

askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting

Tuesday, December 15, 2020

Zoom video conferencing or conference call

Pursuant to the declared state of emergency in the Commonwealth of Virginia in response to the COVID-19 pandemic and to protect the public health and safety of the Subcommittee members, staff, and the general public, the askHRgreen.org Fats, Oils, and Grease Education Subcommittee meeting was held electronically via Zoom. These electronic meetings are required to complete essential business on behalf of the region. A recording of the meeting is available upon request.

Attendance:

Amanda Albright, HRSD
Amy Zieman, YK
Mike Martin, HRSD
Brent Werlein, VB
Cathy Filipowski, CH
Kate Bernatitus, NN
Phillip Jones, IW

Chad Krejcarek, PQ
Jerry Hoddinott, CH
Chelsey Daughtrey, SM
Tom Fauber, JCSA
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Committee reviewed the November meeting summary.

- Typo found in sizing standards reference under staff reports.
- Grease Grinch coloring sheet not yet available. HRPDC staff will ask RCS for assistance with the conversion of the art file.
- Share link of the DUCs meeting presentation.

Action: HRPDC staff will correct summary as noted.

2. Events

The current list of events is as follows:

3/26 - 3/27	Great American Cleanup
3/27 - 3/28	2021 Daffodil Festival
6/19	ERP RiverFest

Great American Cleanup - Small groups of volunteers are needed to assist with community cleanups. Online signup will be available at askHRgreen.org.

Virtual SWIFT tour now available online at hrsd.com/SWIFT. HRPDC staff will help promote the new offering on the askHRgreen blog.

Action: Promotional items available for any local outreach efforts.

3. FY21 Campaigns

HRPDC staff reviewed the FY21 media schedule.

- Grease Grinch scheduled (11.23 - 12.06) – Campaign has just concluded and campaign summary will be forthcoming.
- What Not to Flush (February 2021) - HRPDC staff reviewed the media campaign plan with the Committee. Schedule includes radio, TV, and online ads with an estimated five million impressions. Campaign uses existing creative with the chalkboard art theming.

Action: None.

4. Printing & Promotional Materials

HRPDC staff provided an updated inventory of printed materials and promotional items for Committee review. Grease can lids, sponges, and bathroom stickers are all low in stock. The Committee agreed to purchase 5,000 half-page bathroom stickers.

- HRSD would like a supply of round bathroom stickers and 20 Chinese BMP brochures.
- Chesapeake would like 200 Chinese BMP brochures and some Spanish BMP brochures if anyone has extras. York County may have some Spanish BMP brochures to share.

The Committee used the promotional item budget to assist with FOG program updates with Ken Loucks but has a \$12,000 reserve fund available to assist with any needs.

HRPDC staff will be recommending a reprint of the 6th grade Green Learning Guide since most Committees have not been using their promotional item budget to support events in FY21.

Action: HRPDC staff will purchase 5,000 WNTF stickers.

5. FOG Regional Program

On December 2, the regional Directors of Utilities Committee endorsed the updated FOG Model Ordinance and approved the updates to the Regional Technical Standards for Grease Control Devices.

The Committee discussed next steps for local programs. HRPDC staff has created a tracking document for each locality to provide details about FOG program updates. https://docs.google.com/spreadsheets/d/1jjez5Jhdqc4dqunnWd_ZrkQL6b4vXeWz-nRzfBTXopk/edit#gid=0

- Chesapeake will meet with legal in January. Both the ordinance and MOA will be approved together at earliest in March.
- JCSA passed updated utility regulations including new regional FOG ordinance with some modified language (i.e. leniency with cleaning indoor units, etc.).

HRPDC staff has been in communication with VDHCD representatives to discuss the proposed exemption to the MOA with DEQ. A conference call on Monday, December 21st at 9:30 am has been set up with Building Codes officials to discuss the needs of FOG program managers in implementing their local FOG ordinances. Brent, Cathy, and Amanda will put together a brief meeting agenda and talking points on program background information.

Action: Committee members should update the tracking document with next steps on updating local FOG programs. Committee members are invited to join discussion with state Building Codes officials on Monday, December 21st at 9:30 am.

6. FOG Website Updates

The Committee discussed needed updates to the certification website due to regional program updates and other necessary enhancements.

- GCD Sizing calculator based on sizing standards would be good addition
- Modernizing website platform to increase available features and increase ease of administration.
- No Grease sign artwork needs to be updated.
- Trainings and tests need to be reviewed given recently approved regional program changes. Once finalized, tests and trainings should be translated into Spanish and Chinese.
- Update GCD cleaning guide with new changes
- Make “additional resources” easier to find.
- Test could be improved visually and made mobile-friendly (currently questions are not numbered, “all of the above” answer not always the last option, etc.)
- Replace words “grease trap” throughout site
- “How to” video is outdated. One option would be to find a good quality video on YouTube to link to instead of reproducing a new video. Also, staff can research individual manufacturers to see if they have instructional cleaning videos to include on the website.

- Narrated video training v. manual PowerPoint training document
- Revisit adding FSE/hauler name at the time of registration.
- Is it possible to filter the user experience after registration based on whether they are a hauler or FSE (i.e. only allow them to take the correct test or associate with the correct business type)?

Action: HRPDC staff will send out trainings, tests, and cleaning guides for final review.

7. Roundtable & Public Comment

- Chesapeake - Continue to work toward ordinance adoption, new Assistant Director (Erin Trimyer, formerly with Portsmouth)
- Virginia Beach - update given to Director, moving to new workspace in February, will begin work on adopting MOA and new ordinance, struggling to collect yellow grease records from Valley Protein, continue to implement new FOG management software.
- HRSD - using Appendix B for self-cleaning applications (provided fillable PDF version for Committee use), draft approval/denial letters, letter for FSE to give hauler outlining requirements and expectations, SWIFT comply webinars available, recommended virtual grease hauler training especially with changes to the new ordinances, inquired about activities of the Southeastern FOG Alliance, currently accepting applications for two vacancies, CARES Act funding outreach forthcoming (40,000 door tags will be hung with assistance from locality staff, media campaign through HRPDC, third party call center, etc.), HSRD bills starting to go out after cyber attack but will take some time to catch up.
- Newport News - two vacancies for Wastewater Inspectors, citizen question about safety of flushing bamboo toilet paper.

Action: None.

8. Staff Reports

Budget - The Committee reviewed the FY21 budget.

CARES Act Outreach - Media campaign will run for four weeks to direct residents to HRUtilityRelief.com to qualify for assistance with water and wastewater bill payment through CARES Act funding.

November Digital Marketing Report – HRPDC staff reviewed the November Digital Marketing Report.

Holiday Promotions - Katie Cullipher will be recording feature on green holiday tips with the Hampton Roads Show tomorrow.

Action: None.

The next Committee meeting is scheduled for Tuesday, January 19, 2021.

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