

## **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 Cermony
  - Date: March 26, 2019 @ 11AM)
- 5. Outreach & Education (*Attachment B*)
  - Education & Outreach Data
  - ecomaine Website & Media Analytics
- 6. Recycling Market Report (*Handout*)
  - Update on Contmination
- 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 od 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



**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





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

## **B1. 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	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
Totals	444	1259	2852	2269	6288	2056	2503	6704					24375

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



	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Tours	2/1/2019	Civilian tour	adult	Westbrook	WTE	artists, Gabe's tour	5
Total Individuals	2/6/2019	North Yarmouth Academy	high school	Yarmouth	WTE/REC		26
Reached:	2/8/2019	Waterboro elementary	5th grade	Waterboro	REC/virtual WTE		90
320	2/12/2019	Chelsea middle school	6th and 7th	Chelsea	REC/WTE	6th did virtual WTE, 7th did real	39
	2/14/2019	King middle school	8th grade	Portland	REC/WTE		49
	2/15/2019	King middle school	8th grade	Portland	REC/WTE		45
	2/15/2019	Civilian tour	adult	Westbrook	REC	artists, Gabe's tour	5
	2/19/2019	University of New England	college	Biddeford	REC/WTE		17
	2/19/2019	USM tour	college	Portland	REC/WTE	Gabe and Matt lead	16
	2/21/2019	USM tour	college	Portland	REC/WTE		12
	2/21/2019	Oxbow Brewery tour	adult	Portland	REC/WTE		3
	2/22/2019	Civilian tour	adult				4
	2/26/2019	Falmouth Town Tour	adult	Falmouth	REC/WTE	Gabe Led; Kimberly D arranged	9
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
	2/4/2019	Adult education	adult	Hiram	REC/WTE		3
Virtual Tours	2/5/2019	King Middle school	8th grade	Portland	REC/WTE		106
Total Individuals	5-Feb	Chelsea Middle school	6-8grade	Chelsea	REC		35
Reached:	2/11/2019	Morse School	pre k-2nd	Freeport	REC	school expanding recycling program	295
451	2/15/2019	Maine Medical Partners lunch and learn	adult	Scarborough	REC		12
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Presentations	2/1/2019	Monmouth elementary	elementary	Monmouth	REC		15
Total Individuals	2/4/2019	Hollis elementary school	K-5	Hollis	REC	assembly with Crusher/Red Claws	330
Reached:	2/5/2019	Women's Meeting	adult	numerous	REC	Falmouth, Gray, Porltand, etc	40
950	2/7/2019	Adult education	adult	Augusta	REC	i aminoutily cray, i oritains, etc	2
330	2/12/2019	Maine Women's Network	adult	numerous	REC/WTE	state of recycling/how to help earth	_
	2/14/2019	Gorham Women's meeting	adult	Gorham	REC	what and how we recycle	10
	2/20/2019	Camden Conference lecture	adult	Freeport and beyond		contamination/China focused	27
	2/26/2019	Matt's SWANA panel	adult	numerous states	industry focus	career paths	30
	2/27/2019	Katrina's SWANA presentation	adult	numerous states	outreach focus	education tools	75
	2/27/2019	Kevin's SWANA presentation	adult	numerous states	industry focus	landfill diversion/land scarcity	400
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utreach Events/Other	2/2/2019	Mariner's hockey game	all	all	REC/WTE	incredible attendance and questions	2.540
	2/7/2019	Education Session	adult	numerous	REC/WTE	contamination focus	19
Total Individuals	2/9/2019	Red Claws on court game	all	numerous	REC		2,417
Reached:	2/11/2019	Parsonsfield staff and driver training	adult	Parsonsfield	REC	Lissa's training, Vanessa assist	7
							1.5



#### **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)...

<u>Portland students take lead in pushing sustainability in school</u> (The Forecaster)

<u>Yarmouth moves closer to pay-per-bag trash disposal</u> (The Forecaster)

<u>Lakes Region Briefs</u> (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)

<u>Washington news</u> – 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)