

**askHRgreen.org | FOG Education Committee Meeting Summary**  
**Tuesday, September 20**  
**Public Works Training Room – Newport News**

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

Michael Coy, YK  
Regina Duncan, HA  
Brian Wilson, NO  
Phil Jones, IOW  
Will Morris, PO

The summary for the meeting is as follows:

**1. Meeting Summary**

The August meeting summary was reviewed and approved.

**ACTION:** Meeting summary approved.

**2. Events, Promotions & Media**

September 15-18 – Isle of Wight County Fair  
September 24 – VBMG Fall Gardening Festival, Virginia Beach  
September 29 – CNU Farmer’s Market, Newport News  
October 2 – Family Day at St. Jerome’s, Newport News  
October 4-10 – Peanut Festival, Suffolk  
October 22 – LRNow Fall Festival & HR Sustainable Living Expo, Virginia Beach

**Action:** None.

**3. Media Schedule**

The Committee reviewed the draft media plan/schedule for the “Holiday FOG Down the Drain” campaign. The campaign is a pickup of existing creative that has been used for several seasons.

- The campaign targets an adult audience with a slight skew towards more women.
- One of the added value campaigns includes a video produced by the radio stations. The proposed topic was why you shouldn’t pour grease down the drain and how to dispose of FOG. The Committee recommended that they focus on information included in the Turkey Frying Fact sheet.
- The Committee approved the media plan.

**Action:** HRPDC staff will send Turkey Frying Fact Sheet to station for inclusion in added value video.

**4. Hauler Open House**

The Committee members worked on the agenda and presentation for the Open House event for regional grease haulers.

- Date: Tuesday, October 18 from 11:30 AM to 1:00 PM in Board Room A/B
- Lunch will be provided by HRPDC
- HRPDC staff will provide a draft flyer for the Committee to review and email the flyer to all haulers in the database.

- The Committee reviewed the regional Grease Haulers Training Program in detail and made updates for the hauler forum presentation.
- Draft Agenda is as follows:
  - Registration/Welcome and Lunch served
  - Overview of the FOG Program & Regional Training Site ([www.hrfog.com](http://www.hrfog.com)) - *Katie*
  - Best Practices (& Common Mistakes) for GCD Cleaning – *Brian/Cathy*
    - No Decanting
    - Cleaning Small GCDs
    - Taking Accurate Measurements (Sludge Judge Infographic as handout)
  - Customer Service & Ensuring Compliance - *Brent*
    - Contracts
    - Metrics
    - Cleaning Schedules
    - Manifests
  - HRSD Overview - *Ron*
  - Roundtable/Q&A – Panel for all Committee Members
  - Certification
    - Blank cards pre-dated to be completed at the end of training.

**Action:** Presenters should put together a short presentation for their section of the forum. All localities should come prepared to discuss their local FOG ordinance and enforcement procedures. HRPDC staff will prepare flyer for Committee review and send invitation to all haulers in FOG database.

## 5. HRFog.com Development Initiatives

HRPDC staff continues to work with CH2M on implementing additional enhancements and tasks for FY 17. The first round of enhancements and tasks are in the testing phase. Some additional input was needed on the following item:

- CH2M is working to make all FSE records editable. To do so, there may be a conflict with the VDH import. Since the process is not currently in use, CH2M needed the Committee's feedback on whether to preserve this process in implementing the enhancement. The Committee indicated that editing all FSE records was more important than the VDH import which is currently not in use.

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

## 6. Roundtable Discussion

The Committee discussed the following issues and concerns:

- Norfolk is in contact with 7-11 corporate managers and will be assisting with the proper sizing of traps/interceptors in new/remodeled stores in Norfolk; bioamp pilot project showed some small reductions.
- Virginia Beach showed a video of Utility Cloud, an online FOG inspection records management system. Virginia Beach is looking for a replacement for current system. Some other localities expressed interest in the program while other localities have already invested in FOG inspection system.

- Newport News – inspector is native Spanish speaker and has identified some potential problems with the translations used in FOG materials; requested GCD and yellow grease forms be posted to website; ecotabs pilot continues with only modest results.

**Action:** None.

## 7. Staff Reports

**Budget** – Approved as presented.

**Save the Date** – An all-hands askHRgreen meeting will be held on September 29, 2016 at 1:30 PM at the HRPDC office in Chesapeake

**Rainy Day Sidewalk Workgroup** – at least one representative from each locality is needed to serve on a workgroup that will propose the best locations in each locality and help gain approvals to apply the rain art.

**Action:** None.

**Next Meeting** – Tuesday, October 18, 2016 at 9:30 a.m. at HRPDC office (before Hauler Forum).