

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, March 21, 2017
Public Works – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Amanda Albright, HRSD
Cathy Filipowski, NO
Jerry Hoddinott, CH

Lou Battagliola, CH
Brent Werlein, VB
Bob Hewitt, VB
Danny Stewart, VB
Ellen McBride, RCS

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 18-19 – Anthem Eco Fair, Norfolk & Virginia Beach
April 20 – TCC Cares Earth Day Event, Chesapeake
April 22 – Virginia Living Museum Earth Day Event, Newport News
April 22 – Community Empowerment Fair, Newport News
April 28 – JBB Elementary School Spring Event, Williamsburg
May 6 – Norfolk Utilities Employee Appreciation Event
May 10 – Virginia Beach Public Utilities Public Service Week & DWW Celebration
May 25 – Sensible Seafood Festival, Virginia Beach
June 3 – Clean the Bay Day Event, Virginia Beach
June 8 – NASA Langley Safety & Health Expo, Hampton
June 24 – Olden Days, Smithfield
September 14-17 – Isle of Wight County Fair, Windsor
September 30 – James River Fest, Williamsburg
October 5-8 – Peanut Festival, Suffolk

Action: None.

3. Media & Promotions

Media Campaign Reports

The Committee reviewed the campaign reports for the following campaigns:

- What Not to Flush TV campaign - Jan. 30-Feb. 5
- Down the Drain TV campaign – Feb. 13-Feb. 19 – native content ads did not run with campaign because of a technical issue on the part of WTKR.com. Those ads are running now and a new campaign report will be provided once the ads are finished running.
- The Committee should begin FY18 media planning at the May meetings.

Rainy Day Sidewalk Campaign

HRPDC provided an update on the rainy day sidewalk campaign.

- Stencils have been applied in Virginia Beach, James City County, Newport News, Suffolk, York County and Hampton. Chesapeake and Portsmouth are up next. Stenciling can

continue until product is gone. After everyone has had a chance to apply the first round of stencils, a second round of applications will be planned.

- Officially launching the campaign this week with a “reveal” at the monthly PDC meeting, blog post and news release. Hampton Roads Show confirmed to tape PDC meeting reveal.
- Locality resources will be distributed after the campaign is officially announced.
- Regional map created with Google Maps to help people find stencil locations near them.
- HRPDC staff have created an askHRgreen Instagram account and will be using it to promote the sidewalk campaign.
- RainLit - similar campaign launched in Williamsburg this spring that focuses on literature quotes. HRPDC staff reached out to the City of Williamsburg has gotten approval for askHRgreen stencils to be applied along with the RainLit messages.

Action: Committee members were encouraged to promote the sidewalk campaign locally.

4. HRFOG.com Development Initiatives

CH2M continues to work on priority 3 tasks.

- Small localities have been added to the drop down lists for adding establishment info.

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

5. Printing & Promotional Items

The Committee reviewed quotes for “What Not to Flush” stickers and decided to purchase 2,500 at \$0.43 each. Other promotional items purchased this fiscal year include:

- Sink strainers – available
- Toilet-shaped stress balls - available
- Magnet clips – on order
- Compressed towels – on order

The Committee also discussed a joint purchase of reusable bags with the other askHRgreen committees in FY18. The bag style will likely be the same as the current bags.

Action: HRPDC staff will order WNTF bathroom decals.

6. Hampton roads Technical Standards for the Sizing of GCDs

The Committee reviewed preliminary data collected by Hampton, Norfolk and Virginia Beach. The Committee agreed that adding the current cleaning frequency to the data collected would be helpful when interpreting the results. Brent Werlein will continue to work with participating localities to collect data through the end of April. Final data will be reported to this Committee at the May meeting. Another FOG Technical meeting will be held to discuss the results as well.

Action: Participating localities should continue to collect and report data to Virginia Beach.

7. Roundtable Discussion

The Committee had no items for discussion.

Action: None.

8. Staff Reports

Budget – Approved as presented.

Website Redesign Project Update – HRPDC staff has completed content review and is currently working to review website resources. HRPDC staff will be distributing a spreadsheet to collect the information needed to populate the locality page of the website.

Action: HRPDC staff will distribute the locality content spreadsheet.

Next Meeting – Tuesday, May 16, 2017 at 9:30 a.m. in Newport News.