



**Corporate  
Members**

Bridgton  
Cape Elizabeth  
Casco  
Cumberland  
Falmouth  
Freeport  
Gorham  
Gray  
Harrison  
Hollis  
Limington  
Lyman  
North Yarmouth  
Ogunquit  
Portland  
Pownal  
Scarborough  
South Portland  
Waterboro  
Windham  
Yarmouth

**Associate  
Members**

Baldwin  
Hiram  
Naples  
Parsonsfield  
Porter  
Standish  
Saco

**Contract  
Members**

Andover  
Cornish  
Jay  
Livermore Falls  
Manchester  
Monmouth  
North Haven  
Poland  
Sanford  
Old Orchard  
Beach  
Readfield  
Wayne

MEMORANDUM

DATE: February 17, 2011  
TO: Recycling Committee  
FROM: Kevin Roche, General Manager  
SUBJECT: February 23, 2011 Meeting Agenda

There is a meeting of the Recycling Committee scheduled for Wednesday, February 23, at 4:00 p.m. at **ecomaine**.

**AGENDA:**

1. Review and approval of the 01/26/11 meeting minutes (**Attachment A**)
2. April Smith, Catalog Choice Introduction and Proposal (**Attachment B**)
3. Silver Bullet Painting Contest Update
4. eco-Excellence Award Update
5. Recycling Updates:
  - Discussion of current market conditions (**Attachment C**)
  - Tonnage and marketing reports
  - Revenue and Expense Report (**Attachment D**)
  - Website analytics
6. Other
  - Member Town PAYT Bag Price Review (**Attachment E**)

Next Recycling Committee Meeting Date: March 23, 2011 @ 4:00PM.

cc: Board of Directors

**ecomaine  
Recycling Committee Meeting Minutes  
January 26, 2011**

**Committee Members present:** Dick Brobst, Len Van Gaasbeek, Troy Moon, Susan McGinty, Sarah Bernier, Bonny Rodden

**Board Members present:** Mike Shaw

**ecomaine Staff present:** Kevin Roche, Shelley Dunn and Missi Labbe

**Agenda Items:**

**1. Review of 12/01/2010 meeting minutes**

A motion to accept the minutes was made by Mr. Brobst and seconded by Mr. Van Gaasbeek. The minutes were approved unanimously.

**2. Representative Melissa Walsh Innes and Matt Prindiville, Natural Resources of Maine, Discussion on Product Stewardship.**

Representative Melissa Walsh Innes and Matt Prindiville, Natural Resources of Maine discussed the 2010 Product Stewardship Framework law that was passed, which affirms product stewardship programs as an integral part of Maine's solid waste management strategy. This law sets up a pre-legislative process for considering different types of waste for new product stewardship programs. Ms. Walsh Innes discussed the DEP report that was expected to be issued in January, recommending product stewardship legislation for paint, medical sharps, and expired prescription drugs. She also discussed the Maine working group. Mr. Prindiville talked about the history of product stewardship in Maine and what other states are doing. Both Ms. Walsh Innes and Mr. Prindiville agreed that some of the new laws passed regarding e-waste and product stewardship are uncertain at this time due to the Governors plan; however, they encouraged the **ecomaine** members to stay informed, attend public hearings, and reach out to their legislators to voice their opinions in support of these types of legislation.

**3. Electronic Bulletin Board Preview**

Ms. Dunn and Ms. Bernier provided handouts introducing the newly completed electronic bulletin board. Ms. Dunn indicated that many towns are working through the process of adding content. Ms. Bernier encouraged everyone to check out the e-board by going through the **ecomaine** website recycling page and clicking on the link at the top of the page.

**4. Recycling Updates**

Current Market Conditions

Mr. Roche updated the Committee on current conditions of the recycling commodities markets and material movement.

Tonnage and Marketing Reports

Recycling tonnage for December 2010, was 3139 tons.

**5. Other**

Mr. Moon inquired if there would be support within the committee to increase recycling education through advertising and more recycling containers located in public places similar to what was done in the Portland Jetport. After some discussion, Ms. Rodden made a motion to direct staff to develop a budget for recycling education and recycling containers to promote single sort recycling. The motion was seconded by Mr. Brobst and the motion was passed unanimously.

**The meeting adjourned at 6:15PM.**

**The next meeting will be Wednesday, February 23, 2011 at 4:00PM at ecomaine.**

## **A Municipal Zero-Waste Pilot Program to Reduce Unwanted Mail and Phone Books**

*A proposal prepared for EcoMaine by Catalog Choice 1-26-11*

[CatalogChoice.org](http://CatalogChoice.org) is building on its existing technology to offer local governments a waste prevention program to reduce unwanted advertising mail and phone books in communities.

**Background:** Americans receive more than 100 billion pieces of unsolicited mail each year, equating to about 100 pounds of advertising mail for every household. EPA estimates that more than 800,000 phone books are delivered annually, equivalent to five pounds of paper for every man, woman and child. One directory publisher's own study in Phoenix indicated that residents receive 40 pounds of phone books from eight different publishers. The City of Seattle alone spends \$350,000 a year to dispose of unwanted phone books. Nearly 60 percent of unwanted mail and about 80 percent of phone books end up in the landfill or incinerated. Local governments are responsible for waste management solutions and many municipalities are seeking non-regulatory approaches to reduce unwanted advertising materials delivered to their communities. The City of Seattle recently passed the nation's first phone book opt-out ordinance that requires directory publishers to pay for the City's phone book recycling costs and a city opt-out service.

**Catalog Choice:** Consumers deserve a convenient one-stop portal to make choices about the amount of direct mail and phone books they receive. Catalog Choice, a not-for-profit organization, has developed an innovative online service, allowing people to reduce unwanted mail and phone books delivered to their home and workplace. Catalog Choice is the country's largest independent mail preference service. The organization serves 1.3 million households and delivers requests to more than 3,100 companies. The service has expanded beyond catalogs to include credit card and financial offers, coupons, phone books, and other advertising mail, including business-to-business (B2B) catalog titles. Catalog Choice maintains a positive relationship with the direct mail industry and telephone directory publishers to ensure that consumer requests are honored.

**Municipal Program Overview:** Catalog Choice has developed a zero-waste program for municipalities for unwanted mail and phone books. The program is configured to meet the regional needs of the community and engages citizens to take simple steps to improve the environment. To evaluate success, the program gives the municipality detailed reporting on local participation, mailer compliance, solid wastes diversion, and equivalent environmental benefits. These waste prevention statistics can be used to fulfill climate action plan and zero waste goals. By promoting a zero-waste program for unwanted mail and phone books, the municipality and Catalog Choice have the opportunity to significantly increase participation in the service, thereby dramatically reducing waste at the source. Catalog Choice is launching this municipal waste prevention program in Kansas City, Berkeley, Chicago, Seattle, Marion County (Salem, OR area), and Tompkins County (Ithaca, NY area).

**Benefits:** Catalog Choice will enhance its industry-leading preference solution to deploy a co-branded service that provides the following benefits:

1. **Cost Savings:** Further reduce solid waste disposal costs by removing unwanted mail and phonebooks from the distribution channel and ultimately helping to extend the longevity of local waste facilities.
2. **Citizen engagement:** A hands-on solution that fosters progress toward zero waste goals.
3. **Leadership and Credit:** Join leading cities and counties as national leaders by offering a zero waste program for advertising mail and phone books.
4. **Website Traffic:** Increased use of your website and ability to promote other waste reduction programs sponsored by EcoMaine.

5. **Accountability:** Give residents a way to submit complaints to any company that does not honor a resident's opt-out request and forward the complaints to federal oversight agencies.
6. **Service:** Catalog Choice operates the site on a 24-hour, seven days a week basis, subject to normal and customary down times for updates and maintenance. Catalog Choice will manage and respond to all customer service inquiries submitted by users through the website.
7. **Measurable Results:** We will provide EcoMaine staff with a website login to access detailed reporting on local participation (number of accounts), number of opt-out requests, solid waste diversion and related environmental benefits. The data will be rolled up at the zip code level. No personal information will be provided. We will aim to provide the reporting in a badge similar to this one.



**How the Program Works:** The Catalog Choice program uses technology to connect citizens to direct mailers in order to reduce waste at the source. The program targets all forms of advertising mail including catalogs, financial solicitations, coupons as well as telephone directories. The program serves both residents and businesses. If a specific title is not included in the database, the individual can suggest it and Catalog Choice will add it to the service. Our service features include:

- The **Consumer Account** is used to create and track opt-out choices, including responses from companies. Member authorizes 'agent' status to Catalog Choice to deliver opt-out. A consumer member can have multiple names and mailboxes per account. Mailboxes can include company name so citizens can use the service at home and work.
- Our **Compliance monitoring** process documents outcomes and addresses non-compliant companies.
- The **Company Account** provides participating companies full control over site presence and access to a suppression file. A participating company has signed a license agreement stating that they will honor the opt-out request.
- Our **private email service** and opt-out tools provide convenient and secure ways for members to opt-out of nonparticipating companies. We deliver and track the opt-out request per the terms of the company's privacy policy.

**Program Outreach:** Ultimately, this community partnership will be successful if residents and businesses are aware of the program and actively participate. Catalog Choice will work hand-in-hand with EcoMaine to drive awareness and adoption in the community. We provide a template of outreach materials to our partners to assist with public education and outreach.

Catalog Choice typically manages the following efforts:

1. **Dedicated Website:** We will develop and maintain a dedicated website for EcoMaine that includes your logo, relevant local information and a 300 x 250 customizable ad slot.
2. **Email Marketing:** We will email existing Catalog Choice users who live in the 21 EcoMaine communities, direct them to the website and encourage them to invite their friends in the area to visit the site and join. Our records show that about 2,300 households in this region currently use Catalog Choice.
3. **Social Media:** We will use our presence on [Twitter](#) and [Facebook](#) to promote the EcoMaine mail preference site.

4. **Local Fliers:** We will prepare fliers to be posted at popular community information boards. The flier will be available for download on your dedicated website so that it can be referenced in outreach efforts, printed online, and posted at popular local gathering places and kiosks.
5. **Adwords:** We will advertise free of charge on searches related to the towns, this program, and waste reduction.

Our community partners typically manage the following efforts:

1. **Local Blog, TV, Radio, & Newspaper Coverage:** EcoMaine will reach out to local press contacts and influential bloggers. Catalog Choice Executive Director Chuck Teller will be available for comment or interviews.
2. **One-Time PR Release:** EcoMaine will publish a press release. Catalog Choice will provide a generic template for the organization to customize.
3. **Utility Bill Insert:** EcoMaine will determine the feasibility of inserting a program announcement into residential utility bill mailings. Catalog Choice will provide copy and/or consultation, as requested.
4. **Distribution of Program Cards:** EcoMaine can distribute small program cards for at events, government offices, in government mailings. Catalog Choice will provide the cards.
5. **Email Campaign:** EcoMaine will email its constituency. Catalog Choice will provide copy and/or consultation.
6. **Newsletters:** Catalog Choice will provide an announcement for inclusion in online and offline newsletters from the county officials, city council people, community groups, and other stakeholders. The County will manage the stakeholder database.

**Cost Proposal:** We propose a one-year pilot program. Generally speaking, it costs \$10,000 to set up the site and \$10,000 per year to promote it, provide customer service and maintain the systems. However, we understand municipal budget constraints and are committed to working with our municipal partners to offer the program as affordably as possible. If EcoMaine decides to discontinue the program, the dedicated website will be retired and existing users will automatically be directed to the Catalog Choice main website. The user accounts will remain active.

A Demo can be viewed at...

<http://demo.stage.catalogchoice.org/>

LOGO SPACE: 350 x 115 pixels must include your logo and these assets:

Mail Preference Service powered by Catalog Choice

Email  Password  Login

Welcome How it Works Find Companies Community

**1 MANAGE MAIL & PHONE BOOKS**  
**FREE** Search by company name or your zip code.  
 Search  
 Control the catalogs, coupons, credit offers, phone books, fliers, circulars, newsletters, and other unsolicited mail you receive.  
 More Questions? We'd be happy to explain. Read more about [how it works](#), or check out our [frequently asked questions](#).

**2 GET UNLISTED** **FOR DONORS**  
 Stop marketers from sharing your name.  
  
 Annual donors of \$20 or more receive our [unlisting service](#) which proactively removes you from lists bought and sold by marketers.

**Let's go green together.**  
 Our community is sponsoring this service to help residents reduce unwanted mail and phone books. Help us make it a success. Spread the word.

Stop it at The Source [Learn more about our unlisting service](#) and how you can reduce clutter, save natural resources, and protect your privacy.

Join over one million people and [sign up for a free account](#) today.

For more information, please contact [april.smith@catalogchoice.org](mailto:april.smith@catalogchoice.org) 802-496-5547.

Fiscal Year Recycling Tons & Revenues 2010-2011

Attachment C

		#8 News	OCC	NATURAL	COLORED	PET	#3-7 MIXED PLASTIC	STEEL CANS	ALUMINUM	Loose Glass	LOOSE METAL/STEEL	Mixed Paper	Post Burn	Monthly totals	Residue based on Monthly totals minus Post Burn	percentage of residue based on Monthly totals minus Post Burn	Net Revenue
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%	
	Value	\$113,214	\$81,085	\$9,844	\$0	\$0	\$0	\$9,311	\$0	\$0	\$4,390	\$0	\$4,989	\$222,832	\$ 9,329		\$213,503
	\$ Per Ton	\$71	\$113	\$460	\$0	\$0	\$0	\$170	\$0	\$0	\$155	\$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%	
	Value	\$148,805	\$86,740	\$10,534	\$6,003	\$10,839	-\$387	\$7,560	\$0	\$0	\$0	\$0	\$20,041	\$290,136	\$ 9,456		\$280,680
	\$ 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%	
	Value	\$109,491	\$63,025	\$11,408	\$0	\$0	\$0	\$2,761	\$0	\$0	\$8,564	\$0	\$11,183	\$206,433	\$ 8,647		\$197,785
	\$ Per Ton	\$82	\$125	\$520	\$0	\$0	\$0	\$180	\$0	\$0	\$174	\$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%	
	Value	\$198,452	\$91,351	\$0	\$6,522	\$11,150	\$462	\$9,519	\$0	\$0	\$5,434	\$0	\$9,629	\$332,519	\$ 6,249		\$326,270
	\$ Per Ton	\$87	\$134	\$0	\$310	\$262	\$7	\$161	\$0	\$0	\$173	\$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%	
	Value	\$186,566	\$93,532	\$10,448	\$6,346	\$5,244	\$205	\$6,254	\$0	\$0	\$2,227	\$0	\$5,411	\$316,233	\$ 8,051		\$308,182
	\$ Per Ton	\$95	\$167	\$505	\$310	\$260	\$5	\$150	\$0	\$0	\$211	\$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%	
	Value	\$186,704	\$108,048	\$13,382	\$8,332	\$6,600	\$210	\$13,330	\$0	\$0	\$781	\$0	\$25,047	\$362,434	\$ 12,225		\$350,210
	\$ Per Ton	\$101	\$176	\$602	\$400	\$310	\$10	\$175	\$0	\$0	\$185	\$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%	
	Value	\$157,176	\$93,694	\$104	\$11,266	\$5,937	\$0	\$18,358	\$0	\$0	\$0	\$117	\$14,962	\$301,614	\$ 13,452		\$288,162
	\$ Per Ton	\$106	\$171	\$522	\$485	\$310	\$0	\$225	\$0	\$0	\$0	\$10	\$60				
February	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
March	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
April	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
May	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
June	Tons													0.00		#DIV/0!	
	Value													\$0	\$ -		\$0
	\$ Per Ton	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				
<b>TOTAL TONNAGE</b>		<b>12,453.77</b>	<b>4,385.30</b>	<b>107.31</b>	<b>108.65</b>	<b>144.78</b>	<b>225.18</b>	<b>373.30</b>	<b>-</b>	<b>932.80</b>	<b>123.78</b>	<b>11.71</b>	<b>1,756.30</b>	<b>20,622.88</b>	<b>1,532.02</b>	<b>7.43%</b>	
<b>TOTAL REVENUE</b>		<b>\$ 1,100,408</b>	<b>\$ 617,475</b>	<b>\$ 55,722</b>	<b>\$ 38,470</b>	<b>\$ 39,770</b>	<b>\$ 490</b>	<b>\$ 67,092</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 21,395</b>	<b>\$ 117</b>	<b>\$ 91,263</b>	<b>\$ 2,032,201</b>	<b>\$ 67,409</b>		<b>\$ 1,964,792</b>

## ecomaine

## Statement of Revenue and Expenses - January 2011

\$000's

	January			YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
<b>Operating revenues</b>						
Municipal assessments	\$390	\$390	\$0	\$2,729	\$2,729	\$0
Owners tipping fees	290	346	(56)	2,595	2,424	171
Associate tipping fees	101	82	19	523	575	(52)
Commercial tipping fees	391	391	0	3,363	2,734	629
Spot market tipping fees	141	175	(34)	1,321	1,225	96
Electrical generating revenues	680	672	8	4,201	3,935	266
Sales of recycled goods	302	188	114	2,032	1,313	719
Recycling tipping fees	0	2	(2)	13	15	(2)
Gorham property assessments	9	9	0	64	64	0
Other operating income	53	20	33	188	143	45
<b>Total operating revenues</b>	<b>2,357</b>	<b>2,275</b>	<b>82</b>	<b>17,029</b>	<b>15,157</b>	<b>1,872</b>
<b>Operating expenses</b>						
Administrative expenses	216	207	9	1,406	1,447	(41)
Waste-to-energy operating expenses	555	646	(91)	4,281	4,602	(321)
Recycling operating expenses	137	131	6	927	920	7
Landfill/ashfill operating expenses	131	129	2	822	905	(83)
Contingency	0	21	(21)	1	146	(145)
Landfill closure and postclosure care costs	0	0	0	0	0	0
Post-retirement benefit	0	0	0	0	0	0
Depreciation & amortization	325	333	(8)	2,275	2,333	(58)
<b>Total operating expenses</b>	<b>1,364</b>	<b>1,467</b>	<b>(103)</b>	<b>9,712</b>	<b>10,353</b>	<b>(641)</b>
<b>Net operating income</b>	<b>993</b>	<b>808</b>	<b>185</b>	<b>7,317</b>	<b>4,804</b>	<b>2,513</b>
<b>Non-operating income (expense)</b>						
Interest income	4	4	0	19	29	(10)
Interest expense	(35)	(63)	28	(270)	(438)	168
<b>Net non-operating</b>	<b>(31)</b>	<b>(59)</b>	<b>28</b>	<b>(251)</b>	<b>(409)</b>	<b>158</b>
<b>Total revenue less expenses</b>	<b>962</b>	<b>749</b>	<b>213</b>	<b>7,066</b>	<b>4,395</b>	<b>2,671</b>



**Pay As You Throw**

**Member City/Town Bag Price Comparison**

<b>Town/City</b>	<b>Size of PAYT Bags</b>	<b>Cost of Bags</b>
Cumberland	13.5 gal & 20 gal	\$12.50/10 & \$25.00/10
Falmouth	20 gal & 33 gal	\$14.55/10 & \$20.80/10
Gorham	15 gal & 33 gal	\$12.50/10 & \$12.50/5
North Yarmouth	15 gal & 33 gal	\$12.50/10 & \$12.50/5
Portland	15 gal & 30 gal	\$10.00/10 & \$10.00/5
Pownal	15 gal & 33 gal	\$6.25/15 & \$13.75/5
Windham	13 gal & 30 gal	\$1.25/bag & \$2.50/bag