

ecomaine

Memorandum

DATE: February 7, 2019

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: **Agenda for the Outreach & Recycling Committee Meeting**

There is an **ecomaine** Outreach & Recycling Committee scheduled for February 14, 2019 @ 3:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Eco-Excellence Award Presentation & Deliberation (*Attachment B*)
 - Awards Date: March 26, 2019 (11:30 a.m.)
3. Outreach & Education (*Attachment C*)
 - Education & Outreach Data
 - ecomaine Website & Media Analytics
4. Recycling Market Report (*Handout*)
 - Update on Continuation
5. Other

DATE: January 25, 2019

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Outreach & Recycling Committee Minutes – January 24, 2019

The **ecomaine** Outreach & Recycling Committee met January 24. The meeting was called to order at 4:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Maxine Beecher moved to approve minutes, Maureen McDevitt seconded and all unanimously approved.
2. Outreach & Education
 - Staff provided a brief overview of ecomaine’s educational outreach and media reach since September. FY19’s numbers continue to track ahead of FY18’s.
 - Staff noted the shortened timeline for tours this winter, due to WTE outage and renovations to follow; we will still conduct smaller tours when possible, and will emphasize presentations and virtual tours at offsite locations.
 - Staff emphasized the final week of eco-Excellence Award nominations; the Committee will consider those nominations at Feb. 14th’s meeting.
 - Additionally, staff presented that the *Recycling is a Work of Art* contest is now open, through Feb. 27 – to be considered at March 7th’s meeting.
3. Combatting Contamination
 - The Committee had a conversation about next steps to combat recycling contaminations. Staff offered resources available, including education staff, print/online resources, videos, social media, and more.
 - The Committee offered to make efforts, as well, including learning from Katrina and Vanessa about their presentations by tagging along, so that they can serve as ambassadors at other events. Staff urged the Committee to reach out for any events that would be suitable for education opportunities.
 - Linda and Maxine will draft an op ed to the South Portland/Cape Elizabeth Sentry; other members were encouraged to do likewise, employing earned media.
 - The subject of enforcement – inspecting and tagging – was discussed, both in terms of the benefits (targeted education/enforcement to offenders) and the drawbacks (cost, time, ROI).
 - i. Staff urged clear and copious communication and education to any community considering enforcement
4. Recycling Market Report
 - Tabled

5. No other/new business was presented.

6. Meeting adjournment:

- Maxine motioned to adjourn, Linda Boudreau seconded and all unanimously approved adjourning at 5:20 p.m.

Attendees: Caleb Hemphill, Maxine Beecher, Linda Boudreau, Maureen McDevitt, Kimberly Darling, Jami Fitch

Staff: Matt Grondin, Katrina Venhuizen, Gabe Gauvin

Also in attendance: Kathryn Oak, City of Portland

DRAFT

ecomaine 2019 eco-Excellence Award Nominations Summary

Attachment B

PROPOSED CATEGORY	NOMINEE	COMMUNITY	NOMINATOR	NOMINATOR ADDRESS	REASON FOR NOMINATION	NOTES
BIZ	Erica Vargo (owner, OutsideIN)	Cape Elizabeth	Andrea Cesano	57 Exchange St. Suite 201 Portland Maine 04101	Vargo and her team of Professionals at OutsideIN do everything with consideration for the Environment. Her effective approach to Green living, her and her staffs ability to teach us at our office best practices. (Eco-friendly plant containers, organic soap, electronic billing, employees walk to work, cotton towels, 5% discount to sustainable organizations.) <i>See also letter of support.</i>	
IND	Jennifer Polley	Chelsea	Stepping Stones Montessori School	195 Hallowell Rd. Chelsea, ME 04330	<i>Selection from attached:</i> Jennifer...has successfully helped our school recycle 4,860 pounds of materials since September of 2015! ... She has led a Recycle Club... children in grades Pre-K through 8th now help in reducing their use of plastics, use returnables to fund the Middle School's trip to Washington, D.C., and recycle most of their cardboard and paper products!	
NP	Friends School of Portland	Cumberland	Matt Grondin	64 Blueberry Rd Portland Maine 04101	The first school in Maine, the first commercial project in Maine, and the third school in the nation to achieve Passive House Certification – the highest voluntary energy efficiency standard in the world. Net-Zero solar efficiency, motion sensor lights with self-dimmers, toilets only use 1 gallon of water, wood on the walls is from the trees they had to remove to build the school, and they have a food waste/composting program with bins in every classroom and in the kitchen.	
IND	Gary Glick	Falmouth	Josh Olins	139 S. Freeport Rd. Freeport, ME 04032	Gary has been FHS Earth Club faculty advisor for years, has singlehandedly organized all sustainability programs and guides students in their own program efforts. Gary has implemented recycling, composting, redemption and solar energy programming. The students all cite him as inspirational and is retiring in the next year.	

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IND/BIZ	Jack Robie	Gorham	John Henson	4 Meadow Creek Ln Falmouth, ME 04105	Makes, gives away and provides education along with vermiculture work kits. "Jack Robie of Gorham is spreading the gospel of worm compost, a topic he's so passionate about that he maintains 30 worm bins at his own home. Vermiculture makes the world a better place by keeping food scraps out of the solid waste stream. Article in PPH: https://www.pressherald.com/2015/11/29/maine-gardener-gorham-resident-jock-robie-makes-compost-with-the-help-of-several-thousand-worms/
IND	Patty Distasio	Gray	Randy Cookson	24 Main St. Gray, ME 04039	Not only is Ms. Distasio an avid recycler in her home, she goes above and beyond in her workplace b by salvaging materials, primarily quality plastics, otherwise destined for the trash.
IND/NP	Paul Mathieu and his Life Skills Class (Sacopee Valley HS)	Hiram	Kari Sawyer	115 South Hiram Rd. Hiram ME 04041	Mr. Paul and his students do a great job of recycling around our school. Mr. Paul teaches his students about the importance of recycling, what to recycle, how to recycle, etc. This is also good work experience for his students for possible jobs after they graduate. Mr. Paul and his students deserve recognition for the positive impact of their work for our school community! It is noticed and greatly appreciated by all of the staff and students in the Valley!

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IND	Gene Pierotti	Portland	Troy Moon	389 Congress St. Portland ME 04101	<p>In his role as Superintendent of the Riverside Golf Course, Gene is responsible for maintaining the course in outstanding condition to ensure that it meets the high standards of the members and general public expect. While doing that, Gene is also committed to making sure the course operates in an environmental friendly and sustainable manner. In fact, he has taken some very exciting steps that make him a real leader in sustainable land care practices. Here are some of the things Gene has done:</p> <p>Reduced use of pesticides on the golf course by over 60%: Instead of applying pesticides to all of the playing surfaces on an annual basis he now applies pesticides to only 1/3 of the fairways and roughs on any given year, if they are required. He has also switched to only organic fertilizers.</p> <p>This past year, Gene installed 48 nesting boxes in locations selected by a local bird expert with the goal of expanding habitat.</p> <p>In 2017, Gene established two bee hives on the course. In 2018 he added two additional hives. With help from a grant he was able to plant a wide variety of pollinator friendly plants around the course. <i>See nomination form and supporting documentation for more info.</i></p>
ALL	<p>Kayla LeBrun, Sanford Public Works</p> <p>Kenny Blow & Luanne Montpas, Casella</p> <p>Lissa Bittermann, ecomaine</p>	Sanford	Matt Hill	156 School St. Sanford, Maine 04073	<p>I'd like to nominate the Sanford Department of Public Works, Casella Waste Systems, and ecomaine for our work in partnership to turn around Sanford's recycling contamination issues.</p> <p>We have been written up in the Christian Science Monitor as can be found here: https://www.csmonitor.com/Environment/2019/0103/China-gets-tough-on-US-recyclables.-How-one-Maine-town-is-fighting-back</p>
BIZ	Chase Street Soap Company	Scarborough	Sally Chappell	60 Punkin Valley Dr. Bridgton, Maine 04009	<p>I know Jess for years and have bought her soap from the Bridgton Farmers' Market. She uses minimal packaging and produces a shampoo bar that is great and does not come in a plastic bottle! She has also recently committed to using no palm oil in her product line which includes laundry soap, bar soap and shampoo and dog soap.</p>

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NO	Friends of Scarborough Marsh	Scarborough	Mike Shaw	20 Washington Ave, Scarborough, ME 04074	All Volunteer organization protecting the states largest marshland (3200 acres). FOSM offers annual lecture series to educate the community, sponsors and conducts studies to understand threats to the marsh and its 43 endangered or declining species, coordinates clean ups --removing hundreds of pounds of trash from the marsh including TVs and car bumpers.	
IND	Meredith Banker	Scarborough	Self-Nomination	17 Willowdale Rd, Scarborough, Maine 04074	I've been a recycling advocate for the last 29 years, instituting programs at all of my jobs and taking responsibility for plastic film recycling at both home and at work. Choosing sustainable multi-use options whenever possible, composting, educating family, friends & coworkers.	
IND	Meredith Banker (2)	Scarborough	Missy Donald	830 43rd Ave N. St. Petersburg, FL 33703	Meredith has always cared about the planet and is living a waste free life. Not only by recycling, composting , but also using recycled and reusable items. She shares her information with others, and has brought up her son to love and respect the planet. They pick up waste whenever they go to the beach and recycle it. She is very worthy.	
IND	Meredith Banker (3)	Scarborough	Ciomara Guzman	40 Poplar St. Old Orchard Beach, ME 04064	Meredith loves the environment and does her part to help in anyway she can. She loves to recycle and encourages others to, she has spent countless hours picking up trash on our beautiful Maine beaches, helping her community andour environment. She deserves this award more than anyone else i know.	
IND	Meredith Banker (4)	Scarborough	Patricia Webster	1 Bessey School Dr. Apt. 215 Scarborough, ME 04074	Meredith Banker is very continuous about re-cycling and has encouraged me and her father to re-cycle in all aspects. We recycle food scraps, paper/cardboard, plastics,glass, metal.	

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IND	Irene Belanger	South China	Dennis Heath	Attn: Town Manager 571 Lakeview Drive China, Maine 04358	Irene serves as the most ardent promotor for environmental sustainability in our community. Her service with the MRRRA, Municipal Review Committee, and as a selectman for the Town of China, gives her a voice to continually encourage responsible recycling and MSW management, to help meet the State's 50% diversion goal by 2021.	South China is not an ecomaine community.
BIZ	Paris Autobarn	South Paris	Michelle O'Neill	232 Middle St Bath, ME 04530	Business is: Solar Powered, a supporting member of MOFGA, works closely with the Centor for an Ecology-Based Economy, is part of the community bikeshare program, offers the most sustainable practices currently available in automotive service (green oil changes), had EV charging stations, and sells used hybrid and electric vehicles. All around commitment to sustainability. Owner is Mr. Tony Giambro.	South Paris is not an ecomaine community.
IND	Michael Caudle	South Portland	Julie Rosenbach	25 Cottage Road South Portland, ME 04106	<i>Selection from attached:</i> Michael is proud and grateful to live in Redbank Village and an irreplaceable advocate for both sustainability issues and his community. Michael works well with everyone and has had a great impact on increasing awareness around proper recycling practices. We are still working together to roll out the next iteration of our Redbank plan and Michael is now a key program ambassador.	
IND/NP	Julie Rosenbach	South Portland	Michael Caudle	104 Wermuth Rd South Portland, ME 04106	Julie lives recycling as well as energy saving, she is a strong leader in the field. Give her some recognition.	

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IND	Tania Ferrante	South Portland	Linda Zembsch	40 Ledge Rd. South Portland, ME 04106	Tania has been an innovator at South Portland High School. She started an Ecology class and a Sustainability Committee in our school where we now recycle and compost. There is now a share table for students to put untouched and uneaten raw fruits and vegetables, and unopened drinks for other students to take. She has helped other schools in our district implement the same changes. In the last few years, she also started a Courtyard Committee to get funding for and install a green space in the center of our new school where we now have examples of plants that are indigenous to our area, a butterfly garden and an area for a vegetable garden. It is amazing how she has used her time and energy to get our school moving in an eco-friendly direction. I really admire this in her.
IND	Tania Ferrante (2)	South Portland	Karen Brenner	South Portland High School 637 Highland Ave South Portland, ME 04106	Tania has implemented highly successful recycling, compost and green space programs. She has engaged students and faculty in all eco programs. Students assist with the recycling and education aspects of composting in the cafeteria and have been active in the green space courtyard planning and planting.
IND	Tania Ferrante (3)	South Portland	Carrie Barbosa	South Portland High School 637 Highland Ave South Portland, ME 04106	Tania Ferrante is our sustainability queen! She has worked tirelessly to create programming and awareness throughout the South Portland School District, but she has made a particularly significant impact at South Portland High School. Creating an ecology course; starting a school-wide then district-wide composting and recycling program (diverting hundreds of thousands of pounds of waste from landfills); leading a Courtyard Committee to design and build an outdoor space at SPHS; organizing "Sustainability Week" which includes guest speakers, films, field trips, and hands-on activities. Not only has she made a significant impact on our school community, she also positively influences the lives of teenagers every day on her classroom.

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IND	Tania Ferrante (4)	South Portland	Nela Alvarez-Sotomayor	27 Westminster Terrace Cape Elizabeth, ME 04107	Tania is the reason why South Portland High School recycles and composts. She implemented all of the above and motivated her students to do so. She is one in a million.	
IND/NP	Dennis Brown (Highland Lake Leadership Team)	Windham	Donna Chapman	49 Batchelder Rd. Windham, Maine 04062	Dennis and the HLLT which includes Falmouth work to clean up Highland Lake Watershed and help bring awareness to the environmental impacts in the community from phosphorus and other pollutants going into our watersheds. The Team engaged community and town leaders and staff to step up and become active and aware of the Lakes we live and play around. This committee can be duplicated in other communities and shows how two towns can work together for a common goal.	
IND/NP	Yarmouth High School (Tom Pitman, Joe Tuesdale, Cate Ralph, Harland Nadeau, Kyaira Grondin)	Yarmouth	Chris Hill	286 W Elm St. Yarmouth ME 04096	Under Tom Pitman's oversight and planning, a few students at YHS (with financial assistance from an EcoMaine grant) were able to successfully build and implement new waste, compost & recycling bins in the YHS cafeteria. The new bins have reduced the waste stream by as much as 70% now that compost and recyclables are separated out. Along with a full school assembly, the bins have brought awareness to the student body about compostable and recyclable materials, as well as how they can reduce the amount of waste leaving the cafeteria.	

Attachment C: P.R., Outreach, & Education

C1. Educational Outreach, FY19

Education and Outreach Data for FY19													
Program	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY19 Total
Tours	58	35	7	120	240	75	59						594
Virtual tours	26	75	460	150	498	323	401						1933
Presentations	60	431	520	151	229	501	495						2387
Events/Other	300	718	1865	1848	5321	1157	1548						12757
Totals	444	1259	2852	2269	6288	2056	2503						17671

For reference: thru this time in FY18, we had reached just over 13,000.



Tours and Presentation Data for the Month of: **January 2019**

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	1/2/2019	Civilain tour	adult	Cumberland	REC		2
Tours	1/3/2019	Civilain tour	adult	Bristol	REC/WTE		2
Total Individuals	1/7/2019	Civilain tour	adult	Portland	REC/WTE/Landfill		2
Reached:	1/8/2019	Tour with Shawn Rybski	adult	landfill supervisor	REC/WTE		1
59	1/8/2019	Tom's of Maine tour	adult	Kennebunk	REC/WTE		4
	1/17/2019	Civilain tour	adult		REC/WTE		1
	1/18/2019	Girl scouts tour	5th grade	Falmouth	REC		9
	1/25/2019	Friends school of Portland tour	7th and 8th grade	Falmouth	REC/WTE		14
	1/28/2019	Children's Museum tour	adult	Portland	REC/WTE	interest in ecomaine exhibit! Matt's group	2
	1/30/2019	MECA tour	college	Portland	REC/WTE		22
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	1/8/2019	Deering High School	juniors	Portland	REC/WTE		18
Virtual Tours	16-Jan	Peaks Island program	adult	Portland/Peaks	REC		28
Total Individuals	17-Jan	Sierra Club of Maine program	adult	Portland and beyond	REC	was taped, on on Youtube	18
Reached:	1/23/2019	Bin to bale adult ed	adult	Scarborough	REC		40
401	1/24/2019	Piper shores adult ed	adult	Scarborough	REC		40
	1/25/2019	Friends school of Portland	K-4th	Falmouth	REC/WTE		50
	1/28/2019	Thomas College	college	Waterville	REC		25
	1/28/2019	MECA sustainability class	college	Portland and beyond	REC/WTE		42
	1/31/2019	Vinalhaven School	K-adult	Vinalhaven	REC	waste audit done alone before presentation	140
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Presentations	1/4/2019	East End Elementary	4th/5th grade	Portland	REC		20
Total	1/7/2019	Old Orchard high school	high school	Old Orchanrd		waste audit	20
Reached:	1/7/2019	Longfellow Elementary	4th grade	Portland		waste audit	22
495	1/14/2019	Freeport presentation	adult	Freeport	REC/cont	Kevin's program	80
	1/14/2019	Recollect webinar	adult	all	Recyclopedia	Matt's program	20
	1/16/2018	Boys and Girls Club	7th grade	South Portland	REC		5
	1/17/2019	Wentworth School	K-2	Scarborough	REC		250
	1/22/2019	Windham town council meeting	adult	Windham	REC/contaminatio	was tapled, on town website	15
	1/23/2019	Legislative Natural Resources Committee	adult	Augusta	WTE	Matt's presentation	12
	1/25/2019	Legislative Breakfast	adult				3
	1/29/2019	Education Session	adult	all	REC/WTE	contamination focus for towns, tour includ	13
	1/29/2019	Legislative Utilities and Tech Committee	adult	Augusta	WTE	Matt's presentation	10
	1/31/2019	Monmouth high	high school	Monmouth	REC		25
Outreach Events/Other	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	1/10/2019	Red Claws	all	all	REC	on court game and waste audit	1,468
Total Individuals	1/24/2019	Casco Systems open house	adult	Cumberland and beyon	REC/WTE	presence requested by Donna in Windhan	20
Reached:	1/26/2019	Falmouth Home Energy Fair	all	Falmouth and beyond	REC/WTE		60
1,548							



C2. Metrics, January 2019

Recyclopedia:

- Downloads to date stand at 3,092 (an increase of 116 in January).
- The widget on web pages was viewed 42,754 times in January (down from just over 50,000 in December).
- A total of 121,902 items have been searched on the RECYCLOPEDIA (up from 112,400 at end/December).
- The top 10 searches are: plastic bag, Styrofoam, milk cartons, plastic straws, aluminum foil, plastic bottle caps, almond milk cartons, plastic utensils, hangers, and alkaline batteries. (Unchanged in January.)

Social Media Stats:

Facebook:

- Gained 51 new followers (2,269 in total; gained a number of new followers from *Recycling is a Work of Art* promotion).
- We had some great traction on Facebook posts in January. Our top organic post was on January 3, reaching 9,418 users (a posting of the *Christian Science Monitor* piece on recycling in Sanford).
- Lots of good post reactions led to an increase in average daily organic post reach of 964 users in January.

Twitter: We gained 15 new followers in December, for a total of 710, and we earned 18,400 tweet impressions, with the top tweet (1,152 impressions) being a post of Kevin Roche's Freeport presentation on January 14.

Instagram: We had 32 Instagram posts in January, which generated 978 likes. We gained 146 new followers for a total of 935. Instagram remains our fastest-growing platform, particularly among younger women.

ecomaine.org:

- January web traffic was up 4%; we are up 51% compared to January of last year.
- Page views increased 10% from December to January; we are at 14,085, up 48% from January 2018's 10,008 page views.
- Bounce Rate decreased another 8% in January – great news, in that people are staying engaged with our site and its content longer.



Media Mentions (11 in January; 139 total for FY19)...

[China gets tough on US recyclables. How one Maine town is fighting back](#) (Christian Science Monitor, 1/3/19)

[Reduce, Reuse, Recycle: Ways to Minimize Waste and Maximize Sustainability](#) (Maine Public Radio *Maine Calling*, 1/4/19)

[Augusta to consider plastic bag ban](#) (Kennebec Journal/Waterville Morning Sentinel, 1/4/19)

[Ellsworth to stop accepting glass, boxboard, office paper for recycling](#) (Bangor Daily News, 1/5/19)

[Owls Head, Thomaston and South Thomaston recycling program, employees recognized for quality operation](#) (Penobscot Bay Pilot, 1/17/19)

[Augusta scraps plan, for now, to fine nonresidents who put items into recycling bins meant for residents](#) (Kennebec Journal/Waterville Morning Sentinel, 1/18/19)

[Local transfer station recognized for recycling efforts](#) (Camden Herald, 1/18/19)

[Local transfer station recognized for recycling efforts](#) (Knox County Village Soup, 1/18/19)

[Falmouth will look into regional, automated trash pick-up](#) (The Forecaster, 1/22/19)

[Recycling Station Workers Recognized](#) (The Free Press, 1/24/19)

[Maine lawmakers propose statewide ban of Styrofoam, other restrictions](#) (WMTW, 1/31/19)