

ecomaine

Memorandum

DATE: May 19, 2016

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Agenda for the Recycling Committee Meeting

There is an **ecomaine** Recycling Committee scheduled for **May 26, 2016 @ 4PM**. The agenda for this meeting is as follows:

- Approval of Minutes (*Attachment A*)
- Recycling is a Work of Art Contest – Status Report
- School Recycling Grants Program – Status Report
- Communications & Education
 - Recent outreach, presentations & events
- Analytics and Reports
 - Tours and Outreach Report (*Attachment B1*)
 - Recycling Market Report (*Attachment B2*)
 - Recycling rates by community (*Attachment B3*)
 - Website and Social Media Analytics (*Attachment B4*)

SAVE THE DATES:
Open House – Sept 24, 2016

Future Meetings:

Full Board/Annual Meeting: June 16th, 2016 @ 11:30AM



Memorandum

ATTACHMENT A

DATE: May 19, 2016
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Recycling Committee Minutes – March 24, 2016

There was a **Recycling Committee Meeting** held on the date noted above. The meeting was called to order by Erik Street, Chairman.

Item #1: - Minutes:

Erik Street reviewed the January 28 meeting minutes. Richard Brobst made a motion to approve the minutes. Ed Suslovic seconded the motion and all unanimously approved.

Item #2: - 2016 eco-Excellence Awards debrief

- Lisa Wolff shared that there were more than 70 attendees at this year's awards ceremony. Erik Street said that he thought the event was a success. Caleb Hemphill said he would like to see even more attendees next year, as there were some empty seats we could have filled.

Item # 3: - Recycling is a Work of Art Contest Judging

Erik Street invited Leo Maheu to review the submissions for this year's Recycling is a Work of Art Painting Contest so the committee could judge the applications.

- A question was raised if the applications need to have incorporated a recycling theme in order to meet the judging criteria. Lisa reviewed the communications that were posted about the contest and confirmed that no such criteria was listed and that, in fact, it is about beautifying the containers to make recycling more enjoyable for the communities.
- Leo shared that this year, we received 12 design entries into the competition, up from three last year. Adding the \$500 stipend definitely proved fruitful in generating more interest in the contest.
- A \$100 facebook boost resulted in 10,000 impressions compared to the average of 400 or 500 impressions that an organic post gains. She shared her intention to use facebook in this way again next time.
- The board selected the following contestants: Ebyn Moss (Manchester), Matthew Jones (Portland), Kathleen Meade (Freeport), Amelia Label (Scarborough), Rebecca Blaesing (Cumberland), and Sebastian Meade (Freeport).

Item #4: - School Recycling Grant planning

- Erik Street invited Leo Maheu to share an update on the School Recycling Grant planning for 2017 awards.
- Leo reviewed the timeline (attachment B).

Item #5: - Communications & Education Budget Highlights

- Erik Street invited Lisa Wolff to provide an update on the FY 2017 budget for education & communications.
- Lisa called the committee's attention to two major changes in this year's public relations budget: approximately one quarter of the advertising budget amount used FY 2016 has been moved to the web development line for FY 2017, with an intention to enhance the quality and variety of educational resources available online. She also created a line in the budget for education program materials, which has not been tracked in such a way to date.
- Lisa also mentioned that the Kickstart sponsorship was a separate line in the budget and indicated that we intend to sponsor that program again this year. Alan Bradstreet asked for more information about the benefits of that sponsorship and Lisa emphasized the benefit of a long duration of weekly advertising over the whole year and our intention to better utilize that advertising venue to promote time-sensitive calls to action in support of various programs. Leo also indicated how much public recognition he receives from kids in the school as a result of that sponsorship and the recorded quiz questions that he contributed to the program, another indicator of the program's success.

Item #: 6 – Upcoming MPBN advertising campaign:

Erik Street invited Lisa Wolff to give an update about ecomaine's MPBN underwriting campaign. Lisa informed the committee that we have invested in a 6-month underwriting campaign with MPBN that will take us through the recycling open house on Sept. 24. We will use various messages to promote different programs, such as the school recycling grants and the recycling open house. It is expected to reach 158,000 people five times each over the course of the campaign, which is above the average of 3 times per person of average campaigns.

Item # 7: Analytics and reports

- Given that the meeting was cut short by a special board meeting that started at 3:50 p.m., we did not have time to discuss the remaining attachments.

Item # 8: Meeting adjournment

Erik Street made a motion to adjourn the meeting. Caleb seconded the motion and all unanimously agreed to adjourn.

The next recycling committee meeting is May 26, at 4:00 p.m.

Present:

Erik Street, Caleb Hemphill, Maureen McDevitt, Troy Moon, Richard Brobst, Sarah Bernier, Maxine Beecher and Alan Bradstreet.

Staff:

Lisa Wolff, Leo Maheu

Education and Outreach Data for FY16

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY16 Total
Tours	182	77	220	125	133	67	21	59	178	270	75		1407
Presentations	48	24	120	511	247	138	244	300	430	440	1156		3658
Events/Other	187	347	461	145	8	32	116	375	152	323	66		2212
Totals	417	448	801	781	388	237	381	734	760	1033	1297	0	7277

Education and Outreach Data for FY15

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY15 Total
Tours	44	33	186	279	404	115	16	63	120	115	69	93	1537
Presentations	43	58	561	302	257	283	77	514	196	1243	213	87	3834
Events/Other	629	321	158	250	12	0	125	193	254	105	139	229	2415
Totals	716	412	905	831	673	398	218	770	570	1463	421	409	7786

Tours and Presentation Data for the Month of: 4/16

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Tours	4/1/2016	Tom's of Maine	Adult	Kennebunk	REC/WTE	Packaging roundtable	11
	4/6/2016	UMA	Adult	Augusta	REC/WTE		19
Total Individuals	4/14/2016	Sanford Jr High	7th grade	Sanford	REC/WTE		45
Reached:	4/18/2016	USM Environmental Science Lab	Adult	Portland	REC/WTE		20
270	4/19/2016	Brewster Academy	High School	Wolfeboro, NH	REC/WTE		16
	4/19/2016	USM Environmental Science Lab	Adult	Portland	REC/WTE		21
	4/22/2016	Drummond & Drummond	Adult	Portland	REC		9
	4/25/2016	King Middle School	8th grade	Portland	REC/WTE		46
	4/26/2016	King Middle School	8th grade	Portland	REC/WTE		51
	4/27/2016	Cumberland Cub Scout Den	3rd grade	Cumberland	REC	papermaking activity	32
Presentations	4/4/2016	Ocean Avenue School	2nd grade	Portland		vrREC/art collab w/ SideXSide	22
	4/5/2016	Ocean Avenue School	2nd grade	Portland		vrREC/art collab w/ SideXSide	24
Total Individuals	4/6/2016	Redbank Community Center	2nd-5th	South Portland		newspaper plant pot activity	17
Reached:	4/7/2016	Windham Primary School	2nd	Windham		vrREC/paper making	81
440	4/8/2016	UNE Sustainability Class	Adult	Biddeford		Dorm waste characterization	38
	4/12/2016	South Portland Community Center	2nd - 5th	South Portland		Papermaking	16
	4/14/2016	Deering High	Freshmen	Portland		Sustainability Symposium	148
	4/26/2016	South Portland Community Center	2nd - 5th	South Portland		Papermaking	21
	4/28/2016	Windham Primary School	2nd	Windham		vrREC/paper making	44
	4/29/2016	Manchester School	5th grade	Windham		vrWTE	29
Outreach	4/9/2016	Home & Buisness Energy Fair	All	Portland		Outreach Booth/Papermaking	172
	4/13/2016	Margaret Murphy Center for Childre	All	Saco		outreach booth	79
Total Individuals	4/22/2016	USM	Adult	Portland		Community Partners Event	28
Reached:	4/23/2016	St Joes Sustainability Day	Adult	Standish		outreach booth	44
323							
Total for All Events:		1033					

Tours and Presentation Data for the Month of: **5/16**

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Tours	5/2/2016	Kennebunk High AP Enviro Sci	High School	Kennebunk	REC/vrWTE		22
	5/2/2016	Seadogs Mascot Team	Adult	Portland	REC		2
Total Individuals	5/5/2016	Sanford Jr High	8th grade	Sanford	REC/WTE		49
Reached:	5/10/2016	SoPo Energy & REC Committee	Adult	South Portland	REC/WTE		2
75							

Presentations	5/3/2016	USM Enviro Planning & Policy	Adult	Gorham		Moderating pannel	21
	5/4/2016	MRRA Ed/Outreach	Adult			Program overview	45
Total Individuals	5/6/2016	Windham Primary School	2nd Grade	Windham		vrREC/papermaking	74
Reached:	5/9/2016	Bonny Eagle Middle	6th-8th	Buxton		Assembly Presentation	900
1156	5/13/2016	UNE Sustainability Lab	Adult	Biddeford		Project Wrapup	43
	5/16/2016	Margaret Chase Smith Elementary	2nd Grade	Sanford		vrREC/ocean impact	65
	5/18/2016	Bridgton Hospital Green Team	Adult	Bridgton		vrREC/do/donts	8

Outreach	5/4/2016	MRRA	Adult	Rockland		outreachbooth	45
	5/11/2016	Mast Landing School REC Club	4th grade	Freeport		School walkthrough/advising	6
Total Individuals	5/16/2016	NRRA	Adult	Nashua, NH		outreachbooth	15
Reached:							
66							

Total for All Events: 1297

ATTACHMENT B2

Recycling Market Report FY16

Month	Element	Plastic				Other						Rec Facilities Total	WTE / Landfill Metal		Total ecomaine	Residue & Revenue Sharing Calc		
		#3-7 & Mixed Ridged	Colored HDPE	No 2 Nat HDPE	No 1 PET	ONP	OCC	Cans	Alum	Loose Metal	Glass		Post Burn	Mined (net of ash)		Tons Residue	Inbound Recycle Inc Tipping Fees*	% Residue
July	Tons	39	22	20	21	2,115	929	92	22	10	220	3,490.21	410	(24)	3,875	243	3,877	6.28%
	Revenue/Ton	\$7	\$425	\$795	\$270	\$58	\$96	\$125	\$440	\$105	-	\$76	\$46	-\$22	\$74	\$44	\$71.18	
Aug	Tons	60			20	1,963	1,092	43		20	207	3,405.52	343	-	3,749	261	3,744	6.98%
	Revenue/Ton	\$3	-	-	\$290	\$54	\$96	\$90	-	\$90	-	\$65	\$53		\$64	\$44	\$63.52	
Sept	Tons	62	-	18		1,873	769	41	-	14	184	2,960.88	306	-	3,267	223	3,434	6.49%
	Revenue/Ton	\$12	-	\$510	-	\$54	\$96	\$90	-	\$66	-	\$64	\$26	-	\$60	\$44	\$56.70	
Oct	Tons	42	22		22	1858	809	82		19	155	3,009.00	318		3,327	259	3,480	7.44%
	Revenue/Ton	\$15	\$450	-	\$160	\$51	\$96	\$45	-	\$40	-	\$63	\$14	-	\$59	\$44	\$56.19	
Nov	Tons	41		21		1,693	695	42		16	155	2,661.61	515	-	3,176	237	3,267	7.26%
	Revenue/Ton	\$12	-	\$590	-	\$42	\$96	\$43	-	\$25	-	\$58	0	-	\$48	\$44	\$48.02	
Dec	Tons	87				2,214	801	63		18	184	3,365.82	349	-	3,715	244	3,873	6.30%
	Revenue/Ton	\$9	\$0	\$0	\$0	\$36	\$91	\$52	\$0	\$50	\$0	\$47	\$0	\$0	\$42	\$44	\$41.67	
Jan	Tons	21	22		22	1,664	778	63		9	168	2,745.55	443		3,188	302	3,231	9.35%
	Revenue/Ton	\$5	\$445	-	\$160	\$32	\$91	\$63	-	\$50	-	\$52	\$0	-	\$45	\$44	\$45.28	
Feb	Tons	41		22	43	1,331	667	60	18	13	144	2,339	444		2,782	261	2,867	9.12%
	Rev	408		11,427	7,154	51,459	59,848	4,476	4,654	655	-	140,080.27	-		\$140,080	\$11,499	4,436	
	Revenue/Ton	\$10	-	\$530	\$168	\$39	\$90	\$75	\$260	\$50	-	\$60	\$0	-	\$50	\$44	\$50.41	
Mar	Tons	42	19	16	19	1,597	792	60	-	19	169	2,735	483	-	3,219	267	3,270	8.17%
	Revenue/Ton	\$105	\$350	\$585	\$165	\$46	\$91	\$73	-	\$58	-	\$64	\$0	-	\$55	\$44	\$55.08	
April	Tons	82.24		0		1,637	710	62		14	167	2,672	165		2,837	262	3,080	8.50%
	Revenue/Ton	\$35	-	-	-	\$59	\$91	\$137	-	\$120	-	\$65	\$11	-	\$62	\$44	\$57.83	
	Market Proj	\$ 35	\$ 400	\$ 600	\$ 188	\$ 65	\$ 96	\$ 145	\$ 400	\$ 120	\$ -							
May	Tons											-			-			
	Revenue/Ton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
June	Tons											-			-			
	Revenue/Ton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
YTD	Tons	517	85	96	147	17,945	8,043	608	39	150	1,753	29,385	3,775	(24)	33,135	2,559	34,122.59	7.50%
	% Total Tons	2%	0%	0%	1%	61%	27%	2%	0%	1%	6%	100%						
	Revenue	\$10,943	\$35,837	\$58,196	\$28,893	\$851,147	\$753,535	\$49,211	\$14,132	\$9,610	\$0	\$1,811,503	\$51,162	\$244	\$1,862,909	\$112,617	\$59,835	
	% Total Revenue	1%	2%	3%	2%	47%	42%	3%	1%	1%	0%	100%						
	Revenue /Ton	\$21	\$419	\$604	\$197	\$47	\$94	\$81	\$358	\$64	\$0	\$61.65	\$14	(\$10)	\$56.22		\$54.84	

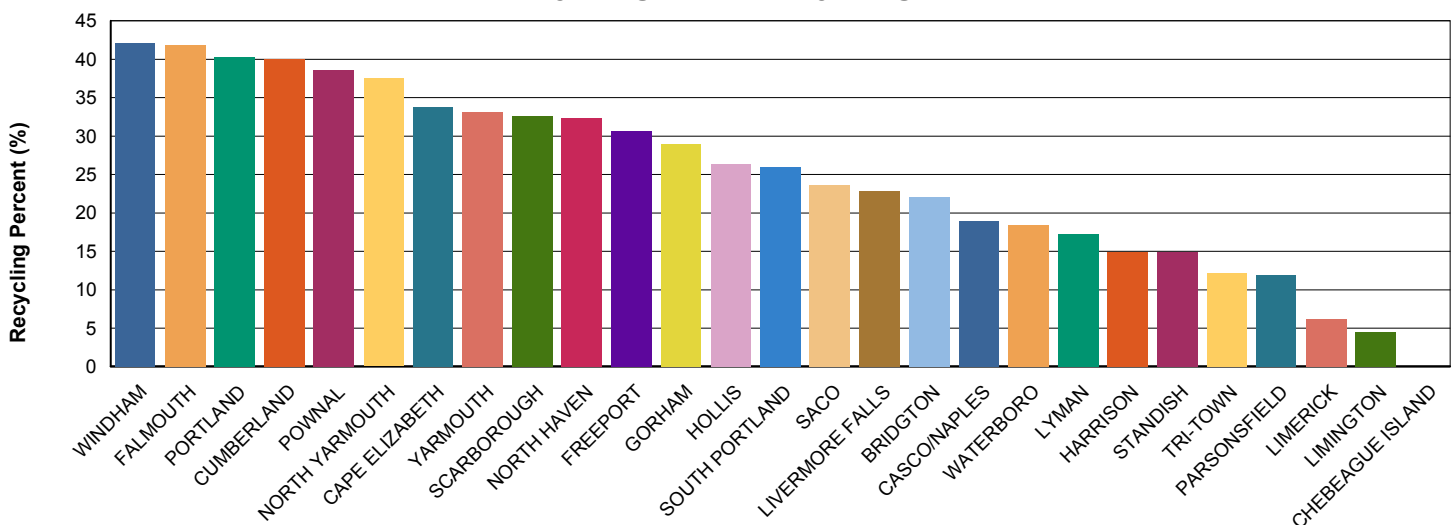
* Excludes tip fees from Revenue Share

Neighborhood Recycling Monthly Totals

For the period: 4/1/2016 to 4/30/2016

Origin	Population	Town Tons MSW	Town Tons - Rec Drop-Off	Town Tons -Rec Curb	Town Tons -Rec Total	Town MSW + Rec Total	Town % Rec
BRIDGTON	5,120	155.69	43.92	-	43.92	199.61	22.0%
CAPE ELIZABETH	9,015	153.71	78.42	-	78.42	232.13	33.8%
CASCO/NAPLES		170.45	39.80	-	39.80	210.25	18.9%
Casco MSW Actual; Recycling Split (45%):	3,742	76.70	17.91	-	17.91	94.61	18.9%
Naples MSW Actual; Recycling Split (55%):	3,872	93.75	21.89	-	21.89	115.64	18.9%
CHEBEAGUE ISLAND	346	-	-	-	-	-	- %
CUMBERLAND	7,211	93.12	-	62.08	62.08	155.20	40.0%
FALMOUTH	11,185	153.72	25.22	85.51	110.73	264.45	41.9%
FREEPORT	7,879	120.72	40.00	13.28	53.28	174.00	30.6%
GORHAM	16,381	207.96	20.67	64.31	84.98	292.94	29.0%
HARRISON	2,730	64.77	11.40	-	11.40	76.17	15.0%
HOLLIS	4,281	84.90	-	30.39	30.39	115.29	26.4%
LIMERICK	2,892	99.75	6.56	-	6.56	106.31	6.2%
LIMINGTON	3,713	142.31	6.67	-	6.67	148.98	4.5%
LIVERMORE FALLS	3,187	54.46	16.18	-	16.18	70.64	22.9%
LYMAN	4,344	105.91	22.01	-	22.01	127.92	17.2%
NORTH HAVEN	355	12.05	5.76	-	5.76	17.81	32.3%
NORTH YARMOUTH	3,565	44.07	-	26.43	26.43	70.50	37.5%
PARSONSFIELD	1,898	47.22	-	6.40	6.40	53.62	11.9%
PORTLAND	66,194	676.20	108.05	346.98	455.03	1,131.23	40.2%
POWNA	1,474	21.24	-	13.37	13.37	34.61	38.6%
SACO	18,482	405.28	6.12	119.08	125.20	530.48	23.6%
SCARBOROUGH	18,919	400.67	45.76	147.69	193.45	594.12	32.6%
SOUTH PORTLAND	25,002	509.73	12.12	167.18	179.30	689.03	26.0%
STANDISH	9,874	262.34	45.90	-	45.90	308.24	14.9%
TRI-TOWN	4,643	126.45	17.59	-	17.59	144.04	12.2%
WATERBORO	7,693	154.19	34.89	-	34.89	189.08	18.5%
WINDHAM	17,001	169.24	14.43	108.50	122.93	292.17	42.1%
YARMOUTH	8,349	163.91	64.78	16.39	81.17	245.08	33.1%
Grand Total:		4,600.06	666.25	1,207.59	1,873.84	6,473.90	28.9%

Recycling Percent by Origin

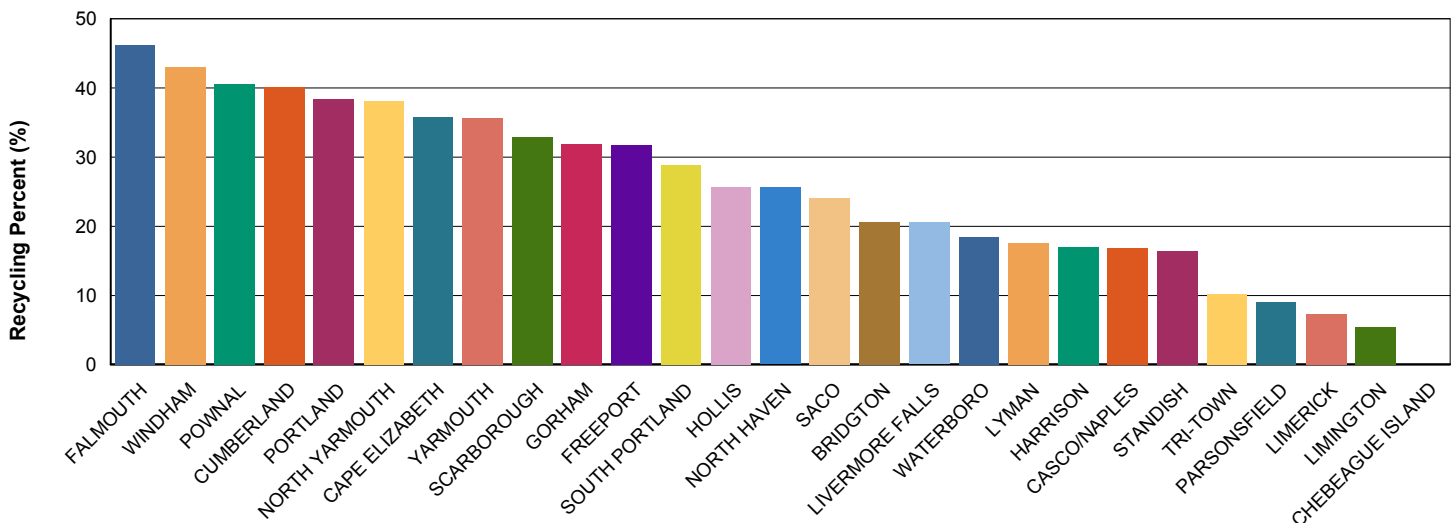


Neighborhood Recycling Monthly Totals

For the period: 7/1/2015 to 4/30/2016

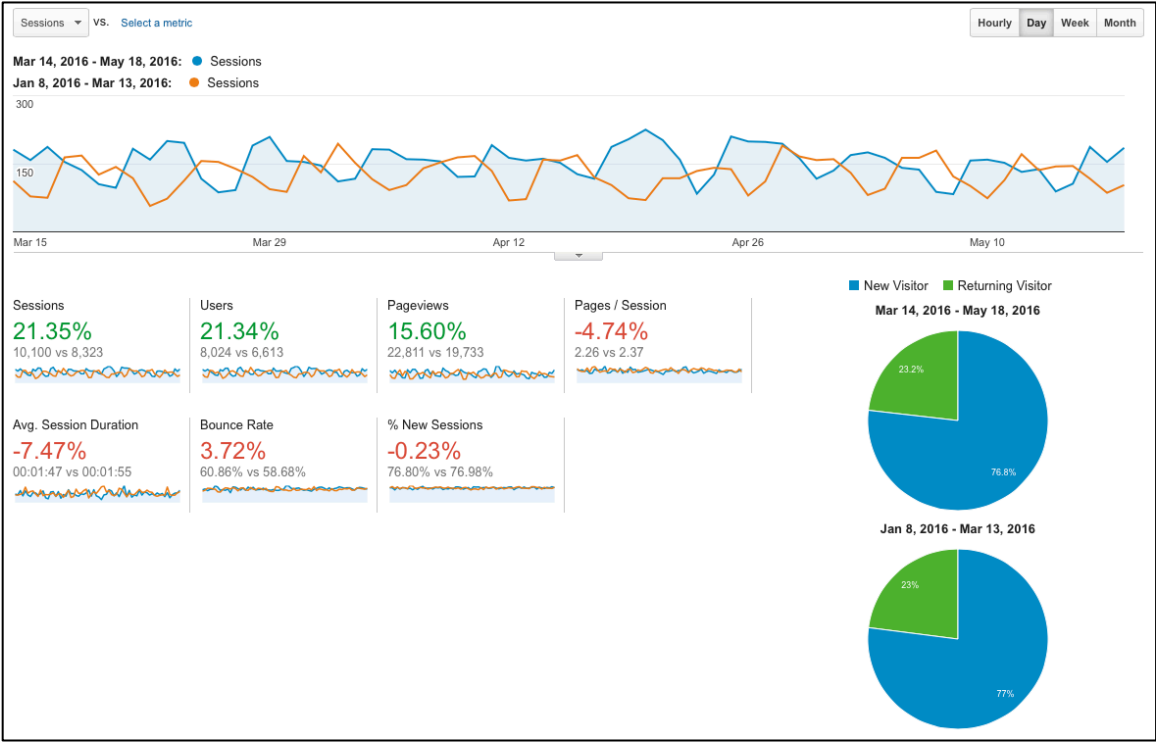
Origin	Population	Town Tons MSW	Town Tons - Rec Drop-Off	Town Tons -Rec Curb	Town Tons -Rec Total	Town MSW + Rec Total	Town % Rec
BRIDGTON	5,120	1,828.27	473.94	-	473.94	2,302.21	20.6%
CAPE ELIZABETH	9,015	1,801.65	1,004.43	-	1,004.43	2,806.08	35.8%
CASCO/NAPLES		1,713.66	345.70	-	345.70	2,059.36	16.8%
Casco MSW Actual; Recycling Split (45%):	3,742	770.16	155.57	-	155.57	925.72	16.8%
Naples MSW Actual; Recycling Split (55%):	3,872	943.50	190.14	-	190.14	1,133.64	16.8%
CHEBEAGUE ISLAND	346	-	-	-	-	-	- %
CUMBERLAND	7,211	1,076.20	-	723.73	723.73	1,799.93	40.2%
FALMOUTH	11,185	1,642.56	371.08	1,040.28	1,411.36	3,053.92	46.2%
FREEPORT	7,879	1,252.11	437.36	144.96	582.32	1,834.43	31.7%
GORHAM	16,381	2,159.10	231.61	779.47	1,011.08	3,170.18	31.9%
HARRISON	2,730	731.27	150.40	-	150.40	881.67	17.1%
HOLLIS	4,281	893.92	-	309.09	309.09	1,203.01	25.7%
LIMERICK	2,892	1,029.01	81.87	-	81.87	1,110.88	7.4%
LIMINGTON	3,713	1,352.70	77.67	-	77.67	1,430.37	5.4%
LIVERMORE FALLS	3,187	511.63	132.25	-	132.25	643.88	20.5%
LYMAN	4,344	1,029.50	219.34	-	219.34	1,248.84	17.6%
NORTH HAVEN	355	178.19	61.37	-	61.37	239.56	25.6%
NORTH YARMOUTH	3,565	546.98	-	337.77	337.77	884.75	38.2%
PARSONSFIELD	1,898	602.27	-	60.11	60.11	662.38	9.1%
PORTLAND	66,194	7,782.57	1,265.47	3,574.11	4,839.58	12,622.15	38.3%
POWNA	1,474	186.04	-	127.23	127.23	313.27	40.6%
SACO	18,482	4,373.53	80.64	1,310.12	1,390.76	5,764.29	24.1%
SCARBOROUGH	18,919	4,634.79	601.77	1,674.99	2,276.76	6,911.55	32.9%
SOUTH PORTLAND	25,002	5,035.68	153.86	1,889.22	2,043.08	7,078.76	28.9%
STANDISH	9,874	2,425.69	478.99	-	478.99	2,904.68	16.5%
TRI-TOWN	4,643	1,351.19	153.69	-	153.69	1,504.88	10.2%
WATERBORO	7,693	1,621.36	367.61	-	367.61	1,988.97	18.5%
WINDHAM	17,001	1,833.29	145.46	1,242.99	1,388.45	3,221.74	43.1%
YARMOUTH	8,349	1,650.95	767.62	148.96	916.58	2,567.53	35.7%
Grand Total:		49,244.11	7,602.13	13,363.03	20,965.16	70,209.26	29.9%

Recycling Percent by Origin



ecomaine website analytics
Mid-March – May 19, 2016

Audience overview (sessions, users and page views up from last period):



By country:



Top 10 Landing Pages:

Landing Page ?	Acquisition			Behavior			Conversions		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	10,100 % of Total: 100.00% (10,100)	76.81% Avg for View: 76.80% (0.01%)	7,758 % of Total: 100.01% (7,757)	60.86% Avg for View: 60.86% (0.00%)	2.26 Avg for View: 2.26 (0.00%)	00:01:47 Avg for View: 00:01:47 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	3,646 (36.10%)	71.80%	2,618 (33.75%)	42.07%	3.06	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. /our-facility/waste-to-energy-plant/	2,527 (25.02%)	86.31%	2,181 (28.11%)	80.37%	1.54	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. /recycling-and-waste-disposal/drop-off-locations/	505 (5.00%)	81.39%	411 (5.30%)	75.05%	1.74	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. /recycling-and-waste-disposal/single-sort-guide/	468 (4.63%)	88.25%	413 (5.32%)	77.14%	1.61	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. /our-facility/recycling-facility/	310 (3.07%)	89.03%	276 (3.56%)	60.00%	2.41	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. /recycling-and-waste-disposal/special-waste-disposal-options/	300 (2.97%)	82.67%	248 (3.20%)	70.33%	1.60	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. /job-opportunities/	227 (2.25%)	39.21%	89 (1.15%)	50.66%	2.04	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. /tag/styrofoam/	201 (1.99%)	88.06%	177 (2.28%)	89.55%	1.24	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. /recycling-and-waste-disposal/	191 (1.89%)	67.54%	129 (1.66%)	39.79%	3.01	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /our-facility/landfill-ashfill-facility/	165 (1.63%)	88.48%	146 (1.88%)	54.55%	2.30	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Note: we received 26 new “Can this be recycled?” questions via the web form on our website during this period, the exact same number as last period.
























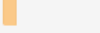










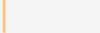









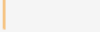








ecomaine Social Media Stats and Posts

Mid March – May 19, 2016

Facebook:

- Followers up by 58 since March 14.
- Average post reach was 473 paid and 359 for organic posts, an increase of 37 percent from paid reach and an 87% increase in organic reach as compared to the previous 6-week timeframe.
- Eco-Excellence Awards** boosted post about Hunter Norwood reached 13,100, with 651 page clicks and 473 reactions/shares. **School Recycling Grant** boosted post reached 11,000 with 273 clicks and 363 reactions/ shares. **Internship job** boosted post reached 2,700 with 131 clicks and 92 reactions / shares.

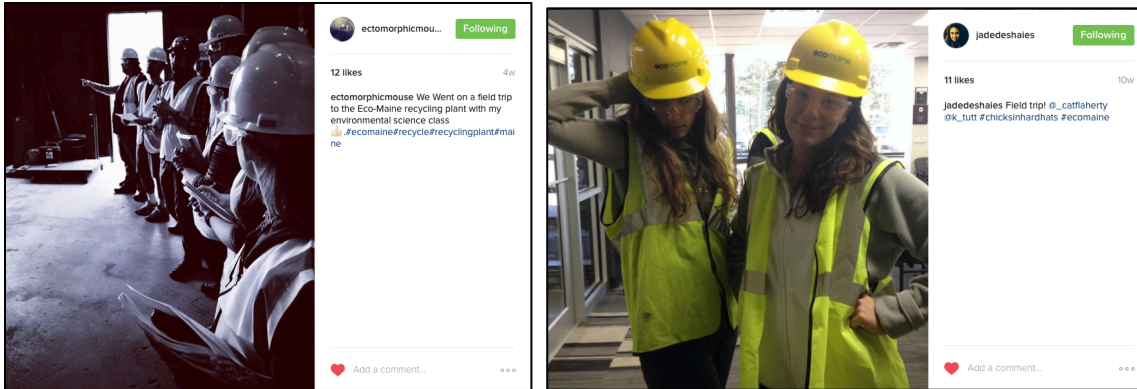
Top 10 facebook posts this year:

		Reach: Organic / Paid		Post Clicks		Reactions, Comments & Shares			
Published	Post	Type	Targeting	Reach	Engagement	Promote			
02/22/2016 9:52 am	 Enter your design in ecomaine's Recycling is a Work of Art Cont			16.4K 	551 473 			Boost Post	
04/06/2016 5:03 pm	 Check out the youngest winner from this year's ecomaine eco-			13.1K 	651 517 			Boost Post	
04/21/2016 2:19 pm	 ATTENTION SCHOOL TEACHERS, STUDENTS, PARENTS A			11K 	273 363 			Boost Post	
05/04/2016 2:37 pm	 Attention #college students: eco maine is seeking a Recycling C			2.7K 	131 92 			Boost Post	
03/23/2016 7:49 pm	 2016 ecomaine eco-Excellence Awards			2.5K 	528 286 			View Results	
03/01/2016 7:58 pm	 Congratulations #SoPo #Maine for joining #Portland in reducing			703 	26 37 			Boost Post	
03/05/2016 8:14 am	 America has ample room for #r ecycling growth at 35% compar			597 	21 10 			Boost Post	
04/23/2016 9:25 am	 Today we are celebrating #Eart hDay with the Town of Gray at t			588 	47 35 			Boost Post	
03/30/2016 11:52 am	 We had so much fun hosting th e Peaks Island School today to			576 	46 31 			Boost Post	
03/04/2016 12:41 pm	 Genius way to extend the life of an old box & t-shirt while bringin			502 	17 8 			Boost Post	

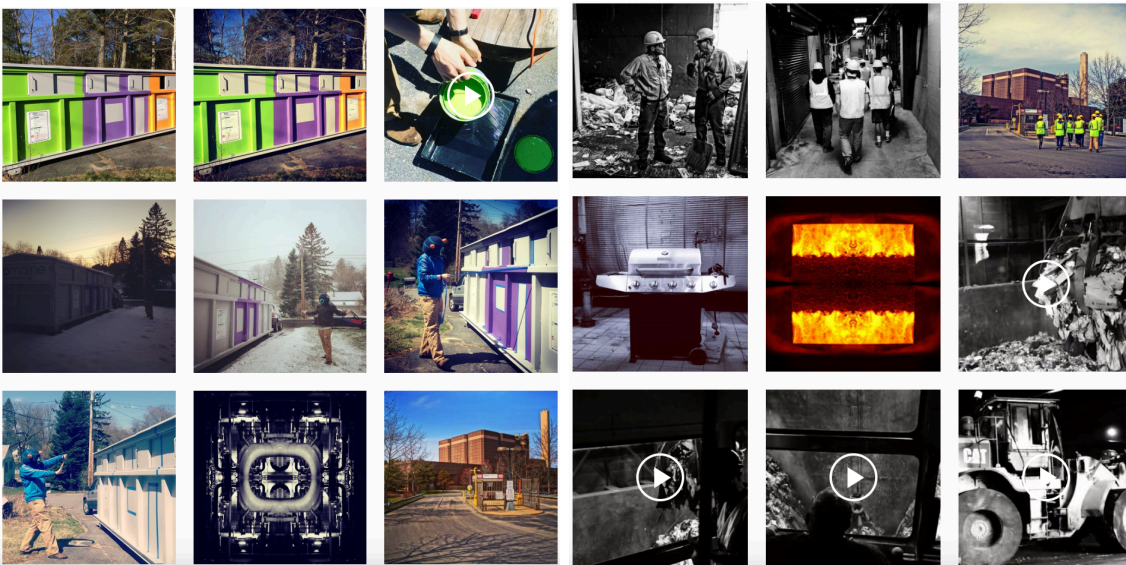
Twitter: gained 30 new followers, issued 56 tweets, received 11,055 tweet impressions, and 266 profile visits from March through May 19. Our average engagement rate was only 0.9%, however.

Instagram – top posts from mid-March – May 19:





Other posts - #RecyclingIsAWorkOfArt and #tours:



ecomaine Earned Media – mid-March thru May 19 2016:

- **Free Press, Rockland (March 24):**
<http://www.freepressonline.com/Content/Special-Features/Special-Features/Article/Update-on-PERC-MRC-Waste-Debate/52/78/44457>
- **American Journal (March 25):**
http://m.keepmecurrent.com/american_journal/land-deal-looks-good-in-gorham/article_2d04de78-f1e9-11e5-8e5e-1f8ce06eae5d.html?mode=jqm
- **Maranacook Area Schools Blog (March 26):**
<http://www.maranacook.org/blog/ecomaine-award-winner/>
- **Bangor Daily News (March 28):**
<https://bangordailynews.com/2016/03/28/news/midcoast/midcoast-towns-lean-toward-southern-maine-trash-disposal-option/?ref=moreInmidcoast>

- **Courier Gazette / Camden Herald (March 29):**
http://knox.villagesoup.com/p/mid-coast-solid-waste-board-backs-ecomaine/1501663?source=rss&utm_source=dlvr.it&utm_medium=twitter
- **The Current (March 31):**
http://m.keepmecurrent.com/current/news/environmental-club-at-scarborough-high-school-wins-top-eco-excellence/article_ca74a562-f748-11e5-99bc-e34b5d50f42f.html?mode=jqm
- **Waste Dive (March 31):**
<http://www.wastedive.com/news/several-maine-towns-mull-over-decisions-for-waste-disposal-contracts/416604/>
- **American Journal (March 31):**
http://m.keepmecurrent.com/american_journal/news/after-sale-closing-big-plans-for-gorham-acreage/article_292eee04-f754-11e5-8f8c-63c069270990.html?mode=jqm
- **Green & Healthy Maine (April 6):**
<http://thesunriseguide.com/scarborough-high-school-east-brown-cow-management-take-top-honors-at-2016-eco-excellence-awards/>
- **Kennebec Journal (April 6):**
<http://www.centralmaine.com/2016/04/06/five-year-old-from-manchester-receives-2016-eco-excellence-award/>
- **Gorham Times (April 7):**
http://www.gorhamtimes.com/pdfs/2016_pdf/04_07_16_web.pdf
- **Free Press (April 7):**
<http://freepressonline.com/Content/Special-Features/Special-Features/Article/Towns-to-Vote-on-Whether-to-Burn-Their-Trash-or-Convert-It-into-Biofuel/52/78/44736>
- **Bangor Daily News ((April 7):**
<http://bangordailynews.com/2016/04/07/news/midcoast/rockland-forum-to-focus-on-trash-disposal-options/>
- **South Portland Current (April 7) (photo on the cover)**
- **Bangor Daily News (April 25):**
<https://bangordailynews.com/2016/04/25/news/midcoast/rockland-council-backs-plan-to-send-trash-to-ecomaine/>
- **Portland Press Herald (May 19)**
http://www.pressherald.com/2016/05/19/portland-investigates-truck-workers-caught-on-video-mixing-trash-and-recycling/?utm_source=Headlines&utm_medium=email&utm_campaign=Daily