

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, February 21, 2017
HRPDC - Chesapeake

Rebekah Eastep, HRPDC
Brent Werlein, VB
Amanda Albright, HRSD
Cathy Filipowski, NO
Regina Duncan, HA
Michael Coy, YK

John Dittig, CH
Jerry Hoddinott, CH
Brian Wilson, NO
Lou Battagliola, CH
Sarah Crawford, HRSD
Tom Fauber, JCSA

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

March 11 – Community Association Day, Virginia Beach
March 25-26 – Williamsburg Home Show
April 2 – Wings & Things Hoffer Creek Festival, Portsmouth
April 22 – Virginia Living Museum Earth Day Event, Newport News
April 28 – JBB Elementary School Event, Williamsburg
May 6 – Utilities Employee Appreciation Event, Norfolk
June 8 – NASA Health & Safety Expo, Hampton
June 24 – Olden Days, Smithfield
September 30 – James RiverFest, Williamsburg
October 5-8 – Peanut Festival, Suffolk

HRPDC staff is still unsure whether we will be participating in the Mid-Atlantic Home & Garden Show due to the availability of volunteers to cover three full days.

Committee members were encouraged to reserve the trailer early for any upcoming events.

Action: None.

3. Media & Promotions

Rainy Day Sidewalk Campaign

- HRPDC provided an update on the rainy day sidewalk campaign. Final stencil designs approved via email for all four committees. The following changes were made in response to committee feedback:
 - Final stencils incorporate a new font for all designs to tighten up letter spacing.
 - Reconfiguration of pipes to be more realistic (i.e. straight not curved)
- HRPDC provided an update from the January 26th Rainy Day Sidewalk Campaign Workgroup meeting:
 - All Committees will receive three 24" x 40" messages (total 12 messages)

- Possible locations have been identified but need to be prioritized to include only 12 message applications per locality.
- Each Committee will purchase four bottles of invisible spray and localities may order extra if desired.
- Plans to apply stencils beginning in March.
- Committee members were encouraged to work with the project lead for their locality.

Media

- Holiday FOG Campaign – Nov. 19-25 – The Committee reviewed the promotional report.
- IT Came From Beneath the Streets – Jan. 30 – Feb. 5 – Promotional report to follow.
- Spring TV Campaign – Feb. 13-17 – Pickup of spring 2016 TV spot with online support.

Action: Committee members should work with their Rainy Day project lead to finalize locations for installing messages.

4. HRFOG.com Development Initiatives

CH2M has now deployed all priority 2 development initiatives and will begin working on priority 3 tasks for implementation before the end of this contract year. HRPDC staff has identified the top priorities for this last round of tasks including:

- Providing an export in administrative site for data checks
- Combining the “Profile” and “Get Certified” pages.
- Providing localities with access to the “ALL” option under FSE and FSE Worker List report (which will run faster than the all user list and return only certified users). Currently, localities can only run reports for all users or certified users associated with their locality.
- Certified hauler report for use by FSEs.

Action: HRPDC staff will continue to work with CH2M on new tasks.

5. Printing & Promotional Items

HRPDC staff will send promotional item artwork via email for Committee review.

The Committee reviewed sample pricing for purchasing house-shaped magnet clips and decided to purchase 3,000 at a price no more than \$0.65 each. The Committee requested a “scraping the plate” message on the clip. Other items on order include:

- Trivia wheel – 1 (joint purchase with all committees)
- Stainless steel mesh sink strainer – 3,000
- Compressed House Shaped Sponge – 2,500
- Compressed Towels – 2,000
- Toilet Stress Ball – 2,500

Action: HRPDC staff will send artwork for review and get new quotes for magnet clips.

6. Roundtable Discussion

The Committee discussed the following issues and concerns:

- HRSD has drafted a regional response to the preferred fryer boil-out process/response.

- HRSD inquired about the use of NAICS codes by localities. Virginia Beach, Norfolk and York County are currently collecting NAICS codes for FSEs. Because NAICS codes are not the most accurate way to estimate the actual grease production of an FSE, some localities are interested in documenting the type of restaurant (i.e. Mexican, Chinese, etc.).
- Norfolk can provide a list of yellow grease haulers active in the region for use by HRSD and other localities.
- Virginia Beach inquired about the small communities program and how this program could be used to strengthen compliance with local FOG ordinances.
- Wendy's chain restaurants are now under new management.

Action: None.

7. Staff Reports

Budget – Approved as presented.

Regional Technical Standards for the Sizing of Grease Control Devices – HRPDC staff and Brent Werlein of Virginia Beach addressed the issue of updating the technical standards at the February 1st Directors of Utilities meeting. The FOG Technical Committee will meet on March 8th at 9:30 AM to discuss GCD sizing.

Action: None.

Next Meeting – Tuesday, March 21, 2017 at 9:30 a.m. in Newport News.