

OUTREACH & COMMUNICATION

The Outreach and Communication department is responsible for internal and external communications related to CSWD facilities and services and educating the public on waste reduction opportunities. The primary functions are to fulfill statutory mandates to educate residents, businesses, and institutions about requirements and best practices to reduce and properly manage the waste generated in Chittenden County and to inform the public of programs and services to assist with managing and reducing solid waste. The department is responsible for managing the public's perception of CSWD and advocates and informs State policy to support CSWD's interests and mission.

Significant Changes from Previous Fiscal Year

1. Reduction of department staff by .58 FTE.
2. Increase in conferences and training to make up for lack of usage in the past 3 years.
3. Increase in consulting for crisis management.
4. Increase in other professional services for translation services and photography equipment rental.
5. Increase in postage for additional postcard mailings.
6. Increase in community grants.
7. Moved communication tools requiring a monthly or annual fee from advertising to subscriptions.

Key Performance Indicators

1. Provide in-person CSWD education. Success is measured by meeting with at least 150 (2%) of CSWD businesses and non-K-12 institutions, as well as 10% of pre-K-12 schools. This would result in meeting the SWIP requirements.
2. Establish baseline metrics for new website launching at the end of FY23/early FY24. We will establish metrics for the new site to gauge the success of the rebuild including ROI and to determine future communications and marketing strategies. Marketing & Communications will establish a scorecard to track key analytics for reporting to CSWD leadership on a regular basis.

3-Year Budget Outlook

Increased effort in educating the public on proper recycling prior to CSWD's new MRF coming on-line.