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MEMORANDUM

To: Board of Commissioners
From: Jen Holliday
Date: August 18, 2022
Re: MRF Bond Vote Campaign Update

Staff has been working with Leonine Public Affairs on implementing a successful MRF bond public relations and outreach campaign. Work to date includes:

- Development of a comprehensive Public Engagement Plan.
- Developed campaign messaging, talking points and fact sheet.
- Filmed footage of the MRF to be used in advertisement and social media.
- Developed and implemented a paid digital campaign plan:
 - Actively running paid ads on Google and Facebook to targeted audiences.
 - Created digital video content actively running on Facebook to targeted audiences.
- Developed and implemented an organic social media plan including weekly posts - started in June.
- 10 selectboard board presentations scheduled through the months of July, August, September, and October.
- Scheduled 4 community forums in September (Winooski, Burlington, South Burlington, Charlotte). Required public hearing planned for Williston in November.
- Providing weekly MRF tours to the public through the summer and fall.
- Developed a CSWD MRF landing page with information on the MRF bond vote – link prominently featured under CSWD spotlight on the home page.
- Recruitment for submittal of letters to the editor. Pingala printed 7/28- Williston Observer; Essex Energy Committee and Gardener's Supply in the works with more planned.
- OP Ed Sarah Reeves published 6/30 and 7/6 in VT Digger and the Williston Observer. OP Ed from CSWD Board Chair, Paul Ruess in the works.
- Scheduled presentations with Williston, Essex Junction and Burlington Rotary Clubs.
- Earned media coverage in 9 local media outlets including television and radio.

Future community engagement and outreach for September and October includes a continuation of all of the above with targeted messaging based on analytics we receive through social media ads, selectboard presentations and community forums.

In addition, two direct mailings to Chittenden County residents are planned for September and October.

We welcome Board members involvement in helping with the campaign. This includes:

- Writing an op-ed/LTE (we will help write it).
- Sharing posts on social media.
- Helping to promote community forums/public hearing on Front Porch Forum.
- Helping to promote voter participation once ballots are available through Front Porch Forum.
- Talk it up with neighbors and friends.

Please contact me if you are interested. We may ask some of you directly for help particularly with Front Porch Forum posts.

We will also be arranging a tour of our MRF for Board members in the next few weeks so you can speak with first-hand knowledge how important it is to replace it.

Voting Logistics

Due to legislation passed last year that changed the Vermont voter law, all registered voters in Vermont will be receiving the general election ballot by mail. Unfortunately, the law does not allow our ballot to be mailed unless it is requested by the voter. The three ways that voters will be able to participate in the CSWD special election are:

1. Go to Vermont's [My Voter Page](#) and request the ballot in the mail.
2. Call or visit your Town Clerk's or City Manager's office to request or pick up a ballot.
3. On Tuesday, November 8, 2022: Vote in person at Chittenden County voting location.

Since registered voters will be getting the general election ballot (and not CSWD's ballot) automatically in the mail, we will be making a concerted effort to educate them on how to vote on CSWD's special election. This will be the focus of one of the direct mailings.

We have been working closely with the town clerks. By now they should have registered this special election with the Secretary of State so it will show up on the My Voter Page. They have provided us an estimate of the number of ballots they will need, and we have ordered the ballots. Each town will receive their own special ballot to correspond with their counting machines. The ballots were delivered to the CSWD office today. Special election envelopes will be ordered next week, and we anticipate receiving those the following week. Our goal is to have the ballots and envelopes in the town clerk's hands by September 1. Once that happens, we will focus on getting the voters to act by requesting a ballot or going to the polls in November and voting yes!