

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, March 20, 2018
Newport News Public Works

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

Tom Fauber, JCC
Cathy Filipowski, NO
Kate Bernatitus, NN
Regina Duncan, HA

The summary for the meeting is as follows:

1. Meeting Summary

The February meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

March 24 – SEVA CAI’s Community Association Day, Virginia Beach
March 24 – Hoffer Creek Spring Fling, Portsmouth
March 24-25 – Daffodil Festival, Gloucester
April 5 – CNU Farmer’s Market, Newport News
*April 14-15 – Mid-Atlantic Home & Outdoor Living Show, Virginia Beach**
April 21 – Virginia Living Museum Earth Day Festival, Newport News
April 23 – NASA Earth Day Event, Hampton
April 28 – Community Empowerment Day, Newport News
May 9 – Public Service Week/DWW Celebration, Virginia Beach
May 24 – Sensible Seafood Festival, Virginia Beach
June 30 – Olden Days, Smithfield
August 25 – Bufflow Family & Friends Community Day, Chesapeake
September 13-16 – Isle of Wight County Fair, Windsor
September 15 – Elizabeth River Fest, Chesapeake*
October 4-7 – Peanut Festival, Suffolk

*Need volunteers for this event.

Trailer repairs and maintenance

HRPDC staff notified the Committee of some planned repairs and maintenance needed for the trailer. New window hinges are needed in particular as well as a complete inspection of other components. HRPDC staff plan to obtain estimates for work in May. Costs will be shared by all Committees. From this year’s budget, excess trailer/storage budget will be used to replace broken brochure holders, baskets, etc. This cost will also be shared by all Committees.

Action: Volunteers are still needed for the Mid-Atlantic Home & Garden Show on April 14-15.

3. Media & Promotions

The Committee reviewed the campaign report for the one week What Not to Flush campaign which ran 1/29 to 2/4 (in advance of the Super Bowl).

- HRPDC staff noted that the way Facebook ads are purchased has changed. Advertisers now purchase by “actions” not “impressions.”
- Advanced TV is a new strategy and has been over-performing (17,900 impressions purchased, 22,983 received with 19,501 full video views).

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 conducted interviews at the Hampton Roads Home Show, March 3rd. About 16 people participated but there was not much diversity. Overall the event had low attendance. There were some good responses and most people answered correctly.
- RCS has footage and is working on a storyboard for Committee review at the April meeting.

The Committee discussed plans for the Write as Rain campaign.

- HRPDC staff recently received stencil drafts and was reviewing them for the first time with the Committee.
- The Committee wanted a new stencil and brainstormed some concepts. The Committee agreed to use the text “wipes clog pipes” in the shape of a wipes container.
- In new designs, a hash tag will replace the askHRgreen logo since it did not transfer well last time.
- Workgroup reps are needed to represent each locality participating in the project.

Action: Committee members should consider serving on the Write as Rain workgroup.

4. HRF0G.com Development Initiatives

HRPDC staff has finished testing enhancements and given CH2M the ok to schedule the changes to be pushed to production. The Committee discussed the following additional tasks:

- Brent has developed some sample queries in Access to use in data cleanup
- The full user list and registration errors have continued and are still being researched by CH2M.
- Admins now have the ability to mark users as “inactive” however the developer needs to know what it will mean when someone is marked as inactive (i.e. should they be able to log in? should they stay in full user report?, etc.). The Committee decided not to use the inactive functionality at this time and instead purge expired records that are at least three years old (in accordance with records retention standards).
- Check on ability to purge business listings
- Add ability to select Employer during registration
- Add link to sizing standards
- Check that links to askHRgreen.org are working after website redevelopment

Action: HRPDC will continue to work with CH2M on enhancements and error resolutions.

5. Multiple Occupancy Buildings

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

- HRSD has collected target neighborhood data from Hampton, James City County, Suffolk and Chesapeake. Newport News can share their targets from their sampling program as well.

Action: Committee members should send in target neighborhood information for use in determining number of outreach materials needed.

6. Yellow Grease Disposal

This discussion was moved to April. In the meantime, HRPDC staff will work with Virginia Beach to develop a draft content document.

Action: Draft content will be created for Committee review.

7. Hood Cleaning Procedures

The Committee decided to move this discussion to April to allow participation from HRSD.

Action: None.

8. Roundtable Discussion

- Virginia Beach – Southeastern FOG Alliance Conference & Sewer Collections Conference in April, Washington Council of Governments has launched the ProtectYourPipes.org campaign which could be a partnership opportunity, experiencing a high inspection failure rate and increases in SSOs in Virginia Beach, RFP out for a FOG-specific management application
- Norfolk – It would be helpful to have some sort of catalog of materials available on the trailer.

Action: None.

9. Staff Reports

Budget – The Committee reviewed the budget.

Printing and Promotional Items – Wristbands are on order and should arrive soon. HRPDC staff will conduct another inventory of printed materials and promotional items.

Action: None.

Next Meeting – Tuesday, April 17, 2018 at 9:30 a.m. at HRPDC in Chesapeake.