

ecomaine

Memorandum

DATE: May 19, 2022

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 May 26, 2022 @ 4:00PM. 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 – School Recycling & Composting Grants (*Attachment B*)
3. Manager Reports (*Attachment C*):
 - eco-Excellence Awards Video Shoot Update
 - Update – Upcycle Challenge 2022
 - Update – Outreach & Education Metrics
 - Update – Website & Media Analytics
 - Update – Recycling Market Report
4. Other

Future Committee Meetings:

Annual Board Meeting

06/16/2022 @ 11:30am

DATE: April 14, 2022
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: **Outreach & Recycling Committee Minutes – April 14, 2022**

The **ecomaine** Outreach & Recycling Committee met April 14 via Zoom. The meeting was called to order at 4:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Linda Boudreau moved to approve November minutes, Caleb Hemphill seconded. Motion was approved with Linda Cohen and David Durrell abstaining.
2. Judging the 2022 Upcycle Challenge – the Committee approved finalists as follows:
 - Aurora Milton, Cape Elizabeth High School: an Upcycled Pair of Street Style Trousers made from an old curtain and old clothing
 - Aria Pines & Casco Bay High School: Waste to Art Intensive - 'Everlasting' (made from extruded plastic waste with artist Kim Bernard)
 - RSU #13 (Rockland) Afterschool Program with The Landing Place: One-of-a-Kind Aprons from old JeansFinalists will be voted on by the public (online) through Earth Day (April 22)
3. Manager's Report: Staff provided updates on the following:
 - eco-Excellence Awards Video Shoot & Presentation planned for the Annual Meeting in June
 - 2022-23 School Recycling Grants (Deadline of May 16)
 - Outreach & Education Metrics
 - Website & Media Analytics
 - Recycling Market Report

David Durrell made the motion to adjourn at 4:40 p.m. Troy Moon seconded. All approved.

Attendees: Caleb Hemphill, Rob Wood, Linda Boudreau, Troy Moon, David Durrell, Linda Cohen

Staff: Matt Grondin, Katrina Vehuizen, Alex Miller, Nate Cronauer

Attachment B

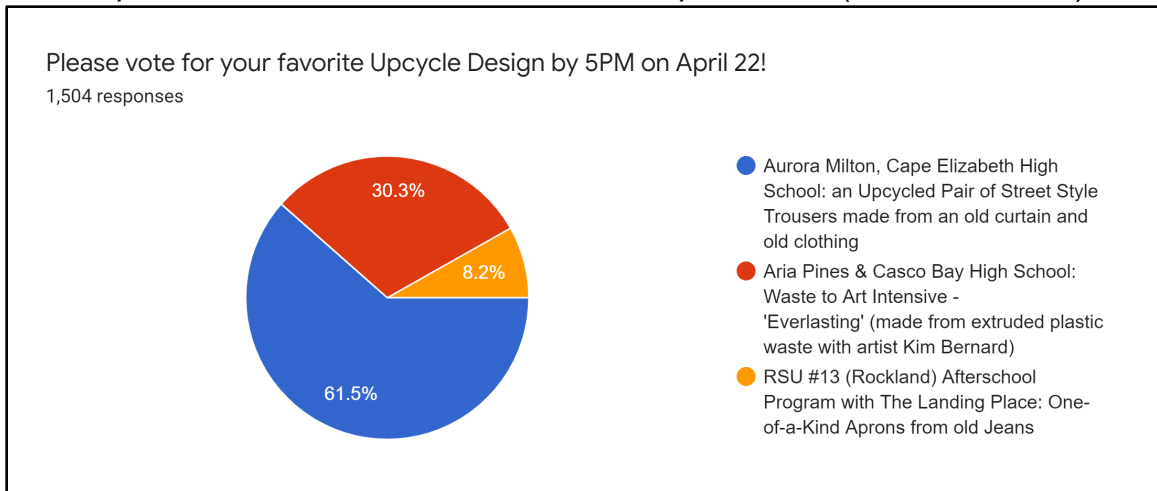
Name of Educational Institution	Name of ecomaine Community	Previous Grant?	Program Objectives, Topic, and Materials	Amount Requested	Measurements/Deliverables	Ongoing Benefits After Grant Period Ends
Lyseth Elementary School	Portland	No	Composting education - worms for vermicomposting, living composter, "Greening Day" presentation from WormMainea, worm composting books for classroom.	\$245	Monitor the project monthly for the first year, conducting worm population counts in our classroom bin and in our raised beds samples. We will also use anecdotal evidence from teachers and garden volunteers to try to determine if our gardens seem healthy.	The worms will be a self sustaining population (hopefully!) and we will not need to buy more worms. Food scraps will always be a part of the school experience. And our garden beds are going to be new in 2022, and will last at least ten years.
Westbrook Middle School	Westbrook	No	8th graders will lead the charge in educating students in addition to being the data collectors. They will collect, sort and weigh recycling, compiling data sheets to keep track of classroom's contributions. This data will be used to encourage students, with reusable shopping bags and water bottles as prizes, for participating in the challenge. Material funded requested: Surface Mount Bottle Filler, digital scale, dolly, gloves, recycling bins, clynk bags, composting bins, water bottles, casella composting training.	\$1,957 (without compost) \$2,957 (with composting)	Students will help sort and weigh each classrooms' recycling contributions. These will be totaled and shared with the school community on a weekly basis. We will also compare a week of trash collected weight prior to our recycling program in comparison to a week of trash collected during the recycling program.	Our School has already committed to paying our waste management company for recycling collection. With the bins, reusable waterbottle station, and continued school momentum, we will be able to continue our program for years to come. Money collected for clynk cans will be held to contribute to the cost of continuing our composting program.
Fiddlehead Center for the Arts - Scarborough	Scarborough	No	We would like to purchase a compost tumbler and worm bin to educate children about how to make the most out of our food waste. Requesting a compost tumbler with cart to wheel to garden, a worm bin and guide, staff training and time, 25 pair of garden gloves in various kids sizing, 15 garden spades, additional resource guides for library.	\$1,129	Currently have no composting on site. Will measure food waste before and after.	We plan to implement this project with the grant monies from ecomaine for the 2022-23 academic year and hope that it lays a framework that can sustain for years to come. If awarded, we will have everything we need to keep it going.
The Ecology Learning Center	N/A - located in Unity, but serves students in Liberty (5), Swanville (2), Union (2), and Waterville (1).	No	Waste Sorting & Collection System Infrastructure: Requesting grant funds for waste collection & sorting bins, standardized stickers for all waste & compost collection bins, staff time. Root Cellar (monitoring food freshness)/ Cold Food Storage: Building materials, staff time. Farm Fresh Goods: Beans, oats, cornmeal, and rice. Bulk order of carrots, squash, beets, potatoes. Bulk order of greens, herbs. Farmer stipend and staff time.	\$5,000	Recorded student-monitored waste sorting & collection data. Students assigned to our 'root cellar' will monitor food rotting and continually research best practices for food storage to ensure that we are utilizing all of the local produce we can. In the Spring of 2023, students will interpret and process our Academic Year data to provide our community with greater understanding of what we are doing and what impact it has.	The Ecology Learning Center's Waste & Food Systems will be sustained through continued student and staff involvement. We anticipate our systems expanding to include more student-grown food, bicycle-powered waste transportation, and continued pursuit of being a waste-conscious school and community.
Appletree School	Cape Elizabeth	Yes - grants received in 2020 and 2021 for tumbling composters and biodegradable paper towels, respectively.	Requesting grant funds for: Two raised beds, soil. We realize that this is significantly more than we've requested in the past. If funding is limited, we would prefer the raised beds over the soil.	\$680	The safety measures of having new wood and the removal of old rusty screws and nails is an important part, plus the fact that the new beds will be aesthetically pleasing to view!	We will continue to add the compost from our bins, save seeds and start the cycle over again the next year, on and on.
King Middle School	Portland	Yes - in 2021 for trash clean up materials.	The King middle Eco Team is looking to replace the plastic-wrapped plastic utensils in their cafeteria with a more sustainable option, such as metal sporks. Requesting sporks, countertop energy star dishwasher, stainless steel flatware organizers, bus tubs.	\$2,500	Before beginning the initiative, we will weigh and average the school's daily trash. Once the initiative is underway, we will periodically weigh the trash to see if our new routine of passing on plastic has impacted our amount of daily waste. We can also regularly tally the amount of sporks still in use to evaluate our retention rate and the effectiveness of our routine.	The ECO Team will continue to lead the project each year. Additionally, the utensil routine will be introduced to incoming 6th graders each fall, so that the entire King community is able to keep the project in motion.

Fiddlehead School of Arts and Sciences	Gray	No	<p>Composting system development and waste infrastructure. Materials:Stainless steel lidded stock pots, composting service Garbage to Garden, books for education, concrete pads for two dumpsters (1.5 cubic yards of concrete, delivery, forms and labor.)</p>	\$2,044.70	<p>A pre and post program survey will be conducted on recycling awareness and practices in the fall and spring. A trash audit will be conducted by the recycling team in the fall and spring to evaluate effectiveness of new systems and practices.</p>	<p>The purchase of the materials requested in the grant will help us to keep recycling/composting running costs in the budget beyond the 2022-23 academic year.</p>
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Attachment C – Manager’s Report

P.R. & Community Outreach...

- **eco-Excellence Award** videos have finished shooting for presentation at the FY22 Annual Meeting, and we are expecting the draft version soon.
- Aurora Milton of Cape Elizabeth High School won ecomaine’s annual **Upcycle Challenge** for her design of 1990s-style pants made from old curtains and scrap fabric, which was collected at Cape Elizabeth’s swap shop. She won more than 60% of the total public vote (see chart below).



- Through April 2022, we reached **69,808 people** through educational outreach. **This is an all-time high!**
 - FY21 at this point was 26,645. FY20 was 51,895. (Please see charts for more details.)

Media Mentions (9 in April; 138 total in FY22...plus 180+ reprints of AP WTE article in July '21)

[RSU 13 afterschool program named as finalist in 2022 Upcycle Challenge](#) (Penobscot Bay Pilot)

[Community News – Upcycle Challenge finalists identified](#) (South Portland Sentry)

[ecomaine announces Finalists for 2022 Upcycle Challenge](#) (Waste Advantage)

[Brunswick’s move to ecomaine](#) (Times Record)

[Celebrating Earth Month](#) (USM Free Press)

[Our Sustainable City – Celebrate Earth Month in South Portland](#) (South Portland Sentry)

Attachment C – Manager’s Report

[News from Augusta: Celebrating Progress this Earth Day](#) (Gorham Times)

[Living in Vacationland: 10 events happening near you this weekend](#) (Spectrum News)

[Community Calendar: April 8-18](#) (The Forecaster)

[Community Calendar: April 29-May 7](#) (The Forecaster)

Online & Social Media Metrics...

Recyclopedia:

- In April, the Recyclopedia saw **52,774** items searched. This is increased from **10,286** in April 2021. The total number of items searched over the lifespan of the database is 890,907.
- The widget on web pages was viewed **467,716** times in April on ecomaine’s site and others who have embedded it.
- Total app downloads to date stand at 5,133 (an increase of 23 in April.)
- The top 10 searches are: Styrofoam, mattresses, baby bottles, plastic bags, glass olive oil bottles, milk cartons, electronic waste, fiber berry containers, gasoline cans, and large plastic totes.

ecomaine.org:

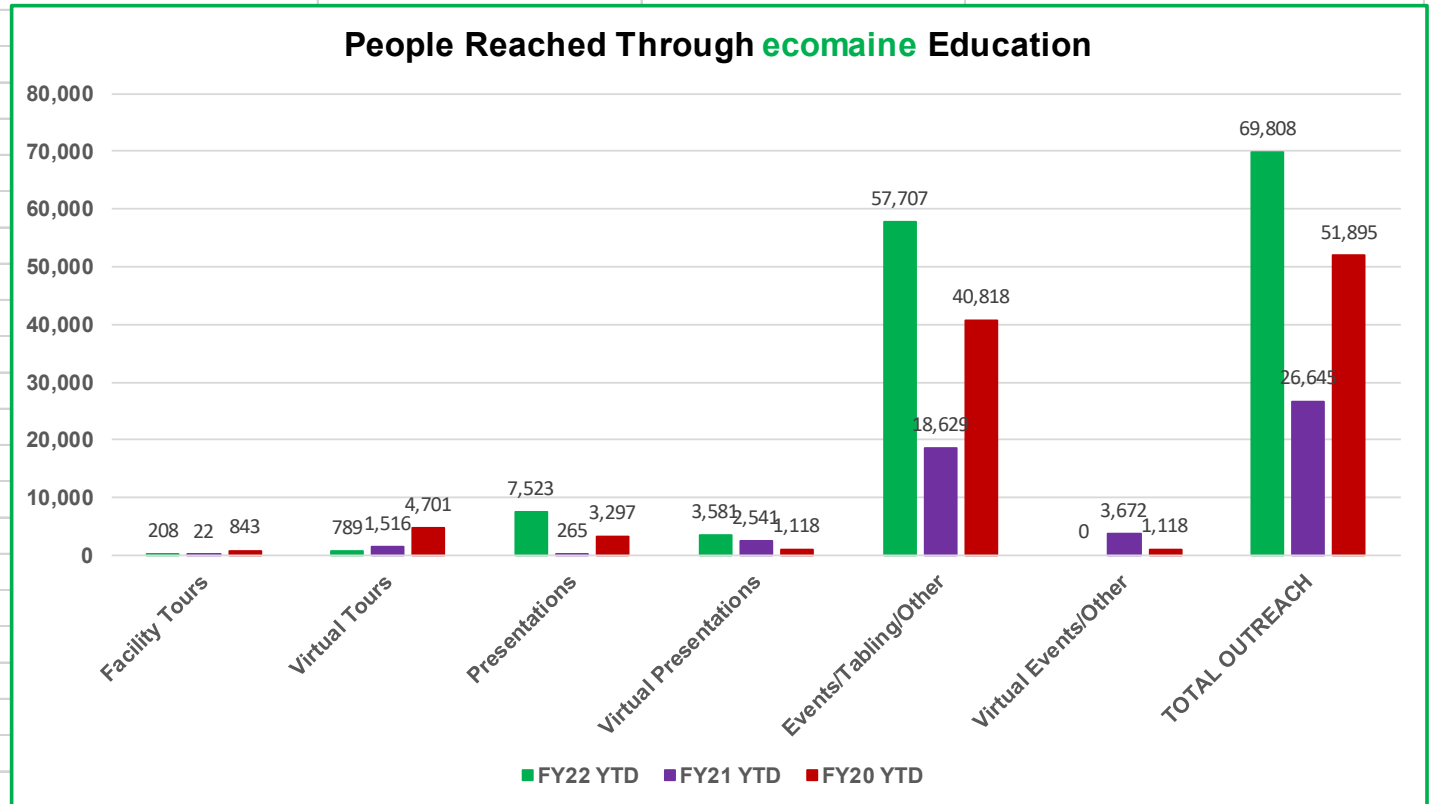
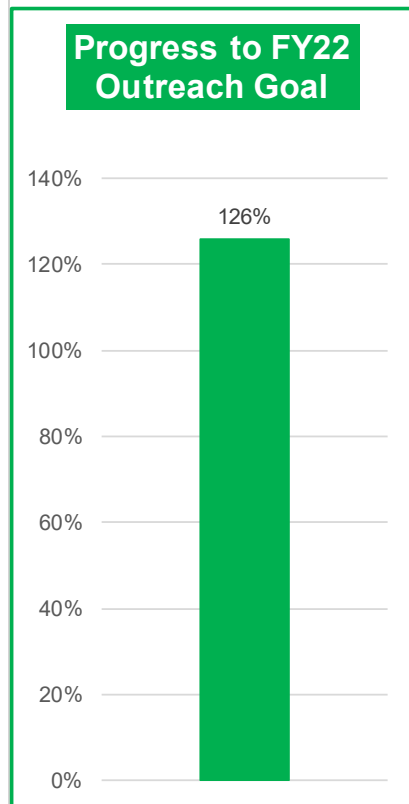
- Total April web traffic was up 8% compared to March; compared to April 2021, this is down 30%.
- Total Page views decreased 3% from March to April; this is down 36% from March 2021. *(The year-over-year decreases for April '22 appear to be due to significant voting interest in 2021’s Upcycle Challenge)*

Social Media Stats:

- **Facebook:**
 - Gained 37 new followers in April (3,446 total)
 - Our top post, with a reach of 3,259 users, was an image of a worker cutting out tanglers from stars in the Recycling facility with a plug for the Recyclopedia.
 - Our average post reach was 517 users in April.
- **Instagram:** We had 22 Instagram posts in April, which had a reach of 5,410. We gained 18 new followers for a total of 2,357.
- **Twitter:** We gained 2 Twitter followers for 971 in March, and ecomaine earned 4,289 tweet impressions.

FY22 **ecomaine** Outreach Summary

	FY22 YTD	FY21 YTD	FY20 YTD	FY22 GOAL
Facility Tours	208	22	843	1,000
Virtual Tours	789	1,516	4,701	3,000
Presentations	7,523	265	3,297	3,000
Virtual Presentations	3,581	2,541	1,118	1,500
Events/Tabling/Other	57,707	18,629	40,818	44,500
Virtual Events/Other	0	3,672	1,118	2,500
TOTAL OUTREACH	69,808	26,645	51,895	55,500



Attachment C – Manager’s Report

April 2022 Outreach

4/1/2022	Presentations	PHS Mock Job Interviews	5	Portland	Nate	High School
4/1/2022	Events/Tabling/Other	Portland Earth Month Kick Off	8	Portland	Nate	All Ages
4/4/2022	Virtual Presentations	Ocean Ave. School	63	Portland	Katrina	Grade 1
4/4/2022	Presentations	BEMS Energy Sources Pres.	240	Standish	Nate	Middle School
4/5/2022	Facility Tours	Public Tour - RCY	1	Other	Nate	Adult
4/6/2022	Virtual Presentations	Lewiston MS	110	Other	Katrina	Middle School
4/6/2022	Presentations	STRIVE program	12	South Portland	Katrina	Adult
4/8/2022	Presentations	All School Ocean Ave. Pres. with ME Celtics	420	Portland	Katrina	Elementary
4/8/2022	Presentations	Scarborough High Composting 101 Presentation	17	Scarborough	Alex	High School
4/8/2022	Presentations	BEMS Waste Jeopardy	240	Limington	Nate	Middle School
4/9/2022	Events/Tabling/Other	Green Home + Energy Show	85	South Portland	Alex	All Ages
4/9/2022	Events/Tabling/Other	Green Home + Energy Show	35	South Portland	Katrina	All Ages
4/11/2022	Events/Tabling/Other	Tabling at Cape Elizabeth Xfer Station	22	Cape Elizabeth	Nate	Adult
4/11/2022	Events/Tabling/Other	Tabling at Cape Elizabeth Xfer Station	50	Cape Elizabeth	Katrina	All Ages
4/11/2022	Presentations	Cape Elizabeth Cub Scouts Weaving	14	Cape Elizabeth	Alex	Elementary
4/13/2022	Presentations	Songo Locks Elem Presentation with ME Celtics	250	Naples	Katrina	Elementary
4/14/2022	Presentations	ME Beer Co. Master Recycler Program	12	Freeport	Nate	Adult
4/14/2022	Presentations	Falmouth Elem Lunch Chats w/ ME Celtics	820	Falmouth	Katrina	Elementary
4/16/2022	Events/Tabling/Other	Green Me Up L.L. Bean	350	Freeport	Alex	All Ages
4/16/2022	Events/Tabling/Other	Maine Mariners Tabling & On-Ice Activation	3248	Other	Katrina	All Ages
4/20/2022	Events/Tabling/Other	Maine Med Tabling	35	Portland	Katrina	Adult
4/20/2022	Virtual Presentations	Liberty Library Presentation	4	Liberty	Katrina	Adult
4/21/2022	Presentations	Chelsea Senior Luncheon	30	Chelsea	Alex	Adult
4/21/2022	Facility Tours	SoPo Interns Tour	5	South Portland	Nate	Adult
4/22/2022	Events/Tabling/Other	SMCC Earth Day Tabling	10	South Portland	Nate	Adult
4/22/2022	Events/Tabling/Other	ME Med Tabling/Webinar on minimizing waste	45	Portland	Katrina	Adult
4/22/2022	Events/Tabling/Other	Earth Day event - Saco	250	Saco	Alex	All Ages
4/23/2022	Events/Tabling/Other	GoGo Refill	80	South Portland	Alex	All Ages
4/24/2022	Events/Tabling/Other	Maine Bike Swap - USM Lewiston	20	Other	Katrina	All Ages
4/25/2022	Facility Tours	Public Tour - SoPo Church Group	5	South Portland	Katrina	Adult
4/25/2022	Presentations	Livermore Falls HS	30	Livermore Falls	Alex	High School
4/25/2022	Presentations	Virtual Tour South Portland	6	South Portland	Alex	Adult
4/26/2022	Facility Tours	Bissell Bros. Tour	5	Portland	Katrina	Adult
4/27/2022	Presentations	Fiddlehead School Waste Audit	2	Gray	Nate	Adult
4/29/2022	Presentations	Bonney Eagle Elementary	80	Hollis	Nate	Elementary
4/29/2022	Facility Tours	LL Bean	4	Freeport	Nate	Adult
4/29/2022	Presentations	Lyseth Elem Pres. With Maine Celtics	526	Portland	Katrina	Elementary
4/29/2022	Facility Tours	L.L. Bean	5	Freeport	Alex	Adult