

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, August 15, 2017
HRPDC Office, Chesapeake

Katie Cullipher, HRPDC
Beth Vandell, HRPDC
Amanda Albright, HRSD
Cathy Filipowski, NO

Jerry Hoddinott, CH
Brent Werlein, VB
Regina Duncan, HA
Tom Fauber, JCSA

The summary for the meeting is as follows:

1. Meeting Summary

The July meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

September 7 – Green Environmental Center Opening, VWU, Virginia Beach

September 14-17 – Isle of Wight County Fair, Windsor

September 17 – RiverFest, Virginia Beach (need one more volunteer from 1-4)

September 30 – James River Fest, Williamsburg

October 5-8 – Peanut Festival, Suffolk

October 7 – Lynnhaven River NOW Fall Festival, Virginia Beach – still need volunteers for this event (HRSD will have a booth and may be able to help)

October 7 – Arbor Day Festival, Norfolk (KNB staffing a table)

October 21 – Hampton Comic Con – Brent is willing to staff 10-6 – HRPDC will secure a free booth

October 24-25 – NN Shipbuilding Event, Newport News

Action: HRPDC will send out request for volunteers needed for events.

3. Media & Promotions

The Committee discussed the draft media schedule/plan for the year and agreed to the following:

- Holiday “Can the Grease” Media campaign to run for 1 week in November - \$7072.50 – this is a digital campaign & pickup of existing creative assets
- What Not to Flush/It Came from Beneath the Streets Media campaign to run for 1 week in late winter/Superbowl timeframe - \$11,822.50 – Digital, Radio & Video
- NEW Campaign – “What Do You Know” video – to be developed with media support to run in spring/summer - \$11,822.50 + \$3,600
- Promotion – Write as Rain Round II – The Committee expressed interest in possibly pursuing this joint promotion if the other committees do so this fiscal year.

Action: HRPDC staff will coordinate with Red Chalk Studios on the selected media promotions and come back to the Committee with a revised media schedule to reflect these decisions.

4. HRFOG.com Development Initiatives

HRPDC staff has coordinated with CH2M to review the development task list and reprioritize the significant tasks. The Committee discussed continued spam attacks, and HRPDC staff has

requested that this be moved up in priority on the task list for CH2M to address with a captcha solution. In addition, streamlining the login process for users is another high priority task to be addressed before some of the other lower priority development initiatives.

Action: HRPDC will follow up with new development has been moved into production or is ready for end user testing.

5. Hampton Roads Technical Standards for the Sizing of GCDs

The Committee (with representation of the FOG Technical Committee) discussed the revised technical standards that have been presented as a draft to the Regional Directors of Utilities Committee (DUCs) at their August 9 meeting. The remaining issue to be addressed is DFU values for floor drains as code would assign DFU based on outlet fixture size, which could greatly inflate the sizing of GCDs when floor drains are not a significant source for FOG. The Committee agreed to assign a value of 0.1 to floor drains and HRPDC staff will update that and add a footnote about that with an explanation. Dishwasher connections to GCDs were also discussed and HRSD will need to weigh on that as not connecting a dishwasher to grease traps when a pre-wash sink is present differs from what HRSD has previously enforced. Amanda Albright will research that and provide HRSD's input. Final revisions will be sent out to the FOG Technical Committee for final tweaks before it is included in the September agenda packet for the DUCs to vote on approving.

Action: HRPDC staff will send out revised technical standards for final feedback and prepare the final document for the DUCs to review/approve.

6. Roundtable Discussion

- Norfolk – Brought reusable bag samples for the group to see. Shared Aqua-zyme Disposal Systems testing results that analyze a tank load of grease interceptor pump out for conversion process – dewatering and conversion to compost for land application. Norfolk not convinced based on limited test results.
- Virginia Beach – Has a request in to Dept of Agriculture regarding biodiesel haulers permits – having problems with certain haulers – showed pictures of poorly maintained yellow grease containers. Looked at Seattle FOG Program that has been in place for many years and is now seeing a resurgence of grease problems in their systems and is now addressing in new ways. Interesting to watch the progression and continued need for education. National Plumbing Association offered FOG training credits.

Action: None.

7. Staff Reports

Budget – Approved the current budget as presented.

HRPDC staff will resend the NRA (National Restaurant Association) toolkit out to committee members. Great resource for FSEs.

Action: None.

Next Meeting – Tuesday, September 19, 2017 at 9:30 a.m. in Newport News.