

ecomaine

Memorandum

DATE: February 20th, 2015
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: **Agenda for the Recycling Committee Meeting
February 26th, 2015 @ 4:00 PM**

There is a meeting of the **ecomaine** Recycling Committee scheduled for the date noted above. The agenda for this meeting is as follows:

1. Review of the Minutes
 - January 29th, Recycling Committee minutes (**Attachment A**)
2. **ecomaine** School Grants Program.
 - Program Review of FY 15
3. 2015 eco-Excellence Awards
 - Event: March 3, 2015, 11:30 a.m. – 1 p.m.
4. Communications and Outreach
 - Tours and outreach report - (**Attachment B1 & B2**)
 - Website analytics - (**Attachment C1 & C2**)
 - Paid and earned media (**Attachment D**)
5. Recycling Updates
 - Recycling Market Report (**Attachment E**)
 - Recycling rates by community (**Attachment F**)

Future Meetings:

- Full Board Meeting: March 19th, 2015 (Thursday) @ 4:00 PM
- Finance Committee/Budget Workshop Meeting: April 2nd, 2015 (Thursday) @ 4:00 PM
- Audit Committee Meeting: April 16th, 2015 (Thursday) @ 3:00 PM
- Full Board Meeting: April 16th, 2015 (Thursday) @ 4:00 PM
- Recycling Committee Meeting: April 30, 2015 (Thursday) @ 4:00 PM
- Finance Committee Meeting: May 21st, 2015 (Thursday) @ 3:00 PM
- Executive Committee Meeting: May 21st, 2015 (Thursday) @ 4:00 PM
- Full Board/Annual Meeting: June 18th, 2015 (Thursday) @ 11:30 AM

The Recycling Committee may wish to go into Executive Session for any of the above items under Section 405 of Title 1 of the Maine Revised Statutes ([per the following legislative website: http://janus.state.me.us/legis/statutes/1/title1ch13sec0.html](http://janus.state.me.us/legis/statutes/1/title1ch13sec0.html))



Memorandum

(Attachment A)

DATE: February 19th, 2015
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Recycling Committee Minutes – January 29th, 2015

There was a **Recycling Committee Meeting** held on the date noted above @ ecomaine. The meeting was called to order by Erik Street, Chairman.

Item #1: - Minutes:

Ed Suslovic made a motion to accept the minutes as written. Richard Brobst seconded the motion, and approved unanimously.

Item #2: - ecomaine Grant Program 2015:

Leo Maheu reported that the grants for FY 15 have been awarded. Reports are pending for the following:

- Bonny Eagle Middle School
- MECA
- The Hall School in Portland

Leo Maheu also reported on FY 14 grants and the following school projects are incomplete and pending final reports:

- Deering High
- Lyseth
- Riverton Elementary

Committee member Ed Suslovic plans to assist us with follow up with those schools.

Item #3: Communication and Outreach:

Leo Maheu reported on the number of individuals ecomaine reached via tours, events, presentations and other outreach activities since the last Recycling Committee meeting.

Frank Gallagher reported on the recent analytics as they relate to ecomaine.org and reported on the earned media generated by this year's Education Grant program.

Item # 4: - eco-Excellence Awards

Erik Street reported that the 2015 eco-Excellence Judges Committee met today and had completed its work. Frank Gallagher reported that ecomaine received 21 nominations for the eco-Excellence Awards this year. Nominations received are up from the 16 received last year. The committee awarded 14 eco-Excellence Awards.

The 2015 eco-Excellence Awards event will be held on Tuesday, March 3, from 11:30 am to 1 pm.

Item #5: - Recycling updates

Kevin Roche reported on legislation pertaining to municipal solid waste policy introduced in Augusta during the current session, calling attention to the following:

- LD 105 – CDD Exemption
- Virtual Net Metering (PERC Proposal)
- LD 273 – Treat WTE as a Class 1 Renewable (Previously LD 425)
- Bottle Bill – Moving the Bottle Bill to DEP and moving large bottles in the Bottle Bill over to Municipality recycling programs.

The committee had a lengthy discussion on these bills particularly those associated with the bottle bill. There was a difference of opinion expressed from the committee and staff. It was recommended that it be brought before the Executive Committee on 2/10/2015 for further discussion.

Mr. Roche also reported on current recycling market conditions and community recycling rates.

Motion to adjourn was made by Richard Brobst, seconded by Sarah Bernier, and approved unanimously.

Present:

Sarah Bernier, Richard Brobst, Caleb Hemphill, Susan McGinty, Maureen McDevitt, Troy Moon, Ed Suslovic, Erick Street (Chairman), Travis Wagner

Absent:

Maxine Beecher, Alan Bradstreet

Staff:

Kevin Roche, Frank Gallagher & Leo Maheu

Tours and Presentation Data for the Month of: 2/15

Tours	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Total:	2/3/2015	UNE Environmental Science	Adult	Biddeford	REC/WTE		35
50	2/17/2015	Casco Cub Scout Den	3rd-4th grade	Casco	REC		15
	2/26/2015	Lake Region Vocational School	High School	Standish	REC/WTE		?

Presentations	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Total:	2/3/2015	LearningWorks Ocean Ave School	2nd-5th grad	Portland		REC Racers Activity	35
246	2/5/2015	LearningWorks Presumpscott School	2nd-5th grad	Portland		REC Racers Activity	40
	2/10/2015	LearningWorks Hall School	2nd-5th grad	Portland		REC Racers Activity	38
	2/11/2015	LearningWorks Riverton Elementary	2nd-5th grad	Portland		REC Racers Activity	44
	2/12/2015	LearningWorks Ocean Ave School	2nd-5th grad	Portland		REC Racers Activity	21
	2/19/2015	SAPPI Ambassadors Meeting	Adult	South Portland		vrTour Outreach Tips	68
	2/23/2015	Sanford High	High School	Sanford		vrTours/carbon footprint	?
	2/24/2015	Sanford High	High School	Sanford		vrTours/carbon footprint	?
	2/25/2015	Gray/New Gloucester High	High School	Gray		Blue Tarp Activity	?
	2/25/2015	LearningWorks EECS	2nd-5th grad	Portland		REC Racers Activity	?

Outreach	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Total:	2/11/2015	Lyseth Bridge to Moore	All	Portland		After-school Outreach Fair	78
78	2/28/2015	Gorham Home Energy Fair	All	Gorham		Outreach Booth/Presentation?	

Education and Outreach Data for FY15

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY14 Total
Tours	44	33	186	279	404	115	16	50					1127
Presentations	43	58	561	302	257	283	77	246					1827
Events/Other	629	321	158	250	12	0	125	78					1573
Totals	716	412	905	831	673	398	218	374	0	0	0	0	4527

Education and Outreach Data for FY14

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY13 Total
Tours	43	31	17	193	242	108	48	117	117	163	264	92	1435
Presentations	12	80	20	139	23	32	49	441	264	224	121	117	1522
Events/Other	299	512	414	248	75	130	250	8	407	676	120	494	3633
Totals	354	623	451	580	340	270	347	566	788	1063	505	703	6590

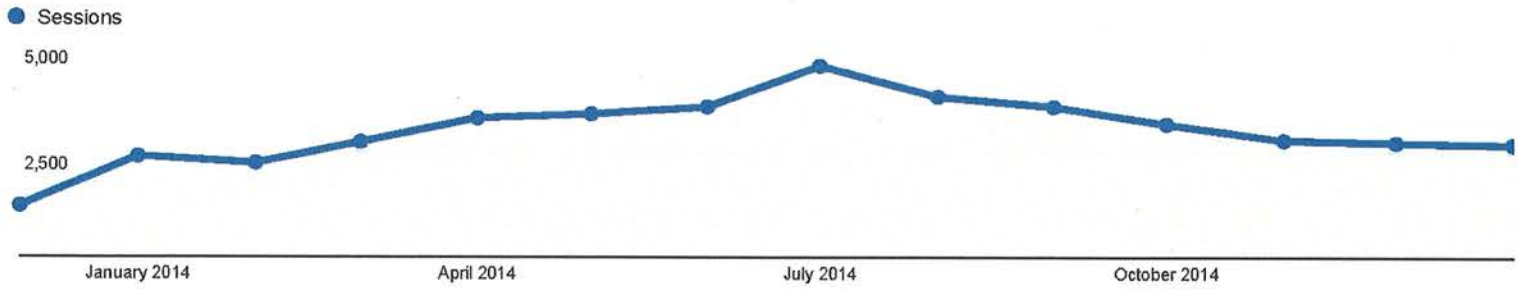
Audience Overview

Dec 1, 2013 - Jan 31, 2015

All Sessions
100.00%

(Attachment C1)

Overview



Sessions
41,837

Users
33,225

Pageviews
105,626

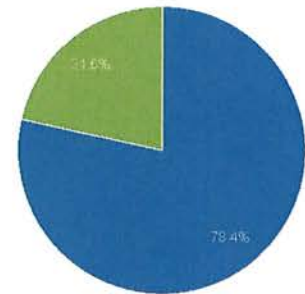
Pages / Session
2.52

Avg. Session Duration
00:01:51

Bounce Rate
57.83%

% New Sessions
78.41%

■ New Visitor ■ Returning Visitor



City	Sessions	% Sessions
1. Portland	6,297	15.05%
2. Boston	1,664	3.98%
3. South Portland	1,244	2.97%
4. Newton	1,194	2.85%
5. New York	1,077	2.57%
6. Scarborough	978	2.34%
7. (not set)	795	1.90%
8. Falmouth	783	1.87%
9. Buffalo	675	1.61%
10. Augusta	610	1.46%

Location

Dec 1, 2013 - Jan 31, 2015

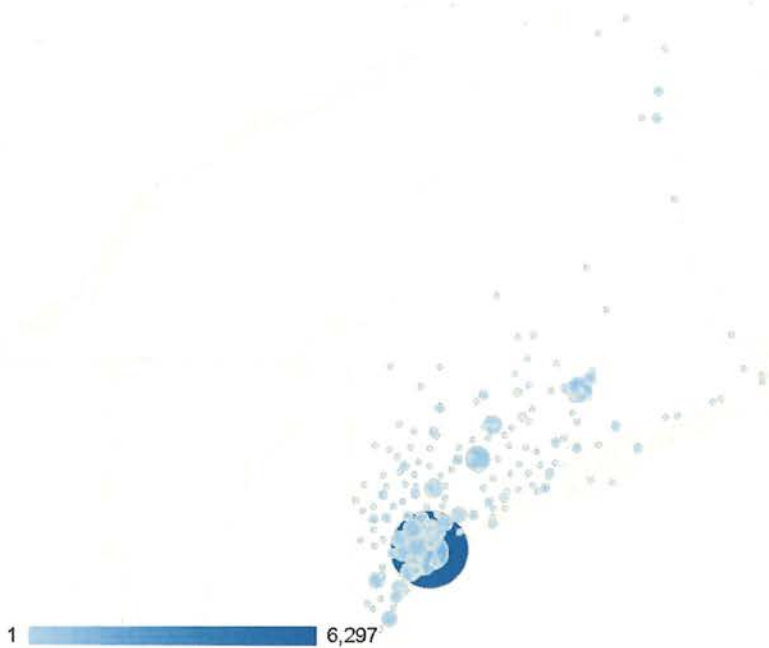
ALL » COUNTRY: United States » REGION: Maine

 All Sessions
42.62%

(Attachment C2)

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,830 % of Total: 42.62% (41,837)	68.70% Avg for View: 78.41% (-12.38%)	12,250 % of Total: 37.34% (32,806)	38.61% Avg for View: 57.83% (-33.22%)	3.34 Avg for View: 2.52 (32.38%)	00:02:40 Avg for View: 00:01:51 (43.64%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Portland	6,297 (35.32%)	59.04%	3,718 (30.35%)	37.02%	3.45	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. South Portland	1,244 (6.98%)	72.75%	905 (7.39%)	41.24%	3.31	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Scarborough	978 (5.49%)	69.73%	682 (5.57%)	32.92%	3.57	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Falmouth	783 (4.39%)	69.86%	547 (4.47%)	39.46%	2.98	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Augusta	610 (3.42%)	69.84%	426 (3.48%)	34.43%	3.64	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Gorham	603 (3.38%)	64.84%	391 (3.19%)	30.02%	3.86	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Bangor	578 (3.24%)	81.83%	473 (3.86%)	44.64%	2.97	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Westbrook	365 (2.05%)	78.08%	285 (2.33%)	35.89%	3.46	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Saco	349 (1.96%)	68.77%	240 (1.96%)	40.40%	2.98	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Windham	331 (1.86%)	77.34%	256 (2.09%)	41.09%	3.09	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

To: ecomaine Board of Directors
From: Frank Gallagher
Date: February 19, 2015
Re: ecomaine earned media

Since the Jan. 29 meeting of the Recycling Committee, we have generated five earned media clips.

These include:

1. "OOB Schools Get Grant For Single-Sort Recycling," *Sun Monthly*, Feb. 10, 2015
2. "Augusta to Consider New Recycling Option," *Kennebec Journal*, Feb. 10, 2015
3. "Augusta Considers Single-Stream Recycling Trial," *Portland Press Herald*, Feb. 10, 2015
4. "Augusta City Council Supports Recycling Proposal," *Kennebec Journal*, Feb. 12, 2015
5. "Augusta Council to Take Final Vote on Recycling Program," *Kennebec Journal*, Feb. 17, 2015

We are also underway with an earned media effort undertaken in connection with the, "Recycling Is A Work of Art," Contest, which launched this week.

We will also be going out with earned media materials featuring the winners of the eco-Excellence Awards, which will be held on March 3. Staff will present a report on the results of both efforts at the April Recycling Committee meeting.

Copies of any or all of the stories listed above are available for review and can be emailed upon request.

Recycling Market Report FY15

Month	Element	Plastic				Other				WTE / Landfill Metal			Residue & Revenue Sharing Calc					
		#3-7 & Mixed Rigid	Colored HDPE	No 2 Nat HDPE	No 1 PET	ONP	OCC	Cans	Alum	Loose Metal	Glass	Rec Facilities Total	Post Burn	Mined (net of ash)	Total ecomaine	Tons Residue	Inbound Recycle Inc	% Residue
July	Tons	39,79	44,08	21,29	22,16	2,179,21	1,028,31	84,95	21,60	8,22	310,30	3,760	235	774	4,769	233	4,110	5.67%
	Rev/Ton	\$ 20.00	\$ 550.26	\$ 1,010.00	\$ 282.46	\$ 53.38	\$ 111.58	\$ 219.00	\$ 435.00	\$ 143.43	\$ -	\$ 83.26	\$ 88.36	\$ 10.00	\$ 71.62	\$ 44.00	\$ 76.93	
Aug	Tons	125				1,903	860	57	49	299	3,293	219	1,093	4,604	260	3,796	6.84%	
	Rev/Ton	\$ 21.49	\$ -	\$ -	\$ -	\$ 52.12	\$ 109.20	\$ 225.00	\$ -	\$ 234.31	\$ -	\$ 66.86	\$ 87.05	\$ 11.36	\$ 54.65	\$ 44.00	\$ 58.75	
Sept	Tons	77	20	20	20	2,020	855	60	14	270	3,357	442	1,028	4,827	214	3,610	5.91%	
	Rev/Ton	\$ 25.47	\$ 660.00	\$ 1,125.00	\$ 315.82	\$ 49.33	\$ 100.92	\$ 233.22	\$ -	\$ 60.68	\$ -	\$ 72.98	\$ 87.05	\$ 10.75	\$ 61.02	\$ 44.00	\$ 68.85	
Oct	Tons	108	(22)			1,909	841	105	5	262	3,209	229	967	4,404	231	3,833	6.02%	
	Rev/Ton	\$ 13.65	\$ 520.00	\$ -	\$ -	\$ 53.32	\$ 102.38	\$ 182.50	\$ -	\$ 145.00	\$ -	\$ 61.68	\$ 87.05	\$ 10.82	\$ 51.83	\$ 44.00	\$ 52.61	
Nov	Tons	37	20	20	20	1,893	829	65	12	198	3,095	363	775	4,233	190	3,376.03	5.64%	
	Rev/Ton	\$ 7.53	\$ 590.00	\$ 981.80	\$ 310.00	\$ 52.55	\$ 98.06	\$ 170.65	\$ -	\$ 114.06	\$ -	\$ 75.08	\$ 86.79	\$ 10.00	\$ 64.17	\$ 44.00	\$ 69.71	
Dec	Tons	79	21	22		2,290	976	84	5	212	3,689	312	675	4,676	228	4,230	5.40%	
	Rev/Ton	\$ 4.53	\$ 520.00	\$ 785.00	\$ -	\$ 51.85	\$ 98.37	\$ 170.00	\$ -	\$ 105.00	\$ -	\$ 70.04	\$ 83.75	\$ 11.06	\$ 62.44	\$ 44.00	\$ 62.02	
Jan	Tons	61			22	1,740	810	87	7	226	2,954	334	434	3,722	258	3,120	8.26%	
	Rev/Ton	\$ 3.29	\$ -	\$ -	\$ 240.00	\$ 49.13	\$ 96.93	\$ 183.82	\$ -	\$ 105.00	\$ -	\$ 63.09	\$ 90.31	\$ 10.00	\$ 59.34	\$ 44.00	\$ 60.80	
	Market Proj	\$ -	\$ 440	\$ 500	\$ 240	\$ 49	\$ 96	\$ 100	\$ 105	\$ -	\$ 89	\$ -	\$ 10	\$ -	\$ -	\$ -	\$ -	
Feb	Tons																	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Mar	Tons																	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
April	Tons																	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
May	Tons																	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
June	Tons																	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
YTD	Tons	527	84	84	85	13,934	6,200	543	22	1,778	23,356	2,134	5,745	31,235	1,613	26,075	6.19%	
	% Total Tons	2%	0%	0%	0%	60%	27%	2%	0%	8%	100%	8%	100%	100%	100%	100%	100%	
	Rev	7,752	49,198	81,337	24,251	720,629	637,715	106,076	9,396	16,841	1,653,195	186,030	61,211	1,900,436	70,972	23,601		
	% Total Rev	0%	3%	5%	1%	44%	39%	6%	1%	0%	100%	0%	100%	100%	100%	100%	100%	
	Rev/Ton	\$ 14.72	\$ 586.46	\$ 970.85	\$ 285.92	\$ 51.72	\$ 102.86	\$ 195.19	\$ 435.00	\$ 167.47	\$ -	\$ 70.78	\$ 87.18	\$ 10.65	\$ 60.84	\$ -	\$ 64.31	

* Excludes tip fees from Revenue Share



Neighborhood Recycling Monthly Totals

For the period: 7/1/2014 to 1/31/2015

Origin	Population	Town Tons		Town Tons -	Town Tons	Town Tons	Town MSW +	Town % Rec
		MSW	Rec Drop-Off	-Rec Curb	-Rec Total	Rec Total		
BRIDGTON	5,120	1,337.62	353.52	-	353.52	1,691.14	20.9%	
CAPE ELIZABETH	9,015	1,503.69	708.18	-	708.18	2,211.87	32.0%	
CASCO/NAPLES	7,562	1,230.16	232.64	-	232.64	1,462.80	15.9%	
Casco Split (45%):		553.57	104.69	-	104.69	658.26	15.9%	
Naples Split (55%):		676.59	127.95	-	127.95	804.54	15.9%	
CUMBERLAND	7,211	757.15	-	549.49	549.49	1,306.64	42.1%	
FALMOUTH	11,185	1,187.96	196.23	671.42	867.65	2,055.61	42.2%	
FREEMPORT	7,879	925.84	307.95	100.00	407.95	1,333.79	30.6%	
GORHAM	16,381	1,404.52	172.53	578.30	750.83	2,155.35	34.8%	
HARRISON	5,188	566.03	110.52	-	110.52	676.55	16.3%	
HOLLIS	4,281	606.90	-	191.46	191.46	798.36	24.0%	
LIMERICK	2,892	723.65	65.98	-	65.98	789.63	8.4%	
LIMINGTON	7,535	907.67	60.81	-	60.81	968.48	6.3%	
LIVERMORE FALLS	6,900	398.43	82.94	-	82.94	481.37	17.2%	
LYMAN	4,344	673.56	151.26	-	151.26	824.82	18.3%	
NORTH HAVEN	355	118.94	51.88	-	51.88	170.82	30.4%	
NORTH YARMOUTH	3,565	390.82	-	230.88	230.88	621.70	37.1%	
PARSONSFIELD	1,898	445.36	-	46.32	46.32	491.68	9.4%	
PORTLAND	66,194	5,668.02	746.64	2,547.68	3,294.32	8,962.34	36.8%	
POWNAI	1,474	118.86	-	87.47	87.47	206.33	42.4%	
SACO	18,482	3,052.12	58.76	951.12	1,009.88	4,062.00	24.9%	
SCARBOROUGH	18,919	3,225.60	356.42	1,259.10	1,615.52	4,841.12	33.4%	
SOUTH PORTLAND	25,002	3,433.45	116.55	1,268.19	1,384.74	4,818.19	28.7%	
STANDISH	9,874	1,749.70	339.13	-	339.13	2,088.83	16.2%	
TRI-TOWN	4,643	906.38	106.78	-	106.78	1,013.16	10.5%	
WATERBORO	7,693	1,115.33	260.45	-	260.45	1,375.78	18.9%	
WINDHAM	17,001	1,301.52	93.73	820.48	914.21	2,215.73	41.3%	
YARMOUTH	8,349	1,204.82	578.10	100.95	679.05	1,883.87	36.0%	
Grand Total:	268,786	34,954.09	5,151.00	9,402.86	14,553.86	49,507.95	29.4%	

Recycling Percent by Origin

