

# **Marketing, Communications & Outreach Update**

**April 2025**

# Marketing

## Marketing/Web Projects

### Drop-Off Your Spring Cleaning Items with CSWD

- **Radio Spots (May/June)** - The ads encourage folks to bring their spring-cleaning leftovers to our Drop-Off Centers and highlights our affordability. The 30 second spots will run on WOKO, WKOL, WXXX, and WEZF.

### Food Scraps Appeal

- **Print Ads (May/June)** Ads will be featured in Seven Days and in community papers asking the public to keep those food scraps out of the landfill.
- **Food Scraps Postcard (May)** A postcard will drop for all Chittenden County households encouraging residents to keep food scraps out of the landfill.

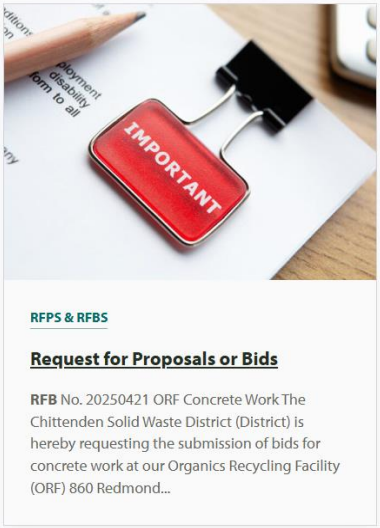
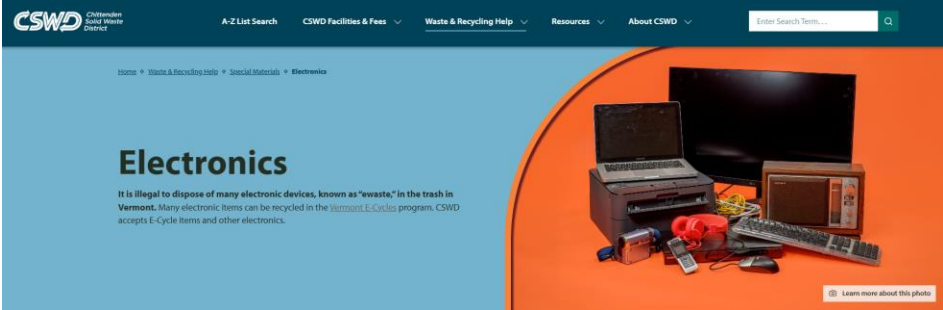
**BDOC Postcard Follow Up** – Our postcard hit mailboxes in Burlington, Shelburne, and South Burlington addresses (businesses, rentals and single homes) on April 4th. Ops has reported that BDOC traffic has seen an uptick since the postcard hit. Thank you to staff who let us know they had received postcards.

**Marketing Agency Onboarding** – We have begun working with our new agency on updating stickers and existing brochures and creating posters for Operations and Compliance. Meetings are being set up to educate them about what we do and what we are looking to do in the future. They will also tour our facilities in the coming weeks to see what we do on the ground. Stay tuned!



# Web Updates

- **Electronics** - Marketing and Operations worked on making the [Electronics page](#) easier to understand. The state [ECycles](#) program is sometimes confusing for our residents so we hope that the reorganization and language changes are helpful.
- **Looking for our current Requests for Proposals/Bids?** [Here is a link.](#) This area will be seeing lots of activity over the next year or two. Marketing will be adding a link to the About CSWD drop-down menu to make it easier to find.



# Web Stats

## (April 2025)



**11K** active users in **April!**



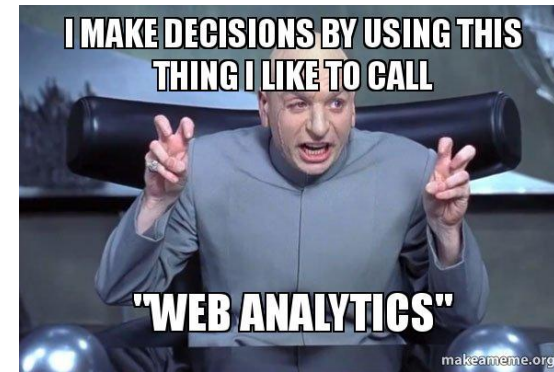
A-Z List – **5,747 views** of different materials (**April**)



Average time on site **1:33s**  
(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 CSWD WEB PAGES - APRIL:

1. Home page
2. A-Z List
3. CSWD Facilities
4. Drop-Off Center - South Burlington
5. Drop-Off Center - Williston
6. Environmental Depot Appointments
7. Drop-Off Center - Essex
8. Green Mountain Compost
9. Drop-Off Center – Burlington
10. Environmental Depot

# Media Mentions



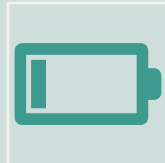
DEC Grant:

[MyChamplain  
Valley  
Vt. Business  
Magazine](#)



Mattress Recycling:

[WCAX](#)



Battery Blitz:

[WPTZ](#)



Earth Day Op-Ed:

[Vt. Digger  
The Other  
Paper  
Vt. Business  
Magazine](#)





# Social Media: Facebook

- Page views: 6,069
- Engagement: 151
- Total Followers: 1862
- Top Five Cities/Towns Engaged:
  - Burlington
  - South Burlington
  - Essex
  - Milton
  - Colchester
- Top Performing Post: Chuckles as the new Executive Director (346 views, 25 interactions)

# Social Media: Instagram

1/6

FREQUENTLY ASKED  
QUESTIONS SERIES

“When is the Rover  
coming to my area?”



- Total followers: 818(+10 from March)
- Profile views: 4,560
- Content Type Reach:
  - Posts: 74%
  - Stories: 20%
  - Reels: 5%
- Top Performing Post: Rover Schedule
  - 459 views
  - 30 interactions
  - 14 shares
- Insights: Many brands see the most views and engagement from Reels, but our audience seems to prefer Posts.



# Social Media: LinkedIn



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Impressions: 247

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Followers: 222

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Top Post: WCAX  
Mattress Recycling



# Social Media: Front Porch Forum

## CSWD Updates

**New North End – No. 5309 • Beth Parent** • Community Engagement and Outreach Manager, Chittenden Solid Waste District Board, Chittenden County  
*Posted to: Centennial, Downtown, Old North End, New North End (show all 26 ▼)*  
Apr 4, 2025

### Announcement

#### The Rover is Coming

CSWD's mobile household hazardous waste collection unit, the Rover, is coming to a community near you. The Rover accepts a wide variety of household hazardous waste at no charge from Chittenden County residents (businesses must make an appointment at the Environmental Depot). This year, the Rover will be in Milton, Essex, Hinesburg, Williston, Richmond and Burlington. Click here for the complete schedule: [cswd.net/information-library/the-rover/](https://cswd.net/information-library/the-rover/)

#### Backyard Compost Workshop and Organics Recycling Facility Tour

Discover how your kitchen scraps and yard waste are transformed into nutrient-rich, eco-friendly compost that's perfect for your garden and essential for building healthy soils. This interactive experience combines practical composting tips and troubleshooting with an up-close look at the composting process in action. After the workshop, join us for a tour of our Organics Recycling Facility, home of Green Mountain Compost. (NOTE: you will be walking and standing for at least 30-minutes on the tour).

When: April 19, 9:30am-11:30am.

- Two posts per month Chittenden County wide
  - Facility Closings
  - Backyard Compost Workshop/ORF Tour
  - Job Openings
  - Rover Schedule
  - CSWD April Board Posting to FPF
    - What Goes Where Post- 17 unique post clicks

# Outreach Activities: Business

- Business Visits: 33
- Networking Events: Burlington Young Professionals
- Blog post: Single Use Plastics
- Business Bulletin Newsletter: 47% open rate
- Presentations:
  - Vermont Landlord Association with KM(12 participants, 16 views on CSWD YouTube)
  - E.C.O. AmeriCorps Panel – 20 participants
- Earth Day Celebration in Burlington
  - Vermicomposting Demonstrations – 26 visitors



# Outreach Activities: Schools



Tours: 18 (with help from Kim and Allison!!)



Classes Taught: 13



Backyard Composting Workshop: 25 participants



Battery Blitz:

4,000 lbs of batteries collected

7 schools

WPTZ Media Interview





# Outreach Activities: Communities & Event Management

- Blog Post: [Become a Waste Warrior Volunteer](#)
- April Digest: 4,671 sends, 2,217 opens (50%)
- Presentations:
  - Vermont Landlord Association (with GS) – 16 views on CSWD YouTube
  - Project SEARCH (UVM Medical Center) – 12 participants
  - Decker Towers – 18 participants
  - Brownell Library – 8 participants
  - Burlington Garden Club – 40 participants
  - Wake Robin – 65 participants!!
- Waste Warrior Event: Vermont Unplugged Half Marathon
- Green Up Day Outreach to Towns, Coordinators and Public Works Departments

## 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

