



April 15, 2021

MEMORANDUM: 04152021

To: NVCOG CEOs, Recycling Coordinators, Public Works Directors, Parks and Recreation Directors, Land Trusts, Municipal Webmasters, Community Partners
From: Aaron Budris, Senior Regional Planner

Subject: **NVCOG Composter and Rain Barrel Sale Promotion**

NVCOG is holding a backyard composter and rain barrel sale event this spring. The sale will offer quality composters, rain barrels and accessories at discounted prices to residents of the Naugatuck Valley Region.

An online store can be accessed at www.nvcogct.gov/compostersale. Residents that purchase items from the online store will pick up their items at one of two pick up events on Saturday, June 19th. Products will be distributed to residents with the assistance of COG staff and volunteers.

Following a call to all NVCOG members in February, Southbury and Cheshire stepped forward to volunteer pick up locations, and staff has set the following schedule for **June 19th**:

- 9:00 AM to 11:00 AM at Cheshire Town Hall, 84 South Main Street, Cheshire
- 1:00 PM to 3:00 PM at the Southbury Parks and Recreation Department, 561 Main Street South, Southbury

NVCOG is leading an advertising and outreach campaign through press releases and targeted social media. We are asking municipal staff to:

1. Share the webstore link www.nvcogct.gov/compostersale on municipal websites and social media;
2. Like and share NVCOG social media posts (like [This One](#)) about the sale to broaden our reach, and;
3. Share and post the attached flyer to social media and at libraries, community centers and other public sites.

We will also be looking for volunteers to help with distribution on June 19th. Please let Aaron Budris know if you are interested in helping at abudris@nvcogct.gov.

We are looking forward to hosting this sale of quality composters and rain barrels. By providing these products at affordable prices and promoting their use to residents, we will be reducing the volume of municipal solid waste (and cost of disposal) by diverting organics out of the waste stream and helping conserve drinking water by providing an alternative water source for outdoor needs by diverting stormwater. Municipalities may be eligible to receive Sustainable CT credit for their participation, and the sale may be reportable on MS4 annual reports.