

# ecomaine

## Memorandum

**DATE:** February 6, 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 February 13, 2020 @ 4:00PM. The meeting will be held in the 3<sup>rd</sup> Floor Conference Room and the agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. eco-Excellence Nominations (*Attachment B*)
  - Review & Judging of nominations
  - Ceremony – March 10, 2020 @ 11:30 am
3. Update on Research into Recyclopedia on Smart Speakers (Alexa)
4. Update on Composting in Communities
5. Update on Website Redesign
6. Update - Intern Recap Session
7. Outreach & Education (*Attachment C*)
  - Education & Outreach Data
  - ecomaine Website & Media Analytics
8. Recycling Market Report (*Handout*)
  - Update on Continuation
9. Other

### **Future Meetings:**

|  |                      |
|--|----------------------|
| 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

**DATE:** January 23, 2020  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** Outreach & Recycling Committee Minutes – January 23, 2020

The **ecomaine** Outreach & Recycling Committee met January 23. The meeting was called to order at 4:01 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Rob Wood moved to approve minutes, Linda Boudreau seconded and all unanimously approved.
2. Presentation & Discussion: The ecomaine Recyclopeda on Smart Speakers
  - Staff presented the potential for adding an Amazon Echo function to its existing Recyclopeda.
  - Committee requested more information – some market research and feedback from ReCollect Alexa users and other organizations that have used the technology. Staff will report back.
3. Presentation & Discussion: Resources to Promote Composting in ecomaine Communities
  - Staff presented proposed campaign to promote backyard composting in ecomaine communities
  - Committee had some suggestions for improvement and supported staff moving ahead with the campaign.
4. Upcoming Events Presentation & Discussion: Redesigning ecomaine.org website
  - Staff provided an update on the progress of hiring a vendor and the process by which ecomaine's website will be redesigned and updated.
5. Upcoming Events
  - Staff provided an update on RSVPs and planning for the Intern Recap Info Session on January 30
  - Staff requested that the Committee keep the eco-Excellence Awards in mind for nominations by January 31.
  - Committee will review nominations at February 13 meeting, followed by the event itself on March 10.
6. Outreach, Education, & Markets
  - Staff provided an update on metrics from outreach/P.R. and recycling markets
7. Other/New Business
  - The committee approved a one-time plan to grant materials in-kind (specifically bio-bags for compost and the production of educational outreach materials) to the

University of Southern Maine Food Studies program, instead of granting funds directly.

Linda Boudreau made the motion to adjourn at 5:40 p.m. Rob Wood seconded. All approved.

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

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

DRAFT

# 2020 ecomaine eco-Excellence Awards Nominations Summary

## **INDIVIDUALS**

|  |
|--|
| <p><b>Gabrielle Morrell</b>, 23 Bear Hill Rd., Limerick, ME 04048<br/>gabrielle.morrell@baxter-academy.org</p> <p>Gabrielle Morrell is very passionate about recycling and chose to spend her free time on a Friday morning (1/17) at EcoMaine to learn more about where their recycling and trash go. Gabrielle is very motivated to help maintain the school's recycling and has several impressive goals to keep material out of the landfill.</p> <p>Nominated by Lauren Arnold, lauren.arnold@baxter-academy.org</p> <p><b>NOTES:</b> Perhaps give Gabrielle Morrell and Louisa Longshore their awards together (both Baxter Academy students)?</p>   |
| <p><b>Louisa Longshore</b>, 41 State Street, #403, Portland, ME 04101<br/>louisa.tl@baxter-academy.org</p> <p>Louisa Longshore is very passionate about recycling and chose to spend her free time on a Friday morning (1/17) at EcoMaine to learn more about where their recycling and trash go. Louisa is very motivated to help maintain the school's recycling and has several impressive goals to keep material out of the landfill.</p> <p>Nominated by Lauren Arnold, lauren.arnold@baxter-academy.org</p> <p><b>NOTES:</b> Perhaps give Gabrielle Morrell and Louisa Longshore their awards together (both Baxter Academy students)?</p>   |
| <p><b>Tom Long</b>, 57 Ray Street, Portland, ME 04103<br/>tom@longsboardshop.com</p> <p>Tom is a quiet example of environmental awareness. He is mindful of his impact on the environment in his every action. He recycles and composts faithfully. He lives a vegan lifestyle. He chose to purchase an electric car even though the higher cost meant scaling back in other household budget areas. He recently converted his home to solar power. He is actively involved in local environmental forums. Tom leads by example, quietly following his internal compass but also speaking his mind in community meetings. I believe Tom is a great example of how we can all lessen our environmental impact by making mindful lifestyle choices.</p> <p>Nominated by Jennifer Ross, rossme@live.com</p> |

**Rachel Lyn Rumson**, 8 George Perley Road, Gray, ME 04039  
georgeperleyhouse@gmail.com

The Town of Gray nominates Rachel Lyn Rumson as our eco-Champion for a multitude of reasons. Rachel Lyn is a permaculture designer, educator and facilitator and along with her partner, Mike Joyce, runs the George Perley Homestead B&B in Gray. Her passion for the environment is something she shares with her guests. Her website states "as a Maine Environmental leader, we aim to eliminate our input into the landfill. We compost food waste and separate recycling materials such as plastics and paperboard. We ask guests to please refrain from bringing single use plastic water bottles as well as non-recyclable packages such as polystyrene."

Rachel Lyn was passionate about incorporating a goal of zero waste-waste reduction for the 2018 & 2019 Gray Blueberry Festivals and worked with an outside company to help the Committee run this effort in 2018. She created a Zero Waste brochure which was shared with food vendors in the spring of 2018 so they would understand the concept and what would be allowed at the event (e.g. serving containers). She and other Committee members helped monitor/sort the contents of trash & recycle bins at the 2018 festival. In 2019, the festival saw a reduction from 8 trash/recycling stations to 6 trash/recycling stations even though the festival grew. Rachel Lyn is also very passionate about converting (public and private) space into better use of green space for parks/pollinator gardens/community gardens, etc.

Rachel Lyn is also the newly appointed Chair of the Recycling Committee and has brought new energy to the group. She is leading the charge on the Committee's primary goals to increase communication with, and education of, Gray residents, challenging them to reduce their own plastics usage by 10%.

Nominated by Sandy Carder, [scarder@graymaine.org](mailto:scarder@graymaine.org)

**David Chidsey**, Heather Way, Gorham, ME 04038  
david.chidsey@gorhamschools.org

Dave Chidsey is a math teacher and recycling superhero at Gorham Middle School and in the Gorham community. His colleagues and our students joke about always finding Chids, as, he's known, inside of a trash can or dumpster searching for bottles. But the truth is, Chids doesn't just pick up bottles. Chids ensures that our school and our students recycle the right way. Chids spends every afternoon walking through each and every room at GMS organizing the waste bins. He cleans pencil shavings out of recycling bins, picks out and empties returnables out of dirty cafeteria trash cans, and sets out and maintains returnables bins and trash cans out on all of the athletic fields around the middle school. He even runs out to move the bins when they are mowing the fields, so they mow underneath them and to make sure they're covered and empty during a storm. Chids comes to every school dance to clean up waste bins. He even takes the plastic wrapping from our cases of drinks to Hannaford to recycle in the plastic bag bin there. When he's not at school, Chids rides his bike on the Gorham Bypass and over other roadways collecting litter. You can see him with his red milk crate filled with bottles, trash, and other waste riding all over town, in all seasons. Dave Chidsey is an environmental steward and a recycling educator and there is no one that deserves this community-based award more.

Nominated by Sarah Rubin & Sherry Coyne, sarah.rubin@gorhamschools.org

**Jake Cockrell**, PO Box 113, Kents Hill, ME 04349  
jcockrell@kentshill.org

Jake Cockrell is not only the high school environmental science teacher he is also the 'recycling guy' at school. During his time at Kents Hill he has made efforts to make the students and the staff more aware of their environmental impacts. Through the implementation and creation of the green team, Jake works with students to help with recycling efforts on campus. Initiatives include mixed recycling which Jake hand sorts himself as well as collecting returnable bottles that he is responsible for bringing to the collection center. Those returnable funds are used to help further the green team's initiative on campus and make a stronger more sustainable recycling program. Jake gets the students involved with videos that showcase efforts put forth with recycling (good and bad) and teaches them what can and can and cannot be recycled. His role of 'recycling guy' is in addition to Jake's many other responsibilities. He does it because he cares and it is in line with his own personal beliefs and values.

Nominated by Lauren Olson, olsonlko@gmail.com

**Shawn Kane**, 35 Hidden Lake Road, Otisfield, Maine 04270  
sk@garbokane.com

Shawn has made the commitment to only use electric vehicles to run his business and uses solar to run his home. He is walking the walk and talking the talk to sustainable future and is a fine example of what we all must do to save our planet.

Nominated by Fred Garbo, fg@garbokane.com

**Katherine Gross**, 69 Gorham Rd., Scarborough, ME 04074  
katyamgross@gmail.com

Increasing Awareness: I nominate Katherine, a Scarborough High School student, for her eco awareness work in our family, and in the community. From pushing the household to only use LED lights, to saving water, to going through trash and recycling bins to ensure only right materials are in, she keeps family "on our toes" with her efforts. In summer, she helps with Ferry Beach cleanup. She visits the ecomaine website to check on recycling tips and would passionately share her knowledge with family and friends. Because of her, we are using more reusable containers, and fewer zip locks, go shopping with fabric totes, and remember to say "no bag please" at the stores. We stopped purchasing water bottles and replaced them with reusable bottles. Now she is also working on incorporating "meatless meals" in family dining plan. Surely, we sometimes get annoyed with her eagle eye on recycling and sustainability, but all her efforts certainly make our family, and community, more thoughtful, and less wasteful. We are so proud of her inspiring leadership!

Nominated by Olga Gross-Balzano, olga@maine.rr.com

**Chris Petitpierre, Gorham**

kthchris@gmail.com

We are nominating Chris Petitpierre for an ecomaine eco-excellence award for his commitment to helping his community of Gorham reduce contamination in the recycling at the town's transfer station. In the months since the global recycling market crashed and recycling companies around the globe have been forced to scrutinize the quality of the recycling that is delivered to them for processing, municipalities have struggled to tackle the vast variety of items that residents place in their single-stream recycling that don't belong there. These items compromise the integrity of the recycling and can be dangerous to workers at the sorting plant who encounter them.

Chris noticed the impact of contaminants being discarded at Gorham's transfer station and just couldn't sit by and watch. In his evaluation of the recycling he observed everything from teddy bears, holiday decorations, blankets, plastic bags, trash and food in the recycling. It was in this moment that he committed himself to educating his fellow residents in the hopes of reducing the contamination that was negatively impacting the recycling program and costing his community in contamination fees.

Chris reached out to ecomaine to learn all that he could about the items that are and are not acceptable in the single stream recycling. ecomaine provided him with educational materials to hand out and he started spending more and more time at the transfer station trying to educate people who came to drop off recycling. As he took note of the trends, he visited ecomaine to learn about what kinds of signs might be effective at helping people avoid accidentally contaminating the recycling and he built a big, bright eye-catching sign to educate people when he couldn't be at the transfer station himself.

And last, but certainly not least, Chris got results.... really excellent results! Chris's efforts have noticeably reduced the contamination in Gorham's recycling. The improvements have occurred during a time frame that is in direct correlation to Chris's work and the recycling is arriving to ecomaine with not a teddy bear in sight! Not only is he helping his fellow residents to be better recyclers, he is saving his community money by assisting in reducing contamination in the recycling resulting in reduced contamination fees for the community.

We want to sincerely acknowledge Chris's hard work, determination and dedication to improving the quality of Gorham transfer station's recycling. He has made undeniable improvements and has gone above and beyond in his contributions. Congratulations are well deserved by Chris Petitpierre, A.K.A. Gorham's "Green Police."

Nominated by Lissa Bittermann & Denise Mungen of ecomaine & Bob Burns of the Town of Gorham, bittermann@ecomaine.org



**Amelia Meier, Saco Community Outreach Coordinator**, Saco Community Center, 75 Franklin St., Saco, ME 04072  
ameier@sacomaine.org

Amelia has worked for the City of Saco for about 9 years and is currently the Community Outreach Coordinator and Wellness Coordinator. In these roles, she is responsible for a variety of projects, including developing programs and opportunities for the 50+ senior population, building wellness programs for the municipal employees of the City of Saco, organizing special events for the community, and acting as a liaison to community partners.

In addition, Amelia has a true passion for creating a more eco-friendly world. Her recent initiatives in the last two years have focused on making both the Saco Parks & Recreation Department and the entire Saco community more aware about sustainability. Here are some examples of projects Amelia has implemented to support this eco-focused endeavor.

Amelia connected our department with Garbage to Garden last spring and, beginning in June 2019, we have been composting onsite at the Saco Community Center. Since June, we have composted over 900 gallons. We have been able to hold zero-waste, or limited-waste special events; this was especially impressive to the attendees who were able to enjoy a meal and learn about compostable versions of single-use items like biodegradable silverware and plant-based cups. With the initial success of this program, we have now teamed up with our Public Works Department to extend the composting service for the entire Saco Community. We are currently the only host site for the composting drop-off.

Amelia understands that you cannot always build successful programs like this without education, so she has built educational sessions into existing recreation programs, as well as created new ones for participants. She scheduled and hosted a Lunch and Learn, presented by ecomaine, for Saco's 50+ Senior Community. The group of 25 who attended this session were so interested to learn more, that Amelia scheduled one of the Senior Bus Trips to tour the ecomaine facility! As a side note, one of the trip attendees was so inspired by the tour they dressed as an ecomaine worker for Halloween. Amelia also scheduled ecomaine to visit our April Break School's Out camp, where they presented and educated children in grades K-8. Her goal is to do a similar education session this year with Garbage to Garden and continue educating people of all ages!

Amelia planned and executed Saco's 1st Annual Earth Day Event last year. She organized a local clean-up event that brought together over 100 people in the community. The goal of this event was not only to clean-up the local parks, but to highlight green spaces in the community so that they are utilized more often! As part of the event, Amelia organized an educational vendor fair for the event participants in partnership with local non-profits and eco-friendly businesses. The City's Communications Department assisted by promoting the event, as well as offering recycling tips on social media every day during the week leading up to the event. Amelia also worked with the Recreation Department's Program Coordinator to help incorporate Earth Day related games and themes into the School's Out Program, the most popular of which was perhaps the Recycled Fashion Show where participants were allowed to express their creativity while reusing and repurposing recycled items into fashion. We will be hosting the 2nd Annual Earth Day event this year on April 25th, 2020 which will mirror and exceed what we did last year.

Amelia's efforts within the last year are above and beyond what her job description reads and have inspired other staff members at SPR to incorporate eco-friendly concepts into their own programs. She is passionate about making changes in the community, educating the people around her, and living by these practices. Her work in this effort will leave a lasting impression on both the community and the environment, and we are thankful that she has brought this important focus to the work she does here at Saco Parks and Recreation.

Nominated by Erika Dube, Deputy Director, Saco Community Center, erika.dube@sacomaine.org

## **NON-PROFITS**

**Camp Ketcha**, 336 Black Point Rd., Scarborough, ME 04074  
tdoherty@campketcha.org

Camp Ketcha is a year-round charitable non-profit organization that serves the Southern Maine community with youth and family programming. Their mission is to provide kids of all ages with deep connections to the land, a vibrant community, and the confidence to create their sense of place in the world.

Sustainability is integral to Camp Ketcha's mission. Their environmental education programs inspire youth to be stewards of the planet. Camp Ketcha not only talks the talk, they also walk the walk by preserving 107 acres of meadows, forests, streams, and wetlands; maintaining public trails throughout their property; reducing food waste by composting on-site and accepting food waste from the community; collecting Christmas trees to feed their goats; and reducing carbon emissions with a 45-panel solar array on the roof of their barn.

In addition to nurturing the next generation of environmental stewards, Camp Ketcha's outdoor gear and bike shop, Portland Gear Hub, also reduces waste by accepting donations of used bike and outdoor equipment. Equipment is repaired (if needed) and then sold to help fund Portland Gear Hub operations and Camp Ketcha programs. Portland Gear Hub also offers bike maintenance services and free or low-cost bicycle maintenance classes for youth and adults. In today's disposable society, teaching people to repair their gear rather than throw it away is an essential waste-reduction strategy.

Nominated by Mike Shaw & Jami Fitch, mshaw@scarboroughmaine.org & jfitch@scarboroughmaine.org

**King Middle School**, 92 Deering Ave., Portland, ME 04102  
[berran@portlandschools.org](mailto:berran@portlandschools.org)

The teachers and students at King Middle School, specifically the Moosehead students, who have been engaged in a long-term expedition called Pathway to the Plate and Beyond. They have looked at the four pathways food takes to get to our plates, toured Pineland Farm, worked with Cultivating Community and been on a grocery store scavenger hunt. Students have also been working with side x side artist Laurie Downey to create a mural that will be permanently installed in their cafetorium.

In collaboration with Cumberland County Food Security Council and Food Fuels Learning, students have carried out a food waste audit here at King Middle School. They have also explored the University of Southern Maine's food waste efforts and have engaged in meaningful conversations about how to reduce their school's food waste following the EPA's food waste hierarchy. The school also has Food Waste Warriors (I think that's what they are called) that go through the trash and recycling during lunch to sort out the food to make sure that it is going to be turned into compost rather than burned in an incinerator.

The Office of Sustainability at USM has been incredibly impressed with the work that these teacher and students put into these efforts.

Nominated by Chelsea Malacara & Steve Sweeney, chelsea.malacara@maine.edu

**Boys & Girls Club's South Portland Torch Club**, 169 Broadway, South Portland, ME 04106  
lklarman@bgcmaine.org

The Boys and Girls Clubs of Southern Maine's South Portland Clubhouse's Torch Club project for 2019 was a full year multi part project addressing our Clubhouse's environmental impact. It began with members seeing a need in our Clubhouse and community. That need was our Clubhouse was not disposing of waste in an environmentally friendly manner. Our Clubhouse had been contributing too much waste to local trash and landfills. Torch Club decided they needed to change the culture of our Club in hopes it would also lead to change in the community to be more environmentally responsible.

Torch Club teamed up with EcoMaine to explore options on how to deal with the waste our Club was producing. Together we discussed steps the Club had already taken as well as completed a trash audit of our Clubhouse. This trash audit consisted of systematically sorting through a days' worth of garbage to see what could be recycled, what could be composted, what could be used again, and what needs to end up in the trash. With help from EcoMaine Torch Club came up with a plan on how to reduce our Clubhouse's waste and have a more positive impact on our environment and community.

The first part of the plan was to streamline our recycling program. In the past we had two recycling bins that were occasionally used and often used incorrectly. Torch Club was able to obtain a new bright blue recycling bin for every program area in the building from EcoMaine. This allows for all members and staff to have easy access to dispose of recyclable material properly. Torch Club members created a schedule to sort and collect the contents of each recycle bin twice a week. At the end of the week Torch Club members transport the collected material to a local recycling drop off point.

The second part of this project was to dispose of our food waste in a more environmentally friendly manner. Torch Club applied for a grant through EcoMaine to pay for weekly pick up of food waste by a local organization, Garbage to Garden. A composting bin is placed in the kitchen for food waste created while cooking and two bins rotate in the cafeteria during Club food service. The Garbage to Garden program allows us to receive back fresh soil to use in our Club gardens to grow new food to serve to members. This process will allow members to see and experience the process from seed, to plant, to food.

The final part of the project, and probably the most impactful, is the educational aspect. A representative from both Garbage to Garden and EcoMaine came into meet with Torch Club at the beginning of the project to teach them the importance of proper waste disposal. They went over why environmentally friendly waste disposal was good for the Club, good for the community, and good for the world. These informative meetings included running a waste audit of the Club's trash and watching videos on how recycling and composting work.

Torch Club members visited the EcoMaine recycling facility to see firsthand all the steps that take place once the recycling leaves The Boys and Girls Club. This hands-on experience really put it into perspective for Torch Club all the work that went into recycling each item. We also visited the Garbage to Garden composting plant to see the how they operate.

Torch Club members took this information and used it to teach other members at the Club what they have learned. With the assistance of a member from both EcoMaine and Garbage to Garden, Torch Club gave two separate presentations to the entire club on the importance of environmentally friendly waste disposal. This presentation also included the new guidelines our Club would be taking to ensure better waste disposal. Torch Club also stationed themselves in the areas with the trash/recycling/compost bins to assist members in which container their waste should be discarded.

Torch Club members also recruited younger members to help with being trash ambassadors to assist with making sure all members know which receptacle to place their waste in. This was an important part of the project as it enabled Torch Club members to mentor the younger members. By passing along this information and responsibility hopefully this project will continue to be successful and grow each year.

This project had some very real and visible impacts in our Club. In the four-month period of time the was tracked and recorded Torch Club was able to divert around **288 gallons of food waste!** This food waste will now become compost in our garden and other community gardens. In that same time period Torch Club was able to divert around **570 pounds of material from the trash to recycling.** Ideally these numbers will continue to grow as other members at The Club become more comfortable with the proper places to dispose of their waste.

The Torch Club project in 2019 has made lasting changes on the culture of the South Portland Boys and Girls Club. Members now naturally put their waste items in the proper bins and there is much less contamination then when the project began. The young members of The Club will take this knowledge with them as they get older and hopefully continue to be great stewards of their environment and community.

Nominated by Lee Klarman, [lkclarman@bgcmaine.org](mailto:lkclarman@bgcmaine.org)

**BUSINESSES**

**GoGo Refill (Laura Marston)**, 64 E Street South Portland, ME 04106  
marstonlala@gmail.com

*Nomination #1:* Laura Marston's new store, Gogo Refill, has opened my eyes to how much wasteful packaging and single use plastics we are inundated with on a daily basis. I'm now carrying around my reusable bamboo spork and saying no whenever I can to plastics. Gogo Refill carries so many products to support this shift in thinking. She is passionate and educated and passes along a message of reducing waste as well as how to properly deal with trash and recycling to everyone who comes in the store or sees her on the news. I know so many families that have completely changed the way they buy their household products and deal with their trash because of Gogo's influence. At my house, we now have 5 different bins for our waste and the smallest one is quickly becoming the "trash". Gogo has certainly been very effective in raising awareness and their community impact grows each day! And I hope to see many of them replicated as the plastic-free movement grows.

*Nomination #2:* GoGo Refill, New England's first refill store, is mission focused to encourage customers and community to rethink how they engage with waste. Laura has inspired her family, friends, and the greater Portland community to rethink their lifestyle and make simple changes that make a big difference. Her thoughtfulness is unparalleled, from compostable stickers and pens to a container library that allows for greater access for her zero waste refillable products. Everything that she chooses from purchasing, to design, to retail is carefully thought out and deeply connected to her mission. I have changed my life in hope's of changing the planet and Laura is a massive part of that.

Nominated by Katie Paye (#1), howard.kt@gmail.com & Jenn Conway (#2), conway.jenn@gmail.com

**Kidz Go Eco**, 80 Flag Pond Road, Saco, Maine 04072  
mlg@kidzgoeco.com

With a name like Kidz Go Eco, how could they not be nominated for and to win the Eco Excellence award?

The school, along with its founder and teachers, strives to walk and talk nature conservancy. They recycle, compost, and educate about nature. This is taken directly from their Mission Statement: "Our mission is to offer an Ecology and Nature inspired school. We teach, explore, and inspire children to give back to their community. Our eco-educators set examples surrounding conservation, wildlife & environmental sustainability, and we ensure that each child is provided with an outdoor approach to early childhood education."

They volunteer, they are actively involved in the community, they are, and are teaching, great stewards of the land! My son, after attending Kidz Go Eco, picks up trash when he sees on the streets and has asked to participate in a beach cleanup. I could not be more proud of my son and to nominate the school that instilled this in him.

Nominated by Paul Ostrowski, be96civil00@yahoo.com

**NOTES:** previous award winner, 2014



**Kaplan Thompson Architects**, 102 Exchange Street, 2nd Floor, Portland, ME 04101  
info@kaplanthompson.com

Beautiful. Sustainable. Attainable. These are the three words that drive the work done at Kaplan Thompson Architects. Building always affects environment, and KTA strives to build with both community and environmental sustainability in mind.

In 2018 and 2019, the firm was named on the ARCHITECT 50 sustainability list, the only architecture firm in Maine to be awarded this honor. Part of the recognition comes from the firm's involvement in building a new campus for The Ecology School in Saco which is a project committed to Living Building Challenge (LBC) and the Living Community Challenge (LCC). These are sustainability requirements that go above and beyond what is normally practiced. LBC-certified projects include regenerative and self-sufficient buildings, made with thoroughly vetted materials, meaning that environmental impact is investigated at every level of building. The LCC is about taking the wider community into consideration and focusing a new build on being nurturing, promoting healthy lifestyles, and creating multi (rather than single) purpose uses. Even for new builds that are not striving for LBC/LLC certification, KTA has begun to incorporate these practices into the work they do.

KTA also participates in the American Institute of Architects' 2030 Commitment Program, which is a voluntary program in which AIA members pledge to take steps each year in their design and building practices with the goal of producing carbon-neutral buildings by the year 2030. In 2019 they were one of only 16 firms in the nation to achieve a 70% or greater pEUI savings across their entire portfolio of submitted work.

Bayside Anchor, a project with KTA, Portland Housing Authority, Avesta, and Wright-Ryan Construction was awarded a Passive House Institute US (PHIUS) award for creating affordable housing that integrates Passive House standards with insulation, air-tightness, solar gains, and high-performance windows and doors. KTA also designed Bayside Anchor with community centrality in mind, creating spaces within the ground floor for Head Start classrooms and Housing Authority offices. The project was built for only \$142 per square foot, 20% less than the average cost for similar construction projects in Portland. Not only were the initial costs lower, but the Passive House features of the build mean that residents will have much reduced heating costs throughout the winter.

The firm applied the lessons learned from Bayside Anchor to Parris Terraces, a West Bayside building designed with the intent to create workforce housing apartments with no state or federal subsidies. The same concepts are also being applied with two additional affordable housing projects with Avesta in South Portland.

Across the board, KTA designers incorporate photovoltaic panels, airtight construction, insulation, low-flow water fixtures, fresh air ventilation systems, renewable energy systems, and high-performance doors and windows into their designs. They are creating high environmental standards and expectations for both new builds and renovations.

From their office to their building sites, Kaplan Thompson's environmental impact is clear. They are providing a model for other architects, builders, businesses, and designers to follow!

Nominated by Rachel Kobasa, rachel@kaplanthompson.com

**Veterinary and Rehabilitation Center of Cape Elizabeth, 207 Ocean House Road, Cape Elizabeth, Maine 04107**

Drjohnson@vrcce.com

Recycling is integral to our veterinary hospital. Although sterile medicine often suggests that materials can only be used once, we reuse (with an autoclave for sterilization), reduce (our use of non-reusable products) and recycle (all paper, plastic and metal products) whenever possible.

Recycling bins are placed next to all our trash receptacles, CLYNK bags handle our returnables (and help support our Karma Fund for needy pets) and plastic bags are never dispensed but collected and returned to our grocery store.

We recognize promotion of ONE HEALTH (human, nonhuman and earth) as part of our mission statement. Last year, we replaced our antiquated gas boiler with propane.

Nominated by Ginger Browne Johnson, DVM CCRP, Drjohnson@vrcce.com

**WormMainea (Mark Follansbee), Scarborough, Maine 04074**

Mark Follansbee and WormMainea are some of the most energetic, passionate people I know when it comes to vermiculture, composting, and sustainable waste management. They are continually spreading the word at events like ecomaine's Open House, the Common Ground Fair, Greenfest, and more. The enthusiasm with which Mark & Co. are able to increase awareness and interest in composting with worms is contagious - Maine is lucky to have such a great evangelist for ways to deal with our organic waste.

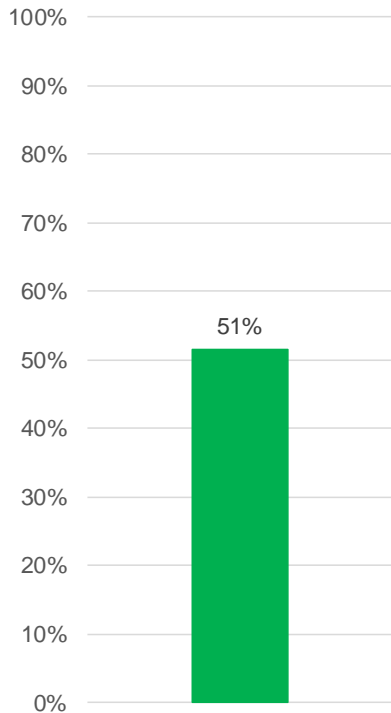
Nominated by Matt Grondin, grondin@ecomaine.org



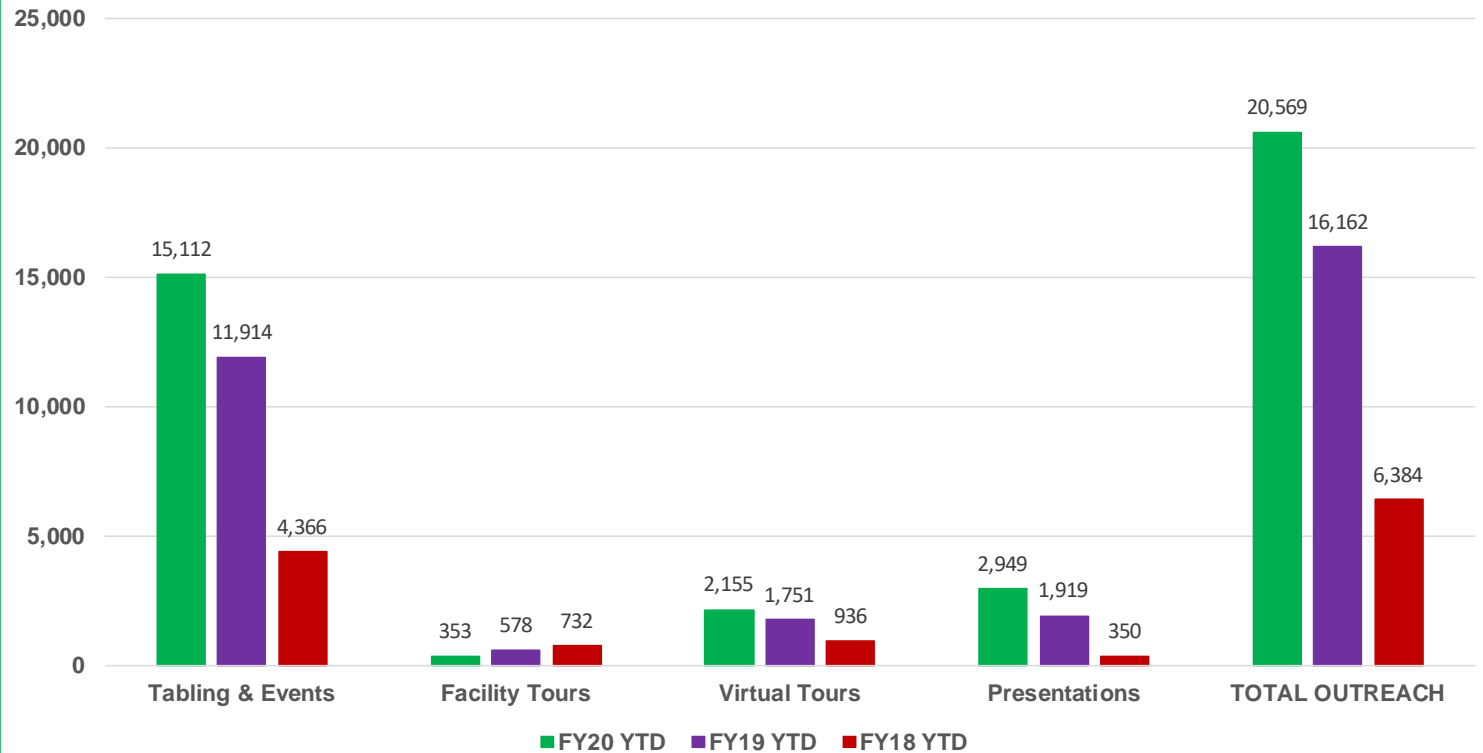
## FY20 ecomaine Outreach Summary

|                             | 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> |

### Progress to FY20 Outreach Goal



### People Reached Through ecomaine Education





## **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...

- ***Recycling is a Work of Art* Deadline = March 6**
- **eco-Excellence Awards Ceremony = March 10**
- **#upcycle2020 Deadline = March 13**
- **ecomaine FY20 Annual Meeting = June 18**