

**DATE:** March 29, 2018

**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 April 5, 2018 @ 4:00PM. The agenda for this meeting is as follows:

- 1. Approval of Minutes (Attachment A1)& (Attachment A2)
- 2. Recycling is a Work of Art Contest
  - Judging of submissions
- 3. Outreach & Education
  - Education & Outreach Data (Attachment B1)
  - ecomaine Website & Media Analytics (*Attachment B2*)
- 4. Update on School Recycling Grants Program
- 5. Recycling Market Report (*C*)
- 6. Communication Manager Recruitment
- 7. Other

### **Future Meetings:**

Finance Committee May 17, 2018 @ 3PM

Full Board Meeting May 17, 2018 @ 4PM (Changed from Executive Comm.)

Recycling Committee May 24, 2018 @ 4PM (Canceled)

Annual Board Meeting June 14, 2018 @ 11:30AM



**DATE:** January 9, 2018

**TO:** Chair and Members of the Board

**FROM:** Kevin H. Roche, CEO

**SUBJECT:** Outreach & Recycling Committee Minutes – November 9, 2017

The **ecomaine** Outreach & Recycling Committee met November 9. The meeting was called to orer by Committee Chair Caleb Hemphill.

Attendees: Rob Wood, Caleb Hemphill, Jamie Garvin, Robert Randall, Alan Bradstreet, Maxine Beecher and Maureen McDevitt

- 1. Approval of Minutes (*Attachment A*)
  - Alan Bradstreet made a motion to approve the September 14 meeting minutes, Rob Wood seconded and all were in favor of approving.
- 2. Survey Summary of Recycling Open House(Attachment B)
  - The committee reviewed the results of the open house feedback and it was requested to have more professionals involved with leading the children's activities at the next Recycling Open House. It was also requested that the staff consider extending the length of the Open House to get more return on the investment it takes to organize the event.
- 3. Recycling Grants Program Applications

Of 18 total grant proposals for more than \$40,000 in funding, the committee selected 15 total recipients, as summarized here (see attachment for full details). Alan made the motion to approve the \$20,000 and authorizing the staff to find creative ways to accommodate the remaining \$1,158. Jamie seconded this motion and all approved:

- 1) Pond Cove & Cape Elizabeth Middle School, cafeteria recycling containers, Cape Elizabeth
- 2) Mast Landing School, food waste recycling hauling, Freeport
- 3) Harold B Emery Junior Elementary School, professional recycling program, Limington
- 4) Lake Region Middle School, food waste recycling, Naples
- 5) Deering High School, recycling container shed, Portland
- 6) East End Community School, tour bussing, Portland
- 7) King Middle School, cafeteria sorting station, Portland
- 8) Pownal Elementary School, food waste recycling, Pownal
- 9) Camden Hills Regional High School, organics waste diversion, Camden
- 10) Scarborough High School, organics composting system, Scarborough

- 11) Shapleigh Memorial School, bussing, bins and project materials, Shapleigh
- 12) Medomak Middle School, bins and gloves for waste diversion, Waldoboro
- 13) Waterboro Elementary School, bussing, gloves, food waste pick-up, Waterboro
- 14) Albert D Hall School, food waste recycling, Waterville
- 15) Yarmouth High School, food waste recycling expansion, Yarmouth
- The committee and staff worked through each grant request to allocate the funds in the fairest way possible, prioritizing the spending where the lowest recycling rates or most fundamental recycling needs were identified.
- Through our discussions in the committee, we were able to reduce the overall amount of grant funding to \$21,158, which staff has determined can be accommodated.
- The committee believes we should increase the grant budget for next year given the interest and positive return on our investment in this program.

#### 4. Outreach & Education

Due to time constraints, the committee agreed to review to remaining attachments after the meeting.

- Education & Outreach Data (Attachment C1)
- ecomaine Website & Media Analytics (Attachment C2)
- Advertising & video update
- 5. Recycling Market Report (Attachment D)
- 6. Meeting adjournment:
  - Caleb made a motion to adjourn the meeting, Maxine seconded and all were in favor of adjourning at 6:15 p.m.

#### **Future Meetings:**

Recycling Committee	November 9, 2017 @ 4PM	Full Board Meeting	March 15, 2018 @ 4PM
Finance Committee	November 16, 2017 @ 3PM	Finance/Budget Workshop	March 22, 2018 @ 4PM
Executive Committee	November 16, 2017 @ 4PM	Audit Committee	April 26, 2018 @ 3PM
<b>Executive Committee</b>	December 21, 2017 @ 4PM	Full Board Meeting	April 26, 2018 @ 4PM
Finance Committee	January 18, 2018 @ 3PM	Finance Committee	May 17, 2018 @ 3PM
Full Board Meeting	January 18, 2018 @ 4PM	<b>Executive Committee</b>	May 17, 2018 @ 4PM
Recycling Committee	January 25, 2018 @ 4PM	Recycling Committee	May 24, 2018 @ 4PM
<b>Executive Committee</b>	February 15, 2018 @ 4PM	Annual Board Meeting	June 14, 2018 @ 11:30AM
Recycling Committee	March 1, 2018 @ 4PM	_	



**DATE:** March 28, 2018

**TO:** Chair and Members of the Board

**FROM:** Kevin H. Roche, CEO

**SUBJECT:** Outreach & Recycling Committee Minutes – January 25, 2018

The **ecomaine** Outreach & Recycling Committee met January 25. The meeting was called to order by Committee Chair Caleb Hemphill.

Attendees: Rob Wood, Caleb Hemphill, Robert Randall and Maureen McDevitt

- 1. Approval of Minutes (Attachment A)
  - A quorum was not present therefore the committee was unable to approve the minutes from November 9, 2017.

#### 2. Education & Outreach

- Caleb proposed changing the flow of the agenda to ensure there was ample time for the Education & Outreach and Recycling Markets updates, which has not been discussed in recent meetings due to time constraints. All approved the change in agenda topic order.
- Katrina Venhuizen reviewed the Education & Outreach Data (*Attachment B1*) and shared an Instagram post with the committee members, illustrating the <u>on-court recycling "edutainment" games</u> we are doing as part of the Red Claws sponsorship.
- Lisa Wolff reviewed the ecomaine Website & Media Analytics (*Attachment B2*).
- Lisa Wolff also reviewed the Recycling Market Report (*Attachment C*).

#### 3. Eco-Excellence Nominations

The remainder of the meeting was focused on selecting the recipients of 2018 eco-Excellence Awards and determining who the overall winners in the Business, Individual and Community/Non-Profit categories would be.

- Of 21 nominated individuals, a total of 18 were selected. Three were not selected because they were: (1) outside of our service area, (2) already won last year, or (3) represented a duplication in a category where another nominee was selected.
- The full list of winners can be found here.

#### 4. Meeting adjournment:

• Bob Randall made a motion to adjourn the meeting, Maureen McDevitt seconded and all were in favor of adjourning at 5:52 p.m.

# ATTACHMENT B1

			]	Educat	ion an	d Outr	each D	ata for	r FY18						
Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY18 Total		
Tours	51	61	0	341	198	81	43	54	83				912		
Virtual tours			575	126	225	10	0	72	160				1168		
Presentations	22	45	8	107	18	150	0	36	68				454		
Events/Other	195	700	1880	809	680	102	6655	2562	3942				17525		
	•	•	•		•	•	•	•	•		•	•	•		
Totals	268	806	2463	1383	1121	343	6698	2724	4253	0	0	0	20059		
				NOTE	7. 10 600	Events /	Othor to	ich point	c achieve	d through	rh 6 Pod	Claws or	-court promos		

**NOTE:** 12,699Events/Other touch points achieved through 6 Red Claws on-court promos

			]	Educat	ion an	d Outr	each D	ata fo	r FY17				
Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY17 Total
Tours	164	105	112	659	216	92		23	167	157	43	3	1741
Virtual tours			80	51			81	84	383	103	424	401	1607
Presentations	130		25	350	49	412		80	232	575	78	79	2010
Events/Other	100	495	960	215	709	150	105	335	415	1160	570	885	6099
<b>Totals</b>	394	600	1177	1275	974	654	186	522	1197	1995	1115	1368	11457

### Tours and Presentation Data for the Month of: January 2018

Redclaws Game on court activity!

all

1/28/18

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size			
Tours	1/12/18	Allagash Brewery	adult	Portland	WTE/REC/landfill	very engaged group, lots of fun	8			
Total Individuals	1/23/18	Portland High School	10th grade	Portland	WTE/REC		8			
Reached:	1/23/18 1/29/18	Audubon Nature Group Hannah McCarthy	adult adult	Portland, etc New Hampshire	WTE/REC WTE/REC/landfill	plus interview about recycling in New England	12 1			
43	1/30/18	Department of Environmental Prote		Maine	WTE/REC/landfill	1 , 0				
	1/31/18	Civilian tour	adult		WTE/REC		8 5			
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size			
Virtual Tours Total Individuals Reached:  O										
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size			
n										
Presentations Total Reached:										
Total	 Date	Group/School Name	Ages	Town	Facilities	Notes	Size			
Total Reached:  Outreach Events/Other	1/11/18	Midcoast meeting in Camden	adult	Camden		Notes  meeting about the future of waste services in Midcoast	Size			
Total Reached:  Outreach Events/Other  Total Individuals	1/11/18 1/16/18	Midcoast meeting in Camden Lake Region Middle School	adult 8th grade	Camden Naples	waste audit	meeting about the future of waste services in Midcoast	7 12			
Total Reached: Outreach Events/Other	1/11/18	Midcoast meeting in Camden	adult	Camden			7			
Total Reached:  Outreach Events/Other  Total Individuals	1/11/18 1/16/18	Midcoast meeting in Camden Lake Region Middle School	adult 8th grade	Camden Naples	waste audit	meeting about the future of waste services in Midcoast	7 12 10			
Total Reached:  Outreach Events/Other  Total Individuals Reached:	1/11/18 1/16/18 1/17/18	Midcoast meeting in Camden Lake Region Middle School Red Claws staff training	adult 8th grade adult	Camden Naples Portland	waste audit REC/WTE	meeting about the future of waste services in Midcoast train staff on new recycling bins in addition to trash	7 12 10			
Total Reached:  Outreach Events/Other  Total Individuals Reached:	1/11/18 1/16/18 1/17/18 1/18/18	Midcoast meeting in Camden Lake Region Middle School Red Claws staff training Redclaws Game on court activity!	adult 8th grade adult all	Camden Naples Portland Maine	waste audit REC/WTE REC	meeting about the future of waste services in Midcoast train staff on new recycling bins in addition to trash child on court sorting recycling and announcer promoting us	7 12 10 5 1,591			

Maine

REC

child on court sorting recycling and announcer promoting us 2417

### Tours and Presentation Data for the Month of: February 2018

<b>Tours</b> Total Individuals Reached: <b>54</b>	Date 2/2/18 2/5/18 2/7/18 2/13/18 2/23/18 2/26/18 2/26/18 2/27/18	Group/School Name CLYNK tour Freeport High school Thornton Academy Public tour USM tour Westbrook Elementary tour Kennebunk High tour OrganizeME	Ages adult seniors juniors adult college 5th grade high school adult	Portland Freeport Saco Cumberland and others Portland/Gorham Westbrook Kennebunk Portland	Facilities  REC/WTE  REC/WTE  REC/WTE  REC/WTE  REC/WTE  REC/WTE  REC/WTE	Notes  business looking to understand waste destinations	1 18 6 4 5 10 7 3
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	2/1/18	Manchester School	5th grade	Windham	REC/WTE	virtual tours given students could teach 4th graders about recycling	18
Virtual Tours	9-Feb	Piper Shores Retierment hor		Scarborough	REC	Very engaged group! Some want a tour after seeing what we do	42
Total Individuals Reached: <mark>72</mark>	21-Feb	Morrison Center	adult	Bridgton	REC/WTE	Special needs group	12
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	2/14/18	Manchester Elementary	5th grade	Windham	Trash audit	filmed for company video	18
Presentations	2/16/18	East End green team visit	2nd-5th grade	Portland	REC	info for new members	10
Total	2/20/18	Hope House	adult	Portland	REC/WTE	info for new immigrants	8
Reached:							
36							
Outreach Events/Other		Group/School Name	Ages	Town	Facilities	Notes	Size
Total Reached:	2/9/18	UNE Biddeford	college	Biddeford	REC/WTE	Q&A with Waste Managmt to see feesibility of switching to compactor	17
	2/10/18	Redclaws Game on court act	i <sup>,</sup> all	Maine	REC	child on court sorting recycling and announcer promoting us	2,417
2562	2/22/18	SWANA	adult	numerous	all	safety in the workplace	53
	2/28/18	St. Joseph's Career Fair	college	Standish	REC/WTE/food		75

### Tours and Presentation Data for the Month of: March 2018

Total Individuals Reached:  150		Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Reached: 3/2/18 SMCC tour college South Portland REC/WTE 8 3/3 (3/6)18 Waterboro Elm and Middle eco-Excellence tours adult numerous REC/WTE 16 3/6/18 Kennebunk tour high school Kennebunk REC/WTE 18 3/7/18 Kennebunk tour high school Kennebunk REC/WTE 18 3/12/18 IDEXX tour adult Westbrook REC 5    Date   Group/School Name   Ages   Town   Facilities   Notes   Size	Tours	3/1/18	Shapleigh elementary	5th grade	Shapleigh	REC/WTE virtual and landfilll		20
83   3/6/18   waterboro Elm and Middle   clem and middle   waterboro   REC/WTE   16   16   3/6/18   cco-Excellence tours   adult   numerous   REC/WTE   18   8   8   3/12/18   IDEXX tour   high school   Kennebunk   REC   5   5   5   5   5   5   5   5   5	Total Individuals	3/2/18	Hydro International	adult	Portland	REC/WTE		8
Size						,		
3/7/18 Kennebunk tour high school Adult Westbrook REC 5  Pate Group/School Name Ages Town Facilities Notes Size  3/15/18 Windham Middle School 7th grade Windham REC/WTE/Landfill alternative energy sources 95  Virtual Tours 30-Mar Caravel School 7th grade Carmel REC 55  Total Individuals Reached: 160  Pate Group/School Name Ages Town Facilities Notes Size  160  Presentations 3/23/18 One City Center adult Portland REC want to recycle 12  Presentations 3/23/18 Orthopedic Associates adult Portland REC discussing dangerous waste in REC 6  Reached: 3/28/18 TD Bank adult Portland REC/WTE 8EC/WTE 3/29/18 Chelsea Elementary 1-5th grade Chelsea REC/WTE 8EC/WTE 30  Outreach Events/Other Date Group/School Name Ages Town Facilities Notes Size Scales Adult Portland REC/WTE 8EC/WTE 30  Outreach Events/Other Date Group/School Name Ages Town Facilities Notes Size Scales Scales Size Scales Scales Scales Scales Scales REC/WTE Scales Scales Scales Scales Scales Scales Scales Scales REC/WTE Scales Scal	83				e Waterboro	,		
Date   Group/School Name   Ages   Town   Facilities   Notes   Size						,		
Date   Group/School Name   Ages   Town   Facilities   Notes   Size								
Virtual Tours   3/15/18   Windham Middle School   7th grade   7t		3/12/18	IDEXX tour	adult	Westbrook	REC		5
Virtual Tours Total Individuals Reached: 160  Date Group/School Name Ages Town Facilities Notes Size  Presentations 3/23/18 One City Center adult Portland REC want to recycle Total 3/28/18 TD Bank adult Portland REC discussing dangerous waste in REC 6 Total 3/28/18 TD Bank adult Portland REC/WTE Reached: 3/29/18 Chelsea Elementary 1-5th grade Chelsea REC/WTE  Outreach Events/Other Total Reached: 3/6/18 eco-Excellence Total Reached: 3/6/18 eco-Excellence Total Reached: 3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and annount_1,440  Maine REC child on court sorting recycling and annount_1,440		Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Virtual Tours 30-Mar Caravel School 7th grade Carmel REC  Total Individuals Reached: 160  Date Group/School Name Ages Town Facilities Notes Size 3/19/18 One City Center adult Portland REC want to recycle 12  Presentations 3/23/18 Orthopedic Associates adult Portland REC discussing dangerous waste in REC 6 Total 3/28/18 TD Bank adult Portland REC/WTE Reached: 3/29/18 Chelsea Elementary 1-5th grade Chelsea REC/WTE  Outreach Events/Other Date Group/School Name Ages Town Facilities Notes Size  Total Reached: 3/6/18 eco-Excellence  Total Reached: 3/6/18 eco-Excellence  REC  Facilities Notes  Size  Facilities Notes Size  REC  Outreach Events/Other Date Group/School Name Ages Town Facilities Notes  REC  Maine REC  Carmel REC  65  Condition Caravel School Size  Facilities Notes  Size  REC  Child on court sorting recycling and annount 1,440		3/15/18	Windham Middle School	7th grade	Windham	REC/WTE/Landfill	alternative energy sources	95
Reached:  160    Date   Group/School Name   Ages   Town   Facilities   Notes   Size	Virtual Tours	30-Mar	Caravel School	7th grade	Carmel	REC		65
Date   Group/School Name   Ages   Town   Facilities   Notes   Size	Total Individuals							
Date   Group/School Name   Ages   Town   Facilities   Notes   Size	Reached:							
3/19/18   One City Center   adult   Portland   REC   want to recycle   12	160							
Presentations 3/23/18 Orthopedic Associates adult Portland REC discussing dangerous waste in REC Total 3/28/18 TD Bank adult Portland REC/WTE Reached: 3/29/18 Chelsea Elementary 1-5th grade Chelsea REC/WTE  Outreach Events/Other Total Reached: 3/6/18 eco-Excellence 3/6/18 Redclaws Game on court activall Maine REC discussing dangerous waste in REC discussing dangerous waste in REC  Facilities Notes Size REC child on court sorting recycling and announ 1,440		Date	Group/School Name	Ages	Town	<b>Facilities</b>	Notes	Size
Total 3/28/18 TD Bank adult Portland REC/WTE Reached: 3/29/18 Chelsea Elementary 1-5th grade Chelsea REC/WTE  Outreach Events/Other Total Reached: 3/6/18 eco-Excellence  3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and announce for the court of the court sorting recycling and announce for the court		3/19/18	One City Center	adult	Portland	REC	want to recycle	12
Reached: 3/29/18 Chelsea Elementary 1-5th grade Chelsea REC/WTE  Outreach Events/Other Total Reached: 3/6/18 eco-Excellence  3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and annous 1,440	Presentations	3/23/18	Orthopedic Associates	adult	Portland	REC	discussing dangerous waste in REC	6
Outreach Events/Other Date Group/School Name Ages Town Facilities Notes Size  Total Reached: 3/6/18 eco-Excellence 85  3942 3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and annous 1,440		-, ,				•		20
Outreach Events/Other Total Reached:Date 3/6/18Group/School Name eco-ExcellenceAgesTownFacilitiesNotesSize39423/8/18Redclaws Game on court activallMaineRECchild on court sorting recycling and annout 1,440		3/29/18	Chelsea Elementary	1-5th grade	Chelsea	REC/WTE		30
Total Reached: 3/6/18 eco-Excellence 85 3942 3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and annou 1,440	68							
Total Reached: 3/6/18 eco-Excellence 85 3942 3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and annou 1,440	Outreach Events/Other	– Date	Group/School Name	Ages	Town	Facilities	Notes	Size
3942 3/8/18 Redclaws Game on court activall Maine REC child on court sorting recycling and annou 1,440				11800	101111	1 ucinicis	110005	
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	374-	5, 5, 10						

# **Website and Media Analytics**

# ecomaine Social Media Stats and Earned Media Stats

Jan. 1, 2018 – March 26, 2018

- Facebook: 70 new likes from Jan. 1 March 26 with 1,671 likes
- **Twitter:** Have 574 followers (up 14) and issued 37 tweets for 52,660 tweet impressions. (We boosted our first tweet, which did not seem to make a difference on mentions or profile visits.)
- **Instagram:** Issued 35 posts. Gained 84 new followers at 388 total, due to great success of linking FB boost to Instagram).

# ecomaine Earned Media

Otisfield recycling equipment purchases OK'd – Sun Journal – March 26, 2018 http://www.sunjournal.com/otisfield-recycling-equipment-purchases-okd/

School rewarded for recycling efforts – Waterboro Reporter, March 23, 2018



#### SCHOOL AWARD

o the awards lunch. Librarian Theryl Anglin, who submitted the somination of WES and its garsologists for the eco-Excellence ward also attended.

Invas Poune' and Kyle Accounter are the current gardelogists, say the property of the property

way as garbage.

The original garbologists
ast year were fifth-graders Jack
cournier, Benjamin Tanguay, Lo-

an Allaire, Matthew Lectorier, fach Labbe, Robert Avery and feel Caption Durepos. At that time, consecutive the service of the consecutive test of the consecutive test, as they devised and cossible: ies, as they devised and proposed to the consecutive test, and they devised and proposed to the consecutive test. It is not to the consecutive test in the consecutive test. It is not to the consecutive test in the consecutive test. It is not to the consecutive test in the consecutive test. It is not to the consecutive test and the consecutive test. It is not to the consecutive test the consecutive test. It is not to the consecutive test the consecutive test the consecutive test. It is not to the consecutive test the consecutive test the consecutive test. It is not to the consecutive test the consecuti

public speaking.

On Thursday March 15 the
On Thursday March 15 the
presented a slideshow and spok
to the rest of WES students as
staff on topics that resulted fror
their research. They have also presented to school board member
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In a group interview, the g bologists were asked what the have learned that has most it pressed them in their work; the had a variety of responses. Brates wants to reconste effe at combat the greenhouse efct, asying, "Heat is winning, e need to recover Antarctics om melting." Calvin Akom bepressed to the services, "Everyone should start a smpost bin or a worm farm and ow a garden," Travis Poirier ants everyone,. "To realize the undreds of years it takes for a actic bottle to decompose and actic bottle to decompose and actic bottle to decompose and is a "Kyle Aldotts says that," If the person does their part, it will eas amusing world for the next negrations."

Ledue says that part of the sto of this year's work for the unbologists will be to follow the astes stream from the wastebaces in the school, to the dumpersor outside, to the Waterboro name of the wastebaces of the wastebaces of the wastebaces of the wastebaces of the burned to generate energy. he garbologists' work, as well all of the schoolovide Zero roste activities are, in Ledue's ords, "To help students learn a mawer to. Where does our arboge go?" One answer to this seven to the wastebaces of the wastebace of the wastebaces of the wastebace to the wastebaces of the wastebace to the wastebaces of the wastebace to the wastebaces of the wastebaces wastebaces of the wastebaces of the wastebaces wastebaces on wastebaces of the wastebaces.

Price hike pending for Midcoast Solid Waste yellow trash bags – Pen Bay Pilot – March 21, 2018 <a href="http://www.penbaypilot.com/article/price-hike-pending-midcoast-solid-waste-yellow-trash-bags/99031?source=mp">http://www.penbaypilot.com/article/price-hike-pending-midcoast-solid-waste-yellow-trash-bags/99031?source=mp</a>

Lamoine Oks all items during town meeting – The Ellsworth American – March 13, 2018 https://www.ellsworthamerican.com/maine-news/lamoine-oks-items-town-meeting/

Three honored by ecomaine for environmental commitment – Portland Press Herald – March 9, 2018 https://www.pressherald.com/2018/03/09/three-honored-by-ecomaine-for-environmental-commitment/

Gray Recycling committee chairman received eco-Excellence Award – Keep Me Current Lakes Region Weekly – March 9, 2018 http://news.keepmecurrent.com/jonathan-hedman-receives-ecoexcellence-award/

**LRMS conducts lesson in daily recycling effort –** The Bridgton News – March 8, 2018 (see *clip, right*)



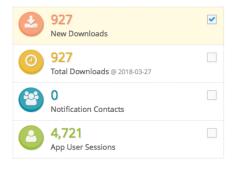
# ecomaine website / RECYCLOPEDIA app analytics

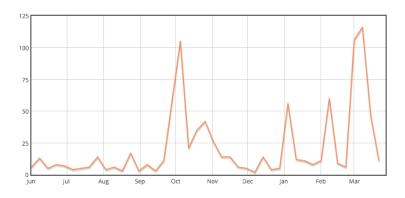


#### Most viewed items:

- 1. Plastic bag 368 hits
- 2. Styrofoam (267 hits
- 3. Batteries 169 hits
- 4. Milk cartons 146 hits
- 5. Alkaline batteries 137 hits
- 6. Almond milk cartons 125 hits
- 7. Plastic straw 121 hits
- 8. Aluminum foil 112 hits
- 9. Hangers (metal, plastic, wood) 102 hits
- 10. Paper towel 99 hits

### **App installations:**





#### Website audience overview

Traffic and usage improved over last period, slightly down from last year:

- Sessions up 24.86% compared to last year (9,810 vs. 7,857) and up 10.27% from last period
- Users up 25.36% compared last year (10,133 vs 8,083) and up 9.61% compared to the previous period
- Pageviews up 27% over last year (30,216 vs. 23,806) and up 13.04% from last period
- Bounce rate was up 3.68% compared to last year (59.06% vs. 56.96%)



# Usage by town:

		Acquisition			Behavior				
Ci	ty ③	Users ? ↓	New Users ?	Sessions ?	Bounce Rate	Pages / Session	Avg. Session Duration		
		<b>5,008</b> % of Total: 49.42% (10,133)	<b>4,713</b> % of Total: 48.04% (9,810)	6,880 % of Total: 52.85% (13,019)	47.89% Avg for View: 59.06% (-18.91%)	2.74 Avg for View: 2.32 (17.87%)	00:02:28 Avg for View: 00:01:54 (29.53%)		
1.	Portland	1,406 (27.38%)	<b>1,282</b> (27.20%)	<b>2,139</b> (31.09%)	46.24%	2.93	00:03:06		
2.	South Portland	<b>287</b> (5.59%)	263 (5.58%)	391 (5.68%)	46.29%	3.12	00:02:56		
3.	Scarborough	<b>247</b> (4.81%)	223 (4.73%)	<b>350</b> (5.09%)	44.57%	3.08	00:03:32		
4.	Falmouth	<b>213</b> (4.15%)	197 (4.18%)	256 (3.72%)	49.61%	2.57	00:01:52		
5.	Cape Elizabeth	<b>167</b> (3.25%)	159 (3.37%)	316 (4.59%)	35.76%	1.99	00:00:52		
6.	Westbrook	148 (2.88%)	134 (2.84%)	195 (2.83%)	44.10%	2.95	00:02:01		
7.	Augusta	<b>143</b> (2.78%)	132 (2.80%)	181 (2.63%)	50.83%	2.55	00:01:57		
8.	Windham	<b>138</b> (2.69%)	131 (2.78%)	154 (2.24%)	52.60%	2.54	00:01:45		
9.	Lewiston	<b>136</b> (2.65%)	<b>126</b> (2.67%)	<b>172</b> (2.50%)	48.26%	2.42	00:02:11		
10.	Freeport	<b>135</b> (2.63%)	125 (2.65%)	<b>172</b> (2.50%)	51.74%	2.47	00:01:45		

# **Top 10 Landing Pages:**

P	rage ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate	% Exit ?
		30,216 % of Total: 100.00% (30,216)	23,803 % of Total: 100.00% (23,803)	00:01:26 Avg for View: 00:01:26 (0.00%)	13,015 % of Total: 100.00% (13,015)	59.06% Avg for View: 59.06% (0.00%)	43.07% Avg for View: 43.07% (0.00%)
1.	/ @	<b>5,055</b> (16.73%)	3,846 (16.16%)	00:00:58	3,606 (27.71%)	26.03%	28.13%
2.	/recycling-and-waste-disposal/sin gle-sort-guide/	<b>2,642</b> (8.74%)	2,024 (8.50%)	00:02:02	<b>1,512</b> (11.62%)	73.81%	65.10%
3.	/recycling-and-waste-disposal/	<b>2,535</b> (8.39%)	<b>1,899</b> (7.98%)	00:00:53	<b>478</b> (3.67%)	41.00%	20.79%
4.	/our-facility/waste-to-energy-plant <sub>便</sub>	<b>2,047</b> (6.77%)	1,593 (6.69%)	00:03:13	<b>1,391</b> (10.69%)	72.68%	65.46%
5.	/recyclopedia/	<b>1,814</b> (6.00%)	<b>1,475</b> (6.20%)	00:02:32	894 (6.87%)	69.46%	59.15%
6.	/job-opportunities/	<b>1,479</b> (4.89%)	<b>1,141</b> (4.79%)	00:02:09	<b>428</b> (3.29%)	74.30%	58.55%
7.	/about-ecomaine/	<b>1,442</b> (4.77%)	<b>1,040</b> (4.37%)	00:00:42	92 (0.71%)	35.87%	14.42%
8.	/recycling-and-waste-disposal/dr @ op-off-locations/	<b>1,205</b> (3.99%)	1,019 (4.28%)	00:01:51	664 (5.10%)	68.07%	58.26%
9.	/our-facility/	<b>857</b> (2.84%)	644 (2.71%)	00:00:25	<b>33</b> (0.25%)	40.62%	11.55%
10.	/commercial-and-contractor-infor mation/requests-for-proposals/	<b>720</b> (2.38%)	710 (2.98%)	00:01:26	<b>674</b> (5.18%)	99.41%	94.44%

# ATTACHMENT C

											naine									
	l I		Plas	stic	1				Other Re	cycling Mar	ket Report F	Y18		WTF / Lai	ndfill Metal	Food Waste	1	Residu	e & Revenue Sha	ring Calc
Month	Element	#3-7 & Mixed Ridged	Colored HDPE	No 2 Nat HDPE	No 1 PET	Paper	Cardboard	Cans	Alum	Loose Metal	Mixed Paper	Glass	Rec Facilities Total	Post Burn	Mined (net of ash)		Total ecomaine	Tons Residue	Inbound Recycle Inc Tipping Fees*	% Residue
July	Tons Revenue/Ton	80 \$10	22 \$310	-	21 \$300	1,690 \$107	949 <b>\$190</b>	62 <b>\$144</b>	16 \$400	12 \$135		194 -	3,046.07 \$129	301 \$61	-	394 -\$45	3,741 \$110	241 \$44	3,364 <b>\$116.52</b>	7.18%
Aug	Tons Revenue/Ton	61 \$13	-	21 \$580	21 \$285	1,783 <b>\$77</b>	1,053 <b>\$185</b>	28 \$165	-	39 \$164	\$0	211	3,217 \$113	435 <b>\$62</b>	-	417 -\$45	4,069 \$96	266 \$44	3,606 <b>\$100.65</b>	7.37%
Sept	Tons Revenue/Ton	22 \$20	23 \$350	-	-	1,687 \$23	888 \$180	62 <b>\$165</b>	-	25 \$160	-	184	2,890 \$77	291 \$69	-	395 - <b>\$45</b>	3,577 \$68	202 \$44	3,128 <b>\$71.13</b>	6.46%
Oct	Tons Revenue/Ton	84 \$3	-	20 \$659	22 \$300	1,759 <b>\$5</b>	851 <b>\$120</b>	83 \$136	-	12 \$146		194	3,025 \$48	308 \$57	-	411 -\$45	3,744 <b>\$43</b>	233 \$44	3,271 <b>\$46.48</b>	7.11%
Nov	Tons Revenue/Ton	45	-		23 \$255	1,542 <b>\$11</b>	1,262 <b>\$120</b>	43 \$139	-	19 <b>\$140</b>		181	3,115 \$59	356 \$57	-	382 -\$45	3,853 \$53	239 <b>\$44</b>	3,740 <b>\$50.13</b>	6.39%
Dec	Tons Revenue/Ton	43 <b>\$2</b>	22 \$390	-	-	1,821 <b>\$0</b>	756 <b>\$118</b>	85 <b>\$157</b>	-	5 \$150		167	2,898 \$38	324 \$61	-	356 - <b>\$4</b> 5	3,578 \$37	325 \$44	3,047 <b>\$24.89</b>	10.67%
Jan	Tons Revenue/Ton	86 <b>\$</b> 7	-	21 \$720	22 \$245	1,403 -\$2	1,224 <b>\$116</b>	81 \$187	-	10 \$273		177	3,025 \$59	340 \$92	-	417	3,782 \$56	261 \$44	3,144.20 <b>\$48.42</b>	8.30%
Feb	Tons Rev Revenue/Ton Market Proj	44 435 \$10 <b>10</b>	360	- 750	45 11,634 \$257 <b>260</b>	1,444 (33,980) -\$24 (28)	1,004 102,549 \$102 <b>111</b>	62 11,231 \$182 195	- 440	9 1,450 \$170 <b>170</b>		115 - -	2,722 93,320.50 \$34	455 43,328 \$95	-	312	<b>3,489</b> \$136,649 <b>\$39</b>	232 \$10,204 \$44		9.38%
Mar	Tons Rev Revenue/Ton Market Proj	-	-	-	-	-	-	-	-	-		-	- - -	-	-		\$0	\$0	-	
April	Tons Rev Revenue/Ton Market Proj	-	-	-	-	-	-	-	-	-		-	- - -	-	-		\$0	\$0	-	
Мау	Tons Rev Revenue/Ton Market Proj	-	-	-	-	-	-	-	-	-		-	- - - -	-			\$0	\$0	-	
June	Tons Rev Revenue/Ton Market Proj	-	-	-	-	-	-	-	-	-		-	- - -	-	-		\$0	\$0	-	
YTD	Tons % Total Tons Revenue % Total Revenue Revenue /Ton	\$0 464.24 2% \$3,413 0% \$7	\$0 67.48 0% \$23,622 1% \$350	61.71 0% \$40,345 2% \$654	154.87 1% \$41,940 2% \$271	\$0 13,126.86 55% \$346,195 21% \$26	\$0 7,986.44 33% \$1,121,253 67% \$140	\$0 505.92 2% \$80,808 5% \$160	16.11 0% \$6,447 0% \$400	\$0 130.33 1% \$21,318 1% \$164	- \$0 \$0	1,423.98 6% \$0 0% \$0	23,937.94 100% \$1,685,342 100% \$70.40	2,809.60 \$197,552 \$70	- \$0 \$0	3,084.21 (\$18,490)	29,831.75 \$1,882,894 \$63.12	1,999.12 \$87,961	26,728.75 \$55,479 \$65.13	7.48%

<sup>\*</sup> paper revenue includes transportation cost that will be booked in the recycling cost center when invoiced