

## MEMORANDUM

To: Executive Board  
From: CSWD Staff  
Date: October 10, 2019  
Re: Program Updates

1. Solid Waste Management Fee (Jon) – Data will be available for the October full board meeting.
2. MRF Overview (Josh) – Data will be available for the October full board meeting.
3. Organics Diversion Facility (Dan) – September food scrap tonnages were 514 tons. This is 19 tons greater than the same period last fiscal year and 3% greater than YTD budgeted amounts.
4. Outreach and Communications: YTD Outreach/Communications data is available in this month's Board packet.

**Community/Residential** (Lauren): We continue to receive requests to offer our backyard composting workshops offsite—the Jericho Gardeners Club, for example—and to focus on upcoming requirements for Act 148. This composting road-show is popular and extends our reach to new audiences, so please send ideas for partnerships in YOUR community to Lauren ([llayn@cswd.net](mailto:llayn@cswd.net) or x234).

**Events** (Robin): The Waste Warrior Program was featured in an article in the September 25<sup>th</sup> edition of Seven Days: [Waste Warriors Educate Eventgoers About Their Trash](#). The article was also picked up by VT Business Magazine's e-news and posted to Facebook by the Burlington Wine and Food Festival.

**Schools** (Rhonda): Recycle Rhonda was on the move in September. In a partnership with Girl Scout Troop #51841 out of Westford, we are ramping up Westford School's composting program. The girls have been monitoring the sort stations to assist the students during lunch and Rhonda is working to schedule a school-wide assembly so that everyone knows What Goes Where.

**Business** (Ethan): Burlington retailers and other business generators have been meeting about launching a pilot program to collect a wide range of commercial plastic film—including polyethylene product bags and other printed material-- for recycling. Ethan has been participating in those discussions and supporting their networking efforts, while continuing to add companies to CSWD's

existing film recycling program for clean pallet wrap. CSWD will be facilitating two separate waste audits at large Burlington businesses in October.

Marketing (Alise/Raeann) – September has been a busy month for Marketing as we plan for the fall leaves, holiday messaging and planning for the Food Scrap Ban campaign. September media mentions are below:

9.11.19 – Outlet: VPR - [Piles of Glass: State Regulators Say Solid Waste District in Violation of Act 250](#)

9.19.19 – Outlet: The Other Paper - [Burlington Garden Club meeting to feature composting discussion](#)

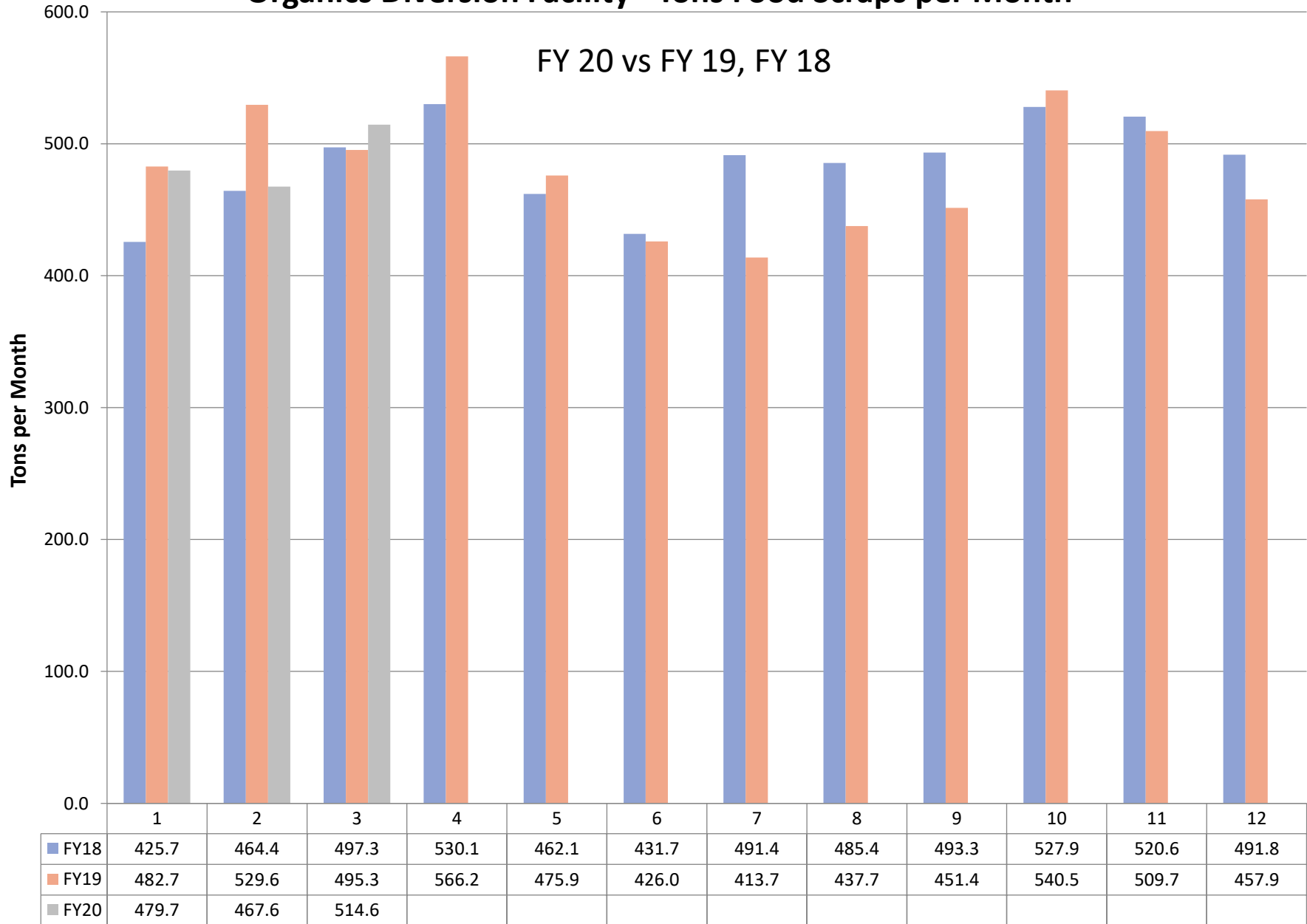
9.25.19 – Outlet: Seven Days – [Waste Warriors Educate Eventgoers About Their Trash](#)

9.30.19 – Outlet: NBC5 – [Libraries Dish Up Ways to Utilize Food in Your Backyard](#)

5. Compliance (Josh/Jeanine) – Jeanine performed 42 load checks and visited 5 construction sites. She’s also been working on content for a document for local planning and zoning officials that summarizes solid waste management considerations in development review and during construction.
6. Hinesburg Drop-Off Center (Josh T, Sarah) –The project was awarded to Stewart Construction of Essex Jct, and began work on 10/1.
7. Disposal Analysis (Nancy) – CSWD has selected Skumatz Economic Research Associates (with subcontractors Resource Recycling Systems and the Construction and Demolition Recycling Association) to examine the economic, demographic, and other drivers of solid waste stream tonnages (MSW and C&D) and use the information to develop improved predictions of the levels and changes in waste stream tonnages in the District. Deliverables include: 1) forecasting equations of the tonnages by sector, using data the District will be able to obtain in the future to drive continued forecasts; 2) disaggregation of each sector’s tonnage into material types to support program planning and monitor progress; and 3) easy-to-use Excel spreadsheet model for estimating CSWD-specific total and sector/material tonnages generated, diverted, reduced, and disposed for planning purposes. The maximum value of the contract is \$40,986.
8. Trends/In the News/What We’re Watching –
  - Sen. Sanders’ \$16.3T climate plan promises major waste and recycling shifts, including a national EPR program: <https://www.wastedive.com/news/bernie-sanders-climate-plan-waste-recycling/562017/>
  - Will compostable packaging ever be able to solve our waste problem?  
<https://www.fastcompany.com/90393297/will-compostable-packaging-ever-be-able-to-solve-our-waste-problem>
  - Single-use packaging proposal in California that would require all packaging to be compostable or recyclable on pause: [https://resource-recycling.com/recycling/2019/09/17/single-use-packaging-proposal-on-pause-in-california/?utm\\_medium=email&utm\\_source=internal&utm\\_campaign=Sept+17+RR](https://resource-recycling.com/recycling/2019/09/17/single-use-packaging-proposal-on-pause-in-california/?utm_medium=email&utm_source=internal&utm_campaign=Sept+17+RR)

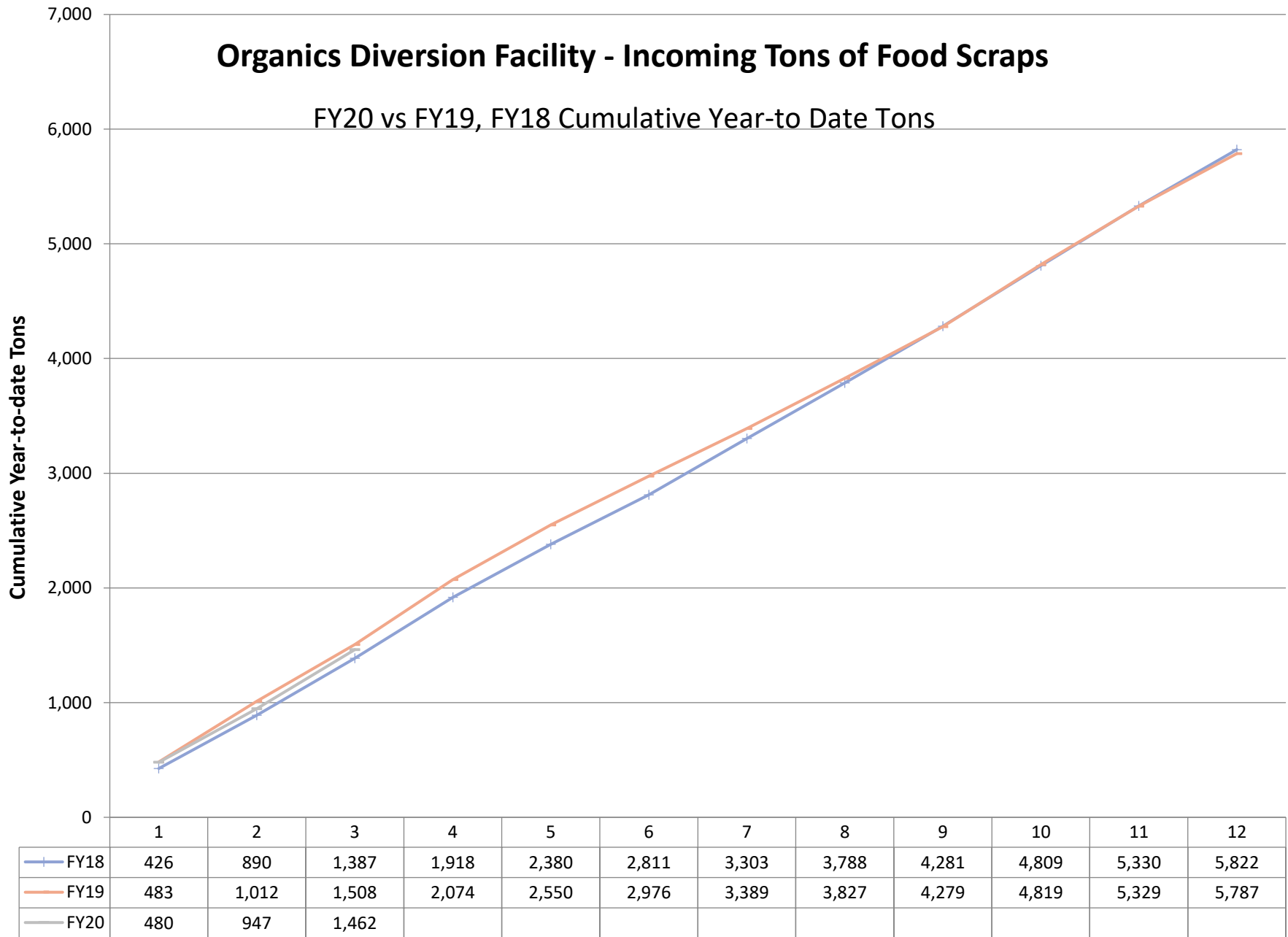
## Organics Diversion Facility - Tons Food Scraps per Month

FY 20 vs FY 19, FY 18



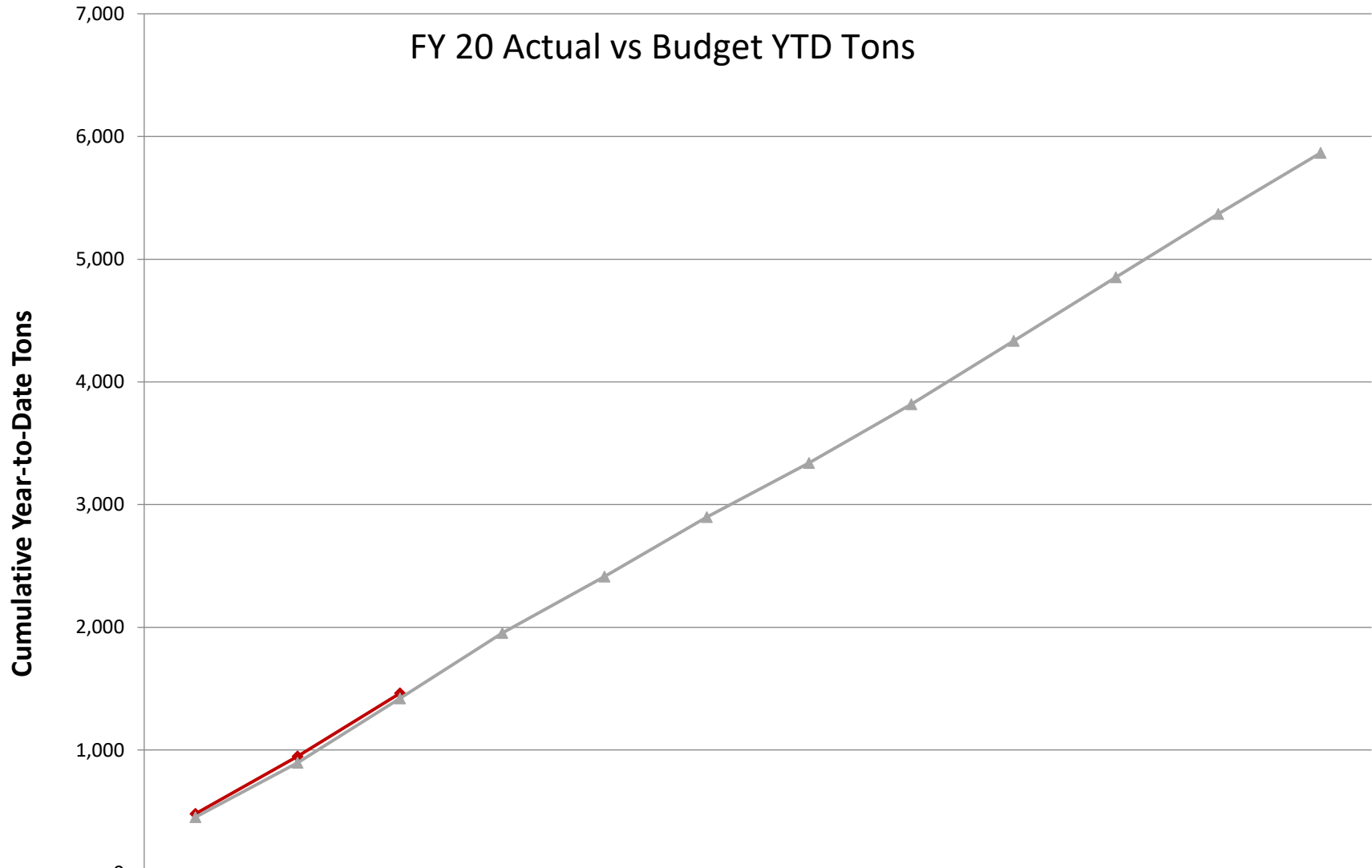
# Organics Diversion Facility - Incoming Tons of Food Scraps

FY20 vs FY19, FY18 Cumulative Year-to Date Tons



## Organics Diversion Facility - Incoming Food Scraps

### FY 20 Actual vs Budget YTD Tons

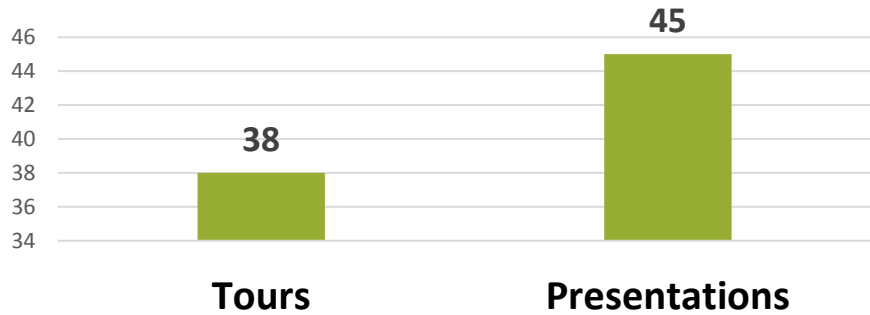


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
◆ FY 20 Actual	480	947	1,462									
▲ FY 20 Budget	452	897	1,420	1,953	2,414	2,898	3,339	3,819	4,335	4,854	5,370	5,866

# CSWD OUTREACH FY20 YTD

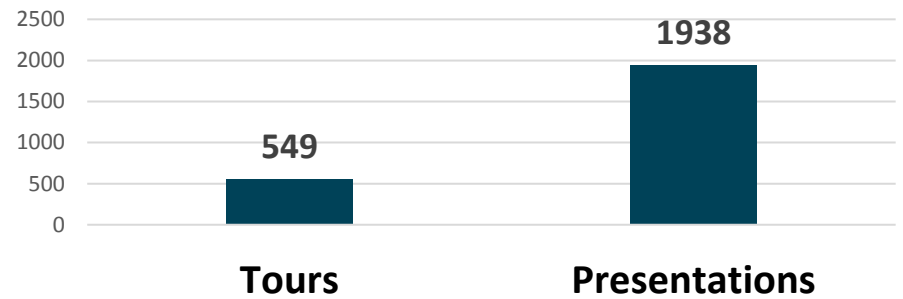
## Tours & Presentations

(Number of each)  
YTD FY 2020

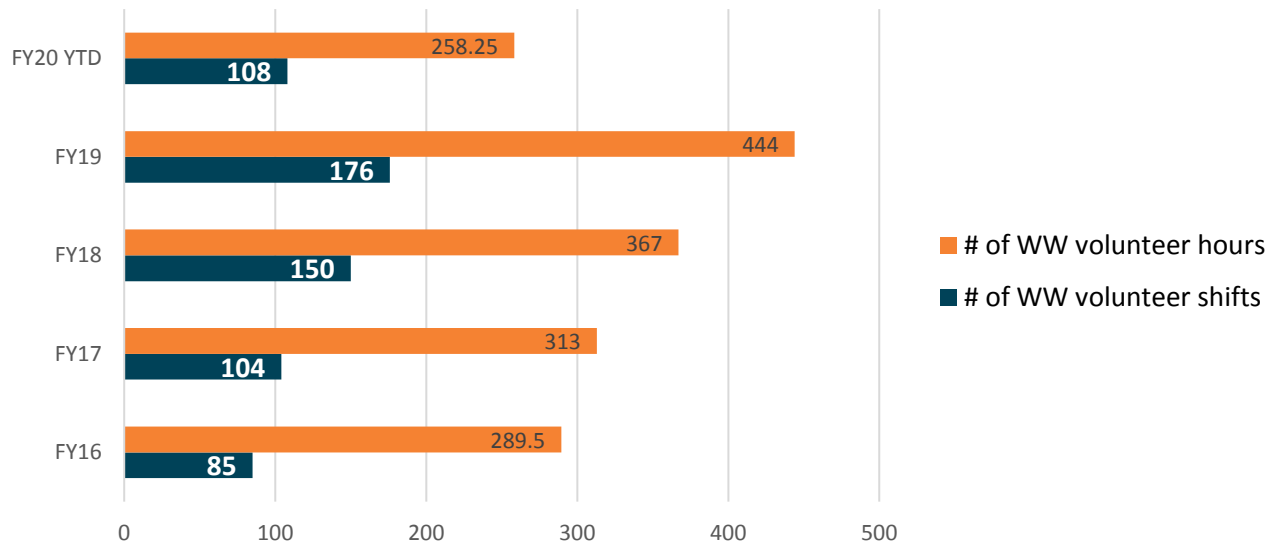


## Tours & Presentations

(People served)  
YTD FY 2020



## CSWD Waste Warrior Program Hours & Shifts Volunteered Annually

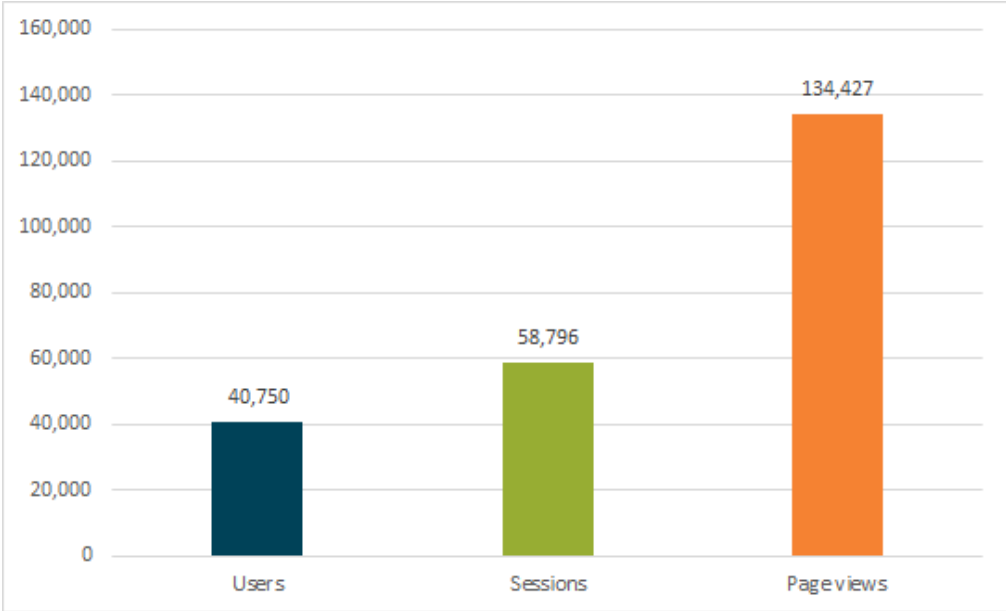


Data does not include technical assistance and other educational outreach conducted onsite or via phone or email.

# CSWD COMMUNICATIONS FY20 YTD

## Website Traffic - CSWD.net

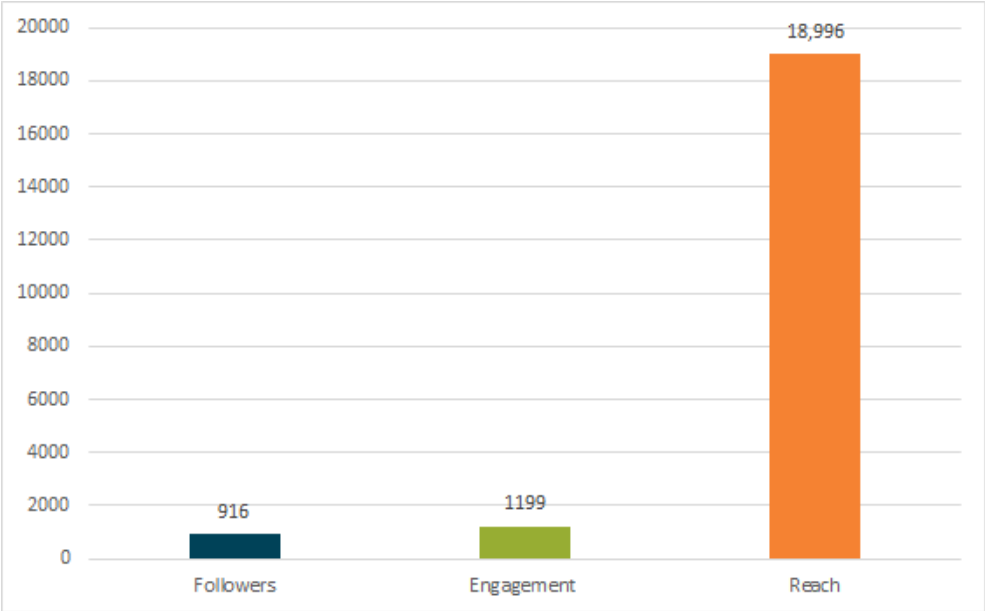
YTD FY 2020



Users = Visitors to the website  
Sessions = # of visits to the website  
Page views = # of times an individual page was viewed on the website

## Facebook: Followers, Engagement, Reach

YTD FY 2020



Followers = # of people who opted to follow CSWD posts  
Engagement = # of interactions with posts (comments, likes, shares)  
Reach = # of people reached through posts (organic and paid)