

#3.2

MEMORANDUM

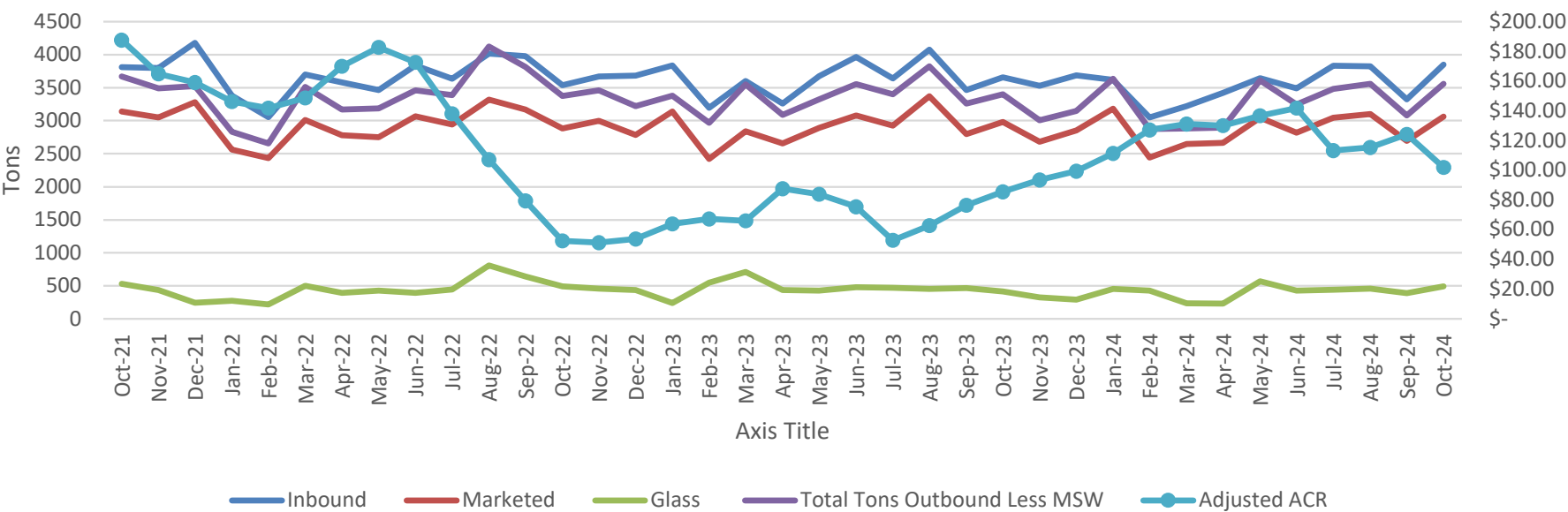
To: Board of Commissioners  
From: CSWD Staff  
Date: December 13, 2024  
Re: Program Updates

- Solid Waste Management Fee and Disposal (Jon and Becky) – (data will be provided in January)
- Organics Recycling Facility (Dan) –
  - Billable food waste in November totaled 330.5 tons. This is 2.5% above the same month last year and the YTD total of 1,809 tons is 5.8% below budgeted projections.
  - Starting this month, staff have begun the process of removing plastic from separated residuals pulled from oversized portions of the compost stream early in the process. This step involves the use of a high-powered vacuum to suck light-fraction material off a conveyor belt as the material is being screened. Though this technology had previously been demonstrated onsite, this marks the first time the vacuum air separator will be utilized as an ongoing part of the operation early in the process. As the latest step in a series of improvements designed to reduce contamination onsite, it has proven to be a highly effective addition – effectively removing a large percentage of light fraction plastics before they make it through the rest of the facility.
- Materials Recovery Facility (Josh)
  - FYTD average monthly inbound single stream material: 18,006
  - FYTD average monthly marketed material: 14,627
    - This total does not include PGA or residue.
  - FYTD average commodity revenue (ACR): \$131.86
- Marketing & Communications (Alise)
  - *New Website:* The new website is officially launched! The site was launched to the public on 11/25/2024 at approximately 4:15pm. There were minimal glitches with the launch and the ones we did have were easy to fix. Marketing is now working on updating any content that needs adjustments from staff feedback. Please send any comments or concerns to [acerta@cswd.net](mailto:acerta@cswd.net).
  - *Holiday Radio Promotion:* We currently are running holiday radio ads on Star 92.9 until the end of the year. The ad calls out some of the most common holiday waste and advises on how to dispose of them correctly.
  - *Drop-Off Center (Burlington) Front Porch Forum Promotion:* A promotion for the Drop-Off Center location in Burlington has just ended running from 11/18/24 through 12/18. The ad targeted to Burlington residents. We promoted the opportunity to save money by hauling your own materials and the addition of more materials at the Pine St. location.

- *Drop-Off Center (Burlington) Postcard*: Marketing is beginning work on a postcard that will be sent to Burlington, Shelburne, and South Burlington households in January. The card will promote the Drop-Off Center in Burlington focusing on potential savings of hauling your own materials and raising awareness of the Burlington location now accepting more materials.
- Media Mentions:
  - Battery Blitz School Mission:
    - <https://www.mynbc5.com/article/battery-recycling-contest-cswd-call2recycle-environment/63116038>
  - New MRF Delay:
    - [https://www.willistonobserver.com/news/cswd-seeks-new-recycle-center-site/article\\_3c5c61fc-b805-11ef-aa1d-576f5b4742f0.html](https://www.willistonobserver.com/news/cswd-seeks-new-recycle-center-site/article_3c5c61fc-b805-11ef-aa1d-576f5b4742f0.html)
- Outreach Team (Beth) – The Outreach Team is not slowing down this December. In the past month, the team has taught over 35 classes in schools across Chittenden County, presented at the Williston Rotary, attended several business networking events, and held several community presentations at local senior homes. We are also gearing up for a media blitz about proper waste disposal this holiday season!

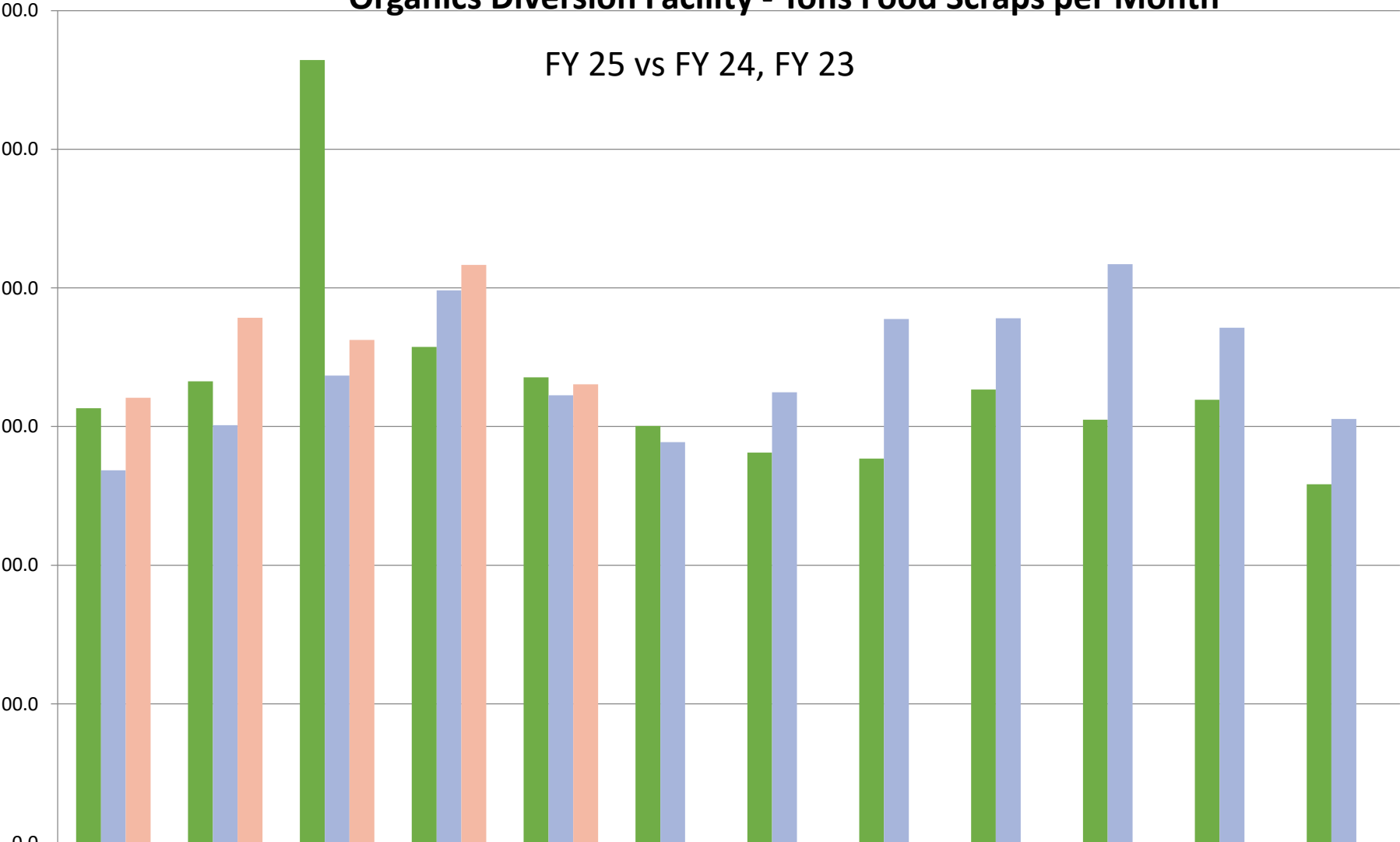
This information and more can be found in the attached Marketing, Communications & Outreach Update November/December 2024.

MRF Material Flow



# Organics Diversion Facility - Tons Food Scraps per Month

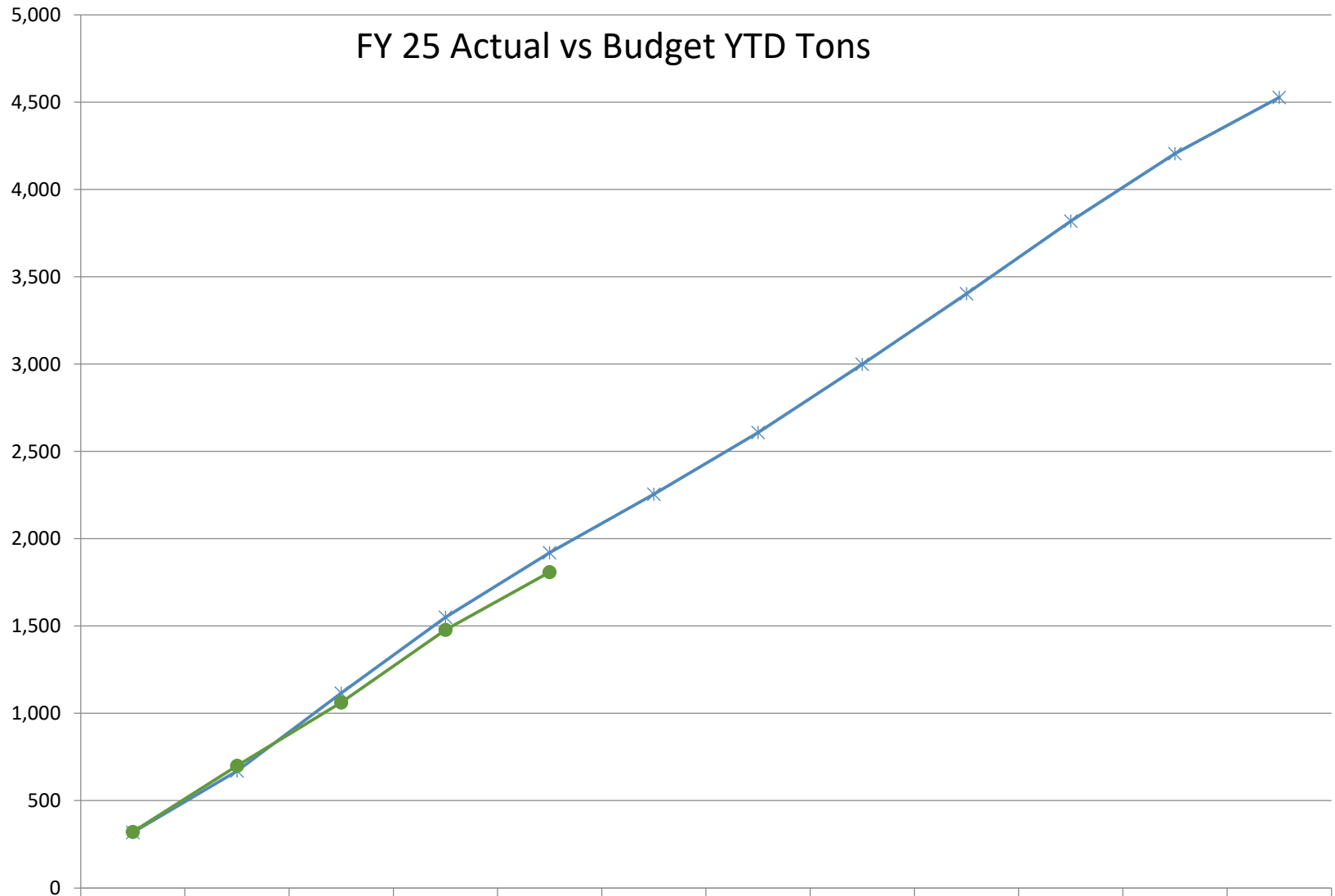
FY 25 vs FY 24, FY 23



## Organics Diversion Facility - Incoming Food Scraps

### FY 25 Actual vs Budget YTD Tons

Cumulative Year-to-Date Tons



	1	2	3	4	5	6	7	8	9	10	11	12
* Budget FY 25	318	669	1,116	1,550	1,919	2,255	2,608	2,998	3,403	3,819	4,206	4,527
● FY25	321	699	1,062	1,478	1,809							

# **Marketing, Communications & Outreach Update**

**November/December  
2024**

# Web & Marketing

AD ID # 17970  
Trash Disposal As Low As \$3 a Bag!

Paid Ad

Did you know that the Chittenden Solid Waste District (CSWD) Drop-Off Center located in Burlington is an affordable and convenient place to bring your waste? Our Burlington location accepts bagged trash, blue-bin recycling, food scraps, shredded paper and small scrap metal! Visit our friendly and helpful staff at 339 Pine Street - open Tuesday through Saturday 8:00 am – 3:30 pm.

[Learn How You Can Haul & Save!](#)

<- Front Porch Forum

New website! ->



## Website Launch

- Launched 11/25/2024
- Minimal disruption post-launch for staff & public
- Prioritizing fixes & then moving onto project work
- Customers are using the A-Z help feature!



## Marketing

- **Holiday Radio Promotion:** Star 92.9 ad running through week of 12/29
- **Front Porch Forum Ad:** Promoting BDOC runs through 12/17/2024
- **Upcoming!** Postcard to Burlington and Shelburne zip codes promoting BDOC
- *Annual Report will be released by Feb. 1*

# Web Stats

## (10/25-11/25/2024)



15,000 active users this month!



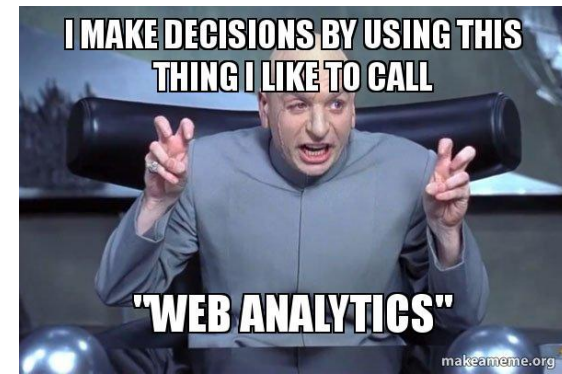
60% of our users visit us from their mobile device



Average time on site 1:45s (average time on most websites 52 seconds!)



Most visitors find us through organic search (organic means we did not pay for it!)



### TOP TEN VISITED PAGES:

1. Home Page (no surprise there!)
2. A-Z List
3. CSWD Drop-Off Centers Main Page
4. Williston Drop-Off Center
5. Environmental Depot Appointment Page
6. Environmental Depot Main Page
7. Drop-Off Center Hours
8. South Burlington Drop-Off Center
9. Essex Drop-Off Center
10. 2024 Fall Leaf Drop-Off Information



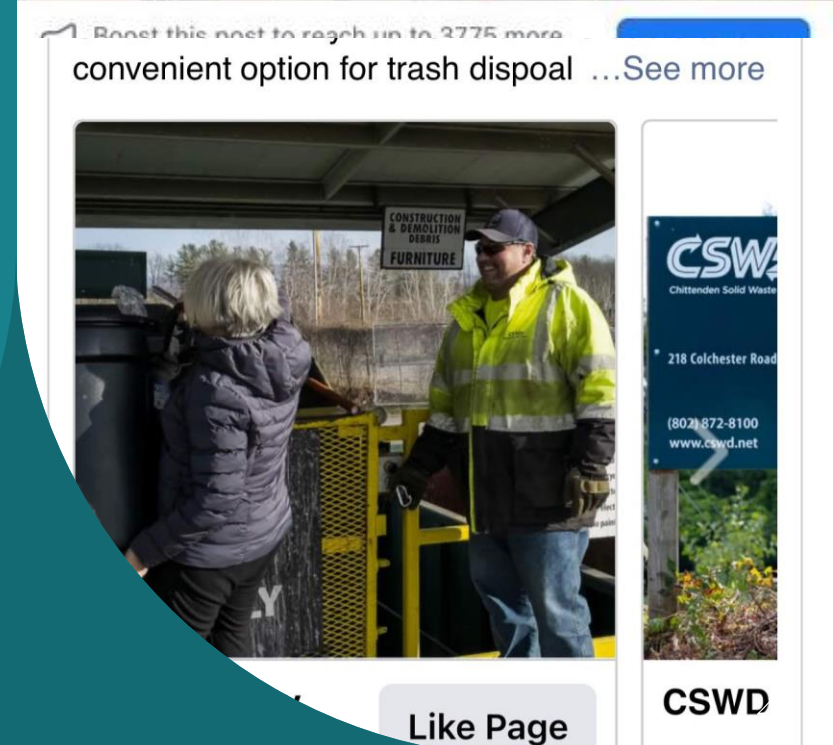
# Communications & Social Media

## Facebook Growth:

- Followers: 1,611 (up 50 in the past month).
- Posts: 21 since November 14.
- **Top Post:** November 23 tabling event at Adams Orchard (highest organic engagement).

## Facebook Ad Campaign: Promoting our affordability message.

- Weekly Spend: \$150
- Reach: 6,057 people
- New Page Followers: 43
- Post Engagement: 38 likes/interactions.



# Social Media continued

- Instagram
  - 787 followers, up 13 in last month
  - 6,800 post views
  - End of Waste Warrior Season video top performing:
    - 335 views
    - 19 likes
    - 1 comment
- LinkedIn
  - 206 followers
  - 7 posts in last month
- Front Porch Forum
  - Two posts per month featuring three topics/events/announcements



# Media Outreach and Media Mentions

## PROACTIVE OUTREACH

- **Opinion Editorial:** America Recycles Day feature in *VT Digger* and *Vermont Business Magazine*.
- **Press Releases:**
  - Environmental Leadership Award for Solar Glasses: Featured by WCAX, WPTZ, and *Vermont Business Magazine*.
  - Battery Blitz school mission competition: Covered by WPTZ.

**Chittenden Solid Waste District wins award for recycling eclipse glasses**

Share



Updated: 5:30 PM EDT Oct 30, 2024

Infinite Scroll Enabled ☐

## CSWD IN THE NEWS

- New MRF Update
  - [CSWD seeks new recycle center site | News | willistonobserver.com](#)

Williston  
**OBSERVER**  
*Serving our community since 1985*

Thursday, December 12, 2024



# Outreach Activities



- Events & Webinars:
  - UVM tabling for America Recycles Day
  - Hosted “Mastering Blue Bin Recycling” webinar:
    - Watch here: <https://www.youtube.com/watch?v=aJzXCSpaABU>
  - Upcoming: “Local Heroes of Sustainability” webinar (December 12).
    - Sign up here: <https://cswd.net/event/webinar-local-heroes-of-sustainability/>

# School, Business & Community Outreach Highlights

- **School Outreach**

- Delivered **35 classes** in the past month, including A Future Built on Batteries and Trash Talking and the 'R's'.

- **Community Outreach**

- Hosted "What Goes Where" presentation at Allen Harbor Senior Living.
- Developed a new social media strategy featuring key content creation pillars

- **Business Outreach**

- Presented at Williston Rotary.
- Attended networking events, including *Vermont Business Magazine's* BizToBiz and Lake Champlain Chamber of Commerce gatherings.