

Catalog Choice

9/13/11 - 9/27/11

Handout #1

Postal code	New Accounts	Opt-Outs	Trees	CO2 (Lbs)	Water (Gal)	Solid Waste (Lbs)
3801	0	20	1	292	104	703
3903	0	7	1	103	37	246
4002	1	1	1	15	6	36
4009	0	2	1	30	11	71
4021	2	3	1	44	16	106
4032	3	8	1	117	42	281
4038	2	4	1	59	21	141
4039	3	17	1	248	88	597
4049	1	5	1	73	26	176
4062	6	5	1	73	26	176
4064	1	18	1	263	94	632
4069	0	2	1	30	11	71
4070	1	1	1	15	6	36
4072	5	11	1	161	57	387
4074	8	15	1	219	78	527
4084	4	6	1	88	32	211
4087	2	3	1	44	16	106
4096	2	14	1	205	73	492
4097	1	10	1	146	52	352
4101	6	25	1	365	130	878
4102	5	30	2	438	156	1054
4103	11	44	2	642	228	1545
4105	18	22	1	321	114	773
4106	11	21	1	307	109	738
4107	0	10	1	146	52	352
4110	0	5	1	73	26	176
4274	1	22	1	321	114	773
4355	2	5	1	73	26	176
	96	336	30	4911	1751	11812

September 28, 2011

Board Member xx
Address

Dear xxxxxx:

At the September Executive Committee meeting the Recycling Committee recommended that it spend the next year *studying the concept of revenue sharing with member municipalities and developing a full understanding of the concerns of Board Members with the possibility to make a proposal or recommendation for FY 2014*. As the Recycling Committee moves forward with this discussion, I wanted to reach out to members of the Board to gain feedback and a better understanding of the concerns, potential benefits and negatives aspects of the concept from each member's individual perspective.

Enclosed you will find a description of a revenue share scenario and a simple questionnaire. Revenue sharing has been proposed by staff for several reasons:

- To maximize the capacity of our Recycling Facility.
- To reduce costs to our member communities. (More tons translates to increased revenues.)
- To increase overall recycling tonnage
- To incentivize ecomaine members to send all their material to ecomaine for processing
- To share a portion of surplus revenues generated from the sale of commodities with municipalities participating in the ecomaine program. (ecomaine generated 3.9 million dollars in revenue from the sale of recyclables in FY2011. As of August 2011, ecomaine is 12% ahead of budgeted revenues for FY2012.)

I hope you will take a moment to complete this information to help provide the Recycling Committee with your point of view as we explore the potential of developing a plan for the future.

Thank you for your anticipated participation.

Respectfully,

Troy Moon
ecomaine Recycling Committee Chairman



Recycling Revenue Share Questionnaire

Deadline for questionnaire returns is 10/07/2011

A Revenue Sharing Program would allow ecomaine to share, with member municipalities, the surplus revenue generated through the sale of recycled commodities processed at its single sort recycling facility. Although there may be many variations, staff has provided the following example of a possible revenue sharing program:

ecomaine would total all revenues from the sale of materials on a monthly basis. This total would then be divided by the total tons processed in the same month, to calculate the average revenue generated per ton of material processed. This average revenue would then be compared to a matrix that would reflect a dollar range and the amount of revenue to be shared back to the municipality, should the average revenue per ton fall within this range. Example: Based on an average revenue of \$72.63; the matrix would indicate \$70 - \$74.99 would pay a revenue share of \$10 per ton to the municipality for each ton of material sent to ecomaine within the stated month.

This is only one example of a potential revenue sharing program. Based on your understanding, please provide feedback on this concept. Your input and information will assist the Recycling Committee in exploring and potentially developing a revenue sharing program for FY 2014.

My concerns are:

I believe the potential benefits of this concept would be:

I believe the potential negative aspects of this concept would be:

Additional Comments:

*Please return questionnaires to: Missi Labbe, Program Development Manager, 64 Blueberry Road,
Portland ME 04102 or labbe@ecomaine.org.
Please return questionnaires by no later than 10/07/2011.*

Fiscal Year Recycling Tons & Revenues 2011-2012

	#8 News		OCC		NATURAL		COLORED		PET		#3-7 MIXED PLASTIC		STEEL CANS		ALUMINUM		Loose Glass		LOOSE METAL/STEEL		Mixed Paper		Post Bury		Monthly Totals		Residue		Percentage of Residue based on Monthly Total minus Post Bury		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	1750.02	\$239,097	665.94	\$112,674	19.89	\$13,923	22.35	\$9,387	42.59	\$10,665	0.00	\$0	78.56	\$21,879	5.79	\$2,982	183.65	\$0	9.74	\$1,759	0.00	\$0	200.60	\$17,800	2979.13	\$430,166	188.09	6.77%			\$421,890		
		\$137		\$169		\$700		\$420		\$250		\$0		\$279		\$515		\$0		\$181		\$0		\$89									
August	1864.45	\$281,755	688.96	\$117,293	21.21	\$14,423	21.71	\$9,250	20.00	\$9,100	39.31	\$393	58.39	\$16,380	0.00	\$0	182.44	\$0	13.46	\$2,608	0.00	\$0	153.67	\$10,946	3074.60	\$437,147	208.04	7.12%			\$427,994		
		\$140		\$170		\$680		\$380		\$255		\$10		\$281		\$0		\$0		\$194		\$0		\$71									
September	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
October	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
November	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
December	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
January	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
February	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
March	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
April	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
May	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
June	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	\$0	0.00	0.00	#DIV/0!			\$0	
		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0									
TOTAL TONNAGE	3,614.47		1,355.90		41.10		44.06		62.59		39.31		136.95		5.79		376.09		23.20				354.27		6,053.73		396.13		6.54%			\$ 849,883	
TOTAL REVENUE	\$ 500,852		\$ 229,966		\$ 28,346		\$ 17,637		\$ 15,765		\$ 393		\$ 38,289		\$ 2,982		\$ -		\$ 4,367		\$ -		\$ 28,746		\$ 667,313		\$ 17,450					\$ -	

Fiscal Year Recycling Tons & Revenues 2010-2011

		Material Type										Monthly Totals	Residue	Percentage of Residue based on Monthly Totals minus Post Burn	Net Revenue		
		#8 News	OCC	NATURAL	COLORED	PET	#3-7 MIXED PLASTIC	STEEL CANS	ALUMINUM	Loose Glass	LOOSE METAL/STEEL					Mixed Paper	Post Burn
July	Tons	1587.97	719.75	21.40	0.00	0.00	67.14	54.77	0.00	192.69	28.41	0.00	93.25	2765.38	212.03	7.93%	\$213,503
	Value	\$113,214	\$81,085	\$9,844	\$0	\$0	\$0	\$9,311	\$0	\$4,390	\$0	\$0	\$4,989	\$222,832	\$ 9,329		
	\$ Per Ton	\$71	\$113	\$460	\$0	\$0	\$0	\$170	\$0	\$155	\$0	\$0	\$54				
August	Tons	1961.86	755.43	20.86	23.09	41.69	10.64	44.47	0.00	173.20	0.00	0.00	457.17	3488.41	214.90	7.09%	\$280,680
	Value	\$148,805	\$86,740	\$10,534	\$6,003	\$10,839	-\$387	\$7,560	\$0	\$0	\$0	\$0	\$20,041	\$290,136	\$ 9,456		
	\$ Per Ton	\$76	\$115	\$505	\$260	\$260	-\$36	\$170	\$0	\$0	\$0	\$0	\$44				
September	Tons	1330.79	505.89	21.93	0.00	0.00	0.00	15.34	0.00	146.25	49.26	0.00	209.03	2278.49	196.53	9.50%	\$197,785
	Value	\$109,491	\$63,025	\$11,408	\$0	\$0	\$0	\$2,761	\$0	\$8,564	\$0	\$0	\$11,183	\$206,433	\$ 8,647		
	\$ Per Ton	\$82	\$125	\$520	\$0	\$0	\$0	\$180	\$0	\$174	\$0	\$0	\$53				
October	Tons	2279.10	682.45	0.00	21.04	42.48	65.72	59.16	0.00	140.07	31.32	0.00	179.82	3501.16	142.03	4.28%	\$326,270
	Value	\$198,452	\$91,351	\$0	\$6,522	\$11,150	\$462	\$9,519	\$0	\$5,434	\$0	\$0	\$9,629	\$332,519	\$ 6,249		
	\$ Per Ton	\$87	\$134	\$0	\$310	\$262	\$7	\$161	\$0	\$173	\$0	\$0	\$54				
November	Tons	1962.90	559.19	20.69	20.47	20.17	41.55	41.69	0.00	115.02	10.56	0.00	101.04	2893.28	182.97	6.55%	\$308,182
	Value	\$186,566	\$93,532	\$10,448	\$6,346	\$5,244	\$205	\$6,254	\$0	\$2,227	\$0	\$0	\$5,411	\$316,233	\$ 8,051		
	\$ Per Ton	\$95	\$167	\$505	\$310	\$260	\$5	\$150	\$0	\$211	\$0	\$0	\$54				
December	Tons	1843.37	613.13	22.23	20.83	21.29	20.96	76.17	0.00	107.59	4.23	0.00	467.62	3197.42	277.83	10.18%	\$350,210
	Value	\$186,704	\$108,048	\$13,382	\$8,332	\$6,600	\$210	\$13,330	\$0	\$781	\$0	\$0	\$25,047	\$362,434	\$ 12,225		
	\$ Per Ton	\$101	\$176	\$602	\$400	\$310	\$10	\$175	\$0	\$185	\$0	\$0	\$54				
January	Tons	1487.78	549.46	0.20	23.22	19.15	19.17	81.70	0.00	57.98	0.00	11.71	248.37	2498.74	305.73	13.59%	\$288,162
	Value	\$157,176	\$93,694	\$104	\$11,266	\$5,937	\$0	\$19,358	\$0	\$0	\$0	\$117	\$14,962	\$301,614	\$ 13,452		
	\$ Per Ton	\$106	\$171	\$522	\$485	\$310	\$0	\$225	\$0	\$0	\$0	\$10	\$60				
February	Tons	1300.36	408.46	20.94	0.00	22.08	47.86	62.11	9.87	88.45	28.83	0.00	320.55	2309.51	260.55	13.10%	\$284,962
	Value	\$143,719	\$69,435	\$15,705	\$0	\$6,845	\$479	\$15,706	\$4,984	\$1,238	\$0	\$0	\$18,317	\$276,426	\$ 11,464		
	\$ Per Ton	\$111	\$170	\$750	\$0	\$310	\$10	\$253	\$505	\$43	\$0	\$0	\$57				
March	Tons	1843.27	551.73	21.55	21.55	19.55	19.55	62.99	117.94	8.11	19.35	386.62	3031.11	298.91	11.30%	\$387,458	
	Value	\$256,656	\$93,794	\$9,051	\$9,051	\$196	\$15,748	\$1,863	\$1,863	\$194	\$23,109	\$23,109	\$400,610	\$ 13,152			
	\$ Per Ton	\$139	\$170	\$420	\$420	\$10	\$250	\$250	\$230	\$103	\$10	\$60	\$147				
April	Tons	1579.00	527.15	20.71	20.82	19.93	23.21	61.35	0.00	121.80	11.85	0.00	287.04	2642.66	204.94	8.59%	\$393,128
	Value	\$235,201	\$133,700	\$16,711	\$13,533	\$7,790	\$23,210	\$15,337	\$0	\$0	\$189,911	\$0	\$378,073	\$402,146	\$ 9,017		
	\$ Per Ton	\$142	\$166	\$805	\$650	\$290	\$10	\$250	\$0	\$163	\$0	\$0	\$147				
May	Tons	1782.51	599.17	20.67	22.02	84.45	84.45	93.45	139.38	23.36	2688.88	13309.46	2913.59	204.32	7.39%	\$391,000	
	Value	\$265,179	\$154,154	\$16,577	\$14,423	\$4,450	\$4,450	\$23,625	\$2,688	\$0	\$1,115	\$399,990	\$ 8,990	\$399,990	\$ 8,990		
	\$ Per Ton	\$133	\$154	\$802	\$655	\$10	\$10	\$250	\$0	\$115	\$0	\$90	\$90				
June	Tons	1971.78	682.41	61.40	61.40	19.31	61.40	38.76	170.72	16.34	3074.02	18390.53	3149.34	237.84	8.03%	\$398,406	
	Value	\$260,854	\$117,031	\$11,703	\$11,703	\$2,700	\$2,700	\$9,900	\$3,074	\$188	\$0	\$98	\$408,871	\$ 10,465			
	\$ Per Ton	\$132	\$164	\$132	\$132	\$270	\$10	\$250	\$188	\$0	\$0	\$98	\$98				
TOTAL TONNAGE		20,930.69	7,154.22	169.63	173.04	206.10	461.65	691.96	9.87	1,571.09	212.07	31.06	3,057.71	34,669.09	2,738.58	7.90%	\$ 3,799,746
TOTAL REVENUE		\$ 2,221,007	\$ 1,072,049	\$ 104,675	\$ 75,477	\$ 57,608	\$ 2,854	\$ 146,936	\$ 4,984	\$ -	\$ 32,154	\$ 311	\$ 202,189	\$ 3,920,244	\$ 120,498		

Website Analytics

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

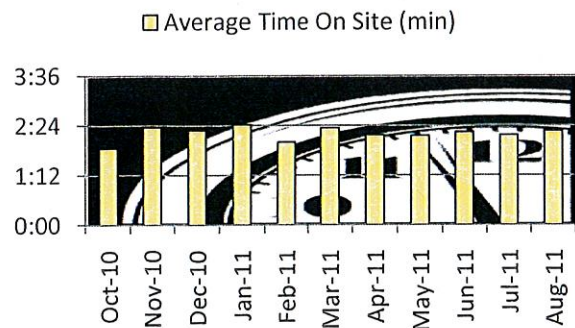
*Tracking began Oct. 9, 2010; *ecomaine* employee filter not applied until Nov. 1, 2010

of times visits were made to the site; includes multiple visits by the same individual

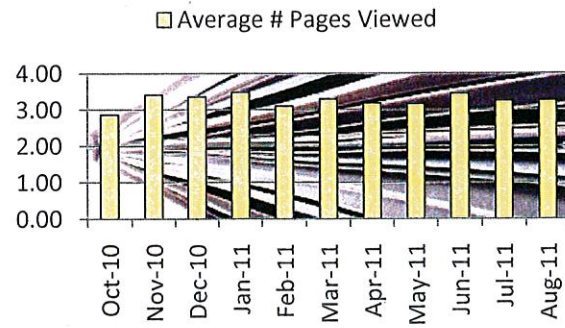
of individuals who visited during the designated time period (not the # times visits were made)

of individuals who have never visited the *ecomaine* Web site before

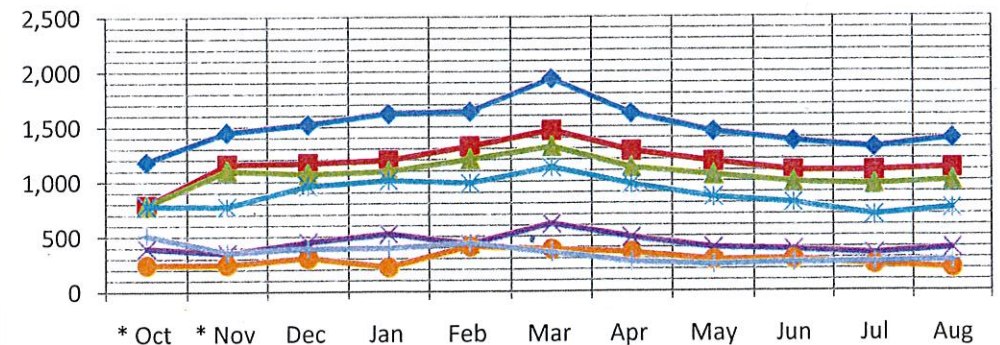
Average Time On Site (min)



Average # Pages Viewed



- ◆ Total Visits
- ▲ New Visitors
- ✧ In-State Visitors
- ◆ Returning Visitors
- ◆ Referrals (via links)
- Unique Visits (# persons)



Dashboard

Intelligence ^{50x}

- Visitors
 - Overview
 - Map Overlay
 - New vs. Returning
 - Languages
 - Visitor Trending
 - Visitor Loyalty
 - Browser Capabilities
 - Network Properties
 - Mobile
 - User Defined
 - Custom Variables
- Traffic Sources
- Content
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

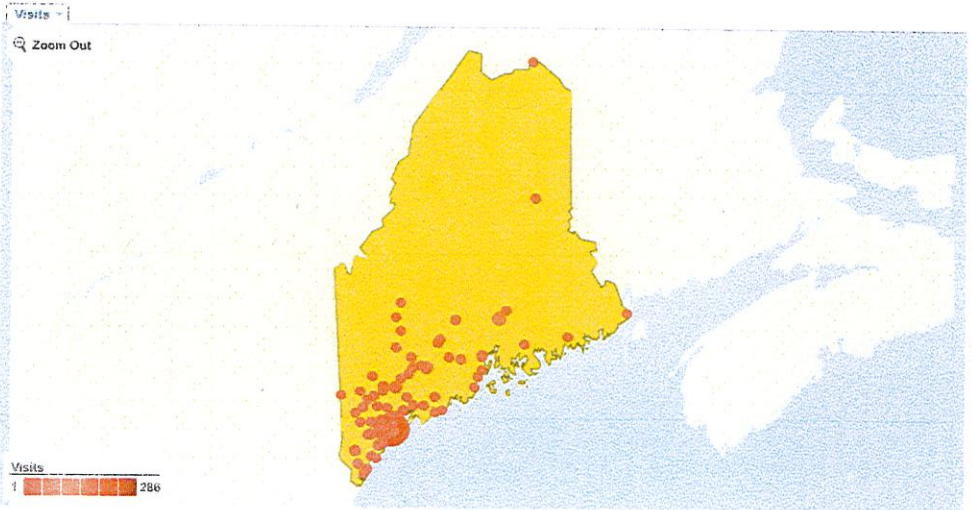
- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard

Advanced Segments: All Visits

Overview >
State Detail:
Maine

Aug 1, 2011 - Aug 31, 2011



This state sent 755 visits via 69 cities

Detail Level: City Dimension: None

Site Usage Goal Set 1

Views

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
755	3.61	00:02:08	68.34%	20.13%
% of Site Total: 54.24%	Site Avg: 3.26 (10.79%)	Site Avg: 00:02:16 (-5.57%)	Site Avg: 72.13% (-5.24%)	Site Avg: 26.94% (-25.27%)

Detail Level	City	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	Portland	286	3.37	00:01:42	66.43%	22.03%
2.	Bangor	44	3.73	00:02:44	75.00%	20.45%
3.	South Portland	38	3.45	00:01:33	76.32%	21.05%
4.	Lewiston	33	4.79	00:01:13	51.52%	3.03%
5.	Westbrook	31	4.42	00:02:28	80.65%	19.35%
6.	Augusta	27	6.48	00:04:44	70.37%	22.22%
7.	Falmouth	21	3.62	00:01:53	66.67%	19.05%
8.	Bar Mills	17	3.53	00:02:17	35.29%	11.76%
9.	Gorham	16	3.50	00:02:33	62.50%	37.50%
10.	Yarmouth	15	3.87	00:04:30	80.00%	40.00%
11.	Windham	15	3.33	00:01:34	80.00%	13.33%
12.	Sanford	14	2.36	00:02:13	35.71%	57.14%
13.	Belfast	13	3.08	00:01:01	23.08%	7.69%
14.	Freeport	13	4.69	00:01:58	69.23%	15.38%
15.	Auburn	12	4.02	00:06:27	83.33%	16.67%
16.	Saco	12	4.58	00:02:46	58.33%	0.00%
17.	Biddeford	11	2.45	00:00:07	36.36%	0.00%
18.	Cumberland Center	10	3.60	00:01:19	70.00%	20.00%
19.	Old Orchard Beach	9	3.11	00:00:36	55.56%	0.00%
20.	Brunswick	9	2.22	00:00:32	100.00%	22.22%
21.	Liberty	8	3.62	00:05:44	37.50%	0.00%
22.	Standish	7	3.00	00:02:22	85.71%	28.57%
23.	Scarborough	5	3.80	00:01:15	100.00%	0.00%
24.	North Berwick	5	5.20	00:06:37	100.00%	20.00%
25.	Casco	5	3.00	00:00:47	80.00%	0.00%

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