

ecomaine

Memorandum

DATE: February 3, 2021

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 February 10, 2021 @ 3:00PM. The meeting will be held on the Zoom Platform in accordance with **ecomaine's** Remote & Hybrid Meeting Policy.

The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Judging – eco-Excellence Nominations (*Attachment B*)
3. Manager Reports (*Attachment C*):
 - Annual Report Survey Results
 - Update – Outreach & Education Metrics
 - Update – Website & Media Analytics
 - Update – Recycling Market Report & Contamination
4. Other

Future Committee Meetings:

Executive Committee	02/10/2022 @ 4pm
Full Board of Directors	03/17/2022 @ 4pm
Finance & Audit Budget	03/24/2022 @ 4pm
Outreach & Recycling Committee	04/14/2022 @ 4pm
Full Board of Directors	04/21/2022 @ 4pm
Finance & Audit Committee	05/19/2022 @ 3pm
Executive Committee	05/19/2022 @ 4pm
Outreach & Recycling Committee	05/26/2022 @ 4pm
Annual Board Meeting	06/16/2022 @ 11:30am

ecomaine

Memorandum

DATE: November 4, 2021
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – November 4, 2021

The **ecomaine** Outreach & Recycling Committee met November 4 via Zoom. The meeting was called to order at 4:02 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Rob Wood moved to approve September minutes, Linda Boudreau seconded and all unanimously approved.
2. Manager's Report
 - Staff provided an update on plans for promotion of ecomaine's eco-Excellence Awards nominations from November-January
 - Staff provided an update on the recycling markets/pricing and contamination
 - Staff provided an update on outreach and education, P.R., web, and Recyclopeda metrics, as well as ongoing community partnerships
3. Other/New Business
 - Staff provided information on a forthcoming effort to promote sustainable disposal of holiday trees in ecomaine communities
 - Staff showed photos of *Recycling is a Work of Art* painting contest progress, to date.
 - Caleb recognized Jamie Garvin's efforts and insight on the Committee and the Board during his last ecomaine meeting.

Linda Boudreau made the motion to adjourn at 4:47 p.m. David Durrell seconded. All approved.

Attendees: Caleb Hemphill, Jamie Garvin, Rob Wood, Linda Boudreau, David Durrell, Nate Rudy

Staff: Matt Grondin, Lena Ives, Vanessa Berry

2022 eco-Excellence Award Nominations

Casey Zorn *Individual*

Nominee Info	Nominator Info
Casey Zorn 99 Beckett Street #2 Portland, ME 04103 czorn@southportland.org 207-347-4147	Julia Breul, GPCOG 970 Baxter Boulevard, Suite 201 Portland, ME 04103 jbreul@gpcog.org 401-536-7241

Casey Zorn served as an AmeriCorps Resilience Corps Fellow (a program of the Greater Portland Council of Governments) with the City of Portland's Office of Sustainability. As a Resilience Corps Fellow, Casey supported a broad variety of projects for the city - but chief among them was the implementation of the Portland and South Portland's joint climate action plan, One Climate Future.

As part of this initiative, Casey spearheaded the launch of the Portland Food Composting Drop Off Pilot, a year-long program in which the City will host food waste collection containers at locations around the city: the North St. Community Garden, Boyd St. Community Garden, Clark St. Community Garden, Libbytown Community Garden, and Riverside Recycling Center.

Emphasizing community engagement and ownership, she, in partnership with the University of Maine Mitchell Center worked together to educate the public on the Food Recovery Hierarchy, which prioritizes reducing the amount of wasted food through careful shopping, feeding hungry people, feeding animals, composting, and only as a last resort disposing of unutilized food in a waste-to-energy plant or landfill.

Casey utilized her strong communications, writing, and organizational skills to make this launch a success. Casey continues to support One Climate Future today as the Sustainability Program Manager for the City of South Portland.

Catherine Hewitt
Individual

Nominee Info	Nominator Info
<p>Catherine Hewitt 20 Quentin Drive Scarborough, ME 04071 chewitt@scarboroughschools.org 207-730-4600</p>	<p>Mike Shaw, Town of Scarborough & ecomaine Board 20 Washington Ave. Scarborough, ME 04071 mshaw@scarboroughmaine.org 207-730-4400</p>

The Town of Scarborough enthusiastically nominates Catherine Hewitt, Wentworth School teacher, for the 2022 eco-Excellence Award. In addition to her teaching duties, Catherine also serves as the Wentworth’s School Garden Coordinator and has created a fun, engaging, and educational space for Wentworth students.

Catherine recently worked with the Town’s Department of Public Works to construct a new greenhouse for the garden. She was instrumental in securing funding for the project through grants and donations. The new greenhouse is considerably larger than the previous structure and will allow students the space (and warmth!) to grow, harvest, and learn in the garden year-round. The produce grown in the garden is served in the school cafeteria.

Catherine also led a collaborative effort with the Portland Arts and Technology High School (PATHS) to construct a garden fence at the entrance to the garden’s outdoor classroom. Wentworth STEM students designed a fence using 3D models, and PATHS welding students constructed the fence for the garden. The finished product is functional, beautiful, and serves as a way to display student artwork.

In addition to these efforts, Catherine also established a school composting program to recycle food scraps into useful compost for the garden, added an outdoor sink for washing produce grown by the students, and incorporated a stone pavilion for outdoor presentations and additional learning opportunities.

Catherine’s commitment and dedication ensure Scarborough students have a functional, engaging, and beautiful outdoor learning space. The school garden provides many opportunities for students to learn about gardening, ecology, conservation, and sustainability. She is truly “eco-Excellent” and deserving of this recognition.

Email in support of Catherine Hewitt's nomination from Kelli Crosby, Principal @ Wentworth School:

Catherine has been our garden champion for as long as I have been at Wentworth. She is a full-time classroom teacher (she teaches third and fourth grade) and makes time to truly be the leader at our school in all things garden! The old Wentworth School had a small garden with a few raised beds and a small greenhouse. When we moved over to the new Wentworth in 2014, the space designated for the garden was a blank canvas. Catherine has designed the entire area you see today.

Not only has her background as a landscaper been an enormous benefit to our school, but her passion for this work is second to none. She has helped me secure multiple grants, [here is a recent one](#) (and a really beautiful slidedeck of our garden's bounty and the huge donations over the course of last year) she oversees the Garden Assistant that we now have in place who [facilitates many things like this](#), runs fundraisers like [this](#) and [this](#), coordinates with Garbage to Garden for our compost, organizes summer garden volunteer weeders/waterers/harvesters, and most recently spearheaded efforts to have a [new greenhouse](#) installed that will enable an entire class to work inside and create a year-long growing season.

I could talk about Catherine all day. She is really special, and what she has created here is really special. She has created an opportunity for us to show our nearly 700 Wentworth kids how to be good stewards of the Earth, where food comes from, how to reap what you sow, and how to give back to your community. I am happy to answer any more questions via a phone call, or meeting, or share any more of the hundreds of garden documents that I have with you. She is very worthy of this recognition.

Thank you for thinking of her,
Kelli Crosby

Debbie Grover @ Town of North Yarmouth
Individual

Nominee Info	Nominator Info
Debbie Grover, Asst Town Manager Town of North Yarmouth 10 Village Square North Yarmouth, ME 04097 townclerk@northyarmouth.org 207-829-3705	Rob Wood, ecomaine Board 116 Milliken Road North Yarmouth, ME 04097 Robwood717@gmail.com 207-829-5592

I would like to nominate Debbie Grover, the Assistant Town Manager for North Yarmouth for the Municipality award.

Debbie has been the linchpin of North Yarmouth’s Town Office for decades. She has dedicated herself to town efforts while having worked with four town managers. She has been the primary contact for all things Solid Waste Management since the institution of “pay as you throw” nearly two decades ago. It has been a great success primarily because she and the office staff have consistently and caringly educated the community on the do’s and don’ts. This has included recycling tips in the regular Facebook, Instagram, emails and paper newsletters. They also have taken hundreds of community member phone calls and ironed out complaints about curbside service and definitions of “recyclable”.

Recently, Debbie’s efforts have risen above and beyond by her initiative to reinstitute the Recycling Committee. She proposed the Select Board’s charge for the Ad Hoc committee and shepherded through the nominations and selection process. She continues to provide the committee with leadership as they meet monthly to improve North Yarmouth’s reduce, reuse, and recycle efforts.

Watch out Cumberland and Falmouth: With Debbie’s help, we will catch up with you on recycling rates!

Ethel Atkinson
Individual

Nominee Info	Nominator Info
Ethel Atkinson Bonny Eagle Middle School 92 Sokokis Trail Buxton, ME 04093 eatkinson@bonnyeagle.org 207-929-3833	Vanessa Berry, ecomaine 64 Blueberry Road Portland, ME 04102 berry@ecomaine.org 207-523-3142

Ethel Atkinson has been an incredible asset to ecomaine and to the students at Bonny Eagle Middle School (MSAD #6 serves students from Hollis, Limington, Standish, Frye Island, and Buxton). Not only does she maintain the school's Recycling Club, which encourages middle school students to engage in recycling and diversion in the school community, but she is also a resource to ecomaine in our effort to educate students and encourage them to find solutions to reduce waste at the source and reuse items they already have.

Aside from her efforts to bring students together for education about the 3Rs, Ethel lives and breathes the ecomaine mission where she works, lives, and plays. She single-handedly supported the composting program at the school during the early part of this year by taking those food scraps home to ensure they did not see a day in the landfill, and she continues to find new opportunities to collaborate with ecomaine and with other teachers in the school district to create a culture of good recycling and composting habits. For her commitment to sustainability and her eagerness to share this passion with others, she is more than deserving of a 2022 eco-Excellence award.

Kate Hodgson
Individual

Nominee Info	Nominator Info
<p>Kate Hodgson 48 North Murriner Street South Portland, ME 04106 katehodgson@yahoo.com 207-807-1140</p>	<p>Vanessa Berry, ecomaine 64 Blueberry Road Portland, ME 04102 berry@ecomaine.org 207-523-3142</p>

One bag of trash at a time, Kate Hodgson makes South Portland a cleaner place to live. As a realtor for Locations Real Estate, she educates her colleagues about trash and took the lead on coordinating a tour for the staff to learn more about the facilities at ecomaine, but it's her commitment to waste and litter prevention off the clock that really shines.

In her personal time, she volunteers to collect litter along the coast and watersheds of Maine, shares her story to educate others on social media (check out her handle @drowninginplastic on Instagram) and she even repurposes some of the waste she finds! To raise funds for environmental projects across the state, she handcrafted and sold small baskets from plastic fishing rope that she's recovered off the beach.

When I think of the true eco-warriors in Maine who make our state a cleaner, safer, and more sustainable place, I can't think of anyone else more deserving than Kate Hodgson.

Tiffani Blye @ Academy for New Learners
Individual

Nominee Info	Nominator Info
Tiffani Blye Academy for New Learners 134 Warren Ave. Portland, ME 04103 tiffaniblye@gmail.com 774-218-5056	Tiffani Blye 75 Powers Rd. South Portland, ME 04103 tiffaniblye@gmail.com 774-218-5056

I teach preschool (ages 4-5) with 21 kids in our room. When I started this job there was no recycling or composting. To my horror, everything went into our classroom trash barrel during the day and into the dumpster at night.

I bought separate barrels, labeled and made areas for trash, recycling and composting. Every night I take home the recyclables and composting. Luckily I live in South Portland, so I can recycle the kids' stuff and I use the Garbage to Garden program to compost.

The kids are assigned daily "jobs" and one is the "trash, recycle, composter." If anyone has a question on what to do with something they ask that person. This has opened up a lot of discussion and even some disagreements. In the end we learn together what can and cannot be recycled. A lot of them recycle at home, so it has been great to show them it can be done outside of that space. It has been so fulfilling to watch these young minds learn what goes where.

My goal is that by showing them what is really "trash," they will develop lifelong habits that are just second nature. I am very proud of these kids. It's very hard to reverse habits, especially when it's learned behavior coming from adults. They grasp the concept, and they believe in it and that is what being a teacher is all about.

Tina Ruel
Individual

Nominee Info	Nominator Info
<p>Tina Ruel 13 Joseph Drive Gorham, ME 04038 tmruel@gmail.com 207-992-8615</p>	<p>Bill Moreno, Gorham Conservation Commission 5 Craig Drive Gorham, ME 04038 Wcmoreno24@gmail.com 207-838-5744</p>

The roadways, sidewalks and trails in Gorham are cleaner and much more attractive thanks to the determination of one individual. Tina Ruel started picking up litter on her neighborhood streets in 2018. In 2021, after realizing that solving the trash problem required a community-wide effort, Tina contacted the Gorham Conservation Commission and the Gorham Village Alliance, and “Gorham Cleans Up” was born. Twice a year volunteers meet at key spots and fan out to pick up litter and recyclables. This community event is sponsored and supported by several community organizations, groups, and the Town of Gorham and has resulted in the removal of hundreds of pounds of debris – everything from tires to clothing to bottles and cans to cigarette butts - from Gorham Village, major roadways, sidewalks, and trails. Tina really upped our game for trash pickup last year and we got well over 100 volunteers out between the 2 clean up days in 2021 (despite rough weather and COVID).

Tina continues to advocate for citizen involvement in keeping Gorham clean, speaking at Town Council meetings, and working with Gorham’s local access media team to produce informational videos.

Because of her continued commitment to and advocating for cleaning up Gorham, and the positive influence she has had, we would like to nominate Tina Ruel for an individual Eco-Excellence Award.

Thank you.
 Bill Moreno, Gorham Conservation Commission
 Katherine Garrard, Gorham Village Alliance

Mark Battle
Individual

Nominee Info	Nominator Info
<p>Mark Battle 18 Bowker Street Brunswick, ME 04011 mbattle@bowdoin.edu 207-607-1594</p>	<p>Judith Steinhauer 138 Neal Street Portland, ME 04102 Jude7@maine.rr.com 207-774-0230</p>

Staff Note: *Brunswick is not an ecomaine member community.*

[Full disclosure from Judith Steinhauer: Mark Battle is my nephew. I did not ask his permission to nominate him. His family of 4 would also be worthy of nomination.]

As a child Mark wept and pleaded with his parents not to use an aerosol container, and he operated a bicycle repair service in their garage. Today he and his delightful community-minded family are vegetarians, raise organic food, compost, shop at the local farmer's market and food store, cook from scratch, and generate minimal waste. They walk and run, trek and camp. use skis and bicycles for transportation, travel, pleasure, and exercise, have no TV, make music together, maintain their house and property, and have one car for use when needed. Their possessions are recycled or homemade. Mark repairs their appliances. He is a professor of Physics at Bowdoin, specializing in Climate Science. His work took him twice to Antarctica. His wife Kathy Thorson is a nurse practitioner.

We Fill Good Business

Nominee Info	Nominator Info
<p>We Fill Good 42 State Road #101 Kittery, ME 03904 marla@wefillgoodseacoast.com 207-703-2739</p>	<p>Jennifer Thayer 47 Martin Road Kittery, ME 03904 jthayer@kitteryschools.com 207-752-2759</p>
	<p>Christina Couperthwait 26 Folcutt Road Kittery Point, ME 03905 couperthwait@comcast.net 207-252-0037</p>

Jennifer Thayer: Having "We Fill Good" in our community has been a breath of fresh air. Offering nontoxic home and body cleaning products that are refillable and reusable. You "feel good" purchasing products from "We Fill Good"! They are affordable, sustainable, and minimally packaged. It's a wonderful way local people in our community can come together and minimize their carbon footprint. Offering a beautiful, clean and relaxing atmosphere, it's fun to shop and check out the many different products they offer. They are centrally located here in Kittery, which makes the shop visible and easy to get to! Win/Win!

Christina Couperthwait: Having "We Fill Good" in our community has been an amazing opportunity for those that are already eco conscious to implement better practices more easily and for those that are curious to learn more! Offering nontoxic home and body cleaning products that are refillable and reusable. You "feel good" purchasing products from "We Fill Good"! They are affordable, sustainable, and minimally packaged. It's a wonderful way local people in our community can come together and minimize their carbon footprint. Offering a beautiful, clean, and relaxing atmosphere, it's fun to shop and check out the many different products they offer. They are centrally located here in Kittery, which makes the shop visible and easy to get to! Win/Win!

Swartz Enterprises, Tim Swartz
Business

Nominee Info	Nominator Info
Swartz Enterprises 184 A Spurwink Avenue Cape Elizabeth, ME 04107 swartzentoffice@gmail.com 207-809-9735	Diane Swartz 184 A Spurwink Avenue Cape Elizabeth, ME 04107 Dswarts214@gmail.com 207-450-8952

I nominate Tim Swartz @ Swartz Enterprises. *(Trash removal, recycling, landscaping, tree care, handyman)*
 A quote from [Tim's website](#) -

-I want the earth to be a better place to live for future generations. I see the earth as a place to be cared for with an eye for the future. The way I see it, I should do things right, right now. That way I won't worry about the future: when something I've put together is done right, it will last.

-I started this business to make my corner of the world look better, to assist you in learning ways to use the world's resources better, and to help you enjoy your living space.

-I should treat people, places, and things as I would want to be treated, and they will be around to enjoy life long after I'm gone.

-I want you to see your world with new eyes. I want you to realize the value of your surroundings, and maximize the potential of all your people, possessions, and property.

-I hope you share my passion for the environment. It's easily adopted by all ages. I care about my world. If you get to know me, you'll see I want the best for you, too.

-As you learn more of what can be recycled, and respond with actions, you will reduce your real costs in the long run. The more you recycle, the less new things cost.

-I don't want anyone to treat the earth as their trash receptacle, although getting rid of trash is a necessary step. We should nurture the earth like a tree.

RMT Farms, LLC (Michael Robinson)
Business

Nominee Info	Nominator Info
RMT Farms, LLC 404 Academy Road Litchfield, ME 04350 mikerobinson@rmtfarms.com 207-409-9939	Stephen Tilton 404 Academy Road Litchfield, ME 04350 northerncabanaboy@yahoo.com 207-578-0208

Staff Note: *Litchfield is not an ecomaine member community.*

I am nominating Michael Robinson and RMT Farms LLC due to their great work in the community to help reuse and recycle things that would otherwise go to the Landfills. This company runs a Free annual Christmas tree pick up and they cover all of mid-coast, central, Augusta and surrounding areas of Maine.

They run the largest pick up and drop off service in this part of Maine and they charge nothing to us residents, the municipalities and community's they work in. All the trees are used for the animals 100%. they even supply trees to different wildlife rescues, local zoos, and other farmers. His crew goes through every tree by hand to make sure they are clean and safe for the animals. Once the animals are done with it they bring in a chipper and chip all the used and non-safe trees and use it for bedding for the animals and free mulch for any person that wants some in turn using 100% of the tree 0 waste.

They are helping lots of animals and their company is focused on keeping the trees out of the landfills. This company also takes food products (leftovers from food banks, stores, and residents), as well as animal feed and pet feed that may otherwise be put into the landfills and feeds out the usable stuff to their animals. This a great company that is all about community, the environment, and the animal.

Greater Portland Landmarks *Non-Profit*

Nominee Info	Nominator Info
<p>Greater Portland Landmarks 93 High Street Portland, ME 04101 kleclair@portlandlandmarks.org 207-774-5561</p>	<p>Kerrie LeClair, Greater Portland Landmarks 93 High Street Portland, ME 04101 kleclair@portlandlandmarks.org 207-774-5561</p>

Please accept the submission of Greater Portland Landmarks for the 2022 ecomaine non-profit eco-excellence award. Landmarks works in two specific ways to support environmental consciousness and stewardship:

- 1) to promote the adaptive re-use of buildings in and around the Portland area and
- 2) to impart the implications of climate change to our natural and built landscape.

Landmarks fosters community dialogue by convening stakeholders, particularly around issues related to urban planning, waterfront development, historic architecture, climate change, density, and green design, while fostering a deeper connection to greater Portland’s cultural landscapes.

Beyond the historic and cultural reasons to support building re-use, Landmarks works to share the environmental implications of building demolition, including: landfilling demolished building materials, the increased run-off and “heat island” effects of the creation of surface parking to accommodate new buildings, and the loss of green space and tree canopy.

To bring issues of climate change to the forefront, Landmarks offered an online symposium in the fall of 2020 entitled Staying Above Water: the Past, Present and Future of Greater Portland’s Coastal Communities, featuring the unprecedented challenges of climate

change to Maine's cultural and natural heritage. Three free panel discussions were followed by a keynote lecture by Jeff Goodell, journalist and author of *The Water Will Come*.

In the fall of 2020, Landmarks published a free historic property owner's guide highlighting case studies of mitigation and resiliency strategies for historic buildings to combat threats from rising sea levels and increased storm damage.

The Maine Golf Course Superintendents Association
Non-Profit

Nominee Info	Nominator Info
Maine Golf Course Superintendents Association 58 Val Halla Road Cumberland, ME 04021 Rsearleimt105@yahoo.com 207-523-0826	Bob Searle 37 Old Cape Road Kennebunkport, ME 04046 Rsearleimt105@yahoo.com 207-523-0826

The Maine Golf Course Superintendents Association recently published the Best Management Practices for Maine Golf Courses. The manual includes 200 pages of science based best practices that help golf course superintendents maintain their facilities in an environmentally conscious way while also providing the level of conditioning that Maine golfers enjoy. One of the twelve chapters is "Maintenance Operations", which outlines best practices around waste management, spill prevention, storage of fertilizers, and more. US Senator Angus King even recognized the socioeconomic and environmental importance of Maine golf courses using best practices by writing the Foreward!

The manual can be viewed here: https://www.gcsaa.org/docs/default-source/environment/maine-bmps.pdf?sfvrsn=460df13e_2

Partners for World Health
Non-Profit

Nominee Info	Nominator Info
Partners for World Health 40 Walch Drive Portland, ME 04103 elizabeth@partnersforworldhealth.org 207-774-5555	Paul Golding, PWH Dir. Of Dev. & Comms 401 Cumberland Ave #608 Portland, ME 04101 pgconnect@aol.com 207-217-4654

Since 2009, Partners for World Health has been a force for good in Maine and throughout New England and the developing world. Partners for World Health (PWH) collects medical supplies and equipment from healthcare facilities, manufacturers, other organizations, and individuals. We sort, evaluate, repackage, and prepare these supplies and equipment for distribution to individuals, communities, and healthcare facilities in need both locally and internationally.

Our work limits the impact on the environment by diverting materials from landfills; lowers healthcare costs by lowering disposal fees; and provides healthcare resources to those in need. PWH aims to improve health conditions by sending medical personnel on medical missions to the developing world and educating New England communities about global health issues. In 2021, PWH reports more than 500,000 pounds of equipment and supplies have been diverted from landfills and given a second life as part of our vision to help people to lead healthy lives on a healthy planet.

Sarah Nichols & the Natural Resources Council of Maine
Non-Profit

Nominee Info	Nominator Info
<p>Sarah Nichols Natural Resources Council of Maine 3 Wade Street Augusta, ME 04330 snichols@nrcm.org 207-430-0170</p>	<p>Lisa Belanger 11 Lisa's Way North Yarmouth, ME 04097 lisaqbelanger@gmail.com 207-615-7524</p>

Sarah Nichols, a resident of Cumberland and Sustainable Maine Director at NRCM, was the lead architect for the extremely impactful EPR law in Maine. Maine was first in the nation to pass this law in 2021 which makes producers responsible for their packaging. The EPR law promises to be a game-changer for reducing waste in our state.

Nice work Sarah!

Attachment C – Outreach, Education, Website, & P.R. Metrics

P.R. & Community Outreach...

- Through January 2022, we reached **48,129 people** through educational outreach. This is nearly to our all-time high of just over 55,000 in FY20.
 - FY21 at this point was 17,399. FY20 was 40,536. (Please see charts for more details.)
- **eco-Excellence Award** nominations are now complete – we received 16 nominations in total. A gathering in March as in years past is unlikely; staff is exploring other avenues, either hosting an outdoor gathering later in the year or producing videos like in 2021.
- Recruitment is nearly finished for a new **Environmental Educator**; CEO and Communications Manager conducted final interviews of two candidates (from a pool of 24 applicants) on January 31.
- ecomaine has launched its third annual **Upcycle Challenge** to students in ecomaine communities to take materials that might have otherwise gone in the trash, and to make a new, functional design, for the chance to win \$500 for their school. Designs will be accepted through March 18, and finalists will be voted on by the public online.
- Staff surveyed ecomaine's Board on their impressions and use of the **ecomaine Annual Report**. Responses are summarized here:
 - Content & length of the report ranked 4.9 out of 5, with respondents saying they liked the length, and that the report was very professional and well-presented
 - Specific to the Finances section of the report: this was ranked 4.3 out of 5, with a few comments saying that it was key information presented well.
 - Respondents rated the CEO's presentation of the report 4.6 out of 5, with CEO's presentation skills as positive but two comments said that there may have been too much focus on education.
 - Respondents said overwhelmingly (4.6/5) that they would very or extremely likely to use the report with stakeholders in their communities, including council members, town/city managers, public works directors, and others.
 - 78% said that they prefer the hard copy *and* an electronic or web-based copy; 11% preferred a hard copy only, and 11% preferred an electronic copy only.
 - Many prefer receiving the report and presentation in person, as opposed to via Zoom, but overall, the Board gave good marks to the report and presentation.

Attachment C – Outreach, Education, Website, & P.R. Metrics

Media Mentions (36 in December-January; 107 total in FY22...plus 180+ reprints of AP article in July '21)

[Instead of trashing your Christmas tree, here's where you can have it recycled](#) (Bangor Daily News)

[Community News - Recycling firm unveils database of sustainable holiday tree disposal options](#) (Kennebunk Post)

[ecomaine Challenges Maine Students to Turn Trash into Treasure with Upcycle Challenge](#) (Waste Advantage Magazine)

[Washington News Jan. 6 – Recycling Insanity](#) (Rockland Courier Gazette)

[Russ Abell joins E2Tech Board](#) (Sanborn Head News)

[Global Recycling Industry Database/Directory 2022](#) (Business Wire)

[Community Calendar: Jan. 7-17](#) (The Forecaster)

[Community Calendar: Jan. 14-24](#) (The Forecaster)

[Community Calendar: Jan. 21-30](#) (The Forecaster)

[Community Calendar: Jan. 28 – Feb. 5](#) (The Forecaster)

[Community Calendar: Jan. 4-12](#) (The Forecaster)

[ecomaine reminds Mainers to keep recycling right during the holiday season](#) (South Portland Sentry)

[Ecomaine encourages Mainers to recycle wrapping paper, other holiday materials](#) (WGME Channel 13)

[Recycling correctly during the holiday season](#) (Penobscot Bay Pilot)

[ecomaine Reminds Mainers to Keep Recycling Right During the Holiday Season](#) (Waste Advantage Magazine)

[Ecomaine encourages Mainers to recycle wrapping paper, other holiday materials](#) (WPFO Fox 23)

[Community News – Recycling firm sends out holiday reminder](#) (South Portland Sentry)

[Tips for Reducing Waste this Holiday Season](#) (NRCM Blog)

Attachment C – Outreach, Education, Website, & P.R. Metrics

[Midcoast celebrates the holidays](#) (Penobscot Bay Pilot)

[ecomaine helps Mainers properly dispose of Christmas trees](#) (WGME Channel 13)

[Nonprofit ecomaine is helping Mainers compost Christmas trees](#) (Maine Public Radio)

[ecomaine Unveils Database of Sustainable Holiday Tree Disposal Options](#) (Waste Advantage Magazine)

[Where you should and shouldn't bring your Christmas tree, decorations](#) (WPFO Fox 23)

[Community News – Recycling firm unveils database of sustainable holiday tree disposal options](#) (Kennebunk Post, 12/21/21)

[Community News – Recycling firm unveils database of sustainable holiday tree disposal options](#) (Kennebunk Post, 12/29/21)

[Where you should and shouldn't bring your Christmas tree, decorations](#) (WGME Channel 13)

[Community News – Recycling firm unveils database of sustainable holiday tree disposal options](#) (South Portland Sentry)

[Instead of trashing your Christmas tree, here's where you can have it recycled](#) (Bangor Daily News)

[Our Sustainable City – A year in review: Progress on One Climate Future](#) (South Portland Sentry)

[Maine could build a rare \\$220M toll road to a booming Portland suburb](#) (Bangor Daily News)

[Scarborough Public Library to offer Holiday Recycling “Do’s & Don’ts on Dec. 16](#) (Scarborough Leader)

[Obituary: Christopher E. Jordan](#) (Lewiston Sun Journal)

[Community Calendar: Dec. 10-19](#) (The Forecaster)

[Community Calendar: Dec. 17-27](#) (The Forecaster)

[Community Calendar: Dec. 24-Jan. 2](#) (The Forecaster)

[Community Calendar: Dec. 31-Jan. 8](#) (The Forecaster)

Attachment C – Outreach, Education, Website, & P.R. Metrics

Online & Social Media Metrics...

Recyclopedia:

- In January, the Recyclopedia saw **59,306** items searched. This is increased from **32,356** in January 2021. The total number of items searched over the lifespan of the database is 705,935
- The widget on web pages was viewed **437,571** times in January on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at 5,048 (an increase of 25 in January.)
- The top 10 searches are: Styrofoam, mattresses, plastic bags, baby bottles, gasoline cans, glass olive oil bottles, electronic waste, large plastic totes, toilet seats, and rice cookers. (e-waste spiked over the last month.)

ecomaine.org:

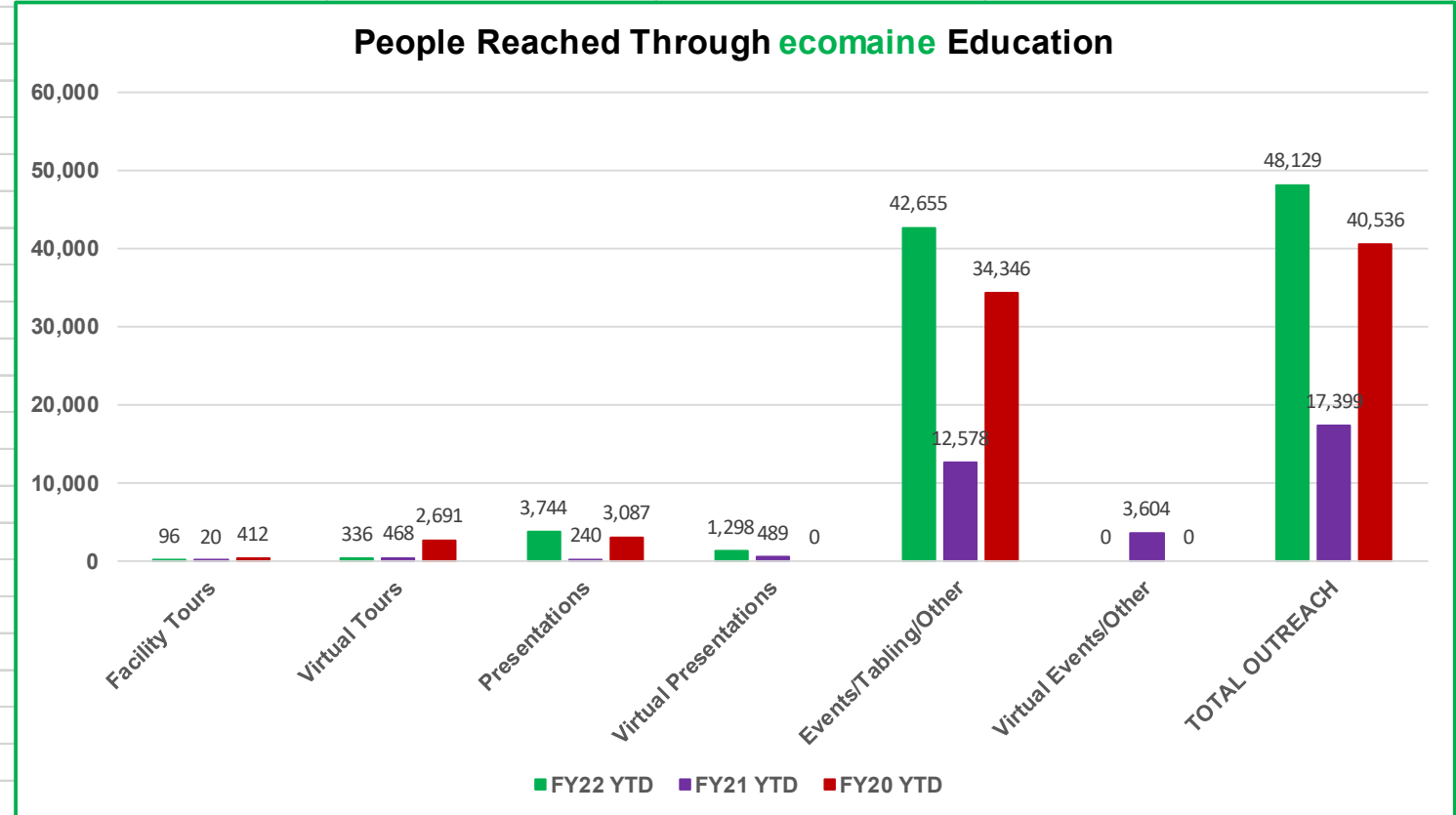
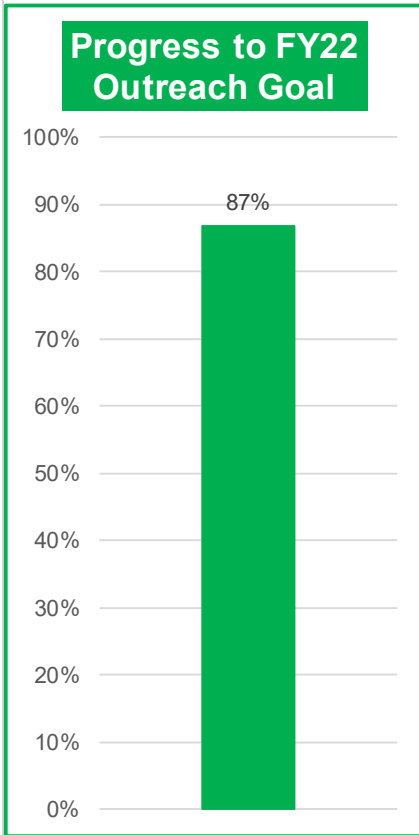
- Total January web traffic was up 13% compared to December; compared to January 2021, this is up 2%.
- Total Page views increased 12% from December to January; this is down 11% from January 2021.

Social Media Stats:

- **Facebook:**
 - Gained 16 new followers in January (3,394 total)
 - Our top post, with a reach of 806 users, was a post about not putting nails and screws in the recycling bin.
 - Our average post reach was 332 users in January.
- **Instagram:** We had 16 Instagram posts in January, which had a reach of 5,009. We gained 13 new followers for a total of 2,280.
- **Twitter:** Twitter followers remained steady at 965 in January, and ecomaine earned 6,687 tweet impressions, with the top tweet (1,986 impressions) being a post promoting Katrina's virtual presentation for the Portland Public Library

FY22 **ecomaine** Outreach Summary

	FY22 YTD	FY21 YTD	FY20 YTD	FY22 GOAL
Facility Tours	96	20	412	1,000
Virtual Tours	336	468	2,691	3,000
Presentations	3,744	240	3,087	3,000
Virtual Presentations	1,298	489	0	1,500
Events/Tabling/Other	42,655	12,578	34,346	44,500
Virtual Events/Other	0	3,604	0	2,500
TOTAL OUTREACH	48,129	17,399	40,536	55,500



Attachment C – Outreach, Education, Website, & P.R. Metrics

December 2021-January 2022 Outreach

12/1/2021	Presentations	Master Recyclers	60	Other	Vanessa	Adult
12/1/2021	Presentations	Gorham HS Engineering Projects	20	Gorham	Vanessa	High School
12/2/2021	Presentations	Boys & Girls Club Portland Waste Audit	25	Portland	Vanessa	Middle School
12/3/2021	Virtual Tours	Waterville HS Green Team VT & Careers	70	Waterville	Vanessa	High School
12/4/2021	Events/Tabling/Other	Maine Mariners Tabling & On-Ice Activation	2336	Other	Katrina	All Ages
12/6/2021	Virtual Presentations	Sacopee Valley MS	75	Hiram	Katrina	Middle School
12/6/2021	Virtual Tours	Boys & Girls Club King MS	20	Portland	Vanessa	Middle School
12/8/2021	Presentations	Boys & Girls Club Riverton Waste Audit	10	Portland	Vanessa	Elementary
12/9/2021	Presentations	Boys & Girls Club Sagamore Waste Audit	8	Portland	Vanessa	Middle School
12/10/2021	Presentations	Scarborough Comm Ctr Pre-K Papermaking	4	Scarborough	Vanessa	Kindergarten
12/13/2021	Facility Tours	General Public Tour	2	Yarmouth	Katrina	Adult
12/13/2021	Presentations	Boys & Girls Club King MS	20	Portland	Vanessa	Middle School
12/13/2021	Presentations	CK Burns School Holiday RCY & WTE	40	Saco	Vanessa	Elementary
12/14/2021	Presentations	Talbot School Lunch/Compost Presentation	360	Portland	Vanessa	Elementary
12/14/2021	Virtual Tours	MVMC Virtual Tour	15	Scarborough	Vanessa	Adult
12/14/2021	Presentations	Maine Celtics Presentation, Great Falls Elem.	168	Gorham	Katrina	Elementary
12/14/2021	Virtual Tours	WTE Virtual Tour - Adult Ed	15	Windham	Katrina	Adult
12/15/2021	Presentations	Gray Afterschool Program Papermaking	75	Gray	Vanessa	Elementary
12/16/2021	Presentations	CK Burns School Lunch Waste Q&A	20	Saco	Vanessa	Elementary
12/16/2021	Virtual Tours	Scarb. Public Library Sust. Series - Holidays	43	Scarborough	Vanessa	All Ages
12/16/2021	Virtual Presentations	Prince Memorial Library Holiday Program	15	Cumberland	Katrina	All Ages
12/17/2021	Events/Tabling/Other	Maine Celtics On-Court Activation	1712	Other	Katrina	All Ages
12/23/2021	Presentations	Maine Beer Company Master RCY Group	13	Freeport	Vanessa	Adult
1/1/2022	Presentations	Master Recyclers	55	Other	Vanessa	Adult
1/9/2022	Events/Tabling/Other	Maine Celtics On-Court Activation	1669	Other	Katrina	All Ages
1/12/2022	Virtual Tours	OOB/Saco Adult Ed: RCY 101	10	Old Orchard Beach	Vanessa	Adult
1/18/2022	Virtual Tours	Gray-NG Adult Ed: RCY 101	2	Gray	Vanessa	Adult
1/18/2022	Virtual Presentations	Kittery Green Team	13	Kittery	Katrina	Middle School
1/20/2022	Presentations	Gray Afterschool Program	75	Gray	Vanessa	Elementary
1/20/2022	Presentations	Westbrook HS Env Sci Students	15	Westbrook	Vanessa	High School
1/22/2022	Events/Tabling/Other	Maine Celtics On-Court Activation	1812	Other	Katrina	All Ages
1/25/2022	Facility Tours	Maine Beer Company MRC Group Tour	13	Other	Vanessa	Adult
1/26/2022	Virtual Presentations	Portland Public Library Presentation	50	Portland	Katrina	All Ages
1/28/2022	Events/Tabling/Other	Maine Mariners Tabling & On-Ice Activation	2748	Other	Katrina	All Ages