

How can I get started in MY town?

- Visit ecomaine.org/pilotproject19 to request our toolkit
- Talk with the right municipal departments:
 - Human Resources
 - Public Works
 - Budget / Finance (*see our cost sheet in the toolkit!*)
- Decide whether you'd like ecomaine's training & resources, or to try it out on your own
- Build a timeline for your outreach campaign
- Get in touch with us for support or help!

Top 3 Intern Recommendations...

Increased education (including plasticfilmrecycling.org)



A public "recycling pledge"

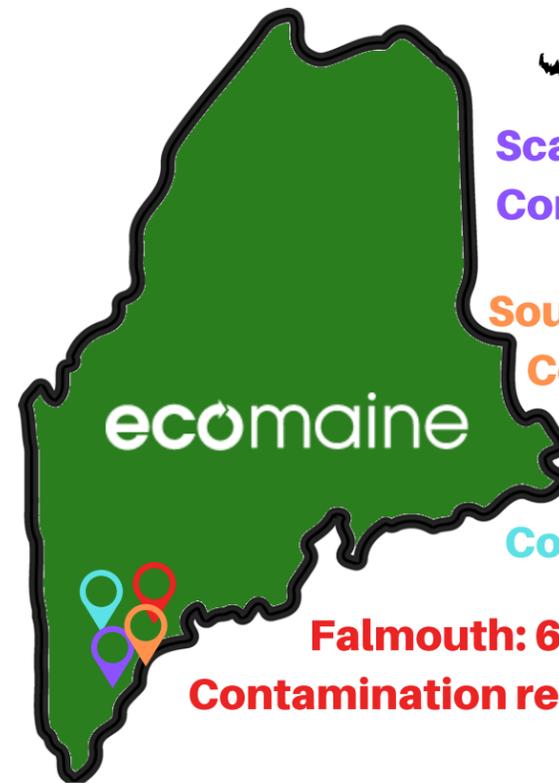


Maintain/expand the internship program in the future



Know Before You Throw

Recycling Internship Pilot



Scarborough: 446 households reached
Contamination reduced by 84%, saving \$9,890

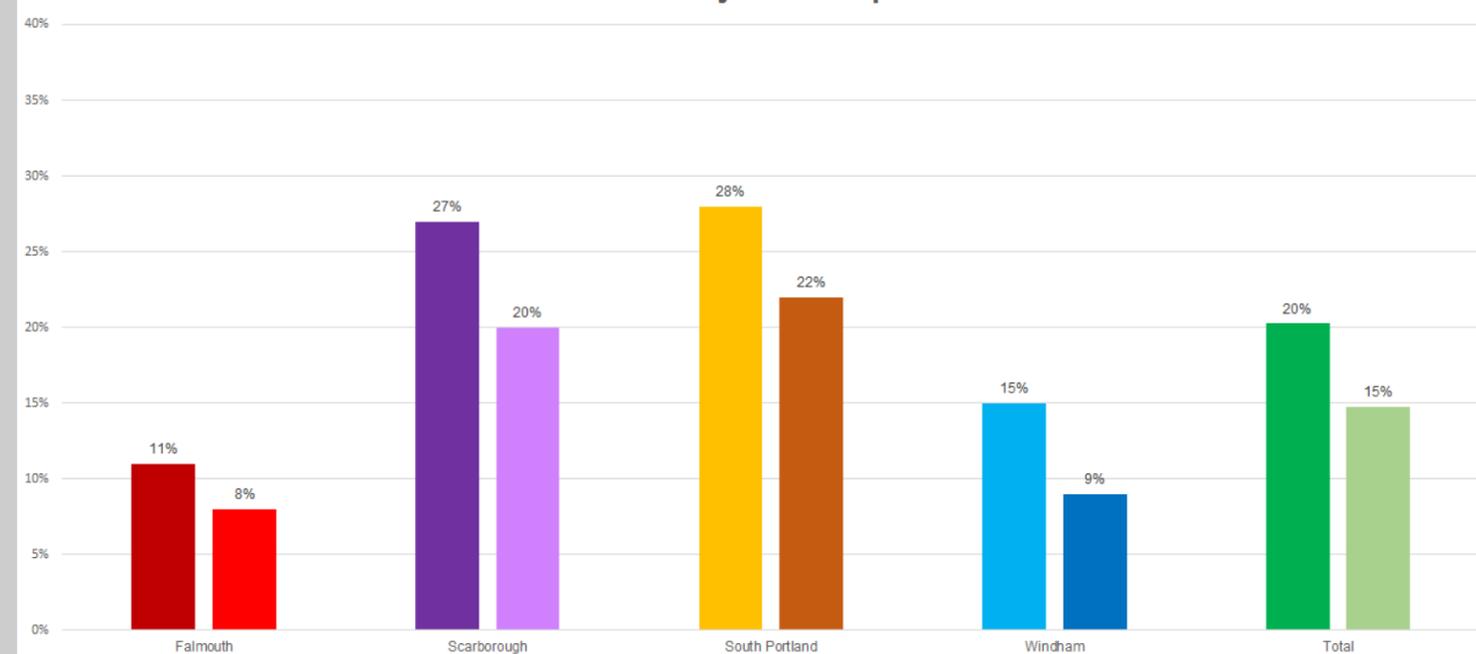
South Portland: 2,259 households reached
Contamination reduced by 55%, saving \$5,700

Windham: 900 households reached
Contamination reduced by 28%, saving \$271

Falmouth: 600 households reached
Contamination reduced by 100%, saving \$96

That's an average of \$4,000 in savings!

Townwide Recycling Contamination %
 Before/After Interns: March-May 2019 vs. September-November 2019



Contact us:

Falmouth: Kimberly Darling 207-781-5253; kdarling@falmouthme.org

Scarborough: Jami Fitch 207-730-4035; jfitch@scarboroughmaine.org

South Portland: Lucy Brennan 207-347-4147; lbrennan@southportland.org

Windham: Gretchen Anderson 207-892-1909; gaanderson@windhammaine.us

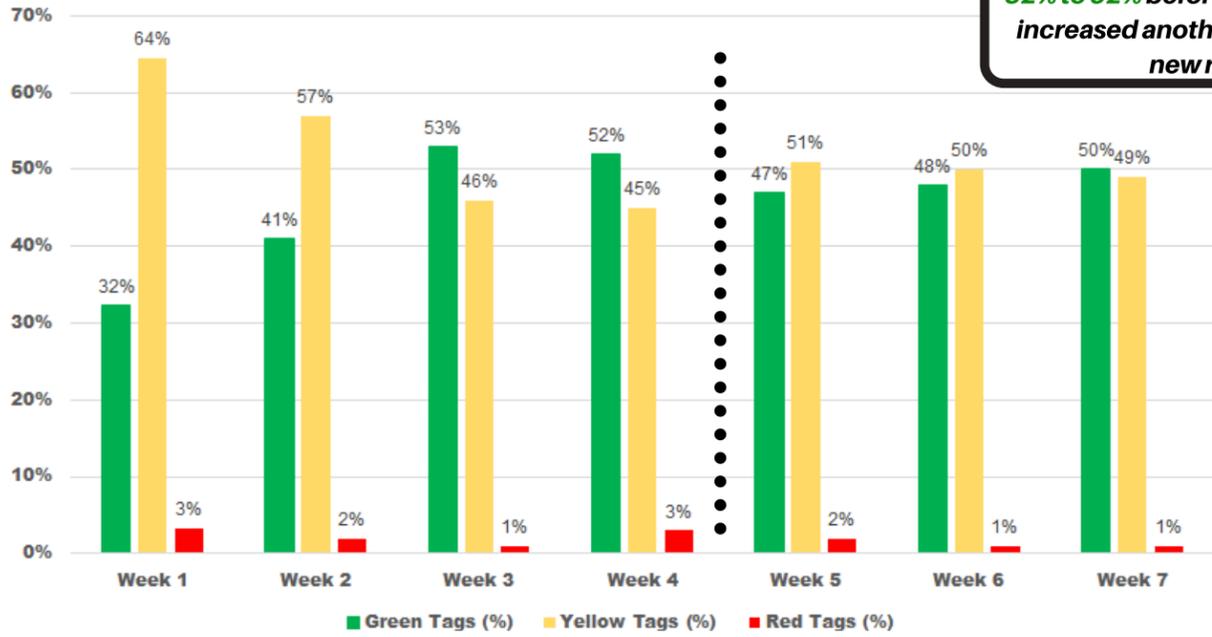
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So, how did it go?

*It's important to note that Falmouth, South Portland, and Windham did so well in the first few weeks that they switched to new routes in **Week 5**, leading to decreases in green tags.

Falmouth Tag Use

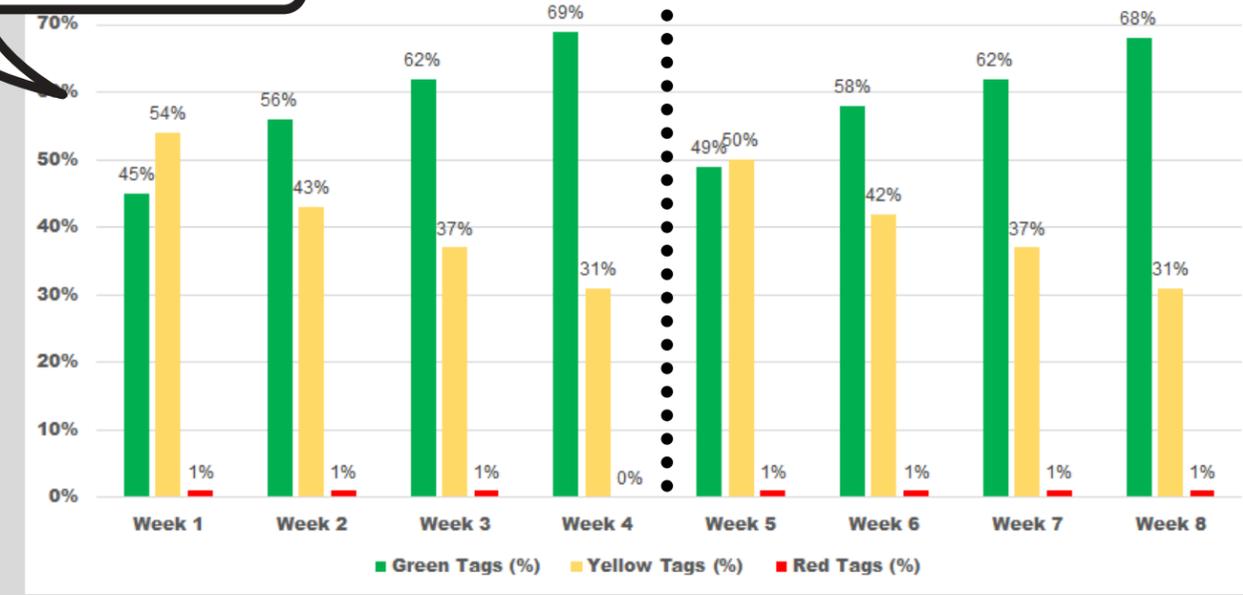
Population 12,000



Falmouth's green tags went up from **32% to 52%** before switching - then increased another **3%** on a whole new route!

South Portland Tag Use

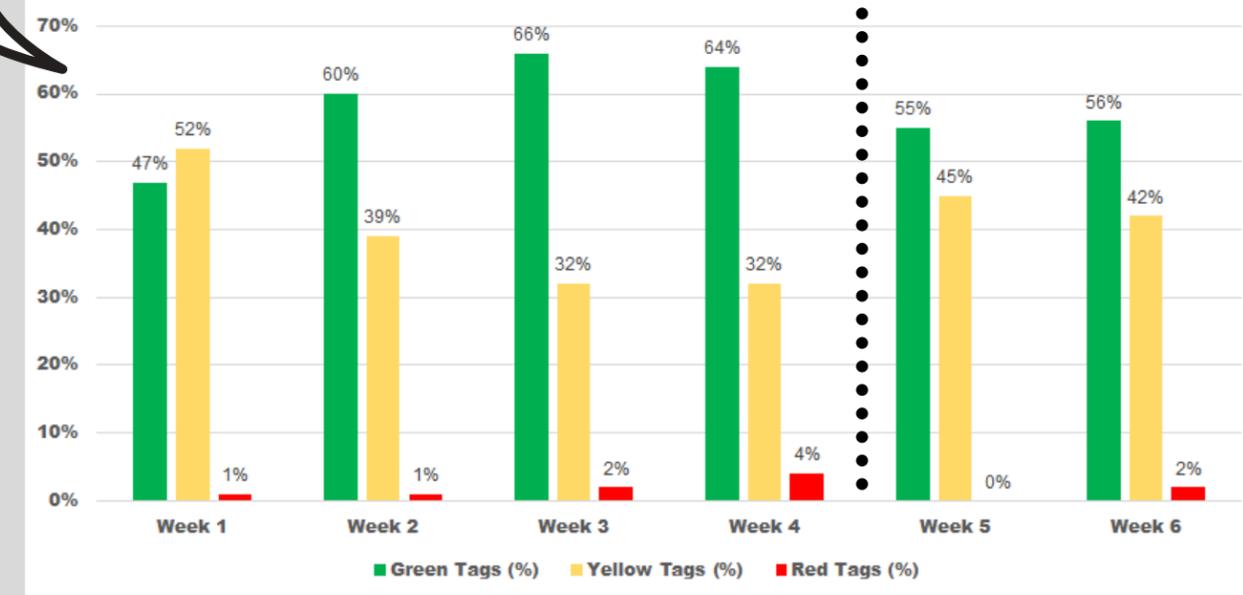
Population 25,500



South Portland's green tags increased by almost **25%**! When they started a new route, it was **another 20%**!

Windham Tag Use

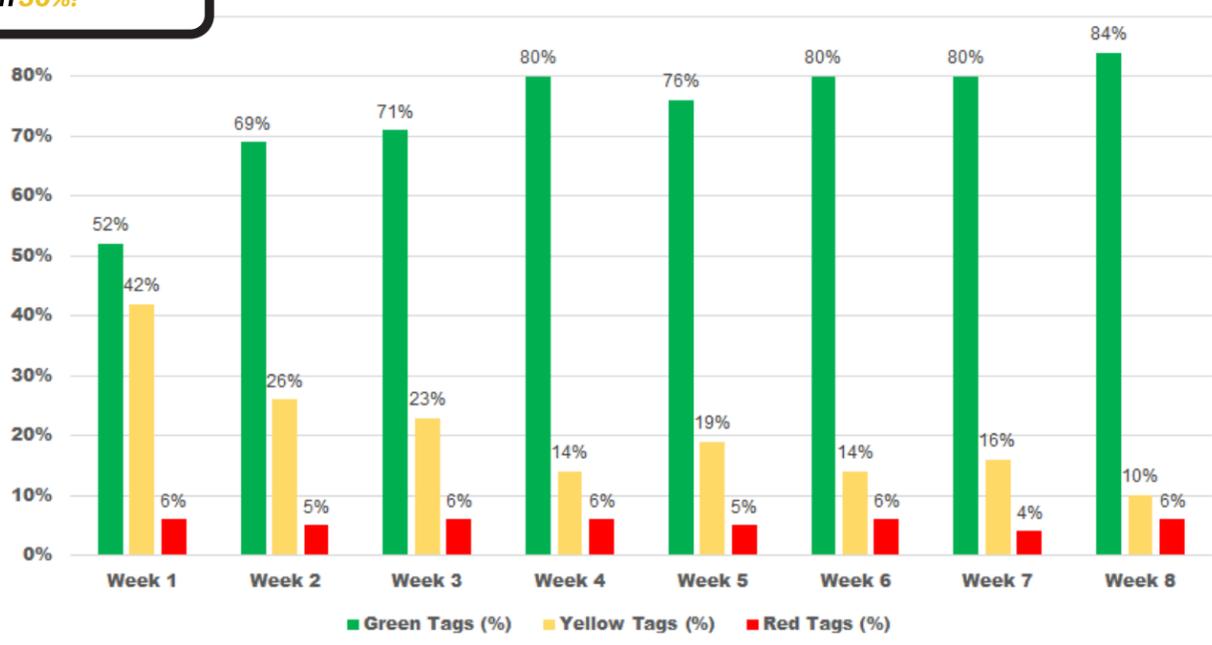
Population 17,000



Windham decreased yellow tags by **20%**, and increased green tags by almost the same amount!

Scarborough Tag Use

Population 20,000



Scarborough went from **52% to 84%** green tags - and yellow tags dropped by more than **30%**!

More than 310 resident interactions
90%+ positive, encouraging, and grateful!

Top 5 Contaminants Across All Communities

- Plastic Bags & Film
- Styrofoam
- Napkins & Paper Towels
- Bubble Mailers
- Hoses, Chains, Cords & Other "Tanglers"