

# ecomaine

## Memorandum

**DATE:** January 16, 2020

**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 January 23, 2020 @ 4:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Presentation & Discussion: The **ecomaine** Recyclopedia on Smart Speakers
3. Presentation & Discussion: Resources to Promote Composting in **ecomaine** Communities
4. Presentation & Discussion: Re-designing **ecomaine** website
5. Upcoming Events:
  - Community Recycling Intern Recap Session January 30, 2020 (preview & update)
  - eco-Excellence Awards March 10, 2020
6. Outreach & Education (*Attachment B*)
  - Education & Outreach Data
  - ecomaine Website & Media Analytics
7. Recycling Market Report (*Handout*)
8. Other

### Meetings:

Outreach & Recycling Comm.	02-13-2020 @ 3pm
Executive Committee	02-13-2020 @ 4pm
Outreach & Recycling Comm.	03-19-2020 @ 3pm
Full Board of Directors	03-19-2020 @ 4pm
Joint Finance & Full Bd. Budget Review	03-26-2020 @ 4pm
Executive Committee	04-09-2020 @ 4pm
Finance & Audit Committee	05-21-2020 @ 3pm
Full Board of Directors	05-21-2020 @ 4pm
Outreach & Recycling Comm.	05-28-2019 @ 4pm
Annual Board of Directors Meeting	06-18-2020 @ 11:30am

# ecomaine

## Memorandum

Attachment A

**DATE:** November 7, 2019  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** **Outreach & Recycling Committee Minutes – November 7, 2019**

The **ecomaine** Outreach & Recycling Committee met November 7. The meeting was called to order at 4:00 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Linda Boudreau moved to approve minutes, Kathryn Oak seconded and all unanimously approved.
2. Open House Review
  - Caleb Hemphill reviewed Attachment B to briefly highlight the 2019 Open House successes
3. Grants Discussion, Review, & Deliberation
  - Staff facilitated discussion of 2019-20's School Recycling Grants.
  - Board emphasized that we should be seeking ecomaine branding whenever possible, through stickers, plaques, etc., making clear that ecomaine support made these programs possible.
  - Total funds granted equal \$25,325.10, to the following recipients/purposes:
    - i. Appletree School, Cape Elizabeth – composting supplies
    - ii. Bonny Eagle Middle School, Standish – composting supplies
    - iii. Children's Nursery School, Portland – vermicomposting supplies
    - iv. Falmouth Elementary School, Falmouth – recycled material park bench project
    - v. Falmouth High School, Falmouth – reusable water bottle filling station
    - vi. Freeport Middle School, Freeport – reusable cutlery
    - vii. Gorham High School, Gorham – cafeteria recycling station; reusable trays
    - viii. Kittery School District, Kittery – composting program
    - ix. Lincolnville Central School, Lincolnville – composting program
    - x. Maranacook Community Middle School, Readfield – recycling bins & signage
    - xi. Portland Public Schools, Portland – recycling dumpsters for multi-school use
    - xii. Reiche Elementary School, Portland – compostable cutlery in cafeteria
    - xiii. Riverton Elementary School, Portland – recycling bins & signage
    - xiv. Saco Middle School, Saco – compost program
    - xv. South Portland High School, South Portland – compostable cafeteria materials
    - xvi. University of Southern Maine, Portland/Gorham – compost bins/materials, outreach materials

- xvii. Waterville Alternative School, Waterville – community cleanup & education supplies
- xviii. Windham High School, Windham – recycling & composting in cafeteria
- xix. Vinalhaven School, Vinalhaven – school field trip to ecomaine
- xx. Yarmouth High School, Yarmouth – composting supplies

4. Upcoming Events

- Staff provided an overview of upcoming events, noting that the info session for the Recycling Intern Recap will take place in later January

5. Outreach, Education, & Markets

- Staff provided an update on metrics from outreach and recycling markets

6. Other/New Business

- None

Jeff Amatrudo made the motion to adjourn at 6:10 p.m. Maureen McDevitt seconded. All approved.

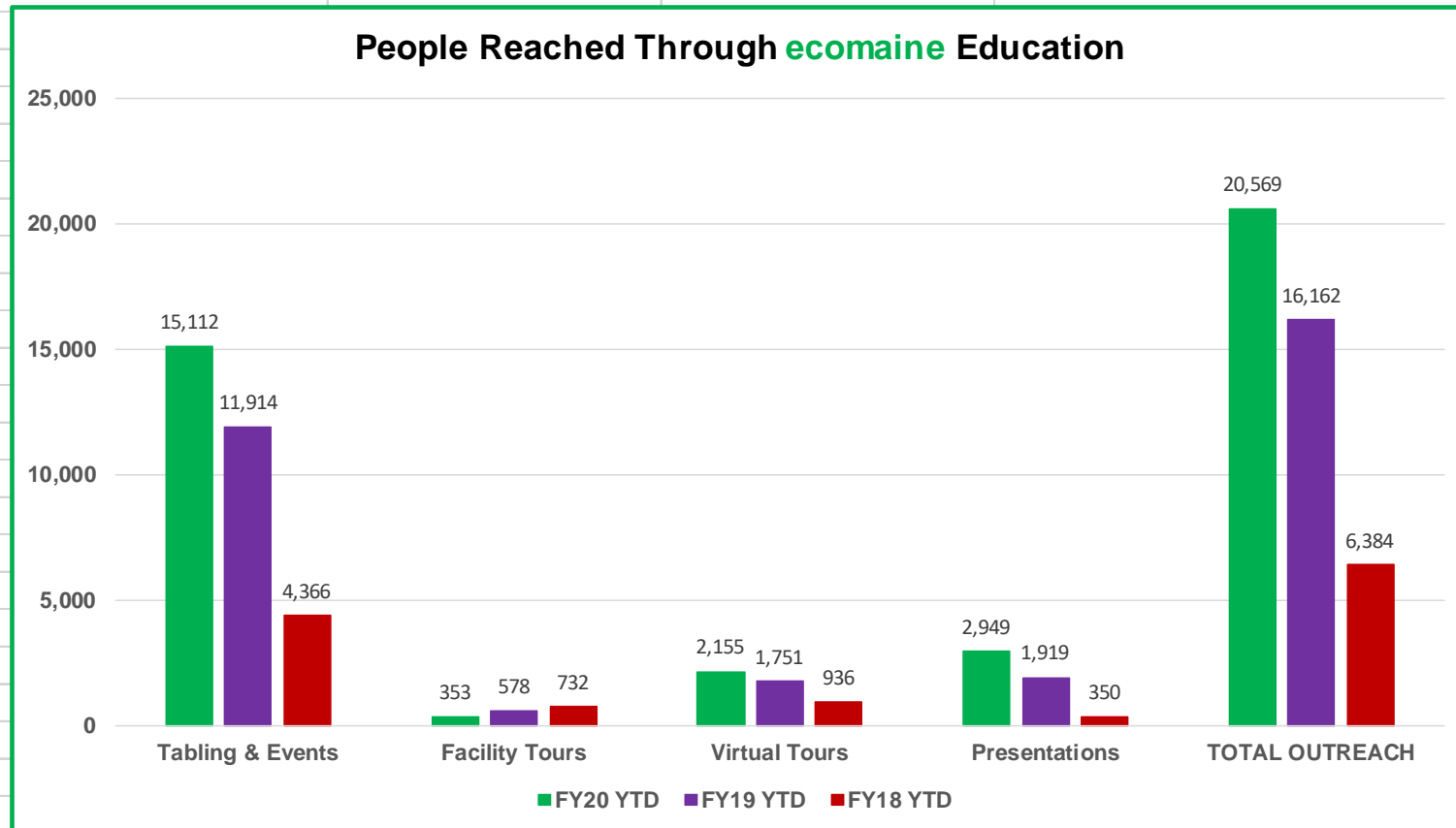
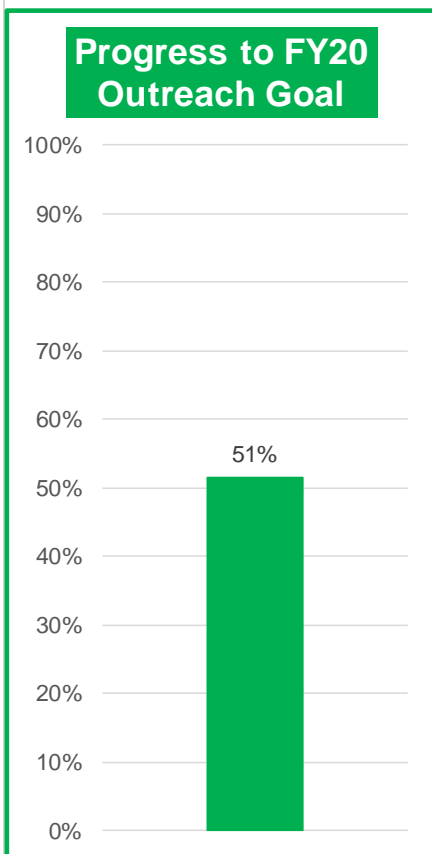
**Attendees:** Linda Boudreau, Kathryn Oak, Maureen McDevitt, Dave Durrell, Caleb Hemphill, Jeff Amatrudo

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

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

# FY20 ecomaine Outreach Summary

	FY20 YTD	FY19 YTD	FY18 YTD	FY20 GOAL
<b>Tabling &amp; Events</b>	15,112	11,914	4,366	28,000
<b>Facility Tours</b>	353	578	732	1,215
<b>Virtual Tours</b>	2,155	1,751	936	5,185
<b>Presentations</b>	2,949	1,919	350	5,600
<b>TOTAL OUTREACH</b>	<b>20,569</b>	<b>16,162</b>	<b>6,384</b>	<b>40,000</b>





## Outreach Recap, Nov.-Dec. 2019

11/1/2019	Other Outreach	STEM Expo USM	550	Portland	Vanessa	College	
11/1/2019	Other Outreach	Monmouth Academy Trunk or Treat	50	Monmouth	Vanessa	Elementary	
11/2/2019	Other Outreach	Age Friendly Fair	25	Saco	Vanessa	Adult	
11/2/2019	Other Outreach	North Yarmouth Community Center Opening	150	North Yarmouth	Other	All Ages	
11/4/2019	Presentation	Contamination in RCY at MRRA Conference	30	Other	Vanessa	Adult	
11/4/2019	Other Outreach	Tabling at MRRA Conference	20	Other	Vanessa	Adult	
11/6/2019	Virtual Tour	Maine Coast Waldorf School	13	Freeport	Katrina	High School	
11/7/2019	Other Outreach	Sea Bags	3	South Portland	Katrina	Adult	
11/7/2019	Other Outreach	Portland Adult Ed	2	Portland	Katrina	Adult	
11/7/2019	Facility Tour	Troy Moon & Colleagues	3	Portland	Katrina	Adult	
11/7/2019	Virtual Tour	Chewonki	18	Woolwich	Vanessa	High School	
11/8/2019	Facility Tour	Sentry Hill York	6	Other	Vanessa	Adult	York
11/8/2019	Facility Tour	Scarborough HS	14	Scarborough	Vanessa	High School	
11/8/2019	Virtual Tour	Kittery Traip Academy	16	Kittery	Katrina	High School	
11/8/2019	Virtual Tour	Shapleigh School	89	Shapleigh	Katrina	Grade 4	
11/8/2019	Virtual Tour	Kittery Elementary School	95	Kittery	Katrina	Grade 5	
11/12/2019	Virtual Tour	Bonny Eagle Middle School	20	Standish	Vanessa	Grade 6	
11/12/2019	Presentation	Bonny Eagle Middle School	80	Standish	Vanessa	Middle School	Papermaking
11/12/2019	Virtual Tour	Scarborough Middle School	15	Scarborough	Katrina	Middle School	
11/13/2019	Virtual Tour	Lake Region Middle School	175	Naples	Katrina	Middle School	
11/14/2019	Other Outreach	Sanford College Fair	180	Sanford	Katrina	High School	
11/14/2019	Other Outreach	Bonny Eagle Middle School	100	Standish	Vanessa	Middle School	Papermaking & Waste Audits
11/15/2019	Presentation	Lyman Moore Middle School Model UN	160	Portland	Katrina	Middle School	
11/15/2019	Facility Tour	Public Tour	1	Portland	Other	Adult	Matt
11/15/2019	Other Outreach	Red Claws Game 1	2417	Portland	Katrina	All Ages	
11/15/2019	Other Outreach	Unum Recycles Day	120	Portland	Vanessa	Adult	
11/15/2019	Other Outreach	USM Sustainability Fair	35	Gorham	Vanessa	College	
11/18/2019	Facility Tour	USM Tour	18	Portland	Katrina	College	
11/19/2019	Facility Tour	Kennebunkport Public + 1 Select Board	6	Other	Vanessa	Adult	
11/19/2019	Facility Tour	USM Tour	16	Portland	Katrina	College	
11/19/2019	Other Outreach	Grove Collaborative Outreach	3	Portland	Katrina	Adult	
11/20/2019	Virtual Tour	Eight Corners Elementary	80	Scarborough	Vanessa	Grade 2	
11/20/2019	Other Outreach	Waste Audit - Allagash Brewing	7	Portland	Katrina	Adult	
11/20/2019	Facility Tour	South Portland Food Waste Interns	3	South Portland	Katrina	High School	
11/21/2019	Facility Tour	Cape Elizabeth Gen Public	6	Cape Elizabeth	Vanessa	Adult	
11/21/2019	Facility Tour	USM	9	Gorham	Vanessa	College	
11/21/2019	Facility Tour	SoPo HS Tour	7	South Portland	Katrina	High School	Just RCY
11/21/2019	Presentation	Casco Public Library	6	Casco	Katrina	Adult	
11/22/2019	Facility Tour	North Yarmouth - Rob Wood	11	North Yarmouth	Katrina	Adult	
11/22/2019	Other Outreach	Breakwater School Mentoring	2	Portland	Katrina	Grade 5	
11/25/2019	Facility Tour	Waynflete HS	16	Portland	Katrina	High School	
11/26/2019	Other Outreach	Bonny Eagle Middle School	30	Standish	Vanessa	Middle School	New Program/Curriculum
11/27/2019	Virtual Tour	Pineland YMCA	10	Gray	Vanessa	Elementary	
11/30/2019	Other Outreach	Chelsea Tree Lighting Tabling	30	Chelsea	Vanessa	All Ages	
12/4/2019	Virtual Tour	Sanford Schools	260	Sanford	Katrina	Grade 5	
12/4/2019	Other Outreach	Gorham PreK Board Meeting	4	Gorham	Vanessa	Elementary	Preview of our Ed offerings
12/5/2019	Other Outreach	SoPo HS Education Offerings	2	South Portland	Katrina	Adult	
12/5/2019	Virtual Tour	Woolwich Girl Scouts	22	Woolwich	Vanessa	Elementary	
12/6/2019	Presentation	Americorps Volunteers	8	Other	Vanessa	Adult	From many towns
12/10/2019	Virtual Tour	Saco OOB Alternative Ed	10	Saco	Vanessa	High School	
12/10/2019	Other Outreach	Scarborough Middle School Waste Audit	13	Scarborough	Katrina	Middle School	Went from 33 lbs to 4! Not co-locating, even tho there's
12/11/2019	Virtual Tour	Lunch & Learn @ Maine Med Cardiology	25	Portland	Katrina	Adult	Pre-kickoff of program
12/11/2019	Virtual Tour	Monmouth Middle School	100	Monmouth	Vanessa	Middle School	
12/13/2019	Presentation	Stevens Brook Elementary w/ Red Claws	300	Bridgton	Katrina	Elementary	300 students + teachers
12/13/2019	Facility Tour	Staff Tour - Art & Shawn	2	Portland	Vanessa	Adult	
12/13/2019	Facility Tour	Scarborough Special Ed	15	Scarborough	Vanessa	High School	
12/16/2019	Virtual Tour	Saco Middle School	195	Saco	Vanessa	Grade 7	
12/17/2019	Facility Tour	Homeschoolers Tour	21	Other	Katrina	Middle School	Portland area - many communities
12/17/2019	Other Outreach	Reiche Kids Climate Lobby	9	Portland	Katrina	Elementary	Meeting on signage with students and custodians
12/18/2019	Facility Tour	Bonny Eagle Middle School	24	Standish	Vanessa	Middle School	
12/18/2019	Facility Tour	Kate Ray - Sugarloaf Sustainability	1	Other	Vanessa	Adult	
12/19/2019	Presentation	Maine Med - Office Overview & Presentation	9	Portland	Katrina	Adult	
12/20/2019	Facility Tour	Maine Beer Company	12	Freeport	Vanessa	Adult	
12/20/2019	Facility Tour	Baxter Academy Students	6	Portland	Vanessa	All Ages	Also included ecomaine staff
12/21/2019	Facility Tour	3E Facility Tour	1	Gray	Katrina	Adult	Lena
12/21/2019	Facility Tour	3E Facility Tour	1	South Portland	Other	Adult	Matt Tour w Lydia
12/27/2019	Facility Tour	Staff Tour	4	Portland	Vanessa	Adult	
12/30/2019	Presentation	Maine Med - Office Overview & Presentation	9	Portland	Katrina	Adult	
12/31/2019	Presentation	Lissa - Misc. Combined Presentations	50	Other	Other	Adult	Lissa's from FY20 to date.
12/31/2019	Other Outreach	Red Claws NYE Game	2417	Other	Katrina	All Ages	



## **B2. Metrics: thru Dec. 2019**

### **Recyclopedia:**

- A total of 195,379 items have been searched on the RECYCLOPEDIA (up from 189,579 at end/November).
- The widget on web pages was viewed 94,782 times in December, up almost 7,000 in December (after 8,000 in November) and more than 30% this year. This continues to be a big success story for our communities who have embedded the tool on their sites.
- Downloads to date stand at 3,970 (an increase of 55 in December.)
- The top 10 searches are: plastic bag, Styrofoam, milk cartons, aluminum foil, plastic straws, plastic bottle caps, almond milk cartons, alkaline batteries, plastic utensils, and plastic (general).

### **Social Media Stats...**

#### **Facebook:**

- Gained 20 new followers in December (2,755 total)
- Our top organic post, with 3,700 interactions, was our announcement of the Upcycle 2020 challenge.
- Our average daily organic post reach was 739 users in December.

**Twitter:** We gained 13 new followers in December, for a total of 816, and earned an average of 11,100 tweet impressions, with the top tweet (1,954 impressions) being a post highlighting a news piece from WGME Channel 13 about holiday recycling.

**Instagram:** We had 18 Instagram posts in December, which generated 1,156 likes. We gained 30 new followers for a total of 1,430.

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

- December web traffic was up 12.5% from November; compared to December 2018, this is up 6%.
- Page views increased 5% from November to December; this is even, compared to December 2018.

### **Media Mentions (23 in Nov.-Dec. 87 in FY20 to date)**

[Pilot program looks to better recycle beer can holders](#) (WGME)

[Inside Windham: Nov. 22 – School Gets Recycling Grant](#) (Lakes Region Weekly)

[Electric trucks may be the future, but waste and recycling market still charging up](#) (Waste Dive)

[Recycling, food waste collection moving to Public Works](#) (Scarborough Leader)

[Inside Standish: Nov. 29 – Composting grant](#) (Lakes Region Weekly)

[Illegal dumping forces Maine town to move recycling center](#) (WMTW)

[Short-term rentals, recycling on new Freeport chairman's radar](#) (The Forecaster)

[Newsworthy people and performances for Nov. 11, 2019](#) (Mainebiz)

[Kennebunkport run-off election expected in early 2020](#) (Seacoast Online)



[U.S. proposes to rely on waste-to-energy to sustain electric garbage trucks](#) (EastMoney.com – Japanese finance website)

[ecomaine Grants \\$25,000 to Maine Schools for Landfill Diversion Programs](#) (Waste Advantage)

[Ecomaine fighting Christmas contamination in recycling](#) (WGME Channel 13)

[Students invited to compete in 'upcycling' contest to win money for school](#) (Forecaster / Press Herald)

[Getting rid of Christmas trash? Here's what you need to know](#) (News Center Maine Channel 6)

[The Dos and Don'ts of Christmas recycling](#) (WMTW Channel 8)

[Readfield students do not take 'no' for an answer](#) (Kennebec Journal / Waterville Morning Sentinel)

[Fryeburg selectmen offer Recycling 101](#) (The Conway Daily Sun)

[Former manager at ECUA charged with theft](#) (Resource Recycling)

[Oxford to elect new selectman March 3](#) (Lewiston Sun Journal)

[What "Holiday" Items Can Be Recycled? We Have The Answer!](#) (92FM The Moose)

[School Notebook: Dec. 4 - Ecomaine effort helps schools ramp up recycling, composting](#) (The Forecaster / Press Herald)

[Congressional bill may help Mainers improve their recycling efforts](#) (Mainebiz)

[Creepy, crawly worms are not all bad](#) (The County)

### **Coming up...**

**January 30 @ Scarborough Town Hall, Council Chambers: Recap Info Session of 2019 Recycling Contamination Intern Pilot Project (8-10a.m.)**

**eco-Excellence Awards: Nomination Deadline = January 31; Awards Ceremony = March 10**