

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, April 18, 2018
HRPDC - Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Michael Coy, YK
Cathy Filipowski, NO
Kate Bernatitus, NN
Regina Duncan, HA

Phillip Jones, IOW
Sarah Crawford, HRSD
Amanda Albright, HRSD
Michael Coy, YK
Brian Wilson, NO
Jerry Hoddinott, CH

The summary for the meeting is as follows:

1. Meeting Summary

The March meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

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

May 31 – Public Works Annual Picnic, Virginia Beach

June 2 – Celebrate the Park (Mariners Museum), Newport News

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**

*September 22 – Bay Days, Hampton**

October 4-7 – Peanut Festival, Suffolk

*Need volunteers to staff event.

Trailer repairs and maintenance

HRPDC staff reminded the Committee that repairs and maintenance are 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 in May. Costs will be shared by all Committees.

Trailer Host – Suffolk Public Utilities will be housing the trailer beginning July 1.

HRSD Earth Day blogs – Sarah Crawford and HRSD sustainability team members are contributing a series of blogs on plastics for Earth Day.

Action: HRPDC staff will get trailer repair estimates during the month of May.

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 conducted interviews at the Hampton Roads Home Show, March 3rd. About 16 people participated but there was not much diversity. There were some good responses and most people answered correctly.
- RCS has provided the video storyboard and voiceover script for Committee review. The Committee approved the creative with the following changes:
 - Add a “wink” from the toilet to further highlight that the toilet is a face.
 - Match the intro language to that of other videos in the series.
 - Show money signs going in the toilet not out of the drain.
- Three videos will be produced. The full length spot and two 15-second teaser videos to use in ad placement.

The Committee discussed plans for the Write as Rain campaign.

- Stencil vendor has a 4-6 week production schedule so it would be a rush to get everything in place for the campaign before school is out for summer break. For that reason the workgroup determined it would be best to move the campaign to the fall.
- RCS has provided stencil designs for review but with the new timeline, HRPDC staff recommended rethinking the messages and stencils to see if there is a creative way to increase interaction and engagement.
- Localities can start applying stencils as soon as the stencils are produced and spray is received, however, the public relations push for the campaign will happen around the “back to school” time period.
- Committee members were encouraged to join the workgroup or consult with the representative from their locality. Another workgroup meeting will be scheduled in May.

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

4. HRFOG.com Development Initiatives

HRPDC staff had no updates on HRFOG.com developments. HRPDC staff will follow-up with CH2M about the proposed timeline for pushing new enhancements to production.

Action: HRPDC staff will notify the Committee of any planned downtime for HRFOG.com when enhancements are pushed to the live site.

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 targets from their sampling program as well. This data is needed for creating the regional HRSD sampling plan.
- The Committee discussed participating in the SEVA Community Association Day next year as a presenter to address FOG and potentially other askHRgreen priority areas.

Action: HRPDC staff will send another call for target neighborhood information.

6. Yellow Grease Disposal

The Committee discussed and made changes to the draft content for the yellow grease disposal and cleanup guide. HRPDC staff will send draft for Brent to review. Brent should add spill cleanup instructions to the material. The Stormwater Education Committee will also review the guide once complete.

The Committee discussed also creating a resource specifically for haulers.

Action: HRPDC staff will work with Brent to finalize the yellow grease disposal guide.

7. Hood Cleaning Procedures

The Committee discussed proper procedures for disposing of hood cleaning waste:

- HRSD has ok'd wash water being dumped into any drain with a GCD attached. The other alternative is for the company to recover and carry off waste water.
- More research is needed on recovering wastewater and cleaning techniques (steam v. degreaser).
- HRSD can perform inspections of known contractors to learn more but would be interested in finding and inspecting other contractors if anyone is aware of others.
- Contacting the fire marshal and reviewing the fire code were also recommended.

Action: The Committee will continue to discuss hood cleaning procedures as more information becomes available.

8. Printing and Promotional Items

The Committee reviewed current inventory levels and requested quotes for the following items:

- Sponges – 5,000
- Toilet squeezers – 5,000
- FOG rack cards
- Compressed Wash Cloths – 2,000

Action: HRPDC staff will get quotes on suggested items for the Committee to review in May.

9. Roundtable Discussion

- Hampton – Touch a Truck event was a success.
- Chesapeake – Aqua Virginia purchase has been priority with City Attorney.
- Norfolk – Found restaurant using one certification with multiple names (the ID number is the same for all certificates); a product is being marketed to FSEs that claims to clean system without needing to clean GCD in the traditional way.
- Isle of Wight – Discussed backflow prevention for Shire products.
- HRSD – 7 Cities Environmental Services are offering grease trap inspections (sludge judge reading) for \$50.

Action: None.

10. Staff Reports

Budget – The Committee reviewed the budget.

Action: None.

Next Meeting – Tuesday, May 15, 2018 at 9:30 a.m. in Newport News.