

# ecomaine

## Memorandum

**DATE:** February 28, 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 March 7, 2019 @ 4:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Recycling is a Work of Art  
Judging of Submissions
3. Update on School Grants
4. Eco-Excellence Award Ceremony
  - Date: March 26, 2019 @ 11AM)
5. Outreach & Education (*Attachment B*)
  - Education & Outreach Data
  - ecomaine Website & Media Analytics
6. Recycling Market Report (*Handout*)
  - Update on Continuation
7. Other

### Meetings:

Full Board of Directors 03-21-2019 @ 4pm

The following Meeting will be held at MPX Meeting Facility located at 2301 Congress Street, Portland Maine.

Finance & Audit Committee	04-04-2019 @ 4pm
Full Board of Directors	04-18-2019 @ 4pm
Finance & Audit Committee	05-16-2019 @ 3pm
Executive Committee	05-16-2019 @ 4pm
Outreach & Recycling Committee	05-23-2019 @ 4pm

**Our Annual Board of Directors Meeting will be held at Thompson Point (Brick South) 8 Thompsons Point, located in Portland Maine.**

**Annual Board of Directors Meeting 06-20-2019 @ 11:30am**

# ecomaine

## Memorandum

**DATE:** February 14, 2019

**TO:** Chair and Members of the Board

**FROM:** Kevin H. Roche, CEO

**SUBJECT:** Outreach & Recycling Committee Minutes – February 14, 2019

The **ecomaine** Outreach & Recycling Committee met February 14. The meeting was called to order at 3:06 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Linda Boudreau moved to approve minutes, Jamie Garvin seconded and all unanimously approved.
2. eco-Excellence Award Deliberation
  - The Committee met and awarded the following eco-Excellence Awards
    - i. Business Category
      1. OutsideIn Maine, Cape Elizabeth
      2. Mainely Worm Bins, Gorham
      3. Chase Street Soap Company, Scarborough
    - ii. Individual Category
      1. Jennifer Polley, Chelsea
      2. Patty Distasio, Gray
      3. Gene Pierotti, Portland
      4. Meredith Banker, Scarborough
      5. Michael Caudle, South Portland
      6. Tania Ferrante, South Portland (Individual Overall Winner)
      7. Dennise Brown, Windham
      8. Tom Pitman & Students, Yarmouth
      9. Paul Mathieu, Hiram
    - iii. Non-Profit Category
      1. Friends of Scarborough Marsh
      2. Friends School of Portland
    - iv. (2019 specific) Municipal Category
      1. Matt Hill & Kayla LeBrun, Sanford
    - v. Individual Lifetime Achievement Award
      1. Gary Glick, Falmouth
3. Outreach & Education; Market Reports & Contamination
  - Presented in brief by staff
4. No other/new business was presented.

5. Meeting adjournment:

- Jamie Garvin motioned to adjourn, Linda Boudreau seconded and all unanimously approved adjourning at 4:04 p.m.

**Attendees:** Caleb Hemphill, Linda Boudreau, Jamie Garvin, Maureen McDevitt, Kimberly Darling, Jami Fitch, Kathryn Oak

**Staff:** Matt Grondin, Katrina Venhuizen, Gabe Gauvin, Vanessa Berry

DRAFT



## Attachment B: P.R., Outreach, & Education

### B1. Educational Outreach, FY19

<b>Education and Outreach Data for FY19</b>													
<b>Program</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>FY19 Total</b>
Tours	58	35	7	120	240	75	59	320					914
Virtual tours	26	75	460	150	498	323	401	451					2384
Presentations	60	431	520	151	229	501	495	950					3337
Events/Other	300	718	1865	1848	5321	1157	1548	4983					17740
<b>Totals</b>	<b>444</b>	<b>1259</b>	<b>2852</b>	<b>2269</b>	<b>6288</b>	<b>2056</b>	<b>2503</b>	<b>6704</b>					<b>24375</b>

*For reference: thru this time in FY18, we had reached nearly 16,000.*





## **B2. Metrics, February 2019**

### **Recyclopedia:**

- Downloads to date stand at 3,138 (an increase of 46 in February).
- The widget on web pages was viewed 46,594 times in February (up from 42,754 in January).
- A total of 127,460 items have been searched on the RECYCLOPEDIA (up from 121,902 at end/January).
- 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 February.)

### **Social Media Stats:**

#### **Facebook:**

- Gained 39 new followers in February (2,308 in total).
- Our top organic post was on February 24, reaching 2,219 users (a posting of the *Portland Press Herald's* article on a possible state ban on plastic bags, in which ecomaine was quoted and cited).
- Our average daily organic post reach was 625 users in February.

**Twitter:** We gained 14 new followers in February, for a total of 724, and we earned 23,900 tweet impressions, with the top tweet (2,586 impressions) being a post of the *Portland Press Herald's* article on a possible state ban on plastic bags, in which ecomaine was quoted and cited). We also saw some great traction from live-tweeting SWANApalooza in Boston.

**Instagram:** We had 24 Instagram posts in February, which generated 746 likes. We gained 65 new followers for a total of 990.

#### **ecomaine.org:**

- February web traffic was down 4%; we are up 40% compared to February of last year.
- Page views decreased 6% from January to February; we are at 11,764 for the month, up 48% from February 2018's 8,795 page views.
- Bounce Rate was even in February – great news, in that people are staying engaged with our site and its content longer.



**Media Mentions** (12 in February; 150 total for FY19)...

[Portland students take lead in pushing sustainability in school](#) (The Forecaster)

[Yarmouth moves closer to pay-per-bag trash disposal](#) (The Forecaster)

[Lakes Region Briefs](#) (Keep ME Current)

[Maine lawmakers propose statewide ban of Styrofoam, other restrictions](#) (WMTW Channel 8)

[Cumberland municipal budget could grow 4.1%](#) (The Forecaster)

[Market disruption puts emphasis on change in recycling](#) (Seacoast Online)

[Briefly: Local](#) (Lewiston Sun Journal)

[The importance of proper recycling and the cost of “wishcycling”](#) (The Windham Eagle)

[Casco manager job opening goes public](#) (The Bridgton News)

[Educators in Falmouth and South Portland, City of Sanford Staff Named Among 2019 ecomaine eco-Excellence Awardees](#) (Waste Advantage Magazine)

[Washington news](#) – Tour of ecomaine (Knox County Village Soup)

[Maine could be among first in U.S. to ban plastic bags statewide](#) (Portland Press Herald, Waterville Morning Sentinel, Kennebec Journal, Brunswick Times Record)