

GETTING THE WORD OUT

Keeping Member Towns Informed About CVSWMD Programs and Services

The District's public information efforts include member town communications, event and program marketing, and informational pieces developed to increase the effectiveness of District programs. Here's a look at some of the critical pieces developed and/or revised in fiscal year 2009.

CVSWMD Web Site

The CVSWMD Web site (www.cvswwmd.org) serves as the primary source of information about District programs and resources, and also points the site user to a wide range of information resources available on other state and national Web sites on such topics as recycling, household toxics, waste reduction, zero waste, and more. The site is consistently maintained and, in keeping with the District's Zero Waste policy, new publications (including this Annual Report) are now loaded directly to our Web site rather than printed. The most popular sections of our site continue to be the *A-Z Guide to Waste Reduction & Resource Handling* and the *Reuse Business Database*; both are updated frequently.

In FY 2009 staff completed an overhaul of the Web site, including switching it to a program that can be easily updated and managed in-house. This change not only saves the costs associated with contracting for constant Web technical support, but enables staff to alter the site content quickly to meet the program and administrative needs of the organization.

CVSWMD News

The District publishes a regular newsletter for member towns that is also distributed to the District Board of Supervisors, staff, legislative representatives from member communities, other solid waste districts, and select environmental organizations. The goal of the publication is to keep member communities up to date about District programs and the work of its staff and board.

Halfway through FY 2009 the newsletter was changed from a bi-monthly printed piece to a monthly e-newsletter that is e-mailed directly to 100 contacts. We took this step to eliminate the financial and environmental costs of printing and mailing, and to enable more frequent and timely communication with member communities. The response to this change has been positive. The e-newsletter is published around the 20th of each month. An e-newsletter archive was also set up on the District's Web site in FY 2009.

Advertising

The District's advertising efforts are designed to encourage the public to utilize special events, such as household hazardous waste collections, e-waste collections, and depot special collections.

Our event advertising budget is small. As such, in addition to the print ads we run in area newspapers, we depend on fliers distributed at District recycling depots and hazardous waste collections, free community calendar listings, and press releases to get the word out. With the strong use of the five hazardous waste collections in FY09 and increasing quantities of e-waste brought to depot collections, these advertising efforts have yielded good results in spite of the small budget.

Press Releases

Press releases about District programs, events, changes, and staff presentations are written and distributed to newspapers, regional business magazines, and sometimes to local radio stations and to solid waste industry publications, as appropriate. In fiscal year 2009, press releases and articles to area newspapers focused on the fallout in the recycling markets and the District's response, hazardous waste and e-waste collections, and schedule changes at the depots.

Fiscal Year 2009 Facts & Figures

The *CVSWMD News* e-newsletter eliminates the printing and mailing costs associated with a print publication and is distributed to **100 contacts** (member town clerks, select board members, District board and staff, other solid waste districts, area non-profits, etc.) on a monthly basis.

In FY 2009, the CVSWMD Web site had **18,647 unique visitors**.

May 2009 saw the most monthly activity on the District Web site in FY09, with **2,195 unique visitors** viewing an average of **3.93 pages per visit**.

The *A-Z Guide* and the *Reuse Business Database* remain the most frequently accessed areas of the CVSWMD Web site.