

**askHRgreen.org | FOG Education Committee Meeting Summary**  
**Tuesday, February 20, 2018**  
**HRPDC – Chesapeake**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Beth Vandell, HRPDC  
Jerry Hoddinott, CH  
Brent Werlein, VB  
Michael Coy, YK

Tom Fauber, JC  
Brian Wilson, NO  
Cathy Filipowski, NO  
Sarah Crawford, HRSD  
Amanda Albright, HRSD

The summary for the meeting is as follows:

**1. Meeting Summary**

The January meeting summary was reviewed and approved.

- The Committee discussed the issue of septic companies not cleaning the sides of interceptors because their trucks are only equipped to pump not spray. There are some companies that will equip their trucks with a sprayer but those are the exceptions.

**ACTION:** Meeting summary approved.

**2. Events, Promotions & Media**

March 1-2 – Virginia Green Travel Conference, Virginia Beach\*

March 3-4 – Hampton Roads Home Show, Hampton\* - *Sunday volunteer needed*

March 24-25 – Daffodil Festival, Gloucester

March 24 – SEVA Community Association Day, Virginia Beach\* - *morning covered, Cathy volunteered to work in the afternoon*

April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach\* - *more volunteers are needed before participation will be requested*

April 21 – Virginia Living Museum Earth Day Festival, Newport News

June 30 – Olden Days, Smithfield

September 13-16 – Isle of Wight County Fair, Windsor

September 15 – RiverFest 2018, Chesapeake\*

September 29 – James River Fest, James City County

October 4-7 – Peanut Festival, Suffolk

\*Need volunteers for this event.

Pork Pine and Peanut Festival was mentioned as a possible event for participation. The event is held annually in July. This year's event will be July 21-22.

**Action:** HRPDC staff will send out a request for volunteers.

**3. Media & Promotions**

The Committee discussed plans for the “man on the street” video which will be part of a paid media campaign in June 2018.

- HRPDC staff will be performing the interviews at the Hampton Roads Home Show, March 3<sup>rd</sup>.

- The Committee further discussed the specific questions that would be asked and decided on the following:
  - Is it flushable? Have each respondent hold each item (disposable wipes, q-tips, feminine products, paper towels) and say whether it is flushable or not flushable.
  - Follow-up question: You can only flush the 3Ps. Can you name the 3 Ps?
- Although only one video is being produced, B-roll footage can be used to produce small social media videos or full scale videos in future budget years.

**Action:** The Committee approved the direction for the “man on the street” video questions.

#### 4. HRFOG.com Development Initiatives

CH2M has provided test scripts and HRPDC staff will be testing enhancements before they are pushed to the production site.

- Brent has comments about Access queries and will send to HRPDC staff
- The full user list and registration error have continued and are still being researched by CH2M. It was reported that some SSORs reports were failing too and that perhaps it has to do with the same server issues.
- Brian Wilson is able to produce Full User List and HRPDC staff has updated copies. Committee members were encouraged to request a copy as needed.

**Action:** HRPDC will work with CH2M to complete testing of new enhancements and troubleshooting of current errors.

#### 5. Multiple Occupancy Buildings

The Committee discussed plans to address sewer impacts from multiple occupancy buildings (MOB)

- HRPDC staff showed an example of the Bay Star Homes welcome packet (folder, printed material, relevant promotional items) used by the Stormwater Education Committee to reach out to residents.
- HRSD has collected target neighborhood data from the localities and will share estimates on number of households with HRPDC staff. Estimates will be used by the Committee to identify what types of materials could be purchased and in what quantities to effectively reach out to target neighborhoods.
- Metrics for success can be a decrease in the number of hot spot cleanings. HRSD will not be performing samples regularly enough to use new sample numbers as a measure.
- The Committee discussed collecting property management and HOA contact information at the SEVA event on March 24<sup>th</sup>.
- HRSD recommended an account with the Next Door app as an avenue for conducting outreach in hot spot areas. Sarah Crawford will check on details and requirements of gaining an approved account with Next Door.

**Action:** HRSD and Newport News will be sampling discharges to gather more information about wastewater discharges from MOB.

#### 6. The Restroom Kit

Virginia Beach recommended the Committee review and discuss this product ([www.therestroomkit.com](http://www.therestroomkit.com)) recently featured on WTKR News Channel 3. The kits include “flushable” wipes and other single use bathroom sanitation products.

**Action:** None.

## 7. Roundtable Discussion

- Virginia Beach – Interested in producing regional standards for the proper cleanup of yellow grease spills. Brent will present at several upcoming professional conferences.
- HRSD – Taking over ownership of Surry system (except the Town of Clairemont), working to get grease traps added where there are none.
- Norfolk – Cathy Filipowski has returned to work so they are back to full staffing.

**Action:** The Committee will develop yellow grease maintenance and spill cleanup standards to present for review by the Stormwater Technical Committee.

## 8. Staff Reports

*Budget* – The Committee reviewed the budget.

*Printing and Promotional Items* – The Committee asked HRPDC staff to conduct an inventory of existing print and promotional items. Soil test kits are also running low on the trailer.

*Write as Rain* – There are no updates at this time but plans remain for an April launch.

*Coast Live on WTKR* – askHRgreen.org has been invited to participate in the Earth Day themed episode of Coast Live.

*Green Learning* – Content is being finalized and will be passed to RCS for design. The Committee may get a draft to review at the April meeting. Sarah Crawford and Brent Werlein were thanked for serving on the workgroup on behalf of the Committee.

**Action:** None.

**Next Meeting** – Tuesday, March 20, 2018 at 9:30 a.m. in Newport News.