

Marketing, Communications & Outreach Update

May 2025

Marketing

Marketing/Web Projects

Food Scrap Postcard Hits Mailboxes

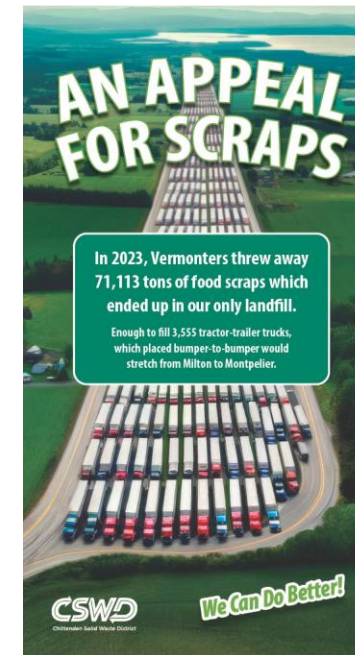
Another CSWD postcard landed in Chittenden County mailboxes this past weekend! The card encourages residents to keep food scraps out of the landfill—and we've already received great feedback on the design. It's a helpful and timely reminder for the public. We welcome your thoughts, so feel free to send us your feedback!

The CSWD Version of Speed Dating - Place Creative Gets to Know Us!

- **Date #1 – Touring our facilities!**
Our new marketing agency, Place Creative, visited the MRF and the Drop-Off Center (Williston) with Josh E. and Brian M. to get a behind-the-scenes look at how recycling and solid waste management works at CSWD. The Place team was enthusiastic about the tours and walked away with a solid foundation of our operations. Tours of the ORF and the Environmental Depot will be scheduled for June. We're glad they liked us!
- **Date #2 – Deep-Dive Workshops**
In early June, Place Creative will lead two workshops with Sarah R., the marketing and communications team and department heads to explore our organizational goals and lay the groundwork for future marketing efforts. Insights from these sessions will shape a strategic marketing and communications plan for CSWD. Exciting progress is underway, and we'll keep you posted as things develop!

Advertising Currently Running (May/June)

- Print Ads (Food Scraps Appeal) are running in BANG papers, Seven Days, and North Avenue News (June).
- Radio Spots (Spring Cleaning) are running on WOKO, WKOL, TripleX and Star 92.9 promoting our DOCs.



place.



Web Updates

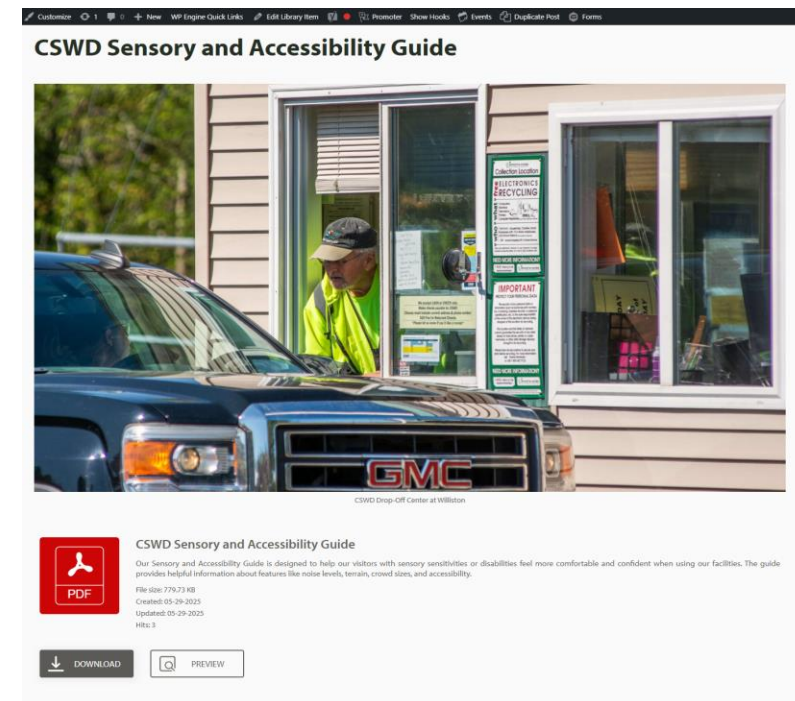
New! Sensory & Accessibility Guide Now Available

The **JEDI Committee** has created a [Sensory and Accessibility Guide](#) to help all visitors—especially those with sensory sensitivities or disabilities—feel more comfortable, informed, and confident when visiting our facilities.

- The guide includes useful details about:
- Noise levels
- Terrain and surfaces
- Busy times
- Accessibility features

Whether you're planning a visit for yourself or someone you support, this guide is designed to make your experience easier and more predictable.

✦ [Now available on our website](#)—take a look and help spread the word!



Web Stats

(May 2025)



12K active users



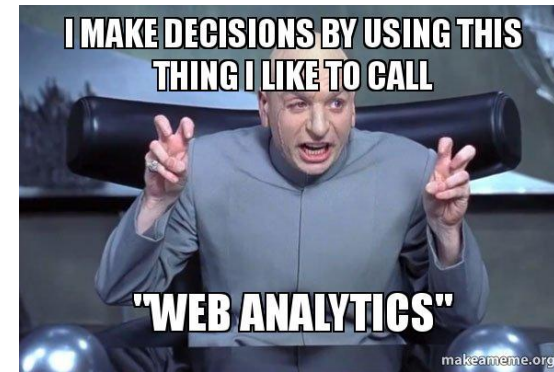
A-Z List – **6,569 views** of different materials



Average time on site **1:24s**
(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 Items:

Views	Title
484	Mattress or Box Spring
396	Tire
209	Food Scraps
197	Couch
148	Clothing & Textiles
147	Wood (painted, stained or treated)
142	Branches
138	Air Conditioner
126	Yard Waste
125	Television

Budget Meetings & Media Mentions

- Jen, Alise and Beth attended 18 Budget Meetings with Sarah, taking notes on any questions or comments on FY2026 budget.

Media Mentions:

- Hinesburg Record – Budget Meeting
 - <https://www.hinesburgrecord.org/p/hinesburg-selectboard-meeting-may>

the HINESBURG
Record
Weekly

Social Media: Facebook

Affordability Campaign:

- New Followers: 262
- Views: 173,600
- Reach: 32,428

We're Hiring - Two Boosted (paid) Posts:

- Views: 35,446
- Link Clicks: 555



**WE'RE
HIRING!**

Social Media: Instagram



- **Total followers:** 872 (+54 since April)
- **Profile views:** 12,085 (+7525 compared to April)
- **Insights:** The significant increases in followers and views are likely the result of our recent Facebook advertising campaign, which appears to be boosting engagement across both Facebook and Instagram.
- **Top Post:** Waste Warrior Sign Up
 - Views: 1,156
 - Interactions: 22
- **Special Note:** 87.2% of folks who viewed or interacted with this post were NON-followers and we received 20 new volunteers this year!

Social Media: LinkedIn



Impressions: 231

Link Clicks: 3

Social Media: Front Porch Forum

Join the CSWD Team

Paul & Susan Ruess • Meadow Ln, Underhill

Job Opening

Looking for a new opportunity with purpose? The Chittenden Solid Waste District (CSWD) is currently hiring for several full-time positions, including:

- * Maintenance Operator
- * Hazardous Waste & Latex Paint Operator
- * Human Resources Coordinator

CSWD offers competitive pay, excellent benefits, and the chance to be part of a mission-driven team working to reduce waste and protect our environment.

Learn more and apply today at:

👉 <https://cswd.net/about-cswd/cswd-employees/>

Email Author

Reply to Forum

Two Posts per Month

- Job openings
- Rover Schedule
- What Goes Where

CSWD Board Posts

- 8 Board members posted our job opening!
- 7 unique link clicks to website

Outreach Activities: Business



Business Visits: 33



Tabling Events:

VBSR
Jericho Energy
Committee



Taught Northern Vermont Realtors Assoc.
Certified Continuing Ed. Course – 30 agents



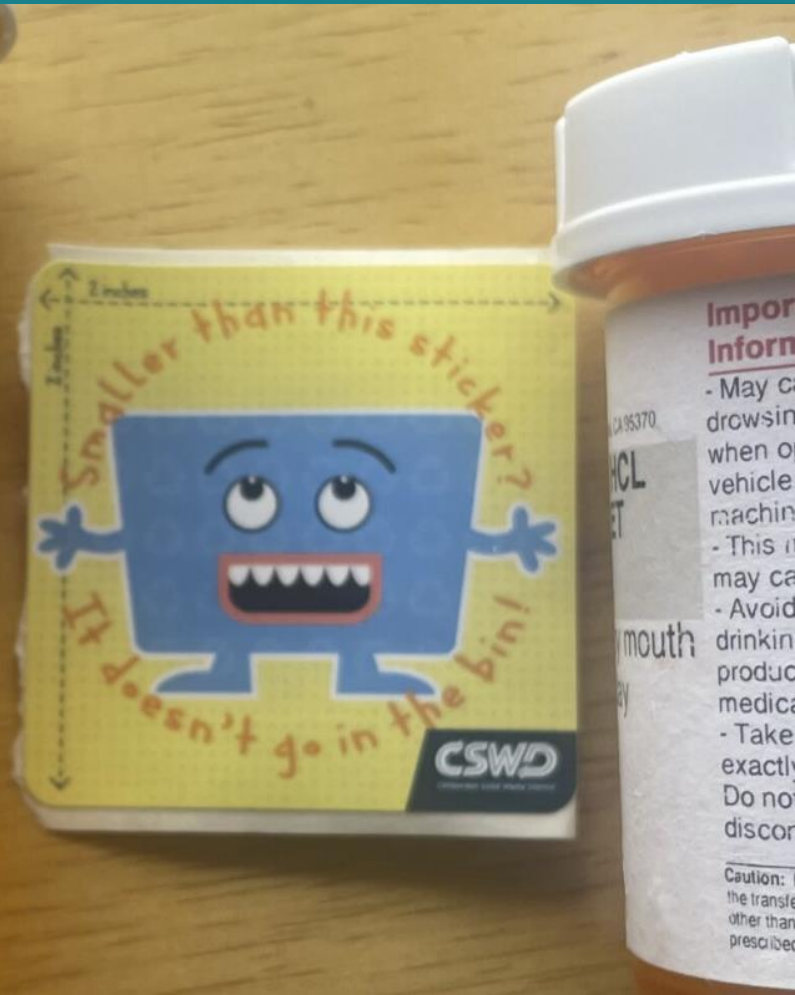
Networking – Lake Champlain Chamber of
Commerce

Outreach Activities: Schools



- School visits: 8
- Students/Staff Reached: 346
- Classes Taught: 12
- Events:
 - Trash on the Lawn Day – Champlain Elementary
 - Battery Blitz – Essex High School (students collected 29.2 pounds of batteries!)
- Blog: School Spotlight on Champlain Elementary
 - <https://cswd.net/school-spotlight/school-spotlight-champlain-elementary-school-shines-bright-in-sustainability/>

Outreach Activities: Communities & Event Management



- Blog Post: Six Commonly Mis-Sorted Items that Don't Belong in your Blue-Bin:
 - <https://cswd.net/cswd-digest/6-commonly-mis-sorted-items-that-dont-belong-in-your-blue-bin-recycling/>
- May Digest:
 - 4,659 sends
 - 2,274 opens (51%!!)
 - 466 link clicks
- Waste Warrior Trainings: 2 (+20 new volunteers!)
- Waste Warrior Events: 2
- Government Social Media Conference

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