

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, May 17, 2016
Wastewater Training Room – Newport News

Rebekah Eastep, HRPDC
Brent Werlein, VB
Brian Wilson, NO
Kate Bernatitus, NN
Jerry Hoddinott, CH
Ron Johnson, HRSD
John Dittig, CH
Phil Jones, IOW

Will Mann, NN
Ron Johnson, HRSD
Charles Gittins, Valley Proteins
Andrea Kimble, Valley Proteins
David Boggs, Valley Proteins

The summary for the meeting is as follows:

1. Yellow Grease Hauling and Reporting

Staff from Valley Proteins met to discuss tracking and reporting of yellow grease.

- Tickets are no longer given to FSE.
- FSEs are calling to request tonnage numbers after failing inspections
- Provided sample of quarterly electronic report for municipalities to use in tracking FSE yellow grease collection schedules:
 - Ordinance requires method for verification however the report contains proprietary information which should not be shared publicly or released via FOIA. Grease thieves could use such reporting to steal yellow grease.
 - Copy of report can be requested via email at akimbel@valleyproteins.com
- Contamination of yellow grease with brown trap grease, water or solids is a major concern
- Illegal dumping of yellow grease related to market prices
- Valley Proteins will be transitioning many FSEs to inside yellow grease storage bins.
- FSE is responsible for maintaining the cleanliness of storage bins.

Action: Those interested in Yellow Grease Hauling Report from Valley Proteins should email at akimbel@valleyproteins.com.

2. Meeting Summary

The April meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

3. Events, Promotions & Media

May 3 – Drinking Water Week/H2O Give Local 757 Day, Southside & Peninsula

May 7 – EcoFest, Norfolk

May 5 – VBPU Public Service Week/Drinking Water Week – Virginia Beach

May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County

May 26-29 – Lava Festival, Suffolk – cancelled/relocated

May 26 – Sensible Seafood Fest, Virginia Beach

May 27 – Blayton Elementary Spring Carnival, James City County

June 18 – MOCA Boardwalk Arts Family Fest, Virginia Beach

June 25 – Olden Days, Smithfield
September 15-18 – Isle of Wight County Fair
October 4-10 – Peanut Festival
October 9 –ERP RiverFest, Portsmouth

The Committee would like to discuss having an Open House event for regional grease haulers during the fall of 2016.

Action: Volunteers needed for MOCA Boardwalk Arts Family Fest on June 18th.

4. FY 2016-2017 Media and Marketing Plan

The Committee reviewed the campaign report for the “Down the Drain” TV ad which ran March 28 – April 3.

- Impressions with TV ads were much higher than typical radio/online campaign tactic used by the Committee in the past.
- Despite having more impressions, there was less website traffic than expected with the TV campaign. This shows that the ads may be better for awareness building than engagement.

The Committee approved a media budget for FY 17. The Committee approved the FY 17 Media plan at the April meeting.

Action: FY17 budget approved.

5. HRFOG.com Development Initiatives

HRPDC staff provided an update on the Committee’s prioritized list of development initiatives for CH2M for scoping and estimation purposes.

- Priority 1 enhancements have been tested and will be pushed out to production in the next few weeks.
- The site will experience 1-2 hours of downtime during the upgrade. Committee members asked that the site be redirected to a page indicating the site was down to prevent user frustration.
- The Committee reviewed the list of completed enhancements and reviewed additional enhancements priorities:
 - Google Translate – CH2M provided a review of the service and identified some weaknesses including improper translation of acronyms (FOG) and lack of translation on website graphics/labels. The City of Virginia Beach has launched Google Translate on all city pages and the Committee felt comfortable doing the same. The Committee placed this as a priority 1 enhancement.
 - Removing old records – the Committee requested additional information regarding record removal and what options might be available.
 - FSE record edits – only non-VDH records (i.e. those manually entered), can be edited by HRPDC staff. CH2M needs to look into expanding this functionality to all FSE records.
 - Create regional hauler list from new hauler table and listings from Norfolk’s hauler/rendering list.

Action: HRPDC staff will compile new list of enhancements for prioritization at June meeting.

Roundtable Discussion

- Using NAICS codes to get better information from Commissioner of Revenue Office. NAICS codes are used to classify business establishments and might include non-traditional sources of FOG such a butcher, automotive shop, etc.
- SSORs data was reviewed from 2007-2013 for spills classified as “maintenance-grease” and “other.” The Committee agreed with the Directors of Utilities that more standardized reporting was needed before meaningful comparisons could be made between localities with a FOG program and those without it.

Action: None.

6. Staff Reports

Budget – Approved as presented.

Infrastructure Week promotions – Committee members are asked to submit a blog post about the importance of infrastructure of all types for a nationwide awareness campaign running May 12-20. Sarah Crawford will submit a wastewater infrastructure blog.

Action: None.

Next Meeting – Tuesday, June 21, 2016 at 9:30 a.m. at HRPDC in Chesapeake.