

ecomaine

Memorandum

DATE: May 16, 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 May 23, 2019 @ 4:00PM. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Update on Recycling is a Work of Art contest
3. Update on School Grants
4. Upcoming Events:
 - Annual Meeting, June 20, 2019 11:30, Thompson's Point, Portland
 - Tentative Date for Open House Date: September 28, 2019
5. Outreach & Education (*Attachment B*)
 - Education & Outreach Data
 - ecomaine Website & Media Analytics
6. Recycling Market Report (*Attachment C*)
 - Update on Continuation and Community Intern Pilot Program
7. Other

Meetings:

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

Annual Board of Directors Meeting

06-20-2019 @ 11:30am

ecomaine

Memorandum

Attachment A

DATE: March 7, 2019

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Outreach & Recycling Committee Minutes – March 7, 2019

The **ecomaine** Outreach & Recycling Committee met March 7. The meeting was called to order at 4:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Jamie Garvin moved to approve minutes, Maureen McDevitt seconded and all unanimously approved.
2. *Recycling is a Work of Art* Contest Deliberation
 - The Committee met and selected the following artist(s)/individual(s)/group(s)
 - i. Bomb Diggity Arts – Hearts & Recycling Symbols (Portland)
 - ii. Cecile Williams – Octopus Cleaning up the Ocean (Yarmouth)
 - iii. Hannah Rosengren – Upcycled Planters & Pollinators (South Portland)
 - iv. Kristin Thornton – Butterfly & Moth, Keep Maine Beautiful (Waterboro)
 - v. Odyssey Kammerer – Moose & Native Wildlife, Clean up Maine (Sanford)
 - vi. Spenser Macleod – Recycling Do's/Don't's, Keep our Planet Clean (Portland)
3. Update on School Grants
 - Staff provided update and shared reports received to date, as well as media coverage on grantees
4. eco-Excellence Awards
 - Staff reviewed time, date, and agenda of Awards on March 26
5. Outreach & Education; Market Reports & Contamination
6. No other/new business was presented.
7. Meeting adjournment:
 - Maxine Beecher motioned to adjourn, Kimberly Darling seconded and all unanimously approved adjourning at 5:01 p.m.

Attendees: Caleb Hemphill, Maxine Beecher, Jamie Garvin, Maureen McDevitt, Kimberly Darling, Jami Fitch, Kathryn Oak

Staff: 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	311	196	12			1113
Virtual tours	26	75	460	150	498	323	401	451	705	1272			4361
Presentations	60	431	520	151	229	501	495	445	196	950			3978
Events/Other	300	718	1865	1848	5321	1157	1548	4983	2561	1122			21423
Totals	444	1259	2852	2269	6288	2056	2503	6190	3658	3356			30875

For reference: thru this time in FY18, we had reached nearly 23,000.



Tours and Presentation Data for the Month of: 4/19

	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Tours	4/11/2019	General public	adult	UMA			1
	4/11/2019	Unity College	college	Unity			2
Total Individuals	4/12/2019	Fryeburg Academy		Fryeburg	REC/WTE		7
Reached:	4/17/2019	General public	adult	Portland	REC/WTE		1
12	4/19/2019	General public	adult	Rangely			1
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Virtual Tours	4/1/2019	Brown Elementary	2nd grade	South Portland	REC	yearly SoPo 2nd grade blitz	34
	4/2/2019	Dyer Elementary	2nd grade	South Portland	REC	yearly SoPo 2nd grade blitz	48
Total Individuals	4/3/2019	Kaler Elementary	2nd grade	South Portland	REC	yearly SoPo 2nd grade blitz	43
Reached:	4/3/2019	Girl Scouts	K-2nd gr	Falmouth	REC/WTE		28
1272	4/3/2019	Chelsea Elementary School		Chelsea	REC/WTE		65
	4/3/2019	Stepping Stones Montesory					48
	4/4/2019	Chelsea Elementary School		Chelsea	REC/WTE		125
	4/4/2019	Skillin Elementary	2nd grade	South Portland	REC	yearly SoPo 2nd grade blitz	57
	4/4/2019	Learning works at Ocean Ave	4-5 grade	Portland	REC/WTE		26
	4/5/2019	Small Elementary	2nd grade	South Portland	REC	yearly SoPo 2nd grade blitz	35
	4/8/2019	Learning works at Reiche school	2nd-5th	Portland	REC/WTE		25
	4/9/2019	Saco Pre-K	Pre-K	Saco			50
	4/9/2019	Learning works at Rowe school	2nd-5th	Portland	REC/WTE		27
	4/16/2019	Saco Parks and Rec kids		Saco			65
	4/22/2019	Wentworth Elementary	4th gr	Scarborough	REC/WTE		38
	4/22/2019	Southern Maine Community College	college	Portland and beyond	REC/WTE		8
	4/24/2019	Bonny Eagle				bin to bale and careers	20
	4/24/2019	Lyseth Elementary School	4th gr	Portland and beyond	REC/WTE		100
	4/25/2019	Greely Middle School	5th	Cumberland	REC/WTE	1/2 school assembly	175
	4/26/2019	Greely Middle School	5th	Cumberland	REC/WTE	1/2 school assembly	175
	4/26/2019	Riverton Elementary School	3rd grade	Portland	REC/WTE		80
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Presentations	4/3/2019	Stepping Stones Montesory					19
	4/3/2019	Chelsea Elementary School		Chelsea	REC/WTE		45
Total Individuals	4/3/2019	Girl Scouts of Falmouth	2nd grade	Falmouth	REC/WTE	sorting game and weaving craft	15
Reached:	4/4/2019	Learning Works at Ocean Ave	2-5th grade	Portland	REC/WTE		18
950	4/4/2019	Stepping Stones Montesory					19
	4/8/2019	Apple Tree School		Cape Elizabeth		basics	25
	4/8/2019	South Portland High Earth Week	high school	South Portland	REC	Earth week panel	83
	4/10/2019	Portland high trash audit	high school	Portland	REC/WTE	trash audit	12
	4/11/2019	Mast Landing School at Pratt's Brook	4th grade	Freeport		hike, games, craft REC focus	8
	4/11/2019	George E Jack school	all school	Standish	REC/WTE	all-school assembly	130
	4/12/2019	Edna Libby school	all school	Standish	REC/WTE	all-school assembly	275
	4/16/2019	Lithgo Library	adult		REC	Wish-cycling focus	35
	4/18/2019	Lunch and Learn at Avesta Housing	adult	Portland and beyond	REC/WTE		14
	4/22/2019	Lunch and Learn at Sebago Technics	adult	Portland and beyond	REC/WTE		25
	4/23/2019	Disability MRS	adult			Matt lead	30
	4/23/2019	Girl Scouts of Falmouth	Kinderg.	Falmouth	REC/WTE	sorting game and weaving craft	10
	4/24/2019	Shapleigh Elementary with Crusher	all	Shapleigh	REC/WTE	assembly with Crusher/Red Claws	175
	4/26/2019	Maine Health Lunch and Learn	adult	Portland and beyond	REC/WTE		12
	Date	Group/School Name	Ages	Town	Facilities	Notes	Size
Outreach Events/Other	4/2/2019	Tabling at Lincoln Middle School	all	Portland	REC/WTE	parent-teacher conferences	12
	4/2/2019	Gorham Middle School Career Fair	middle sch	Gorham		Matt lead	40
Total Individuals	4/5/2019	University of New England	college			career fair	70
Reached:	4/13/2019	Augusta Public Works/Hatch Hill	adult	Augusta	REC	tabling	55
1122	4/16/2019	Papermaking at Children's museum	all	Portland and beyond	REC		40
	4/17/2019	Blue tarp audit game at Children's mu	all	Portland and beyond	all		10
	4/20/2019	Urban Runoff 5K	all	Portland and beyond	REC/WTE		75
	4/20/2019	Green Me Up Festival at LLBean	all	Freeport and beyond	REC/WTE	Rec focus	250
	4/22/2019	Rockland Earth Day	all	Rockland			40
	4/23/2019	TD bank Eco Fair	adult	Falmouth	REC/WTE		50
	4/23/2019	Allagash staff BBQ	adult	Portland	REC/WTE	answer questions with staff	20
	4/25/2019	St Joseph's Sustainability Fair	college	Standish	REC/WTE		220
	4/25/2019	ecomaine at Fore River Brewing Co	Adult	Portland and beyond	REC/WTE		15
	4/26/2019	Farmington Earth Day Fair	college	Farmington	REC		40
	4/27/2019	Maine Audubon Spring LIVE	all	Falmouth and beyond	REC/WTE		60
	4/27/2019	Saco post Beach cleanup tabling	all	Saco	REC/WTE		50
	4/29-30/19	Maine Resource Recovery Assoc Conf	adult	numerous	REC/WTE	Matt and Lissa as well as KV and V	75



B2. Metrics, February 2019

Recyclopedia:

- Downloads to date stand at 3,337 (an increase of 75 in April).
- The widget on web pages was viewed 47,449 times in April. (down slightly from March)
- A total of 143,866 items have been searched on the RECYCLOPEDIA (up from 137,549 at end/March).
- The top 10 searches are: plastic bag, Styrofoam, milk cartons, aluminum foil, plastic straws, plastic bottle caps, almond milk cartons, plastic utensils, alkaline batteries, and hangers. (Notably, aluminum foil passed straws – presumably due to much of the attention straws have gotten as non-recyclable this year.)

Social Media Stats:

Facebook:

- Gained 19 new followers in April (2,475 in total).
- Our three top organic posts, with about 1,800 interactions apiece, were on April 3 (a post about Airbus introducing a new in-flight recycling system); April 16 (WMTW's story on communities tagging to educate about recycling contamination); and April 22 (Our Earth Day tips & tricks)
- Our average daily organic post reach was 436 users in April.

Twitter: We gained 10 new followers in April, for a total of 746, and we earned 24,200 tweet impressions, with the top tweet (2,412 impressions) being our Earth Day Tips & Tricks post.

Instagram: We had 46 Instagram posts in April, which generated 1,640 likes (an all-time high). We gained 44 new followers for a total of 1,082.

ecomaine.org:

- April web traffic was up 16%; we are up 28% compared to April of last year.
- Page views increased 1% from March to April; we are at 14,518 for the month, up 19% from April 2018's 12,184 page views.



Media Mentions (23 in April; 188 total for FY19)...

[Sanford receives *Ecomaine* award](#) (Biddeford Journal Tribune)

[Recycling bins being tagged, left behind to flag non-recyclable materials](#) (WMTW Channel 8)

[Wishful recycling focus of April 16 talk in Augusta](#) (Kennebec Journal/Waterville Morning Sentinel)

[Towns combine to fight recycling contamination](#) (Scarborough Leader)

[Maine communities paying more and recycling less, after China shakes reusable marketplace](#) (WMTW Channel 8)

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

[Earth Day Fair to take over Rockland Library lawn](#) (Penobscot Bay Pilot)

[Maine lawmakers consider ban on single-use plastic bags](#) (WMTW Channel 8)

[Lawmakers consider banning single-use plastic bags in Maine by 2020](#) (News Center Maine Channel 6)

[First Annual Earth911 Sustainability Awards](#) (Earth911.com)

[Freeport proposes \\$10.4 million budget, 2.4% tax increase](#) (Brunswick Times Record)

[Cumberland council adopts \\$10.8M municipal budget](#) (The Forecaster)

[From local to international efforts, Rockland Library hosts them all at Earth Day Fair](#) (Penobscot Bay Pilot)

[China's Recycling Policy Is Making American Cities Take a New Look at Their Trash](#) (Mother Jones)

[Rockland council braces for higher school budget](#) (Rockland Courier-Gazette & Camden Herald)

[Girl Scouts to host 2nd Annual Green ME Up! Earth Day Festival at L.L.Bean in Freeport](#) (Brunswick Times Record)

[Sanford council defunds fire marshal job, eliminates new positions in budget](#) (Biddeford Journal Tribune)

[Budgets could require 6 percent jump](#) (Scarborough Leader)

[Portland budget proposal cuts social services, hikes taxes 2.9%](#) (The Forecaster)

[Portland budget proposal would cap number of people served at homeless shelters](#) (Portland Press Herald)



[Lewiston-Auburn's recycling rate is among the lowest in Maine](#) (Lewiston Sun Journal)

[Recycling rates across Maine](#) (Lewiston Sun Journal)

[Washington news](#) (Rockland Courier-Gazette & Camden Herald)

Attachment C

ecomaine																				
Recycling Market Report FY19																				
Month	Element	Plastic				Other							Rec Facilities Total	WTE / Landfill Metal		Total ecomaine	Residue & Revenue Sharing Calc			
		#3-7 & Mixed Ridged	Colored HDPE	No 2 Nat HDPE	No 1 PET	Paper	Cardboard	Cans	Alum	Loose Metal	Mixed Paper	Glass		Post Burn	Mined (net of ash)		Tons Residue	Inbound Recycle Inc Tipping Fees*	% Residue	
July	Tons	62	22	20	23	1,365	1,082	83		16			202	2,876	207	-	3,083	259	3,009	8.62%
	Revenue/Ton	\$27	\$320	\$880	\$270	-\$39	\$80.35	\$193	-	\$134	-	-	-	\$30	\$87	-	\$34	\$44	\$26.02	
Aug	Tons	64			44	1,259	1,102	61		8			209	2,747	634		3,381	305	3,221	9.46%
	Revenue/Ton	\$23	-	-	\$310	-\$25	\$92.06	\$175	-	\$225	-	-	-	\$36	\$101	-	\$48	\$44	\$26.73	
Sept	Tons		23			1,364	1,007	37	18	10			171	2,628	138		2,767	223	2,800	7.97%
	Revenue/Ton	\$0	\$290	-	-	-\$16	\$83.87	\$185	\$450	\$140	-	-	-	\$33	\$131	-	\$38	\$44	\$28.76	
Oct	Tons	117			43	1,365	1,026	108		13			177	2,849	372		3,221	262	3,152	8.33%
	Revenue/Ton	\$26	-	-	\$300	-\$9	\$86.34	\$177	-	\$144	-	-	-	\$40	\$91	-	\$46	\$44	\$31.62	
Nov	Tons	61	22	22		1,400	968	40		17			149	2,679	86		2,764	294	3,126.17	9.39%
	Revenue/Ton	\$25	\$360	\$810	-	-\$13	\$86	\$190	-	\$145	-	-	-	\$38	\$95	-	\$40	\$44	\$28.24	
Dec	Tons	38		18	19	1,454	1,014	41		9			156	2,749	417		3,166	265	3,139	8.44%
	Revenue/Ton	\$15	-	\$760	\$290	-\$16	\$86	\$192	-	\$139	-	-	-	\$34	\$101	-	\$43	\$44	\$23.76	
Jan	Tons	63	19		22	1,581	1,229	82		5			162	3,164	708		3,871	328	3,051	10.75%
	Revenue/Ton	\$17	\$380	-	\$280	-\$23	\$87	\$177	-	\$125	-	-	-	\$32	\$93	-	\$43	\$44	\$31.37	
Feb	Tons	38		19	19	1,017	845	82		12			131	2,164	371		2,535	261	2,308.46	11.29%
	Revenue/Ton	\$16	-	\$690	\$305	-\$25	\$76	\$164	-	\$145	-	-	-	\$34	\$76	-	\$40	\$44	\$34.67	
Mar	Tons		42		20	1,090	778	39		15			142	2,126	315		2,441	204	2,506	8.14%
	Rev		\$13,503		\$5,737	(24,404)	\$61,442	\$6,843	\$5,448	\$2,104			70,672.15	\$26,906		\$97,578	\$8,972	\$4,008		
	Revenue/Ton	-	\$321	-	\$280	-\$22	\$79	\$175	-	\$145	-	-	\$33	\$85	-	\$40	\$44	\$24.81		
April	Tons	41	23	41	21	1,271	961	63		11			152	2,584	359		2,943		2,763	
	Rev	3,350	6,912	19,902	5,786	(28,610)	56,746	10,110		1,524			75,720.44	28,665		\$104,385	\$0	\$11,524		
	Revenue/Ton	\$81	\$300	\$486	\$270	-\$23	\$59	\$162	-	\$145	-	-	\$29	\$80	-	\$35	-	\$28.79		
May	Tons																			
	Revenue/Ton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
June	Tons																			
	Revenue/Ton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
YTD	Tons	484.82	150.83	120.06	213.20	13,164.69	10,010.68	636.05	17.52	115.73	-	1,651.99	26,565.57	3,607.28	-	30,172.85	2,400.86	29,075.98	8.26%	
	% Total Tons	2%	1%	0%	1%	50%	38%	2%	0%	0%		6%	100%							
	Revenue	\$13,664	\$49,189	\$82,200	\$62,130	(\$272,885)	\$821,566	\$113,115	\$13,332	\$17,056	\$0	\$0	\$899,367	\$334,410	\$0	\$1,233,777	\$105,638	\$76,069		
	% Total Revenue	2%	5%	9%	7%	-30%	91%	13%	1%	2%		0%	100%							
	Revenue /Ton	\$28	\$326	\$685	\$291	(\$21)	\$82	\$178	\$761	\$147	\$0	\$0	\$33.85	\$93	\$0	\$40.89		\$33.55		