



**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  
Eliot  
Harpswell  
Jay  
Livermore Falls  
Manchester  
Monmouth  
Newington, NH  
North Haven  
Poland  
Sanford  
Old Orchard Beach  
Readfield  
Wayne

DATE: October 21, 2011  
TO: Recycling Committee  
FROM: Kevin Roche, General Manager  
SUBJECT: October 26, 2011 Meeting Agenda

There is a meeting of the Recycling Committee scheduled for Wednesday, October 26, at 4:00 p.m. at ecomaine.

AGENDA:

1. Review and approval of the 08/17/11 meeting minutes & 9/28/11 workshop minutes (**Attachment A & B**)
2. Revenue Share Questionnaire Summary Review
3. Open House Final Update (**Attachment C**)
4. eco-Excellence Nomination Request Review
5. Recycling Updates:
  - Discussion of current market conditions (**Attachment D**)
  - Tonnage and marketing reports (**Attachment E & F**)
  - Revenue and expense report (**Attachment G**)
  - Outreach and tour report
  - Website analytics (**Attachment H**)
  - Catalog Choice Update (**Attachment I**)
6. Other

Next Recycling Committee Meeting Date: @ 4:00PM

Finance Committee Meeting 11/17/11 at 3:00PM  
Recycling Committee Meeting 11/30/11 at 4:00PM.  
Executive Committee Meeting 12/15/11 at 4:00PM.  
*There will be no Recycling Committee Meeting in November or December 2011*

CC: Board of Directors

(Attachment A)

**ecomaine  
Recycling Committee Meeting Minutes  
August 17, 2011**

**Committee Members present:** Len Van Gaasbeek, Troy Moon, Travis Wagner, Richard Brobst, John Miller, and Bonnie Rodden

**ecomaine Staff present:** Kevin Roche and Missi Labbe

**Agenda Items:**

**1. Review of 06/22/11 meeting minutes**

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

**2. Recycling Revenue Share for Owner Communities**

Mr. Roche reviewed the discussion from the 6/22/11 meeting in which the Committee discussed the proposal to begin paying a per ton revenue share to owner communities for their recyclable materials. Per the Committee's request from the last meeting, Ms. Labbe provided a handout that detailed information on all **ecomaine** municipal recycling programs. Mr. Moon further recapped the prior meeting's discussion by recounting that this item had been tabled to allow everyone an opportunity to think about the issue and consider the suggestion to take the next year to work on developing an alternative proposal. After some additional discussion, Mr. Brobst made the following motion:

Motion:

*In recognition of current comments and concerns and although the Committee endorses the concept of revenue sharing, the Recycling Committee is recommending and proposing to spend the next year studying the concept and developing a full understanding of the concerns of Board Members with the possibility to make a proposal or recommendation next year (FY 14).*

The motion was seconded by Mr. Van Gaasbeek and the motion was accepted by unanimous vote.

**3. Catalog Choice Update**

Ms. Labbe reviewed handouts that provided illustrations of the proposed website home page for **ecomaine's** Catalog Choice registration page. The service's official start date will be September 12, 2011, and the official rollout will be in conjunction with the annual open house on September 24<sup>th</sup>. A terminal will be set up at the open house, which will allow attendees to register for the Catalog Choice service at the event.

**4. 2012 Media Campaign Update**

Mr. Roche explained that the video ad being produced by WCSH was still in process and was not yet ready. The ad, which will start in September, will run throughout the next year on Channel 6-WCSH. WCSH has the largest television viewership of any channel in Maine.

**5. Open House Update**

Ms. Labbe reviewed a handout announcing this year's annual recycling open house scheduled for September 24<sup>th</sup> from 8:30 to 11:30am. The open house will be held at the

(Attachment A)

**ecomaine** recycling facility and will feature a live broadcast from 93.1 “The Coast” radio station, and booths from local businesses such as Ruth’s Reusable Resources, Goodwill and Women Out Working. Tours will be available of both the recycling facility and the waste to energy facility as well as other family friendly activities. Ms. Labbe asked that members spread the word about the event.

## **6. Recycling Updates**

### Current Market Conditions

Mr. Roche updated the Committee on current conditions of the recycling commodities markets and material movement. Mr. Roche also reviewed FY 2010/2011 year end information.

### Tonnage and Marketing Reports

Ms. Labbe went over current recycling tonnage for July, 2011, which was 2,728 tons and fiscal year end figures for 2010/2011. The fiscal year end total was 35,557 tons.

### Revenue and Expense Report

Mr. Roche reviewed the revenue and expense reports for July, 2011 and fiscal year end 2010/2011.

### Website Analytics

Ms. Labbe reviewed recent website traffic and statistics.

### Outreach and Tour Report

Ms. Labbe updated the Committee on the number of tours done in July and the outreach conducted.

## **7. Other**

**The meeting ended at 5:35PM.**

**The next meeting will be Wednesday, September 28, 2011 at 4:00PM at ecomaine.**

(Attachment B)

**ecomaine  
Recycling Committee Workshop Minutes  
September 28, 2011**

**Committee Members present:** Troy Moon, Sarah Bernier, and John Miller

**ecomaine Staff present:** Kevin Roche and Missi Labbe

**Board Members:** Rod Regier and Mike Shaw

**Members of the Public:** Tracy Cole

**Agenda Items:**

**1. Review of 08/17/11 meeting minutes**

A quorum was not present therefore no motion was made regarding the 8/17/11 meeting minutes.

**2. Catalog Choice Update**

Ms. Dunn reviewed handouts that provided illustrations of the website home page for ecomaine's new Catalog Choice registration page. The service's official start date was September 12, 2011, and the official rollout was kicked off with a press conference and additional information at the annual open house on September 24<sup>th</sup>.

**3. 2012 Media Campaign Update**

Ms. Labbe played the WCSH :30 second commercial. The ad, which started in September, will run throughout the next year on Channel 6-WCSH.

**4. Open House Update**

Ms. Dunn updated the Committee on the annual Open House. Turnout was good, although a count of attendees is not yet complete. Rain may have kept some people away, but staff served over 200 breakfast sandwiches. Mr. Shaw observed that people attending seemed engaged.

**5. Revenue Share Update**

Mr. Moon shared with the Committee a letter and questionnaire that will be sent out to all members of the Board to gain feedback and a better understanding of the concerns, potential benefits and negatives aspects of the concept from each member's individual perspective, regarding the revenue share concept. Mr. Rieger and Mr. Shaw provided comments and after some discussion, Mr. Moon stated that the questionnaire would be sent out next week and a summary of responses will be presented at the next Recycling Committee meeting on 10/26/11.

**6. Recycling Updates**

**Current Market Conditions**

Mr. Roche updated the Committee on current conditions of the recycling commodities markets and material movement.

**Tonnage and Marketing Reports**

Ms. Labbe went over current recycling tonnage for August, 2011, which was 3317.00 tons.

(Attachment B)

Revenue and Expense Report

Ms. Labbe reviewed the revenue and expense reports for August, 2011.

Website Analytics

Ms. Dunn reviewed recent website traffic and statistics.

Outreach and Tour Report

Ms. Labbe updated the Committee on the number of tours done in August and the outreach conducted.

**7. Other**

Ms. Labbe displayed the sticker created from artwork sent to ecomaine by a student at Spurwink in conjunction with the Silver bullet painting contest. The committee had requested the stickers be made from the small piece of artwork, which could then be applied to the door end of silver bullets.

Ms. Labbe passed out new ecomaine logo rulers made of 100% recycled plastic from post consumer recycled e-waste material. Ecomaine will give the rulers away when students and visitors tour ecomaine's recycling and WTE facility.

Mr. Roche passed out a copy of the Sun Journal Letter to the Editor dated September 28, 2011. The letter was written by Mr. Roche in response to the city of Auburn's comments regarding single sort recycling and the value of this material.

**The workshop ended at 5:35PM.**

**The next meeting will be Wednesday, October 26, 2011 at 4:00PM at ecomaine.**



## Open House Summary

September 24, 2011 (Saturday)

8:30-11:30 a.m.

**Attendance:** 254 (established from video records of tours given at the recycling facility)

### Outside Participants:

- Goodwill Industries
- State Planning Office
- Ruth's Re-Usable Resources
- University of Maine Extension Service (composting instruction)
- Art from trash (student and professional)
- Women Out Working (representing Lions Club, Animal Refuge League, Coats for Kids, Dress for Success; recycling services for sneakers, CFL bulbs, ink/toner cartridges, alkaline batteries, and cell phones)

### ecomaine Information:

- Displays for waste-to-energy, recycling, landfill/ashfill (including environmental information), and Catalog Choice
- Tours through recycling and waste-to-energy
- Video playing a tour of all three facilities
- Free recycling bins with instructional sticker on the side

### Other:

- Radio remote broadcast
- Street signage with balloons,
- Portable "billboard" on Congress Street (one month)
- Advertisement in "GO!" (Portland Press Herald, 9/22/11)
- Interview on Community Television Network
- Posting on ecomaine website
- E-mail flyers to entire ecomaine mailing list (municipalities, companies, individuals, organizations, elected officials, board members, etc.)
- News releases and on-line calendar listings submitted
- Publications:
  - The Bollard (9/11)
  - The Portland Daily Sun (9/14/11)
  - The Portland Daily Sun (9/20, 21, 22, 23, 24/11)
  - Portland Forecaster (9/21/11)
  - Northern Forecaster (9/22/11)
  - Portland Press Herald (9/22/11)
  - Southern Forecaster (9/23/11)

Fiscal Year Recycling Tons & Revenues 2011-2012

		#8 News	OCC	NATURAL	COLORED	PET	#3-7 MIXED PLASTIC	STEEL CANS	ALUMINUM	Loose Glass	LOOSE METAL/STEEL	Mixed Paper	Post Burn	Monthly totals	Percentage of residue based on Monthly totals (minus Post Burn) Residue	Net Revenue	
<b>July</b>	Tons	1750.02	665.94	19.89	22.35	42.59	0.00	78.56	5.79	183.65	9.74	0.00	200.60	2979.13	188.09	6.77%	
	Value	\$239,097	\$112,674	\$13,923	\$9,387	\$10,665	\$0	\$21,879	\$2,982	\$0	\$1,759	\$0	\$17,800	\$430,166	\$ 8,276		\$421,890
	\$ Per Ton	\$137	\$169	\$700	\$420	\$250	\$0	\$279	\$515	\$0	\$181	\$0	\$89				
<b>August</b>	Tons	1864.45	689.96	21.21	21.71	20.00	58.85	58.39	0.00	192.44	13.46	0.00	153.67	3094.14	208.04	7.08%	
	Value	\$261,755	\$117,293	\$14,423	\$8,250	\$5,100	\$393	\$16,380	\$0	\$0	\$2,608	\$0	\$10,946	\$437,147	\$ 9,154		\$427,994
	\$ Per Ton	\$140	\$170	\$680	\$380	\$255	\$7	\$281	\$0	\$0	\$194	\$0	\$71				
<b>September</b>	Tons	1852.49	587.16	0.00	22.70	37.22	41.61	81.99	0.00	182.27	21.93	0.00	157.84	2985.21	209.24	7.40%	
	Value	\$257,598	\$99,327	\$0	\$10,038	\$9,490	\$315	\$22,178	\$0	\$0	\$4,931	\$0	\$13,265	\$417,143	\$ 9,207		\$407,936
	\$ Per Ton	\$139	\$169	\$0	\$442	\$255	\$8	\$271	\$0	\$0	\$225	\$0	\$84				
<b>October</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>November</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>December</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>January</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>February</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>March</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>April</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>May</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>June</b>	Tons	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	#DIV/0!	
	Value	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$ -	\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0		
<b>TOTAL TONNAGE</b>		5,466.96	1,943.06	41.10	66.76	99.81	100.46	218.94	5.79	558.36	45.13	-	512.11	9,058.48	605.37	6.68%	
<b>TOTAL REVENUE</b>		\$ 758,451	\$ 329,293	\$ 28,346	\$ 27,675	\$ 25,255	\$ 708	\$ 60,438	\$ 2,982	\$ -	\$ 9,298	\$ -	\$ 42,011	\$ 1,284,456	\$ 26,636		\$ 1,257,820

Fiscal Year Recycling Tons & Revenues 2010-2011

		#8 News	OCC	NATURAL	COLORED	PET	#3-7 MIXED PLASTIC	STEEL CANS	ALUMINUM	Loose Glass	LOOSE METAL/STEEL	Mixed Paper	Post Burn	Monthly totals	Residue <small>based on Monthly totals minus Post Burn</small>	Percentage of residue <small>based on Monthly totals</small>	Net Revenue
<b>July</b>	Tons	1587.97	719.75	21.40	0.00	0.00	67.14	54.77	0.00	192.69	28.41	0.00	93.25	2765.38	212.03	7.93%	
	Value	\$113,214	\$81,085	\$9,844	\$0	\$0	\$0	\$9,311	\$0	\$0	\$4,390	\$0	\$4,989	\$222,832	\$ 9,329		\$213,503
	\$ Per Ton	\$71	\$113	\$460	\$0	\$0	\$0	\$170	\$0	\$0	\$155	\$0	\$54				
<b>August</b>	Tons	1961.86	755.43	20.86	23.09	41.69	10.64	44.47	0.00	173.20	0.00	0.00	457.17	3488.41	214.90	7.09%	
	Value	\$148,805	\$86,740	\$10,534	\$6,003	\$10,839	-\$387	\$7,560	\$0	\$0	\$0	\$0	\$20,041	\$290,136	\$ 9,456		\$280,680
	\$ Per Ton	\$76	\$115	\$505	\$260	\$260	-\$36	\$170	\$0	\$0	\$0	\$0	\$44				
<b>September</b>	Tons	1330.79	505.89	21.93	0.00	0.00	0.00	15.34	0.00	146.25	49.26	0.00	209.03	2278.49	196.53	9.50%	
	Value	\$109,491	\$63,025	\$11,408	\$0	\$0	\$0	\$2,761	\$0	\$0	\$8,564	\$0	\$11,183	\$206,433	\$ 8,647		\$197,785
	\$ Per Ton	\$82	\$125	\$520	\$0	\$0	\$0	\$180	\$0	\$0	\$174	\$0	\$53				
<b>October</b>	Tons	2279.10	682.45	0.00	21.04	42.48	65.72	59.16	0.00	140.07	31.32	0.00	179.82	3501.16	142.03	4.28%	
	Value	\$198,452	\$91,351	\$0	\$6,522	\$11,150	\$462	\$9,519	\$0	\$0	\$5,434	\$0	\$9,629	\$332,519	\$ 6,249		\$326,270
	\$ Per Ton	\$87	\$134	\$0	\$310	\$262	\$7	\$161	\$0	\$0	\$173	\$0	\$54				
<b>November</b>	Tons	1962.90	559.19	20.69	20.47	20.17	41.55	41.69	0.00	115.02	10.56	0.00	101.04	2893.28	182.97	6.55%	
	Value	\$186,566	\$93,532	\$10,448	\$6,346	\$5,244	\$205	\$6,254	\$0	\$0	\$2,227	\$0	\$5,411	\$316,233	\$ 8,051		\$308,182
	\$ Per Ton	\$95	\$167	\$505	\$310	\$260	\$5	\$150	\$0	\$0	\$211	\$0	\$54				
<b>December</b>	Tons	1843.37	613.13	20.96	107.59	4.23	467.62	76.17	0.00	88.87	4.74	0.00	467.62	3694.30	277.83	8.61%	
	Value	\$186,704	\$108,048	\$13,382	\$8,332	\$6,600	\$210	\$13,330	\$0	\$0	\$781	\$0	\$25,047	\$362,434	\$ 12,225		\$350,210
	\$ Per Ton	\$101	\$176	\$638	\$77	\$1,560	\$0	\$175	\$0	\$0	\$165	\$0	\$54				
<b>January</b>	Tons	1487.78	549.46	0.20	23.22	19.15	19.17	81.70	0.00	57.98	0.00	11.71	248.37	2498.74	305.73	13.59%	
	Value	\$157,176	\$93,694	\$104	\$11,266	\$5,937	\$0	\$18,358	\$0	\$0	\$0	\$117	\$14,962	\$301,614	\$ 13,452		\$288,162
	\$ Per Ton	\$106	\$171	\$522	\$485	\$310	\$0	\$225	\$0	\$0	\$0	\$10	\$60				
<b>February</b>	Tons	1300.36	408.46	20.94	0.00	22.08	47.86	62.11	9.87	88.45	28.83	0.00	320.55	2309.51	260.55	13.10%	
	Value	\$143,719	\$69,435	\$15,705	\$0	\$6,845	\$479	\$15,706	\$4,984	\$0	\$1,238	\$0	\$18,317	\$276,426	\$ 11,464		\$264,962
	\$ Per Ton	\$111	\$170	\$750	\$0	\$310	\$10	\$253	\$505	\$0	\$43	\$0	\$57				
<b>March</b>	Tons	1843.28	551.73	0.00	21.55	0.00	19.55	62.99	0.00	117.94	8.11	19.35	386.62	3031.12	298.91	11.30%	
	Value	\$256,656	\$93,794	\$0	\$9,051	\$0	\$196	\$15,748	\$0	\$0	\$1,863	\$194	\$23,109	\$400,610	\$ 13,152		\$387,458
	\$ Per Ton	\$139	\$170	\$0	\$420	\$0	\$10	\$250	\$0	\$0	\$230	\$10	\$60				
<b>April</b>	Tons	1579.00	527.15	20.71	20.82	19.93	23.21	61.35	0.00	121.80	11.65	0.00	257.04	2642.66	204.94	8.59%	
	Value	\$223,520.01	\$87,376.00	\$16,671.55	\$13,533.00	\$5,779.70	\$232.10	\$15,337.50	\$0	\$0	\$1,894.91	\$0	\$37,800.73	\$402,146	\$ 9,017		\$393,128
	\$ Per Ton	\$142	\$166	\$805	\$650	\$290	\$10	\$250	\$0	\$0	\$163	\$0	\$147				
<b>May</b>	Tons	1782.51	599.17	20.67	22.02	0.00	84.45	93.45	0.00	139.38	23.36	0.00	148.54	2913.55	204.32	7.39%	
	Value	\$236,517.90	\$92,266.08	\$16,577.34	\$14,423.10	\$0	\$844.50	\$23,362.50	\$0	\$0	\$2,688.88	\$0	\$13,309.46	\$399,990	\$ 8,990		\$391,000
	\$ Per Ton	\$133	\$154	\$802	\$655	\$0	\$10	\$250	\$0	\$0	\$115	\$0	\$90				
<b>June</b>	Tons	1971.78	682.41	0.00	0.00	19.31	61.40	38.76	0.00	170.72	16.34	0.00	188.62	3149.34	237.84	8.03%	
	Value	\$260,185.49	\$117,031.19	\$0	\$0	\$5,213.70	\$614.00	\$9,690.00	\$0	\$0	\$3,074.02	\$0	\$18,390.53	\$408,871	\$ 10,465		\$398,406
	\$ Per Ton	\$132	\$164	\$0	\$0	\$270	\$10	\$250	\$0	\$0	\$188	\$0	\$98				
<b>TOTAL TONNAGE</b>		20,930.70	7,154.22	168.36	259.80	189.04	908.31	691.96	9.87	1,552.37	212.58	31.06	3,057.67	35,165.94	2,738.58	7.79%	
<b>TOTAL REVENUE</b>		\$ 2,221,007	\$ 1,072,049	\$ 104,675	\$ 75,477	\$ 57,608	\$ 2,854	\$ 146,936	\$ 4,984	\$ -	\$ 32,154	\$ 311	\$ 202,189	\$ 3,920,244	\$ 120,498		\$ 3,799,746

**ecomaine Neighborhood Recycling Monthly Totals For  
September 01, 2011 Through September 30, 2011**

	Pop.	Town Tons- MSW Month	Town Tons-Rec Drop-off - Month	Town Tons-Rec Curb- month	Town Tons-Rec Monthly Total	Town MSW + Rec Monthly Total	Town % Rec Month
<b>Bridgton</b>	5,516	206.29	56.68		56.68	262.97	21.55%
<b>Cape Elizabeth</b>	8,806	232.20	100.83		100.83	333.03	30.28%
<b>Casco</b>	3,816	83.95	18.83		18.83	102.78	18.32%
<b>Cumberland</b>	7,627	118.56		73.72	73.72	192.28	38.34%
<b>Falmouth</b>	10,823	199.99	28.32	95.26	123.58	323.57	38.19%
<b>Freeport</b>	8,304	146.50	50.65		50.65	197.15	25.69%
<b>Gorham</b>	15,709	184.55	22.63	92.72	115.35	299.90	38.46%
<b>Harrison</b>	2,448	78.47	12.97		12.97	91.44	14.18%
<b>Hollis</b>	4,630	84.55		29.20	29.20	113.75	25.67%
<b>Limington</b>	3,897	148.65	11.73		11.73	160.38	7.31%
<b>Livermore Falls</b>	3,129	54.78	13.80		13.80	68.58	20.12%
<b>Lyman</b>	4,231	93.43	24.95		24.95	118.38	21.08%
<b>Naples</b>	3,720	99.58	23.01		23.01	122.59	18.77%
<b>No. Yarmouth</b>	3,596	54.53		36.31	36.31	90.84	39.97%
<b>Ogunquit</b>	1,256	52.49	20.50		20.50	72.99	28.09%
<b>Parsonsfield</b>	1,730	71.82		7.59	7.59	79.41	9.56%
<b>Portland</b>	63,008	834.81	102.21	393.95	496.16	1330.97	37.28%
<b>Pownal</b>	1,630	18.05		14.33	14.33	32.38	44.26%
<b>Saco</b>	18,204	460.59	22.32	128.90	151.22	611.81	24.72%
<b>Scarborough</b>	19,239	490.80	56.65	174.72	231.37	722.17	32.04%
<b>S. Portland</b>	23,976	580.26	23.29	184.45	207.74	788.00	26.36%
<b>Standish</b>	9,988	279.61	47.09		47.09	326.70	14.41%
<b>Tri-Town</b>	4,462	152.52	11.22		11.22	163.74	6.85%
<b>Waterboro</b>	7,315	172.98	45.59		45.59	218.57	20.86%
<b>Windham</b>	16,901	187.29	10.26	123.78	134.04	321.33	41.71%
<b>Yarmouth</b>	8,142	194.20	85.49		85.49	279.69	30.57%
	262,103						
		5,281.45	789.02	1,354.93	2,143.95	7,425.40	28.87%

**ecomaine Neighborhood Recycling Year to Date Totals For  
July 1, 2011 Through September 30, 2011**

<b>Town</b>	<b>Town Tons-MSW To Date</b>	<b>Town Tons-Rec Drop off To Date</b>	<b>Town Tons-Rec Curb To Date</b>	<b>Town Tons-Rec Total To Date</b>	<b>Town Total MSW+Rec</b>	<b>Town % Rec To Date</b>
<b>Bridgton</b>	779.41	193.43	0.00	193.43	972.84	19.88%
<b>Cape Elizabeth</b>	733.30	307.27	0.00	307.27	1040.57	29.53%
<b>Casco</b>	273.04	59.59	0.00	59.59	332.63	17.91%
<b>Cumberland</b>	350.23	0.00	205.61	205.61	555.84	36.99%
<b>Falmouth</b>	589.63	122.11	265.62	387.73	977.36	39.67%
<b>Freeport</b>	445.71	155.68	0.00	155.68	601.39	25.89%
<b>Gorham</b>	567.79	62.00	272.02	334.02	901.81	37.04%
<b>Harrison</b>	301.13	61.90	0.00	61.90	363.03	17.05%
<b>Hollis</b>	251.29	0.00	80.00	80.00	331.29	24.15%
<b>Limington</b>	436.47	30.60	0.00	30.60	467.07	6.55%
<b>Livermore Falls</b>	205.83	42.40	0.00	42.40	248.23	17.08%
<b>Lyman</b>	308.47	70.68	0.00	70.68	379.15	18.64%
<b>Naples</b>	330.34	72.83	0.00	72.83	403.17	18.06%
<b>No. Yarmouth</b>	152.75	0.00	105.10	105.10	257.85	40.76%
<b>Ogunquit</b>	245.28	102.15	0.00	102.15	347.43	29.40%
<b>Parsonsfield</b>	215.27	0.00	20.55	20.55	235.82	8.71%
<b>Portland</b>	2589.34	344.06	1133.62	1477.68	4067.02	36.33%
<b>Pownal</b>	48.76	0.00	37.89	37.89	86.65	43.73%
<b>Saco</b>	1400.33	53.87	411.15	465.02	1865.35	24.93%
<b>Scarborough</b>	1522.94	171.93	523.13	695.06	2218.00	31.34%
<b>S. Portland</b>	1674.75	74.45	514.38	588.83	2263.58	26.01%
<b>Standish</b>	870.62	151.15	0.00	151.15	1021.77	14.79%
<b>Tri-Town</b>	446.34	34.45	0.00	34.45	480.79	7.17%
<b>Waterboro</b>	502.28	120.62	0.00	120.62	622.90	19.36%
<b>Windham</b>	580.24	29.47	350.92	380.39	960.63	39.60%
<b>Yarmouth</b>	603.19	255.05	0.00	255.05	858.24	29.72%
	16,424.73	2,515.69	3,919.99	6,435.68	22,860.41	28.15%



ecomaine

Attachment G

Statement of Revenue and Expenses - September 2011

\$000's

	Month			YTD			Last Year - YTD	
	Actual	Budget	Variance	Actual	Budget	Variance	Actual	Variance
<b>Operating revenues</b>								
Municipal assessments	\$ 370	\$ 370	\$ -	\$ 1,111	\$ 1,111	\$ -	\$ 1,170	\$ (59)
Owners tipping fees	383	353	\$ 30	1,193	1,060	133	1,149	44
Associate tipping fees	101	77	\$ 24	312	231	81	270	42
Commercial tipping fees	509	478	\$ 31	1,554	1,434	121	1,514	40
Spot market tipping fees	196	170	\$ 27	645	510	135	636	9
Electrical generating revenues	371	355	\$ 16	1,123	1,055	67	1,792	(669)
Sales of recycled goods	417	250	\$ 167	1,284	750	534	711	574
Recycling tipping fees	6	1	\$ 5	10	3	6	4	6
Gorham property assessments	8	8	\$ -	25	25	-	28	(3)
Other operating income	7	7	\$ 0	21	21	0	21	0
<b>Total operating revenues</b>	<b>2,369</b>	<b>2,070</b>	<b>300</b>	<b>7,278</b>	<b>6,200</b>	<b>1,078</b>	<b>7,294</b>	<b>(16)</b>
<b>Operating expenses</b>								
Administrative expenses	197	228	31	592	635	43	606	14
Waste-to-energy operating expenses	574	650	75	1,826	1,961	134	1,864	37
Recycling operating expenses	167	147	(20)	429	440	11	417	(12)
Landfill/ashfill operating expenses	113	138	25	378	423	45	335	(43)
Contingency	-	16	16	-	49	49	-	-
Landfill closure and postclosure care costs	23	-	(23)	70	-	(70)	-	(70)
Post-retirement benefit	20	-	(20)	37	-	(37)	-	(37)
Depreciation & amortization	342	342	(0)	1,025	1,025	(0)	975	(50)
<b>Total operating expenses</b>	<b>1,436</b>	<b>1,520</b>	<b>84</b>	<b>4,357</b>	<b>4,533</b>	<b>176</b>	<b>4,197</b>	<b>(160)</b>
<b>Net operating income</b>	<b>933</b>	<b>550</b>	<b>384</b>	<b>2,920</b>	<b>1,667</b>	<b>1,254</b>	<b>3,097</b>	<b>(176)</b>
<b>Non-operating income (expense)</b>								
Interest income	5	2	4	9	5	5	10	(1)
Interest expense	(10)	(11)	2	(28)	(34)	6	(140)	112
Other Expense	-	-	-	-	-	-	-	-
<b>Net non-operating</b>	<b>(4)</b>	<b>(10)</b>	<b>6</b>	<b>(19)</b>	<b>(29)</b>	<b>11</b>	<b>(130)</b>	<b>112</b>
<b>Total revenue less expenses</b>	<b>\$ 929</b>	<b>\$ 540</b>	<b>\$ 389</b>	<b>\$ 2,902</b>	<b>\$ 1,637</b>	<b>\$ 1,265</b>	<b>\$ 2,967</b>	<b>\$ (65)</b>

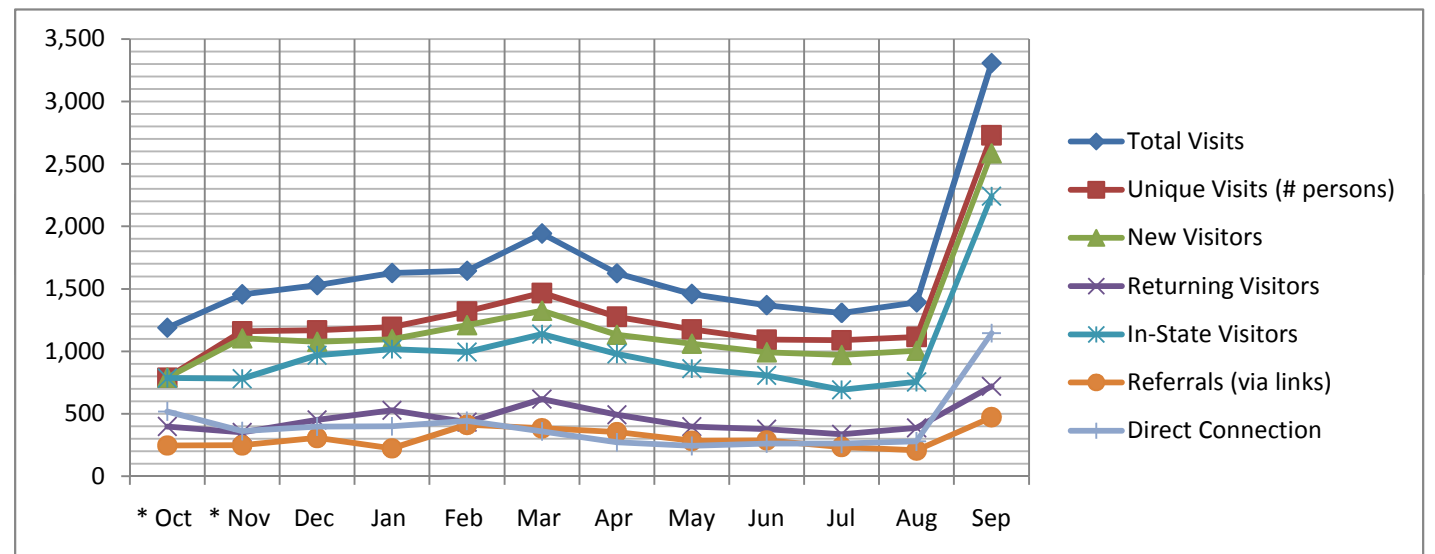
# Website Analytics

Attachment H1

	2010 * Oct	2010 * Nov	2010 Dec	2011 Jan	2011 Feb	2011 Mar	2011 Apr	2011 May	2011 Jun	2011 Jul	2011 Aug	2011 Sep
<b>Total Visits</b>	1,189	1,456	1,529	1,626	1,644	1,943	1,624	1,459	1,369	1,307	1,392	3,306
<b>Unique Visits (# persons)</b>	790	1,160	1,169	1,195	1,320	1,467	1,277	1,177	1,093	1,089	1,116	2,729
<b>New Visitors</b>	790	1,104	1,077	1,098	1,210	1,325	1,132	1,062	993	971	1,004	2,585
<b>Returning Visitors</b>	399	352	452	528	434	618	492	397	376	336	388	721
<b>In-State Visitors</b>	786	781	969	1,018	994	1,137	980	861	807	693	755	2,242
<b>Referrals (via links)</b>	246	248	307	224	412	384	353	284	287	235	207	473
<b>Direct Connection</b>	519	362	397	400	443	359	272	243	262	261	279	1,146
<b>Ave. Time On Site (min)</b>	1:51	2:21	2:17	2:25	2:00	2:20	2:10	2:09	2:14	2:10	2:16	2:01
<b>Ave. # Pages Viewed</b>	2.86	3.41	3.35	3.48	3.10	3.29	3.18	3.16	3.44	3.25	3.26	3.11
<b>Top 5 Pages (#1 = most popular; excludes index/home page)</b>												
Recycling	1	1	1	1	1	1	1	1	1	1	1	1
WTE (Electric Generation	2	2	3	3	3	2	2	2	3	3	3	4
About Us	3	3	2	2	2	3	3	3	2	2	2	2
Contact Info	4	5		4				5	5	4	5	
Stats/Annual Repor	5		5	5	4	4	4	4		5	4	3
Jobs		4	4		5	5	5		4			5

\*Tracking began Oct. 9, 2010; **ecomaine** employee filter not applied until Nov. 1, 2010

# of times visits were made to the site ; includes multiple visits by the same individual
# of individuals who visited during the designated time period (not the # times visits were made)
# of individuals who have never visited the ecomaine Web site before



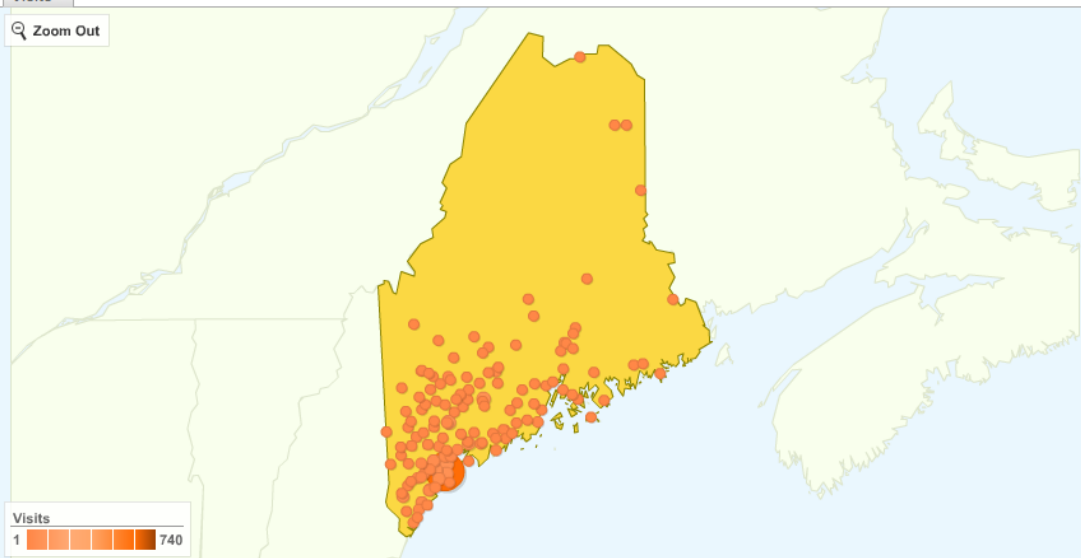
# State Detail:

Maine

Sep 1, 2011 - Sep 30, 2011

Visits

Zoom Out



## This state sent 2,242 visits via 132 cities

Detail Level: City Dimension: None

Site Usage Goal Set 1

Views: [Grid] [List] [Table] [Print]

Visits		Pages/Visit		Avg. Time on Site		% New Visits		Bounce Rate	
<b>2,242</b>		<b>3.21</b>		<b>00:01:52</b>		<b>81.62%</b>		<b>11.37%</b>	
% of Site Total: 67.82%		Site Avg: 3.11 (3.30%)		Site Avg: 00:02:01 (-7.47%)		Site Avg: 78.16% (4.43%)		Site Avg: 18.33% (-37.95%)	
Detail Level: City	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate				
1. Portland	740	3.06	00:01:57	78.51%	13.11%				
2. Lewiston	100	3.14	00:00:48	83.00%	3.00%				
3. Falmouth	99	2.80	00:00:38	80.81%	4.04%				
4. Augusta	90	3.81	00:02:05	81.11%	4.44%				
5. South Portland	85	3.00	00:01:57	82.35%	8.24%				
6. Brunswick	76	3.28	00:02:03	81.58%	13.16%				
7. Westbrook	75	3.88	00:02:05	81.33%	8.00%				
8. Scarborough	58	3.57	00:02:33	86.21%	6.90%				
9. Windham	52	2.69	00:00:52	82.69%	15.38%				
10. Sanford	50	2.22	00:00:55	64.00%	34.00%				
11. Saco	42	4.86	00:03:32	78.57%	2.38%				
12. Bangor	40	3.52	00:02:51	87.50%	17.50%				
13. Biddeford	37	2.84	00:01:47	86.49%	8.11%				
14. Kennebunk	37	3.46	00:03:20	81.08%	24.32%				
15. Cumberland Center	36	2.78	00:01:26	91.67%	16.67%				
16. Yarmouth	33	2.70	00:01:21	84.85%	9.09%				
17. Auburn	26	3.50	00:02:34	76.92%	11.54%				
18. Waterville	26	3.19	00:01:09	92.31%	15.38%				
19. Buxton	25	3.48	00:02:02	84.00%	8.00%				
20. Hollis Center	25	4.36	00:04:23	76.00%	12.00%				
21. Bath	23	2.09	00:00:57	82.61%	17.39%				
22. Gorham	23	3.35	00:01:43	91.30%	13.04%				
23. Standish	22	2.95	00:01:46	90.91%	13.64%				
24. Freeport	21	3.90	00:02:33	95.24%	0.00%				
25. Gray	17	3.82	00:00:51	82.35%	11.76%				



Release date: October 17, 2011

Contact: Shelley Dunn, ecomaine (523-3108, direct)

## **New Public Service has Already Prevented Waste and Emissions**

In just one month (September 13 – October 13, 2011) 132 households and businesses have taken advantage of a free national registry to stop more than 3,000 pounds of unwanted advertising mail per year. ecomaine, a municipally owned waste and recycling facility serving 43 Maine communities, reports that it's new partnership with Catalog Choice, is off to a great start.

Troy Moon, board member and chairman of ecomaine's recycling committee, said, "After just one month of on-line registrations, 132 households, combined, have prevented the production of 9,523 pounds of carbon dioxide a year and saved 22,906 gallons of water a year."

*Of these figures, Bridgton is responsible for preventing 30 pounds of carbon dioxide and 71 gallons of water, and Harrison for 15 pounds of dioxide and 36 gallons of water. [Nothing has, yet, been recorded for Casco or Naples.]*

Ron Dyer, director of the Bureau of Remediation & Waste Management at the Maine Department of Environmental Protection, said, "On behalf of the department, I applaud ecomaine for their leadership in partnering with the Catalog Choice for Communities program and engaging citizens in being stewards of sustainability and offering them the tools that make meaningful action toward reducing their environmental impact accessible. If just 10 percent of the households in ecomaine's 43 communities sign-up for this service, each year we would see more than 12 million pieces of junk mail stopped at the source."

Communities that own or use ecomaine services can register and select which advertising mail they no longer want to receive by visiting the [www.ecomaine.org](http://www.ecomaine.org) home page. The free service is available to businesses as well as households.

Moon explained, "Catalog Choice is secure and does not reveal any personal information whatsoever, but does track quantities by zip code to help us determine success of the effort." Through that record ecomaine knows the five Maine zip codes which, in the first month of the campaign, have prevented the most pounds of waste and emission per year:

1. 04103 (Portland)
2. 04105 (Falmouth)
3. 04102 (Portland)
4. 04074 (Scarborough)
5. 04101 (Portland)

###

ecomaine and Catalog Choice are both nonprofit entities.



- Home
- Overview
- Program Details
- Participating Communities
- About Us
- Reports

## Community Reports

**Report type:** 
**Report:** 
**Start Date:** 
**End Date:** 
Generate Report

- [View Table](#)
- [View Graph](#)
- [Download CSV](#)

Postal code	Accounts	Opt-Outs	Trees	CO <sub>2</sub> (lbs.)	Water (gals.)	Solid Waste (lbs.)
03801	2	37	2	540	1,299	192
03805	0	0	0	0	0	0
03903	1	12	1	175	422	63
03907	0	0	0	0	0	0
04002	1	1	1	15	36	6
04009	0	2	1	30	71	11
04015	0	0	0	0	0	0
04020	0	2	1	30	71	11
04021	2	3	1	44	106	16
04024	0	0	0	0	0	0
04032	4	14	1	205	492	73
04033	0	0	0	0	0	0
04034	0	0	0	0	0	0
04038	4	8	1	117	281	42
04039	3	25	1	365	878	130
04040	0	1	1	15	36	6
04041	0	0	0	0	0	0
04042	1	0	0	0	0	0
04047	0	0	0	0	0	0
04049	3	13	1	190	457	68
04055	0	0	0	0	0	0
04062	7	21	1	307	738	109
04064	1	19	1	277	667	99
04068	0	0	0	0	0	0
04069	0	2	1	30	71	11
04070	1	1	1	15	36	6
04072	5	22	1	321	773	114
04073	3	0	0	0	0	0
04074	11	43	2	627	1,510	223
04079	1	3	1	44	106	16
04082	0	0	0	0	0	0
04084	5	7	1	103	246	37
04087	1	7	1	103	246	37
04096	2	21	1	307	738	109
04097	1	13	1	190	457	68
04101	7	47	2	686	1,650	243
04102	8	61	3	890	2,142	316
04103	12	106	4	1,546	3,722	548
04104	0	0	0	0	0	0
04105	23	58	3	846	2,037	300
04106	9	34	2	496	1,194	176
04107	10	45	2	656	1,580	233
04108	0	0	0	0	0	0
04109	0	0	0	0	0	0
04110	0	6	1	88	211	32
04112	0	0	0	0	0	0
04116	0	0	0	0	0	0
04122	0	0	0	0	0	0
04123	0	0	0	0	0	0
04124	0	0	0	0	0	0
04216	0	0	0	0	0	0
04239	2	2	1	30	71	11
04254	0	0	0	0	0	0
04259	0	0	0	0	0	0
04262	0	0	0	0	0	0
04274	1	22	1	321	773	114
04284	0	0	0	0	0	0
04351	0	0	0	0	0	0
04355	2	6	1	88	211	32
04853	0	0	0	0	0	0
	133	664	44	9,697	23,328	3,452