

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, March 15, 2016
Newport News Public Works – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Julia Hillegass, HRPDC
Brent Werlein, VB
Brian Wilson, NO
Regina Duncan, HA

Amanda May, HRSD
Michael Coy, YC
Kate Bernatitus, NN
Jerry Hoddinott, CH

The summary for the meeting is as follows:

1. Meeting Summary

The February meeting summary was reviewed and approved.

ACTION: Meeting summary approved.

2. Events, Promotions & Media

March 12 – SEVA Community Association Day, Virginia Beach
April 16 – Virginia Living Museum Earth Day, Newport News
April 21 – TCC Earth Day Event, Chesapeake
April 23 – Earth Week Event, Williamsburg
April 30 – James River Fest, Williamsburg
May 3 – Drinking Water Week, TBD
*May 7 – EcoFest, Norfolk – Volunteers needed**
May 21 – Family Fun Fest at Chickahominy Riverfront Park, James City County
May 26 – Sensible Seafood Fest, Virginia Beach
June 25 – Olden Days, Smithfield
September 15-18 – Isle of Wight County Fair
October 6-10 – Suffolk Peanut Festival

Committee members were encouraged to reserve the trailer early for any upcoming events in their locality.

Action: Volunteers are needed for EcoFest on May 7th.

3. Media Planning

Spring TV Campaign – March 28-April 3

The final storyboard was reviewed and approved via email. The TV campaign will be combined with an online campaign consisting of display ads, Facebook ads, and video pre-roll ads. The video will be made available via YouTube for sharing on locality pages. Video files can also be made available for municipal TV channels.

Infrastructure Week

Infrastructure Week is a national education and advocacy effort to identify infrastructure (of all sorts) as a critical issue impacting all Americans. The 2016 theme is “Infrastructure Matters”: <http://infrastructureweek.org/>

- HRPDC staff recommended Committee guest blogs and social media postings for this week.

Prescription Drug Take Bake Day

HRPDC staff will promote upcoming DEA prescription drug takeback event through blog, social media, etc.

Action: Committee members should begin thinking of blog topics or other shareable content for Infrastructure Week.

4. HRF0G.com Development Initiatives

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

- CH2M will focus on Priority 1 issues immediately and may be able to start on Priority 2 before the end of the fiscal year. Priority 3 changes would be pushed to FY17.
- HRPDC staff have administrative rights to edit user records so please send in any data cleanup requests.
- The first round of testing for Priority 1 upgrades is tentatively scheduled for the week of March 28th. Brent Werlein and Brian Wilson will assist HRPDC staff with testing new functionality before the push to the production website.

Action: Testing of Priority 1 upgrades scheduled for week of March 28th.

5. Roundtable Discussion

- The Committee discussed regional plumbing standards v. universal state plumbing code. HRPDC can reach out to the Construction Standards Committee to suggest a discussion regarding grease trap/interceptor installation and sizing.
- HRPDC staff will try to find a contact person for the Tidewater Environmental Crimes Task Force.
- Newport News: planning for residential outreach and looking for suggestions in outreach to property managers.
- Hampton: Forwarding e-newsletter content to multi-family communities in the hot spot cleaning zones.
- Norfolk: Norfolk State University restarting interceptor maintenance program
- York: Restaurant on York River caught cleaning kitchen hoods over storm drains
- Virginia Beach: Pizza Hut locations currently out of compliance due to concerns with securing a single contractor to maintain all locations. Brent reported back on the FOG conference he attended in Charlottesville:
 - Linko Database – a recommended database for ordinance tracking (free version available with limited functionality)
 - Recommended identifying restaurants with on-site laundry to ensure BMPs are practiced when handling greasy towels for grease trap cleaning.
- HRSD: Surcharge techs being trained to communicate the proper standards (i.e. record retention of 1 year v. 3 year, HRSD log v. locality logs) given the differences by locality and feedback on local preferences was welcomed. The surcharge program applies to all commercial establishments. Surcharge cost is based on industry average or average of seven daily samples. Surcharges are re-evaluated every 5 years.

Action: None.

6. Staff Reports

Coastal Virginia Magazine:

Draft editorial content and infographics were sent via email for review. Edits have been compiled and submitted to Coastal Virginia Magazine.

- Sales Update: The Sales Team did not meet expectations on selling ads to support the magazine. As a result, HRPDC staff, Cahoon & Cross, and Coastal Virginia Magazine agreed to a new format.
- The content will be reformatted to appear over the course of several editions of the main Coastal Virginia Magazine. A “magazine” made up of exclusively Green Magazine content would then be run so that committee members would still receive a booklet of the content to distribute (printing will be done at cost, but a cost would be associated with this option and paid for with the askHRgreen budget, not Committee funds).

Budget – Approved as presented.

Printed Materials

HRPDC staff notified the Committee that inventory was low for BMP posters and brochures. The Committee requested that HRPDC staff order between 2,000 and 3,000 of each depending on price breaks.

Action: HRPDC staff will order printed materials.

Next Meeting – Tuesday, April 19, 2016 at 9:30 a.m. in Chesapeake.