for the purpose of abating, preventing or mitigating  
360 environmental pollution.

361 c) Enforcement will be in accordance with the associated Enforcement Response Plan  
362 (NOTE: Some jurisdictions may want to incorporate the ERP into the ordinance while others may  
363 adopt the ERP administratively). -The City/County/Town may revoke the FSEs business license,  
364 withhold reissuance of a business license, or terminate water and/or sewer services for continuing  
365 violations of this Division Ordinance.

366 d) In addition to any other remedy for the violation of this Division, the **Director** may bring  
367 legal action to enjoin the continuing violation of this ordinance, and the existence of any other  
368 remedy, at law or in equity, shall be no defense to any such action.

369 e) The remedies set forth in this section are cumulative, not exclusive; and it may not be a  
370 defense to any action, civil or criminal, that one (1) or more of the remedies set forth herein has  
371 been sought or granted.

372 **SECTION 11 EFFECTIVE DATE**

373 This Division shall become effective on \_\_\_\_\_.

DRAFT

## MEMORANDUM OF AGREEMENT

Virginia Department of Housing and Community Development  
and  
Virginia Department of Environmental Quality

In accordance with § 10.1-1186 and § 36-139 of the Code of Virginia, the Virginia Department of Housing and Community Development ("DHCD") and the Virginia Department of Environmental Quality ("DEQ") on this day, [month day], [yyyy], agree to coordinate jurisdictional responsibilities of the *Virginia Uniform Statewide Building Code* (13 VAC 5-63, the "Code"), the *Sewage Collection and Treatment Regulations* (9 VAC 25-790, the "SCAT Regulations") and the *Water Reclamation and Reuse Regulation* (9 VAC 25-740, the "WR&R Regulation").

The parties agree as follows:

### **1. Codes and Regulations**

- A. Adoption and promulgation of the Code is the responsibility of DHCD;
- B. Enforcement of the Code is the responsibility of the local building department; and
- C. Adoption, promulgation, administration and enforcement of the SCAT Regulations and the WR&R Regulation is the responsibility of DEQ.

### **2. Sewage Collection, Treatment and Handling Equipment and Equipment for Water Reclamation and Reclaimed Water Distribution and Storage**

- A. DEQ is charged with issuing construction and operation certificates for municipal sewage collection systems and treatment works and water reclamation systems, including satellite reclamation systems. Whenever components of sewage collection systems and/or treatment works, or water reclamation systems, reclaimed water distribution systems or reclaimed water storage that involve the production or management of reclaimed water prior to "ready-for-reuse," as defined in 4(A) of this agreement, are located in a building or similar structure, the SCAT Regulations and/or the WR&R Regulation, as determined by DEQ, shall apply to the design, construction, operation and maintenance of all such components, and the Code shall apply to the building or structure and all of its incidental utilities (e.g., heating, electrical, house plumbing, etc.).
- B. No county, city, town or employee thereof, shall issue a permit (building permit) for a building designed for human occupancy without first obtaining the prior notification from DEQ that safe, adequate and proper sewage treatment is, or will be made available to such building. DEQ shall notify the local building official when a permit and certificates to construct and operate have been issued to a sewage treatment works or pump station in

accordance with the SCAT Regulations. It is noted that the Virginia Department of Health is responsible for issuing construction and operation permits for sewage treatment systems of single family homes.

### **3. Building Sewers**

- A. Where the wastewater from the building or structure flows by gravity to the building sewer, which is or will be connected to a public or private gravity sewer, the jurisdiction of the Code shall apply to the building drain, building sewer, and all other appurtenances up to the point of connection to the public or private gravity sewer.

Exception: Grease Control Devices installed at commercial food service establishments shall be subject to the requirements of the SCAT Regulations.

- B. Where the wastewater from a building or structure is pumped to a public or private gravity sewer (regardless of its location inside or outside of a building) and
- 1) the total daily flow is less than 2,000 gallons per day, the jurisdiction of the Code shall apply.
  - 2) the total daily flow is greater than or equal to 2,000 gallons per day, the jurisdiction of the SCAT Regulations shall apply.
- C. Where the wastewater from a building or structure is pumped to a pressurized force main, the jurisdiction of the SCAT Regulations shall apply.
- D. Where the wastewater from a building or structure is transferred via a vacuum system to a public or private sewer system, the jurisdiction of the SCAT Regulations shall apply.

### **4. Distribution Piping and Storage Tanks for Reclaimed Water Ready-for-Reuse**

- A. For the purposes of this agreement, reclaimed water ready-for-reuse is reclaimed water that has received the required treatment and meets appropriate standards for the intended reuses of that water in accordance with the WR&R Regulation and is available for reuse(s) by an end user either downstream of a connection to centralized reclaimed water service or at sites under the ownership or management of the end user where the end user is also the generator and/or distributor of the reclaimed water reused on site.
- B. Where distribution piping and/or storage tanks for reclaimed water ready-for-reuse are located outside of a building or buildings and are used to deliver the reclaimed water for reuse in a building or buildings, the Code shall apply to such piping and/or storage tanks on the same lot as the building or buildings.

- C. Where distribution piping and/or storage tanks for reclaimed water ready-for-reuse are used for purposes other than to deliver reclaimed water for reuse in a building or buildings, the WR&R Regulation shall apply to such distribution piping and/or storage tanks.
- D. Where distribution piping and/or storage tanks for reclaimed water ready-for-reuse are located inside a building and are used to deliver or distribute the reclaimed water for reuse in that building or for reuse in another building on the same lot, the Code shall apply to such distribution piping and/or storage tanks.
- E. The WR&R Regulation may also be applicable through service agreements or contracts between the end user and the provider of reclaimed water.

**5. General Agreements**

- A. It is the intention of both DHCD and DEQ to cooperate with each other in resolving any technical conflicts between the SCAT Regulations, the WR&R Regulation and the Code and in developing and implementing operational procedures to ensure and promote a constructive working relationship between local building officials, DHCD and DEQ.
- B. When practical, the Code will include a clear reference to the jurisdiction of the SCAT Regulations and the WR&R Regulation and these regulations, in turn, will include clear references to the jurisdiction of the Code.
- C. Appropriate amendments, additions, or deletions will be made to the SCAT Regulations, the WR&R Regulation and the Code, when practical, to ensure that there is no jurisdictional conflict between the regulations and the Code.
- D. Except in matters of imminent danger to public health or safety, whenever conflicts or disagreements arise between the two agencies or their staff, all appropriate regulatory procedures will be exhausted prior to any judicial action.
- E. This Agreement may be amended or terminated by mutual consent of the parties.

The undersigned agree to the Conditions of this Agreement.

\_\_\_\_\_  
 [Name, Title]  
 Department of Housing and Community  
 Development

\_\_\_\_\_  
 [Name, Title]  
 Department of Environmental Quality





## DIGITAL MARKETING REPORT

REPORTING PERIOD

September 1 - September 30, 2020

PREPARED FOR

askHRGreen.org

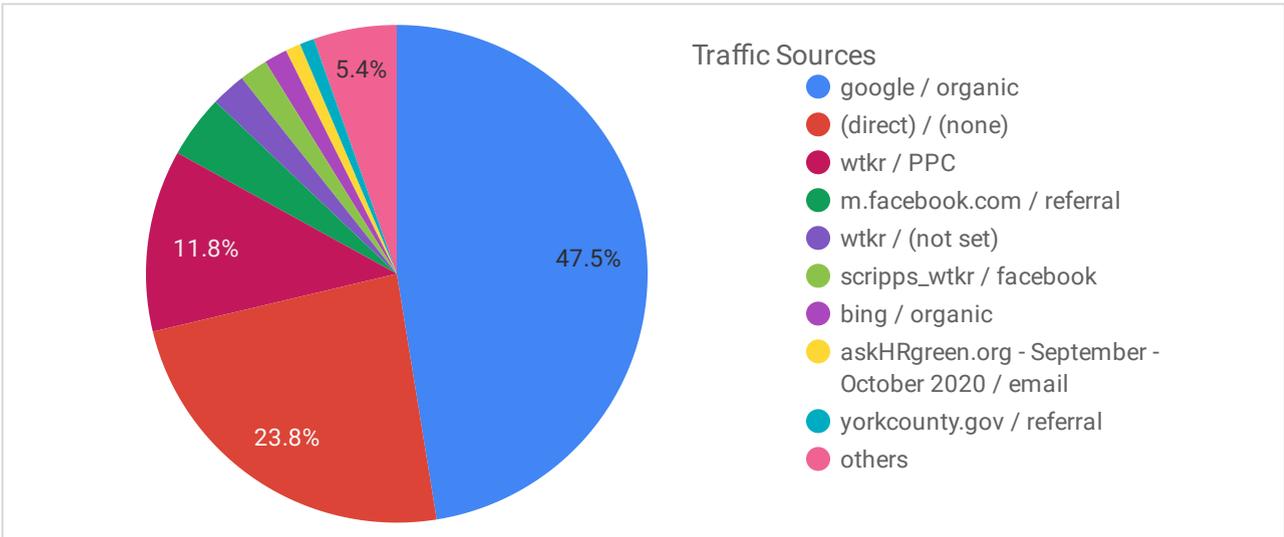
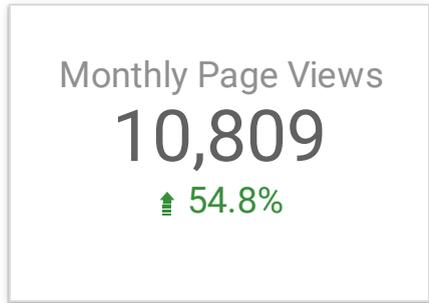
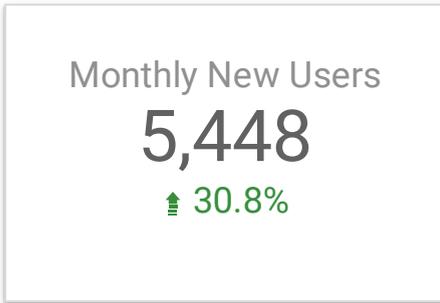
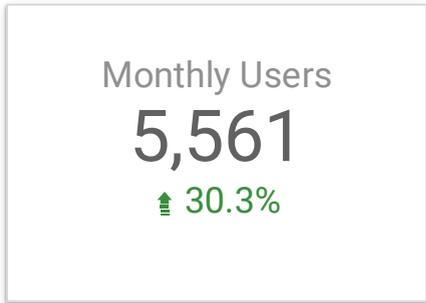
REPORTING ON

Website Activity

Social Media

PREPARED BY

Christy Klein - Digital Marketing Manager

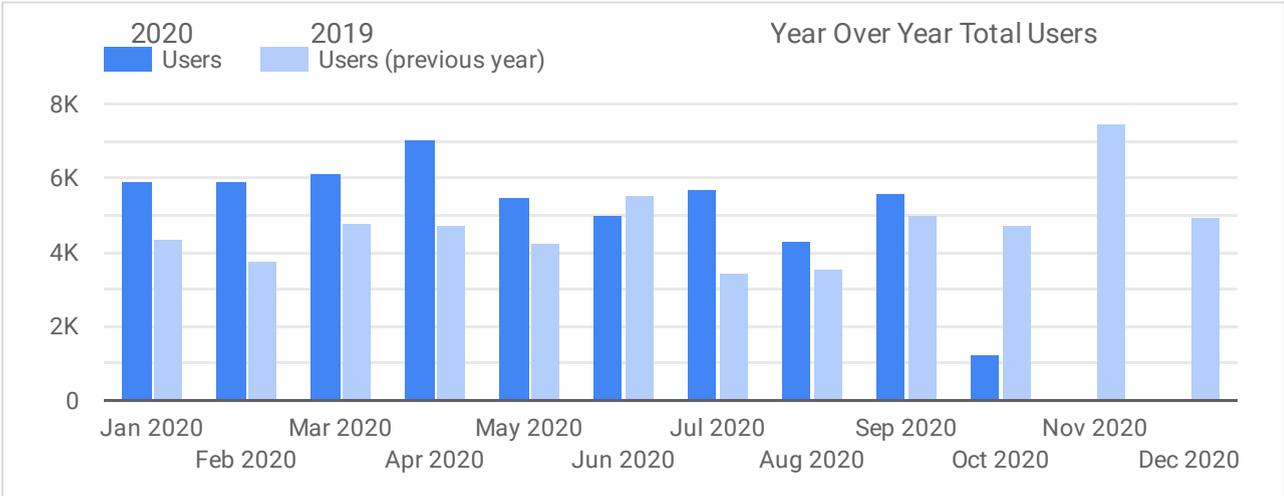


**NOTES & ANALYSIS**

All of our key web metrics have **increased by over 30%** in September. Our biggest increase was page views weighing in with a hefty **54.8%** increase.

---

During September, Google was the #1 driver of traffic to the website once again. We also saw a jump in **direct traffic** of **6.1%** compared to August.



# WEBSITE ENGAGEMENT

Sep 1, 2020 - Sep 30, 2020

Top Pages	Pageviews	% Δ
/askhr/	983	-
/	681	41.0% ↑
/gtk-gtd/lawn-garden-b...	435	11.5% ↑
/gtk-gtd/recycling-look...	429	30.0% ↑
/events-happenings/	394	65.5% ↑
/programs/great-ameri...	357	124.5% ↑
/disposable-diaper-liner...	265	-12.3% ↓
/programs/bay-star-ho...	246	143.6% ↑
/gtk-gtd/electronics-rec...	205	11.4% ↑
/campaign/the-great-a...	190	68.1% ↑

Avg. Session Duration

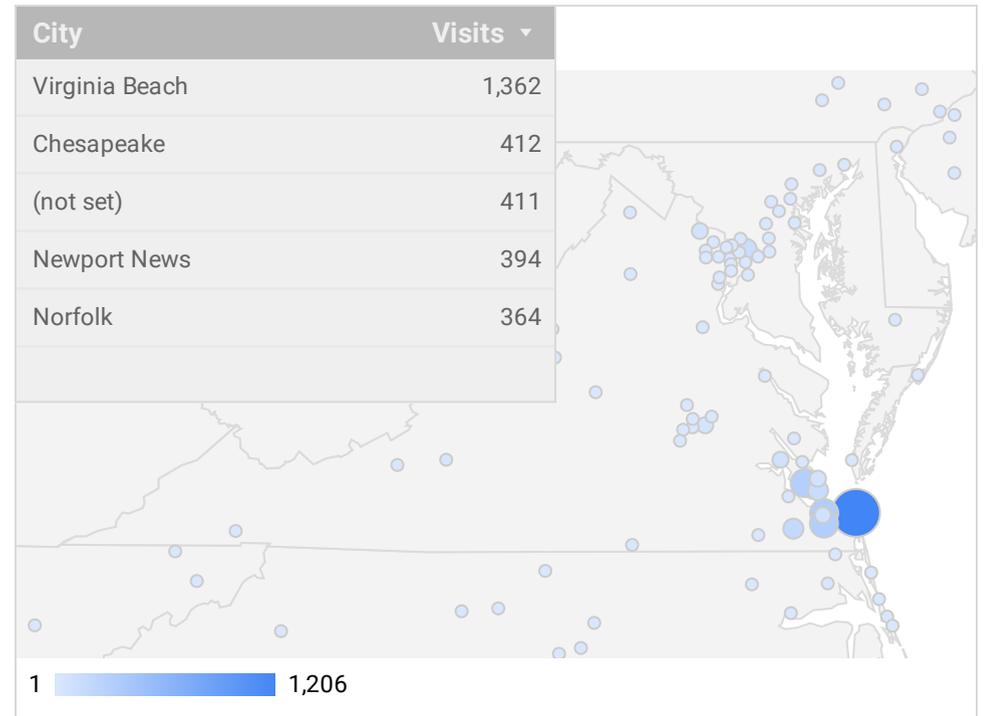
00:01:19

↑ 47.4%

Pages / Session

1.7

↑ 16.5%

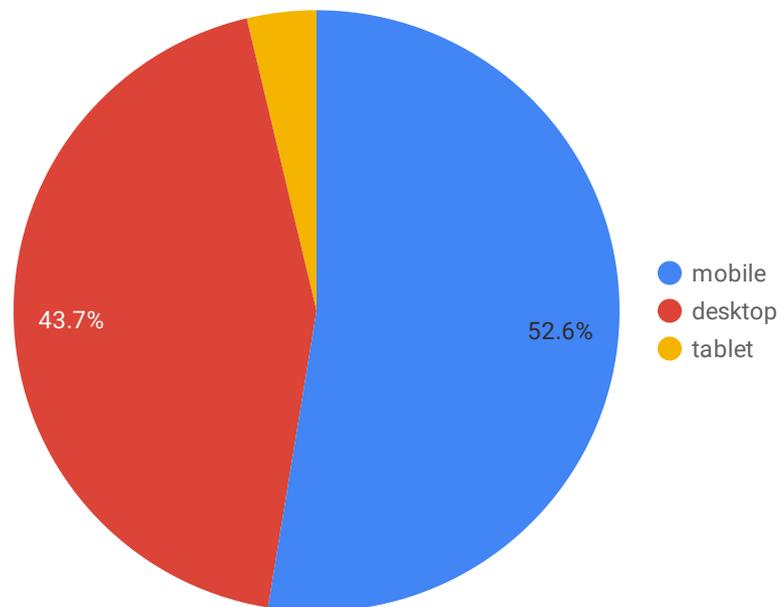


## NOTES & ANALYSIS

August saw **another** great upturn in average user session length, up **47.4%**. This time last year, our average session was only :52.

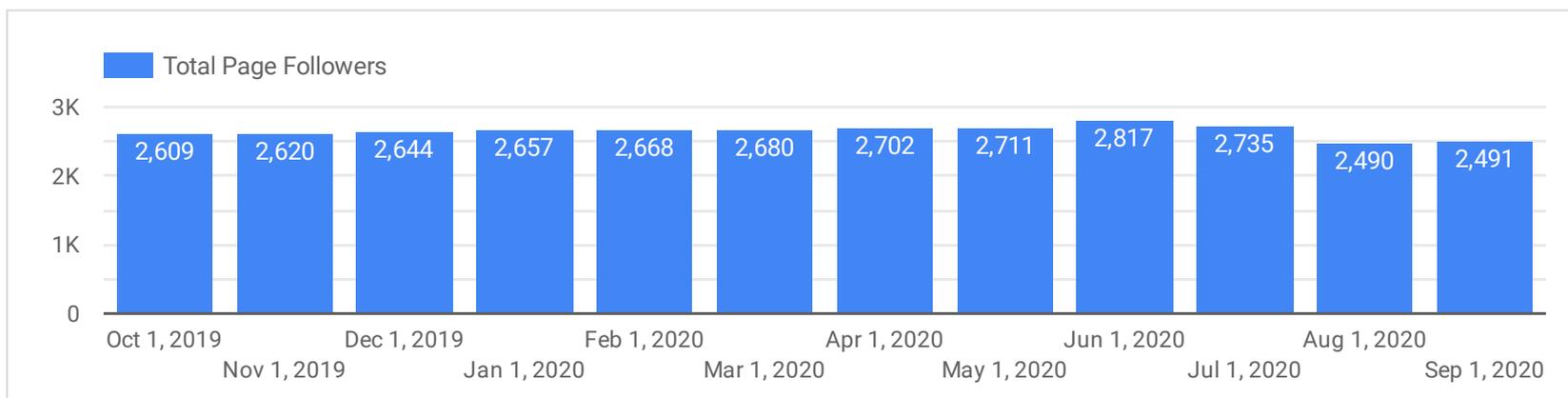
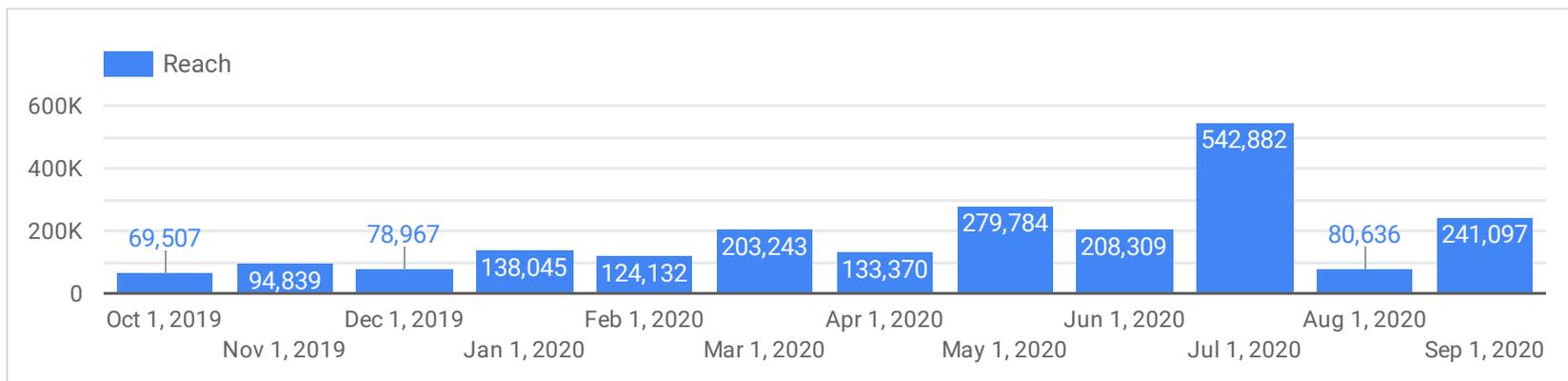
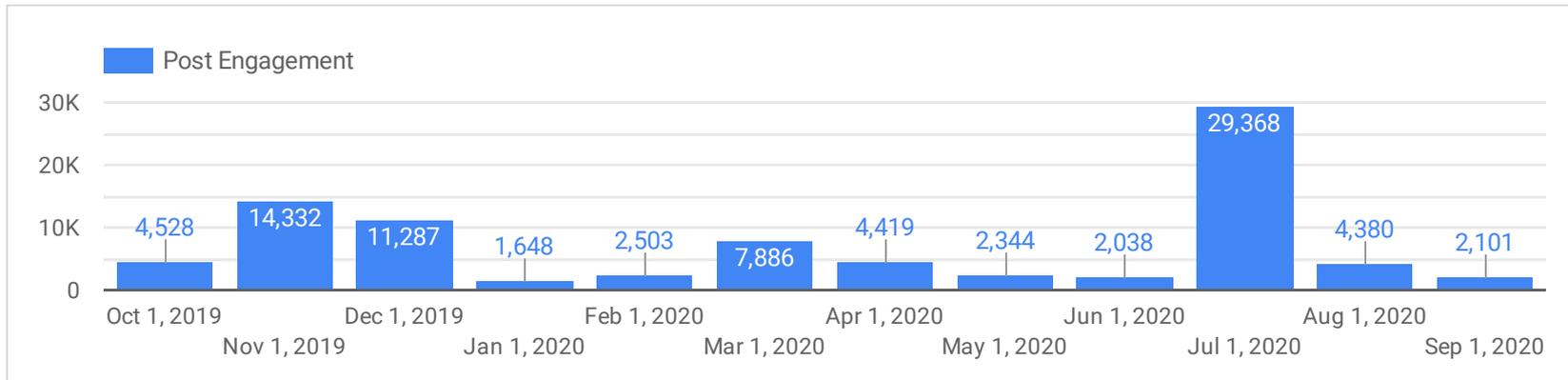
The average pages viewed per session also **increased by 16.5%**, meaning visitors are viewing more pages and viewing more valuable content.

Our lawn and garden pages are still topping the charts for most viewed pages. No surprise, as we promoted lawn care messaging in our social media posts, and a full lawn care media campaign ran throughout September. The start of fall is also a great time for people to be out in their yards as the weather starts to cool off.



# SOCIAL MEDIA / Facebook

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

Total Page followers **increased by 1** during September.

It is good to see our follower growth in the positive again, and we will continue watching closely to see how the new Facebook updates will affect our reach and follower count.

There were 32 Organic Posts and 2 Paid Ads during September. The organic post from **September 16th** wins the prize for most Engagements with a total of **100 clicks, comments and shares**.



# SOCIAL MEDIA / Facebook

## Paid Media Results

Sep 1, 2020 - Sep 30, 2020



	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements --	Engagement Rate
1.	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%
2.	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%

### NOTES & ANALYSIS

Our Facebook and Instagram ads **reached over 284k** users during September, which is a **33% decrease** in Reach from August's campaign. Though still a decrease from August, our reach is **14% better** than our reach between July and August. We will watch this closely, as our reach is still likely to be affected by lifting COVID restrictions.

 **askhrgreen.org** Sponsored ·  ...

Teamwork makes the clean-up dream work!  
You and your neighbors, co-workers, family and friends can join us for cleanup [...See More](#)



ASKHRGREEN.ORG  
**Team Up To Clean Up**  
The Great American Cleanup™ is the l... [SIGN UP](#)

 Jenn Stokes

 Like  Comment  Share

 **askhrgreen.org** Sponsored ·  ...

 It's getting close to the end of lawn-mowing season.  [...See More](#)



 John Obannard

 Like  Comment  Share

### NOTES

Above are the paid social media posts for the month of September in order by date.

The following pages are the paid media results, year-to-date. Highlighted are any posts with an engagement rate of over 0.20%. This seems like the better metric to watch, as opposed to just raw engagements.

# SOCIAL MEDIA / Facebook

## Paid Media Results Year to Date

Jan 1, 2020 - Dec 31, 2020

Colu...	Campaign Name	Starts	Ends	Reach	Impressions	Total Engagements	Engagement Rate
1. 1	Post: Green Resolution #5	Jan 17, 2020	Jan 20, 2020	58,949	58,949	4	0.01%
2. 2	Post: Green Resolution #4	Jan 14, 2020	Jan 16, 2020	56,196	56,196	192	0.34%
3. 3	Post: Green Resolution #3	Jan 10, 2020	Jan 13, 2020	57,140	57,140	0	0%
4. 4	Post: Green Resolution #8	Jan 28, 2020	Jan 31, 2020	49,567	50,456	5	0.01%
5. 5	Post: Green Resolution #7	Jan 24, 2020	Jan 27, 2020	54,287	54,931	4	0.01%
6. 6	Post: Green Resolution #6	Jan 21, 2020	Jan 23, 2020	57,456	57,752	280	0.48%
7. 7	Post: Green Resolution #1	Jan 2, 2020	Jan 6, 2020	63,527	63,527	246	0.39%
8. 8	Post: Green Resolution #2	Jan 7, 2020	Jan 9, 2020	62,176	62,176	6	0.01%
9. 9	ASK: 2020 02 25-27: Indoor Plants	Feb 25, 2020	Feb 27, 2020	51,977	51,977	233	0.45%
10 10	ASK: 2020 02 21-24: Thrifting	Feb 21, 2020	Feb 24, 2020	54,234	54,234	213	0.39%
11 11	ASK: 2020 02 7-10: What Not To Fl...	Feb 7, 2020	Feb 10, 2020	39,924	39,924	115	0.29%
12 12	ASK: 2020 02 28-29: Winter	Feb 28, 2020	Feb 29, 2020	51,765	51,765	213	0.41%
13 13	ASK: 2020 02 4-6: Superbowl/What...	Feb 4, 2020	Feb 6, 2020	37,800	37,800	125	0.33%
14 14	ASK: 2020 02 11-13: Rechargeable ...	Feb 11, 2020	Feb 13, 2020	49,207	49,207	178	0.36%
15 15	ASK: 2020 02 14-17: Valentine's Day	Feb 14, 2020	Feb 17, 2020	53,536	53,711	170	0.32%
16 16	Ask: 2020 02 18-20: President's Day	Feb 18, 2020	Feb 20, 2020	46,159	46,159	215	0.47%
17 17	ASK: 2020 03: Fix a Leak	Mar 15, 2020	Mar 26, 2020	112,640	152,210	75	0.05%
18 18	ASK: 2020 03: TU2CU	Mar 2, 2020	Mar 13, 2020	59,280	73,381	38	0.05%
19 19	ASK: What Not To Flush	Apr 1, 2020	Apr 30, 2020	89,355	257,866	515	0.2%
20 20	ASK: VOW/DWW	May 1, 2020	May 31, 2020	215,552	466,867	488	0.1%
21 21	ASK: Pet Waste Poo-Em	Jun 1, 2020	Jun 30, 2020	232,576	466,266	696	0.15%
22 22	ASK: 2020 07 Week 5 Post 3	Jul 27, 2020	Jul 31, 2020	50,693	50,693	145	0.29%
23 23	ASK: 2020 07 Week 2 Post 1	Jul 8, 2020	Jul 12, 2020	49,975	49,975	52	0.1%
24 24	ASK: 2020 07 Week 4 Post 3	Jul 24, 2020	Jul 28, 2020	53,849	53,849	183	0.34%

# SOCIAL MEDIA / Facebook

## Paid Media Results Year to Date

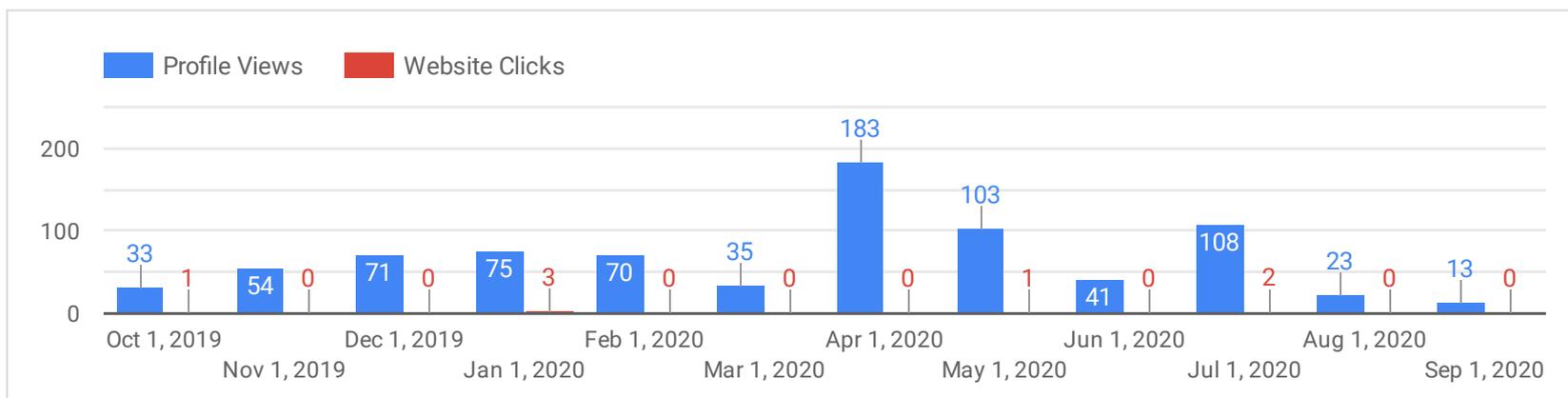
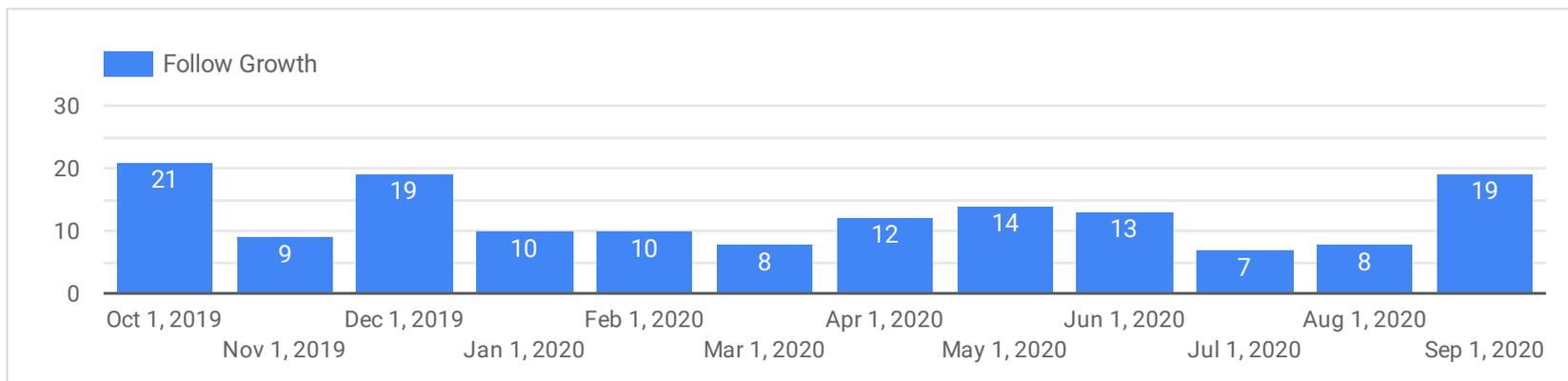
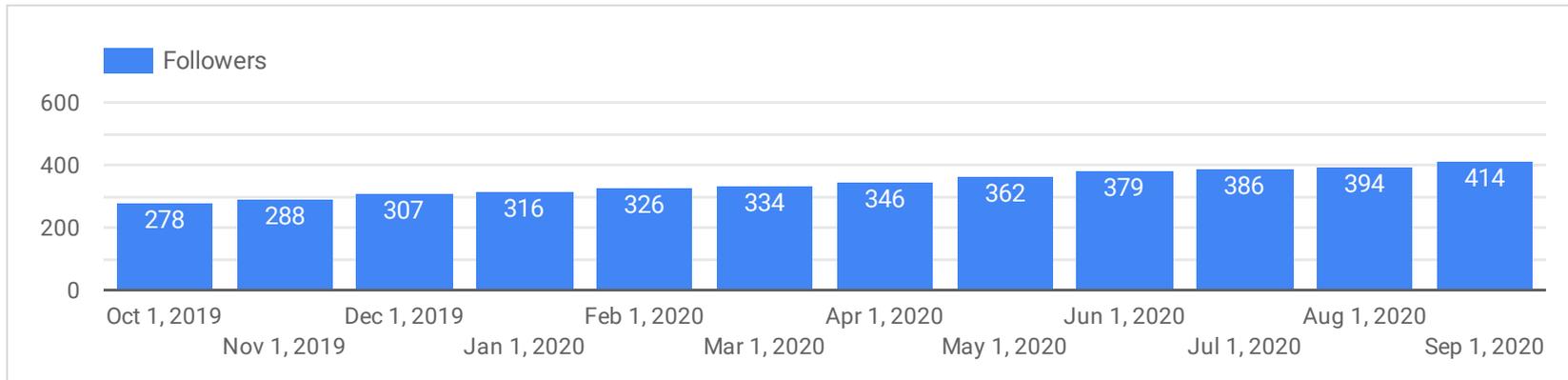
Jan 1, 2020 - Dec 31, 2020

	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	25	ASK: 2020 07 Week 1 Post 3	Jul 3, 2020	Jul 7, 2020	59,456	59,610	110	0.18%
2.	26	ASK: 2020 07 Week 2 Post 3	Jul 1, 2020	Jul 14, 2020	44,581	44,581	67	0.15%
3.	27	ASK: 2020 07 Week 4 Post 1	Jul 31, 2020	Jul 26, 2020	49,672	49,672	154	0.31%
4.	28	ASK: 2020 07 Week 2 Post 2	Jul 9, 2020	Jul 13, 2020	57,168	572,214	186	0.03%
5.	29	ASK: 2020 07 Week 3 Post 3	Jul 17, 2020	Jul 21, 2020	39,987	39,987	124	0.31%
6.	30	ASK: 2020 07 Week 3 Post 1	Jul 15, 2020	Jul 19, 2020	49,841	49,841	156	0.31%
7.	31	ASK: 2020 07 Week 3 Post 2	Jul 16, 2020	Jul 20, 2020	49,873	49,924	145	0.29%
8.	32	ASK: 2020 07 Week 2 Post 3	Jul 10, 2020	Jul 14, 2020	44,474	44,474	76	0.17%
9.	33	ASK: 2020 07 Week 1 Post 2	Jul 2, 2020	Jul 6, 2020	63,789	63,789	189	0.3%
10.	34	ASK: 2020 07 Week 1 Post 1	Jul 1, 2020	Jul 5, 2020	51,520	52,176	168	0.32%
11.	35	ASK: 2020 07 Week 5 Post 1	Jul 27, 2020	Jul 31, 2020	47,197	47,197	90	0.19%
12.	36	ASK: 2020 07 Week 4 Post 2	Jul 23, 2020	Jul 27, 2020	56,431	56,521	166	0.29%
13.	37	ASK: 2020 07 Week 4 Post 2	Jul 27, 2020	Jul 31, 2020	47,284	47,284	87	0.18%
14.	38	ASK: 2020 08 Week 3 Post 1	Aug 17, 2020	Aug 21, 2020	42,072	42,127	9	0.02%
15.	39	ASK: 2020 08 Week 2 Post 1	Aug 10, 2020	Aug 14, 2020	47,712	48,077	14	0.03%
16.	40	ASK: 2020 08 Week 4 Post 3	Aug 26, 2020	Aug 31, 2020	46,296	46,402	15	0.03%
17.	41	ASK: 2020 08 Week 3 Post 3	Aug 19, 2020	Aug 23, 2020	43,065	43,121	0	0%
18.	42	ASK: 2020 08 Week 4 Post 2	Aug 25, 2020	Aug 30, 2020	44,344	44,687	22	0.05%
19.	43	ASK: 2020 08 Week 1 Post 3	Aug 5, 2020	Aug 9, 2020	46,543	46,543	20	0.04%
20.	44	ASK: 2020 09 TU2CU	Aug 31, 2020	Sep 17, 2020	1,351	1,363	0	0%
21.	45	ASK: 2020 08 Week 2 Post 3	Aug 12, 2020	Aug 16, 2020	40,296	40,668	20	0.05%
22.	46	ASK: 2020 08 Week 3 Post 2	Aug 18, 2020	Aug 22, 2020	43,424	44,164	23	0.05%
23.	47	ASK: 2020 08 Week 1 Post 1	Aug 1, 2020	Aug 5, 2020	61,077	61,077	17	0.03%
24.	48	ASK: 2020 08 Week 2 Post 2	Aug 11, 2020	Aug 15, 2020	41,611	41,742	12	0.03%

	C...	Campaign Name	Starts	Ends	Reach	Impressi...	Total Engagements	Engagement Rate
1.	49	ASK: 2020 08 Week 4 Post 1	Aug 24, 2020	Aug 29, 2020	44,145	4,326	19	0.44%
2.	50	ASK: 2020 08 Week 1 Post 2	Aug 3, 2020	Aug 7, 2020	55,129	55,129	19	0.03%
3.	51	ASK: 2020 09 Lawn Care	Sep 21, 2020	Sep 27, 2020	113,520	115,840	43	0.04%
4.	52	ASK: 2020 09 TU2CU	Sep 1, 2020	Sep 18, 2020	167,618	241,551	160	0.07%

# SOCIAL MEDIA / Instagram

## May include Organic & Paid Traffic



### NOTES & ANALYSIS

We saw 19 new Followers during the month of September.

There were 11 Organic Posts during August. The post with the most engagement was the post from September 16th that received 9 Engagements.



Posted : September 16, 2020 2:01 PM

Are you ready to Team Up 2 Clean Up? Register now! Then grab your buddy and get started. 🧑🏻🧑🏻 That's all there is to it. But remember, here are a few things you can do anytime: 🧻 If you see trash around the neighborhood, pick it up. Be a good neighbor and set an example. 🧻 Keep litter and other debris off your streets where it can easily enter storm drains and ditches. 🧻 Be sure your trash and recycling containers stay covered to prevent trash from spilling or blowing out. 🧻 Contact the Team Up 2 Clean Up coordinator in your city or county to organize your own cleanup and receive the supplies you'll need like litter grabbers, trash bags and safety equipment. (Info at [askHRgreen.org](http://askHRgreen.org)) 🚫 But during the

# Google My Business

Queries	Users
1. styrofoam recycling near me	12
2. #5 plastic recycling near me	null
3. animal shelters that need volunteer...	null
4. aspca	null
5. attractive place near me	null
6. bike recyclery	null
7. car clubs near me	null
8. cardboard disposal near me	null
9. celebrate recovery locations	null
10. celebrate recovery near me	null

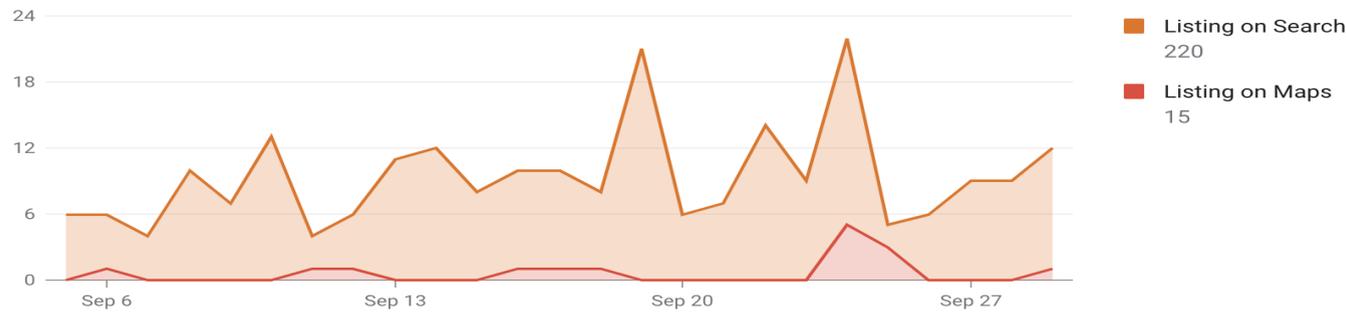
Post	Views
1. Green reads that are good reads	7
2. Turning pages leads to turning over a...	7
3. Grease Grinch	6
4. Off the driveway is the right way	5
5. For a greener, cleaner car, go to the c...	5
6. Just say no to clogs. Strain your Drain	3
7. Grease Grinch 2 (Jul 10)	3
8. There's a cleaner way to wash your car	3
9. Calculate your rate. Because anywhe...	3

## NOTES & ANALYSIS

We have seen an uptick in searches related to recycling in September and a small bump in website visits.

As a reminder, Lawn Care or Team Up 2 Clean Up media campaigns ran in September.

Total views 235



Total actions 12

