

ecomaine

Memorandum

DATE: September 17th, 2015

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: **Agenda for the Recycling Committee Meeting**

There is an **ecomaine** Recycling Committee scheduled for September 24th, 2015 @ 4PM. The agenda for this meeting is as follows:

- Approval of Minutes (*Attachment A*)
- School Grants Program
- USM/ecomaine/Portland - Solid Waste & Recycling Study – Leo Maheu
- Recycling Open House – September 2015
- Communications and Outreach
 - Tours and outreach report (*Attachment B1, B2 & B3*)
 - Website analytics (*Attachment C1, C2, C3, C4, C5 & C6*)
 - Earned media
- Recycling Updates
 - Recycling Market Report (*Attachment D*)
 - Recycling rates by community (*Attachment E*)

Future Meetings:

Finance Committee Meeting: September 14th, 2015 @ 4PM
Audit Committee Meeting: September 17th, 2015 @ 3PM
Executive Committee Meeting: September 17th 2015 @ 4PM
Recycling Committee Meeting: September 24th, 2015 @ 4PM
Full Board Meeting: October 15th, 2015 @ 4PM
Recycling Committee Meeting: November 5th, 2015 @ 4PM
Finance Committee Meeting: November 10th, 2015 @ 3PM
Executive Committee Meeting: November 10th 2015 @ 4PM
Executive Committee Meeting: December 17th 2015 @ 4PM
Finance Committee Meeting: January 12th, 2016 @ 4PM
Full Board Meeting: January 21st, 2016 @ 4PM

Recycling Committee Meeting: January 28th, 2016 @ 4PM
Executive Committee Meeting: February 11th, 2016 @ 4PM
Full Board Meeting: March 17th, 2016 @ 4PM
Recycling Committee Meeting: March 24th, 2016 @ 3PM
Finance/Budget Workshop: March 24th, 2016 @ 4PM
Audit Committee Meeting: April 21st, 2016 @ 3PM
Full Board Meeting: April 21st, 2016 @ 4PM
Finance Committee Meeting: May 19th, 2016 @ 3PM
Executive Committee Meeting: May 19th, 2016 @ 4PM
Recycling Committee Meeting: May 26th, 2016 4PM
Full Board/Annual Meeting: June 16th, 2016 @ 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

DATE: September 17th, 2015
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Recycling Committee Minutes – May 28th, 2015

There was a **Recycling Committee Meeting** held on the date noted above. The meeting was called to order by Susan McGinty, Acting Chairperson.

Item #1: - Minutes:

Susan McGinty reviewed the minutes with the committee and no revisions were noted. The minutes could not be accepted because a quorum was not present.

Item #2: - ecomaine Grant Program 2015:

Leo also reported on the status of the School Grants program, noting that mid-point reports have been received from most recipients, and the projects were are well underway at all schools.

Item # 3: - Planning Recycling Open House – September 2015

Frank Gallagher reported that the 2015 ecomaine Open House will be held on Saturday, September 19th, 2015; noting preparations for the event are in the preliminary planning stage.

Item #4: & 5 - Communication and Outreach:

Leo Maheu reported on the **ecomaine** tours, events, presentations and other outreach activities.

Leo Maheu gave a report on the status of the “Recycling Is A Work of Art,” contest. He noted the containers had been sent to the artists. Leo also provided an update on his meeting with Jeff Edelstein, facilitator of the Greenfest event and the possibility of having a container painted at this year’s event.

Frank Gallagher reported on the recent web-site analytics and reported on earned media generated since the last meeting of the recycling committee.

Leo Maheu discussed the paid media, and noted that ecomaine is once again a primary sponsor of the KickStart quiz show airing on WPXT-TV. The season is being taped at ecomaine and the first taping was held in May and the next taping is scheduled for June 6th.

Item #: 6 - Recycling Updates:

Kevin Roche reported information on the current and projected market rates on recycled materials.

Susan McGinty, noting that a quorum was still not present, the meeting adjourned.

Present:

Sarah Bernier, Richard Brobst, Alan Bradstreet, Caleb Hemphill, Susan McGinty & Maureen McDevitt.

Staff:

Frank Gallagher, Leo Maheu & Kevin Roche

Education and Outreach Data for FY16

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY16 Total
Tours	182	77											259
Presentations	48	24											72
Events/Other	187	347											534
Totals	417	448	0	0	0	0	0	0	0	0	0	0	865

Education and Outreach Data for FY15

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY15 Total
Tours	44	33	186	279	404	115	16	63	120	115	69	93	1537
Presentations	43	58	561	302	257	283	77	514	196	1243	213	87	3834
Events/Other	629	321	158	250	12	0	125	193	254	105	139	229	2415
Totals	716	412	905	831	673	398	218	770	570	1463	421	409	7786

Jul 1, 2014 - Sep 16, 2014

Acquisition Overview



Primary Dimension:

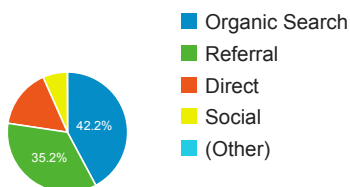
Conversion:

Top Channels

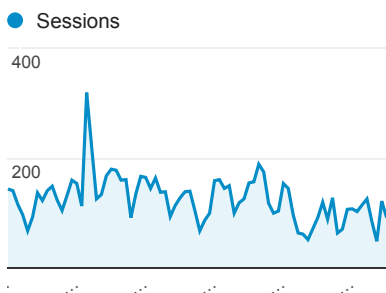
All Goals

[Edit Channel Grouping](#)

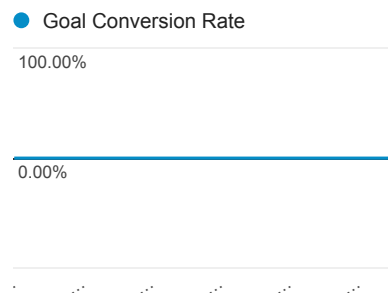
Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	
	9,840	83.84%	8,250	65.72%	2.16	00:01:20	<p>Set up a goal. To see outcome metrics, define one or more goals.</p> <p>GET STARTED</p>
1 Organic Search	4,151			50.28%			
2 Referral	3,463			84.03%			
3 Direct	1,573			61.92%			
4 Social	649			75.96%			
5 (Other)	4			75.00%			

To see all 5 Channels click [here](#).

Jul 1, 2015 - Sep 16, 2015

Acquisition Overview



Primary Dimension:

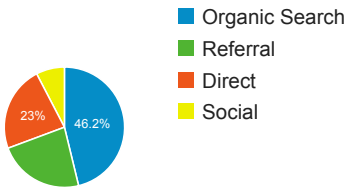
Conversion:

Top Channels

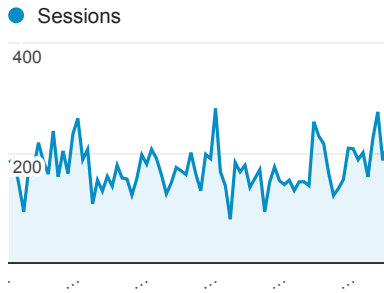
All Goals

[Edit Channel Grouping](#)

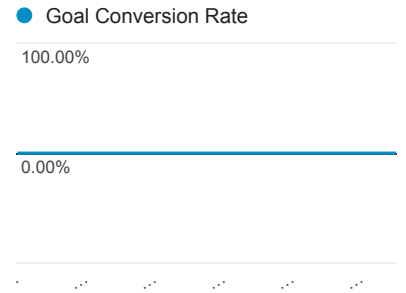
Top Channels



Sessions



Conversions



	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	13,458	80.73%	10,865	59.97%	2.28	00:01:39
1 Organic Search	6,219	<div style="width: 80.73%;"></div>		49.75%	<div style="width: 49.75%;"></div>	
2 Referral	3,111	<div style="width: 23%;"></div>		74.19%	<div style="width: 74.19%;"></div>	
3 Direct	3,100	<div style="width: 22.9%;"></div>		59.58%	<div style="width: 59.58%;"></div>	
4 Social	1,028	<div style="width: 7.6%;"></div>		79.96%	<div style="width: 79.96%;"></div>	

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 4 Channels click [here](#).

Jul 1, 2014 - Sep 16, 2014

Audience Overview

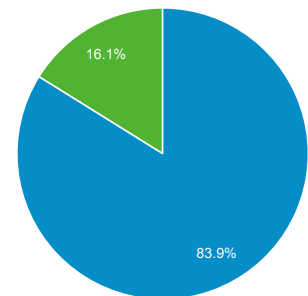
All Sessions
100.00%

Overview



Sessions 9,840	Users 8,522	Pageviews 21,261
Pages / Session 2.16	Avg. Session Duration 00:01:20	Bounce Rate 65.72%
% New Sessions 83.84%		

■ New Visitor ■ Returning Visitor



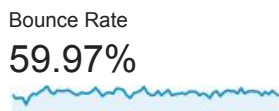
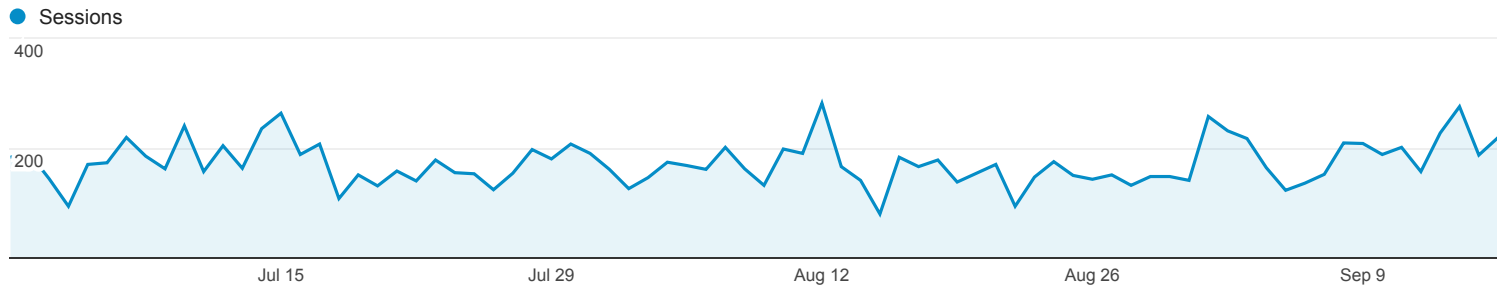
City	Sessions	% Sessions
1. Portland	1,063	10.80%
2. Boston	548	5.57%
3. Newton	313	3.18%
4. South Portland	267	2.71%
5. Buffalo	242	2.46%
6. Billerica	210	2.13%
7. (not set)	202	2.05%
8. New York	202	2.05%
9. Bangor	165	1.68%
10. Scarborough	158	1.61%

Jul 1, 2015 - Sep 16, 2015

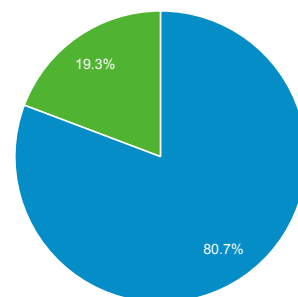
Audience Overview

All Sessions
100.00%

Overview



■ New Visitor ■ Returning Visitor



City	Sessions	% Sessions
1. Portland	2,324	17.27%
2. New York	627	4.66%
3. Boston	470	3.49%
4. Scarborough	419	3.11%
5. (not set)	410	3.05%
6. South Portland	402	2.99%
7. Augusta	279	2.07%
8. Falmouth	255	1.89%
9. Saco	239	1.78%
10. Lewiston	189	1.40%

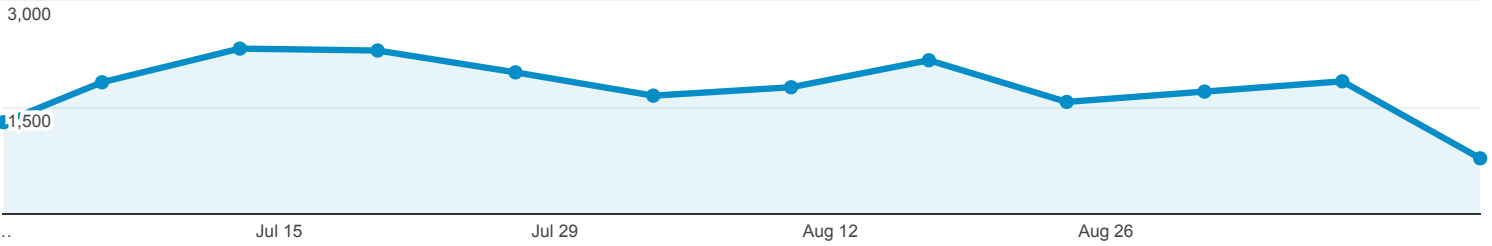
Jul 1, 2014 - Sep 16, 2014

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	21,261 % of Total: 100.00% (21,261)	17,562 % of Total: 100.00% (17,562)	00:01:09 Avg for View: 00:01:09 (0.00%)	9,837 % of Total: 100.00% (9,837)	65.72% Avg for View: 65.72% (0.00%)	46.27% Avg for View: 46.27% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	6,665 (31.35%)	5,738 (32.67%)	00:00:46	5,566 (56.58%)	65.29%	61.05%	\$0.00 (0.00%)
2. /recycling-and-waste-disposal/	1,385 (6.51%)	1,052 (5.99%)	00:00:45	171 (1.74%)	38.60%	20.36%	\$0.00 (0.00%)
3. /our-facility/waste-to-energy-plant/	1,370 (6.44%)	1,154 (6.57%)	00:03:23	912 (9.27%)	73.79%	64.16%	\$0.00 (0.00%)
4. /about-ecomaine/	920 (4.33%)	704 (4.01%)	00:00:24	90 (0.91%)	20.00%	10.00%	\$0.00 (0.00%)
5. /our-facility/recycling-facility/	861 (4.05%)	733 (4.17%)	00:01:20	606 (6.16%)	53.96%	51.57%	\$0.00 (0.00%)
6. /recycling-and-waste-disposal/single-sort-guide/	743 (3.49%)	593 (3.38%)	00:02:03	38 (0.39%)	71.05%	44.01%	\$0.00 (0.00%)
7. /job-opportunities/	680 (3.20%)	552 (3.14%)	00:01:47	144 (1.46%)	56.94%	50.59%	\$0.00 (0.00%)
8. /our-facility/	610 (2.87%)	478 (2.72%)	00:00:21	17 (0.17%)	11.76%	9.84%	\$0.00 (0.00%)
9. /contact-us/	533 (2.51%)	466 (2.65%)	00:01:15	27 (0.27%)	70.37%	43.90%	\$0.00 (0.00%)
10. /commercial-and-contractor-information/	495 (2.33%)	397 (2.26%)	00:00:20	27 (0.27%)	18.52%	11.72%	\$0.00 (0.00%)

Rows 1 - 10 of 363

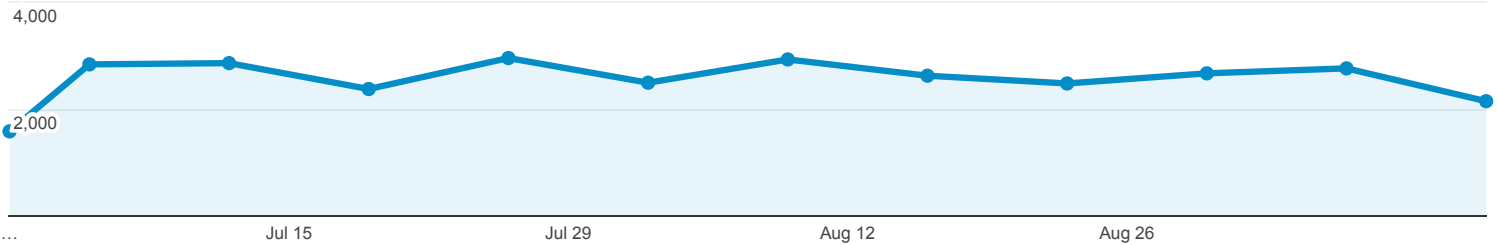
Jul 1, 2015 - Sep 16, 2015

Pages

All Sessions
100.00%

Explorer

Pageviews



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	30,707 % of Total: 100.00% (30,707)	24,850 % of Total: 100.00% (24,850)	00:01:17 Avg for View: 00:01:17 (0.00%)	13,422 % of Total: 100.00% (13,422)	59.97% Avg for View: 59.97% (0.00%)	43.71% Avg for View: 43.71% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /recycling-and-waste-disposal/single-sort-guide/	6,163 (20.07%)	5,063 (20.37%)	00:01:35	3,614 (26.93%)	84.34%	68.62%	\$0.00 (0.00%)
2. /	5,150 (16.77%)	4,158 (16.73%)	00:00:56	3,901 (29.06%)	26.61%	29.53%	\$0.00 (0.00%)
3. /recycling-and-waste-disposal/	1,997 (6.50%)	1,540 (6.20%)	00:01:02	346 (2.58%)	32.95%	22.68%	\$0.00 (0.00%)
4. /our-facility/waste-to-energy-plant/	1,987 (6.47%)	1,697 (6.83%)	00:03:47	1,477 (11.00%)	78.33%	71.77%	\$0.00 (0.00%)
5. /about-ecomaine/	1,213 (3.95%)	928 (3.73%)	00:00:30	96 (0.72%)	15.62%	10.14%	\$0.00 (0.00%)
6. /job-opportunities/	1,044 (3.40%)	722 (2.91%)	00:00:41	213 (1.59%)	30.99%	23.08%	\$0.00 (0.00%)
7. /our-facility/	874 (2.85%)	693 (2.79%)	00:00:36	34 (0.25%)	44.12%	13.73%	\$0.00 (0.00%)
8. /recycling-and-waste-disposal/drop-off-locations/	808 (2.63%)	687 (2.76%)	00:01:42	332 (2.47%)	67.47%	52.72%	\$0.00 (0.00%)
9. /our-facility/recycling-facility/	755 (2.46%)	648 (2.61%)	00:01:29	481 (3.58%)	51.14%	48.08%	\$0.00 (0.00%)
10. /commercial-and-contractor-information/	578 (1.88%)	466 (1.88%)	00:00:31	87 (0.65%)	68.97%	21.63%	\$0.00 (0.00%)

Rows 1 - 10 of 487

Recycling Market Report **FY15**

21.98 17.22

Month	Element	Plastic				Other						Rec Facilities Total	WTE / Landfill Metal		Total ecomaine	Residue & Revenue Sharing Calc		
		#3-7 & Mixed Ridged	Colored HDPE	No 2 Nat HDPE	No 1 PET	ONP	OCC	Cans	Alum	Loose Metal	Glass		Post Burn	Mined (net of ash)		Tons Residue	Inbound Recycle Inc Tipping Fees*	% Residue
July	Tons	39	22	20	21	2,115	929	92	22	10	220	3,490	381	(24)	3,847	243	3,878	6.28%
	Revenue/Ton	\$7	\$425	\$795	\$270	\$58	\$96	\$125	\$440	\$105	\$0	\$76	\$50	-\$22	\$74	\$44	\$71.16	
Aug	Tons	60		20		1,963	1,092	43		20	207	3,406	343	-	3,749	261	3,747	6.97%
	Revenue/Ton	\$3	\$0	\$0	\$290	\$54	\$96	\$90	\$0	\$90	\$0	\$65	\$53	\$0	\$64	\$44	\$63.47	
	Market Proj	5	320	505	120	55	96	90	440	90	-							
Sept	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Oct	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Nov	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Dec	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Jan	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Feb	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Mar	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
April	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
May	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
June	Tons																	
	Revenue/Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
YTD	Tons	99	22	20	41	4,078	2,022	135	22	29	427	6,896	725	(24)	7,596	505	7,626	6.62%
	% Total Tons	1%	0%	0%	1%	59%	29%	2%	0%	0%	6%	100%						
	Revenue	\$484	\$9,465	\$16,075	\$11,547	\$229,283	\$194,217	\$15,368	\$9,478	\$2,764	\$0	\$488,681	\$36,947	\$244	\$525,872	\$22,202	\$25,137	
	% Total Revenue	0%	2%	3%	2%	47%	40%	3%	2%	1%	0%	100%						
	Revenue /Ton	\$5	\$425	\$795	\$280	\$56	\$96	\$114	\$440	\$95	\$0	\$70.87	\$51	(\$10)	\$69.23		\$67.38	

* Excludes tip fees from Revenue Share

Neighborhood Recycling Monthly Totals

For the period: 7/1/2015 to 8/31/2015

Origin	Population	Town Tons MSW	Town Tons - Rec Drop-Off	Town Tons -Rec Curb	Town Tons -Rec Total	Town MSW + Rec Total	Town % Rec
BRIDGTON	5120	529.23	128.71	-	128.71	657.94	19.6%
CAPE ELIZABETH	9015	415.46	187.58	-	187.58	603.04	31.1%
CASCO/NAPLES		413.95	95.59	-	95.59	509.54	18.8%
Casco MSW Actual; Recycling Split (45%):	7614	186.29	43.02	-	43.02	229.30	18.8%
Naples MSW Actual; Recycling Split (55%):	Blank	227.66	52.57	-	52.57	280.24	18.8%
CUMBERLAND	7211	222.74	-	137.72	137.72	360.46	38.2%
FALMOUTH	11185	355.58	52.21	194.99	247.20	602.78	41.0%
FREEPORT	7879	284.53	93.31	29.71	123.02	407.55	30.2%
GORHAM	16381	430.42	50.14	147.57	197.71	628.13	31.5%
HARRISON	2730	212.36	48.44	-	48.44	260.80	18.6%
HOLLIS	4281	187.01	-	61.65	61.65	248.66	24.8%
LIMERICK	2892	237.52	17.77	-	17.77	255.29	7.0%
LIMINGTON	3713	292.47	18.64	-	18.64	311.11	6.0%
LIVERMORE FALLS	3187	118.89	31.40	-	31.40	150.29	20.9%
LYMAN	4344	236.09	48.30	-	48.30	284.39	17.0%
NORTH HAVEN	355	68.21	26.40	-	26.40	94.61	27.9%
NORTH YARMOUTH	3565	113.71	-	64.88	64.88	178.59	36.3%
PARSONSFIELD	1898	148.55	-	12.47	12.47	161.02	7.7%
PORTLAND	66194	1,722.78	287.06	701.06	988.12	2,710.90	36.4%
POWNA	1474	36.42	-	28.12	28.12	64.54	43.6%
SACO	18482	966.58	17.47	274.85	292.32	1,258.90	23.2%
SCARBOROUGH	18919	1,064.63	104.93	381.41	486.34	1,550.97	31.4%
SOUTH PORTLAND	25002	1,022.14	31.36	381.78	413.14	1,435.28	28.8%
STANDISH	9874	526.53	97.68	-	97.68	624.21	15.6%
TRI-TOWN		290.38	30.30	-	30.30	320.68	9.4%
WATERBORO	7693	384.81	68.15	-	68.15	452.96	15.0%
WINDHAM	17001	406.10	31.40	239.47	270.87	676.97	40.0%
YARMOUTH	8349	362.71	156.05	32.48	188.53	551.24	34.2%
Grand Total:		11,049.80	1,622.89	2,688.16	4,311.05	15,360.85	28.1%

Recycling Percent by Origin

