

ecomaine

Memorandum

DATE: September 06, 2018

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 **September 13, 2018 @ 4:00PM**. The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Presentation on Communications & Outreach Program for FY18 & FY19
 - Education & Outreach Data (*Attachment B*)
 - Ecomaine Website & Media Analytics (*Attachment C*)
 - New Brochure Presentation
3. School Recycling Grants Program
 - Status & Summary of 2017-2018 School Grants Program (*Attachment D*)
 - Review timeline & program for FY19 School Grants (*Attachment E*)
4. Recycling Open House – September 29, 2018 (*Attachment F*)
5. Recycling Market Report (*Attachment G*)
 - Update on Contamination
6. Other

Future Meetings:

Finance & Audit Committee	09-20-2018 @ 3PM	Outreach & Recycling Committee	02-14-2018 @ 3PM
Full Board of Directors	09-20-2018 @ 4PM	Executive Committee	02-14-2019 @ 4PM
Executive Committee	10-18-2018 @ 4PM	Outreach & Recycling Committee	03-07-2019 @ 4PM
Outreach & Recycling Committee	11-08-2018 @ 4PM	Full Board of Directors	03-21-2019 @ 4PM
Finance & Audit Committee	11-15-2018 @ 3PM	Finance & Audit Budget Review	04-04-2019 @ 4PM
Full Board of Directors	11-15-2018 @ 4PM	Full Board of Directors	04-18-2019 @ 4PM
Executive Committee	12-20-2018 @ 4PM	Finance & Audit Committee	05-16-2019 @ 3PM
Finance & Audit Committee	01-17-2019 @ 3PM	Executive Committee	05-16-2019 @ 4PM
Full Board of Directors	01-17-2019 @ 4PM	Outreach & Recycling Committee	05-23-2019 @ 4PM
Outreach & Recycling Committee	01-24-2019 @ 4PM	Annual Meeting Board of Directors	06-20-2019 @ 11:30AM

ecomaine

Memorandum

DATE: April 27, 2018

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Outreach & Recycling Committee Minutes – April 5, 2018

The **ecomaine** Outreach & Recycling Committee met April 5. The meeting was called to order by Committee Chair Caleb Hemphill, who suggested changing the agenda to move the Outreach & Educations, updates on School Recycling Grants and the Recycling Market Report to be earlier in the agenda. All approved.

Attendees: Rob Wood, Caleb Hemphill, Robert Randall, Jeff Amatrudo, Alan Bradstreet, Rob Wood, Jamie Garvin, Maureen McDevitt.

1. Approval of Minutes (*Attachment A1 and A2*)
 - Jamie Garvin moved to approve both minutes, Bob Randall seconded and all unanimously approved.
2. Outreach & Education
 - Katrina reviewed the education & outreach report, and Lisa handed out an executive summary about the Red Claws/City of Portland recycling program results (*Attachment B1*)
 - Lisa reviewed the ecomaine Website & Media Analytics (*Attachment B2*)

Grants:

- Update on School Recycling Grants Program: Katrina shared an update that Waterboro Elementary School would be returning \$900 of their grant because the PTO ended up covering the food waste hauling costs, and the Albert D Hall school in Waterville would be returning the \$840 grant they received to receive Agri-Cycle hauling for the school due to the unavailability of the parent who had offered to lead that project. Given that the budget had gone over by \$1,158 dollars, this returned funding will help to balance a budget that is expected to go over this year.
 - There was a discussion on future grant programs including grant spending, grants afor tours, targeting age groups for tours and curriculum.
3. Recycling Market Report (*C*) – Lisa reviewed the recycling market report and gave an update on the situation in China, which is affecting movement and sales of paper at the moment.

4. Recycling is a Work of Art Contest

- There were 20 submissions to this year's Recycling is a Work of Art Contest. The judges reviewed all submissions and selected the following to receive the six awards:
- Sabine Spear & Stella Crawford - colorful - (Cape Elizabeth)
- Jessica Rule –ocean reduce, reuse, recycle (Gorham)
- Alexandra Portula – Magical Maine dragons and puffins (Saco)
- Lindsay McCracken – dogs & cats (SoPo)
- Michael Lewis (Portland)
- Alexis Burbank – Sustain Mid Maine (Waterville)

All who did not win this year will be mailed special “honorable mention” gifts and thank you letters, and be invited to submit another design using the templates and featuring a recycling or waste-reduction theme next year:

- Morgan Johnson (Scarborough)
- Anthony Boyd & Landon Gloves (Windham)
- Melody Scanem (Shapleigh)
- Lucia Bolles & Megan Yale (Yarmouth)
- Karen MacWilliams & son (Old Orchard)
- Kathleen Meade (Freeport)
- Pippa Huffard (Cape Elizabeth)
- (Disqualified – not from a member community) Seth Goepel (Hebron)

5. Communication Manager Recruitment: After receiving more than 50 applications for Lisa's replacement, KMA Consulting, with Lissa and Katrina, narrowed the candidates down to eight, who were invited for interviews. Those candidates were narrowed to four, who interviewed with Kevin Roche and the final decision was narrowed to two finalists at the time of the meeting. (After the meeting, it was announced that Matt Grondin has accepted the position of Communications Manager, starting April 30). Lisa Wolff's last day is May 4.

7. Meeting adjournment:

- Alan motioned to adjourn, Jeff seconded and all unanimously approved adjourning at 6:03.

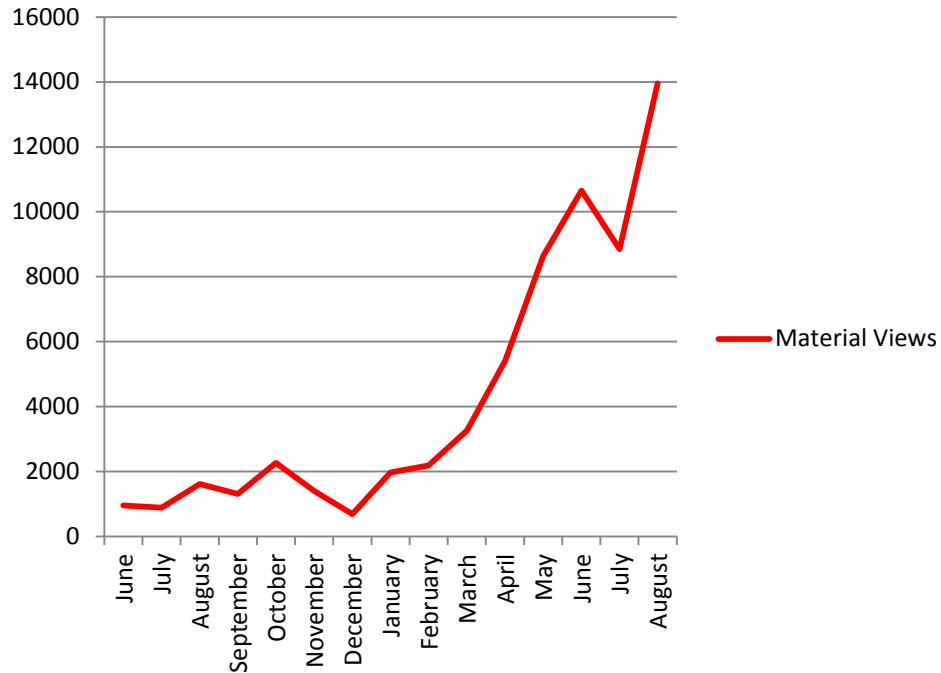
Analytics: Recyclopedia, Social Media, Website, Earned Media (through August 31, 2018)

ATTACHMENT C

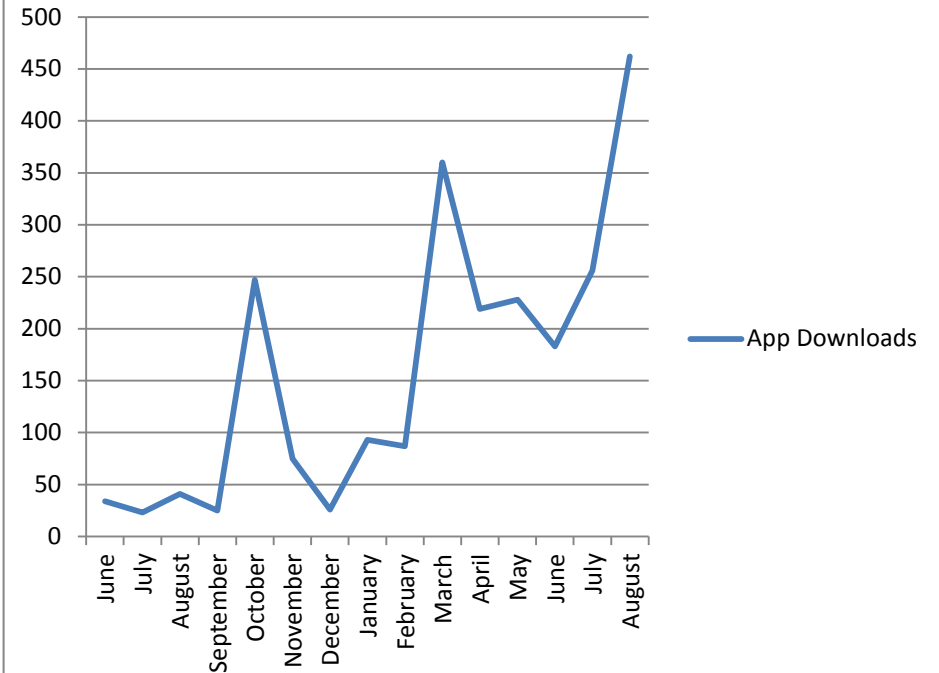
RECYCLOPEDIA:

- A total of 64,065 items have been searched on the RECYCLOPEDIA
- App downloads stand at 2,359, with 462 new downloads in August. The widget on web pages has been viewed 46,190 times.
- The top 10 searches are: *plastic bag, Styrofoam, plastic straws, milk cartons, plastic bottle caps, almond milk cartons, aluminum foil, batteries, plastic utensils, and plastic bread bags.*

More Than 64,000 Material Views



More than 2,300 App Downloads



Social Media...

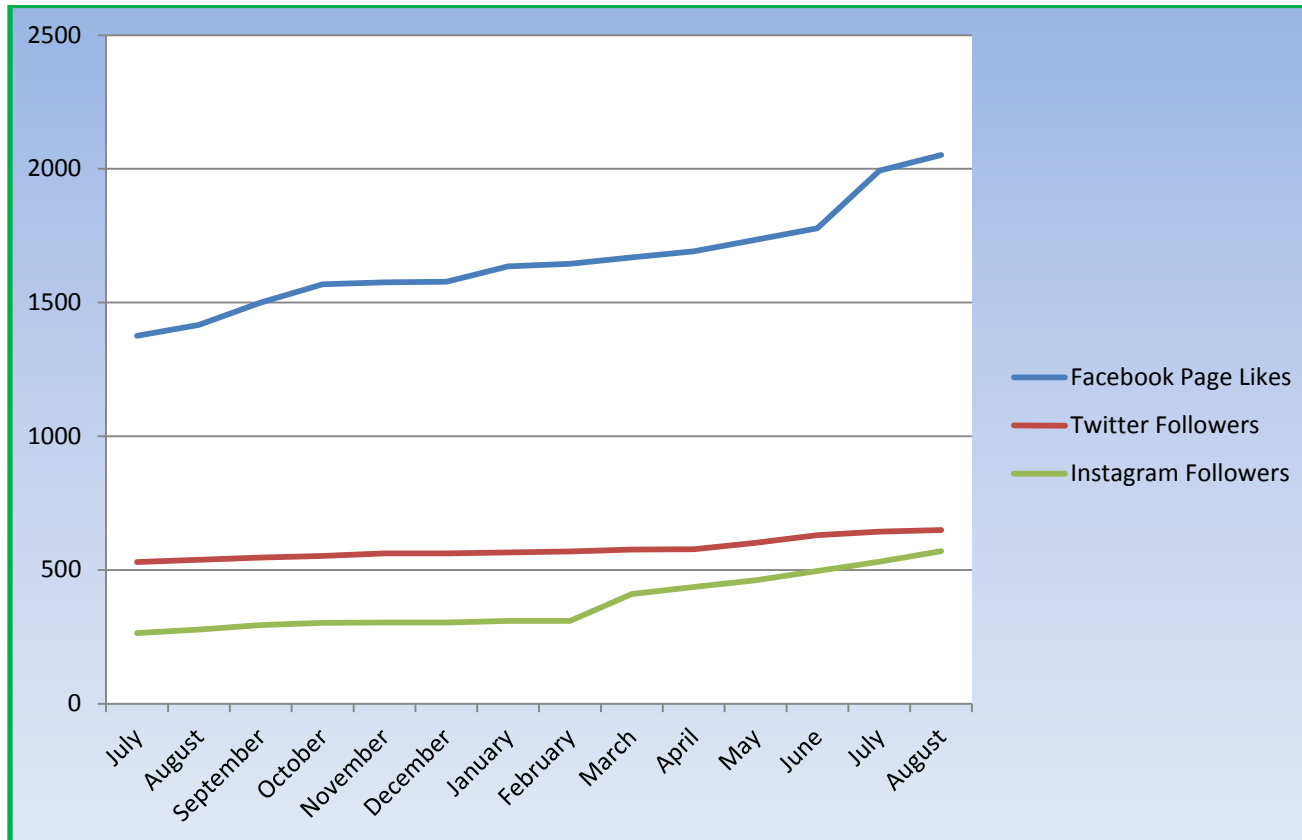
Facebook:

- 2,052 total likes (+59 in August; +636 from August 2017)
- When we reached 2,000 followers, we were able to embed the Recyclopedia on our Facebook page; we ran a promotion to gain new followers to this end.
- Our top organic post was on August 2 (reaching 5,150 people), was a post of our Do/Don't Card.
- Average daily organic post reach by month is as follows: May **571**; June **653**; July **1,127**; August **1,226**.

Twitter:

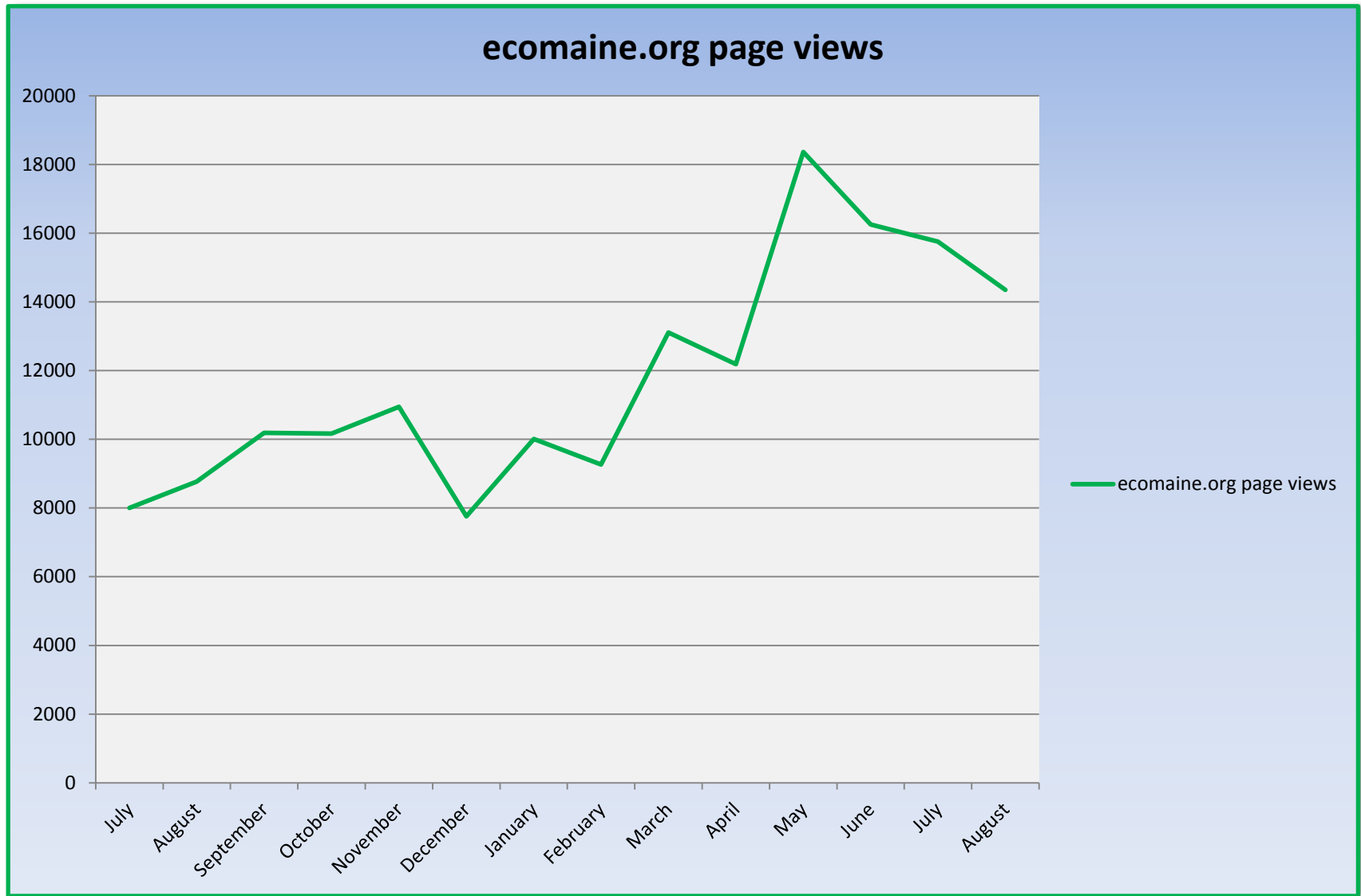
- We gained 23 new followers in June, 14 new followers in July, and 6 in August for a total of 649.
- We earned 14,900 tweet impressions in May / 16,000 in June / 20,500 in July / 17,800 in August with the top tweet being our share of the Press Herald's July 22 front-page article (4,846 impressions – **3x** our previous high for this category).

Instagram: We had 25 Instagram posts in June (712 likes), 25 posts in July (673 likes), and 27 in August (664 likes). We gained 110 new followers for a total of 571.



Website:

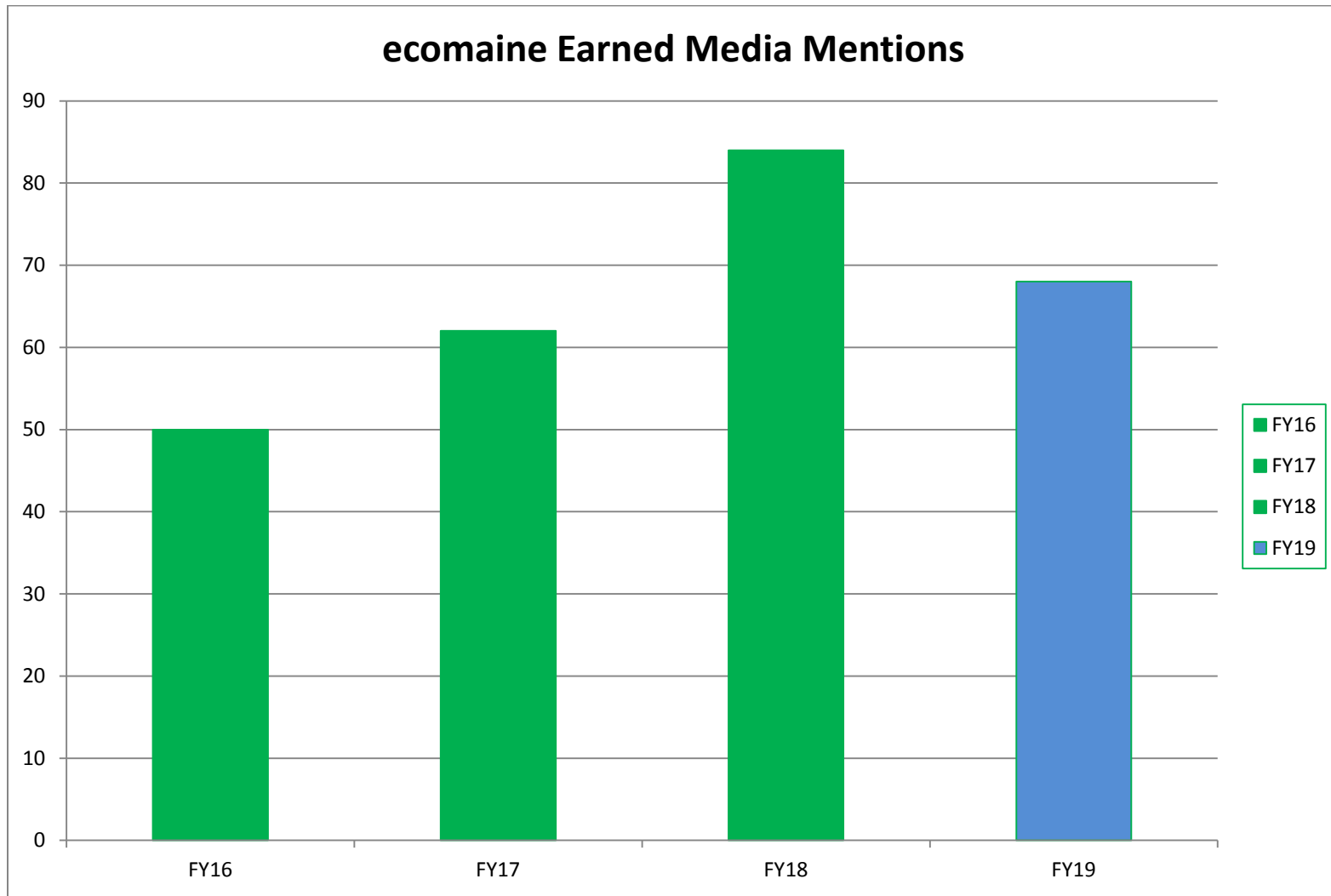
- Web traffic spiked on May 4-6 with our recycling contamination press conference.
- Pageviews are up 64% over last year.
 - The RECYCLOPEDIA is the second-most-used page, with a high 3,693 pageviews in May, when it was the most-visited page.
 - Bounce Rate has continued to decrease over the summer, meaning more interaction and time spent on our page.



Earned Media:

FY18 was a good year for ecomaine, with 84 press mentions – 22 more than FY17 and 34 more than FY16. FY19 is shaping up to have even more, since we’ve already seen 68, thanks to the recent PPH story generating local follow ups as well as a story that hit the AP wire that was picked up nationally.

Press outreach has been steady, from all kinds of outlets: NewsCenter and WMTW on TV, Maine Public Radio, the Press Herald, Forecaster, and many community papers, as well as online distribution of all these stories – USA Today and Huffington Post both used some ecomaine photos recently, as well.





FY18 Grants Status & Summary

ATTACHMENT D

School	Town	Amount Awarded	Amount Spent	Rec'd Final Report?	Proposal & Notes
Albert S. Hall School	Waterville	\$840	\$0	<i>Relinquished Grant</i>	Agri-Cycle food waste pickup to divert food waste from school trash. <i>Did not go through with grant as they didn't have bandwidth to execute program.</i>
Camden Hills Regional High School	Camden	\$1,470	\$1,470	X	To shred all compostable material and work with Mark King for a much higher landfill diversion from cafeteria.
Deering High School	Portland	\$900	\$900	X	To buy sheds for recycling and compost bins to deter both human and animal vandals.
East End Community School	Portland	\$500	\$400	X	For bussing of 4 th / 5 th grade students to an ecomaine field trip; to make a slide show to share with the school to extend the knowledge gained. <i>Only needed \$400 for bussing.</i>
Harold B. Emery Elementary School	Limington	\$5,000	\$0	<i>No Cost Extension</i>	To implement a more sustainable recyclables collection and hauling from school to increase school's overall recycling rate. (We consulted to identify the specific expenditures to be covered by this grant in advance of allocating funds.) <i>Did not go through with grant as leader couldn't find a hauler to pick up or rent dumpster from. <u>Given a no-cost extension of one year.</u></i>
King Middle School	Portland	\$1,460	\$1,460	X	For a triple sorting station, a lid and funnel to empty liquids, and to retrofit a water bottle filling station.
Lake Region Middle School	Naples	\$1,000	\$1,000	X	School won grant last year as well, to build compost bins on site but wanted option for winter months and non-backyard compostable items. (Involved whole school in video, posters, artwork, spreading info, etc.)
Mast Landing School	Freeport	\$680	\$680	X	For eight months of We Compost It! food waste pickup. School intends to continue funding the program.



FY18 Grants Status & Summary

Medomak Middle School	Washington/Union	\$650	\$650	X	For a scale, two 50-gallon recycling containers, gloves, and 10-gallon recycling bins. ecomaine also donated ten 22-gallon ecomaine recycling bins for redeemable bottle collection.
Pond Cove Elementary	Cape Elizabeth	\$2,000	\$2,000	X	Four 4-bin indoor sorting systems and appropriate signage to assist in proper sorting of waste materials by students and staff.
Pownal Elementary School	Pownal	\$430	\$430	X	For eco-friendly leftovers containers, a composting bin, a compost starter kit and peat moss to compost their own food for their student garden, while learning how waste can be a valuable resource.
Scarborough High School	Scarborough	\$318	\$318	X	Materials and hardware to build a winter/outdoor composting bin set for waste Garbage to Garden won't take from gardening practices.
Shapleigh Memorial School	Shapleigh	\$2,200	\$2,200	X	For bussing, project materials, cafeteria bins, small recycling bins, and food waste hauling. School receives a monthly pickup of all kitchen, lunch, and snack food waste to cut down on the amount of food in their trash.
Waterboro Elementary School	Waterboro	\$2,700	\$2,700	X	For bussing, project materials, and food waste hauling. ecomaine donated covered food waste pails.
Yarmouth High School	Yarmouth	\$1,020	\$816		For materials to build indoor waste sorting station. <i>Final 20% never paid out as the School did not return their final reports. Multiple contacts attempted.</i>
		\$21,168	\$15,024		



In FY18, the ecomaine Recycling & Outreach Committee decided to award fifteen Maine schools with funds and/or goods valued at a total of **\$21,168**. Below is a summary of grant recipients, who were chosen based on the following criteria: (1) project outline and school commitment (2) ease of project replication (3) likelihood of success and program sustainability, and (4) how compelling and worthy the funding proposal was.

Albert S. Hall School, Waterville, was awarded **\$840** for Agri-Cycle food waste pickup to divert food waste from school trash.

- *Did not go through with grant as they didn't have bandwidth to execute program.*

Camden Hills Regional High School, Camden, total grant of **\$1,470** included: \$930 for a debris shredder, \$150 for a shredder shed, \$265 for bins and a scale, \$75 for a wagon and \$50 for snow fencing. Their goal was to shred all compostable material and work with Mark King for a much higher landfill diversion from cafeteria.

Deering High School, Portland, was given a total grant of **\$900** to buy sheds for recycling and compost bins to deter both human and animal vandals. Goal was to have successful food and recycling diversion program.

East End Community School, Portland, total grant of **\$500** for: bussing of 4th and 5th grade students for an ecomaine field trip. Their goal was to make a slide show to share with the school to extend the knowledge gained from the field trip to more students.

- *In the end, they only needed \$400 for bussing*

Harold B. Emery Elementary School, Limington, total grant of up to **\$5,000** to implement a more sustainable recyclables collection and hauling from school to increase school's overall recycling rate. We consulted to identify the specific expenditures to be covered by this grant in advance of allocating funds.

- *Did not go through with grant as leader couldn't find a hauler to pick up or rent dumpster from. Given a no-cost extension of one year. No funds changed hands.*

King Middle School, Portland, total grant award of **\$1,460**, including: \$590 for a triple sorting station, \$60 for a lid and funnel to empty liquids, and \$800 to retrofit a water bottle filling station. Installing this streamlined station further reduced their impact on the earth by reducing dependence on single-use water bottles.

Lake Region Middle School, Naples, total grant of **\$1,000** for food waste pick-up plus some bins. School won grant last year as well, to build compost bins on site but wanted option for winter months and non-backyard compostable items. They want to remove all food waste from trash, entire school was involved with videos, posters, website, brochures, etc.



Mast Landing School, Freeport, was given a total grant of **\$680** for eight months of We Compost It! food waste pickup. School intends to sustainably fund this program to continue offering this valuable service for the foreseeable future!

Medomak Middle School, Washington/Union, total award of **\$650** toward purchasing: a scale, two 50-gallon recycling containers, gloves and 10-gallon recycling bins. We also donated ten 22-gallon ecomaine recycling bins for redeemable bottle collection. Goal was to do trash audits to increase diversion rates.

Pond Cove Elementary, Cape Elizabeth, total grant of **\$2,000** for: four 4-bin indoor sorting systems. Bins assist in proper sorting of waste materials by students and staff. Hope is to have more recycling with 0% contamination.

Pownal Elementary School, Pownal, total grant of **\$430**, including: \$216 for eco-friendly leftovers containers, \$180 for a composting bin plus \$22 for a compost starter kit and \$12 for peat moss. Their goal was to compost their own food for their student garden, while learning how waste can be a valuable resource as well as lower food insecurity and food wasted each week.

Scarborough High School, Scarborough, total grant of **\$318** for: pressure-treated pine, chicken wire netting, a staple gun, posts and screws. Goal was to build a winter/outdoor composting bin set for waste Garbage to Garden won't take from gardening practices, built by students with help from community,

Shapleigh Memorial School, Shapleigh, total grant of **\$2,200**, includes: \$300 for bussing, \$300 for project materials, \$500 for cafeteria bins, \$200 for small recycling bins, and \$900 for food waste hauling. They receive a monthly pickup of all kitchen, lunch, and snack food waste in efforts to cut down on the amount of food in their trash. Bins assist in proper sorting of waste materials by students and staff.

Waterboro Elementary School, Waterboro, total award of **\$2,700** includes: \$300 for bussing, \$500 for project materials, \$120 for buckets, \$100 for gloves and \$900 for food waste hauling. ecomaine donated food waste pails with lids.

Yarmouth High School, Yarmouth, total grant of **\$1,020** to include: materials to build indoor waste sorting station. Bins assist in proper sorting of waste materials by students and staff.

- *Final 20% never paid out as the School did not return their final reports. Multiple contacts attempted.*

In FY18, ecomaine paid **\$15,024** in School Recycling Grants, with Harold B. Emery Elementary School (Limington) receiving a one year extension on **\$5,000**; Albert S. Hall (Waterville) pulling out of the grant (**\$840**); and Yarmouth High School (Yarmouth, **\$204**) and East End Community School (Portland, **\$100**) relinquishing their remaining 20%.

FY19 School Recycling Grants Timeline & Program

Announcement: By/before September 17, 2018 (*see draft below*)

- Post to web & promote on social media
- Add to Chair Report to Board of Directors
- email & outreach to school contacts via Education staff

Deadline for Submissions: October 19, 2018 (*see application below*)

Judging of Applications @ November 8, 2018 Outreach & Recycling Committee meeting

Notification to winners: November 9, 2018 or ASAP afterward

- Accompanying press release to all outlets, with advance notice to awarded communities

Recipients are chosen based on the following criteria (*see grant guidelines below*):

- (1) Project outline and school commitment
- (2) Ease of project replication
- (3) Likelihood of success and program sustainability
- (4) How compelling and worthy the funding is



Web/Email Announcement:

School Recycling Grants deadline is October 19, 2018

Has your school set out to raise recycling awareness? Do you want to implement a more robust recycling program or add composting to your waste collection? Then ecomaine has a great opportunity for you! Maine's pioneer of single-sort recycling and provider of waste-to-energy solutions is pleased to announce that any of its 73 member communities can apply for School Recycling Grants through October 19, 2018.

Grant proposals have ranged from purchasing in-school recycling bins or education materials to offsetting compost hauling fees or assisting schools to participate in tours of ecomaine. If selected, school recipients can receive up to \$5,000 of \$25,000 in available grant funds. Recipients are chosen based on the following criteria:

- (1) project outline and school commitment
- (2) ease of project replication
- (3) likelihood of success and program sustainability, and
- (4) how compelling and worthy the funding is.

Candidates may apply by filling out the application below:

2018 grants application **2018 grant contest rules**

The School Recycling Grants represent one of the many ways ecomaine achieves its outreach goals. In fiscal year 2018, ecomaine reached more than 25,000 school children and members of the public through tours, presentations and events. Other programs that ecomaine offers throughout the year to further its education and outreach mission are:

Recycling is a Work of Art contest (6 winners selected in Spring to paint murals on the "silver bullet" recycling containers in towns)

Eco-Excellence Awards (annual March awards, nominations accepted throughout the year)

Annual Recycling Open House (this year's is September 29, 2018!)

On-site tours and community outreach (ongoing)

If you have questions about the School Recycling Grants program, or are interested in setting up a tour of ecomaine (tours available Monday through Friday), please be in touch at 207-773-1738 or info@ecomaine.org.



ecomaine School Recycling Grants

A partnership with schools to reduce solid waste disposal and increase recycling.

Application Form Deadline:

October 19, 2018

E-mail Signed Electronic Copy to: venhuizen@ecomaine.org

Fax Signed Electronic Copy to: 207-523-3141

or Mail Signed Copy to: Katrina Venhuizen
ecomaine
64 Blueberry Road
Portland, ME 04102

ecomaine community: _____ Amount Requested: _____

Name of school: _____

School Address: _____

Name of Superintendent/Principal/President (please print): _____

Contact Information (required):

Phone: _____ Email: _____

I agree to accept any grant money we may receive from ecomaine on behalf of the school and to support the recycling/waste reduction plans described in this application.

Superintendent/Principal/President Signature

Date

Staff leader for the proposed project

Name: _____ Position/Title: _____

Contact Information (required):

Phone: _____ Email: _____

Mailing Address: _____



In a separate document please answer the following questions.

1. Previous ecomaine Grant(s)

Has your school ever received a school recycling grant from ecomaine? Yes No

If yes, please answer the following: Year awarded, amount awarded, brief project description. Being a previous grant recipient does not disqualify your school from receiving additional funding.

2. Project Description

In one page or less, provide a project description that explains your plan/program for reducing waste and/or increasing recycling. Your project description must address each of the following points:

- Project outline and school commitment
- Ease of project replication
- Likelihood of success and program sustainability
- Why the project is compelling and worthy of funding

3. For what, specifically, will the money be used?

Please provide a detailed budget of all expenses using the chart below as a template. See Guidelines for more information on eligible and ineligible expenses.

Grant Tasks/Items	Costs
.....
.....
Total Grant Request	\$

4. What resources will be contributed by the school (staff time, materials, tools, matching funding, etc.)?

5. What measurements will be taken to gauge and evaluate the impact of the project?

6. How will the project be sustained?

7. Timeline and Reporting

ecomaine requires that grant recipients complete mid-term and final reports during the course of their specified project. Please identify the **individual(s)** who will be responsible for completing the reports, and a **timeline** for when reports will be completed. **Mid-term reports** should be completed no later than **March 1, 2019**. **Final reports** should be completed no later than **May 31, 2019**. Your second and final payments will be contingent upon receipt and approval of your reports.



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School Recycling Grant Guidelines

Goal: *To provide monetary resources that will help schools reach goals to reduce solid waste disposal and/or increase recycling, compost, and landfill diversion rates.*

1. Grant eligibility

- a. School must serve students that live in a municipality served by or affiliated with ecomaine. (Visit ecomaine.org/about-ecomaine/ecomaine-communities for a full list of communities.)
- b. School may be public or private and of any grade levels (including post-high school).
- c. School must agree to provide two progress reports to ecomaine: at the midpoint (March 1, 2019) and upon the completion date (no later than May 31, 2019).
- d. School must be willing to freely share its program and results with other schools for replication purposes.
- e. Grantees agree to coordinate with ecomaine Education staff for a free on-site visit to engage with school staff and/or students to promote greatest efficacy of grant funds.

2. Grant money available

- a. ecomaine will make school grants available from a pool of \$25,000.
- b. School may apply for a grant in any amount up to \$5,000.
- c. Money awarded by ecomaine must be spent in accordance with the applicant's submission to ecomaine.
- d. Grant monies will be awarded to schools, not individuals.
- e. Grant monies will be dispersed:
 - i. Eighty percent (80%) upon initial award.
 - ii. Twenty percent (20%) upon completion of the final project report*.

3. Grant Application

- a. Applications are due by **October 19, 2018**; late applications will not be considered.
- b. Grant applications must be signed by the school's principal, superintendent, or president.
- c. Applications must include specifics that address these judging criteria:
 - i. Project outline and school commitment
 - ii. Ease of project replication
 - iii. Likelihood of success and program sustainability
 - iv. Why the project is compelling and worthy of funding
- d. Applications will be judged by ecomaine's Recycling Committee.
- e. Application forms are available at www.ecomaine.org or by calling 207-773-1738.

**Mid-term reports to be completed no later than March 31, 2019.
Final reports to be completed no later than May 31, 2019.*



Press Release:

For Immediate Release: ecomaine announces School Recycling Grants deadline of October 19, 2018

Contact: Matt Grondin, Communications Manager, 207-523-3108; grondin@ecomaine.org

PORTLAND, Maine (**September 17, 2018**) – Today, ecomaine announced its 2018 round of School Recycling Grants, which are designed to raise recycling awareness in schools and communities, and to help schools implement more efficient recycling programs or add composting to their waste collection.

As Maine’s pioneer of single-sort recycling and provider of waste-to-energy solutions, ecomaine is pleased to announce that any of its 73 member communities can apply for School Recycling Grants through October 19, 2018.

“The School Recycling Grants program allows us to increase students’ exposure to proper ways of recycling,” said Kevin Roche, CEO of ecomaine. “In addition to our tours programs, and our other public awareness tools, these grants instill a great sense of ownership in the schools in our communities, and help to teach the next generation of recyclers the importance of asking ‘which bin should I put this in?’”

Past grant proposals have ranged from purchasing in-school recycling bins or education materials to offsetting compost hauling fees, or assisting schools to participate in tours of ecomaine. If selected, school recipients can receive up to \$5,000 of \$25,000 in available grant funds for the 2018-19 school year. Recipients are chosen based on the following criteria:

- (1) Project outline and school commitment
- (2) Ease of project replication
- (3) Likelihood of success and program sustainability
- (4) How compelling and worthy the funding is

In fiscal year 2018, ecomaine reached more than 25,000 school children and members of the public through grants, tours, presentations and events. “It’s so important to teach our kids about recycling right and promoting safe, sustainable ways to deal with their waste. The impact, when they share what they learn with their friends and families, is enormous,” said Katrina Venhuizen, ecomaine’s Senior Environmental Educator.

In addition to the School Recycling Grants, other programs that ecomaine offers throughout the year to further its education and outreach mission are:

- Recycling is a Work of Art contest (6 winners selected in Spring to paint murals on the “silver bullet” recycling containers in towns)
- Eco-Excellence Awards (annual March awards, nominations accepted throughout the year)
- Annual Recycling Open House (this year’s is September 29, 2018!)
- On-site tours and community outreach (ongoing)

Following the October 19 deadline, proposals will be reviewed by ecomaine’s Outreach & Recycling Committee, and winners will be notified by mid-November.

About ecomaine

Ecomaine is the Portland-based nonprofit, recycling and waste-to-energy operation that serves a third of the state’s population in 73 member communities.

###

2018 ecomaine Open House Overview & Planning

September 29, 2018

8-11 a.m.

ecomaine: 62 Blueberry Road – Recycling Facility (w/ Waste-to-Energy Tours @ 64 Blueberry Rd.)

ecomaine's Open House traditionally draws between 600-800 people; we anticipate more than 750 people in 2018. Though the event can be weather-dependent, plenty of people attended in 2017, despite grey weather; we anticipate interest will be high, given the abundance of news on the recycling markets and contamination in 2018. Event will be managed by ecomaine staff, Board, and volunteers.

Activities will include:

- Tours of Recycling and Waste-to-Energy Facilities
- Recycling Bin Giveaways
- Vendors Tables (*see full list below*)
- Kid's Activities –
 - Face Painting
 - Paper Making
 - Weaving Crafts
 - Truck Demos
 - Mascots – Slugger from the Portland Sea Dogs and Crusher from the Maine Red Claws
 - *Also checking on Maine Mariners' new mascot, Beacon the Puffin*
- Free e-Waste Collection
- Food waste bin raffles (email address collection)
- Free Breakfast Sandwiches & Coffee

Vendors will include:

- Worm-mainea - Composting builds soil and conserves resources, but outdoor composting in cold weather is a challenge. Indoor composting with worms is a great solution. We will raffle off 10 worm composting bins.
- Garbage to Garden - learn about how to reduce food waste in your household, plus coloring activities for scribblers of all ages.
- Agri-cycle Energy - Information and sample fertilizer and animal bedding; ecomaine partner in anaerobic digestion.
- We Compost It! - Sample compost, free compost, and information.
- Goodwill Industries of NNE - a display that illustrates lesser-known aspects, such as the eBay store, GoodTech program, and how they bale items that don't sell in the stores.... And possibly mascot, "Puffy G"
- Habitat for Humanity ReStore - a discount retail outlet that has been selling donated new and gently used building materials, appliances and furniture at greatly reduced prices since 2006. All of the profits from the ReStore are used to support Habitat for Humanity home building projects in the Greater Portland area.
- PaintCare - PaintCare makes it easy to recycle leftover, unwanted paint. They operate paint stewardship programs on behalf of paint manufacturers in states that have passed paint stewardship laws.
- Ruth's Reusable Resources – Ruth's mission is to ensure that all students, from pre-k through high school, have the basic supplies and creative tools for literacy, STEAM, and health education through the environmentally-conscious distribution of donated business supplies.

- Sunrise Guide – Will have copies of *Green & Healthy Maine Homes* and info about how kids can sell sunrise guide to raise green team money.
- NRCM - Info about food waste reduction in schools, and product stewardship
- Wayside Food Programs - Gleaned produce display and info on their mobile food pantries and community dinners
- Maine DEP - Product Stewardship Display
- GearHub – Info from the non-profit outdoor gear and bike shop powered by Camp Ketcha, a 501c3 youth outdoor organization based in Scarborough, Maine.
- Two Men and a Truck movers – ideas to reuse cardboard moving boxes, including crafts, games, and Halloween costumes.
- Portland Trails - *TBD*
- ReVision Energy - *TBD*

Promotion & Advertising will include:

- Maine Public Radio – will have one spot in AM Drive and one spot in PM Drive for two weeks preceding Open House (10 prime-time spots to audiences of 200,000)
 - Maine Public *Community Calendar*, as well
- WCLZ – ‘ecomaine minute’ will be devoted to Open House for two weeks preceding Open House
- The Forecaster – will have ads in all six editions for the two weeks preceding Open House
- Portland Press Herald – will have *Maine Today* magazine quarter-page ad week of Open House and pressherald.com presence, as well
- The Notes (free newspaper) front cover week-of; back cover week-before.
- ecomaine.org page
- Portland Phoenix ‘Things to Do’ calendar; Portland Kids Calendar
- Continue passing out Recyclopedia/Open House leaflets at Greenfest, Common Ground Fair, & elsewhere
- Facebook Promoted Post – we have 330+ interested from initial promotion; will promote for all of September, as well.
 - Will cross-promote on other social media
- Press Release during week leading up to Open House
- e-blast 1-2 days prior

Attachment G – Recycling Contamination Rates (as of August 31)

