

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, March 17, 2015
Public Works – Newport News

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Michael Coy, YK
Ron Johnson, HRSD
Jerry Hoddinott, CH
Regina Duncan, HA

Melissa Halpert, CH
Brian Wilson, NO
Joyce Heffington, NN
Cathy Filipowski, NO

The summary for the meeting is as follows:

1. Meeting Summary

The January meeting summary was approved. February's meeting was cancelled due to inclement weather.

ACTION: None.

2. Events and Promotions

March 15 – One City Marathon, Newport News
March 28 – SEVA CAI CA Day, Virginia Beach!
April 18 – Earth Day at Virginia Living Museum, Newport News
April 22 – TCC CARES Earth Day Celebration, Chesapeake
April 25 – Booker T. Washington Middle School Go Green Program, Newport News
May 2 – Eco Fair, Norfolk – *volunteers needed*
May 9 – Culpepper Landing Earth Day Event, Chesapeake
May 21 – Sensible Seafood Fest, Virginia Aquarium (VB)
June 18 – NASA Langley Health & Wellness Fair, Hampton
June 27 – Olden Days, Smithfield
September 11-13 – Hampton Bay Days, Hampton
September 12 – RiverFest, Norfolk
September 16-21 – Isle of Wight County Fair, Windsor
October 8-11 – Peanut Festival, Suffolk
October 12 – Keep Hampton Roads Beautiful Golf Tournament

ACTION: HRPDC staff will send out request for volunteers for upcoming events.

3. FY 15 Media

Below is the FY15 media schedule:

- *October 27-November 1* – What Not to Flush radio, online, Facebook, movie theater
- *November 23-28* – Holiday Garbage Disposal radio, online, Facebook
- *February 16-28* – Infrastructure (joint campaign with Water Awareness) radio, online, Facebook

ACTION: None.

4. **Printing & Promotional Items**

5,000 stickers (plus an additional 3,000 for Virginia Beach and Hampton) have been ordered and are now available for pickup.

The Committee also agreed to purchase 15,000 Down the Drain brochures since they were

ACTION: Committee members should plan to pick up their supply of bathroom stickers at the April 21st meeting. HRPDC staff will order 15,000 Down the Drain brochures.

5. **HRFOG.com Web Development Tasks**

The Committee reviewed the list of new development tasks from our Scope of Work.

- URS will add the following record-editing capabilities:
 - **For Grease Hauler records**, the ability to edit: First Name, Last Name, Email, Company Name, Address, City, and Zip Code.
 - **For Food Service Establishment records**, the ability to edit: Locality, Food Establishment Name, and Address.
 - **For Individual User records**: the ability to edit First Name, Last Name, Email, Job Title, Hauler Company or Associated FSEs. (Note that FSE records that originate from the VDH database system will not be affected by these edits, as they will be overwritten with the next VDH database import.)
 - The ability to delete any Grease Hauler, FSE Worker, or FSE establishment entered by end users. (Note that FSE records that originate from the VDH database system will not be affected by these edits, as they will be overwritten with the next VDH database import.)
- HRPDC staff has asked URS to add the ability to add more than one hauler on a user profile. If this functionality cannot be added under the current task order, HRPDC staff will recommend these users have separate accounts for each company.
- URS anticipates these changes will be completed between mid-to-late April.
- HRPDC staff sent email to 2,200 FOG users asking that they associate their profile with their food service establishment.

ACTION: Committee members are reminded to send record edits/corrections to HRPDC staff to help improve quality of data in the database.

6. **Roundtable Discussion**

Committee members shared information and current issues with their FOG programs.

- Virginia Beach is interested in learning whether other localities look at each individual hauler or the company as a whole when completing an FSE inspection and reviewing the certified haulers. All present agreed that each hauler/driver must be certified in their locality. Those present also concurred that they reference the HRSD Permitted Grease Haulers List when inspecting to make sure the companies are on the list (Norfolk also maintains their own list which can be shared with the Committee).
- The Committee discussed the need for receiving sludge judge measurements/percentages from the haulers as this is not normally included on the ticket provided to the FSE. Hampton has asked the FSE to require an email from hauler with this information. Newport News also places the responsibility on the FSE to request this information from haulers.

- The Committee should organize a regional response to common issues with haulers. In addition to a letter to haulers, sample documents could be posted on HRFOG.com to clarify what information the localities need and how it should be maintained by FSE for compliance with recordkeeping/inspections process.

ACTION: Committee members should compile a list of common issues they experience with haulers. This list will be used to further discuss a regional letter from HRSD and the Directors of Utilities to haulers.

7. Staff Reports

- The Committee approved the budget as presented.
- Coastal Virginia Magazine supplement will be published in late March. Copies will be delivered to each locality for use in promotions and outreach.
- The RFP has been issued for the askHRgreen media & marketing services contract. The RFP Committee will meet on April 3rd for a pre-proposal conference with responders. Award decision will be made in mid-late May and approved by the HRPDC board in June.

Next Meeting – Tuesday, **April 21, 2015** at **9:30 a.m.** at the HRPDC office in Chesapeake.