

MEMORANDUM

To: Board of Commissioners
From: CSWD Staff
Date: August 10, 2023
Re: Program Updates

- Solid Waste Management Fee and Disposal (Jon and Becky) – (see attached)
 - Scale data is unavailable at this time. Please stay tuned for September’s reports.

- Organics Recycling Facility (Dan) –
 - July data is not available at this time

- Materials Recovery Facility (Josh)
 - Updated information will be available next week

- Marketing & Communications (Alise)
 - Entrance signs at all CSWD Drop-Off Centers (with the exception of Hinesburg – in process - and Burlington locations) and the Environmental Depot will be in place by mid-August. We are excited to show off our new look. Please feel free to send your feedback to acerta@cswd.net
 - Marketing toured the Organics Recycling Facility to work with the ORF team on new signage for the redesigned footprint. The goals for signage are to make wayfinding on the site easier to navigate and to keep commercial and residential traffic separated. The tentative deadline for implementation of the new signs is October 2023.
 - Phase 1 of our Print Review project (a review of all existing brochures, posters, etc.) has kicked off with the Outreach team. The review will help us streamline our existing print items and to identify opportunities for improvement based on feedback from the staff that utilizes the items. Phase 2 will incorporate the rest of the stakeholders – Environmental Dept, Compliance and Drop-Off Centers. This review is critical to prioritizing work in FY24.
 - New Website (Michele): Staff are reviewing content for the new site, including a new “Contact Your Commissioner” form that will send an email message to the appropriate Commissioner’s CSWD email based on the town/city selected by the user.

Media Mentions:

Path to Passage: How EPR for HHW became a reality - Resource Recycling (July 24, 2023) - <https://resource-recycling.com/recycling/2023/07/24/path-to-passage-how-epr-for-hhw-became-a-reality/>

- Outreach (Beth): The Outreach Team is gearing up for a big waste sort at the Champlain Valley Expo. We are working closely with the Expo to identify any opportunities for waste reduction and recycling in the future. Our entire team, along with several Waste Warriors, will spend a day sorting through the bottles, cans and cups that are generated during the 10-day Champlain Valley Fair. This is going to be a massive undertaking, but we believe we will walk away with some crucial data that can be used at future fairs and large events.
- New extended Producer Responsibility Law for Household Hazardous Waste (Jen) – See attached memo

MEMORANDUM

To: Board of Commissioners
From: Alise Certa, Marketing & Communications Manager
Date: 8/10/2023
RE: Marketing & Communications FY23 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, social media, etc.), the Marketing & Communications Team (Marketing Creative Specialist Jon Shenton, Marketing Communications Manager Alise Certa, and Director of Special Projects and Communications, Michele Morris) focused on five major initiatives in FY23:

- 1. Supported the CSWD MRF Bond campaign.** The M&C team generated talking points, FAQs and info sheets, two postcard direct mail pieces, Front Porch Forum and CSWD Blog posts, facilitated interviews with multiple local media outlets, conducted presentations to the public and Select Boards, and supported CSWD staff and contractor efforts for the resoundingly successful bond vote.
- 2. Completed Phase 1 (research and strategy) and began Phase 2 (site build-out)** for a new CSWD website with an estimated launch date of October/November 2023.
- 3. Supported all CSWD facilities signage and communications.**
 - Drop-Off Center signage – wayfinding, materials, and entrances signs
 - Administrative Office move signage – main signs and collateral updates.
 - Hours and Fees Change – created and executed communications plan for the changes, revised signage and print ads to raise awareness of the changes.
- 4. Continued marketing efforts** to promote CSWD and its services.

We Can Take It Campaign

Marketing launched Phase 2 of the We Can Take It Campaign which educates the public about the value and depth of the A-Z list on the website.

PRINT ADS – (October 2022)

The print ads in this campaign continued to focus on the breadth of items available in the CSWD.net A-Z list. The ads:

- Mirrored the postcard messaging and artworks.
- Targeted and run in to all Chittenden County community papers.
- Included a QR code directing back to the A-Z list that enabled us to track the ads' effectiveness.

The QR code data did not show any notable activity. Print ads continue to be a challenge for marketing as we historically have not seen positive results from past buys.

POSTCARD 2 – “We Can Take It” - Hazardous Waste (June 2023)

The second postcard in this campaign focused on Hazardous Waste and using the Environmental Depot’s appointment system to safely dispose of household hazardous waste.

- Targeted to all Chittenden County households.
- Included a QR code directing back to the Hazardous Waste page on CSWD.net that tracked the ad’s effectiveness.

This postcard continues to show positive results with website visits up by 536% from the previous month. We also saw an increase in hazardous waste appointments at the Depot.

Recruitment Ad for Open CSWD Frontline Positions – link to ad

Marketing staff worked with Media Factory to create a [television commercial](#) highlighting our open positions. Recruiting new candidates has been a challenge for all local businesses and CSWD is no exception. Potential candidates were invited to call CSWD directly to discuss open positions.

The ad targeted the appropriate demographic for the open positions and ran on a variety of cable networks through both live and streaming channels. Marketing tested this media buy as CSWD has not run commercials for some time ow. Results were poor with no calls to CSWD concerning the position. We did see a slight uptick in web visits to the jobs page but cannot say those were a direct result of the ad.

Marketing would like to try another test in the future as we think the topic of this ad was challenging.

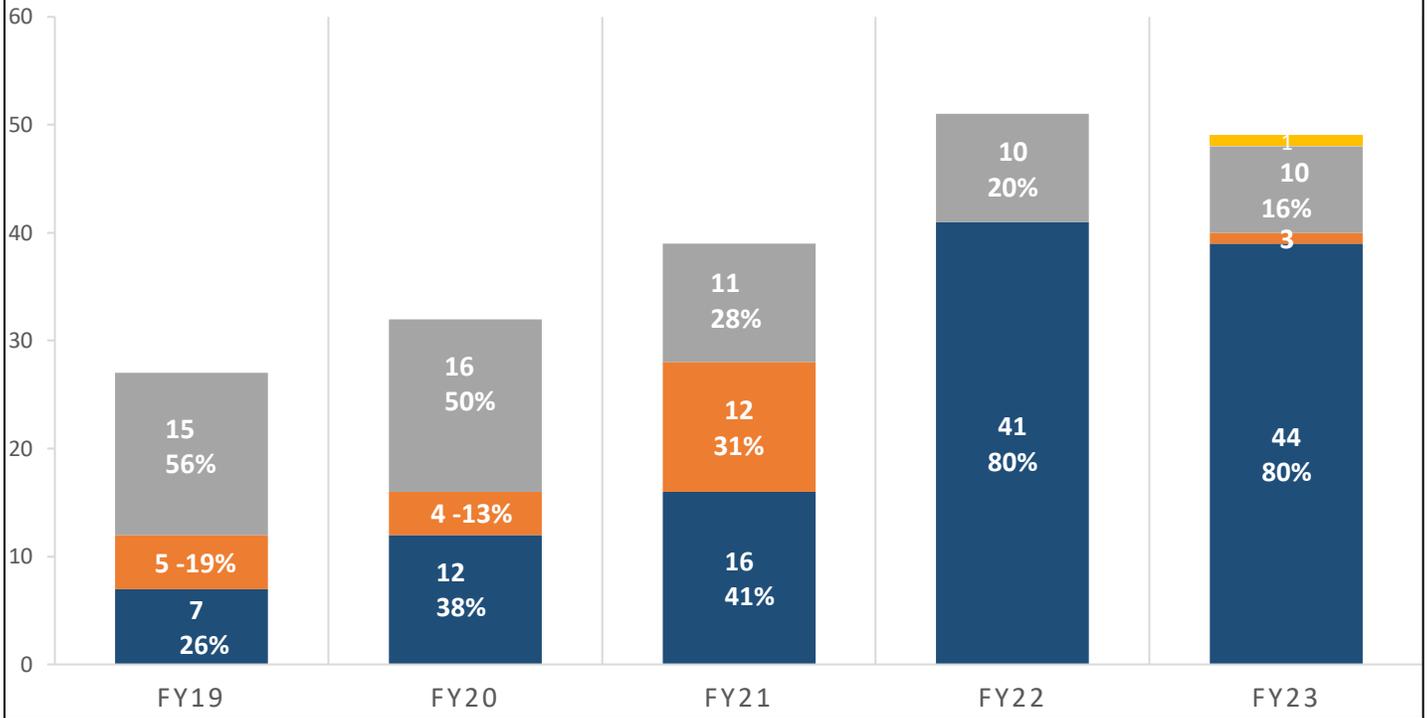
5. Sustained positive media mentions to maintain public awareness and goodwill.

We began consistently tracking and evaluating media mentions in FY19. This 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, LinkedIn, and FPF and our responses.

We rate mentions as Positive (CSWD is presented as helpful, knowledgeable, or in a 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. *(see chart on next page)*

ANNUAL MEDIA MENTIONS OF CSWD BY FY

■ Positive ■ Negative ■ Neutral ■ Mixed*





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To: Board of Commissioners
From: Jen Holliday, Director of Public Policy and Communications
Date: August 10, 2023
RE: Legislative Update, Extended Producer Responsibility Household Hazardous Waste Law

The recent article published by Resource Recycling, [Path to passage: How EPR for HHW became a reality](#), has drawn both accolades and questions from the CSWD Board of Commissioners. The accolades are sincerely appreciated. I am thrilled after so many years of work, work that this Board has supported, we can celebrate the passage of this first-in-the-nation achievement. The questions are understandable given the article was a bit geared toward policy wonks and did not provide clarity on how the law will be implemented or more importantly, impact CSWD.

Like all Extended Producer Responsibility laws, the details of how the producers of the products that are covered will provide and pay for a successful collection program for their products is primarily found in the “collection plan” section of the statute. Under this provision, the producers must create a plan that provides details on how they will comply with the requirements and submit it to the Agency of Natural Resources for approval. The plan is subject to a public comment period during which stakeholders such as solid waste districts can weigh in.

Here is a summary of the collection plan requirements to be submitted by the producers by July 1, 2025:

A collection plan shall provide for free collection and require acceptance of any covered product regardless of manufacturer. A collection plan shall provide for convenient collection and allow all municipal collection programs and facilities to opt to be part of the plan. A collection plan shall provide public outreach and education about the availability and location of a collection program as well as any special handling considerations and information on source reduction for consumers. In addition, the first collection plan shall include a performance goal of participation by 5 percent of Vermont households annually.

*The collection plan shall describe how the stewardship organization will fund the implementation of the collection plan and collection activities under the plan, including the costs for education and outreach, collection, processing, and end-of-life management of the covered household hazardous product. Collection costs include facility costs, equipment costs, labor, supplies, maintenance, events costs, and event contractor costs, including collection event set-up fees, environmental service fees, insurance fees, and shipping containers and materials. **The collection plan shall include how municipalities will be compensated for all costs attributed to collection of covered household hazardous products.** The Secretary shall resolve disputes relating to compensation.*

If you are interested in reading in more detail the plan requirements, you can find them in Section 7183 on page 9 of [the law](#).

Until the producers start working on the plan, how this program will be implemented is not certain. What is clear is that the producers will have to fund their portion of the HHW waste stream that CSWD manages at the Depot and Rover. As I said in last month's memo, we estimate that this will save CSWD \$100,000-\$150,000 annually. In addition, producers will be providing additional education and outreach to our public on HHW reduction and proper management. Those are the two primary benefits of this law to CSWD.