

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, September 18, 2018
HRPDC – Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Regina Duncan, HA
Amanda Albright, HRSD
Brent Werlein, VB
Rachael Gaul, NO

LaMonte Banks, NO
Lacie Wever, HRSD
Brian Wilson, NO
Mike Coy, YK
Randy Estness, YK

The summary for the meeting is as follows:

1. Meeting Summary

The August meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

September 29 – James Riverfest, Williamsburg

October 1 – Virginia State Fair, Doswell, VA* - in partnership with Keep Virginia Beautiful

October 4-7 – Peanut Festival, Suffolk

October 6 – Elizabeth RiverFest, Chesapeake*

October 6 – Lynnhaven River Now Fall Festival, Virginia Beach

October 22 – HII Environment, Health & Safety Expo, Newport News

November 13 – Anthem Eco Fair, Virginia Beach*

November 15 – Anthem Eco Fair, Norfolk*

**Need volunteers for this event.*

Action: Committee members should consider volunteering for an upcoming event.

3. Media & Promotions

Write as Rain – The Write as Rain campaign is now underway:

- News release has been issued. A swiss cheese release for locality use is forthcoming.
- Map showing stencil locations is available on the blog.
- Prizes received from partnering radio stations. Tickets to Nationals game will be used in a separate promotion due to the turnaround time for the tickets.
- Social media contest – post pictures with a stencil or a picture/video of what you do to live “green.” Winners will be selected at random from those using #askHRgreen.

FY19 Planning – The Committee finalized media campaign priorities for FY19:

- Man on the street video for what not to flush to run at any time but being mindful to space out campaigns throughout the year
- askHRgreen brand campaign for social media (\$1,500 per committee)
- Search Engine Marketing (SEM) will continue
- Holiday themed “Grease Grinch” spot – new creative in the style of the RMTL radio and video ads.

Action: Committee members should promote Write as Rain campaign. HRPDC staff will work with RCS to develop a media plan and budget for Committee approval.

4. Brochures & Printed Materials

Good to Know/Good to Do BMP Brochure – The Committee reviewed existing resources and discussed content to include in the new brochure/poster to be created by Red Chalk Studios.

- Suggested adding the Chinese and Spanish language text to BMP poster

Action: HRPDC staff will create a content document for review by the Committee before handing off to RCS for design.

5. Website Development Initiatives

The Committee discussed new and existing development initiatives for the HRFOG.com regional certification website. Potential and outstanding tasks include:

- Updating the site to a responsive (mobile-friendly) design
- REST .api compatibility for integration with locality databases
- Full user report error
- Data QC reports finalized
- FSE load error when there are certified employees associated

Action: HRPDC staff will work with Jacobs to continue troubleshooting and enhancements for HRFOG.com

6. Roundtable Discussion

- York County – Continuing registration process with local FSEs
- Norfolk – Last meeting for Brian Wilson. LaMonte will be available in the interim should needs arise.
- Virginia Beach – Updating FOG ordinance, requiring PDI certified interceptors, considering changes to cleaning frequency based on monitoring results
- HRSD – asked localities if there was a yellow grease hauler list that could be shared

Action: Localities should share any yellow grease haulers lists they have with the committee.

7. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Action: None.

Next Meeting – Tuesday, October 16, 2018 at 9:30 a.m. in Chesapeake.