

**askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting
Tuesday, June 15, 2021**

To protect the public health and safety of the Committee members and staff, the askHRgreen.org FOG Education Committee meeting was held electronically via Zoom. A recording of the meeting is available upon request.

Attendance:

Brent Werlein, VB	Amanda Albright, HRSD
Lindsay Dierks, NO	Regina Duncan, HA
Chad Krejcarek, PQ	Summer Dennis, CH
Amy Zieman, YK	Jason Lee, CH
Jerry Hoddinott, CH	Reggie Spratley, SU
Mike Martin, HRSD	Katie Cullipher, HRPDC
Cathy Filipowski, CH	Rebekah Eastep, HRPDC
Chelsea Daughtry, SM	

The meeting summary was as follows:

1. Meeting Summary

The Committee reviewed the May meeting summary.

Action: The meeting summary was approved.

2. Events

The current list of events is as follows:

6/16	HRSD Woodstock Park Project	Virginia Beach
7/16	TGIF event	Suffolk
8/20	TGIF event	Suffolk
9/16 - 9/19	Isle of Wight County Fair	Windsor
10/6-10/11	Suffolk Peanut Festival	Suffolk
10/9	LRNow Fall Festival	Virginia Beach

Action: Committee members should request supplies or reserve the trailer as needed.

3. Printing & Promotional Materials

Committee members can arrange to pick up supplies as needed from HRPDC staff. Items available for pickup include:

- sludge judges/extensions (to those localities who requested them)

- “What Not to Flush” game magnets/magnet boards - HRSD will be able to use game and upcoming facility opening event
- FOG coloring books
- Green Learning Guides (third and sixth grade)
- WNTF stickers
- No grease stickers (nine-inch and three-inch)

FSE training presentation, certification test, cleaning guides, and yellow grease rack card have been translated into Spanish and Chinese. Files have been made available to the Committee and updated on the HRFOG.com website. The Committee discussed having the yellow grease and HGI rack cards printed in Spanish and Chinese. The HGI rack card has not been printed in English yet either. The Committee requested to purchase the following with FY22 funds:

- 1,000 each for Spanish and Chinese language rack cards (yellow grease & HGI)
- 5,000 HGI rack card in English.

Action: HRPDC staff will order yellow grease and HGI rack cards after July 1.

4. FOG GCD Enforcement MOA

The Directors of Utilities Committee (DUCs) recently discussed the status of the GCD Enforcement MOA from 2019. To date, only eight localities have signed it. Portsmouth has indicated they are unable to sign at this time due to staffing and updating local program. Others indicated they were waiting on other localities to sign.

Mike Martin with HRSD discussed a new approach to executing the GCD Enforcement MOA locally vs. regionally and provided an updated document for discussion. If all localities do not sign a regional MOA, the regional MOA could be challenged legally. The recommendation from DUCs and HRSD is to execute GCD Enforcement MOAs with individual localities instead of doing so regionally.

- HRSD will engage AquaLaw to review and approve a new GCD Enforcement MOA and will present it to the DUCs for review.
- Preliminary changes in new MOA include updating the sizing standards name and referring to HRSD regulations more generically.
- Committee members are asked to review the new draft MOA included in the meeting packet and provide feedback ASAP.

Action: Committee members should submit any feedback or edits to the draft MOA ASAP. HRSD will propose a new GCD Enforcement MOA for review at the July DUCs meeting.

5. Local FOG Programs

Committee members provided updates on local programs.

- HRPDC staff sent out Locality FOG Contacts spreadsheet for review and updating. Contact details are used primarily by HRSD when locality cooperation is needed.
- Locality FOG Program Updates for model FOG ordinance:
https://docs.google.com/spreadsheets/d/1jjez5Jhdqc4dqunnWd_ZrkQL6b4vXeWz-nRzfBTXopk/edit#gid=0
 - Newport News will not be incorporating new regional FOG ordinance language into their local ordinance.
 - Chesapeake legal review of FOG ordinance continues but should be completed soon.
 - Virginia Beach hopes to implement new FOG ordinance language in their local ordinance in FY22.
- The Committee is collecting photos from GCD inspections and can be viewed/shared here:
<https://app.box.com/folder/98042014192?s=c84xn589sju4aptdofvyhepqzk37s7cl>

Action: None.

6. FOG Regional Website & Training Updates

CDM Smith and HRPDC staff continue to implement enhancements identified by the Committee on the HRFOG task list. Updates include:

- Purging users who have never taken a test or have not attempted to recertify in the last year to help manage the database size.
- SSL security tickets have been applied in the test environment and will move into production with the next round of enhancements.
- HRPDC staff have completed testing on enhancements to provide a guided user experience based on profile type. FSE employees will only be allowed to take the FSE test or add a FSE business listing. Hauler employees will only be allowed to take the hauler test or add a hauler business listing. The ability to toggle between user types exists so users can still have both certifications, if necessary. Business listing can also be added at point of registration as well. These enhancements will made live on the website in the next few weeks.
- HRPDC staff will need to review a short list of users who have taken both tests to determine which profile type is accurate.
- HRPDC staff is able to edit business listings to address issues of duplicate businesses, closed businesses, etc. HRPDC staff can send out a list by locality for review.

Action: HRPDC staff will continue to work with CDM Smith on HRFOG.com enhancements.

7. Roundtable & Public Comment

- *HRSD* - HRSD Permitted Grease Hauler was updated in May 2021, Williamsburg plant closure for grease extended by 3-4 months, as of April 28th any hauler over capacity of 3,500 gallons has to divert to Atlantic plant, haulers may use Nansemond and Chesapeake-Elizabeth by appointment only. September 1st all hauled waste will end at Chesapeake-Elizabeth plant, FY22 budget includes a separate hauled waste rate for FOG to start January 1st (\$0.2737 per gallon up from \$0.17), mixed loads with grease will no longer be allowed, hauler monthly reports will be audited to make sure proper rate is selected at scales, two positions open for specialists/inspectors
- *Norfolk* - trying to determine GCD sizing for a proposed commissary with 10 food trucks, 8 incubator kitchens, and 1 test kitchen, continuing to update Sizing Standards Form to better collect data, questions regarding bagged waste being hauled away v. disposed of onsite, responding to abandoned GCD that is breaking down (CH/VB recommend handling this like an abandoned oil or septic tank, VB require locations to remove (crush and fill))
- *Chesapeake* - new inspector, Summer Dennis, has joined Chesapeake FOG

Action: None.

8. Staff Reports

FY21 Budget - HRPDC staff reviewed the FY21 budget. The Committee used reserve funds to support translation services and the purchase of No Grease and WNTF stickers.

10th Anniversary for askHRgreen.org - HRPDC proposed a strategy for celebrating and promoting the 10th anniversary of the askHRgreen.org program. The campaign would include a highlight video to use in digital promotions (websites, social media) and a partnership with Coastal Virginia Magazine. The video would include accomplishments but also highlight memorable committee campaigns. Coastal Virginia Magazine sponsorship would include full page advertisement in the September/October magazine, inclusion in newsletters, social, media, and overprints to distribute at events this fall. Subsequent issues of Coastal Virginia magazine would include a 1/6^{-page} advertisement and newsletter advertisements. Total budget for promotion would be \$10,000 split between the Committees at \$2,500 each.

- The Committee will put \$2,500 from the FY22 promotional item budget towards the askHRgreen.org anniversary campaign.

May Digital Marketing report - Metrics were down month-to-month because April was a very successful month for digital engagement with Earth Day and spring activities driving website traffic. Rain barrel giveaway on social media was a successful way to increase newsletter subscribers (up 300+) and helped compensate for the lack of public engagement through events during the pandemic.

HRPDC meeting schedule - HRPDC Commission will likely return to in person meetings in August. askHRgreen.org Committees may have in-person options this fall but will look to maintain hybrid option.

Action: The Committee approved the 10th anniversary promotion for askHRgreen.org.

The next Committee meeting is scheduled for Tuesday, July 20, 2021