

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, February 19, 2019
HRPDC - Chesapeake

Brent Werlein, VB
Lamonte Banks, NO
E’Laura Conrad, NN
Kate Bernatitus, NN
Regina Duncan, HA
Jason Lee, CH
Jerry Hoddinott, CH
Steven West, NO
Regina Duncan, HA

Tom Fauber, JCSA
Jason Lee, CH
Amanda Albright, HRSD
Amy Zieman, YC
Randy Estness, YC
Reinald Spratley, SU
Rebekah Eastep, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The January meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC

March 9 – Community Association Day, Virginia Beach

April 18 – Norfolk Naval Shipyard Earth Day Fair, Norfolk

April 20 – Virginia Living Museum Earth Day, Newport News

April 22 – TCC Cares Day, Chesapeake

June 23 – Elizabeth River Fest, Virginia Beach*

**Need volunteers for this event.*

Great American Cleanup – the Recycling & Beautification Committee will be hosting region-wide cleanup and beautification event on May 3-4. Volunteers and sponsors are needed.

Trailer repairs – Because there were surplus funds in the trailer maintenance budget for FY19, a new exterior wrap will be purchased for the trailer. Additional body work and repairs to interior locks will also be completed. The cost of this work will be split by all four Committees (\$1,500 each) with the Water Awareness Committee covering any excess funds needed. RCS is working on the wrap design to be reviewed and approved by each Committee.

Action: Reserve trailer early for any 2019 events.

3. Media & Promotions

HRPDC staff reviewed the FY19 media plan with the Committee:

- Grease Grinch Campaign – reviewed results for campaign that 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 – (March 4-10) – using existing video and new radio + an online quiz/challenge
 - Reviewed and approved the new creative for the radio spot

- Reviewed and provided edits to the online quiz
- askHRgreen social media branding campaign –
 - February campaign includes Choose to Refuse message to leverage momentum from the associated Recycling and Beautification campaign.

Action: Approved WNTF radio script and suggested edits for the online quiz.

4. Brochures & Printed Materials

The Committee reviewed revised copy for the yellow grease rack card and approved the new direction for organizing content.

RCS is making requested changes for the BMP brochure/poster and having Chinese and Spanish language translations added.

Action: HRPDC staff will have RCS begin new design for yellow grease rack card.

5. Website Development Initiatives

HRPDC staff continues to work with consultant to improve HRFOG.com. Potential and outstanding tasks include:

- Updating the site to a responsive (mobile-friendly) design
- 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: Localities should send HRPDC staff any edits to HRFOG.com records as they find them.

6. FOG MOA

The regional MOA between HRSD and localities from 2008 was reviewed at the January meeting. HRSD staff have taken a look at the MOA and suggested two small changes:

- Under 1 (b), recommend taking out the requirement for requests of assistance to be in writing as the process is sometimes less formal.
- Add a section to clarify that if there is no FOG ordinance HRSD will take the lead as in FOG enforcement similar to the localities program.

When all suggested edits have been finalized, the updated MOA will be taken to the Directors of Utilities for further discussion.

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

7. Roundtable Discussion

- Suffolk – Reginald is the current contact for FOG issues
- Virginia Beach – FOG Inspector position open, dead link on HRPDC site for HRSD Grease Hauler list, new FOG software contract will allow other localities to piggyback off VB contract
- Norfolk – FOG Inspector position open, need to update email address on HRFOG.com website, replacing Hansen software with Lucidity (citywide)

- Newport News – problems with haulers improperly cleaning and submitting false data, inquired about strategies to address inconsistencies in measurement and enforcing HRSD decanting rules, suggested regional training/ mailing
- James City County – also experiencing issues with haulers and interested in another hauler training session
- HRSD – Lidle cleaning variance issued (semi-annual), MOB sampling tabled until further notice, indirect sampling of trucks and surcharge program will be priority for sampling projects, requested updated locality contact list

Action: None.

8. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Digital Marketing Report – HRPDC staff provided an overview of January’s digital marketing report.

Action: None.

Next Meeting – Tuesday, March 19, 2019 at 9:30 a.m. in Newport News.