

Town	Nominee	Contact Info	Summary	Nominator	Contact Info
<b>Bridgton</b>	Bridgton Hospital	<a href="mailto:smithpam@bh.cmhc.org">smithpam@bh.cmhc.org</a> 647-6000	Programs reducing energy consumption material items; recycling initiatives	Martha Denison	<a href="mailto:martha_denison@yahoo.com">martha_denison@yahoo.com</a> 583-4858
<b>Cape Elizabeth</b>	Lisa Fernandes	<a href="mailto:hibernia33@gmail.com">hibernia33@gmail.com</a> 370-7697	Formed Portland Permaculture in 2005; is not paid; more than 900 members; integration of landscape, people & their needs	Susannah Sanfilippo	<a href="mailto:strawberrysusannah@gmail.com">strawberrysusannah@gmail.com</a>
	Lisa Fernandes	<a href="mailto:hibernia33@gmail.com">hibernia33@gmail.com</a> 370-7697	(See above)	Lori Power	<a href="mailto:powerdirtgirl@gmail.com">powerdirtgirl@gmail.com</a>
<b>Casco</b>	The Village Gift Barn	<a href="mailto:terri@thevillagegiftbarn.com">terri@thevillagegiftbarn.com</a> 627-7300	Gift shop founded in 2007 that uses reclaimed/reused/recycled material for their décor & displays In addition 30% of inventory is created from recycled materials	Joanne Legere	<a href="mailto:jote93@yahoo.com">jote93@yahoo.com</a> 627-3298
<b>Cornish</b>	Cornish Recycling Committee (Jack Bash, Chairman)	<a href="mailto:bash@gso.uri.edu">bash@gso.uri.edu</a>	Formed barely one year ago; moved silver bullet to better location; greet & explain event held at site; meet monthly; TV, newspaper ads, CDs, etc	Diane Harrington, (Town Clerk)	<a href="mailto:cornishmaine@roadrunner.com">cornishmaine@roadrunner.com</a> 625-4324
<b>Falmouth</b>	Peter Marlowe	none 781-3141	Town employee, Transfer Station 25 years; dedicated to recycling & excellent customer service has helped make Falmouth a top recycler	Jay Reynolds	<a href="mailto:jreynolds@town.falmouth.me.us">jreynolds@town.falmouth.me.us</a>

	Claudia King	<a href="mailto:seekingc@maine.rr.com">seekingc@maine.rr.com</a> 653-0318	Researched Town's emissions inventory & co-authored Town's Energy & Climate Action Plan; is renovating her home to be net zero efficient, gives tours, & is recoding progress for future use; member of Town's Green Ribbon Commission; advocate for other events, etc.	Deidre Conroy-Vella	<a href="mailto:dvella@maine.rr.com">dvella@maine.rr.com</a> 781-5081
	Falmouth H.S. Environmental Action Committee	<a href="mailto:gglick@fps.k12.me.us">gglick@fps.k12.me.us</a> 781-7429 Gary Glick, EAC Coordinator	20 students; solely responsible for school's recycling operation; put on assemblies/teach recyc; financed replacement of plastic utensils; stopped school from spraying harmful pesticides, etc	Gary Glick (EAC Coordinator)	<a href="mailto:gglick@fps.k12.me.us">gglick@fps.k12.me.us</a> 781-7429
	Tide Smart Realty	<a href="mailto:woodss@tidesmart.com">woodss@tidesmart.com</a> 828-4700 Steve Woods (owner)	2010 built 10,000 sq ft logistics center with energy effic design; exterior LED lights, heated by 1 hydronic furnace; roof & water reclamation pipes, 100 million tons of rock were blasted & recycled for other uses; solar panels, zero-sort recycling, etc	Maria Yeatman	<a href="mailto:yeatmanm@tidesmart.com">yeatmanm@tidesmart.com</a> 828-4700
<b>Freeport</b>	Wolf's Neck Farm	<a href="mailto:education@wolfsneckfarm.org">education@wolfsneckfarm.org</a> 865-4469	Practices & teaches about sustainable agriculture & conservation; via schools, summer camp (500); educational exhibits; reaches 1000s each year	Liz Brownlee	<a href="mailto:liz.brownlee@yahoo.com">liz.brownlee@yahoo.com</a> 258-5217
	Gritty McDuff's	<a href="mailto:thomas@grittys.com">thomas@grittys.com</a> 772-2739, ext 104 (Thomas Wilson)	Sends spent grain to local farm; solar heating system & nat gas	Nathan DesJardins/ Freeport Recycling Comm	<a href="mailto:Nathand@gmail.com">Nathand@gmail.com</a>

	Freeport Community Library	Fclcfreeportlibrary.com (??) 865-3307	Installed a grid-tied solar elec system (enough to power two homes) & thermal blinds to lower CO2 emissions; hosted Energy Day event	Jen Hatch	<a href="mailto:jen@RevisionEnergy.com">jen@RevisionEnergy.com</a> 221-6342
<b>Gorham</b>	Nappi Distributors	<a href="mailto:EAlcott@nappidistributors.com">EAlcott@nappidistributors.com</a> 887-8200	Built new warehouse with improved efficiency: T7 lighting, high efficiency nat gas heating, strong internal recycling program	Matthew Robinson Town Council Chairman	<a href="mailto:smpmatt@yahoo.com">smpmatt@yahoo.com</a> 839-7101
<b>Gray</b>	Mark Collins	N/A 657-6880	The Bottle Barn; takes time to separate misplaced recyclables and trash; selected as nominee 2 HS classes as model business	Gray Solid Waste & Recycling Committee and Karen Licht (G-NG HS)	<a href="mailto:petethoits@maine.rr.com">petethoits@maine.rr.com</a> 773-2060 <a href="mailto:klicht@msad15.org">klicht@msad15.org</a>
<b>Harpswell</b>	Donna Frisoli	<a href="mailto:htv14@harpswelltv.org">htv14@harpswelltv.org</a> 833-2363	TV 14 program mgr; helped Girl Scouts create recycling/green video; created 7-min educational outreach video for Town recycling ctr; each video reached 5,000	Town Selectmen	<a href="mailto:harpswell@town.harpswell.me.us">harpswell@town.harpswell.me.us</a> 833-5771
<b>Hollis</b>	Tootsie Johnson & Deanie Bissonette	N/A 727-3479	Started a free community clothing exchange	Missi Labbe	<a href="mailto:labbe@ecomaine.org">labbe@ecomaine.org</a> 773-1738
<b>Jay</b>	Tim Demillo, Todd Hiscock, John Johnson, & Warren Bryant	<a href="mailto:jhighway@jay-maine.org">jhighway@jay-maine.org</a> 897-6785	Committee researched single sort; convinced employees & town; expecting budget decrease of \$300,000 first year	Ruth Cushman Twn Mgr	<a href="mailto:jmanager@jay-maine.org">jmanager@jay-maine.org</a> 897-6785
<b>Monmouth</b>	Trudie Lee	not provided	Transfer station employee; used town compost to beautify the Trans sta with flowers/plants; explains recycling procedure to citizens	Herbert Whittier	<a href="mailto:hwhittier@fairpoint.net">hwhittier@fairpoint.net</a> 592-2324





	Keith Lindquist	<a href="mailto:keith.lindquist@mfgmaine.com">keith.lindquist@mfgmaine.com</a>	Maine Manufacturing, est 2007; single stream dumpsters; recycle 200-250 cubic feet paper & production waste per week; use scrap paper for note pads; recycles printer cartridges & bottles for charity; reduced waste by 50%	Craig Cunningham	<a href="mailto:craig.cunningham@mfgmaine.com">craig.cunningham@mfgmaine.com</a> 866-736-1250, ext 1003
<b>Scarborough</b>	Closest Closet	<a href="mailto:joanna@closestcloset.com">joanna@closestcloset.com</a>	Free on-line site for borrowing, lending, re-use, recycle, etc	Barbara Foss	<a href="mailto:bfoss2@maine.rr.com">bfoss2@maine.rr.com</a> 934-4133
		590-0238 (Joanne Bassinger)			
	Scarborough Rotary Club	<a href="mailto:scarboroughrotary@maine.rr.com">scarboroughrotary@maine.rr.com</a> 883-0040 (Richard Murphy, Pres)	Hosted, w/town, an electronics drop-off for 4 hrs on Oct 30th; no fee, but collected donations for rotary projects; not limited to Scarborough residents	Michael Shaw	<a href="mailto:mshaw@scarborough.me.us">mshaw@scarborough.me.us</a> 730-4400
	Mark Follansbee (A)	<a href="mailto:WormMainea@maine.rr.com">WormMainea@maine.rr.com</a>	Practices energy efficiency & sustainability in all aspects at home; developed a worm composting company & launched a website with free info & blog; speaks to Girl Scouts, groups, schools; serves on Scar Energy Comm; member of Land Trust	Alberta Follansbee	<a href="mailto:afollans@maine.rr.com">afollans@maine.rr.com</a> 885-9286
		885-9745			
	Mark Follansbee (B)	<a href="mailto:WormMainea@maine.rr.com">WormMainea@maine.rr.com</a>	PhD-toxicologist; Tech Program Mgr, Environmental Science Ctr of Syracuse Research Corp; also teaches at USM; volunteers for several green orgs; (and see above)	Paul Austin	<a href="mailto:nonesuch@gwi.net">nonesuch@gwi.net</a> 885-6050
		885-9745			

<b>South Portland</b>	Sarah Foster	<a href="mailto:foster@spsd.org">foster@spsd.org</a>	Maintains compost bin in her	Susan Morneault	<a href="mailto:morneasu@spsd.org">morneasu@spsd.org</a>
		799-4845 (work)	elem classroom; asks kids to		799-4845
			bring in foods with little or no		
			packaging & not to use paper		
			plates; taches same at a summer		
			camp; wrote school play, etc		
	Sara Foster	<a href="mailto:FosterSa@spsd.org">FosterSa@spsd.org</a>	Dyer Elementary	Maxine Beecher	<a href="mailto:mbeecher@maine.rr.com">mbeecher@maine.rr.com</a>
		773-2209 (home)	(see above)		799-8888
	Enrico Perruzzi	<a href="mailto:Eperruzzi@southportland.org">Eperruzzi@southportland.org</a>	Senior Park Maintainer for SoPo &	Maxine Beecher	<a href="mailto:mbeecher@maine.rr.com">mbeecher@maine.rr.com</a>
		799-5760	Sports Turf Mgr for Wainwright		799-8888
			Recreation Fields (SoPo)-150 acres		
			w/25 acres of athletic fields;		
			switched to organic management		
<b>Standish</b>	Louis Stack	<a href="mailto:loustack@roadrunner.com">loustack@roadrunner.com</a>	Rte 113 Corridor Committee	Mary Chapman	<a href="mailto:standishtownclerk@roadrunner.com">standishtownclerk@roadrunner.com</a>
	Philip Pomerleau	892-4282	working to re-establish RR;		642-4678
	Mike Shaw		work with 4 other communities;		
			spend 1 day removing litter from		
			Standish to Fryeburg annually		
<b>Windham</b>	Energy Awareness	<a href="mailto:jgulnick@sjcme.edu">jgulnick@sjcme.edu</a>	Energy curriculum created	Jeanne Gulnick	<a href="mailto:jgulnick@sjcme.edu">jgulnick@sjcme.edu</a>
	Partnership	893-7977	between St. Joseph's College		893-7977
			& Windham Middle School		
<b>Yarmouth</b>	Bruce's Burrito's	<a href="mailto:erinbruns@gmail.com">erinbruns@gmail.com</a>	Restaurant; replaced Styrofoam	Yarmouth Recycling	<a href="mailto:estreet@yarmouth.me.us">estreet@yarmouth.me.us</a>
		846-6330	containers with compostible;	Committee	846-2401
		Bruce Luttrell & Erin Bruns	recycling-inc. rinsed cans-taken		
			to Transfer Sta.; returnables are		
			donated to schools		

## eco-Excellence Comparison

2010 vs. 2011

Municipalities with nominations: 36 /24

Municipalities with winners: 35/24

**Number of Business Awards: 10**

Number of framed awards presented: 38/39+

Fleece: 80 jackets distributed/**approximately 89**

Attendance: 108 (not including five staff)/ **anticipate +/- 89**

<u>Date</u>	<u>Municipalities</u>	<u>Framed Awards</u>	<u>Attendance</u>	
3/16/06	11	12	N/A*	(*individual town presentations)
4/24/07	21	21	35	
3/18/08	26	31	90	
3/24/09	30	33	90	
3/16/10	35	38	108	
<b>3/22/11</b>	<b>24</b>	<b>39</b>		

### Municipalities without nominations:

#### Owner communities:

Cumberland  
Harrison  
Limington  
Lyman  
North Yarmouth  
Ogunquit  
Waterboro

#### Contract communities:

Andover  
Baldwin  
Hiram  
Livermore Falls  
Manchester  
Naples  
North Haven  
Poland  
Porter  
Wayne



Fiscal Year Recycling Tons & Revenues 2009-2010

	#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 tonnage minus Post Burn		Net Revenue			
	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value	Tons	Value		
July	1602.26	\$64,539	639.30	\$44,509	0.00	\$0	47.33	\$12,757	25.62	\$4,740	25.62	\$4,740	0.00	\$0	44.93	\$8,972	14.68	\$6,972	96.90	\$0	8.65	\$952	0.00	\$0	68.86	\$389	2548.53	\$159,779	100.23	\$4,410	4.04%	\$155,369
		\$ Per Ton	\$53	\$70	\$0	\$0	\$270	\$185	\$185	\$185	\$0	\$0	\$0	\$0	\$65	\$611	\$0	\$0	\$0	\$0	\$110	\$0	\$0	\$6	\$6	\$6	\$6	\$6	\$6	\$6	\$6	
August	1502.22	\$94,292	636.21	\$41,196	42.40	\$17,280	19.90	\$5,771	20.93	\$4,186	20.93	\$4,186	89.23	\$756	44.33	\$3,325	0.00	\$0	101.64	\$0	27.59	\$2,471	0.00	\$0	73.03	\$805	2557.48	\$170,082	83.72	\$3,684	3.37%	\$166,398
		\$ Per Ton	\$63	\$65	\$408	\$290	\$200	\$8	\$200	\$200	\$200	\$200	\$200	\$200	\$75	\$75	\$0	\$0	\$0	\$0	\$90	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$11	\$11
September	1558.79	\$110,047	648.95	\$53,249	18.34	\$9,097	22.13	\$6,750	22.01	\$3,790	22.01	\$3,790	20.21	\$4,418	42.08	\$3,325	0.00	\$0	105.05	\$0	40.20	\$2,471	0.00	\$0	213.16	\$6,635	2690.92	\$200,563	103.22	\$4,542	4.17%	\$196,021
		\$ Per Ton	\$71	\$82	\$496	\$305	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$172	\$105	\$105	\$0	\$0	\$0	\$0	\$159	\$31	\$31	\$31	\$31	\$31	\$31	\$31	\$31	\$31	\$31	\$31
October	1622.04	\$124,242	581.66	\$46,848	19.44	\$10,229	21.28	\$7,719	23.43	\$4,217	23.43	\$4,217	20.00	\$4,005	43.54	\$3,661	0.00	\$0	103.36	\$0	8.91	\$810	0.00	\$0	177.34	\$5,382	2629.00	\$218,907	88.78	\$3,906	3.62%	\$215,001
		\$ Per Ton	\$77	\$81	\$626	\$363	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$180	\$132	\$132	\$0	\$0	\$0	\$0	\$91	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47
November	1698.81	\$133,980	503.11	\$40,156	20.39	\$10,705	22.42	\$8,524	21.08	\$4,005	21.08	\$4,005	22.42	\$4,005	43.54	\$3,661	0.00	\$0	73.68	\$0	3.70	\$321	0.00	\$0	291.96	\$14,369	2717.23	\$216,935	94.68	\$4,166	3.90%	\$212,769
		\$ Per Ton	\$79	\$80	\$525	\$380	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$190	\$28	\$28	\$0	\$0	\$0	\$0	\$87	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$49	\$49
December	1746.44	\$145,645	535.55	\$42,199	22.69	\$11,118	22.69	\$7,012	22.69	\$7,012	22.69	\$7,012	21.90	\$7,380	62.48	\$5,888	0.00	\$0	81.04	\$0	5.44	\$588	0.00	\$0	194.77	\$8,200	2622.362	\$222,362	112.14	\$4,934	4.49%	\$217,428
		\$ Per Ton	\$83	\$79	\$490	\$316	\$316	\$316	\$316	\$316	\$316	\$316	\$316	\$316	\$118	\$118	\$0	\$0	\$0	\$0	\$108	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42
January	1508.50	\$122,855	674.02	\$72,263	22.34	\$11,304	22.34	\$20,802	22.34	\$20,802	22.34	\$20,802	20.03	\$12,765	65.46	\$7,215	0.00	\$0	83.11	\$0	8.76	\$876	0.00	\$0	165.48	\$7,400	2610.59	\$248,635	107.65	\$4,737	4.40%	\$243,898
		\$ Per Ton	\$81	\$107	\$506	\$331	\$331	\$331	\$331	\$331	\$331	\$331	\$331	\$331	\$195	\$195	\$0	\$0	\$0	\$0	\$119	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45	\$45
February	1335.55	\$111,083	462.56	\$65,237	21.10	\$10,867	21.10	\$7,012	21.10	\$7,012	21.10	\$7,012	41.69	\$8,151	62.48	\$5,888	14.29	\$7,215	80.19	\$0	3.85	\$356	0.00	\$0	158.07	\$8,588	2179.34	\$217,949	82.91	\$3,648	4.10%	\$214,301
		\$ Per Ton	\$83	\$141	\$515	\$286	\$286	\$286	\$286	\$286	\$286	\$286	\$286	\$286	\$196	\$196	\$505	\$505	\$0	\$0	\$92	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54
March	1738.40	\$161,460.48	549.11	\$82,528.00	21.19	\$11,820.22	21.19	\$27,880.00	21.19	\$27,880.00	21.19	\$27,880.00	20.30	\$12,923.20	63.04	\$7,215	0.00	\$0	122.85	\$0	10.84	\$1,041	0.00	\$0	248.65	\$13,313.05	2816.96	\$313,110	156.14	\$6,870	6.08%	\$306,240
		\$ Per Ton	\$93	\$175	\$558	\$470	\$470	\$470	\$470	\$470	\$470	\$470	\$470	\$470	\$292	\$292	\$0	\$0	\$0	\$0	\$141	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54	\$54
April	1726.64	\$147,708.69	572.38	\$82,528.00	20.01	\$12,726.36	20.01	\$7,012	20.01	\$7,012	20.01	\$7,012	20.38	\$12,923.20	63.04	\$7,215	10.45	\$5,277.25	133.06	\$0	71.44	\$688	0.00	\$0	180.97	\$10,414.83	2767.41	\$283,305	238.05	\$10,474	9.20%	\$272,831
		\$ Per Ton	\$86	\$144	\$636	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$505	\$505	\$0	\$197	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58
May	1464.61	\$126,515.23	579.04	\$80,149.33	21.49	\$12,984.00	21.49	\$7,012	21.49	\$7,012	21.49	\$7,012	20.66	\$12,984.00	63.04	\$7,215	0.00	\$0	124.78	\$0	55.74	\$557	0.00	\$0	180.68	\$10,062.39	2492.42	\$258,641	141.86	\$6,242	6.14%	\$252,400
		\$ Per Ton	\$86	\$138	\$600	\$560	\$560	\$560	\$560	\$560	\$560	\$560	\$560	\$560	\$560	\$560	\$0	\$0	\$0	\$0	\$156	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56
June	2024.13	\$140,070.84	722.55	\$89,471.40	21.85	\$13,438.05	21.85	\$7,012	21.85	\$7,012	21.85	\$7,012	20.52	\$13,438.05	63.04	\$7,215	0.00	\$0	157.45	\$0	53.47	\$534	0.00	\$0	98.11	\$5,552.67	3180.20	\$269,720	198.78	\$8,746	6.45%	\$260,974
		\$ Per Ton	\$69	\$124	\$615	\$340	\$340	\$340	\$340	\$340	\$340	\$340	\$340	\$340	\$340	\$340	\$340	\$0	\$0	\$0	\$151	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57	\$57
TOTAL TONNAGE	19,528.39	\$7,104,44	7,104.44	\$251.24	251.24	\$251.24	239.92	\$340.16	239.92	\$340.16	239.92	\$340.16	494.79	\$50.61	494.79	\$50.61	1,263.11	\$298.59	1,263.11	\$298.59	298.59	\$298.59	298.59	\$298.59	2,051.08	\$2,051.08	31,882.58	\$1,508.16	1,508.16	\$4.73%	\$2,713,631	
TOTAL REVENUE	\$1,502,438	\$754,127	\$754,127	\$131,478	\$131,478	\$131,478	\$92,178	\$92,178	\$92,178	\$92,178	\$92,178	\$92,178	\$65,261	\$65,261	\$65,261	\$65,261	\$29,972	\$29,972	\$29,972	\$29,972	\$45,343	\$45,343	\$45,343	\$94,111	\$94,111	\$2,779,990	\$66,359	\$66,359	\$66,359	\$66,359		

**ecomaine Neighborhood Recycling Monthly Totals For  
January 01, 2011 Through January 31, 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>	5,120	164.53	35.69		35.69	200.22	17.83%
<b>Cape Elizabeth</b>	9,178	197.98	94.29		94.29	292.27	32.26%
<b>Casco</b>	3,690	69.51	13.67		13.67	83.18	16.43%
<b>Cumberland</b>	7,762	117.04	0.00	61.30	61.30	178.34	34.37%
<b>Falmouth</b>	10,950	156.64	96.31	46.19	142.50	299.14	47.64%
<b>Freeport</b>	8,010	136.08	48.33		48.33	184.41	26.21%
<b>Gorham</b>	15,183	180.22	22.18	83.44	105.62	285.84	36.95%
<b>Harrison</b>	2,458	64.81	12.49		12.49	77.30	16.16%
<b>Hollis</b>	4,583	68.36	0.00	20.92	20.92	89.28	23.43%
<b>Limington</b>	3,822	103.72	9.05		9.05	112.77	8.03%
<b>Livermore Falls</b>	3,222	73.79	15.14		15.14	88.93	17.02%
<b>Lyman</b>	4,155	78.80	18.76		18.76	97.56	19.23%
<b>Naples</b>	3,498	83.25	16.71		16.71	99.96	16.72%
<b>No. Yarmouth</b>	3,485	44.11	0.00	32.99	32.99	77.10	42.79%
<b>Ogunquit</b>	1,286	31.42	4.85		4.85	36.27	13.37%
<b>Parsonsfield</b>	1,770	57.56	0.00	5.71	5.71	63.27	9.02%
<b>Portland</b>	64,249	780.03	86.81	305.41	392.22	1172.25	33.46%
<b>Pownal</b>	1,610	12.95	0.00	10.23	10.23	23.18	44.13%
<b>Saco</b>	18,328	367.41	0.92	119.06	119.98	487.39	24.62%
<b>Scarborough</b>	18,604	399.63	50.27	155.02	205.29	604.92	33.94%
<b>S. Portland</b>	23,729	441.63	20.82	154.04	174.86	616.49	28.36%
<b>Standish</b>	9,946	215.72	47.37		47.37	263.09	18.01%
<b>Tri-Town</b>	4,403	106.77	8.56		8.56	115.33	7.42%
<b>Waterboro</b>	7,247	156.16	40.37		40.37	196.53	20.54%
<b>Windham</b>	15,988	172.39	9.18	108.78	117.96	290.35	40.63%
<b>Yarmouth</b>	8,266	170.34	94.01		94.01	264.35	35.56%
		4,450.85	745.78	1,103.09	1,848.87	6,299.72	29.35%

**ecomaine Neighborhood Recycling Year to Date Totals For  
July 1, 2010 Through January 31, 2011**

Town	Town Tons-MSW To Date	Town Tons-Rec Drop off To Date	Town Tons-Rec Curb To Date	Town Tons-Rec Total To Date	Town Total MSW+Rec	Town % Rec To Date
Bridgton	1425.27	386.73	0.00	386.73	1812.00	21.34%
Cape Elizabeth	1547.15	786.35	0.00	786.35	2333.50	33.70%
Casco	551.65	133.13	0.00	133.13	684.78	19.44%
Cumberland	942.73	0.00	524.28	524.28	1467.01	35.74%
Falmouth	1212.68	590.70	446.21	1036.91	2249.59	46.09%
Freeport	1000.89	330.34	0.00	330.34	1331.23	24.81%
Gorham	1262.95	141.07	598.98	740.05	2003.00	36.95%
Harrison	580.03	130.32	0.00	130.32	710.35	18.35%
Hollis	561.50	0.00	183.31	183.31	744.81	24.61%
Limington	928.55	65.50	0.00	65.50	994.05	6.59%
Livermore Falls	470.96	124.93	0.00	124.93	595.89	20.97%
Lyman	657.20	139.08	0.00	139.08	796.28	17.47%
Naples	672.33	162.70	0.00	162.70	835.03	19.48%
No. Yarmouth	337.94	0.00	275.37	275.37	613.31	44.90%
Ogunquit	405.09	51.38	0.00	51.38	456.47	11.26%
Parsonsfield	412.99	0.00	53.33	53.33	466.32	11.44%
Portland	5909.78	703.18	2393.58	3096.76	9006.54	34.38%
Pownal	100.59	0.00	95.31	95.31	195.90	48.65%
Saco	3011.28	84.21	989.01	1073.22	4084.50	26.28%
Scarborough	3204.57	446.88	1213.98	1660.86	4865.43	34.14%
S. Portland	3653.97	175.13	1311.58	1486.71	5140.68	28.92%
Standish	1794.36	389.76	0.00	389.76	2184.12	17.85%
Tri-Town	954.20	58.06	0.00	58.06	1012.26	5.74%
Waterboro	1092.20	334.47	0.00	334.47	1426.67	23.44%
Windham	1263.51	77.33	877.74	955.07	2218.58	43.05%
Yarmouth	1339.73	631.28	0.00	631.28	1971.01	32.03%
	35,294.10	5,942.53	8,962.68	14,905.21	50,199.31	29.69%

ecomaine  
 RECYCLING TOTALS

	1991/92	1992/93	1993/94	1994/95	1995/96	1996/97	1997/98	1998/99	1999/00	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	
<b>July</b>	287.96	323.48	496.67	533.59	593.37	667.46	666.77	732.22	1,085.76	1,174.28	1,439.83	1,392.49	1,670.01	1,536.03	1,801.55	1,963.92	2,212.79	2,776.35	2,743.86	3,211.52	
<b>YTD</b>	287.96	323.48	496.67	533.59	593.37	667.46	666.77	732.22	1,085.76	1,174.28	1,439.83	1,392.49	1,670.01	1,536.03	1,801.55	1,963.92	2,212.79	2,776.35	2,743.86	3,211.52	
<b>August</b>	283.48	349.92	507.49	632.76	669.37	716.80	631.03	681.37	1,160.65	1,335.45	1,549.36	1,380.26	1,611.16	1,725.95	2,157.27	2,285.15	2,394.69	2,729.66	2,605.20	3,219.21	
<b>YTD</b>	571.44	673.40	1,004.16	1,166.35	1,262.74	1,384.26	1,297.80	1,413.59	2,246.41	2,509.73	2,989.19	2,772.75	3,281.17	3,261.98	3,958.82	4,249.07	4,607.48	5,506.01	5,349.06	6,430.73	
<b>September</b>	281.94	374.41	546.27	606.30	660.45	682.07	741.43	827.63	1,175.35	1,217.37	1,474.21	1,420.08	1,836.76	1,742.24	2,117.62	2,078.68	2,045.61	2,866.29	2,718.77	3,097.71	
<b>YTD</b>	853.38	1,047.81	1,550.43	1,772.65	1,923.19	2,066.33	2,039.23	2,241.22	3,421.76	3,727.10	4,463.40	4,192.83	5,117.93	5,004.22	6,076.44	6,327.75	6,653.09	8,374.30	8,067.83	9,528.44	
<b>October</b>	325.51	339.49	516.48	608.88	677.03	730.60	693.07	772.33	1,013.54	1,290.35	1,998.15	1,667.28	1,800.58	1,593.15	1,993.01	2,294.74	2,357.24	2,783.06	2,796.23	3,015.68	
<b>YTD</b>	1,178.89	1,387.30	2,066.91	2,381.53	2,600.22	2,796.93	3,013.55	3,013.55	4,435.30	5,017.45	6,461.55	5,860.11	6,918.51	6,597.37	8,069.45	8,622.49	9,010.33	11,157.36	10,864.06	12,544.12	
<b>November</b>	281.68	337.00	543.15	626.32	688.18	688.07	621.13	824.11	1,146.92	1,316.17	1,750.31	1,596.47	1,483.24	1,744.19	2,198.55	2,277.91	2,256.00	2,333.81	2,662.58	3,050.05	
<b>YTD</b>	1,460.57	1,724.30	2,610.06	3,007.85	3,288.40	3,485.00	3,353.43	3,837.66	5,582.22	6,333.62	8,211.86	7,456.58	8,401.75	8,341.56	10,268.00	10,900.40	11,266.33	13,491.17	13,526.64	15,594.17	
<b>December</b>	321.02	388.94	514.09	599.10	683.42	806.53	795.31	834.70	1,178.45	1,341.32	1,764.33	1,841.63	1,919.08	1,936.94	2,256.75	2,166.13	2,362.55	2,937.11	3,158.21	3,139.40	
<b>YTD</b>	1,781.59	2,113.24	3,124.15	3,606.95	3,971.82	4,291.53	4,148.74	4,672.36	6,760.67	7,674.94	9,976.19	9,298.21	10,320.83	10,278.50	12,524.75	13,066.53	13,628.88	16,428.28	16,684.85	18,733.57	
<b>January</b>	271.05	359.99	444.28	557.29	608.08	632.55	606.67	673.01	909.51	1,367.61	1,707.27	1,765.43	1,467.16	1,657.08	2,114.52	2,068.29	2,564.76	2,441.23	2,685.89	2,572.04	
<b>YTD</b>	2,052.64	2,473.23	3,568.43	4,164.24	4,579.90	4,924.08	4,755.41	5,345.37	7,670.18	9,042.55	11,683.46	11,063.64	11,787.99	11,935.58	14,639.27	15,134.82	16,193.64	18,869.51	19,370.74	21,305.61	
<b>February</b>	244.13	310.62	464.59	451.68	523.30	619.28	605.88	616.02	945.88	1,084.71	1,547.84	1,395.61	1,394.75	1,497.44	1,689.38	1,633.72	2,139.22	2,078.44	2,286.95	0.00	
<b>YTD</b>	2,296.77	2,783.85	4,033.02	4,615.92	5,103.20	5,543.36	5,361.29	5,961.39	8,616.06	10,127.26	13,231.30	12,459.25	13,182.74	13,433.02	16,328.65	16,768.54	18,332.86	20,947.95	21,657.69	21,305.61	
<b>March</b>	275.97	436.63	512.53	570.16	584.39	616.62	671.88	751.34	1,062.77	1,098.41	1,459.30	1,572.04	1,629.24	1,774.99	2,016.88	1,823.79	2,258.34	2,354.49	2,907.84	0.00	
<b>YTD</b>	2,572.74	3,220.48	4,545.55	5,186.08	5,687.59	6,159.98	6,033.17	6,712.73	9,678.83	11,225.67	14,690.60	14,031.29	14,811.98	15,208.01	18,345.53	18,592.33	20,591.20	23,302.44	24,565.53	21,305.61	
<b>April</b>	319.29	517.14	549.15	538.63	667.71	676.79	671.45	752.00	1,000.57	1,220.48	1,638.89	1,710.90	1,524.35	1,627.25	1,831.65	1,871.62	2,363.75	2,395.67	2,875.88	0.00	
<b>YTD</b>	2,892.03	3,737.62	5,094.70	5,724.71	6,355.30	6,836.77	6,704.62	7,464.73	10,679.40	12,446.15	16,329.49	15,742.19	16,336.33	16,835.26	20,177.18	20,463.95	22,954.95	25,698.11	27,441.41	21,305.61	
<b>May</b>	315.59	488.88	547.91	671.66	698.84	639.03	707.09	765.11	1,193.95	1,311.08	1,714.14	1,732.85	1,576.35	1,877.96	2,224.46	2,279.00	2,516.52	2,279.50	2,791.10	0.00	
<b>YTD</b>	3,207.62	4,226.50	5,642.61	6,396.37	7,054.14	7,475.80	7,411.71	8,229.84	11,873.35	13,757.23	18,043.63	17,475.04	17,912.68	18,713.22	22,401.64	22,742.95	25,471.47	27,977.61	30,232.51	21,305.61	
<b>June</b>	352.14	523.69	583.87	654.97	624.78	660.55	752.80	807.31	1,234.16	1,348.20	1,453.10	1,783.82	1,683.84	2,020.91	2,207.89	2,140.94	2,459.61	2,727.78	3,167.65	0.00	
<b>Total</b>	3,559.76	4,750.19	6,226.48	7,051.34	7,678.92	8,136.35	8,164.51	9,037.15	13,107.51	15,105.43	19,496.73	19,258.86	19,596.52	20,734.13	24,609.53	24,883.89	27,931.08	30,705.39	33,400.16	21,305.61	
																				35,755.91	
																					Projected year end total

# Web Site Analytics

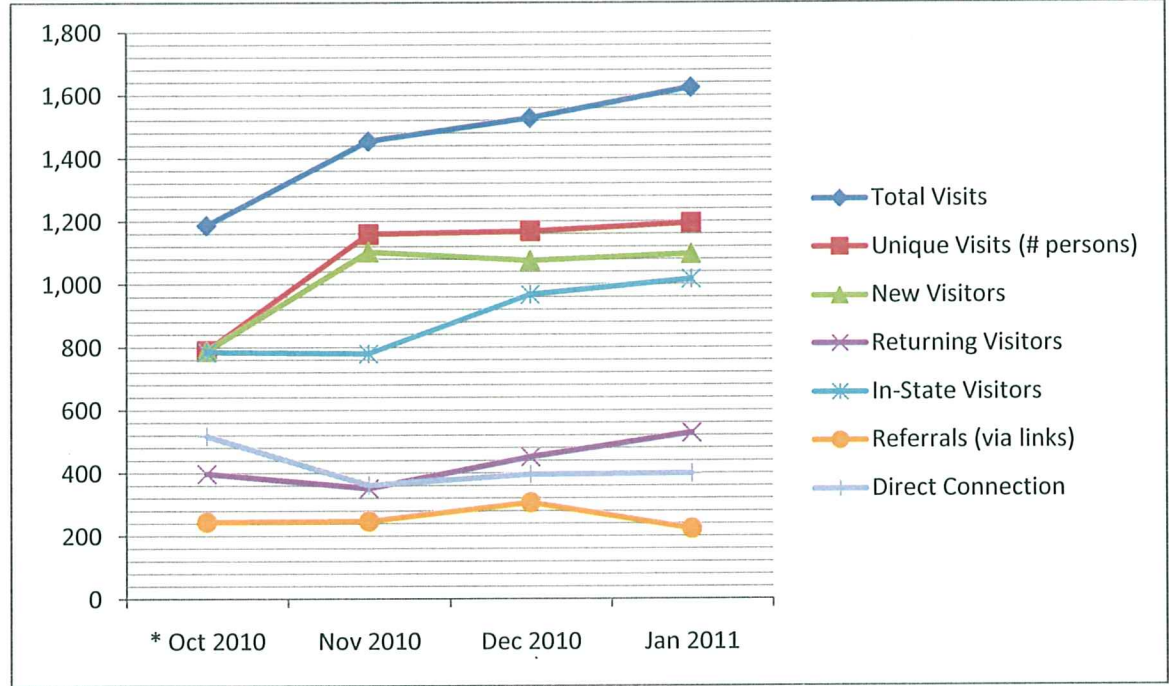
	* Oct 2010	Nov 2010	Dec 2010	Jan 2011		
<b>Total Visits</b>	1,189	1,456	1,529	1,626		
<b>Unique Visits (# persons)</b>	790	1,160	1,169	1,195		
<b>New Visitors</b>	790	1,104	1,077	1,098		
<b>Returning Visitors</b>	399	352	452	528		
<b>In-State Visitors</b>	786	781	969	1,018		
<b>Referrals (via links)</b>	246	248	307	224		
<b>Direct Connection</b>	519	362	397	400		
<b>Average Time On Site (min)</b>	1:51	2:21	2:17	2:25		
<b>Average # Pages Viewed</b>	2.86	3.41	3.35	3.48		
<b>Top 5 Pages (excluding index)</b>	1=most popular					
Recycling	1	1	1	1		
WTE (Electric Generation)	2	2	3	3		
About Us	3	3	2	2		
Contact Info	4	5		4		
Stats/Annual Reports	5		5	5		
Jobs		4	4			

# 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

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



# A Zero Waste Program to Reduce Unwanted Mail & Phone Books



# About Catalog Choice

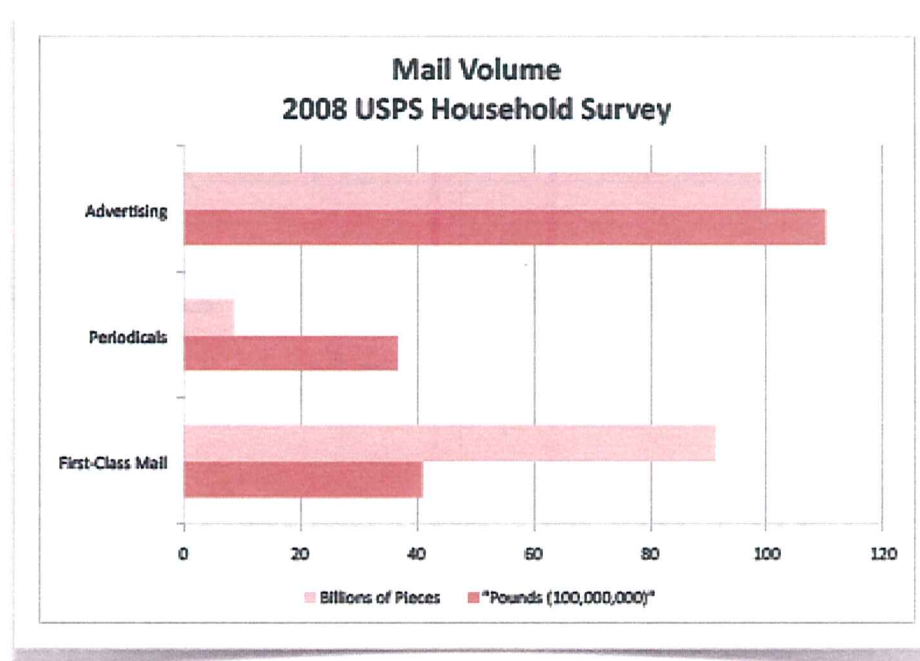
- Largest independent preference registry in U.S.
- 1.2 million household and local business member accounts
- 18 million mail opt-out choices processed
- 3,100 companies currently supported (and increasing daily)
- Includes all forms of advertising mail and phone books
- Enable Fair Information Practice principles of Notice & Choice
- Broad industry support
- 501(c)3 non-profit corporation



# Advertising Mail & Phonebooks

## There is a lot of unsolicited paper

- Ad Mail: 100 billion pieces / 11 billion pounds delivered in U.S. in 2008. That equals 900 pieces / 100 pounds for every household. Only 40% is recycled.
- Phone books: 660,000 tons enter the waste stream annually. Only 20% are recycled.





# Why Do State & Local Governments Care?

- Carry the cost burden for collection & disposal
- Responsible for waste management solutions
- Can achieve financial savings in Year 1 and thereafter ([see ROI Analysis](#))
- Measurable Results toward Zero Waste & Climate Action Plan goals
- Benefit from citizen engagement

# Launching Catalog Choice for Communities

- National launch March 8, 2011 with:
  - Marion County, OR (Salem region)
  - Berkeley
  - Kansas City (Sponsor: Keep America Beautiful)
  - Chicago
  - Tompkins County, NY (Ithaca region)



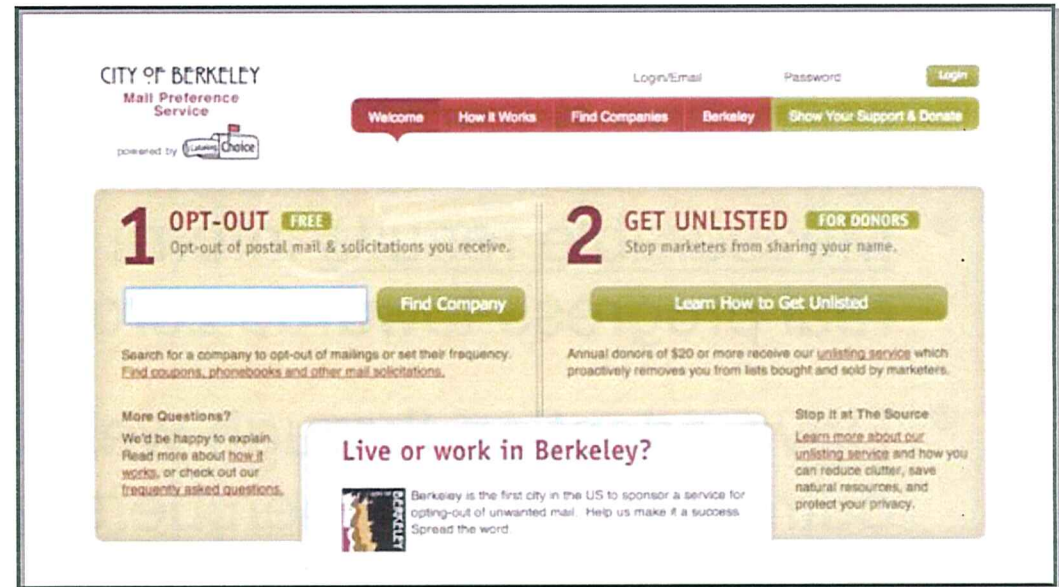
# How do we make it work?

- Lower transaction cost so that it is feasible to opt-out and stop unwanted mail and phonebooks at the source
- Consumer Account to create and track opt-out choices, including responses from companies. Authorizes 'agent' status to deliver opt-out
- Compliance monitoring & dispute process documents outcomes and addresses non-compliant companies
- Company Account provides full control over site presence, and access to suppression file for participating companies
- Our private email service and opt-out tools provide convenient ways for members to opt-out of non-participating companies



# The Sponsored Website

1. Dedicated website with jurisdiction logo and informational banner
2. Catalog Choice implements & operates
3. No IT costs or staff required
4. Dispute resolution and compliance monitoring process provided
5. Municipal reporting & analysis module measures waste reduction & benefits



## Your Choice Audit

TOGETHER WE'VE SAVED:



**2,708,952.98**  
FULLY GROWN TREES  
50 BECAUSE OF YOU



**234,460,898**  
POUNDS OF  
GREENHOUSE GAS  
101 BECAUSE OF YOU



**129,704,141**  
POUNDS OF  
SOLID WASTE  
29 BECAUSE OF YOU



**799,451,049**  
GALLONS OF  
WATER  
80 BECAUSE OF YOU



# Benefits of Sponsored Program

- Managing & reducing this unique waste stream at the source is good for the environment and saves collection & tipping fees
- Measurable results inform policy makers and shows real progress towards zero waste goals
- Drive adoption through website integration, community outreach, CC.org members, and our invite-a-friend system
- Own the program and get the credit from your constituents for a fraction of the cost
- Give self-regulation a chance and engage with industry through Catalog Choice



# ROI Analysis

The Service pays for itself through reduced collection & tipping fees

Mail & Phone Book Preference Registry Return on Investment and Environmental Cost Benefit Analysis				
Analysis	Per Household	City of Boston Household Participation Rate (6)		
		Current: 2.5%	Year 1 Goal: 5.0%	Year 3 Goal: 10.0%
Average cost to collect and dispose of household and business solid waste is assumed to be \$.05 per pound (1)	\$0.050			
Households using the Service	1	5,990	11,980	23,740
Annual Pounds of Solid Waste Created by Advertising Mail and Telephone Directories (2)	120 pounds	718,800	1,437,600	2,848,764
Annual Cost to collect & dispose of Advertising Mail and Phonebooks	\$6.00	\$35,940	\$71,880	\$142,438
Percentage of Advertising Mail and Phonebooks that are not recycled (3)	62%			
Pounds of Unwanted Material	74	445,656	891,312	1,766,234
Annual Collection & Landfill Cost of Unwanted Advertising Mail & Phonebooks	\$3.72	\$22,283	\$44,566	\$88,312
Average Participation Rate per Household (4)	50%			
Pounds of Unwanted Material Eliminated by Preference Registry	37	222,828	445,656	883,117
Collection and Disposal Cost Savings attributed to Preference Registry		\$11,141	\$22,283	\$44,156
Financial Benefit of Mail Preference Registry at annual cost of \$20,000			\$2,283	\$24,156
Program Cost per Ton of Solid Waste Saved			\$89.76	\$45.29
Annual Global Environmental Benefits (5)				
Trees Saved	0.30	1,783	3,565	7,065
Greenhouse Gases lbs CO2 equivalent	126	751,822	1,503,643	2,979,636
Gallons of Water	302	1,810,700	3,621,401	7,176,207
Pounds of Solid Waste	44	266,502	533,005	1,056,208
Pounds of CO2 saved per \$1 of Investment			75	149

(1) Average of collection, landfill tipping fees and net recycling processing fees. Assumes cost is \$100 per ton.  
 (2) USPS Household Diary Study, 2008. Figures based on National averages. Advertising mail volume is higher in higher income households. Telephone directories estimated at 20 pounds per household based on interviews with directory publishers  
 (3) EPA 2008 Municipal Solid Waste Generation study estimates that 41% of unwanted mail and 21% of telephone directories are recycled  
 (4) Participation rate is based on analysis of Catalog Choice Member data.  
 (5) Based on environmental impacts measured by the Environmental Defense Fund's Paper Calculator. Reflects the global benefits of reduced demand for paper. Includes full life-cycle benefits through the paper life cycle, from  
 (6) Based on household estimate of 237,397. Source: <http://bit.ly/bostonhousingdata>



# Got Questions?

Contact:

April Smith

[April.smith@catalogchoice.org](mailto:April.smith@catalogchoice.org)

802-496-5547

See what our Members think:

<http://www.facebook.com/catalogchoice>

