

To: Board of Commissioners  
From: Jen Holliday  
Date: October 20, 2022  
RE: MRF Bond Vote Campaign Update

CSWD is in the home stretch of the MRF bond vote campaign. Here is a summary of the related activity that Outreach and Communications has lead since last month's Board update.

**Paid digital ad/video impressions** (9/22 through 10/19): Google 321,030 Facebook 130,056

**Promotional resources:** An oversized postcard will hit mailboxes in the next week targeting the voters who voted in-person in 2020.

**Presentations:**

- 9/27 Burlington Transportation, Energy, and Utilities Committee
- 9/28 Burlington Wards 4/7 NPA
- 10/1 Explore Essex Event (tabling)
- 10/3 Winooski City Council
- 10/6 Burlington Ward 6 NPA
- 10/13 South Burlington Rotary Club
- 10/14 Burlington Rotary Club

**Earned media:**

Letters to the Editor – 10/6 [Joey Adams, Shelburne News](#); 10/6 [Gardeners Supply, Williston Observer](#); 10/11 [Charlie Papillo, Colchester Sun](#); 10/18 [Essex Energy Committee, Essex Reporter](#); Sarah Reeves Op-ed submitted 10/20.

**Media Mentions:**

- [Burlington Free Press 10/7: The missing ballot: How to vote on Chittenden County's \\$22M recycling question.](#)
- Chittenden County Front Porch Forum CSWD Post (10/18) – with another slated for the end of the month.

**MRF Tours** (school groups, businesses, and general public): 9/20, 9/21, 10/4, 10/12, 10/18 10/19

**Ballots** – To date, 11 towns have reported out 4,752 ballots have been mailed to voters equaling an average of 7% of the registered voters for those towns.

We would love your help in getting the word out. A template was sent to the full Board of Commissioners last Friday from Michele Morris that includes suggested language for posting to your local Front Porch Forum and/or newspaper as you see fit. Please contact me if you have any questions.<sup>1</sup>