

# ecomaine

## Memorandum

**DATE:** September 5, 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 September 12, 2019 @ 4:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Outcome – “Recycling is a Work of Art” Contest
3. Open House Planning & Discussion (*Attachment B*)
4. Grants Planning & Discussion (*Attachment C*)
  - Final Reports
  - Waldo County Technical
  - Upcoming School Grants
5. Outreach & Education (*Attachment D*)
  - Education & Outreach Data
  - **ecomaine** Website & Media Analytics
6. Recycling Market Report (*Handout*)
  - Update on Contmination and Community Intern Pilot Program
7. Upcoming Events:
  - Open House September 28, 2019
  - Tentative Dates **ecomaine** Educational Sessions - November 19 & December 3, 2019
  - eco-Excellence Awards March 10, 2020
8. Other

### Meetings:

Outreach & Recycling Committee	09-12-2019 @ 4pm	Outreach & Recycling Committee	02-13-2020 @ 3pm
Finance & Audit Committee	09-19-2019 @ 3pm	Executive Committee	02-13-2020 @ 4pm
Executive Committee	09-19-2019 @ 4pm	Outreach & Recycling Committee	03-19-2020 @ 3pm
Full Board of Directors	10-17-2019 @ 4pm	Full Board of Directors	03-19-2020 @ 4pm
Outreach & Recycling Committee	11-07-2019 @ 4pm	Joint Finance & Full Board Budget Review	03-26-2020 @ 4pm
Finance & Audit Committee	11-21-2019 @ 3pm	Executive Committee	04-09-2020 @ 4pm
Executive Committee	11-21-2019 @ 4pm	Finance & Audit Committee	05-21-2020 @ 3pm
Executive Committee	12-19-2019 @ 4pm	Full Board of Directors	05-21-2020 @ 4pm
Finance & Audit Committee	01-16-2020 @ 3pm	Outreach & Recycling Committee	05-28-2020 @ 4pm
Full Board of Directors	01-16-2020 @ 4pm	Annual Board of Directors Meeting	06-18-2020 @ 11:30am
Outreach & Recycling Committee	01-23-2020 @ 4pm		

**ecomaine**  
**Memorandum**

**DATE:** May 23, 2019

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

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

**SUBJECT:** **Outreach & Recycling Committee Minutes – May 23, 2019**

The **ecomaine** Outreach & Recycling Committee met May 23. The meeting was called to order at 4:08 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Maxine Beecher moved to approve minutes, Kimberly Darling seconded and all unanimously approved.
2. Update on *Recycling is a Work of Art* Contest
  - Staff provided an update on the container painting contest; May 31 is deadline for completion
3. Update on School Grants
  - Staff provided update and shared reports received to date, noting that May 31 is the deadline for final reports
  - Kimberly Darling moved that we provide a one-year, no-cost extension to Waldo County Technical, as they have not been able to spend their funds on a tour, due to construction and scheduling. Maxine seconded, and all approved.
4. Upcoming Events
  - Staff provided an update on events, including June 19-20's Annual Meeting events and the tentative date of Sept. 28, 2019 for the Annual Open House
5. Outreach, Education, & Markets
  - Staff provided an update on metrics from outreach, which then evolved into agenda item #6, an update on the markets and contamination.
    - i. This included an update on the Community Intern Pilot in Falmouth, Scarborough, South Portland, and Windham, as well.
6. Other/New Business
  - Staff presented potential signage ideas for ecomaine's WTE tipping hall, which the Committee strongly approved of.
7. Meeting adjournment:
  - Jeff Amatrudo motioned to adjourn, Alan Bradstreet seconded and all unanimously approved adjourning at 5:36 p.m.

**Attendees:** Caleb Hemphill, Alan Bradstreet, Jeff Amatrudo, Rob Wood, Maxine Beecher, Kimberly Darling, Kathryn Oak

**Staff:** Matt Grondin, Vanessa Berry

DRAFT

## 2019 ecomaine Open House Overview & Planning

**September 28, 2019**

**8-noon**

**ecomaine: 62 Blueberry Road – Recycling Facility (w/ Waste-to-Energy Tours @ 64 Blueberry Rd.)**

ecomaine's Open House traditionally draws between 600-1,000 people; we anticipate more than 800 people in 2019, following on 2018's record crowd of 1,000+. Though the event can be weather-dependent, plenty of people attended back in 2017, despite grey weather; we anticipate interest will be high, given the abundance of news on the recycling markets and contamination in 2018-19. Event will be managed by ecomaine staff, Board, and volunteers.

### Activities will include:

- Tours of Recycling and Waste-to-Energy Facilities
- Recycling & Compost Bin Giveaways
- Exhibitor Tables
- Kid's Activities –
  - Face Painting
  - Paper Making
  - Weaving Crafts
  - Truck Demos
  - Mascots
- Free e-Waste Collection
- Junk mail unsubscribe table
- Community Recycling Interns recap table
- Free Breakfast Sandwiches & Coffee

### Promotion & Advertising will include:

- Maine Public Radio – including many prime, drive-time spots
  - Maine Public *Community Calendar*, as well
- WCLZ – will have 72 commercials leading up to event PLUS live, on-site presence & promotion, day-of
- The Forecaster – will have ads in all six editions for the two weeks preceding Open House
- Portland Press Herald – will have *Maine Today* magazine quarter-page ad week of Open House and pressherald.com presence, as well
- The Notes (free newspaper) front cover two weeks leading up; half-page ad week-of
- ecomaine.org page
- Portland Kids Calendar
- Continue passing out Recyclopedia/Open House leaflets at Greenfest, Common Ground Fair, & elsewhere
- Facebook Promoted Post – we have 680+ interested from initial promotion, which is double 2018 at this point; will continue this promotion, and to cross-promote on other social media
- Press Release during week leading up to Open House
- Email newsletter promotion
- e-blast 1-2 days prior



## Attachment C

### C1. FY19 Grants Recap

<u>School</u>	<u>Community</u>	<u>Grant Amount &amp; Purpose</u>	<u>Midterm Report</u>	<u>Final Report</u>
Boys & Girls Club	South Portland	\$1,530 for food waste pickup, a large RCY bin, luggage scale for weighing waste	X	X
Carl J. Lamb Elementary	Sanford	\$980 for ecomaine field trip, RCY bins for raffling, name badges & lanyards		X
Chelsea Elementary	Chelsea	\$450 for ecomaine field trip and reusable coffee pods for teachers		
Deering High School	Portland	\$1,490 for new RCY bins and signage		
Hollis Elementary	Hollis	\$1,118 for RCY bins, signage, compost tumbler, construction materials, and compostable serviceware	X	X
Portland High School	Portland	\$4,000 for electric hand driers	X	X
Roots & Fruits Preschool	South Portland	\$850 for vermicomposting setup and books/literature	X	X
Waldo County Technical	Liberty	\$500 for ecomaine field trip and 22-gal. RCY bins	X	<i>Granted No-Cost Extension for ecomaine tour</i>
Scarborough High School	Scarborough	\$1,600 for electric hand driers	X	X
Shapleigh Memorial School	Shapleigh	\$1,175 for ecomaine field trip and transfer station and zero waste effort: toters & transportation, zero-waste table, gloves & aprons	X	X
Thomas College	Waterville	\$2,191 for RCY bins in dorms and transport for RCY	X	
Vinalhaven School	Vinalhaven	\$3,000 for RCY bins and tilt trucks for RCY program at school in new community	X	X
Waterboro Elementary	Waterboro	\$1,700 for ecomaine field trip and trip to Tibbetts Farm and Zero Waste Effort: zero waste table, gloves/aprons, and food waste pickup	X	X
TOTAL		\$20,750 committed		\$18,820 paid



## **C2. FY20 School Recycling Grants Timeline & Program**

Announcement: September 16, 2019 (*see draft below*)

- Post to web & promote on social media
- Add to Chair Report to Board of Directors
- email & outreach to school contacts via Education staff

Deadline for Submissions: October 25, 2019 (*see application below*)

Judging of Applications @ November 7, 2019 Outreach & Recycling Committee meeting

Notification to winners: November 8, 2018 or ASAP afterward

- Accompanying press release to all outlets, with advance notice to awarded communities

Recipients are chosen based on the following criteria (*see grant guidelines below*):

- (1) Project outline and school commitment
- (2) Ease of project replication
- (3) Likelihood of success and program sustainability
- (4) How compelling and worthy the funding is

*See also last page for potential special one-time grant program.*



## **Announcement: School Recycling Grants deadline is October 25, 2019**

***To be published to web, sent via e-blast, & posted on social media on September 16, 2019***

Has your school set out to raise recycling awareness? Do you want to implement a more robust recycling program or add composting to your waste collection? Then ecomaine has a great opportunity for you! Maine's pioneer of single-sort recycling and provider of waste-to-energy solutions is pleased to announce that any of its 73 member communities can apply for Recycling Grants through October 25, 2019.

Grant proposals have ranged from purchasing in-school recycling bins or education materials to offsetting compost hauling fees or assisting schools to participate in tours of ecomaine. If selected, school recipients can receive up to \$5,000 of \$25,000 in available grant funds. Recipients are chosen based on the following criteria:

- (1) project outline and school commitment
- (2) ease of project replication
- (3) likelihood of success and program sustainability, and
- (4) how compelling and worthy the funding is.

Candidates may apply by filling out the application below:

***[LINKTO: 2019 grants application](#)***

***[LINKTO: 2019 grant contest rules](#)***

ecomaine's Recycling Grants represent one of the many ways we achieve our outreach goals. In fiscal year 2019, ecomaine reached more than 38,000 school children and members of the public through tours, presentations, and events. Other programs that ecomaine offers throughout the year to further its education and outreach mission are ***[\(including links to each page\)](#)***:

Recycling is a Work of Art contest (6 winners selected in Spring to paint murals on the "silver bullet" recycling containers in towns)

eco-Excellence Awards (annual March awards, nominations accepted throughout the year)

Annual Recycling Open House (this year's is September 28, 2019!)

On-site tours and community outreach (ongoing)

If you have questions about the School Recycling Grants program, or are interested in setting up a tour of ecomaine (tours available Monday through Friday), please get in touch at [info@ecomaine.org](mailto:info@ecomaine.org).



**Press release:**

## **ecomaine announces deadline for \$25,000 in grants to promote recycling, compost**

**Media Contact: Matt Grondin, Communications Manager**

207-523-3108; [grondin@ecomaine.org](mailto:grondin@ecomaine.org)

PORTLAND, Maine (September 16, 2019) – Today, ecomaine announced its call for proposals for the organization’s 2019-2020 round of Recycling Grants, which are designed to raise recycling awareness in schools and communities, and to help schools implement more efficient recycling programs or add composting to their waste collection.

As Maine’s pioneer of single-sort recycling and provider of waste-to-energy solutions, ecomaine is pleased to announce that any school from its 70+ member communities can apply for Recycling Grants through October 25, 2019.

“ecomaine’s Recycling Grants program is increasingly important,” said Kevin Roche, ecomaine’s CEO. “It’s a big part of our educational outreach portfolio, and it allows students and teachers to work together on some ingenious ways to tackle schools’ unique waste challenges.”

Past grant proposals have ranged from purchasing in-school recycling bins or education materials to offsetting compost hauling fees, assisting schools to participate in tours of ecomaine, or purchasing electric hand driers to reduce paper towel waste. If selected, school recipients can receive up to \$5,000 of \$25,000 in available grant funds for the 2019-20 school year. Recipients are chosen based on the following criteria:

- (1) Project outline and school commitment
- (2) Ease of project replication
- (3) Likelihood of success and program sustainability
- (4) How compelling and worthy the funding is

Following the October 25 deadline, proposals will be reviewed by ecomaine’s Outreach & Recycling Committee, and winners will be notified by mid-November.

More information on the entire grants program can be found at [www.ecomaine.org/grants](http://www.ecomaine.org/grants).

### **About ecomaine**

ecomaine is the Portland-based nonprofit, recycling and waste-to-energy operation that serves a third of the state’s population in more than 70 member communities. In its FY18, ecomaine reached more than 38,000 school children and members of the public through grants, tours, presentations and events. In addition to the Recycling Grants, other programs that ecomaine offers throughout the year to further its education and outreach mission are:

- Recycling is a Work of Art contest (6 winners selected in Spring to paint murals on the “silver bullet” recycling containers in towns)
- Eco-Excellence Awards (annual March awards, nominations accepted throughout the year)
- Annual Recycling Open House (this year’s is September 29, 2018!)
- On-site tours and community outreach (ongoing)

###



## Possible special FY20 component to Grants Program!



In celebration of 2020 (and the State of Maine Bicentennial, to boot!), ecomaine proposes a special one-time grant for any qualifying school this fiscal year for an “Upcycle 2020” grant.

Participants should create their best invention out of waste materials and send a description and picture to [info@ecomaine.org](mailto:info@ecomaine.org) or tag #upcycle2020 on social media to enter. (Bonus points for using non-recoverable materials!)

### Voting:

The top entries, as selected by ecomaine’s O&R Committee and staff, will be picked for a runoff vote. (This could either be done by the same committee or by social media “likes” voting.)

### Criteria could be:

- Use of waste materials (bonus points for non-recoverable/recyclable materials)
  - Should incorporate a “significant amount” of waste material (*what IS “significant?”*)
- Functionality – does it work to accomplish something useful?
- Ingenuity – looking at waste products a different way

The winning entry will receive \$2,020 for their school’s Green Team or Project Graduation. (Funding would be a subset of the budgeted \$25,000 for grants in FY20.)



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

D1. Educational Outreach, FY19 Total

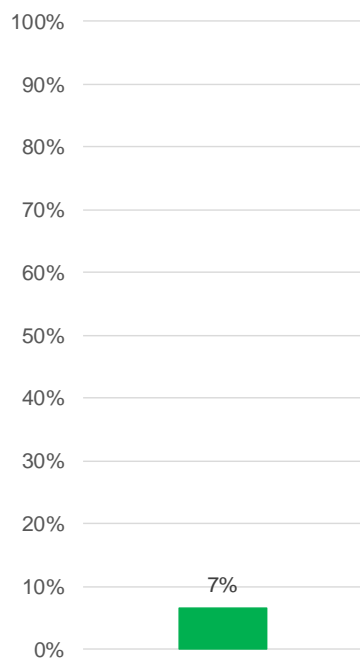
<b>Education and Outreach Data for FY19</b>													
<b>Program</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>FY19 Total</b>
Tours	58	41	7	156	240	76	61	315	230	12	10	36	1242
Virtual tours	26	75	460	150	699	341	401	451	707	1272	515	188	5285
Presentations	60	431	520	158	249	501	495	520	196	966	856	158	5110
Events/Other	300	533	2755	1848	5321	1157	1548	4983	2561	1207	2103	2055	26371
<b>Totals</b>	<b>444</b>	<b>1080</b>	<b>3742</b>	<b>2312</b>	<b>6509</b>	<b>2075</b>	<b>2505</b>	<b>6269</b>	<b>3694</b>	<b>3457</b>	<b>3484</b>	<b>2437</b>	<b>38008</b>

## D2. Educational Outreach, FY20 YTD

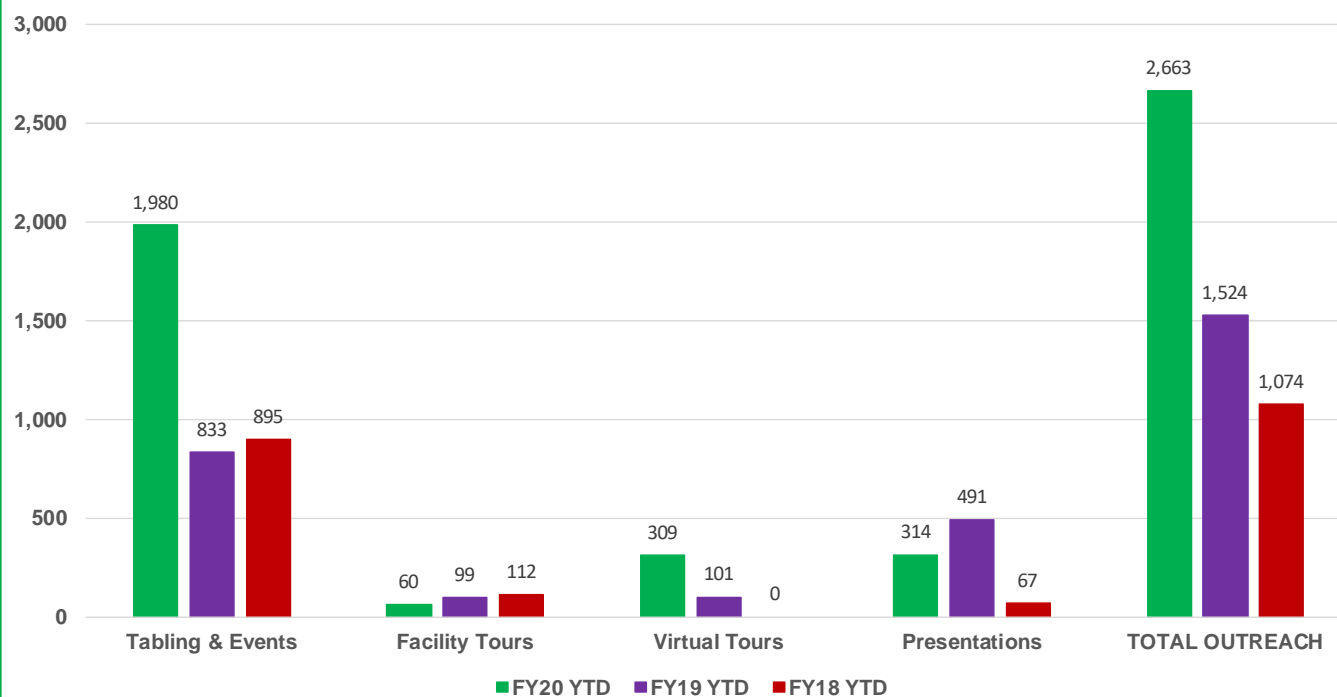
### FY20 ecomaine Outreach Summary

	FY20 YTD	FY19 YTD	FY18 YTD	FY20 GOAL
<b>Tabling &amp; Events</b>	1,980	833	895	28,000
<b>Facility Tours</b>	60	99	112	1,215
<b>Virtual Tours</b>	309	101	0	5,185
<b>Presentations</b>	314	491	67	5,600
<b>TOTAL OUTREACH</b>	<b>2,663</b>	<b>1,524</b>	<b>1,074</b>	<b>40,000</b>

#### Progress to FY20 Outreach Goal



#### People Reached Through ecomaine Education





## Outreach Recap, June 2019

Tours and Presentation Data for the Month of: <b>June 2019</b>						
	<b>Date</b>	<b>Group/School Name</b>	<b>Ages</b>	<b>Town</b>	<b>Facilities Notes</b>	<b>Size</b>
<b>Tours</b>	6/3/2019	Rockland transfer station tour	adult	Rockland	REC/WTE transfer station staff	4
Total Individuals Reached:	6/4/2019	Contamination interns	college	Windham/SoPo/Scar	REC/WTE in depth info on contamination and h	9
<b>36</b>	6/5/2019	Tandem Coffee Staff	adult	Portland	REC/WTE	3
	6/6/2019	General public tour	adult	Kennebunk/Wells	REC/WTE walking group that picks up trash	6
	6/11/2019	General public tour	adult	Portland/South Portl	REC/WTE	2
	6/17/2019	General public tour	adult	St George Solid West	REC/WTE	7
	6/27/2019	TD bank green team	adult	Falmouth	REC/WTE	5
	<b>Date</b>	<b>Group/School Name</b>	<b>Ages</b>	<b>Town</b>	<b>Facilities Notes</b>	<b>Size</b>
<b>Virtual Tours</b>	6/4/2019	Kaler Learning Works	elementary	South Portland	REC after school program	35
Total Individuals Reached:	6/7/2019	Hope Elementary School	elementary	Hope, ME	WTE	35
<b>188</b>	6.7.19	Lincolville Central School	middle school	Lincolville	WTE	80
	6/21/2019	Mother house Sisters of Mercy	seniors	Portland	REC/WTE	15
	6/24/2019	Hiram Adult Ed	adult	Hiram	REC/WTE	3
	6/27/2019	Lunch and learn at TRC	adult	Scarborough	REC/WTE	20
	<b>Date</b>	<b>Group/School Name</b>	<b>Ages</b>	<b>Town</b>	<b>Facilities Notes</b>	<b>Size</b>
<b>Presentations</b>	6/1/2019	Fayette Plant Sale	adult	Fayette	REC focus on "wish-cycling"	10
Total Individuals Reached:	6/3/2019	Maine Audubon staff meeting	adult	Falmouth	REC how to better recycling at work and d	18
<b>158</b>	6/6/2019	Brownfield School	K-5	Brownfield	REC Waste audit and presentaiton	95
	6/25/2019	Contamination presentation for Free	adult	Freeport	REC contamination focused	35
	<b>Date</b>	<b>Group/School Name</b>	<b>Ages</b>	<b>Town</b>	<b>Facilities Notes</b>	<b>Size</b>
<b>Outreach Events/Other</b>	6/1/2019	Fayette Plant Sale	Adult	Fayette	REC tabling	40
Total Individuals Reached:	6/1/2019	Relay for Life	adult	Portland and beyond	REC/WTE tabling	10
<b>2,055</b>	6/2/2019	Rock the House Thompson's Point	all	Portland and beyond	REC/WTE tabling	80
	6/5/2019	Papermaking at Children's Museum	all	Portland and beyond	REC paper making	10
	6/7/2019	Wentworth school	2nd grade ar	Scarborough	REC parents/teachers and student-led virt	20
	6/8/2019	Rockland Recycling Kickoff	adult	Rockland	REC/WTE kickoff of singlesort! Went great!	850
	6/8/2019	Yarmouth cleanup day	adult	North Yarmouth	REC handouts given to waiting cars, Matt	350
	6/11/2019	Pownal town elections	adult	Pownal	REC tabling and bin giveaway	50
	6/13/2019	Chelsea town voting on recycling	Adult	Chelsea	REC voted to keep it!	20
	6/15/2019	Wicked Maine Outdoor Festival	all	Cumberland and bey	REC/WTE tabling at festival	135
	6/15/2019	Yarmouth Chilli cookoff	all	Yarmouth and beyon	REC/WTE tabling at festival	30
	6/19/2019	Papermaking at Children's Museum	all	Portland and beyond	REC paper making and hand out do/don't	16
	6/20/2019	ecomaine annual meeting	adult	numerous	REC/WTE	110
	6/22/2019	Tabling at Newington Transfer stati	adult	Newington	REC Lissa lead	100
	6/22/2019	Tabling at Glenburn Community Da	all	Glenburn	REC	40
	6/24/2019	Dropoff materials to senior housing	adult	Portland	REC	4
	6/25/2019	Papermaking at Children's Museum	all	numerous	REC paper making and hand out do/don't	40
	6/29/2019	Cape Elizabeth Strawberry Festival	all	Cape E and beyond	REC/WTE near bins and near sorting game	150



## Outreach Recap, July-Aug 2019

### Touch Points

Date	Category	Item	Number Reached	Municipality	Staff	Age	Notes
7/2/2019	Other Outreach	Maine Historical Society - "Greening" Events	1	Portland	Katrina	Adult	Very productive - will have another mtg.
7/8/2019	Facility Tour	Freeport Intern Tour	1	Freeport	Katrina	Adult	Very enthusiastic. Silver Bullet intern - contamination
7/9/2019	Virtual Tour	Woods @ Canco	12	Portland	Katrina	Adult	Senior Living Home
7/10/2019	Presentation	Maine Teen Camp	18	Porter	Katrina	High School	
7/10/2019	Virtual Tour	Gorham Summer Rec Program	35	Gorham	Vanessa	Elementary	Return visit on 7/24/19.
7/15/2019	Presentation	One Climate Future Program w/ Students	5	South Portland	Katrina	High School	Passionate group; will save the world.
7/16/2019	Virtual Tour	Maine Children's Discovery Museum	5	Augusta	Vanessa	Elementary	Return visit on 7/18/19
7/17/2019	Facility Tour	Tandem Coffee Return Visit/Tour	5	Portland	Vanessa	Adult	Second tour for Tandem Coffee Co.
7/17/2019	Virtual Tour	UNE Portland Contamination Meeting	7	Portland	Katrina	Adult	Following up on contamination rates.
7/18/2019	Presentation	Maine Children's Discovery Museum	5	Augusta	Vanessa	Elementary	Follow up presentation
7/19/2019	Facility Tour	Kennebunkport RCY Committee	8	Other	Vanessa	Adult	RCY Only
7/19/2019	Other Outreach	Yarmouth Clam Festival	0*	Yarmouth	Katrina	Adult	* & 1,000 at parade
7/20/2019	Other Outreach	PERC Open House	25	Other	Vanessa	Elementary	
7/23/2019	Other Outreach	Readfield Transfer Station Tabling	60	Readfield	Vanessa	Adult	
7/23/2019	Presentation	Fernwood Cove Camp	10	Harrison	Katrina	Middle School	
7/23/2019	Virtual Tour	Scarborough Rotary Club	10	Scarborough	Katrina	Adult	
7/24/2019	Presentation	Gorham Rec Program Waste Audit	38	Gorham	Vanessa	Elementary	
7/25/2019	Virtual Tour	Thornton Academy Int'l Summer Program	12	Saco	Katrina	High School	
7/25/2019	Other Outreach	Livermore Falls Transfer Station Tabling	50	Livermore Falls	Vanessa	Adult	
7/26/2019	Virtual Tour	Friends of Cobosee Watershed	15	Other	Vanessa	Elementary	
7/27/2019	Other Outreach	Shapleigh Community Days Tabling & Parade	75	Shapleigh	Katrina	Adult	& 200 at parade
7/27/2019	Other Outreach	Frye Island Kick Off Tabling	400	Frye Island	Vanessa	Adult	
7/29/2019	Facility Tour	Facility tour for two members of public	2	Portland	Katrina	Adult	Starting a chiro business, want to be "green"
7/30/2019	Virtual Tour	Augusta Summer Rec Program	150	Augusta	Vanessa	Elementary	Waste Audit and Virtual Tour
7/31/2019	Facility Tour	Cheverus HS	17	Portland	Katrina	High School	
7/31/2019	Presentation	Papermaking & Presentation - Gorham Summer R	35	Gorham	Vanessa	Elementary	
8/1/2019	Presentation	Senior Volunteers - Saco	15	Saco	Vanessa	Adult	
8/2/2019	Presentation	Presentation to Social Media Winners	4	Other	Katrina	Adult	One is following up with a tour soon
8/3/2019	Other Outreach	Woolwich Days Tabling	60	Woolwich	Vanessa	Adult	
8/3/2019	Other Outreach	Old Orchard Beach Illumination Night	100	Old Orchard Beach	Vanessa	All Ages	
8/6/2019	Virtual Tour	Waterboro Learning Works	35	Waterboro	Katrina	Elementary	Virtual Tour + Crafts
8/6/2019	Other Outreach	Portland Night Out	175	Portland	Katrina	All Ages	
8/6/2019	Other Outreach	Saco Night Out	150	Saco	Vanessa	All Ages	
8/7/2019	Facility Tour	Spurwink Facility Tour	9	Portland	Katrina	Middle School	
8/7/2019	Presentation	MTCCMA Conference Presentation	105	Other	Other	Adult	Kevin R. present to conference on muni RCY
8/8/2019	Facility Tour	Public Tour	5	Portland	Katrina	Middle School	Grandmother w/ kids visiting from Chicago
8/10/2019	Other Outreach	Hollis Pirate Festival Tabling	100	Hollis	Katrina	All Ages	
8/10/2019	Other Outreach	Brownfield Old Home Days Tabling	25	Brownfield	Other	All Ages	Matt tabling
8/10/2019	Other Outreach	Readfield Beach Tabling	55	Readfield	Gabe	All Ages	
8/12/2019	Facility Tour	Public Tour	3	Other	Vanessa	Adult	Star Island, NH residents
8/12/2019	Presentation	Intern Presentation	15	Falmouth	Other	Adult	Interns presenting to council, very ecomaine centric.
8/13/2019	Presentation	Intern Presentation	15	South Portland	Other	Adult	Interns presenting to council, very ecomaine centric.
8/12/2019	Other Outreach	Intern Panel & Presentation	22	Other	Katrina	Adult	
8/14/2019	Facility Tour	Public Tour	3	Other	Vanessa	Adult	Star Island, NH residents
8/14/2019	Presentation	York Hospital Presentation	10	Kittery	Katrina	Adult	Included short virtual tour, as well
8/15/2019	Facility Tour	Public Tour	4	Portland	Vanessa	Adult	Whole Planet Volunteers
8/15/2019	Facility Tour	Public Tour	1	Other	Other	Adult	Matt tour for CT-based WTE engineer (for KR)
8/16/2019	Facility Tour	Public Tour	2	Yarmouth	Katrina	Adult	Both facilities - social media contest winner
8/16/2010	Other Outreach	Scarborough Summer Fest	150	Scarborough	Katrina	All Ages	Worked w/ Jami Fitch
8/16/2019	Other Outreach	Friends of Libby Library Books Sale	70	Old Orchard Beach	Vanessa	Adult	
8/17/2019	Other Outreach	Ruth's Opening Day	110	Portland	Katrina	Adult	Many different towns, not just Portland
8/19/2019	Virtual Tour	Retired Federal Employees	20	Scarborough	Vanessa	Adult	
8/19/2019	Presentation	DaVinci Camp	36	Falmouth	Katrina	Elementary	
8/20/2019	Other Outreach	Ruth's Opening Day, Continued	45	Portland	Katrina	Adult	
8/21/2019	Other Outreach	Ruth's Opening Day, Continued	32	Portland	Katrina	Adult	
8/23/2019	Other Outreach	Friends of Lithgow Library Book Sale	70	Augusta	Vanessa	Adult	
8/24/2019	Other Outreach	Tabling at MECA	125	Portland	Katrina	College	
8/24/2019	Other Outreach	Tabling at Freeport Transfer Station	80	Freeport	Vanessa	Adult	
8/26/2019	Presentation	Lyman Moore School to Discuss Programming	3	Portland	Katrina	Adult	
8/27/2019	Virtual Tour	Birchwood Retirement Community Virtual Tour	8	Portland	Katrina	Adult	



## **D2. Metrics: FY19 recaps & July-August 2019**

### **Recyclopedia:**

- **FY19** recap: 159,015 item lookups (vs. 21,867 in FY18) and 3,559 downloads (vs. 1,239 in FY18).
- Downloads to date stand at 3,706 (an increase of 147 in July-Aug.).
- The widget on web pages was viewed 69,323 times, up significantly from June's 60,036.
- A total of 170,871 items have been searched on the RECYCLOPEDIA (up from 159,015 at end/June).
- The top 10 searches are: plastic bag, Styrofoam, milk cartons, aluminum foil, plastic straws, plastic bottle caps, almond milk cartons, plastic utensils, toilet seats, and alkaline batteries. (Toilet seats are new to the top 10 this month – also heavily searched this summer were air conditioners and camping propane tanks.)

### **Social Media Stats:**

#### **Facebook:**

- **FY19** recap: 2,539 followers (vs. 1,691 in FY18)
- Gained 62 new followers in July-Aug. (2,601 total)
- Our top organic post, with 2,248 interactions, was a post about recycling children's car seats at Target and Walmart this fall.
- Our average daily organic post reach was 608 users in July-Aug.

#### **Twitter:**

- **FY19** recap: 769 followers (vs. 577 in FY18)
- We gained only 6 new followers in July-Aug, for a total of 775, and earned an average of 17,000 tweet impressions, with the top tweet (4,060 impressions) being a post about recycling egg cartons with a promo for the Recyclopedia.

#### **Instagram:**

- **FY19** recap: 1,134 followers (vs. 431 in FY18)
- We had 66 Instagram posts in July-Aug., which generated 1,686 likes. We gained 114 new followers for a total of 1,248.

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

- **FY19** recap: traffic vs. FY18 was up 53,814 visitors to 35,478; page views were up similarly, and bounce rate was down significantly.
- In July-Aug. FY20, traffic is down 11% from May-June FY19
- In July-Aug. FY20, traffic is down 3% from July-Aug. FY19.
- Page views decreased 9% from May-June to July-Aug.
- Page views decreased 6% from July Aug. FY19 to July-Aug. FY20.

**Media Mentions** (24 in July-August; 24 in FY20 to date; finished FY19 with 229)

[Rockland recognized for rapid embrace of single-stream recycling](#) (PenBay Pilot)



[Rockland residents praised for recycling efforts](#) (Rockland Courier-Gazette)

[Interns hired to grade Maine residents' recycling](#) (WGME)

[Market shifts prompt bill to shore up Maine recycling programs](#) (Portland Press Herald)

[Our View: Reform needed for state recycling](#) (Portland Press Herald)

[Freeport to reduce number of recycling containers](#) (Portland Press Herald)

[Sanford PAYT bag fee increase starts July 22](#) (Biddeford Journal Tribune)

[Arpin Group participates in "Paris to Pittsburgh to New England" event at New England Institute of Technology](#) (New England Real Estate Journal Online)

[Using a combinational approach to prevent facility fires](#) (Construction & Demolition Recycling)

[Ecomaine stresses importance of communities investing in recycling](#) (WGME)

[Amid questions of recycling, CEO speaks out](#) (Mainebiz)

[ecomaine CEO Urges Patience, Long-Term Vision for Recycling](#) (Waste Advantage)

[Opinion: Taking the long view of municipal recycling](#) (Waste Today)

[Shuck it, then chuck it](#) (News Center Maine)

[Oyster shell recycling aimed at reducing Casco Bay acidification](#) (Portland Press Herald)

[Multi-town recycling project results in 'clear improvement'](#) (Press Herald/Forecaster)

[Poland Spring launches recycling hotline](#) (Mainebiz)

[Food, fun make 'great' Woolwich celebration](#) (Wiscasset Newspaper)

[Cherry Hill trails opening hinges on pending lease to town](#) (Press Herald)

[Trash Education Project to Go Live at Community Forum](#) (Lincoln County News)

[Orrington's PERC facility is counting on its 'Terminators' to keep it in the trash business](#) (BDN)

[What's in SoPo's bins?](#) (South Portland/Cape Elizabeth Sentry & Biddeford Journal Tribune)

[As trash disposal costs rise, town to revisit Pay as You Throw approach](#) (The Bridgton News)

[Waterville plastic bag ban launches Sunday](#) (Waterville Morning Sentinel/Kennebec Journal)