

**askHRgreen.org | FOG Education Committee Meeting Summary**  
**Tuesday, November 15, 2016**  
**Public Works Training Room – Newport News**

Katie Cullipher, HRPDC  
Rebekah Eastep, HRPDC  
Brent Werlein, VB  
Kate Bernatitus, NN  
Amanda Albright, HRSD

Phil Jones, IOW  
Cathy Filipowski, NO  
Jerry Hoddinott, CH

The summary for the meeting is as follows:

**1. Meeting Summary**

The September meeting summary was reviewed and approved.

**ACTION:** Meeting summary approved.

**2. Events, Promotions & Media**

November 15 – America Recycles Day – multiple events in localities  
February 11-12 – Hampton Roads Home Show, Hampton Convention Center  
April 22 – Virginia Living Museum Earth Day Event, Newport News

**Action:** HRPDC staff will send out a request for volunteers for the Hampton Roads Home Show February 11-12.

**3. Regional Grease Hauler Forum**

The Committee discussed the success of and any follow-up from the Regional Grease Hauler Forum that was held at the HRPDC on October 18. There were 32 haulers in attendance.

- The forum was an opportunity for local FOG programs to have more visibility and increase the sense of partnership with haulers.
- Questions received by some haulers after the forum show continued misunderstanding of measurement, etc.
- The Committee discussed continuing the forum in the following ways:
  - Potentially offering in-person classes several times a year or annually.
  - Making the forum an annual event with a focus on hot topics and frequently asked questions.
  - Norfolk interested in producing video with kitchen BMPs, etc. VBTv may be able to provide assistance.
  - Producing short videos to address trouble areas such as measurement techniques. Videos would be produced by the Committee and could be added to the website.

**Action:** The Committee should plan to develop additional workshops and training resources.

**4. Media & Promotions**

The Committee reviewed the concept and proposal for a “Clog Man” promotion which could be implemented in FY18.

- The Committee agreed that if any character is developed for the program that it would have to be a long-term commitment.
- The Committee was unsure that Clog Man was the persona that they want to represent the regional program. Other programs have had success with characters/people such as Earl the Plumber (Dallas) and the Grease Avenger (Los Angeles).
- The Committee agreed that instead of pursuing Clog Man, they would like to research existing characters and similar programs for co-branding opportunities or lessons learned from similar programs that use a mascot.

The Committee also discussed the spring sidewalk messaging campaign.

- Each Committee will receive two messages and two stencils per message. Sizing has not yet been determined. Messages discussed included:
  - Graphic of a pipe that would lead to a “real world” manhole cover and show overflowing water.
  - The toilet is not a trashcan (don’t need to show individual items).
- The Committee discussed placing messages in front of public restrooms and near manhole covers.
- One Committee member from each locality is asked to serve on the workgroup.

**Action:** Committee members are encouraged to continuing to think about Clog Man or other similar character. HRPDC staff will share messaging ideas with Cahoon & Cross.

## 5. HRFOG.com Development Initiatives

HRPDC staff continues to work with CH2M on implementing additional enhancements and tasks for FY 17. The priority one enhancements have been completed. The Committee was asked to review priority 2 and 3 tasks and make adjustments as needed.

**Action:** HRPDC staff will continue to work with CH2M to implement enhancements.

## 6. Hampton Roads Regional Technical Standards

The Committee discussed the Regional Technical Standards for the Sizing of Grease Control Devices. The standards have not been reviewed since they were adopted 10 years ago but it was agreed that they cannot be changed without reconvening the FOG Technical Committee. The Directors’ of Utilities Committee (DUC) would have to take action to reconvene the FOG Technical Committee. Brent (VB) will send Katie a brief synopsis of the issue for presentation to the DUCs.

**Action:** HRPDC staff will discuss reviewing the technical standards at the January Directors’ of Utilities meeting.

## 7. Roundtable Discussion

The Committee discussed the following issues and concerns:

- HRSD inquired about how each locality handles establishments that do not have a GCD. Establishments should be told that HRSD has the authority to require a GCD be installed and will enforce the installation.

- Virginia Beach has discovered food trucks that do not use commissaries may be using campgrounds/RV parks as their commissary. These trucks are so called “self-contained” because they don’t cook or prep any food at a restaurant location (aka the commissary).

**Action:** None.

## **8. Staff Reports**

**Budget** – Approved as presented.

**Action:** None.

**Next Meeting** – Tuesday, December 20, 2016 at 9:30 a.m. at HRPDC office.