

Marketing, Communications & Outreach Update

March 2025

Marketing

Marketing/Web Projects

- **Marketing Agency Selected!** Place Creative Agency in Burlington has been selected for a 1-year contract. Place was the highest score among our 5 finalists and handles brands like Darn Tough and Let's Grow Kids. The Marketing team will start work with Place in the next few weeks. Stay tuned!
- **BDOC Postcard** – Our postcard will hit Burlington, Shelburne, and South Burlington addresses (businesses, rentals and single homes) this week. Please let us know if you receive it!



Hitting
mailboxes
this week!

**MORE AFFORDABLE
MORE DAYS
MORE MATERIALS**

 Chittenden Solid Waste District

 Haul it yourself to **BURLINGTON** and **SAVE \$\$\$!** Trash fees starting at \$3.

Category	Fee
Bagged Trash	Small (up to 13 gallons)\$3 Medium (14 to 35 gallons)\$8 Large (36 to 45 gallons)\$11 Extra Large (46 to 65 gallons)\$15
Blue-Bin Recycling	NO FEE
Food Scraps	NO FEE
Special Materials	NO FEE

Drop-Off Center in Burlington Location & Hours

339 Pine Street
Burlington, VT 05401

Tuesday-Saturday
8am-3:30pm



 Chittenden Solid Waste District

What We Accept

Category	Fee
Trash	Small (up to 13 gallons)\$3 Medium (14 to 35 gallons)\$8 Large (36 to 45 gallons)\$11 Extra Large (46 to 65 gallons)\$15
Blue-Bin Recycling (up to 1 cubic yard)	With trashNO FEE Without trash\$2 * Additional fees apply over 1 cubic yard
Food Scraps (30-gallon daily limit)	With trashNO FEE Without trash (per 5 gallons)\$1
Special Materials	Batteries (Household and Lead Acid) NO FEE Shredded Paper (with trash) NO FEE Shredded Paper (without trash) \$2 Fluorescent Bulbs NO FEE Scrap metal* NO FEE * Household and small items only at Burlington location



Scan for more information or visit:
[CSWD.NET/BURLINGTON-DOC](https://www.cswd.net/burlington-doc)

Additional Special Materials...NO FEE!

- Cell Phones
- Books
- Clothing & Textiles
- Ballasts, Thermostats and other Mercury-Containing Devices
- Propane Tanks, 20 lbs. or less

Residential Customer

PRSR7 STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

Web Updates



CSWD IN THE NEWS

New Materials Recycling Facility (MRF) Project

New Materials Recycling Facility (MRF) Update (3.31.2025) CSWD is constructing a new state-of-the-art Materials Recovery Facility (MRF) to sort and prepare blue-bin recyclables for market. This modern facility will replace the...

- The ROVER is coming! - Rover dates are now live in the [website calendar](#)! Expect communications to rollout this month for our Spring events.
- The [New MRF blog post](#) has been updated with the new timeline and details.
- New ["What Goes Where" blog post](#) was posted in March - We receive lots of questions from the public about what happens with the materials we sell. Do they REALLY get made into new things? You bet they do! A full list of what goes where is available in the post.
- C & D fee information is now available on location pages for DOCs accepting C & D materials. Check it out on the [Essex DOC page](#)!

Household Trash	Food Scraps	Construction & Demo	Blue-Bin Recycling
Fees			
Fees shown here are for Construction & Demo conditions for this item or material. For fees on specific items, please visit our A-Z list .			
Amount	Fees	Notes	
up to 13 gal	\$6.00	Small	
14-35 gal	\$16.00	Medium	
36-45 gal	\$22.00	Large	
46-64 gal	\$30.00	XL	
65-100 gal	\$48.00	1/2 cubic yard	

What Goes Where: Understanding Recycling at CSWD

Have you ever wondered what happens to the items you toss into your blue-bin? Read on for the answers!

[Read the blog](#)



Rover in Milton

April 26 @ 8:00 am - 3:30 pm



Web Stats

(March 2025)



9.3K active users in **March!**



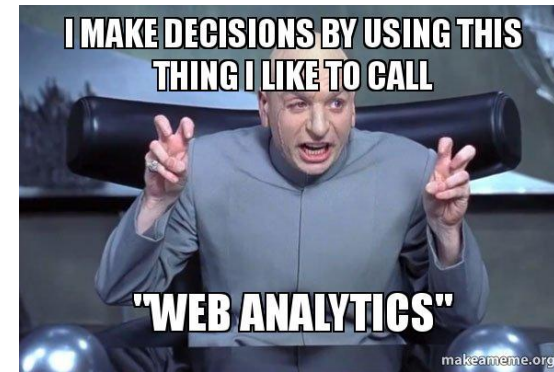
A-Z List – **4,975** views of different materials (**March**)



Average time on site **1:25s**
(average time on most websites 52 seconds!)



The A-Z list page is still our most popular page (next to the Home page, of course!)



TOP TEN A-Z Materials:

1. Mattress
2. Tire (getting ready for spring!)
3. Clothing & Textiles (spring cleaning?)
4. Appliances (small)
5. Couch
6. Electronics
7. TV
8. Microwave
9. Scrap Metal
10. Battery (Household)

Media Mentions



- New MRF Plans:
 - Vt Digger
 - <https://vtdigger.org/2025/03/06/chittenden-solid-waste-district-finds-new-site-for-recycling-center-in-williston/>
 - Williston Observer
 - https://www.willistonobserver.com/news/williston/cswd-finds-new-site-for-recycling-center/article_226f09c8-fa0b-11ef-
- Vermont Promotes Battery Recycling Program
 - Vt Digger
 - bit.ly/420s5w5



CSWD

Mar 24 •



Say hi to Hunter, one of the incredible Operators at our Drop-Off Center in Burlington! This is our smallest site, but we have recently expanded our list of accepted... See more



Social Media: Facebook



Followers: 1856



Post views: 27,100



Reach: 10,400



Interactions: 289

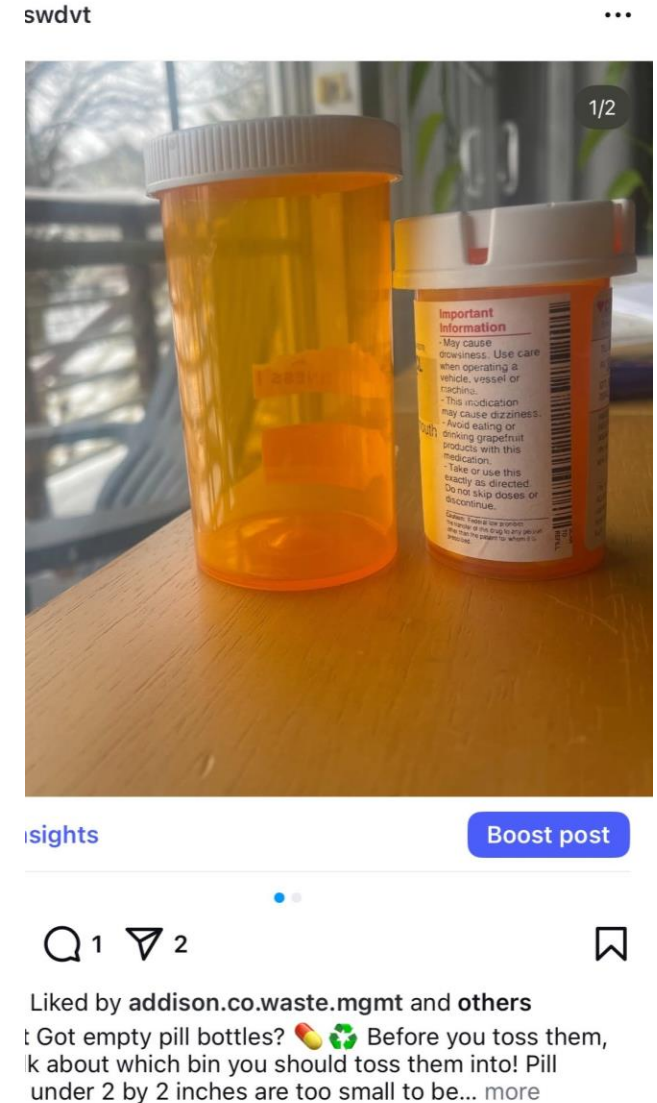


Facebook Ad Campaign:

Affordability Message
51 New Likes

Social Media: Instagram

- Total followers: 810 (+4 from February)
- Profile visits: 71
- Accounts engaged: 68 (- 11 from February)
- Posts/Stories shared: 36
- Top Performing Post:
 - What Goes Where – Pill Bottles
 - 15 likes
 - 1 comment
 - 2 shares
 - 455 views



Social Media: LinkedIn

Followers: 219 (+5 from February)

Posts: 2

Page views: 39 (-2 from **February**)

Search appearances: 56

- (The number of times CSWD was searched on LinkedIn)



Chittenden Solid Waste Distri

219 followers

2w •

HR gurus, we NEED you for our team! CSWD opening for a highly organized, reliable, prof support human resource initiatives including



**Staff & Job Opening
Waste District**

cswd.net

ws You Can Use and Re... Shelburne, V

No. 6359 • Margaret Wiener

g, the team at CSWD has held monthly webina
g, Vermonters reduce the amount of trash that g

e final session in CSWD's Winter Webinar Serie
ed Food: Feeding People, Not Landfills" will exp
od waste before it starts and how to redirect su

rn simple, impactful strategies that can help yo
, and support your community. This is a great o
ndfills and put it where it belongs—on people's

– 6pm

here:

web.zoom.us/webinar/register/WN_qFH

Social Media: Front Porch Forum

- Two posts per month Chittenden County wide
 - Facility Closings
 - Webinars
 - DOC Affordability Message
 - Job Openings
 - CSWD Board Postings to FPF
 - March: Winter Webinar Series – 52 sign-ups

Outreach Activities: Business



CSWD: We Have a Place for You

Gabrielle Stevens, Business Outreach

11:15 / 1:03:02



- 12 business visits
- Winter Webinar Series: Feeding People Not Landfills
 - (<https://www.youtube.com/watch?v=9yp0PUQR8uw&feature=youtu.be>)
- Team Presentation: Education and Enrichment for Everyone (EEE) - 91 viewers online and in-person
 - ([Education and Enrichment for Everyone: CSWD - We Have a Place for Your Waste](#))
- South Burlington Rotary Presentation
- Networking Event: Burlington Young Professionals

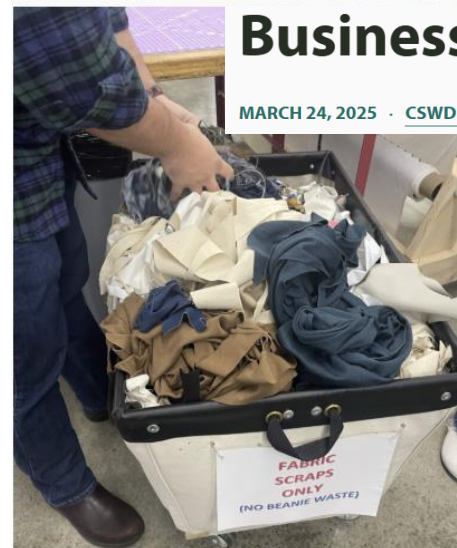


Outreach Activities: Schools

- Tabled at Vermont Flower Show with ORF, chatted with almost 500 people
- Taught three classes reaching nearly 100 people
- Team Presentation: Education and Enrichment for Everyone (EEE)
- Upcoming Compost Tour and Workshop Prep
- School Spotlight: Essex Westford Share Table Program blog: <https://cswd.net/school-spotlight/school-spotlight-essex-westford-school-districts-share-cooler-program/>

Outreach Activities: Communities & Event Management

- Business Spotlight: Fourbital Factory blog post <https://cswd.net/help-for-businesses/business-spotlight-fourbital-factory/>
- March Digest: 50% open rate, 234 clicks to blog posts!!
- Event season prep: outreach to vendors, event organizers and Waste Warrior volunteers
- Vermont Language Justice Project: second draft of script writing and video/photo gathering
- Team Presentation: Education & Enrichment for Everyone



Business Spotlight: Fourbital Factory

MARCH 24, 2025 · [CSWD DIGEST](#) / [HELP FOR BUSINESSES](#)

Marketing, Communications and Outreach Team

- Jen Holliday – Director of Communications and Public Policy
- Alise Certa – Marketing Manager
- Beth Parent – Community Engagement and Outreach Manager
- Rhonda Mace – School Outreach Coordinator
- Kat Moody – Community Outreach Coordinator
- Gabby Stevens – Business Outreach Coordinator