

askHRgreen.org Fats, Oils, and Grease Education Subcommittee Meeting
Tuesday, July 21, 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 on the website.

Attendance:

Chad Krejcarek, PQ
Amy Zieman, YK
Catherine Filipowski, CH
Brent Werlein, VB
Lindsay Dierks, NO
Mike Martin, HRSD

Lacie Weaver, HRSD
Jerry Hoddinott, CH
Regina Duncan, HA
Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC

The meeting summary was as follows:

1. Meeting Summary

The Subcommittee reviewed and approved the June meeting summary.

Action: Meeting summary approved.

2. Events

The current list of events is as follows:

9/12	Go Green Market	Yorktown
9/17-9/20	Isle of Wight County Fair	Windsor
10/3	Virginia Beach Master Gardeners Fall Gardening Festival*	Virginia Beach
10/3	Arlo's Shed Radio Promotion	Chesapeake
10/8-10/11	Suffolk Peanut Festival	Suffolk
10/10	Lynnhaven River Now Fall Festival*	Virginia Beach
10/16-10/18	Poquoson Seafood Festival	Poquoson
11/10	Sensible Seafood Fest - Rescheduled	Virginia Beach
3/27-3/28	2021 Daffodil Festival	Gloucester
6/19	RiverFest	

- Yorktown Go Green Market still scheduled for September.
- Suffolk Peanut Festival has been cancelled.

- Moving forward, HRPDC staff will look into safety measures for the askHRgreen before participating in the next event (disinfecting cleaner, hand sanitizer, etc.). Some localities have held events and staff will refer to those guidelines for assistance.

Newport News Waterworks will take over hosting the askHRgreen trailer officially on September 1.

Action: None.

3. Media Schedule

The Subcommittee discussed media campaign planning and priorities for FY21. Previous campaigns to consider from FY20 include “Grease Grinch” and “What Not to Flush” campaign. Picking up existing creative decreases creative costs for FY21. The Subcommittee discussed the following:

- HRPDC staff has asked RCS to look into ways to spread out media campaigns beyond typical one to two-week campaigns. Added value may be a great way to do this. For example, Hampton Roads Show has a pet segment each Thursday which would be a great message for the Stormwater Subcommittee’s scoop the poop messaging.
- Exploring partnerships with local non-profits to increase use of existing campaign creatives. PSA space not offered to governmental agencies.
- Media channels are determined by budget and audience. Radio station mix is selected by campaign to align with the targeted audience demographic.
- Radio and TV streaming services have been included in the media mix for previous askHRgreen campaigns. Prices for streaming services have come down as competition in this market grows. Streaming radio may be preferred over traditional radio through the end of 2020 as people work from home more and spend less time commuting, in waiting rooms, etc. Streaming services to investigate included Pandora, Spotify, and YouTube Music.
- Grease Grinch: <https://www.youtube.com/watch?v=nPmTSIbDJxc>
 - Would be great to spread this message over all of November and December
- What Not to Flush: https://www.youtube.com/watch?v=mYAlBqe_XV
 - HRSD inquired about the ability to run campaigns in response to increases in stoppages. Scheduled campaigns can be started early when ad space is available. Alternative strategy for addressing “as needed” campaigns would be to earmark media funds to have available for ad hoc campaigns. Organic outreach and social media ads are another way to

respond to current events, PR, etc. The branding campaign can be used to support these types of messages as well.

- The Subcommittee discussed a March-May timeframe for this campaign.

Action: HRPDC staff will work with RCS to develop FY21 draft media plan for review.

4. Printing & Promotional Items

Dip Stick Pro sludge judges and six-foot extensions are available for pickup. Coordinate with HRPDC staff for a pickup date/time.

The Subcommittee discussed the What Not to Flush magnet game. Magnet boards and magnets have been ordered and are expected this week. Magnet boards used for the recycling game produced by the Recycling & Beautification Subcommittee were discontinued so an alternate board (without stand) was purchased. The Subcommittee can revisit purchasing easels for the board at a later date.

The Subcommittee discussed the FOG coloring book order. HRPDC staff have completed a first round of changes to the coloring book. Changes included adding the askHRgreen logo and changing references of FOGs to FOG. The Subcommittee approved an order of 2,500 coloring books and an additional 300 will be purchased by HRSD.

Chesapeake raised concerns about use of promotional items in FY21 with multiple events being cancelled and access to public offices continuing to be limited or closed.

The Subcommittee discussed alternative methods for public outreach:

- Increasing digital outreach through social media, newsletters, cable access interviews/campaigns, Google SEM ads, etc.
- Static poster displays/yard signs with captive audiences and community partners. The Stormwater Education Subcommittee is partnering with local car washes for a “thanks for washing wisely” campaign as one example of how this could work but grassroots coordination is required for a campaign of this nature.

Action: Subcommittee members should continue to brainstorm new ways to reach audiences with the lack of public outreach events this fall.

5. Commercial Outreach

The new training presentations and tests have been updated on the HRFOG.com website. HRPDC staff will send HGI Cleaning Guide for Subcommittee review.

- The Subcommittee discussed translating resources into Chinese or Spanish. HRPDC staff recommended waiting on translations because additional changes are anticipated in the update to the model ordinance and sizing standards.

Hampton staffer is available to translate the HGI Cleaning Guide into Spanish at no charge.

Action: HRPDC staff will send updated HGI Cleaning Guide for review.

6. FOG Program & MOA Update

Updates to MOA adoption should be tracked in the Google spreadsheet and signed copies should be kept on file with HRPDC. HRPDC staff will continue to follow up with Directors of Utilities on the status of MOA adoption at their monthly meetings.

- Virginia Beach MOA has made it through legal review and is now being routed for signatures.
- York County has signed the MOA but HRPDC still needs a copy to keep on file.

HRPDC staff shared the results of a call held between the technical review work group and Ken Loucks from the Interceptor Whisper training. The discussion included background of the regional program and a follow-up email with documents to review from local and regional programs.

- Ken responded with a proposal for updating the regional model ordinance and sizing standards through his consulting services. Initial work reviewing documents did not require competitive bids.
- HRPDC staff will meet with the HRPDC procurement officer to determine whether a sole source contract could be awarded. If competitive bids are required, HRPDC staff would need to solicit competitive bids from other consulting firms.
- Should the Subcommittee like to move forward with this consulting work, the \$9,000 expenditure could come from the existing budget or reserve funds. A recommendation was made to use the printing budget for FY21 and some reserve funds.
- Virginia Beach has found the following firm who may be able to offer a competitive bid for the project, if necessary:
<https://www.eecenvironmental.com/service/fats-oil-grease-fog/>

Virginia Beach reported on upcoming policy updates.

- Department of Housing and Community Development (DHCD) and Department of Environmental Quality (DEQ) have MOA for sewer collection. All gravity flow systems from buildings are ruled by DHCD/plumbing code. After that point, SCAT (Sewage Collection & Treatment) are the standard. A legislative packet would have to be approved to make changes to this standard.

- A regional legislative packet recommending changes to violation fines was discussed. The current cap of \$120 per violation does not deter non-compliance and is often cheaper than complying. Other possible fines and fees to consider include inspection fees, reinspection fees, etc. Virginia Beach plans to discuss this for their legislative agenda. Norfolk currently charges a reinspection fee (\$50).

Norfolk discussed using virtual inspections by allowing third party inspections by a licensed plumber or allowing the FSE to submit pictures and documents electronically. This would decrease the need to physically visit all FSEs for inspections. This would help not only for COVID-19 but also general workload of getting to all restaurants with limited staff.

Action: HRPDC staff will take steps to procure a consultant to assist with redeveloping regional FOG program components.

7. Roundtable & Public Comment

- *Norfolk* - Repeat issues of FOG/flushables at specific pump stations, outreach at local restaurants to address the issue, in person inspections still not happening due to COVID-19, wet well cleanings
- *Virginia Beach* - also experiencing pump station issues with rags in residential areas, group 4 meeting for VA Plumbing Code changes, nothing FOG related but some backflow changes to make inspections easier
- *Chesapeake* - pump station clogs in some areas
- *HRSD* - discussing how to better track new establishments and get new business information from localities, Grease-zilla planned for Nansemond treatment plant
- *Residential yellow grease recycling* - Virginia Beach hoping to meet with Waste Management to develop a way to expand yellow grease collection (currently only available at the landfill)

Action: None.

8. Staff Reports

Budget - The Subcommittee reviewed the FY21 budget.

Digital Marketing Report - Overall traffic down a bit on the website but social media audience continues to grow.

Annual report - HRPDC staff have started work on the Annual Report and mini grant summary report. Typically, an All Hands Meeting would be held at the close of the fiscal year. HRPDC staff are working with RCS to develop a virtual alternative.

Hybrid meetings - HRPDC staff have begun discussing how to begin meeting in person again which will likely include a mix of in-person and video conferencing.

The next Subcommittee meeting is scheduled for August 18, 2020.

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