

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

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Beth Vandell, HRPDC
Brent Werlein, VB
Michael Coy, YK

Lacie Wever, HRSD
Rachael Gaul, NO
Lamonte Banks, NO
Phillip Jones, IW

The summary for the meeting is as follows:

1. Meeting Summary

The November meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

December 14 – Continental Automotive Energy & Environment Day, Newport News

January 12 – Jam’n Jamz, Norfolk

January 25-27 – The VA Flower & Garden Expo, Virginia Beach* - pending

February 9-10 – Hampton Roads Home Show, Hampton*

February 19 – Colonial Heritage Garden Club, Williamsburg/JCC*

*volunteers needed for this event

Action: Reserve trailer early for any 2019 events.

3. Media & Promotions

HRPDC staff reviewed the FY19 media plan with the Committee:

- Grease Grinch campaign – running online through Christmas (Nov. 19-Dec. 24) with two weeks of radio support (Nov. 19-25 and Dec. 17-23)
 - Video file was sent out by HRPDC staff for use on municipal channels.
- What Not to Flush Man on the Street campaign
- askHRgreen SEM/social media brand campaign
 - November social media campaigns – “I am thankful for…” videos compiled for Thanksgiving video.
 - December social media campaigns – Committee members are asked to share green holiday traditions and/or gift giving ideas.

Action: None.

4. Brochures & Printed Materials

RCS has not yet sent the updated BMP brochure with poster. HRPDC staff will plan to distribute the updated version via email.

HRPDC staff have not yet reworked the yellow grease rack card. Major revisions are needed due to too much text and not fitting into the typical “Good to Know/Good to Do” format.

Action: HRPDC staff will rework the yellow grease rack card and send updated brochure via email for Committee review.

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
 - Jacobs is working on an estimate for Committee consideration. HRPDC staff have seen the homepage design in a test environment.
- REST .api compatibility for integration with locality databases
- Full user report error – continues to be an issue
- Data QC reports have been provided to HRPDC staff for review. Some updates will require help from consultant in the backend database.
- FSE load error when there are certified employees associated

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

6. Roundtable Discussion

- HRSD – Inquired about how localities handle yellow grease containers (Are they required in new construction? Should they be required in the ordinance? How is it handled when FSE does not have bins?), yellow grease thefts being reported
- Virginia Beach – Updating FOG ordinance with reinspection fees, references to newer technology, possibly increase reporting responsibility of haulers, RFQ out for FOG software purchase, continuing to work with Permits and Inspections on GCD installations.
- Norfolk – microgrants and loans available through EDA to help restaurants install grease traps/interceptors, interested in partnering with VDH to include FOG education in required training programs, looking for hands-on activities for third-fourth grade students
- York County – interested in Valley Proteins contact for receiving quarterly reports on yellow grease and pump outs.

Action: None.

7. Staff Reports

Budget - The Committee reviewed the FY19 budget.

FOG MOA – The Committee discussed possibly updating the MOA. Committee members should review prior to the January meeting to determine what changes would be needed.

Green Learning Guides – Green Learning guides have started being distributed to schools and a press release was distributed to promote the new resource.

Action: Committee members should review MOA for any updates.

Next Meeting – Tuesday, January 15, 2019 at 9:30 a.m. in Chesapeake.