

askHRgreen.org | FOG Education Committee Meeting Summary
Tuesday, August 18, 2015
HRPDC - Chesapeake

Katie Cullipher, HRPDC
Rebekah Eastep, HRPDC
Brent Werlein, VB
Michael Coy, YK
Tory Askew, SU
Jerry Hoddinott, CH
Sarah Crawford, HRSD

Cathy Filipowski, NO
Brian Wilson, NO
Regina Duncan, HA
Ron Johnson, HRSD
Marga Cahoon, Cahoon & Cross

The summary for the meeting is as follows:

1. Meeting Summary

The July meeting summary was approved.

ACTION: None.

2. Events, Promotions & Media

August 28-30 – Africana 2015, Virginia Beach Oceanfront

September 12 – RiverFest, Norfolk

September 16-21 – Isle of Wight County Fair, Windsor

September 19 – HRSLE/LRNow Fall Festival @ Brock Center, Virginia Beach

September 19 – Warhill High School Event, Williamsburg

October 3 – Arbor Day Event, Norfolk

October 8-11 – Peanut Festival, Suffolk

October 12 – Keep Hampton Roads Beautiful Golf Tournament, Chesapeake

Still need volunteers to help staff this event.

Media Planning – Ms. Marga Cahoon of Cahoon & Cross lead the Committee in reviewing the most recent round of research and planning the Committee’s priorities for media campaigns for this fiscal year.

- Survey results represent self-reporting and it has been pointed out in several areas that what people think they are doing doesn’t always match up with the actual results that localities are seeing (i.e. people don’t report putting FOG down the drain, etc.)
- People are making the connection between a behavior and the result of that behavior, but there is an apparent lack of connection between the negative behavior and the personal affect the behavior has (i.e. people leave pet waste on the ground and they can accurately pick the result of that behavior (bacteria is carried to local waterways) but aren’t making the connection that the behavior means they cannot swim at local beaches or eat local seafood)
- Only two percent of people don’t use their garbage disposal but target audience for garbage disposal message is adults 35-49, married, educated, household income above \$75,000 and not aware of askHRgreen.org

- The five-year promotional analysis shows the committee has spent about \$40,000 on FOG messaging, \$40,000 on garbage disposal messaging and \$20,000 in What Not to Flush or joint promotions on infrastructure with Water Awareness. It was recommended that the diversity of campaigns has weakened the overall impact of promotions and funds can be more effective in the next five years by having committee priorities and goals.
 - Check state/federal education requirements for the committee
 - FOG should be first priority because if this is addressed garbage disposal use is not as harmful on pipes. It is also more measurable based on FOG-related SSOs, hot spot cleanings, etc.
 - What not to flush should be secondary priority. This is also more harmful than garbage disposal use and measurable through maintenance and de-ragging data.
 - Garbage disposal should remain a message for the committee, but not a priority for media campaigns. Perhaps moving the focus to scraping the plate or keeping things out of the plumbing in general.
- Several years of data would be best.
- Suggestions for future promotions:
 - Earl the Plumber – Cease the Grease
 - A pledge/challenge/calculator to improve engagement
 - Highlight cost of garbage disposal use – cost to install, maintain and use properly (running water)
 - Adding to “What Do You Know” series from Water Awareness with FOG messaging
 - Coordinated effort to get WNTF stickers info public restrooms (municipal and private businesses)

ACTION: Committee members should research what maintenance statistics related to FOG and de-ragging may be available. HRPDC staff will check what is available through SSORs.

3. HRFOG.com Website Support & Development

AECOM is continuing maintenance and hosting under a temporary (3-month maximum) task order for the HRFOG.com website. Proposals from CH2M and Timmons were presented to the Committee. HRPDC staff recommend CH2M Hill due to a lower rate, Azure hosting discount and increased interest in future upgrades and improvements to the site.

ACTION: HRPDC staff will select CH2M Hill and maintain 14 hours of maintenance per month .

4. 2nd Annual Keep Hampton Roads Beautiful Golf Tournament

The golf tournament is just under 2 months away. Registration is open and we need to start getting sponsors, donations, teams, etc.

- Each committee member is asked to secure ONE of ANY of the following: one sponsor (of any level), one prize donation, or one player/team registration.
- HRPDC staff will re-distribute outreach materials (flyer, draft email, script, etc.)
- Free Golf Giveaway Contest is now live and runs through August 31 – please help us spread the word: <http://askhrgreen.org/freegolf>
- Facebook event (please sign up, share the event, and invite friends to the event): <https://www.facebook.com/events/1004855769524765/>

- Sponsor/donor contact information and tracking is here:
https://docs.google.com/spreadsheets/d/1rSf5zHEloYZ0fnVwHSSe12-0Lo9nhZzn_6MAcQ_mDAo/edit?usp=sharing

ACTION: Promote the golf tournament and start getting sponsors/prizes/players!!

5. Promotional Items

The Committee approved the purchase of 5,000 can lids and spatulas. The committee has previously agreed to purchase 2,000 reusable bags and 5,000 FOG rack cards.

The Committee would also like HRPDC staff to get quotes for special prize items (lunch bags, etc.) and kid-friendly items (mood bracelets, etc.) to potentially be purchased as a joint item with other committees.

Action: HRPDC staff will place order for promotional items and request additional quotes.

6. Roundtable Discussion

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

- Norfolk thought the grease hauler outreach letter was well done and would like to see the effort expanded to include outreach to corporate chain restaurants in the region. Compliance with FOG ordinances from chain restaurants is often an issue due to high turnover rates. The letter would promote general awareness about the FOG Certification program and BMPs for kitchen management. Brian Wilson will begin to develop draft content for consideration at September meeting. All localities should determine what corporate offices should be contacted and provide contact information if possible.

7. Staff Reports

Budget – The current budget was approved.

8. National Disaster Resilience Competition

The National Disaster Resilience Competition is a grant program offered by the U.S. Department of Housing and Urban Development that will make \$1 billion available to communities that were significantly affected by natural disasters between 2011 and 2013. The goal of the program is to fund innovative resilience projects to help communities address current and future risks from storms and other extreme events. The HRPDC staff will provide any updates to the Committee on the status of the state's application as they are made available.

Next Meeting – Tuesday, September 15, 2015 at 9:30 a.m. in Newport News.