

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, January 15, 2019
Public Works Office – Newport News

Brent Werlein, VB
Lacie Wever, HRSD
Lamonte Banks, NO
Ron Johnson, HRSD
E’Laura Conrad, NN
Beatriz Patino, NN
Kate Bernatitus, NN

Regina Duncan, HA
Jason Lee, CH
Jerry Hoddinott, CH
Steven West, NO
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The December meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

January 14-17 – Home Garden’s Day + MAHSC, Virginia Beach

January 25-27 – Virginia Flower and Garden Expo, Virginia Beach*

February 9-10 – Hampton Roads Home Show, Hampton*

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

May 3-4 – Great American Cleanup Hampton Roads Kickoff events* - The Recycling & Beautification Committee is partnering with Keep Virginia Beautiful for region-wide cleanup on May 3-4. Sponsors and volunteers needed. Additional information available on the askHRgreen.org website.

*volunteers needed for this event

Action: Reserve trailer early for any 2019 events.

3. Media & Promotions

HRPDC staff reviewed the FY19 media plan with the Committee:

- Grease Grinch Campaign – ran online Nov. 19 – Dec. 24 with two weeks of radio support (Nov. 19-25 and Dec. 17-23)
- What Not To Flush video campaign – early March
- askHRgreen social media branding campaign –
 - January: Green new year’s resolutions – Committee members can enhance campaign by sharing inspiration or personal resolutions via video or photo
 - Discussed New Year’s Resolution video’s use of quitting smoking as a resolution – need to be neutral about the topic of smoking and stick with littering aspect.

Action: None.

4. Brochures & Printed Materials

The Committee reviewed a revised draft of the BMP brochure with poster. The Committee asked to add Spanish and Chinese translations under each BMP on the poster.

HRPDC staff still need to rework the yellow grease rack card. Major revisions are needed due to too much text and not fitting into the typical “Good to Know/Good to Do” format.

Other promotional items:

- The Committee approved order of Down the Drain brochure (5,000).
- Sink strainers and spatulas have arrived and available by request.

Action: HRPDC staff will rework the yellow grease rack card and request translations for the BMP poster on the brochure.

5. Website Development Initiatives

The Committee discussed new and existing development initiatives for the HRFOG.com regional certification website. Potential and outstanding tasks include:

- Updating the site to a responsive (mobile-friendly) design
 - Jacobs is working on an estimate for Committee consideration. HRPDC staff have seen the homepage design in a test environment.
- REST .api compatibility for integration with locality databases
- Full user report error – continues to be an issue
- HRPDC staff is now completing monthly data cleanups using the new reports.
- FSE load error when there are certified employees associated

Action: HRPDC staff will test the latest round of website enhancements.

6. FOG MOA

The regional MOA between HRSD and localities from 2008 was reviewed. The Committee discussed how to proceed since there is not a regional copy containing all locality signatures available through HRPDC.

- It’s not clear what localities signed the original MOA. A FOG ordinance is not required to execute the MOA.
- The Committee will review the MOA together via Google Drive and recommend any changes before asking the Directors of Utilities to reissue the MOA in each locality.

Action: Committee members should review the MOA and suggest changes.

7. Roundtable Discussion

- HRSD – Engineer’s Week February 18 – 23, Ziegler Plumbing offering ride-a-longs to any interested locality staff, discussed “flip and dip” maintenance by haulers which has negative impacts on wastewater system and FSE interceptor
- Chesapeake – Two dedicated FOG positions in FY20 budget
- Hampton – Compliance rate currently at 50 percent
- Newport News – outreach opportunity to discuss FOG with new restaurant owners, sampling again at MOB locations using composites because grabs did not reflect the known issues.

- Hauler workshop discussed for fall FY20
- Virginia Beach – considering inspection and re-inspection fees in new ordinance, FOG Inspector position vacancy for those interested, software RFP continues, targeted outreach for rags and considering grinders in high use locations, Building Code staff conditionally approved FOG process and allowing HRSD to require installation of interceptors.
- Norfolk – how to regulate a coffee shop that does not prepare food?

Action: None.

8. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Digital Marketing Report – HRPDC staff provided an overview of December’s digital marketing report. The Grease Grinch campaign page was the top page for December.

Action: None.

Next Meeting – Tuesday, February 19, 2019 at 9:30 a.m. in Chesapeake.