

ecomaine

Memorandum

DATE: January 22nd, 2015
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: **Agenda for the Recycling Committee Meeting
January 29, 2015 @ 4:00 PM**

There is a meeting of the **ecomaine** Recycling Committee scheduled for the date noted above. The agenda for this meeting is as follows:

1. Review of the Minutes
 - October 30th, 2014 Recycling Committee minutes (**Attachment A**)
2. **ecomaine** School Grants Program.
 - Program Review of FY 15
 - Program Review of FY 14
3. Communications and Outreach
 - Tours and outreach report - (**Attachment B1, B2 & B3**)
 - Website analytics - (**Attachment C1 & C2**)
 - Earned media report – (**Attachment D**)
4. 2015 eco-Excellence Awards
 - Overview
 - Event: March 3, 2015, 11:30 a.m. – 1 p.m.
5. Recycling Updates
 - Recycling Market Report (**Attachment E**)
 - Recycling rates by community (**Attachment F**)

Future Meetings:

- Executive Committee Meeting: February 10th, 2015 (Thursday) @ 4:00 PM
- Recycling Committee Meeting: February 26th, 2015 (Thursday) @ 4:00 PM
- Full Board Meeting: March 19th, 2015 (Thursday) @ 4:00 PM
- Finance Committee/Budget Workshop Meeting: April 2nd, 2015 (Thursday) @ 4:00 PM
- Audit Committee Meeting: April 16th, 2015 (Thursday) @ 3:00 PM
- Full Board Meeting: April 16th, 2015 (Thursday) @ 4:00 PM
- Recycling Committee Meeting: April 30, 2015 (Thursday) @ 4:00 PM
- Finance Committee Meeting: May 21st, 2015 (Thursday) @ 3:00 PM
- Executive Committee Meeting: May 21st, 2015 (Thursday) @ 4:00 PM
- Full Board/Annual Meeting: June 18th, 2015 (Thursday) @ 11:30 AM

The Recycling Committee may wish to go into Executive Session for any of the above items under Section 405 of Title 1 of the Maine Revised Statutes ([per the following legislative website: http://janus.state.me.us/legis/statutes/1/title1ch13sec0.html](http://janus.state.me.us/legis/statutes/1/title1ch13sec0.html))



Memorandum

ATTACHMENT A

DATE: November 26th, 2014
TO: Chairman and Members of the Board
FROM: Kevin H. Roche, CEO/General Manager
SUBJECT: Recycling Committee Minutes – October 30th, 2014

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

Item #1: - Minutes

Ed Suslovic made a motion to accept the modified minutes of May 22nd and the minutes of September 25th, 2014 approved as written. The motion was seconded by Richard Brobst and unanimously approved by the members.

Item #2: - Discussion /Summary Status of the 2015 ecomaine School Grant Program

Erik Street reported that he has appointed and Education Grant Sub-Committee. The Committee will meet on November 12th, 2014 and members of the committee are Alan Bradstreet, Dennis Doughty, Caleb Hemphill, Susan McGinty & Erik Street.

Leo Maheu reported on the current status of the program and noted that 12 applications were in hand. He also reported that the criteria and process, by which the entries would be judged has been greatly streamlined, compared to last year's process.

Item #3: - Communication and Outreach

Frank Gallagher reported on the recently held ecomaine Open House and detailed the success of the event.

Frank Gallagher also reviewed survey data received from the Open House and recent analytics as they relate to ecomaine.org.

Leo Maheu reported on the efforts to build on the introduction of a Recycling Program to the Portland Sea Dogs' Hadlock Field. In addition, he reported on the number of individuals ecomaine reached via tours, events, presentations and other outreach activities.

Item #4: - Recycling Updates

Kevin Roche presented information relating to recent developments in the Recycling Market, Recycling Rates by community and revenues and expenses as they relate to **ecomaine's** recycling operations.

Motion to adjourn was made by Alan Bradstreet and was seconded by Richard Brobst and approved unanimously.

Present:

Alan Bradstreet, Richard Brobst, Dennis Doughty, Caleb Hemphill, Susan McGinty, Troy Moon, Erik Street & Ed Suslovic

Absent:

Maxine Beecher, Sarah Bernier, Maureen McDevitt & Travis Wagner

Staff:

Frank Gallagher, Leo Maheu & Kevin Roche

The Board of Directors may wish to go into Executive Session for any of the above items under Section 405 of Title 1 of the Maine Revised Statutes ([per the following legislative website: http://janus.state.me.us/legis/statutes/1/title1ch13sec0.html](http://janus.state.me.us/legis/statutes/1/title1ch13sec0.html).)

Tours and Presentation Data for the Month of: 11/14

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Tours	11/5/2014	Gorham Middle School	7th grade	Gorham	REC/WTE		58
Total:	11/6/2014	Portland High with Russian Exchange	High School	Portland	REC/WTE		36
404	11/6/2014	Cub Scout Pack 145	3rd grade	Durham	REC	afterhours tour	18
	11/12/2014	Scarborough Middle School	7th grade	Scarborough	REC/WTE		45
	11/12/2014	Russian Exchange Adults	Adults	Arkhangel'sk	REC/WTE	with translator	11
	11/13/2014	Scarborough Middle School	7th grade	Scarborough	REC/WTE		44
	11/14/2015	Umaine Rockland Enviro Science	Adult	Rockland	REC/WTE		12
	11/17/2014	USM Intro to Enviro Science Lab	Adult	Portland	REC/WTE		19
	11/18/2014	USM Intro to Enviro Science Lab	Adult	Portland	REC/WTE		17
	11/20/2014	USM Intro to Enviro Science Lab	Adult	Portland	REC/WTE		22
	11/21/2014	Waynflete Environmental Science	High School	Portland	REC/WTE		31
	11/24/2014	Scarborough Middle School	7th grade	Scarborough	REC/WTE		46
	11/25/2014	Scarborough Middle School	7th grade	Scarborough	REC/WTE		45
Presentations	11/3/2014	MCS Elementary	2nd Grade	Sanford		Service Learning Project	24
Total:	11/3/2014	Lafayette Elementary	2nd Grade	Sanford		Blue Tarp Activity	49
257	11/3/2014	MCS Elementary	3rd grade	Sanford		Blue Tarp Activity	74
	11/7/2014	SMCC Intro to Engineering	Adult	South Portland		vrTour	23
	11/10/2014	Longfellow Elementary	2nd-5th grad	Portland		vrTour	8
	11/18/2014	Forside Garden Club	Adult	Falmouth		vrTour/Do/Don't	36
	11/19/2014	Caravel Middle School	5th grade	Carmel		vrTour/Do/Don't	43
Outreach	11/13/2014	Landlord Outreach Materials Meetin	Adult	Portland			7
Total:	11/24/2014	Scarborough Middle Planning Meeti	Adult	Scarborough			5
12							

Total for All Events: 673

Tours and Presentation Data for the Month of: 12/14

ATTACHMENT B2

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Tours Total: 115	12/8/2014	Gray/New Gloucester High	High School	Gray	REC/WTE		14
	12/9/2014	Portland High Earth Science	High School	Portland	REC/WTE		43
	12/10/2014	Portland High Earth Science	High School	Portland	REC/WTE		41
	12/15/2014	Chris Gage	Adult	Scarborough	REC/WTE	interested residents	3
	12/16/2014	Westbrook High Enviro Science	High School	Westbrook	REC/WTE		14

Presentations							
Total:	12/11/2014	Scarborough Middle School	7th grade	Scarborough		Blue Tarp Activity	138
283	12/12/2014	Scarborough Middle School	7th grade	Scarborough		Blue Tarp Activity	145

Outreach

Total:
0

Total for All Events: 398

Education and Outreach Data for FY15

ATTACHMENT B3

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY14 Total
Tours	44	33	186	279	404	115							1061
Presentations	43	58	561	302	257	283							1504
Events/Other	629	321	158	250	12	0							1370

Totals 716 412 905 831 673 398 0 0 0 0 0 0 3935

Education and Outreach Data for FY14

Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY13 Total
Tours	43	31	17	193	242	108	48	117	117	163	264	92	1435
Presentations	12	80	20	139	23	32	49	441	264	224	121	117	1522
Events/Other	299	512	414	248	75	130	250	8	407	676	120	494	3633
Totals	354	623	451	580	340	270	347	566	788	1063	505	703	6590

Location

Oct 1, 2013 - Dec 31, 2014

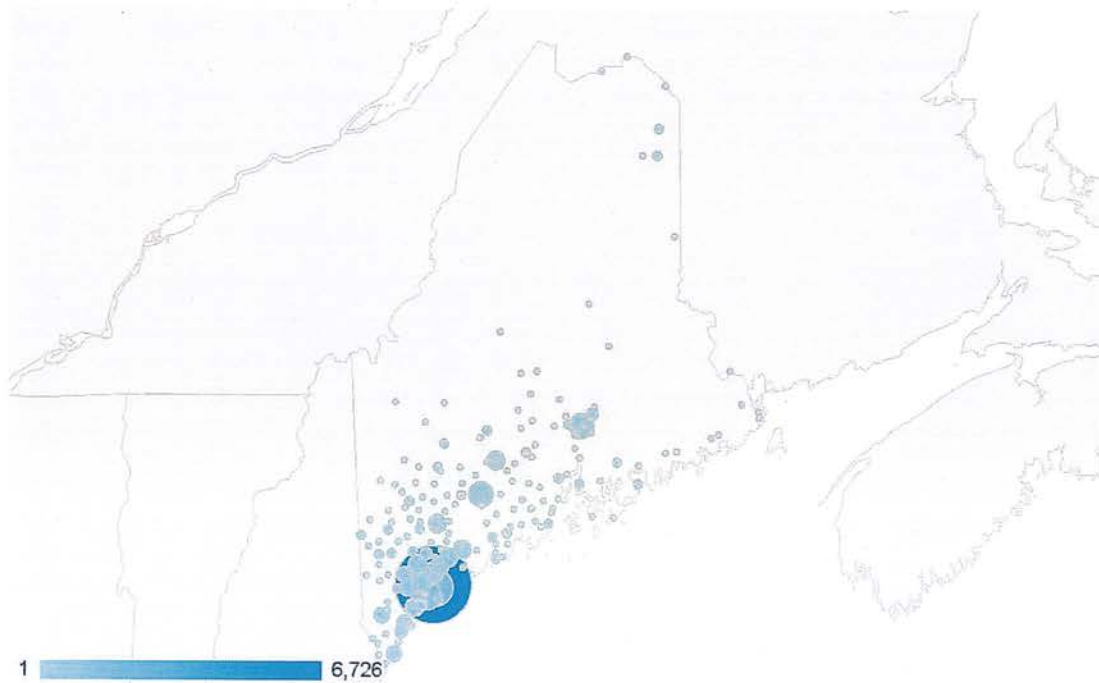
ALL » COUNTRY: United States » REGION: Maine

 All Sessions
42.98%

ATTACHMENT C1

Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19,079 % of Total: 42.98% (44,388)	68.36% Avg for View: 77.39% (-11.67%)	13,043 % of Total: 37.97% (34,353)	36.57% Avg for View: 54.56% (-32.97%)	3.37 Avg for View: 2.58 (30.71%)	00:02:38 Avg for View: 00:01:54 (38.93%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Portland	6,726 (35.25%)	58.79%	3,954 (30.32%)	34.73%	3.46	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. South Portland	1,405 (7.36%)	71.17%	1,000 (7.67%)	40.14%	3.24	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Scarborough	1,084 (5.68%)	69.46%	753 (5.77%)	29.98%	3.69	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Falmouth	855 (4.48%)	69.24%	592 (4.54%)	37.08%	3.05	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Gorham	682 (3.57%)	64.96%	443 (3.40%)	27.13%	3.95	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Bangor	603 (3.16%)	81.26%	490 (3.76%)	44.11%	2.86	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Augusta	597 (3.13%)	70.85%	423 (3.24%)	32.66%	3.61	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Windham	392 (2.05%)	76.79%	301 (2.31%)	36.48%	3.41	00:02:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Westbrook	380 (1.99%)	76.58%	291 (2.23%)	34.21%	3.43	00:02:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Saco	355 (1.86%)	70.70%	251 (1.92%)	41.13%	2.89	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)

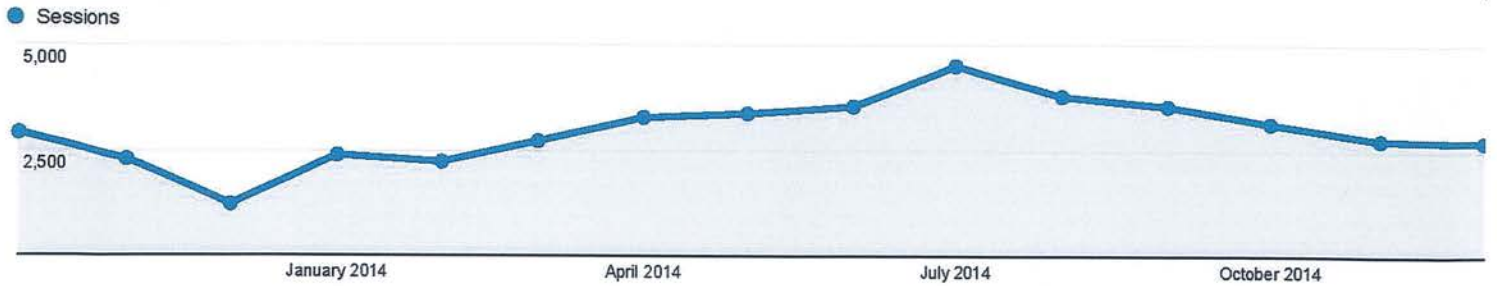
Audience Overview

Oct 1, 2013 - Dec 31, 2014

All Sessions
100.00%

ATTACHMENT C2

Overview



Sessions
44,388

Users
34,826

Pageviews
114,583

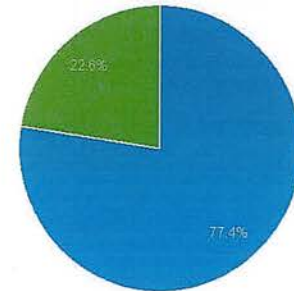
Pages / Session
2.58

Avg. Session Duration
00:01:54

Bounce Rate
54.56%

% New Sessions
77.39%

■ New Visitor ■ Returning Visitor



City	Sessions	% Sessions
1. Portland	6,726	15.15%
2. Boston	1,875	4.22%
3. Newton	1,576	3.55%
4. South Portland	1,405	3.17%
5. New York	1,141	2.57%
6. Scarborough	1,084	2.44%
7. (not set)	860	1.94%
8. Falmouth	855	1.93%
9. Gorham	682	1.54%
10. Buffalo	677	1.53%

ATTACHMENT D

To: ecomaine Recycling Committee
From: Frank Gallagher
Date: January 22, 2015
Re: ecomaine Education Grant Coverage

In connection with the ecomaine Education Grant program, we generated three clips.

These include:

1. "Portland Area Schools Get Grants From ecomaine," *The Forecaster*, Dec. 26, 2014
2. "Inside Bridgton - Keep the Scene Green," *Lakes Region Weekly*, Dec. 26, 2014
3. "Kids Take Lead in RSU23 Composting Program," *KeepMeCurrent.com* and *Sun Monthly*, Dec. 27, 2014.

Copies of these clips are available for review and can be emailed upon request.

ATTACHMENT E

Recycling Market Report FY15

Month	Element	Plastic					Other					WTE / Landfill Metal					Residue & Revenue Sharing Calc		
		#3-7 & Mixed Ridded	Colored HDPE	No 2 Nat HDPE	No 1 PET	ONP	OCC	Cans	Alum	Loose Metal	Glass	Rec Facilities Total	Post Burn	Mined (net of ash)	Total ecomaine	Tons Residue	Inbound Recycle Inc Tipping Fees*	% Residue	
July	Tons	3979	4408	2129	2216	2,179.21	1,028.31	84.95	21.60	8.22	310.30	3,760	235	774	4,769	233	4,110	5.67%	
	Rev/Ton	\$ 20.00	\$ 550.26	\$ 1,010.00	\$ 282.46	\$ 53.38	\$ 111.58	\$ 219.00	\$ 435.00	\$ 143.43	\$ -	\$ 83.26	\$ 88.36	\$ 10.00	\$ 71.62	\$ 44.00	\$ 76.93		
Aug	Tons	125	-	-	-	1,903	860	57	-	49	299	3,293	219	1,093	4,604	260	3,996	6.84%	
	Rev/Ton	\$ 21.49	\$ -	\$ -	\$ -	\$ 52.12	\$ 109.20	\$ 225.00	\$ -	\$ 234.31	\$ -	\$ 66.86	\$ 87.05	\$ 11.36	\$ 54.65	\$ 44.00	\$ 58.75		
Sept	Tons	77	20	20	20	2,020	855	60	-	14	270	3,357	442	1,028	4,827	214	3,610	5.91%	
	Rev/Ton	\$ 25.47	\$ 660.00	\$ 1,125.00	\$ 315.82	\$ 49.33	\$ 100.92	\$ 233.22	\$ -	\$ 60.68	\$ -	\$ 72.98	\$ 87.05	\$ 10.75	\$ 61.02	\$ 44.00	\$ 68.85		
Oct	Tons	108	(22)	-	-	1,909	841	105	-	5	262	3,209	229	967	4,404	231	3,833	6.02%	
	Rev/Ton	\$ 13.65	\$ 520.00	\$ -	\$ -	\$ 53.32	\$ 102.38	\$ 182.50	\$ -	\$ 145.00	\$ -	\$ 61.68	\$ 87.05	\$ 10.82	\$ 51.83	\$ 44.00	\$ 52.61		
Nov	Tons	37	20	20	20	1,893	829	65	-	12	198	3,095	363	775	4,233	190	3,376.03	5.64%	
	Rev/Ton	\$ 7.53	\$ 590.00	\$ 981.80	\$ 310.00	\$ 52.55	\$ 99.06	\$ 170.65	\$ -	\$ 114.06	\$ -	\$ 75.08	\$ 86.79	\$ 10.00	\$ 64.17	\$ 44.00	\$ 69.71		
Dec	Tons	79	21	22	-	2,290	976	84	-	5	212	3,689	312	675	4,676	228	4,230	5.40%	
	Rev/Ton	\$ 4.53	\$ 520.00	\$ 785.00	\$ -	\$ 51.85	\$ 98.37	\$ 170.00	\$ -	\$ 105.00	\$ -	\$ 70.04	\$ 83.75	\$ 11.06	\$ 62.44	\$ 44.00	\$ 62.02		
	Market Proj	\$ -	\$ 450	\$ 650	\$ 260	\$ 50	\$ 98	\$ 180	\$ -	\$ 110	\$ -	\$ 84	\$ 84	\$ 10	\$ -	\$ -	\$ -		
Jan	Tons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Feb	Tons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Mar	Tons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
April	Tons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
May	Tons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
June	Tons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	Rev/Ton	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
	Market Proj	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
YTD	Tons	466	84	84	63	12,194	5,390	456	22	93	1,552	20,403	1,800	5,311	27,514	1,355	22,955	5.90%	
	% Total Tons	2%	0%	0%	0%	60%	26%	2%	0%	0%	8%	100%	155,870	56,870	1,679,600	59,639	20,249		
	Rev	7,551	49,198	81,337	18,938	635,166	559,199	90,003	9,396	16,072	-	1,466,860	155,870	56,870	1,679,600	59,639	20,249		
	% Total Rev	1%	3%	6%	1%	43%	38%	6%	1%	1%	0%	100%	86,600	10,710	61,050		64,778		
	Rev/Ton	\$ 16.22	\$ 586.46	\$ 970.85	\$ 302.14	\$ 52.09	\$ 103.75	\$ 197.37	\$ 435.00	\$ 172.37	\$ -	\$ 71.90	\$ 86.60	\$ 10.71	\$ 61.05	\$ -	\$ 64.78		

* Excludes tip fees from Revenue Share

Neighborhood Recycling Monthly Totals

For the period: 7/1/2014 to 12/31/2014

Origin	Population	Town Tons	Town Tons -	Town Tons	Town Tons	Town MSW +	Town % Rec
		MSW	Rec Drop-Off	-Rec Curb	-Rec Total	Rec Total	
BRIDGTON	5,120	1,182.40	315.48	-	315.48	1,497.88	21.1%
CAPE ELIZABETH	9,178	1,325.68	616.84	-	616.84	1,942.52	31.8%
CASCO/NAPLES	7,188	1,075.79	209.65	-	209.65	1,285.44	16.3%
Casco Split (45%):		484.10	94.34	-	94.34	578.45	16.3%
Naples Split (55%):		591.68	115.31	-	115.31	706.99	16.3%
CUMBERLAND	7,762	664.07	-	483.61	483.61	1,147.68	42.1%
FALMOUTH	10,950	1,030.26	173.58	585.24	758.82	1,789.08	42.4%
FREEPORT	8,010	803.84	268.16	86.21	354.37	1,158.21	30.6%
GORHAM	15,183	1,218.84	151.12	508.37	659.49	1,878.33	35.1%
HARRISON	2,458	499.81	102.29	-	102.29	602.10	17.0%
HOLLIS	4,583	531.97	-	166.63	166.63	698.60	23.9%
LIMERICK	-	633.23	61.34	-	61.34	694.57	8.8%
LIMINGTON	3,822	798.32	54.11	-	54.11	852.43	6.3%
LIVERMORE FALLS	3,822	358.85	77.52	-	77.52	436.37	17.8%
LYMAN	4,155	586.47	137.21	-	137.21	723.68	19.0%
NORTH HAVEN	392	107.31	44.99	-	44.99	152.30	29.5%
NORTH YARMOUTH	3,485	344.86	-	200.30	200.30	545.16	36.7%
PARSONSFIELD	1,770	394.80	-	39.64	39.64	434.44	9.1%
PORTLAND	64,249	4,947.80	655.27	2,205.47	2,860.74	7,808.54	36.6%
POWNAI	1,610	99.78	-	73.68	73.68	173.46	42.5%
SACO	18,328	2,685.15	54.48	835.01	889.49	3,574.64	24.9%
SCARBOROUGH	18,604	2,859.10	315.11	1,098.74	1,413.85	4,272.95	33.1%
SOUTH PORTLAND	23,729	3,024.27	104.84	1,116.44	1,221.28	4,245.55	28.8%
STANDISH	9,946	1,550.76	304.45	-	304.45	1,855.21	16.4%
TRI-TOWN	4,403	810.64	93.31	-	93.31	903.95	10.3%
WATERBORO	7,247	981.67	218.16	-	218.16	1,199.83	18.2%
WINDHAM	15,988	1,135.90	81.47	717.41	798.88	1,934.78	41.3%
YARMOUTH	8,266	1,061.78	494.93	87.35	582.28	1,644.06	35.4%
Grand Total:	256,034	30,713.34	4,534.31	8,204.10	12,738.41	43,451.75	29.3%

Recycling Percent by Origin

