

#3.2

MEMORANDUM

To: Board of Commissioners
From: CSWD Staff
Date: August 18, 2022
Re: Program Updates

- Solid Waste Management Fee (Jon) – As of the end of July from a budget perspective, the first eleven months of FY23 is 0.7 percent below projected revenues. FY23 revenue is 8.0 percent lower than the first month of the period in FY22. Please refer to accompanying charts.
- Organics Diversion Facility (Dan) – Will be available next month
- Materials Recovery Facility (Josh)
 - YTD average monthly inbound single stream material: 3,787 tons
 - YTD average monthly marketed material: 3,068 tons
 - 12-month, average commodity revenue (ACR): \$150.62/ton
 - All data includes PGA tons and costs
- Marketing & Communications (Alise/Michele) –
 - The “We Can Take It” print campaign will be moving into its next phase in September/October. We will continue to promote the A-Z list but change the items in the ads. The goal of the campaign is to direct people to our website for disposal options and to raise awareness of the wide range of items our facility accepts for disposal or recycling.
 - MRF Bond – Digital ads began running in mid-July and features 30 second videos of the inside of the MRF. Viewers are encouraged to click through to a MRF Bond information page that provides more information on the Bond and an opportunity to sign up for email updates on the project. These ads are being tracked and revised by our agency. Early results look promising.

Media Mentions – July/August

7/1/2022 WCAX [Is home-composting cause of Essex Junction rat problem?](#)

7/6/2022 VTDigger [Let’s bring Vermont’s recycling into the 21st century](#)

7/7/2022 WCAX [CSWD asking voters for upgraded recycling facility](#)

7/13/2022 NBC5 [CSWD to build a new materials recovery facility](#)

8/1/2022 Waste Advantage Newsletter [CSWD: Opportunities for Waste Diversion](#)

- Outreach (Beth) – We are actively supporting the MRF bond team ahead of election day by reaching out to our stakeholders to encourage them to submit Letters to the Editor on our behalf. It is so wonderful to see so many business leaders step forward to help us spread the word about why a new MRF is needed. Those letters should reach local papers in the next few weeks. We are also engaging with local rotaries in an effort to help spread the word about the MRF bond. Thanks to the efforts of the Marketing Team and their promotions, we are seeing a renewed interest in MRF tours. Folks who are coming to see the MRF first-hand are engaged and leave with an understanding that a new facility is just what Vermonters need.
- Compliance (Josh/Jeannine) – License applications are coming in and to date, we've received approximately 65%. A second reminder will be sent between 6/16 and 6/23.

Staff completed the application for the Williston Drop-Off Center Recertification through ANR's Solid Waste Program. Staff also completed stormwater inspections as the WDOC and at the ODF. In addition, consultants completed an annual inspection at the landfill and groundwater/surface water monitoring at both the landfill and ODF.

Staff worked with consultants and state regulatory staff on revisions to the ODF Scale, Scale House and Access plans and submittals. An Act 250 permit was issued on June 13, 2022. We are awaiting final plan approval from the Town of Williston.

Outreach and Communications Department - FY22 summaries – see attached.

- What We're Reading:

<https://www.wastetodaymagazine.com/article/casella-waste-recycling-revenue-2q-2022-profits/>

[August 2022 Waste Advantage Newsletter](#)

[As an EPA advisory drastically lowers acceptable levels of PFAS in drinking water, Vermont officials grapple with next steps](#)

[\\$80M recycled pulp plant breaks ground on East Coast](#)

[EPR bill in Colorado signed while New York bill fails](#)

[California passes strongest EPR and recycling legislation in the US](#)

[Casella and TerraCycle Partner to Announce Subscription Home Recycling Service for Hard-To-Recycle Items](#)

[ISRI rejects 'advanced recycling' label, says plastic-to-fuel projects should not count as recycling](#)

MEMORANDUM

TO: Board of Commissioners
FROM: Jeannine McCrumb, Compliance Specialist
DATE: August 17, 2022
RE: FY23 List of Approved Haulers

On the following page is a list of commercial haulers who applied for and received a District Haulers License for FY23.

We license two types of haulers in the District: 1) commercial haulers who collect, transfer or transport materials for compensation and 2) self-haulers who collect, transfer or transport more than 12 tons of material in any given calendar month.

To date we have received 72 applications and approved all but 2 (received in early August and 'in process'). Fifty-one of the 72 applicants are commercial haulers, and I've attached a table which lists their 'hometown' and services provided. We have 4 new commercial haulers this year; 2 of which provide special pickup services (i.e. cleanouts, etc.); 1 providing residential food scrap services; and 1 providing residential trash, recycling and food scrap pickup services (pending).

Information pertaining to haulers and services can be found on our website (<https://cswd.net/pickup-services/> and <https://cswd.net/trash/special-haulers/>). Feel free to contact me with additional questions.

Commercial Hauler Name	Location/Town	Services Offered
1-800-GOT JUNK	South Burlington	special
802 COMPOST SERVICES LLC	Colchester	organics
802 CLEAN OUT SERVICES LLC	Milton	special
A&D TRUCKING	Irasburg	bulk
ACKER WASTE MGMT	Bristol	curbside
ALL METALS RECYCLING INC.	Morrisville	special, bulk
AT YOUR DISPOSAL	Underhill	fast trash
BARRETT TRUCKING CO., INC.	Burlington	bulk
BDS WASTE DISPOSAL, INC.	Fairfield	special, bulk
BREEZY HILL TRANSPORT LLC	Barton	bulk
BUDZYN REMOVAL AND RECYCLE	Post Mills	special, bulk
BURNETT SCRAP METALS LLC	Hinesburg	special, bulk
CALKINS EXCAVATING	Danville	bulk
CASELLA WM / ALLCYCLE WASTE INC	Williston	curbside, special
COTA TRUCKING COMPANY	Essex Junction	bulk
DAN PEPIN EXCAVATING AND TRUCKING	Newport	bulk
DANA SWEET TRUCKING INC	Cambridge	bulk
DUFFYS WASTE AND RECYCLING	Fairfax	curbside
EARTH GIRL COMPOSTING	Barre	organics
EZ CONTAINER SERVICE	Essex Junction	special
GAUTHIER TRUCKING INC	Essex Junction	curbside, special
GREEN WASTE LLC DBA ROOTS COMPOST	Westford	organics
GRUNTS MOVE JUNK	Stowe	special
HERO HAULERS LLC	South Hero	curbside
HOMETOWN HAULING 802 LLC	Milton	special
I'M DIGGIN IT, LLP	Georgia	organics
IRON MOUNTAIN	Essex Junction	special
JC TRUCKING	Newport	bulk
JEROME TRUCKING	Cambridge	curbside
JUNK-B-GONE VT	Milton	special
LONGE TRUCKING	Enosburg Falls	bulk
MBI Holding dba MR. BULTS INC	Burnham	bulk
ME AND MY TRUCK	Burlington	special
MYERS Container Service Corp	Winooski	curbside, special
NO WASTE COMPOST	Burlington	organics
PERRAS BROTHERS LLC	Morrisville	bulk
RJ TRUCKING	Shelburne	bulk
RODNEY'S RUBBISH	Waterbury Center	fast trash
SECOND ACT TRANSITION SERVICES, L3C	Burlington	special
SHRED EX	Colchester	special
SHRED THIS, INC. dba SECURSHRED	South Burlington	special
SLEEP WELL RECYCLING, LLC	Burlington	special
TECHTRON ENVIRONMENTAL, INC.	Essex Junction	special
TOURVILLE TRUCKING LLC	Jericho	curbside
TRASHAWAY & RECYCLING	Shelburne	curbside
UPPER VALLEY COMPOST	Jeffersonville	organics
VERMONT COMPOST COMPANY	Montpelier	organics
VERMONT SHRED	Swanton	special
VERMONT WASTE MANAGEMENT	Ferrisburgh	special
WIND RIVER ENVIRONMENTAL	Waitsfield	special

MEMORANDUM

To: Board of Commissioners
From: Beth Parent, Community Engagement and Outreach Manager
Date: July 20, 2022
RE: Outreach FY22 Summary Report

In addition to fulfilling all requirements outlined in our Solid Waste Implementation Plan, the Outreach Team (three outreach coordinators and myself) focused our efforts on several major initiatives this fiscal year.

1. Outreach and Education on ODF Changes Effective January 1, 2022: Ensuring that businesses, schools and our communities understand the changes surrounding what is accepted in compost was a major priority for our team this year. We spent a considerable amount of time working one-on-one with businesses and schools to educate and help them make informed decisions when it comes to food ware options. We also offered 10 public webinars and workshops on the ODF changes to help educate the public.
2. Listening Tour: The team conducted a several-month long listening tour to identify stakeholders and opportunities for us to improve our outreach and educational offerings. We received feedback from more than 50 businesses, schools and community members and identified several opportunities for improvement, including additional outreach to new Americans and more education around the ODF changes.
3. Stakeholder Engagement Plans: Our outreach coordinators have created individual stakeholder engagement plans to identify how we best approach and engage with them. That includes frequency and outreach strategy (i.e. in-person visits, digital newsletter, quarterly phone calls, etc). We have recently purchased a Chittenden County-specific database that will allow us to better target different groups of stakeholders in a more strategic way. We are excited about this new database and what it will mean for our proactive outreach going forward.
4. Tours, Workshops, Presentations and Direct Outreach: In FY22 our team offered 58 public and private tours, workshops and presentations to more than 360 people. We provided direct outreach and education to more than 2400 students in 33 different schools and almost 200 businesses.
5. Bin Sales: The Outreach Team held a one-day Bin Blowout Sale on Earth Day to all Chittenden County residents to deplete our inventory of compost bins. In just four short hours, our team sold 286 soil savers and green cones. In fact, we sold out of green cones completely. It was so wonderful to see so many Vermonters enthusiastic and passionate about composting. We sold the remaining 100 soil savers later this spring. CSWD is officially out of the business of selling compost bins so that we can focus more on proactive Outreach.
6. MRF Bond: We are actively supporting the MRF bond team ahead of election day by reaching out to our stakeholders to encourage them to submit Letters to the Editor on our behalf. It is so wonderful to see so many business leaders step forward to help us spread the word about why a new MRF is needed. Those letters should reach local papers in the next few weeks. We are also engaging with local rotaries in an effort to spread the word about the MRF bond.



MEMORANDUM

To: Board of Commissioners
From: Michele Morris, Director of Marketing & Communications
Date: July 14, 2022
RE: Marketing & Communications FY22 Summary Report

In addition to the usual seasonal campaigns, fulfillment of requirements outlined in our Solid Waste Implementation Plan, producing the CSWD Annual Report, and updates to public-facing information as needed (website, signage, brochures etc.), the Marketing & Communications Team (Marketing Creative Specialist Jon Shenton, Marketing Communications Manager Alise Certa, and myself) focused on four major initiatives in FY22:

1. Supported the CSWD Organics Diversion Facility's discontinuance of accepting compostable foodware and other products, effective 1/1/22. The M&C team generated talking points, FAQ and "Digging Deeper" info sheets, social media posts, Front Porch Forum and CSWD Blog posts, a Commentary in VT Digger and coverage by multiple local media outlets, home page spotlight on CSWD.net, and updates to that site and greenmountaincompost.com. The team created a 1/3-page handout for food scrap hauler and DOC customers, new posters, cart/bucket stickers, Food Scrap fridge hangers, a rack card for use by local businesses, and new signage for all CSWD Drop-Off Centers.

2. Created the [Who We Are and What We Do video](#) and launched Phase 1 of the *We Can Take It* campaign to refamiliarize the public with the breadth of services, programs, facilities and work we perform on their behalf. The 90-second video, created with Media Factory, covers all CSWD facilities and programs as well as an animated pie chart showing how we're funded. So far we have posted it as a "spotlight" on the website and as an element within presentations.

The "We Can Take It" campaign launched with an oversized postcard mailed to all 73,910 Chittenden County households the first week in May, followed by print/digital ads in the Hinesburg Record, North End News, Mountain Gazette, Other Paper, Shelburne News, The Citizen, Williston Observer, Seven Days, Vermont Maturity and Vermont Biz.

We are particularly excited about the unique QR code on the postcard and each ad, which instantly takes visitors to the CSWD website's A-Z list search page when the viewer hovers over the code with their phone camera. The A-Z list is an ideal demonstration of CSWD's solid waste expertise and it's our handiest 24/7 reference for users. The QR codes enable us to track the visits from each ad, providing

concrete performance data to inform future advertising buys. We have seen nearly 50% more traffic to the A-Z landing page over a comparable 2021 timespan in the wake of the postcard mailing.

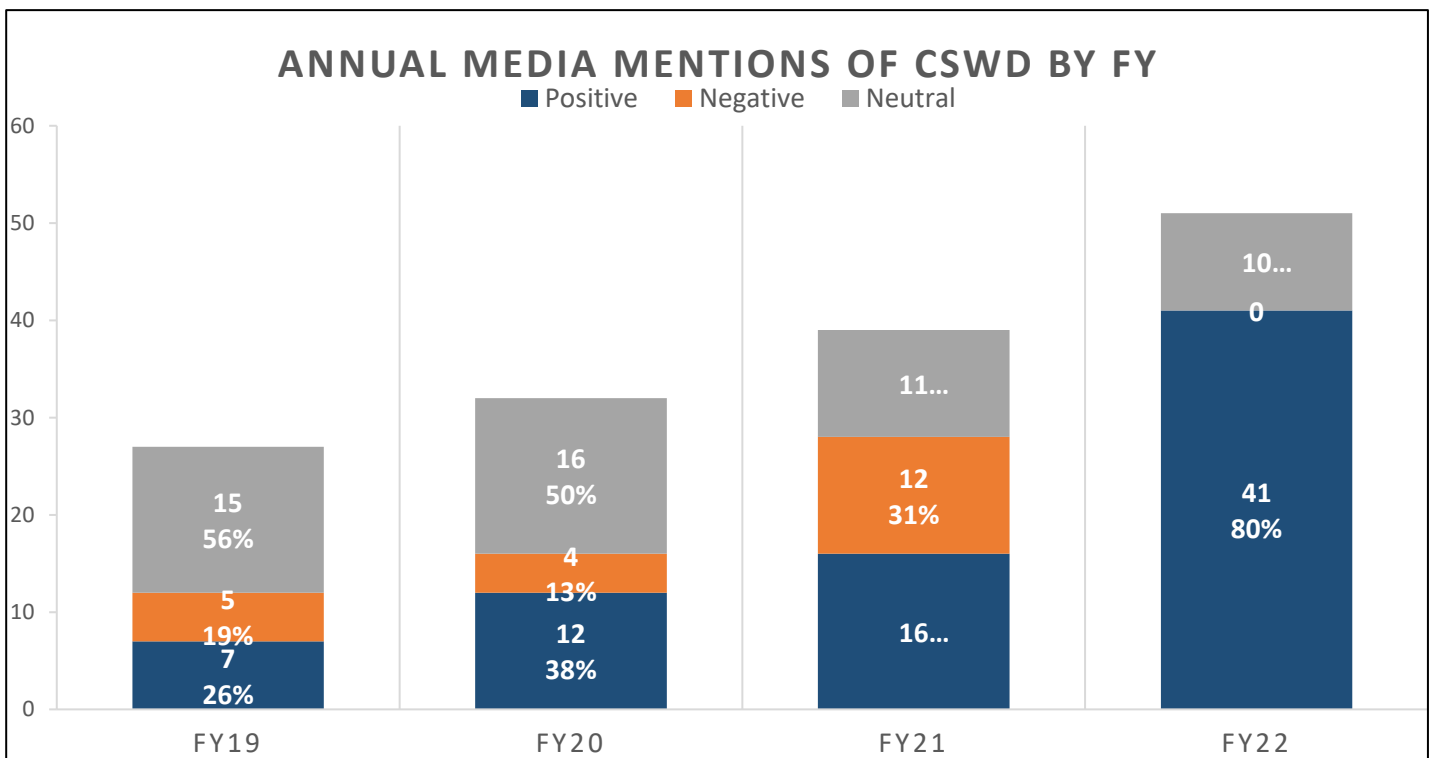
3. Began Phase 1—Research and Strategy work toward a new CSWD website and plans for the future of the GMC website. We expect to issue an RFP for Phase 2—New Site Build-Out in September.

4. Increasing overall and positive media mentions to boost public awareness and good will.

FY22 may have been a record-breaking year for media coverage of CSWD, and it was a positive one to boot! The M & C Team has been working hard on this to fulfill our goal of ensuring the public views CSWD as the expert in all things solid waste. We will be looking to maintain this trend by continuing to leverage the relationships we have built with the State ANR/DEC waste division staff who offer us as expert sources, with local reporters who know we provide lively, info-packed interviews, and by writing and pitching content tailored to the needs and interests of local media and their audiences.

We began consistently tracking and evaluating media mentions in FY19. It includes “earned media” such as CSWD-generated Commentaries/Op Eds and mentions of CSWD on official media channels—broadcast TV, print, digital, and radio. It excludes posts made by CSWD directly to our lists (SMS texting alerts, monthly Digest e-newsletters, notices sent to the Digest list), and the bimonthly county-wide posts allowed through our paid Front Porch Forum access. It also excludes mentions--favorable or otherwise--of CSWD on Facebook, Instagram, Twitter, LinkedIn, and FPF and our responses.

We rate mentions as Positive (CSWD is presented as helpful, knowledgeable, or in a generally positive light), Negative (the general tone is unfavorable toward CSWD), or Neutral (the story presents facts about CSWD that are neither positive nor negative). Though distinctions are sometimes gray, we attempt to be objective.



CHITTENDEN SOLID WASTE DISTRICT

Tons Disposed based on Solid Waste Management Fees (Year over Year)

Month	Total Tons per Month			
	FY 22 tons	FY 23 tons	Tons Diff.	% Diff
Jul	11,558	10,630	-928	-8.0%
Aug	11,729			
Sep	11,236			
Oct	11,289			
Nov	10,428			
Dec	10,583			
Jan	9,180			
Feb	7,402			
Mar	9,571			
Apr	10,137			
May	11,357			
Jun	12,328			
Total Tons YTD	126,798	10,630	-928	-0.7%
Mgmt Fee \$ YTD	\$3,423,552	\$287,004	(\$3,136,548)	-91.6%

	Tons	\$
FY 23 Budget	125,250	\$3,381,750
FY 23 Actual YTD	10,630	\$287,004
Difference	-114,620	(\$3,094,746)
FY 23 Actual % YTD vs Budget %	8.5%	
YTD % of Months	8.3%	

Chittenden Solid Waste District

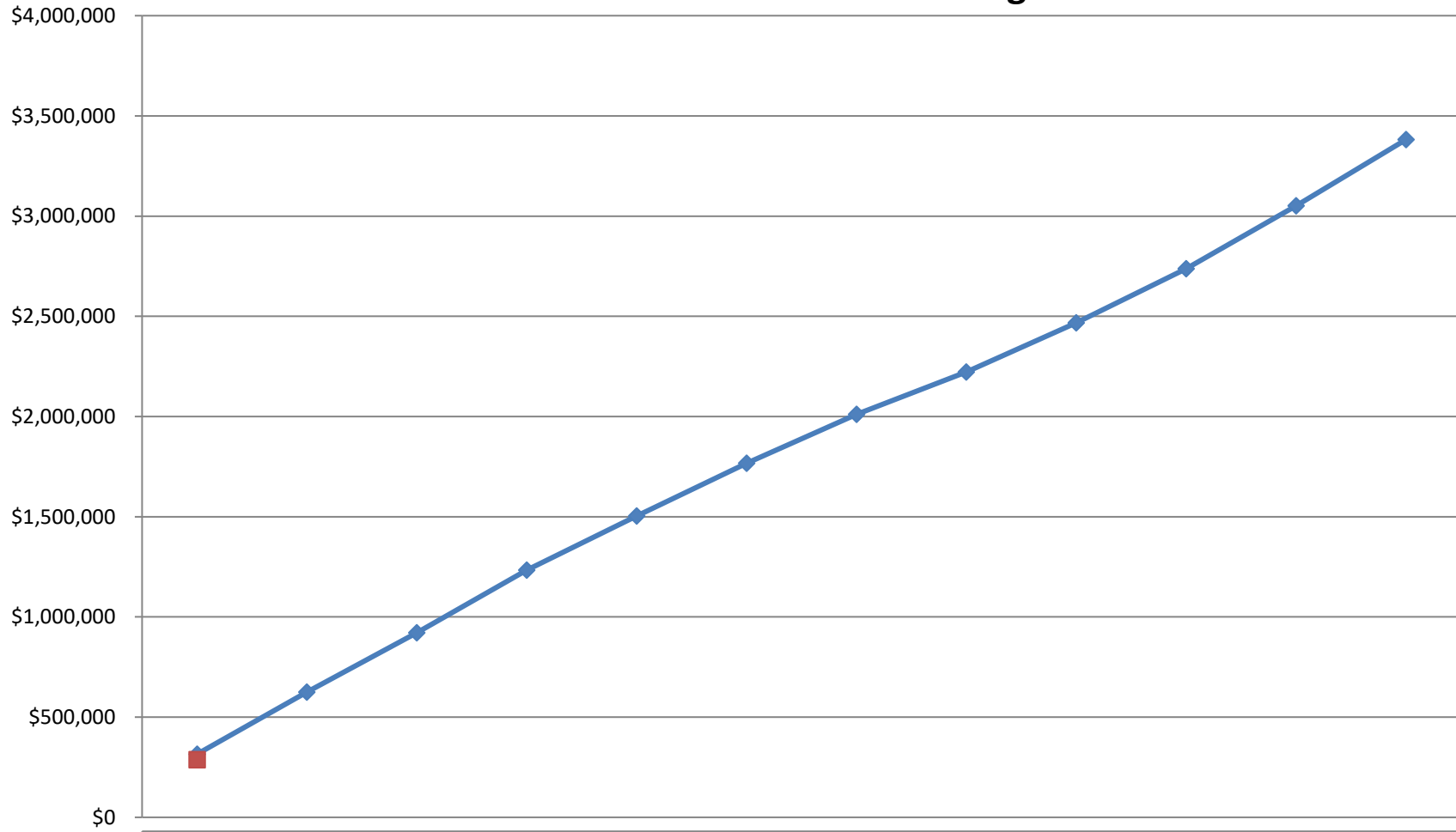
Solid Waste Management Fee FY 23 (Budget versus Actual)

Time	Tons	\$/Ton	\$
FY 23 Budget	125,250	\$27.00	\$3,381,750

\$	Budget \$			Actual		Difference		% of YTD Budget
	Percent	\$ per month	\$ YTD	\$ per month	\$ YTD	\$ per month	\$ YTD	
Jul-22	9.3%	\$315,360	\$315,360	\$287,004	\$287,004	(\$28,356)	-\$28,356	91.0%
Aug-22	9.1%	\$309,307	\$624,667					
Sep-22	8.8%	\$296,148	\$920,815					
Oct-22	9.2%	\$312,149	\$1,232,964					
Nov-22	8.0%	\$270,445	\$1,503,409					
Dec-22	7.8%	\$263,009	\$1,766,418					
Jan-23	7.2%	\$244,193	\$2,010,611					
Feb-23	6.3%	\$211,395	\$2,222,006					
Mar-23	7.3%	\$245,915	\$2,467,921					
Apr-23	8.0%	\$269,435	\$2,737,356					
May-23	9.3%	\$314,251	\$3,051,607					
Jun-23	9.8%	\$330,143	\$3,381,750					

TONS	Budget Tons			Actual		Difference	
	Percent	Monthly Tons	Tons YTD	Tons per month	Tons YTD	Tons per month	Tons YTD
Jul-22	9.3%	11,680	11,680	10,630	10,630	(1,050)	(1,050)
Aug-22	18.5%	11,456	23,136				
Sep-22	27.2%	10,968	34,104				
Oct-22	36.5%	11,561	45,665				
Nov-22	44.5%	10,016	55,682				
Dec-22	52.2%	9,741	65,423				
Jan-23	59.5%	9,044	74,467				
Feb-23	65.7%	7,829	82,297				
Mar-23	73.0%	9,108	91,404				
Apr-23	80.9%	9,979	101,384				
May-23	90.2%	11,639	113,022				
Jun-23	100.0%	12,228	125,250				

CSWD - Solid Waste Management Fee Revenues Year-To-Date - FY 23 Actual v. FY 23 Budget



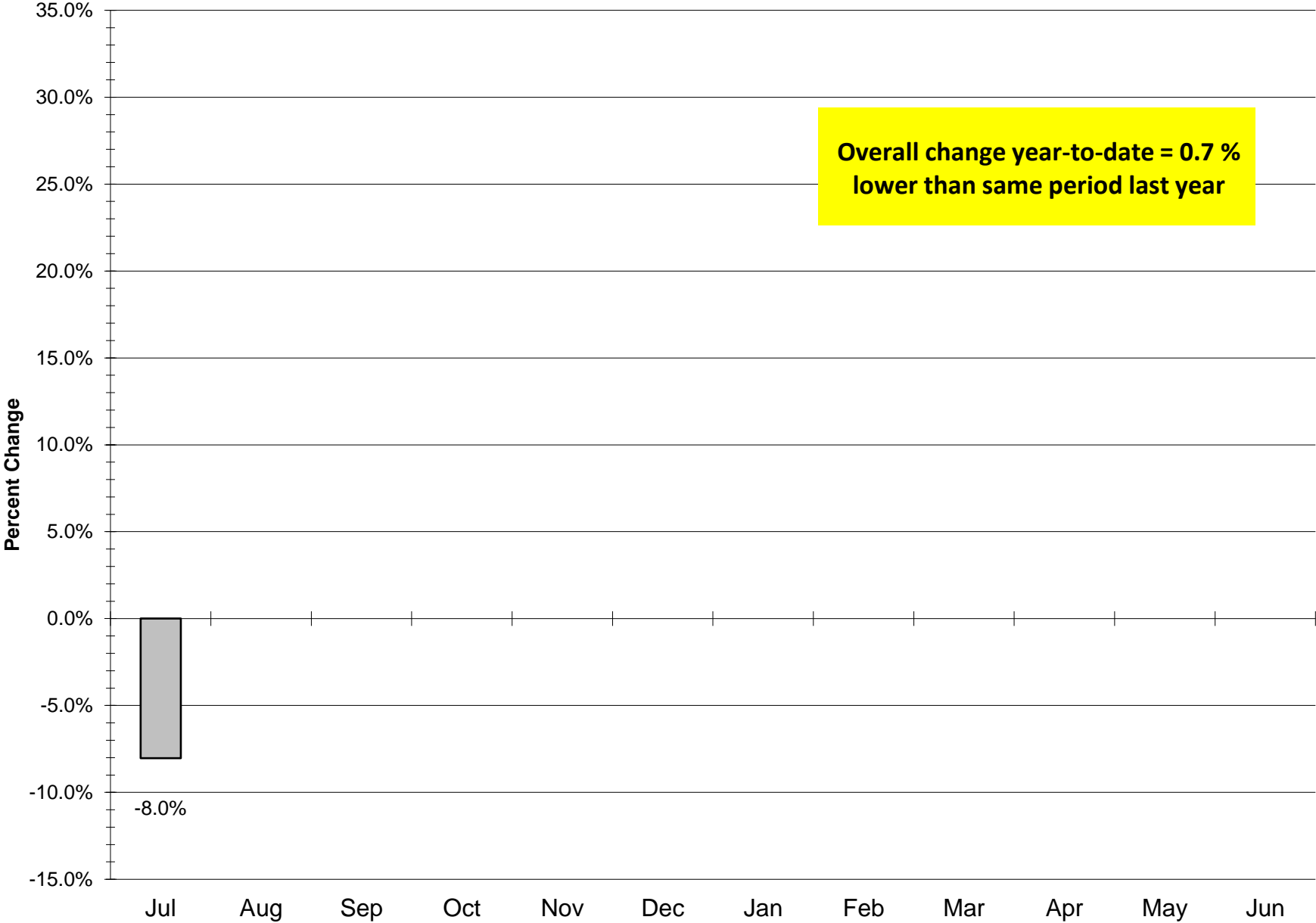
	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23
◆ Budget	\$315,360	\$624,667	\$920,815	\$1,232,964	\$1,503,409	\$1,766,418	\$2,010,611	\$2,222,006	\$2,467,921	\$2,737,356	\$3,051,607	\$3,381,750
■ Actual	\$287,004											

CHITTENDEN SOLID WASTE DISTRICT

SWMF Tons Refuse Disposed per Operating Weekday

Month	FY 22			FY 23			Difference FY 23 vs FY 22			
	Monthly Tons	# Operating Weekdays	Avg Tons/Day	Monthly Tons	# Operating Weekdays	Avg Tons/Day	Monthly Tons	# Operating Weekdays	Tons/Day Tons	Tons/Day %
Jul	11,558	21	550.4	10,630	20	531.5	-928	-1	-18.9	-3.4%
Aug	11,729	22	533.2		23					
Sep	11,236	21	535.0		21					
Oct	11,289	21	537.6		21					
Nov	10,428	22	474.0		22					
Dec	10,583	23	460.1		22					
Jan	9,180	21	437.1		22					
Feb	7,402	20	370.1		20					
Mar	9,571	23	416.1		23					
Apr	10,137	21	482.7		20					
May	11,357	21	540.8		22					
Jun	12,328	22	560.4		22					
Total	126,798	258		10,630	258		-116,168	0		
Average			491.5			41.2			-450.3	-91.6%

Difference in SWMF Tons Per Month Disposed FY23 versus FY22



CSWD - SWMF Tons Trash per Month - FY 23 v. FY 22

