

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, June 18, 2019
HRPDC – Chesapeake

Jerry Hoddinott, CH
 Amy Ziemann, YC
 Lacie Wever, HRSD
 Jason Lee, CH
 Rachael Gaul, NO
 Lindsay Dierks, NO
 Steven West, NO
 Ron Johnson, HRSD

Lacie Wever, HRSD
 Phil Jones, IW
 Randy Estness, YC
 Katie Cullipher, HRPDC
 Rebekah Eastep, HRPDC
 Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The May meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

6/23	Elizabeth River Fest	Virginia Beach
6/28	TGIF Summer Concert Series	Suffolk
8/9	TGIF Summer Concert Series	Suffolk
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival	Virginia Beach

HRPDC staff will hold dates for Isle of Wight County Fair, September 12-15 and send out an upcoming trailer event scheduled with Chesapeake Parks and Rec.

Trailer repairs update – Body work has been completed and wrap is being installed this week. Prices have gone up a bit from estimates due to unexpected needs such as new screws and removal of old adhesive. The trailer will be ready for the June 28th event in Suffolk

Action: HRPDC staff will work with vendors to complete trailer repairs and updates.

3. FY 2020 Planning Session

HRPDC staff led a discussion of FY19 projects that worked well, where there were areas for improvement, and goals moving forward in FY20.

Highlights from FY19

- Grease Grinch campaign was well received and a great seasonal campaign.
- Committee worked regionally to review and approve a new MOA with HRSD and new technical standards.

- Attending the meetings is a great networking opportunity for local program staff to exchange ideas, discuss implementation problems, and develop regional responses to issues.

Challenges for the Committee

- Continuing concerns with correcting website timeout error and responsiveness of developer to development requests
- Physically attending meetings can be difficult so a conference call option would be helpful.

What you would like to see in FY20?

- Outreach to relevant associations and groups that have an interest in preventing FOG/flushables and getting them to help spread our messages: hotels, schools, plumbers, multi-family.
- More inter-agency cooperation between the various programs involved in regulating food service establishments: VDH, VDACS, local departments, etc.
- Promotions calendar to help tie in with seasonal messaging and capitalize on relevant campaigns such as World Toilet Day, etc.
- A strong creative campaign for What Not to Flush

Action: The Committee and HRPDC staff should use outcomes from brainstorming session to improve programs during FY20.

4. Brochures & Printed Materials

The Committee reviewed a current list of inventory and reviewed pricing for sink strainers, reusable bags and can lids. The Committee recommended purchasing:

- 5,000 sink strainers
- 2,500 can lids
- 5,000 reusable bags – additional bags may be purchased by localities if desired

Action: HRPDC staff will order grease can lids, sink strainers and reusable bags.

5. Website Development Initiatives

The continuing services contract with Jacobs was approved by the PDC board. HRPDC staff are meeting with Jacobs next week to determine how to move forward with more technical assistance for the HRFOG account.

Action: HRPDC staff will continue to work with Jacobs on updates to HRFOG.com.

6. FOG MOA

The regional Directors of Utilities Committee approved changes to the MOA at their May 1 meeting. The correct date for the consent order has been updated by HRPDC staff. Directors of Utilities will be submitting MOA for council approval with hopes of it being signed by all participating localities by the end of 2019.

<https://docs.google.com/document/d/17KkGyerul30a2CH3NS5bqzaKKrrs13daidea4yISI4Y/edit?usp=sharing>

Action: HRPDC staff will coordinate with Directors of Utilities to collect signed copies of the updated MOA.

7. Roundtable Discussion

- Norfolk described their residential outreach program which includes holiday messaging, distribution of educational brochures in cleanout areas, NRHA/school outreach, and working to engage more business associations, property managers, civic groups, etc.
- Home ops were discussed as a potential missing piece of the FOG program. Home ops are cottage industries where people prepare and cook food for sale in their home kitchens.
- Chesapeake FOG Inspector positions have been listed on the City of Chesapeake website.
- The group reviewed the Grease Monkey Sizing Standards tool offered by Schier. While the software is proprietary, the tool does not produce a recommendation on a specific Schier product for the user to purchase. The tool simply makes it easier for a layperson to understand the proper size GCD needed for their establishment based on local standards. The Committee discussed whether Jacobs would be able to develop this functionality since it's based on the formulas laid out in the Regional Sizing Standards.

Action: HRPDC staff will discuss Grease Monkey tool with Jacobs.

8. Staff Reports

Budget - The Committee reviewed the FY19 budget. For the FY20 budget, the mini grant and askHRgreen contribution will remain the same. The trailer budget could be decreased or remain the same to build a reserve fund for future replacement of the askHRgreen trailer. The Committee will need to determine how best to split the remaining budget between promotional items and media campaigns.

Digital Marketing Report – HRPDC staff provided an overview of May's digital marketing report.

Annual Report – HRPDC staff will be working on the FY19 Annual Report which will be ready by August.

All Hands Meeting – HRPDC staff will plan to hold an All Hands Meeting over the summer.

BUBBA Award – Write as Rain was recognized as the Best Outreach and Education program from the Chesapeake Bay Watershed. The award came from the Chesapeake Stormwater Network.

Action: None.

Next Meeting – Tuesday, July 16, 2019 at 9:30 a.m. in Newport News.