

ecomaine

Memorandum

DATE: January 17, 2019

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

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

There is an **ecomaine** Outreach & Recycling Committee scheduled for January 24, 2019 @ 4:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Outreach & Education (*Attachment B*)
 - Education & Outreach Data
 - ecomaine Website & Media Analytics
 - Upcoming events & outreach of note
 - Update on School Recycling Grants
3. Recycling Market Report (*Attachment C*)
 - Update on Contamination (*Handout*)
4. Presentation & Input-Seeking on Efforts to Combat Contamination
 - See [LINK](#)
5. Other

ecomaine

Memorandum

DATE: November 8, 2018

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: **Outreach & Recycling Committee Minutes – November 8, 2018**

The **ecomaine** Outreach & Recycling Committee met November 8. The meeting was called to order at 4:05 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Maxine Beecher moved to approve minutes, Rob Wood seconded and all unanimously approved.
2. Open House Survey Review & Follow Up
 - Matt provided an overview of the survey that followed the 2018 Open House, as well as feedback from Board and staff, which has been generally very positive.
3. School Recycling Grants Program
 - The Committee adjudicated 13 proposals, and awarded grants to each of the applicants (though in some cases, not awarding the full request). The Committee awarded \$20,750 in total. The grantees are:
 - i. Chelsea Elementary School, \$450 for field trip to ecomaine and reusable coffee pods for teachers
 - ii. Hollis Elementary School, \$1,118 for a variety of materials for recycling and composting
 - iii. Waldo County Technical Center (Liberty), \$500 for recycling bins and a field trip to ecomaine
 - iv. Deering High School (Portland), \$1,500 for recycling bins and ecomaine stickers
 - v. Portland High School, \$4,000 to replace paper towel dispensers with efficient hand dryers
 - vi. Carl J. Lamb Elementary School (Sanford), \$980 for recycling bins, ecomaine education/field trip, and materials for the school's Recycling Team
 - vii. Scarborough High School, \$1,600 to replace paper towel dispensers with efficient hand dryers
 - viii. Shapleigh Memorial School, \$1,175 for ecomaine field trip, zero waste table construction, recycling bins & transportation, materials
 - ix. Boys & Girls Club of Southern Maine (South Portland), \$1,530 for composting program
 - x. Roots & Fruits Pre-School (South Portland), \$850 for vermiculture materials and information

- xi. Vinalhaven School, \$3,150 for various recycling supplies – bins, custodial trucks, transportation.
 - xii. Waterboro Elementary, \$1,700 for sustainability-themed field trips, including to ecomaine, food waste reduction, and materials, including a new zero waste table
 - xiii. Thomas College (Waterville), \$2,191 for various sizes of recycling bins for dormitories and other buildings, support for student attendance at Green Campus Coalition meetings.
4. eco-Excellence Awards
 - Matt gave an overview of the timeline for the 2019 eco-Excellence Awards, including dates for announcements and Awards ceremony, and encouraged Committee members to nominate and share in their communities.
 5. Outreach & Education
 - Matt provided a brief overview of ecomaine’s educational outreach and media reach since September. FY19’s numbers continue to track ahead of FY18’s.
 6. Recycling Market Report
 - Tabled
 7. No other/new business was presented.
 8. Meeting adjournment:
 - Rob Wood motioned to adjourn, Caleb Hemphill seconded and all unanimously approved adjourning at 6:24 p.m.

Attendees: Caleb Hemphill, Rob Wood, Robert Randall, Alan Bradstreet, Maxine Beecher, Jeff Amatrudo, Jamie Garvin, Kimberly Darling, Jami Fitch

Staff: Matt Grondin, Katrina Venhuizen, Vanessa Berry, Gabe Gauvin



Attachment B: P.R., Outreach, & Education

B1. Educational Outreach, FY19

Education and Outreach Data for FY19													
Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY19 Total
Tours	58	35	7	120	240	75							535
Virtual tours	26	75	460	150	498	323							1532
Presentations	60	431	520	151	229	501							1892
Events/Other	300	718	1865	1848	5321	1157							11209
Totals	444	1259	2852	2269	6288	2056							15168

For reference: For FY 18, we had a total of nearly 6,300.



Tours and Presentation Data for the Month of: **December 2018**

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	12/5/2018	Yarmouth High School	Senior	Yarmouth	REC/WTE	One USM student added on	38
Tours	12/7/2018	LL Bean tour	adult	Portland/Freeport	REC/WTE		2
Total Individuals	12/7/2018	Bonny Eagle tour	7th grade	Standish	REC/WTE		17
Reached:	12/7/2018	Portland Pod tour	adult	Portland	REC/WTE	Podcast recording	2
75	12/11/2018	Civilian tour	adult	Freeport/Falmouth	REC/WTE	Josh Olins and sustainability contacts	3
	12/13/2018	207 show tour	adult	Portland	REC	interview with Kevin for show at REC	1
	12/14/2018	Civilian tour	adult	Freeport/Falmouth	REC/WTE	Josh Olins and sustainability contacts	3
	12/28/2018	Civilian tour	adult	Freeport	REC/WTE		6
	12/28/2018	Civilian tour	adult	South Portland	REC/WTE		3
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	12/3/2018	South Portland high school	high school	South Portland	REC/WTE	English as second language class	15
Virtual Tours	3-Dec	Saco Middle School		Saco	REC/WTE		130
Total Individuals	12-Dec	IDEXX lunch and learn	adult	Saco, Scarb, Portland,	REC		18
Reached:	12/13/2018	Lincoln Middle School	7th grade	Portland	REC/WTE		20
323	12/14/2018	Lincoln Middle School	7th grade	Portland	REC/WTE		18
	12/14/2018	Jay Elementary	3/4 grade	Jay	REC		140
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Presentations	12/3/2018	Boys and Girls Club	middle school	South Portland	REC	bin monitoring education	40
Total	12/3/2018	Windham Library	adult	Windham	REC	contamination focus, recorded for TV	6
Reached:	12/4/2018	Sanford Junior High	7th grade	Sanford	REC	plastics focus for National Geochallenge	28
501	12/5/2018	Boys and Girls Club	various	Chelsea	REC	waste audit	35
	12/11/2018	All school assembly with Red Claws	2nd-5th and adults	Sanford	REC	assembly with Crusher at Carl J Lamb	392
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Outreach Events/Other	12/3/2018	Falmouth High School	Senior/adult	Falmouth	REC	meeting about recycling practices	6
Total Individuals	12/4/2018	Glenburn Recycling Committee	adult	Glenburn	REC	meeting considering curbside rejections	5
Reached:	12/4/2018	Goodwill meeting	adult	Northern New England	REC	contamination focus, will make video	2
1157	12/5/2018	Red Claws game	all	all	REC	oncourt promotion	1059
	12/8/2018	Chelsea Tree lighting	all	Chelsea	REC	tabling at tree lighting	75
	12/13/2018	Glenburn Recycling Committee	adult	Glenburn	REC	meeting considering curbside rejections	10



Tours and Presentation Data for the Month of: **November 2018**

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	11/5/2018	Manchester School	5th grade	Windham	REC		27
Tours	11/5/2018	Waynflete School	11/12 grade	Portland	REC/WTE virtual		26
Total Individuals	11/6/2018	Manchester School	5th grade	Windham	REC		27
Reached:	11/13/2018	USM tour	college	Portland	REC/WTE		18
240	11/14/2018	Living Innovations tour	adult	Portland	REC/WTE		11
	11/15/2018	USM tour	college	Portland	REC/WTE		18
	11/26/2018	King Middle School	8th grade	Portland	REC/WTE		40
	11/27/2018	King Middle School	8th grade	Portland	REC/WTE		48
	11/30/2018	NE Sustainability Managers tour	adult	all	REC/WTE	meeting onsite, tour included	25
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	11/6/2018	NICU staff meeting Maine Med	adult	Portland	REC	moving towards recycling!	25
Virtual Tours	6-Nov	North Yarmouth Academy meeting	high school	Yarmouth	REC	how to recycle without silver bullets	13
Total Individuals	8-Nov	Island Institute	k-adult	Islands off Rockland	WTE	focus on ocean plastics	50
Reached:	11/9/2018	Willard School	5th grade	Sanford	REC		175
498	11/9/2018	Saco presentation	7th/8th	Saco	REC	virtual tour and waste audit	100
	11/19/2018	King Middle school	8th grade	Portland	REC/WTE	Virtual tour before real tour	85
	11/21/2018	YMCA group	5-12 year olds	Gray/Standish/Gorham	REC/WTE		15
	11/26/2018	Umaine Farmington	college	Farmington	REC		30
	11/27/2018	Casco Bay High School	9th grade	Portland		school project	5
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Presentations	11/1/2018	Opportunity Alliance meeting	adult	Portland and beyond	REC	contamination focus	100
Total	11/7/2018	Boys and Girls Club		South Portland			7
Reached:	11/13/2018	Cornerstones of Maine	high school/adult	Portland	REC/WTE		16
229	12/28/2018	Boys and Girls Club		South Portland		waste audit	100
	11/29/2018	Bonny Eagle	6th grade	Standish		waste audit	6
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Outreach Events/Other	11/2/2018	STEM Expo at USM	elem and middle	Portland	REC/WTE	tabling with students visiting	425
Total Individuals	11/2/2018	Red Claws training	adult	Portland	REC	focus on contamination reduction	6
Reached:	11/4/2018	Red Claws game	all	all	REC	on court promotion	1200
5321	11/6/2018	Polls tabling	adult	Woolwich	Rec		600
	11/8/2018	Sanford Career fair	high school	Sanford	REC/WTE/jobs		100
	11/14/2018	Maine Mariners Hockey game	all	all	REC	onscreen interview about recycling	1463
	11/14/2018	America Recycles Day at UNUM	adult	Portland and beyond	REC	contamination focus	50
	11/15/2018	Red Claws game	all	all	REC	on court promotion	1072
	11/19/2018	Sacopee Valley Middle School	4th-8th grade	Hiram and beyond	REC	full school assembly on REC x2	400
	11/27/2018	Casco Bay High School	9th grade	Portland		school project	5



B2. Metrics, Nov. – Dec. 2018

Recyclopedia:

- Downloads to date stand at 2,976 (an increase of 169 in Nov-Dec).
- A total of 112,400 items have been searched on the RECYCLOPEDIA (up from 87,325 at end/October).
- The widget on web pages has been viewed 50,394 times (up from 33,307 in October).
- The top 10 searches are: plastic bag, Styrofoam, milk cartons, plastic straws, plastic bottle caps, aluminum foil, almond milk cartons, plastic utensils, hangers, and alkaline batteries.
- We held a January 15 webinar for communities interested in embedding the widget on their sites – there were eight attendees from around the state.

Social Media Stats:

- **Facebook:**
 - Gained **49 new followers** in Nov-Dec (2,218 in total).
 - Our top organic post in December was on the 7th, reaching 2,379 users (a posting of the recent *60 Minutes* piece on recycling).
 - November's top organic post was on November 7, reaching an impressive 14,348 users (post-election info on disposing of political signs). We also reached more than 3,000 with a Thanksgiving infographic.
 - Average daily organic post reach was 700 users.
- **Twitter:** We gained 16 new followers in Nov-Dec, for a total of 697, and we earned 28,100 tweet impressions in November and 17,600 in December, with the top tweet (1,430 impressions) being our tweet about recycling and the on-court promotion at the December 6 Red Claws game.)
- **Instagram:** We had 85 Instagram posts in Nov-Dec, which generated 1,972 likes. We gained 108 new followers for a total of 789. This is a quickly-growing platform for ecomaine, yielding good returns.

ecomaine.org:

- **Web traffic** was level from October to December; we are up 68% compared to this time last year.
- **Page views** increased 5% from October to November and 5% again from November to December; we are at 13,431, up more than 73% from December 2017's 7,758 page views.
- **Bounce Rate** ticked down *very* slightly in December, but time spent interacting with our page is up overall and steady, still.
- It is notable that our holiday recycling/waste tips page was the fifth-most visited page in December.



Media Mentions (20 in December; 21 in November; 128 total for FY19)

[Recycling 101: Here's how to do it right](#) (Lewiston Sun Journal, 11/3/18)

['Living green in 2018': Being smarter about what and how we recycle](#) (News Center Maine, 11/12/18)

[Celebrating America Recycles Week, ecomaine announces \\$20,750 in School Recycling Grant Awards for 2018-19 School Year](#) (Waste Advantage Magazine, 11/13/18)

ecomaine's School Recycling Grants press release was also picked up by the Associated Press and re-printed across the country:

- [Maine schools to get help improving recycling programs](#) (Bangor Daily News, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (MySanAntonio.com, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (New Haven Register, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (TheHour.com, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (San Francisco Chronicle, 11/18/18)
- [Maine Schools to Get Help Improving Recycling Programs](#) (U.S. News & World Report, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (WRAL.com, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (Bristol Herald Courier, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (Huron Daily Tribune, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (Plainview Daily Herald, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (Jacksonville Journal Courier, 11/18/18)
- [Maine schools to get help improving recycling programs](#) (Edwardsville Intelligencer, 11/18/18)

[Winslow to alter town's recycling protocol](#) (Kennebec Journal & Waterville Morning Sentinel, 11/18/18)

[Sanford gets good news on recycling measures](#) (Biddeford Journal Tribune, 11/21/18)

[ecomaine Calls for 2019 Eco-Excellence Award Nominations](#) (Waste Advantage Magazine, 11/26/18)

[Woolwich starts enforcing recycling Dec. 3](#) (Wiscasset Newspaper, 11/27/18)

[Woolwich to sort through residents' recycling bins to make sure they're not costing town money](#) (Brunswick Times Record, 11/28/18)

[Eco award nominations sought](#) (South Portland-Cape Elizabeth Sentry, 11/30/18)

[ecomaine CEO: Commitment to recycling will pay off as markets rebound](#) (Portland Press Herald, 12/8/18)

[Augusta considering eliminating two of four recycling bins used by residents](#) (Kennebec Journal/Waterville Morning Sentinel, 12/13/18)

[Can wrapping paper be recycled? The do's and don'ts of recycling around the holidays.](#) (News Center Maine's 207 news magazine show, 12/18/18)



[Augusta councilors to vote on cutting recycling sites](#) (Kennebec Journal/Waterville Morning Sentinel, 12/18/18)

[Augusta to eliminate two of four recycling collection sites](#) (Kennebec Journal/Waterville Morning Sentinel, 12/20/18)

[Thomas College receives grant to make their campus more environmentally sustainable](#) (WABI Channel 5, Bangor, 12/20/18)

[Sustainable SoPo: Environmental titles for everyone on your list](#) (South Portland/Cape Elizabeth Sentry, 12/21/18)

[After nearly 6 months without contract, ecomaine workers strike a contentious deal](#) (Waste Dive, 12/21/18)

[ecomaine calls for 2019 eco-Excellence Award nominations](#) (Daily Bulldog, 12/21/18)

[Thomas College students, club advisor write grant proposal](#) (Waterville Morning Sentinel/Kennebec Journal, 12/24/18)

[Lincolnton selectmen to consider special town meeting warrant](#) (Penobscot Bay Pilot, 12/25/18)

[Maine composting companies forced to look elsewhere for raw material](#) (Press Herald, 12/25/18) – this article was picked up by the AP and numerous other outlets...

- [The Biddeford Journal-Tribune](#)
- [The Bristol Herald-Courier](#)
- [US News & World Report](#)
- [WRAL \(North Carolina\)](#)
- [The Washington Times](#)
- [The Caledonian Record](#)

[Recycling after Christmas: What can and cannot go in your recycle bin](#) (WMTW Channel 8, Portland, 12/26/18)

[Municipalities should work together for prosperous future](#) (Portland Press Herald, 12/27/18)



B3. Upcoming events & outreach of note:

- Legislative Breakfast, January 25
- Education Session (Breakfast), January 29
- **eco-Excellence Awards DEADLINE, January 31**
- School Assembly with the Red Claws in Hollis, February 4
- Education Session (Lunch), February 7
- eco-Excellence Award Deliberation by O&R Committee, February 14
- Call for *Recycling is a Work of Art* entries, mid-February
- SWANA-Palooza Conference in Boston, February 26-28



B4. Update on School Recycling Grants, FY19:

Each of the schools has agreed to the funding provided by the Committee, and have returned counter-signed grant agreements, resulting in the first payments of 80% of the grant total.

In cases where schools received grant funding for an ecomaine field trip, we are encouraging them to make their plans before facility renovations begin.

- **Chelsea Elementary School**, for a recycling field trip and reusable coffee pods for teachers \$450
- **Hollis Elementary School**, for a variety of materials for recycling and composting \$1,118
- **Waldo County Technical Center** (Liberty), for recycling bins and a recycling field trip \$500
- **Deering High School** (Portland), for recycling bins and ecomaine stickers \$1,500 (plus ecomaine stickers)
- **Portland High School**, for replacing paper towel dispensers with efficient hand dryers \$4,000
- **Carl J. Lamb Elementary School** (Sanford), for recycling bins, recycling education and field trip, and materials for the school's Recycling Team \$980
- **Scarborough High School**, for replacing paper towel dispensers with efficient hand dryers \$1,600
- **Shapleigh Memorial School**, for recycling field trip, zero waste table construction, recycling bins & transportation, materials \$1,175
- **Boys & Girls Club of Southern Maine** (South Portland), for a composting program \$1,530
- **Roots & Fruits Pre-School** (South Portland), for vermiculture composting materials and information \$850
- **Vinalhaven School**, for various recycling supplies – bins, custodial trucks, transportation. \$3,150
- **Waterboro Elementary**, for sustainability-themed field trips, food waste reduction, and materials, including a new zero waste table \$1,700
- **Thomas College** (Waterville), for various sizes of recycling bins for dormitories and other buildings, support for student attendance at Green Campus Coalition meetings \$2,191

ATTACHMENT C

ecomaine																			
Recycling Market Report FY19																			
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	Paper	Cardboard	Cans	Alum	Loose Metal	Mixed Paper	Glass		Post Burn	Mined (net of ash)		Tons Residue	Inbound Recycle Inc Tipping Fees*	% Residue
July	Tons	62	22	20	23	1,365	1,082	83		16		202	2,876	207	-	3,083	259	3,009	8.62%
	Revenue/Ton	\$27	\$320	\$880	\$270	-\$39	\$80.35	\$193	-	\$134	-	-	\$30	\$87	-	\$34	\$44	\$26.02	
Aug	Tons	64			44	1,259	1,102	61		8		209	2,747	634		3,381	305	3,221	9.46%
	Revenue/Ton	\$23	-	-	\$310	-\$25	\$92.06	\$175	-	\$225	-	-	\$36	\$101	-	\$48	\$44	\$26.73	
Sept	Tons		23			1,364	1,007	37	18	10		171	2,628	138		2,767	223	2,800	7.97%
	Revenue/Ton	\$0	\$290	-	-	-\$16	\$83.87	\$185	\$450	\$140	-	-	\$33	\$131	-	\$38	\$44	\$28.76	
Oct	Tons	117			43	1,365	1,026	108		13		177	2,849	372		3,221	262	3,152	8.33%
	Revenue/Ton	\$26	-	-	\$300	-\$9	\$86.34	\$177	-	\$144	-	-	\$40	\$91	-	\$46	\$44	\$31.62	
Nov	Tons	61	22	22		1,400	968	40		17		149	2,679	86		2,764	294	3,130.28	9.38%
	Rev	1,529	7,747	17,528		(17,626)	83,694	7,687		2,488		-	103,047.94	8,096		\$111,144	\$12,921	\$3,932	
	Revenue/Ton	\$25	\$360	\$810	-	-\$13	\$86	\$190	-	\$145	-	-	\$38	\$95	-	\$40	\$44	\$28.20	
Dec	Tons	38		18	19	1,454	1,014	41		9		156	2,749	417		3,166	265	3,139	8.44%
	Rev	557		13,847	5,635	(22,803)	86,709	7,909		1,308		-	93,160.55	42,310		\$135,471	\$11,660	\$4,722	
	Revenue/Ton	\$15	-	\$760	\$290	-\$16	\$86	\$192	-	\$139	-	-	\$34	\$101	-	\$43	\$44	\$23.76	
Market Proj																			
Jan	Tons																		
	Revenue/Ton																		
Feb	Tons																		
	Revenue/Ton																		
Mar	Tons																		
	Revenue/Ton																		
April	Tons																		
	Revenue/Ton																		
May	Tons																		
	Revenue/Ton																		
June	Tons																		
	Revenue/Ton																		
YTD	Tons	341.88	66.30	60.14	129.95	8,205.74	6,197.36	370.23	17.52	73.99		1,064.78	16,527.89	1,854.54		18,382.43	1,608.35	18,450.83	8.72%
	% Total Tons	2%	0%	0%	1%	50%	37%	2%	0%	0%		6%	100%						
	Revenue	\$8,666	\$21,395	\$49,222	\$38,554	(\$157,778)	\$531,708	\$68,173	\$7,884	\$11,099	\$0	\$0	\$578,923	\$184,877	\$0	\$763,801	\$70,767	\$30,146	
	% Total Revenue	1%	4%	9%	7%	-27%	92%	12%	1%	2%	0%	0%	100%						
	Revenue /Ton	\$25	\$323	\$818	\$297	(\$19)	\$86	\$184	\$450	\$150	\$0	\$0	\$35.03	\$100	\$0	\$41.55		\$33.01	