

ecomaine

Memorandum

DATE: November 3, 2016

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 November 10, 2016 @ 4:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Presentation by Agri-Cycle Energy - Dan Bell, General Manager
3. 2016 School Recycling Grant Conclusions (*Attachment B*)
4. Schools Grant Program Judging (*Attachment C*)
5. Outreach & Education Report (*Attachment D*)
6. Recycling Market Report
7. Public Relations: Advertising, Website, Social /Traditional Media Analytics (*Attachment E*)
8. 2016 eco-Excellence Awards kick-off
9. Other

Future Meetings:

Finance Committee:	November 17, 2016 @ 3PM
Executive Committee:	November 17, 2016 @ 4PM
Executive Committee:	December 15, 2016 @ 4PM
Finance Committee:	January 19, 2017 @ 3PM
Full Board of Directors:	January 19, 2017 @ 4PM
Recycling Committee:	January 26, 2017 @ 4PM
Executive Committee:	February 16, 2017 @ 4PM
Full Board of Directors:	March 16, 2017 @ 4PM
Recycling Committee:	March 23, 2017 @ 3PM
Finance/Budget Workshop:	March 23, 2017 @ 4PM
Audit Committee:	April 27, 2017 @ 3PM
Full Board of Directors:	April 27, 2017 @ 4PM
Finance Committee:	May 18, 2017 @ 3PM
Executive Committee:	May 18, 2017 @ 4PM
Recycling Committee:	May 25, 2017 @ 4PM
Annual Meeting:	June 15, 2017 @ 11:30AM

Memorandum

DATE: October 11, 2016
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Recycling Committee Minutes – Sept. 15, 2016

There was a **Recycling Committee Meeting** held on the date noted above. The meeting was called to order by Lisa Wolff (at the direction of Caleb Hemphill, Chairman, who arrived 15 minutes late).

Item #1: - Approval of May 19 Meeting Minutes

Lisa Wolff cited the May 19 meeting minutes and asked for a motion to approve the minutes. Dennis Doughty made a motion to approve the minutes. Maxine Beecher seconded the motion and all unanimously approved.

Item #2: - Food Waste Recovery Program Launch

- Lisa shared a summary of the Food Waste Recovery Press Conference and resulting media coverage earned in *The Forecaster*, MPBN, *Portland Press Herald*, WGME 13, and Waste Dive.
- The committee discussed the various projects underway for food waste recovery in ecomaine member communities, namely in Cape Elizabeth, Scarborough, South Portland and Falmouth.
- The committee asked us to keep an eye on odors, which Lisa and John Morin assured was well under control due to the reverse pressure in the tipping hall where the food waste is stored.
- The committee remarked on the increase in demand that the press conference has created among their communities and requested that a working group be convened by ecomaine to establish common standards for: costs, best practices, messaging and marketing. As part of this working group, the committee asked for best practices from communities involved with food waste in a similar climate (such as Halifax, Nova Scotia) to be consulted as a baseline for those communities pursuing food waste recovery efforts.
- At the request of Tory Moon and Kevin Roche, Lisa suggested having a field trip up to Exeter Agri-Energy for those who are interested, to learn more about what kinds of food waste can be recovered and why. Instead, the committee agreed that they would prefer to organize a presentation with videos and a virtual tour of Exeter Agri-Energy, complete with time for discussion about next steps in this process. The committee would like to be able to invite non-board members (such as public works directors) who will be directly involved with implementing food waste recovery.
- **Immediate Next Steps:** Poll towns to see who is interested in food waste recovery and formalize a formalized way for these groups to organize themselves. Organize a presentation with Exeter Agri-Energy timed with the next Recycling Committee meeting to refine presentation and gather specific questions, to be followed by the larger-group meeting.

Item # 3: - Website and Social Media Analytics

- Lisa Wolff shared the recycling rates by community report, followed by a demo of two new features of the ecomaine website:
 - The Will is Recycle? form, which is the same form that has been present on the bottom half of the Single-sort Recycling guide page, but much easier to access. This is a step to gather more questions from the public as we design our searchable database of answers to commons recycling and waste management questions. Jamie Garvin suggested using the photos and questions as user-generated content for social media tips on recycling.
 - The homepage also features a new rotating slideshow to better advertise new programs.

- Lastly, Lisa also demonstrated the new map interface to recycling drop-off locations, one of the most frequently visited pages on the website.
- A suggestion was made to consider including covered bins in our marketing materials, given that those are more of the “way of the future” of bins.
- Lisa handed out a presentation about the concept of the ecomaine “Will it recycle?” web database vision and project. The group liked the concept.

Item #4: - Advertising, Public Relations, Outreach & Education

- Lisa shared updates on the current advertising campaigns on Portland Radio Group stations, WPXT/CW, and various newspapers for the Open House.
- In the interest of time, Lisa referenced the Outreach & Education reports included in the packets for the committee to review. She pointed out that Katrina Venhuizen is in place and jumping in quickly into the education role, and that support by Sarah Bernier also helped to keep outreach numbers strong through the hiring period.
- Lisa invited committee members to volunteer for the open house and Maureen, Ed, Maxine, Jamie and Caleb volunteered (as did Erik Street and Mike Shaw). **Thanks everyone for your great support!**

Item #5: - Recycling Market Report

- John Morin covered the recycling market report, noting that #3-7 plastic is so low that we had to pay to move it in recent months. The paper market is rebounding, as is the metals market.

Item # 6: Plastic bags proposal

- John Morin passed around photos of the contamination of plastic bags in recycling that require much labor and other associated costs with breakdowns to equipment.
- In light of that, the very soft markets for #3-7 plastics (which is where #2 and #4 plastic shopping bags get mixed in with recycling), and the many ordinances going into effect to encourage the use of reusable shopping bags, Lisa Wolff proposed (with ecomaine staff leadership) to discontinue accepting plastic bags altogether as part of the single-sort recycling. This would also stand to eliminate much consumer confusion around what to do with a wide range of plastic bags and films.
- The committee unanimously agreed with the recommendation. The committee then discussed a Hannaford report that stated an 80% reduction in plastic bag usage in its stores after the city of Portland instituted its plastic bag ordinance, citing it as useful data for other towns considering bag ordinances.

Item # 7: Meeting adjournment

Dennis Doughty made a motion to adjourn the meeting. Alan Bradstreet seconded the motion and all unanimously agreed to adjourn.

The next recycling committee meeting is November 10, 2016, at 4:00 p.m.

Present Board Members:

Caleb Hemphill, Dennis Doughty, Sarah Bernier, Ed Suslovic, Jamie Garvin, Maureen McDevitt, Maxine Beecher and Alan Bradstreet.

Present Staff: Lisa Wolff, John Morin

ATTACHMENT B

School Name	Total Award	Paid to date	Final Report	Impact Summary Excerpts
Dyer Elementary School, South Portland	\$1,750	\$1,750	6/23/16	We weighed the bags of trash at the end of three random lunch sessions (three blocks of two grades each) to get data before the launch. The average weight of the trash produced was 61 pounds, not including the waste from the kitchen. After the launch, we weighed the trash every Friday for 6 weeks and had an average of 6-7 pounds of waste per lunch session, including the trash from the kitchen! That is a significant reduction of material kept from the waste stream!
Gray New-Gloucester High School	\$2,250	\$2,260	6/17/16	Established four committees to design full recycling/composting program for rollout in Fall 2016: Composting Bins Committee: measured the dimensions of existing bins; designed front retaining (wall) gates and roof system; developed a materials list; oversaw the construction of the bins (front and roof) Education Committee: designed posters; organized an education plan How to Compost Committee: researched techniques of composting; created a protocol for recycling in the form of a Powerpoint presentation Recycling Stations Committee: designed and ordered two customized recycling stations; designed and purchased new recycling containers; designed a permanent recycling station; developed a materials list, purchased supplies; helped in the construction of the permanent recycling station
Lafayette Elementary School, Sanford	\$1,400	\$1,231	Requested. They asked for additional funding for mini ipads, which we denied.	Toured ecomaine, installed compost bins in the cafeteria and recycling bins in each of the classrooms.
Longfellow Elementary School, Portland	\$1,981	\$1,980.77	6/24/16	There was a huge reduction in the amount of items thrown in the waste receptacles. The fall to spring growth results indicate awareness and understanding of how our school Sort-It stations work. In the fall students had a 65% accuracy with what items to recycle, trash or compost, whereas in the spring they had an 89% accuracy.
Margaret Murphy Center for Children, Saco	\$420	\$260	6/10/16	Students are accessing the community through the recycling/garden program on a weekly basis. We are creating relationships with community members and businesses by having students communicate what we need to improve our garden. Students are visiting the recycle center in Saco on a weekly basis and practicing several community awareness and safety skills needed to complete the tasks. Students are learning functional sorting tasks using our ecomaine recycling bins! Every age group in the school is able to participate in both programs in some way.
Memorial Middle School, South Portland	\$2,000	\$1,600	8/22/16	Memorial now sorts landfill, recycling, composting and returnables everyday. The kitchen staff and teacher room also sorts as well. The custodial services have mentioned that they use less than half of the trash bags and we have reduced our daily landfill from roughly 100lbs. per day to roughly 20lbs. per day.
Sanford Jr High School	\$1,500	\$1,500	6/13/16	Blue Tarp Audits were conducted in the fall of 2015 to establish baseline data. In the spring of 2016, after the sorting program was established, we conducted another Blue Tarp Audit with the same three lunch periods. The spring audit showed that garbage bin (trash) had been reduced from 30.8 kilograms to 3.69 kilograms. This represents an 88% reduction by mass from the fall baseline data. This is consistent with the anecdotal data from our head custodian who reports that the amount of trash has been reduced from 6 bags total to 1 bag total per day, which is an 83% reduction.
Skillin School, South Portland	\$2,500	\$2,500	6/20/16	The project with a goal to reduce the waste from our school that goes to our landfills has been successful. We have reduced waste by 2/3, going from filling six 40-gallon bags every day at lunch to filling two 40-gallon bags!
Windham Middle School	\$250	\$250	6/7/16	Unfortunately, we ran out of time to do a second trash sort to collect data. But I can say from being in the cafeteria daily that we gave gone from 2 large bins of trash and a little recycling in one bin(daily at 6th grade lunch) to 2 large bins of recycling and a little bit of trash in one bin!
TOTALS	\$14,311	\$13,332		
TOTAL UNREDEEMED AMOUNT				\$979

ATTACHMENT C

School Name	Award objective	ecomaine community	Amount Requested	Itemized summary	Total Award	Paid to date	Final Report	Impact Summary Excerpts
Lake Region Middle School	Goal is for integrated curriculum about waste and to support this, will build a composting unit on their property and studying recycling intensively, as well as take a tour to ecomaine to cement learning.	Bridgton/Naples/Casco	\$1,000	Compost building and tools=\$616 and bussing to ecomaine for tour=\$384				
MSAD #51	Schools are hoping for reimbursement for sorting stations with roller totes in each built by Director of Facilities (researched and decided it was cheaper to build than buy. Shirts for Great Team sorting facilitators	Cumberland/North Yarmouth	\$4,660	Labor and supplies for four receptacles=\$4,400 Four totes from G2G=160 T-shirts=\$100				
Falmouth Elementary	Falmouth is constantly trying to reduce waste and their next step is to reduce single-use bottles. Hope is to get one water bottle filling station for hallway and one add-on unit for cafeteria.	Falmouth	\$3,169	One waterbottle filling station=\$2,400 One add on unit for current water fountain=\$769				
Freeport Middle School	Goal is for GreenTeam to create mascot to increase awareness of 3R's in school, implement comprehensive recycling program and understand recycling process further through a field trip to Augusta state house and ecomaine	Freeport	\$1,000	Mascot supplies=\$300 Printing materials=\$200 Field trips=\$200, school-wide education=\$300				
Sacopec Valley Middle School	Potential goal is to sort recycling and/or trash and/or compost in order to ensure all is in right bin. Plus a field trip to ecomaine to make a movie to share with school and cement learning.	Hiram/SAD 55	\$261.46	Gloves=\$41.46 Field Trip to ecomaine=\$220				
Howard C. Reiche Community School	Goal is for multi-faceted indoor and outdoor composting systems for collection of snack food waste. Cafeteria food waste is already collected but only if eaten in cafeteria. This new pilot program would allow for much more waste reduction. Would expand to entire school next year. Field trip to ecomaine to cement learning.	Portland	\$576.09	In-class composting tools=\$245.50 Outdoor composting bin list=\$110.59 (most of money already raised) Field Trip=\$220				
Catherine Morrill Day Nursery	Goal is to launch a comprehensive composting program with education, audits, and much food waste reduction with Garbage to Garden.		\$1,350	Once weekly pickup=\$95/month Deposits for three 32 gal totes=\$180 and deposit for 6 buckets=\$60				
Peaks Island Elementary School	Desire for a dishwasher so as to reduce and/or eliminate paper and plastic waste (will be moving to reusable trays) in kitchen and cafeteria during lunch and breakfast times. Composting and intense recycling is already occurring on campus.	Portland	\$5,000	Dishwasher=\$3,995 and installation=\$1,005				
Thornton Academy	Goal is to streamline consistency and labeling for recycling process as there are currently numerous types of recycling bins around campus. Environmental club and invested staff will be in charge of monitoring bins.	Saco	\$1,549	Six-36 gallon stationary recycling containers=\$1,548.80 with vendor discount				
South Portland High School	Already have solid recycling and compost in place, now want Terracycle for non-recycleables through ecomaine and compostable silverware for second semester.	South Portland	\$2,020	\$820 for zero waste boxes, \$1200 for compostable silverware				
Massabesic High School	Students already have a great composting plan in place but want more bins in more accessible places (one in each classroom, office area, etc), a trolley to transport recyclables and biodegradable bags for cans and bottle collection.	Waterboro	\$810	30 recycling bins=\$210 Trolley=\$500 Biodegradable trash bags=\$100				
Waterville Alternative School	Motivated Green class goal to build outdoor compost bin plus raised bed, inside vermicompost system and set up collection system, in order to reduce food waste.	Waterville	\$1,000	Worm bin materials=\$185, Sorting inside materials=\$115, Raised beds materials=\$700				
Manchester Elementary	No composting or recycling currently happens in cafeteria and goal is to impliment strong program to start both. Bins for sorting will help immensely as well as compost collection.	Windham	3,000	Garbage to Garden one year contract=\$2000 and bins for Trash-Recycle-Compost=\$1,000				
TOTALS			\$25,395.35					

Education and Outreach Data for FY17**Yellow highlights indicate current projections**

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY17 Total
Tours	164	105	112	659	177								1217
Virtual tours			80	51									
Presentations	130		25	350	12								517
Events/Other	100	495	960	215									1770
Totals	394	600	1177	1275	189								3635

Education and Outreach Data for FY16

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY16 Total
Tours	182	77	220	125	133	67	21	59	178	270	75	37	1444
Presentations	48	24	120	511	247	138	244	300	430	440	1156	165	3823
Events/Other	187	347	461	145	8	32	116	375	152	323	171	370	2687
Totals	417	448	801	781	388	237	381	734	760	1033	1402	572	7954

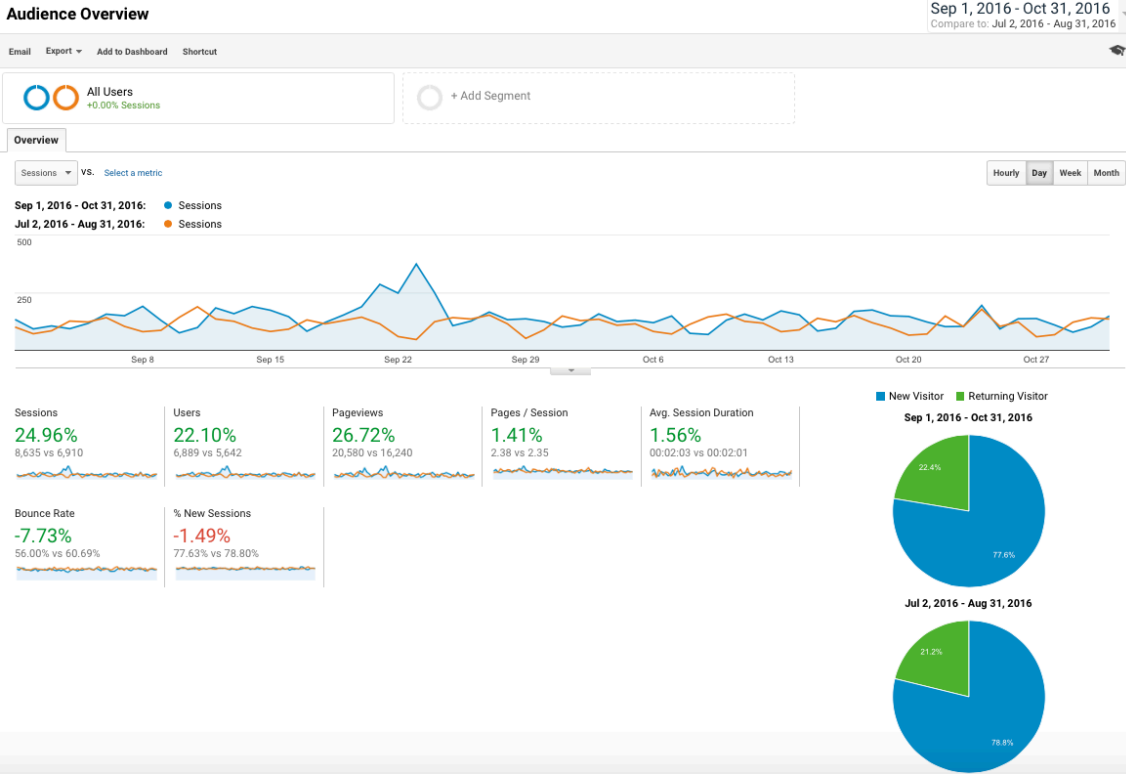
Education and Outreach Data for FY15

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

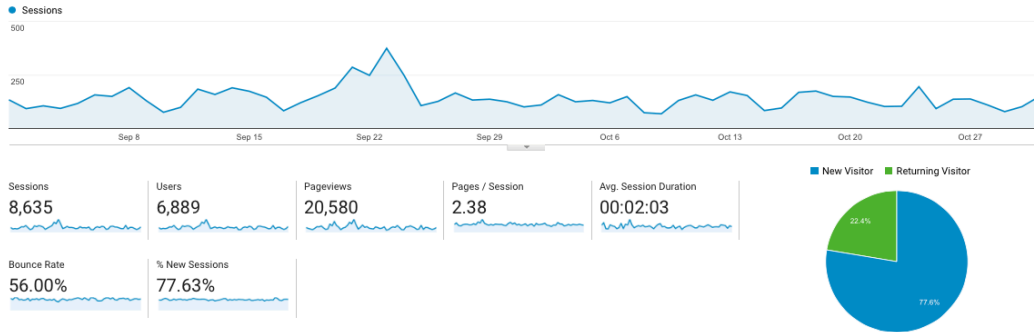
ecomaine website analytics

Sept. 1 – Oct. 31, 2016

Audience overview (sessions, users and page views up from last period):



By country:



Demographics

Language
Country
City
System
Browser
Operating System
Service Provider
Mobile
Operating System
Service Provider
Screen Resolution

Country

Country	Sessions	% Sessions
1. United States	6,843	79.25%
2. Russia	328	3.80%
3. India	272	3.15%
4. Philippines	113	1.31%
5. United Kingdom	77	0.89%
6. Canada	71	0.82%
7. Kyrgyzstan	64	0.74%
8. Australia	47	0.54%
9. Malaysia	42	0.49%
10. Indonesia	38	0.44%

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Top 10 Landing Pages:

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	20,580 % of Total: 100.00% (20,580)	16,079 % of Total: 100.00% (16,079)	00:01:29 Avg for View: 00:01:29 (0.00%)	8,625 % of Total: 100.00% (8,625)	56.00% Avg for View: 56.00% (0.00%)	41.91% Avg for View: 41.91% (0.00%)
1. /	4,391 (21.34%)	3,343 (20.79%)	00:01:12	3,151 (36.53%)	34.27%	34.02%
2. /our-facility/waste-to-energy-plant/	1,871 (9.09%)	1,648 (10.25%)	00:03:42	1,464 (16.97%)	82.24%	76.27%
3. /recycling-and-waste-disposal/	1,538 (7.47%)	1,135 (7.06%)	00:01:02	260 (3.01%)	35.77%	19.96%
4. /recycling-and-waste-disposal/single-sort-guide/	1,161 (5.64%)	887 (5.52%)	00:02:00	439 (5.09%)	67.43%	52.45%
5. /blog/join-us-for-the-annual-recycling-open-house-sep-t-24/	1,085 (5.27%)	888 (5.52%)	00:03:12	479 (5.55%)	72.77%	67.74%
6. /job-opportunities/	952 (4.63%)	650 (4.04%)	00:01:57	253 (2.93%)	47.24%	48.84%
7. /about-ecomaine/	923 (4.48%)	693 (4.31%)	00:00:36	73 (0.85%)	35.62%	13.54%
8. /our-facility/	702 (3.41%)	546 (3.40%)	00:00:24	24 (0.28%)	47.83%	15.67%
9. /recycling-and-waste-disposal/drop-off-locations/	692 (3.36%)	591 (3.68%)	00:02:35	409 (4.74%)	71.71%	64.60%
10. /commercial-and-contractor-information/	479 (2.33%)	380 (2.36%)	00:00:27	72 (0.83%)	54.17%	18.58%

Note: we received 14 new “Will it recycle?” questions via the web form on our website during this period.

ecomaine Social Media Stats and Earned Media Stats

Sept. 1 – Oct. 31, 2016

Facebook:

Followers up by 82 since Sept. 1, 2016, at 1,190.

Top 10 2016 facebook posts



Twitter:

gained 29 new followers, issued 46 tweets, received 9,958 tweet impressions, and 325 profile visits from June 1 – Aug. 31.

Published	Post	Type	Targeting	Reach	Engagement
10/11/2016 1:30 pm	ecomaine's School Recycling Grants deadline is THIS MONTH,	Image	Global	9.7K	263 82
09/04/2016 6:48 am	ecomaine is currently #hiring a Recycling Operator and Truck D	Text	Global	1.9K	119 31
09/07/2016 11:12 am	What an exciting day at ecomaine today! We've officially launch	Image	Global	1.9K	139 112
08/13/2016 1:50 pm	We also have staff at Hollis Pirate Fest today, showing off our el	Image	Global	1.8K	8 5
08/20/2016 9:25 am	Meet ecomaine's new Environmental Educator Katrina Venhuizen	Image	Global	1.7K	189 105
08/13/2016 11:26 am	Today we are Brownfield, Maine Days enjoying cooler weather, g	Image	Global	1.5K	10 4
08/12/2016 11:02 am	Check out our pretty new interactive recycling drop-off location	Image	Global	1K	36 21
09/03/2016 8:00 am	Coming up THIS Saturday! Don't miss ecomaine's Annual Recy	Text	Global	876	41 23
09/27/2016 8:21 pm	Having a great time @forkfoodlab with #ecomaine and #agricyc	Image	Global	696	32 41
09/07/2016 8:54 am	We're thrilled to be officially launching our food waste recovery p	Image	Global	689	36 19

ecomaine Earned Media – Sept. 1 – Oct. 31, 2016:

- **Knox Village Soupe (Oct. 27)**
<http://knox.villagesoupe.com/p/gambling-on-short-term-waste-disposal-contract-is-a-bad-mistake/1588975>

- **Midcoast Solid Waste Corp You Tube video (Oct. 22)**
<https://youtu.be/YhAtuyx5jU>
- **Knox Village Soup (Oct. 19)**
<http://knox.villagesoup.com/p/a-yes-vote-on-ecomaine-contract/1583957>
- **Free Press (Oct. 19)**
<http://freepressonline.com/Content/Download-the-current-issue-as-a-pdf/Features/Article/Four-Towns-to-Vote-on-Contract-with-Portland-Waste-to-Energy-Plant/93/78/48489>
- **Knox Village Soup (Oct. 19)**
<http://knox.villagesoup.com/p/nov-8-vote-nears-on-future-of-trash-disposal-for-four-towns/1586424>
- **MPBN Maine Calling (Oct. 13)**
<http://mainepublic.org/post/future-recycling#stream/0>
- **The Forecaster (Sept. 6)**
<http://www.theforecaster.net/kitchen-scraps-fuel-new-ecomaine-compost-program/>