

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, May 21, 2019
Office of Public Works – Newport News

Brent Werlein, VB
 Kate Bernatitus, NN
 Regina Duncan, HA
 Jerry Hoddinott, CH
 Tom Fauber, JCSA
 Amanda Albright, HRSD
 Amy Zieman, YC
 Lacie Wever, HRSD

Chad Krejcarek, PQ
 Mike Lee, CH
 John Newton, City of Richmond
 Katie Cullipher, HRPDC
 Rebekah Eastep, HRPDC
 Beth Vandell, HRPDC

The summary for the meeting is as follows:

1. Meeting Summary

The April meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

4/14	Wings & Things Spring Fling	Portsmouth
4/18	Norfolk Naval Shipyard Earth Day Fair	Norfolk
4/20	Virginia Living Museum Earth Day	Newport News
4/22	TCC Cares	Chesapeake
4/23	VA AWWA 30th Annual Water Distribution Seminar and Utility Rodeo	Norfolk
4/27	Celebrate the Park	Newport News
4/27	Community Empowerment Day	Newport News
4/28	Stand Up Rally and Expo	Williamsburg
5/3-5/4	Team Up 2 Clean Up - Great American Cleanup	All of Hampton Roads
5/8	City of Virginia Beach Public Utilities Employee Picnic	Virginia Beach
5/11	Virginia Landscapes Exhibition at the Peninsula Fine Arts Center	Newport News
5/16	Sensible Seafood Fest	Virginia Beach
5/23	City of Virginia Beach Public Works Employee Picnic	Virginia Beach
5/31	CARE and Wellness day	Chesapeake
6/23	Elizabeth River Fest*	Virginia Beach
9/28	Bow Creek Block Party	Virginia Beach
10/10 - 10/13	Peanut Festival	Suffolk
10/12	Lynnhaven River Now Fall Festival*	Virginia Beach

Trailer repairs update – Body work is being completed this week, wrap will be installed in June. Trailer will be unable for the month of June due to wrap installation.

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

3. Media & Promotions

HRPDC staff reviewed the FY19 media plan with the Committee:

- Grease Grinch Campaign – Completed
- What Not To Flush video campaign – (March 4-10) – Completed
 - The Committee had the following questions regarding the new campaign collateral:
 - Do we have results from the quiz?
 - Can that quiz be added as a feature of the website?
 - New radio spot needs to be added to the toolkit
- askHRgreen social media branding campaign – *ongoing*

Action: HRPDC staff will follow up regarding WNTF campaign collateral.

4. Brochures & Printed Materials

BMP brochures and yellow grease disposal rack cards (5,000 each) were available for pickup. Committee members should make arrangements to pick up supplies as needed.

The Committee discussed upcoming promotional item needs:

- Reusable bags –joint purchase by all Committees
- Grease can lids – ok to order 5,000 if within remaining budget

Action: HRPDC staff will order 5,000 grease can lids.

5. Website Development Initiatives

The HRFOG site is back in operation after being down after updates to the Microsoft server. The continuing services contract with Jacobs was approved by the PDC board. HRPDC staff plan to meet with Jacobs to regroup and get clarification on how to move forward with more technical assistance for our account.

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

6. FOG MOA

HRPDC staff provided an update on the status of the FOG GCD Enforcement MOA. The regional Directors of Utilities Committee approved the changes at their May 1 meeting. There was question about the correct date for the consent order so HRPDC staff will confirm before finalizing. Once finalized, HRPDC staff will circulate for signatures by Directors of Utilities.

<https://docs.google.com/document/d/17KkGyerul3Oa2CH3NS5bqzaKKrrs13daidea4yISI4Y/e dit?usp=sharing>

Action: HRPDC staff will circulate the updated MOA for signatures by Directors of Utilities.

7. Roundtable Discussion

- Richmond – responsible for FOG and many other water services including pretreatment, MS4, IDDE, etc. Currently FOG training and certification is voluntary but moving towards an inspection program. Challenges include lack of staffing and penalties for non-compliance.

- Virginia Beach – vendor selected for new FOG management software, FOG Inspector position remains open.
- Poquoson – no inspectors at present but looking into partnerships with building inspectors or fire inspectors, addressing problem pump stations with outreach and treatment additives.
- Chesapeake – two FOG Inspector positions will be advertised, work to approve an ordinance continues.
- Newport News – FOG Inspector position open, brought indoor miniature sludge judges for the Committee members to see
- HRSD – outreach and education with teachers this spring, plans for a drug take back grant program continue, celebration for 100 million gallons of water processed by SWIFT.
- Hauler Outreach – The Committee would like to do outreach to certified haulers on the best practices for complying with local ordinances.
 - The Committee reviewed a letter sent several years ago to grease haulers and made appropriate changes.
 - HRPDC staff will draft an email to go out via Constant Contact to all certified hauler employees.
 - Virginia Beach may be able to include general FOG training with the technical training needed for the launch of the new FOG software this fall. (Haulers will be invited to attend a training session to learn how to use the new software).
 - There remains no enforcement on haulers. It is the responsibility of the FSE to hold the hauler accountable for meeting

Action: HRPDC staff will update hauler letter and send draft for Committee review.

8. Staff Reports

Budget - The Committee reviewed the FY19 budget.

Digital Marketing Report – HRPDC staff provided an overview of April’s digital marketing report.

- Can traffic to website be tracked to identify where or how much traffic is coming from government IP addresses?

Action: None.

Next Meeting – Tuesday, June 18, 2019 at 9:30 a.m. in Chesapeake.