

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, June 19, 2018
HRPDC – Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Regina Duncan, HA
Amanda Albright, HRSD
Jerry Hoddinott, CH
Brent Werlein, VB

Michael Coy, YK
E’Laura Conrad, NN
Kate Bernatitus, NN
Mike Mee, AH Environmental
Ellen McBride, Red Chalk Studios (via phone)

The summary for the meeting is as follows:

1. Meeting Summary

The June meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

August 25 – Bufflow Family & Friends Community Day, Chesapeake – No volunteers available but will be participating in an alternate event August 18th (Unity in the Community)

September 8 – Newport News Go Green Festival

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

September 15 – VB Master Gardeners Fall Festival, Virginia Beach

September 15 – Elizabeth River Fest, Chesapeake*

September 22-23 – Bay Days, Hampton*

October 4-7 – Peanut Festival, Suffolk

**Need volunteers to staff event.*

Trailer repairs and maintenance

- Two estimates have been completed for trailer repairs. There were some differences in what repairs were recommended by the companies but both were under \$3,000.
- HRPDC staff plans to select a company and have repairs made in August.

Action: HRPDC staff will get trailer repaired. Committee members should consider volunteering for an upcoming event.

3. Media & Promotions

FY19 Planning

Red Chalk Studios lead a discussion of past campaigns and media campaign priorities for the new fiscal year.

- The Committee reviewed existing creative for all campaigns created to date: Clog-Free Season, It Came from Beneath the Streets (used in movie theaters), What Do You Know video (re-edit to add medication to the list of what not to flush), Turducken, Know the Cleanup Plays, and Myth Grinders (concept performed well).
- RCS recommended a year-round askHRgreen branding campaign on social media which would draw attention on Facebook/Instagram when committee messages are not

running and help build social media followers. If supported by all committees, that cost would be about \$1,500 per year from the committees' media budgets.

- Video is becoming a more versatile and engaging platform for reaching citizens. When used online it also has strong reporting metrics such as video views and completions.
- The Committee discussed some possible campaigns for FY19:
 - Commercial grease trap cleaning outreach
 - Medication disposal – possible use of DC Metro COG “Protect Your Pipes”
 - Garbage disposal
 - New video that covers both FOG and What Not to Flush

Action: Committee members should think about local outreach priorities and be prepared to finalize media plans at August meeting.

4. Brochures & Printed Materials

Yellow Grease Disposal & Cleanup Guide – The Committee reviewed content as edited by the Stormwater Education Committee. RCS has provided a quote for designing the proposed Yellow Grease FSE rack card and the BMP brochure for a total of \$3,785.50. The Yellow Grease rack card for professional spill response companies will be designed by HRPDC staff and printed only as needed by localities.

Good to Know/Good to Do BMP Brochure – RCS has provided a quote for designing the proposed Yellow Grease FSE rack card and the BMP brochure for a total of \$3,785.50. HRPDC staff has reached out to Goldstreet for pricing and information about the pre-designed “FOG Monster” brochure and should hear more from them next week. The Committee will hold off on a decision until they can compare pricing for the two options.

FOG Rack Card: The Committee made a few edits to the list of FOG examples and added that the public could request a sink strainer from askHRgreen.org. The design was approved with these edits.

Action: HRPDC staff will get quotes from Goldstreet for FOG Monster brochure and place order for 5,000 of the newly designed FOG rack cards.

5. Printing and Promotional Items

The Committee discussed any promotional items needed for FY19.

- The following promotional items were already ordered and are now available: 5,000 sponges, toilet squeezers & compressed wash cloths.
- HRPDC staff discussed the “Where Does it Go?” game created by the Recycling & Beautification and inspired by a similar game created by Kate Bernatitus for FOG/what not to flush. The Committee could produce a similar game for a couple hundred dollars for use at schools/community events.

Action: Committee members should consider promotional item needs for FY19 and make arrangements with HRPDC staff to pick up supplies as needed.

6. FOG Contact & Ordinance Updates

The Committee reviewed the current versions of the FOG Enforcement Response by Locality document and FOG Ordinance.

Action: None.

7. Roundtable Discussion

- Newport News – using composite sampling to get more accurate results from MOB effluent looking into structural/infrastructure issues in PM areas, MOB ordinance possible (required public outreach to tenants after first stoppage then possible enforcement)
- Virginia Beach – shared FOG CCTV picture, oceanfront inspections are complete, continued issues with getting sizing standards used locally, looking for copy of signed MOA agreement and notes from any meetings with codes officials.
- HRSD – attended hood cleaning inspection with fire marshal's office, frequency of hood cleanings differs by type of establishment, many hood cleaning companies are mobile businesses with residential addresses.

Action: None.

8. Staff Reports

Budget

- The Committee reviewed the FY18 and FY 19 budgets. Carryover has not yet been finalized. HRPDC staff also noted that there will be excess funds in the trailer budget should the Committee need to use it elsewhere.

Green Learning

- Green Learning Guide and Teacher's Guide are now complete.
- HRPDC staff is pursuing printing sponsors to get printed copies of Green Learning for every third grade student in Hampton Roads. If a sponsor cannot be found, the Committees can consider splitting the cost to do so.

Action: HRPDC staff will pursue printing sponsor for the Green Learning Guide.

Next Meeting – Tuesday, August 21, 2018 at 9:30 a.m. in Chesapeake.