

ecomaine

Memorandum

DATE: May 21, 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 May 28, 2020 @ 4:00PM. The meeting will be held via **Video and Audio Conferencing (Zoom)**. An invite will be sent under separate cover. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Judging/Vote – “Recycling is a Work of Art Contest” – Designs (*provided under separate cover*)
3. Judging/Vote – “Upcycle 2020” (*provided under separate cover*)
4. Managers’ Report (*Attachment B*):
 - Update on Research into Recyclopedias on Smart Speakers (Alexa)
 - Update on Composting in Communities
 - Update on Website Redesign
 - Update of Recycling Market Report – Contamination (*provided under separate cover*)
5. Outreach & Education (*Attachment C*)
 - Education & Outreach Data
 - **ecomaine** Website & Media Analytics
6. Other

Future Meetings:

Annual Board of Directors Meeting 06-18-2020 @ 11:30am



Memorandum

Attachment A

DATE: February 13, 2020
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – February 13, 2020

The **ecomaine** Outreach & Recycling Committee met February 13. The meeting was called to order at 4:00 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Kimberly Darling moved to approve minutes, Jami Fitch seconded and all unanimously approved.
2. Eco-Excellence Award Nomination
 - Committee awarded 11 individual awards (two overall); three non-profits (one overall); and five businesses (one overall). Awardees will be notified and invited during the week of February 17th.
 - The Awards ceremony is March 10th at ecomaine
3. Due to time constraints, remaining items were tabled until the Committee meets again on March 19th.

Linda Boudreau made the motion to adjourn at 4:00 p.m. Caleb Hemphill seconded. All approved.

Attendees: Linda Boudreau, Caleb Hemphill, Kimberly Darling, Jami Fitch, Jamie Garvin, Jim Hager, Courtney O'Donnell

Staff: Matt Grondin, Kathryn Oak, Katrina Venhuizen, Vanessa Berry, Lena Ives

Manager's Report – Outreach & Recycling Committee Meeting, May 28, 2020

1. Recyclopedica on Smart Speakers: Due to the COVID-19 pandemic leading to a lack of a March meeting for official approval from the Committee ahead of FY21 budget setting, the Communications Manager tabled the decision to move ahead with the Recyclopedica's presence on Amazon Echo devices until FY21.

Vendor would provide pro-rated fee for inclusion, but this is not in the FY21 budget.

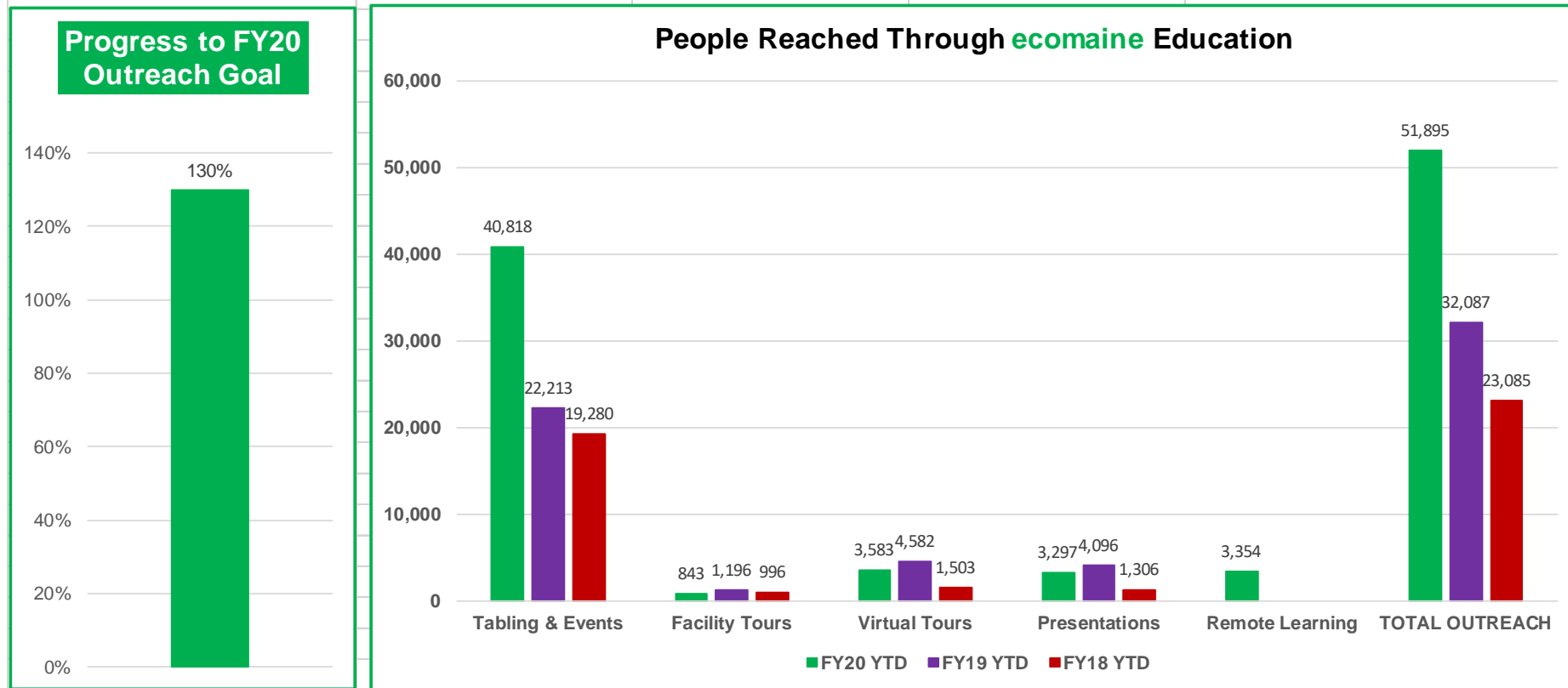
2. Composting in Communities: The *Worth the Weight* mini campaign was launched in March. Though the pandemic consumed much of our messaging, there are certain pieces that resonate – reducing waste while in your own home, spring gardening, etc. The campaign's landing page quickly shot into ecomaine.org's 25 most-visited pages, and continues to be a resource, both for residents and for public-facing staff who now have more info.
3. Website redesign: The redesign of ecomaine.org is well underway, and we anticipate, as of today, that – despite some pandemic-related setbacks – the new site will be launched in May/June. (Communications Manager to show pieces of new site.)
4. Recycling Markets & Contamination: Please refer to on-screen presentation.

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

C1. Educational Outreach, FY20 YTD

FY20 ecomaine Outreach Summary

	FY20 YTD	FY19 YTD	FY18 YTD	FY20 GOAL
Tabling & Events	40,818	22,213	19,280	28,000
Facility Tours	843	1,196	996	1,215
Virtual Tours	3,583	4,582	1,503	5,185
Presentations	3,297	4,096	1,306	5,600
Remote Learning	3,354			
TOTAL OUTREACH	51,895	32,087	23,085	40,000





Outreach Recap, Feb-April 2020

2/1/2020	Other Outreach	Mariners On-Ice Promo	3450	Portland	Katrina	All Ages	
2/3/2020	Other Outreach	Papermaking @ St. Brigid's	35	Portland	Katrina	Elementary	
2/3/2020	Other Outreach	Papermaking @ St. Brigid's	35	Portland	Vanessa	Elementary	
2/4/2020	Presentation	Lake Region Middle School	10	Naples	Katrina	Grade 7	
2/4/2020	Facility Tour	Falmouth Community Programs	15	Falmouth	Vanessa	Adult	
2/5/2020	Facility Tour	Kennebunk HS	28	Other	Vanessa	High School	
2/5/2020	Virtual Tour	South Portland Small School	60	South Portland	Katrina	Grade 2	Bus Tour with Waste Game
2/6/2020	Virtual Tour	South Portland Dyer School	32	South Portland	Katrina	Grade 2	Bus Tour with Waste Game
2/10/2020	Virtual Tour	South Portland Brown School	42	South Portland	Katrina	Grade 2	Bus Tour with Waste Game
2/10/2020	Virtual Tour	Gulf of Maine Research Inst.	56	Portland	Katrina	Adult	
2/10/2020	Facility Tour	North Yarmouth Academy	9	Yarmouth	Vanessa	Grade 12	
2/11/2020	Facility Tour	Thornton Academy	9	Saco	Vanessa	High School	
2/11/2020	Virtual Tour	Great Falls Elementary V Tour	90	Gorham	Vanessa	Grade 4	
2/11/2020	Facility Tour	South Portland Skillin School	50	South Portland	Katrina	Grade 2	Bus Tour with Waste Game
2/14/2020	Facility Tour	Topsham Elementary	60	Other	Vanessa	Grade 4	
2/14/2020	Other Outreach	St. Brigid Papermaking	55	Portland	Katrina	Elementary	
2/18/2020	Facility Tour	UNE	30	Other	Vanessa	College	
2/18/2020	Facility Tour	USM	20	Gorham	Vanessa	College	
2/19/2020	Virtual Tour	Libbytown Neighborhood Meeting	9	Portland	Katrina	Adult	
2/20/2020	Facility Tour	Anything Goes Hauling	7	Cape Elizabeth	Vanessa	Adult	
2/20/2020	Facility Tour	USM	19	Gorham	Vanessa	College	Plus Jenna
2/20/2020	Virtual Tour	STRIVE Program	18	South Portland	Katrina	High School	
2/20/2020	Presentation	TD Bank Lunch & Learn	13	Falmouth	Katrina	Adult	
2/20/2020	Presentation	South Portland Library	22	South Portland	Katrina	All Ages	
2/23/2020	Other Outreach	Maine Mariners Hockey Tabling & On-Ice Promo	3,046	Portland	Katrina	All Ages	
2/24/2020	Virtual Tour	Greely Middle School	325	Cumberland	Katrina	Middle School	
2/25/2020	Facility Tour	Poland Middle School	16	Other	Vanessa	Middle School	Poland - stayed for lengthy Q&A, too
2/25/2020	Virtual Tour	Deering HS	18	Portland	Katrina	Grade 11	
2/27/2020	Virtual Tour	Gorham HS	15	Gorham	Vanessa	High School	Special Needs group before coming for a tour
2/27/2020	Virtual Tour	Steep Falls Boy Scouts	12	Standish	Vanessa	Grade 2	
2/27/2020	Other Outreach	Mabel I. Wilson Papermaking	35	Cumberland	Lena	Grade 3	Lena's FIRST NUMBERS!
2/27/2020	Virtual Tour	Ocean Ave.	60	Portland	Katrina	Grade 5	
2/28/2020	Virtual Tour	Lamoine Consol. School	125	Lamoine	Katrina	Elementary	RCY only V Tour
2/28/2020	Facility Tour	Gorham HS	15	Gorham	Vanessa	High School	
2/28/2020	Facility Tour	Unity College Student	1	Other	Vanessa	College	
2/29/2020	Other Outreach	Maine Red Claws Game	2417	Portland	Katrina	All Ages	
3/2/2020	Facility Tour	Great Falls Elementary	45	Gorham	Vanessa	Elementary	
3/3/2020	Facility Tour	Dandelion Catering Co.	5	Yarmouth	Vanessa	Adult	
3/4/2020	Facility Tour	Great Falls Elementary	45	Gorham	Vanessa	Elementary	
3/6/2020	Other Outreach	MEEA Conf. Tabling	20	Other	Vanessa	Adult	In Belfast
3/7/2020	Other Outreach	Mitchell Institute Tabling	40	Portland	Vanessa	College	
3/9/2020	Facility Tour	Conway, NH Kennett HS Jobs for Grads	27	Other	Vanessa	High School	Conway, NH
3/10/2020	Other Outreach	eco Excellence Awards	44	Other	Other	All Ages	Backing out tour numbers from the total (see below)
3/10/2020	Facility Tour	ecoX Tours	9	Other	Lena	All Ages	Plus 46 above
3/10/2020	Facility Tour	ecoX Tours	7	Other	Vanessa	All Ages	Plus 46 & 9 above. Total 60.
3/10/2020	Other Outreach	Recycling w/ Red Claws	375	Cumberland	Katrina	Elementary	Session 1 with Grades K-1
3/10/2020	Other Outreach	Recycling w/ Red Claws	410	Cumberland	Katrina	Elementary	Session 2 with Grades 2-3
3/11/2020	Facility Tour	Lincoln Academy Tour	9	Other	Vanessa	High School	Newcastle, ME
3/12/2020	Facility Tour	Mt. Ararat Tour	5	Other	Vanessa	High School	Topsham
3/12/2020	Presentation	Lincoln Middle School	19	Portland	Katrina	Middle School	
3/12/2020	Presentation	Greely High School	65	Cumberland	Katrina	High School	
3/14/2020	Other Outreach	Tabling @ GoGo Refill	30	South Portland	Vanessa	Adult	
3/18/2020	Remote Learning	Remote Learning e-blast (# opens)	586	Other	Other	All Ages	
3/19/2020	Presentation	Webinar w/ ReCollect on Waste Mgmt Ed.	81	Other	Katrina	Adult	From all around the country
3/19/2020	Virtual Tour	Zoom Video Call w/ ecology school	30	Other	Katrina	Adult	Some from Saco, some elsewhere...
3/26/2020	Remote Learning	ME Math & Science Alliance Listserv	791	Other	Other	All Ages	
3/31/2020	Remote Learning	YouTube Virtual Tour/Presentation Video Views	147	Other	Other	All Ages	
4/4/2020	Remote Learning	Do/Don't Distribution to GoGo Refill Pickups	50	South Portland	Vanessa	All Ages	Included our info in curbside pickups
4/9/2020	Remote Learning	Portland Chamber Craft-a-Long	18	Other	Katrina	All Ages	54 split between 3 educators
4/9/2020	Remote Learning	Portland Chamber Craft-a-Long	18	Other	Vanessa	All Ages	54 split between 3 educators
4/9/2020	Remote Learning	Portland Chamber Craft-a-Long	18	Other	Lena	All Ages	54 split between 3 educators
4/15/2020	Remote Learning	Virtual Presentation Bonny Eagle Adult Ed	3	Standish	Vanessa	Adult	
4/17/2020	Remote Learning	North Haven Presentation	3	North Haven	Lena	High School	
4/22/2020	Remote Learning	ME Island Trail Alliance Webinar	38	Other	Katrina	All Ages	
4/22/2020	Remote Learning	Cape Elizabeth Rotary Club Presentation	28	Cape Elizabeth	Vanessa	Adult	
4/30/2020	Remote Learning	Distribution of Activities to Chelsea students	300	Chelsea	Vanessa	Elementary	
4/30/2020	Remote Learning	Distribution of Activities to Augusta students	275	Augusta	Vanessa	Elementary	
4/30/2020	Remote Learning	Distribution of Activities to Boys & Girls Clubs	240	Portland	Vanessa	Elementary	
4/30/2020	Remote Learning	Do/Don't Distribution to Saco Community Ctr	200	Saco	Vanessa	All Ages	
4/30/2020	Remote Learning	YouTube Virtual Tour/Presentation Video Views	639	Other	Other	All Ages	



C2. Metrics: thru April 2020

Recyclopedia:

- A total of 211,237 items have been searched on the RECYCLOPEDIA (up from 206,628 at end/March).
- The widget on web pages was viewed 130,089 times in April, up a remarkable 11,000 from March (which increased by 15,000 from Feb.)
 - This continues to be a huge asset for communities who have embedded the tool.
- App downloads to date stand at 4,155 (an increase of 34 in April.)
- The top 10 searches are: plastic bag, Styrofoam, milk cartons, aluminum foil, alkaline batteries, plastic straws, plastic bottle caps, almond milk cartons, plastic (general), and plastic utensils. (Plastic straws have moved down this list over FY20, indicating that messaging is getting through, to some degree.)

Social Media Stats:

- **Facebook:**
 - Gained 34 new followers in March (2,902 total)
 - Our top organic post, with 1,117 interactions, was a live read-aloud by Vanessa Berry of The Lorax on Earth Day.
 - Our average daily organic post reach was 370 users in April.
- **Twitter:** We gained 8 new followers in April, for a total of 846, and earned an average of 16,400 tweet impressions, with the top tweet (2,781 impressions) being a post about proper recycling and trash during the COVID-19 pandemic.
- **Instagram:** We had 25 Instagram posts in April, which generated 821 likes. We gained 41 new followers for a total of 1,586.

ecomaine.org:

- Total April web traffic was up 17.5% from March; compared to April 2019, this is down 11%.
 - Notably, New Users were up 20% in April from March, which I believe to be attributed (in part) to remote learning opportunities, particularly given that the Virtual Tours were our #5 most visited page in April.
- Total Page views increased 14% from March to April; this is down 12% from April 2019.



Media Mentions (26 in April; 149 in FY20 to date)

April was significantly busy from a P.R. standpoint, doubling the number of media mentions from March.

[Ecomaine offers online recycling education to bridge gap of social distancing](#) (Recycling Today)

[Celebrating Earth Day from afar, ecomaine's education continues](#) (Scarborough Leader)

[Garbage on the rise in Maine during pandemic, but recycling remains vital](#) (Portland Press Herald)

[Ecomaine Offers Online Recycling Education Resources](#) (Waste 360)

[20 for 20: ecomaine recognizes 20 'sustainable Mainers' with 2020 eco-Excellence Awards](#)
(Scarborough Leader)

[City exploring recycling options](#) (Ellsworth American)

[Standing too close? MRF asks workers to write that down](#) (Resource Recycling)

[Could the Coronavirus Pandemic Create a Garbage Crisis?](#) (Cheddar News)

[Mainers urged to recycle more than ever during the coronavirus outbreak](#) (WMTW Channel 8)

[Now more than ever, Mainers should be recycling](#) (WMTW Channel 8)

[Maine Has Changed Its Recycling Rules To Guard Workers From Exposure To COVID-19](#) (Maine Public Radio)

[Ecomaine recognizes important work of waste collection workers during coronavirus outbreak](#) (WMTW Channel 8)

[MAINE WASTE-TO-ENERGY FACILITY COMMITS TO TRUCKS POWERED BY TRASH](#) (American Recycler)

[Maine changes its recycling rules to protect workers from coronavirus exposure](#) (Bangor Daily News)

[50 Ideas to Celebrate 50 Years of Earth Day](#) (NRCM Blog)

[Community/Arts Calendar: April 15](#) (The Forecaster)

[Community/Arts Calendar: April 22](#) (The Forecaster)

[Martunas hired as new manager for Mid-Coast Solid Waste Corporation](#) (Knox County Village Soup/Rockport Courier Gazette)

[8 Great Kids' Distance Learning Nature Resources by Maine Organizations](#) (NRCM Blog)

[Bridgton awards Lower Main Street project; meeting notes](#) (The Bridgton News)

[Here are 25 climate actions you can take this Earth Week - and every week](#) (Environment Maine Blog)

[City data shows COVID-19 impacts on recycling tonnages](#) (Resource Recycling)



[Newsworthy people and performances for April 20, 2020](#) (Mainebiz)

[Social Distancing w/ Kevin Roche](#) (MEMIC Safety Experts Podcast)

[Helping Trash Collection Workers Stay Safe](#) (Scripps National News)

[Now More Than Ever, Recycling is Critical](#) (Waste Advantage Magazine)

Coming up...

- **ecomaine FY20 Annual Meeting = June 18 (via Zoom)**