

**Corporate  
Members**

Bridgton  
Cape Elizabeth  
Casco  
Cumberland  
Falmouth  
Freeport  
Gorham  
Gray  
Harrison  
Hollis  
Limington  
Lyman  
North Yarmouth  
Ogunquit  
Portland  
Pownal  
Scarborough  
South Portland  
Waterboro  
Windham  
Yarmouth

**Associate  
Members**

Baldwin  
Hiram  
Naples  
Parsonsfield  
Porter  
Standish  
Saco

**Contract  
Members**

Andover  
Cornish  
Livermore Falls  
Manchester  
Monmouth  
Poland  
Sanford  
Old Orchard  
Beach  
Readfield  
Wayne

**MEMORANDUM**

DATE: July 29, 2010  
TO: Recycling Committee  
FROM: Kevin Roche, General Manager  
SUBJECT: *August 4, 2010 Meeting Agenda*

There is a meeting of the Recycling Committee scheduled for Wednesday, August 4, at 4:00 p.m. at **ecomaine**.

**AGENDA:**

1. Review and approval of the 06/02/10 meeting minutes (**Attachment A**)
2. Electronic Bulletin Board Update (**Attachments B1 & B2**)
3. Mercury Added Lamp Public Comment Update (**Attachment C**)
4. Mining the Ashfill for Recyclable Metals Update
5. Community Based Social Marketing Seminar Update
6. ecomaine Open House September 25, 2010 - Update
7. Discussion on Proposed Backyard Composting Seminar
8. Inter-Municipal Recycling Competition Proposal- South Portland Recycling Committee
9. Recycling Updates:
  - Discussion of current market conditions
  - Fiscal Year End Review - Tonnage and marketing reports
  - Fiscal Year End Review - Revenue and Expense Report
10. Other

*Next Recycling Committee Meeting Date: September 1, 2010 @ 4:00PM*

cc: Board of Directors

**ecomaine  
Recycling Committee Meeting Minutes  
June 2, 2010**

**Committee Members present:** Dick Brobst, Troy Moon, Penny Jordan, John Miller, Willis Lord, Len Van Gaasbeek, Sarah Bernier, Dave Woodsome

**Ecomaine Staff Present:** Missi Labbe, Kevin Roche, Shelley Dunn, Eric Doane

**Agenda Items**

**1. Review of 3/3/10 meeting minutes**

A motion to accept the minutes was made by Mr. Van Gaasbeek and seconded by Mr. Brobst. The minutes were approved unanimously.

**2. Electronic Bulletin Board Update: Andy Dion, Account Manager, Systems Engineering**

Mr. Dion reviewed Share Point. Share Point would allow communities to post and share information through the ecomaine website. The initial set up cost would be roughly 1400-2000. Once established many Share Point users maintain the site themselves however Systems Engineering can assist with special projects or update. The committee agreed to establish a subcommittee to work with Systems Engineering and staff to begin the design process for the electronic bulletin board.

**3. Mining the Ashfill for Recyclable Metals**

Mr. Roche presented information on a project proposed by Reserve Management Group (RMG) to excavate, reprocess the ash and recycle ashfill metals. RMG estimates that recovery of metals from the ecomaine ashfill may produce 20,000 to 70,000 tons of metal. RMG's proposal includes paying ecomaine for recycling its post burn metal. The projected revenue would be an estimated \$160,000 to \$280,000. Ms. Bernier asked how long the overall project may last. Mr. Roche stated that the anticipated time frame was projected as possibly one year, but was subject to many factors that could extend or shorten that time frame. Mr. Brobst asked how this project may impact ecomaine's ability to bring waste back to the waste to energy for processing. Mr. Roche explained that this project would impact the ashfill section and would not impact the landfill section. Mr. Roche stated that they are in the preliminary stages of investigating the potential of this project however he will get a copy of the proposed contract and send it to the corporate attorney for review and also determine who should make the final decision on this project. Mr. Van Gaasbeek made a motion that if it is determined that the Recycling Committee has final approval of this project they should move forward carefully and expeditiously. Ms. Jordan seconded and the motion was accepted unanimously.

**4. Other**

Ms. Bernier explained to the committee that Saco will be hosting an ewaste collection in conjunction with the Rotary Club. This ewaste collection is open to anyone and is not limited to Saco residents.

# ecomaine

## Recycling Committee

### Sub-Committee: E-Bulletin Board Development

The sub-committee meeting of June 28<sup>th</sup> was attended by:

- Sarah Bernier (Saco/Scarborough),
- Jean Haskell (Systems Engineering) and
- Shelley Dunn (ecomaine).

David Woodsome (Waterboro) and Susan Webster (Portland Waste Reduction Team) were not able to attend.

The following agenda items were discussed and resolved as indicated below.

#### 1. Define purpose of e-bulletin board and desired outcomes

The primary purpose is to aide community recycling committees in their efforts to increase recycling, which is the desired outcome.

#### 2. List features needed to fulfill purpose

The site needs to be interactive, show immediate results to the participant, be current, and require minimal management by **ecomaine** staff. Though the site can later be expanded in various ways, the initial features offered will be kept simple for ease of use (fewer choices, no drop-down menus).

Category tabs (entry points) suggested for inclusion are:

- Home - category tabs, site map (more detailed table of contents), option to search for information by typing in a key word, recent/interesting photo, special news, an abbreviated calendar of information for the next week (auto updating), a sign-in point for members (passwords), and a guest sign-in with restricted access
- Calendar – listings of events and meetings, posting of photos
- Idea Exchange- share ideas and ask questions
- Contact Information – recycling committees, relevant municipal officials and **ecomaine** employees
- Links – educational sites and special offers

One-time set-up and activation cost (Systems Engineering) is estimated to be **\$1,500-\$2,000**.

#### 3. Address public accessibility and security

Security concerns are minimal, however, a security device would be purchased (approximately **\$200 per year**).

There would be no pre-approval of posted content and postings would be activated immediately. The commitment of staff time would be limited to updating news on the Home page and reviewing site content periodically.

Each participating committee would have a password that all its members could use; passwords would be a **one-time cost to ecomaine of \$20-\$30 each**. The town name would be automatically recorded as the author of any posted information (not an individual).

Guests (interested non-members without passwords) would be able to see basic information, but would not be able to post or change information. They would be encouraged to join or start a community recycling committee.

#### **4. Identify next steps**

Systems Engineering is to confirm that **ecomaine's** current system has enough space to accommodate the e-bulletin board and that no road-blocks exist.

Present a summary proposal to Recycling Committee for approval to move forward with implementation.

# ecomaine

Click on a Topic:

[Home](#)

[Calendar](#)

- All
- Events
- Meetings

[Recycling Idea Exchange](#)

- All Topics
  - Ask a Question
  - Share what your town is doing
  - Household
    - Normal
    - Special
  - Business/Commercial
  - Seasonal
  - Schools

[Contact Info](#)

- All Municipal Recycling Committees ecomaine

[Links](#)

- Special offers
- Educational Municipality ecomaine Home Page

[Photo Album](#)

## Community Recycling Bulletin Board

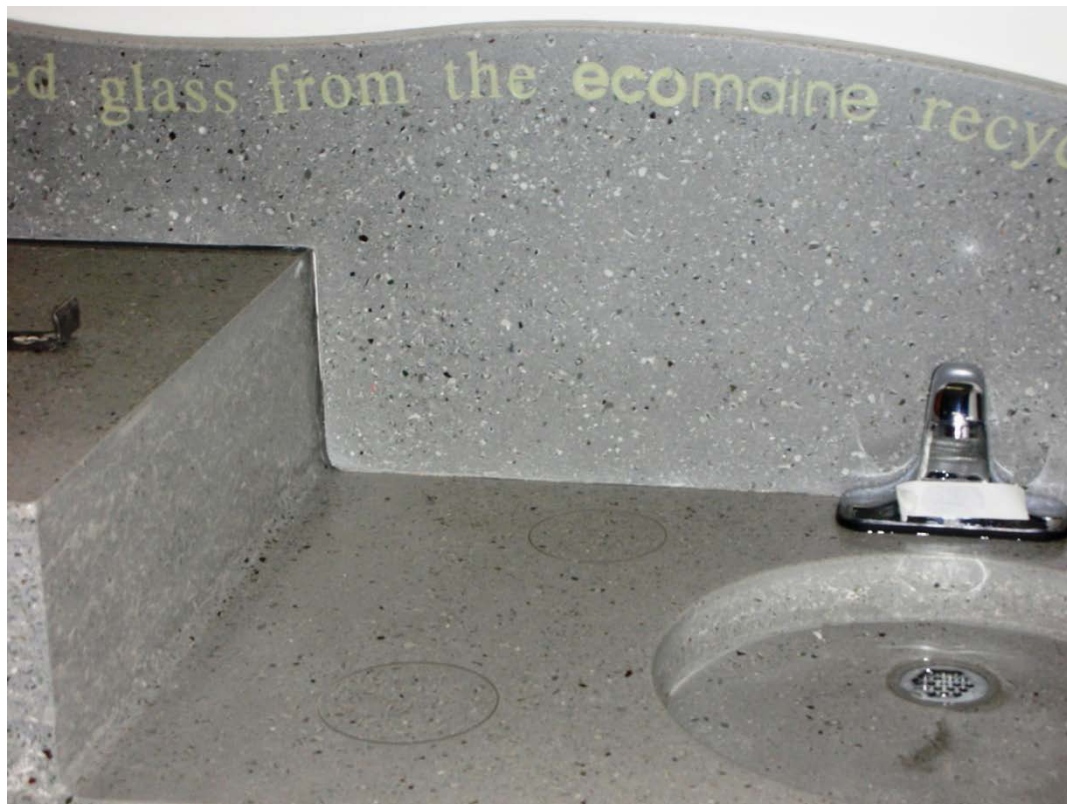
### Coming Soon!

*Within the next 10 Days:*

- Sat 1/2/10  
Yarmouth Public Works Open House
- Mon 1/6/10  
Hollis Recycling Committee meeting
- Thu 1/7/10  
ecomaine Community Recycling Exchange
- Sat 1/9/10  
Saco e-waste collection
- Wed 1/10/10  
Waterboro pay-per-bag vote

For more events and meeting dates, click on the topic "Calendar."

Search by  key word



### News :

Recycled glass from **ecomaine** was used to create the sinks and countertops at the Children's Museum of Maine (above). Stone Craft, of Gorham, calls their cement product Eco Stone.

Recycled crushed glass is available at no charge to **ecomaine** communities. Call 773-1738 for more information.



July 15, 2010

**Owner Communities**

Bridgton  
Cape Elizabeth  
Casco  
Cumberland  
Falmouth  
Freeport  
Gorham  
Gray  
Harrison  
Hollis  
Limington  
Lyman  
North Yarmouth  
Ogunquit  
Portland  
Pownal  
Scarborough  
South Portland  
Waterboro  
Windham  
Yarmouth

**Associate Members**

Baldwin  
Hiram  
Naples  
Parsonsfield  
Porter  
Saco  
Standish

**Contract Members**

Andover  
Cornish  
Harpwell  
Livermore Falls  
Manchester  
Monmouth  
Old Orchard Beach  
Poland  
Readfield  
Sanford  
Wayne

Carole Cifrino, Manager  
Product Management Programs  
Division of Solid Waste Management  
Maine Dept. of Environmental Protection  
17 State House Station  
Augusta, ME 04333

RE: Comments on the Mercury-Added Lamp manufacturer's recycling program plan

Included herein are comments provided in part by the ecomaine Recycling Committee and staff, regarding the plans provided by the manufacturers of mercury-added lamps in Maine.

**Convenient collection locations:**

- The plan stipulates that "... *the site must be convenient and accessible for both the household and the Contractor.*" There are many areas of Maine severely underserved by Maine's current mercury added recycling program overseen by Efficiency Maine. If the proposal requires that both conditions must be met, rural areas in Northern Maine may not be served, based on the contractor's potential ability to deem locations as inaccessible. The requirement that locations must be convenient to households should not be limited by a vague statement of "accessibly" to the contractor. Accessibly should be clearly defined and measured using a high standard of reasonability.
- The standards of eligibility for municipal waste collection site locations preclude locations at facilities other than municipal transfer stations. Additionally, the plan only allows for municipal waste collection sites and those sites currently provided through the Efficiency Maine Program. Many towns do not operate a transfer station and a great many more have no or limited retail locations, thus would be restricted from providing convenient collections sites. The plan does indicate that other locations would be made available by funding a continuation of the Efficiency Maine Trust Program. Furthermore, the Efficiency Maine Program alone has been shown to be inadequate to effectively serve the population as detailed in Professor Travis Wagner's research entitled **Household Compact Fluorescent Light (CFL) Recycling in Maine September 2009**. In his research, Professor Wagner indicated that only 22% of municipalities had represented locations and,

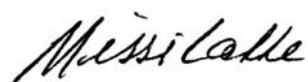
*“Efforts should be made to increase substantially the number of free drop-off locations in Maine’s population centers. Finally, free CFL collection should be made available at every municipal solid waste transfer station.”* Based on this information, the plan should provide further mechanisms for adding additional locations for collecting mercury containing bulbs. This may include expansion of the current Efficiency Maine Program to incorporate Municipal Offices, solid waste transfer station and sites in addition to, but not limited to, retail locations.

#### **Effective Education and Outreach-**

- The plan commits to providing the same level of education as the current Efficiency Maine Program. Professor Wagner’s research looked at the existing levels and varying types of education currently available and concluded that, *“...The survey results suggest that lack of knowledge is the most influential factor in the low recycling rate. While the state’s multi-media education and outreach efforts have focused on CFLs and mercury and the need to recycle, most of the survey respondents (in spite of comparatively high level of education) were unaware of the state CFL recycling requirement. Similarly, there was a high degree of unawareness as to where CFLs can be recycled and most respondents also were unaware of the free, state-sponsored recycling option...”*. Based on these findings, the current approach to education and awareness should be deemed insufficient.
- The plan goes on to state that *“Representatives of the plan will evaluate and consider engaging with exiting Maine-based organizations...on collaborative ventures aimed at promoting lamp recycling behaviors and increasing collections. The Program maintains discretion on the number and extent of collaborations it will undertake.”* However, the plan does not commit to doing anything more than giving these alternative forms of outreach and education consideration. The plan does not effectually commit to take any action past funding the current Efficiency Maine Program. There is no evidence that continuing to do the same type and level of outreach will improve the consumer response in the coming years. The plan should provide for and clearly commit to taking additional steps necessary to ensure an effective awareness campaign.

Thank you for this opportunity to provide feedback on this plan. It is our hope that this plan can be amended to provide the best possible opportunity to ensure an effective program for the State of Maine.

Respectfully,



Missi Labbe  
Program Development Manager