

ecomaine

Memorandum

DATE: September 3, 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 **September 10, 2020 @ 4:00PM**. The meeting will be held by Zoom Video Platform.

1. Approval of Minutes (*Attachment A*)
2. School Grants Program/Planning (*Attachment B*)
 - Final Reports
3. Managers' Report (*Attachment C*)
 - Website Redesign
 - 2020 Open House – (Cancelled)
 - Update of Recycling Market Report – Contamination (*provided under separate cover*)
4. Outreach & Education (*Attachment D*)
 - Education & Outreach Data
 - **ecomaine** Website & Media Analytics
 - Recycling Bin Inspectors
5. Other

Future Meetings:

Finance & Audit Committee	09-17-2020 @ 3pm	Outreach & Recycling Committee	02-11-2021 @ 3pm
Joint Executive/Finance Committee	09-17-2020 @ 4pm	Executive Committee	02-11-2021 @ 4pm
Full Board of Directors	10-15-2020 @ 4pm	Full Board of Directors	03-18-2021 @ 4pm
Outreach & Recycling Committee	11-12-2020 @ 4pm	Finance & Audit Budget Review	03-25-2021 @ 4pm
Finance & Audit Committee	11-19-2020 @ 3pm	Full Board of Directors	04-15-2021 @ 3pm
Executive Committee	11-19-2020 @ 4pm	Finance & Audit Committee	05-20-2021 @ 3pm
Executive Committee	12-17-2020 @ 4pm	Executive Committee	05-20-2021 @ 4pm
Finance & Audit Committee	01-21-2021 @ 3pm	Outreach & Recycling Committee	05-27-2021 @ 4pm
Full Board of Directors	01-21-2021 @ 4pm	Annual Board Directors Meeting	06-17-2021 @ 11:30am

DATE: May 28, 2020
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – May 28, 2020

The **ecomaine** Outreach & Recycling Committee met May 28. The meeting was called to order at 4:02 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Dave Durrell moved to approve minutes, Kimberly Darling seconded and all unanimously approved.
2. Judging/Vote – “Recycling is a Work of Art Contest”
 - Staff presented the results of advanced voting and ranking by the Committee (done via email). Committee reviewed, discussed, and approved the results (below).
 - i. Deadra Taczli, Chelsea
 - ii. Opportunity Alliance’s Maine Stay program, South Portland
 - iii. Mary Dunham, Gorham
 - iv. Nickolai Dostanko, Waterboro
 - v. Spenser MacLeod, Portland
 - vi. University of Maine at Augusta Architecture program, Augusta
3. Judging/Vote – “Upcycle2020 Challenge”
 - Staff presented the results of advanced voting and ranking by the Committee (done via email). Katherine Bender’s design of hair ties from old clothing won Falmouth High School the prize. Committee reviewed, discussed, and approved the results.
 - Committee recommended keeping this contest as a yearly engagement tool for schools, though with a lower prize amount.
4. Managers Report
 - Staff provided updates on the Recyclopedia on smart speakers/Alexa; composting campaign; website redesign; and recycling markets/contamination reports
 - Committee supported, where feasible, financial and in-kind educational support to communities seeking to reduce recycling contamination through programming.
5. Outreach, Education, & Metrics
 - Staff provided an update on metrics from outreach/P.R., with a particular focus on educational efforts being done remotely while schools and groups are affected by the pandemic.
6. Other/New Business

- Committee Chair reminded members of the Annual Meeting on June 18 with guest speaker, Keefe Harrison of The Recycling Partnership.
- Committee Chair thanked all members, particularly departing member Maureen McDevitt, for their service this fiscal year.

Linda Boudreau made the motion to adjourn at 5:08 p.m. Maureen McDevitt seconded. All approved.

Attendees: Linda Boudreau, Maureen McDevitt, Dave Durrell, Caleb Hemphill, Kimberly Darling, Jamie Garvin, Rob Wood

Staff: Matt Grondin, Lena Ives Vanessa Berry

DRAFT



Attachment B

B1. FY20 Grants Recap

SCHOOL	AWARD/PURPOSE	PROG. RPT?	FINAL RPT?	AMOUNT FOR POSSIBLE EXTENSION?	NOTES
Appletree School	\$308/composting bins	X	X	\$0	Paid fully upon final report receipt
Bonny Eagle MS	\$535/gloves, thermometer, microscope, bins		X	\$0	Paid fully upon final report receipt
Children's Nursery	\$304/G2G, vermicompost, books	X	X	\$0	Paid fully upon final report receipt
Falmouth Elementary	\$200/bench	X	X	\$0	Paid fully upon final report receipt
Falmouth HS	\$2451/hydration station		X	\$0	Paid fully upon final report receipt
Freeport MS	\$514/reusable cutlery system	X	X	\$0	Midterm rpt finalized the project; paid fully
Gorham HS	\$2056/reusable cutlery system		No - COVID	\$411	"Hope to fully implement in the fall"
Kittery School Dist. (Traip Academy)	\$3800/district wide composting	X	Followed up 6/10	\$760	Asked again for update 8/26: responded that they are "finished," but no final report as of yet.
Lincolville Central School	\$600/composting service	X	No - COVID	\$120	"In fall we will continue to recycle food scraps from students and compost them for our garden. We will use remaining funds to pay for the hauling/processing fee of the compost."
Maranacook	\$330 for RCY bins		Pending financial rpt.	\$66	"We purchased more recycling bins of various sizes. EcoMaine provided us with t-shirts for the kids in the recycling group. Our purchases have been made and we are ready to start this student led club back up again as soon as we can feasibly do so, within state and school precautions."
PPS (multiple)	\$4300/two RCY dumpsters		Followed up 6/10	\$860	Asked again for update 8/26; acknowledged request.
Reiche Elementary	\$2600/compostable sporks, RCY bins		No - COVID	\$520	Almost there! Response: "Nearly fully spent, need one last step" (a conversation w/ Food Services Dir.)
Riverton	\$800/bins & signage	X	No - COVID	\$160	"Once school resumes in the fall we will be able to work with PATHS to continue construction of our project."
Saco MS	\$900/compost gloves/bags, signage, sorting system	X	X	\$0	Paid fully upon final report receipt
South Portland HS	\$1000/compostable cutlery, signage		Followed up 6/10	\$200	Asked again for update 8/26 Response in June: "I hope to do it this week. Data collection was challenging so it may end up being a narrative if that is ok"
USM Gorham	\$1214/compost pilot program	X	X	\$0	No need for other \$ (ecomaine spent directly and granted materials in-kind, per O&R Committee direction.)
Vinalhaven	\$600/ecomaine field trip	X	No - COVID	\$120	"Our grant was awarded to fund a trip to tour the EcoMaine facility. We still hope to be able to do this if school is in secession and travel is safe in the next school year."
Waterville Alternative School	\$1310/cleanup, mural/supplies, gloves	X	No - COVID	\$262	"Project will be completed as soon as students are allowed to come to school. As of now, this is not an online type of project, although I could look into ways to adapt for remote learning."
Windham HS	\$1250/disposal cabinets, posters	X	No - COVID	\$250	"The students will be designing and making the compost bins, so as soon as they come back we will be estimating material needs, etc. We hope to do this within the first 2 weeks of school."
Yarmouth HS	\$225 biobags, signage		Followed up 6/10	\$45	Response in July indicated that final report was forthcoming. Asked for update again on 8/26
TOTAL REMAINING ON FY20 GRANTS				\$3,774	
TOTAL SPENT ON FY20 GRANTS				\$21,226	



B2. FY21 School Recycling Grants Timeline & Program

Announcement: September 14, 2020 (*see draft below*)

- Post to web & promote on social media & e-newsletter (incl. ad boost on social media)
- Add to Chair Report to Board of Directors
- email & outreach to school contacts via Education staff

Deadline for Submissions: October 30, 2020 (*see application below*)

Judging of Applications @ November 5, 2020 Outreach & Recycling Committee meeting

Notification to winners: November 9, 2020 or ASAP afterward

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

Recipients are chosen based on the following criteria (*see full 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



Announcement: School Recycling Grants deadline is October 30, 2020

To be published to web, sent via e-blast, & posted on social media on September 14, 2020

THE 2020-2021 GRANT APPLICATION PERIOD IS NOW OPEN! GUIDELINES & APPLICATION ARE BELOW!

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 reduction toolbox?

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 public or private schools in any of its member communities can apply for School Recycling Grants every fall!

Proposals should demonstrate a commitment to the solid waste hierarchy and landfill diversion techniques, particularly REDUCE, REUSE, RECYCLE, and COMPOST/DIGESTION.

Past grant proposals (see list from 2020 below) 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, recipients can receive up to \$5,000 of \$30,000 in available grant funds for the school year.

Recipients are chosen by ecomaine's Outreach and Recycling Committee 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, overall

Download grant guidelines here ([link](#))

Download grant application here ([link](#))

Grant proposals are accepted each September-October from any public or private school in ecomaine's member communities. If you would like information about how to apply, bookmark this page and get in touch at 207-773-1738 or info@ecomaine.org.

Download our grants pamphlet here. (*Followed by list of FY20 grants/projects*)



Press release:

ecomaine announces deadline for \$30,000 in grants to promote recycling, composting in Maine schools

Media Contact: Matt Grondin, Communications Manager

207-523-3108; grondin@ecomaine.org

PORTLAND, Maine (September 14, 2020) – Today, ecomaine announced its call for proposals for the organization’s 2020-2021 round of 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 school from its 70 member communities can apply for Recycling Grants through October 30, 2020.

“This year is obviously proving to be a tough one for all of us – especially schools and students,” said Caleb Hemphill, Chair of ecomaine’s Outreach & Recycling Committee. “It is ecomaine’s hope that this funding can help maintain some of the important programming around recycling, compost, and waste reduction that we’ve seen in our schools. We’re looking forward to seeing some creative proposals in 2020-21.”

Past grant proposals have ranged from purchasing in-school recycling bins or education materials to offsetting compost hauling fees, assisting schools to participate in tours of ecomaine, or purchasing electric hand driers to reduce paper towel waste. If selected, school recipients can receive up to \$5,000 of \$30,000 in available grant funds for the 2020-21 school year. Awardees 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

Following the October 30 deadline, proposals will be reviewed by ecomaine’s Outreach & Recycling Committee, and recipients will be notified by mid-November.

More information on the entire grants program can be found at www.ecomaine.org/grants.

About ecomaine

ecomaine is the Portland-based nonprofit, recycling and waste-to-energy operation that serves a third of the state’s population in more than 70 member communities. In its FY20, ecomaine reached more than 55,000 school children and members of the public through grants, tours, presentations, and events. In addition to the 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
- On-site and virtual tours and community outreach

###



ecomaine

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 for a full list of communities.)
- b. School may be public or private and of any grade levels (including post-high school, pre-K, or afterschool).
- c. School must agree to provide two progress reports to ecomaine: at the midpoint (February 26, 2021) and upon the completion date (no later than May 28, 2021).
- 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 visit (on-site or remotely) 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 \$30,000.
- 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 30, 2020**; late applications cannot 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 February 26, 2021.*

Final reports to be completed no later than May 28, 2021.

Lack of a final report may affect future grant consideration.



ecomaine School Recycling Grants
A partnership with schools to reduce solid waste disposal and increase recycling.

Application Form Deadline:
October 30, 2020

**Please review all reporting dates and requirements
before submitting application!**

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

Fax Signed Electronic Copy to: 207-773-8296

or Mail Signed Copy to: School Recycling Grants
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
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<i>Total Grant Request</i>	\$

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) (and their contact information)** 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 **February 26, 2021**. **Final reports** should be completed no later than **May 28, 2021**. The final payment will be contingent upon receipt and approval of your reports. *Future awards may be contingent upon timely reporting.*

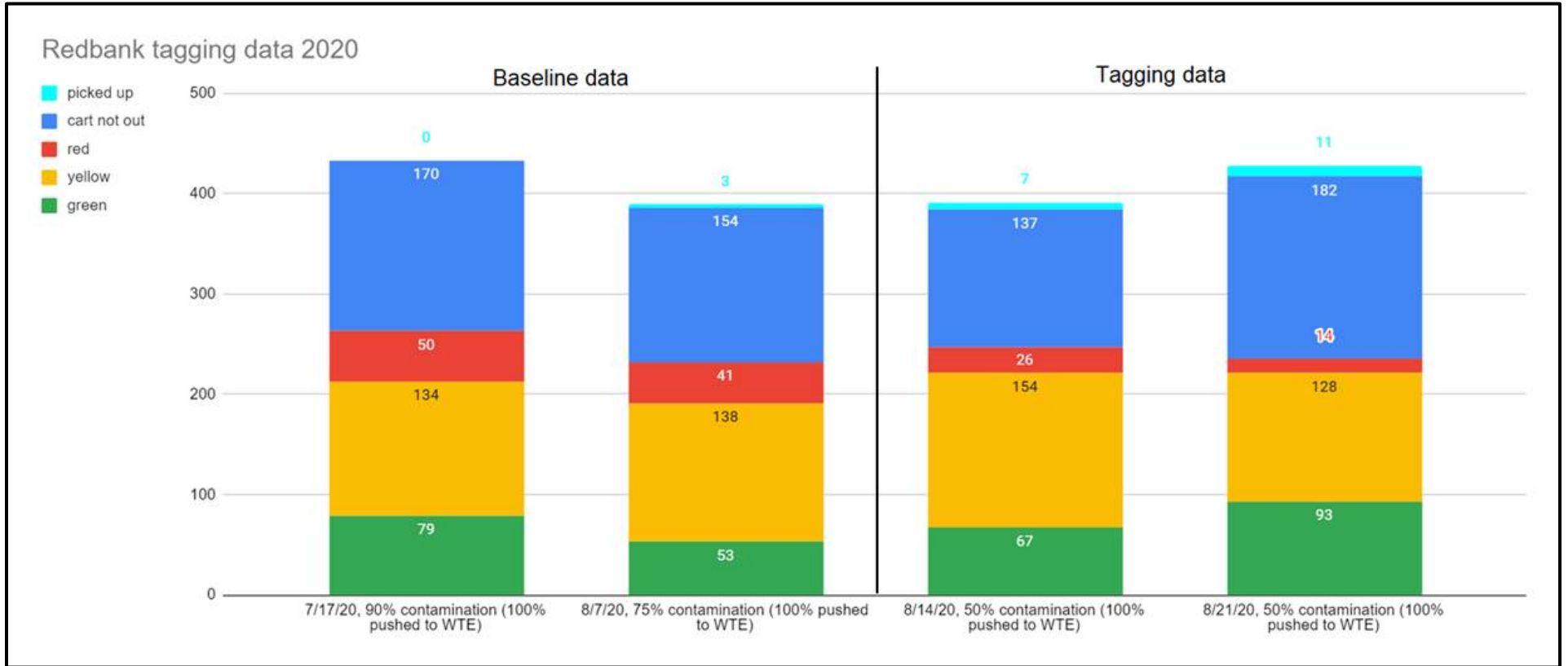
ATTACHMENT C

Manager's Report – Outreach & Recycling Committee Meeting, September 10, 2020

1. **Website redesign:** The new ecomaine.org is launched! After a successful beta test phase, we launched the new site on September 1, 2020. Notable changes/new features:
 - a. Overall design is a bit cleaner and more modern; works much better on mobile. The focus is put on resources for proper disposal (our analytics tell us that people are overwhelmingly coming to the site for information on recycling – how and where to do it).
 - b. Our Team/Contact Us: better view of professional staff and Board without contact information listed for each person – instead, there is a drop-down for Contact Us, which directs info from the form to the appropriate person/department.
 - i. Also, more clear Hours of Operation on the same page as Contact Us
 - c. Centralized recycling/disposal information (What Can Be Recycled?)
 - d. Municipal vs. Commercial Services: Resources/Info for ecomaine communities vs. info on pricing, secure destruction, credit, etc.
 - e. Tours & Education revamped – and will continue to be, so it's less of a link farm, and more image/tile-based.
 - i. More evergreen sites for School Recycling Grants, eco-Excellence Awards, *Recycling is a Work of Art* painting contest, etc.
2. **2020 Open House** cancelled due to pandemic & logistical challenges
3. **Recycling Markets & Contamination:** Please refer to on-screen presentation.
4. **Recycling Education & Inspection Internship:** ecomaine has engaged two interns, Michelle Radley, and Susan Parmelee, to provide curbside education, based on a brief inspection of residents' recycling carts in southern Maine (similar to 2019's pilot with Falmouth, Scarborough, South Portland, and Windham). Beginning 8/14, Michelle and Susan began tagging carts with information on a green, yellow, or red cart, with the goal of reducing contamination rates.

Please see data below on the progress to date, which has seen some good movement from red to yellow to green, along with contamination rates of these loads.

Redbank Village, South Portland



Westbrook (Wednesday & Thursday Routes)

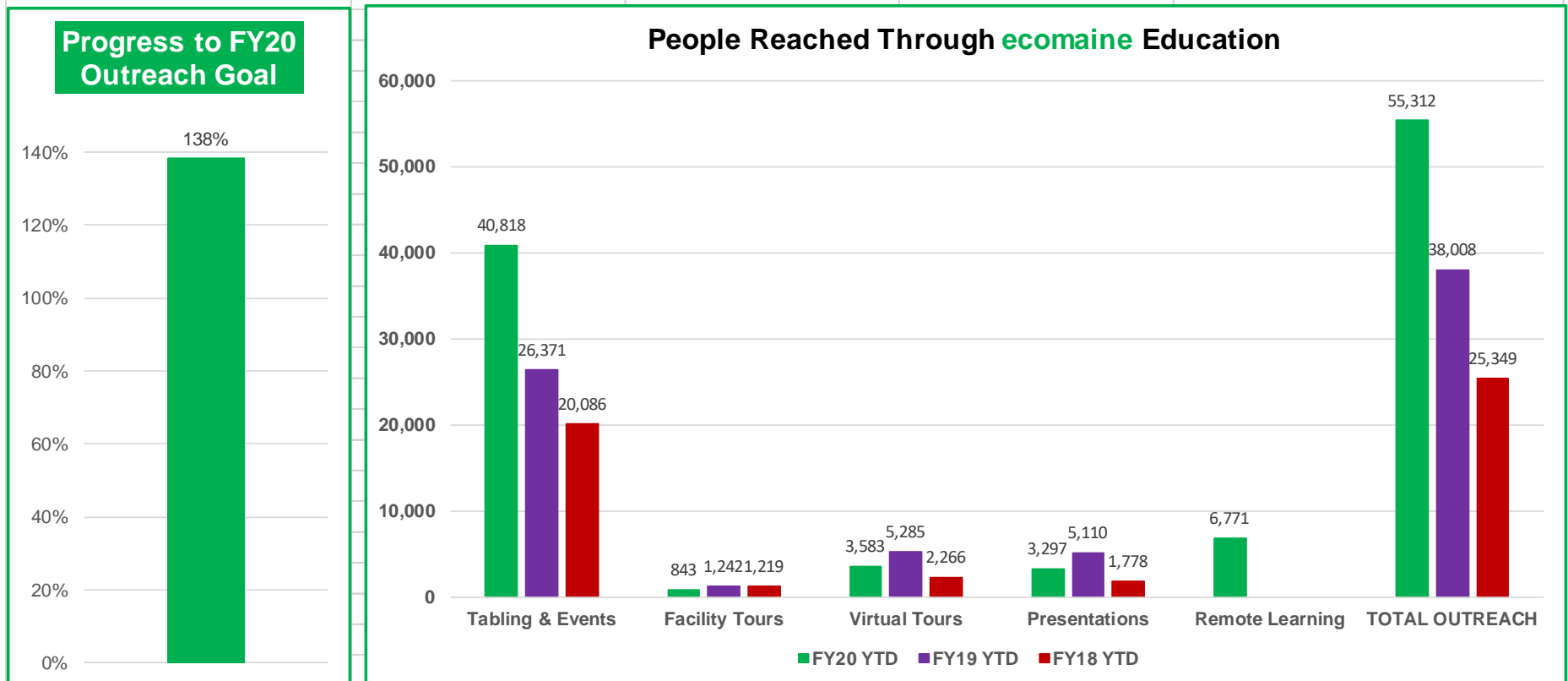


Attachment D: P.R., Outreach, & Education

D1. Educational Outreach, FY20 in Review

FY20 ecomaine Outreach Summary

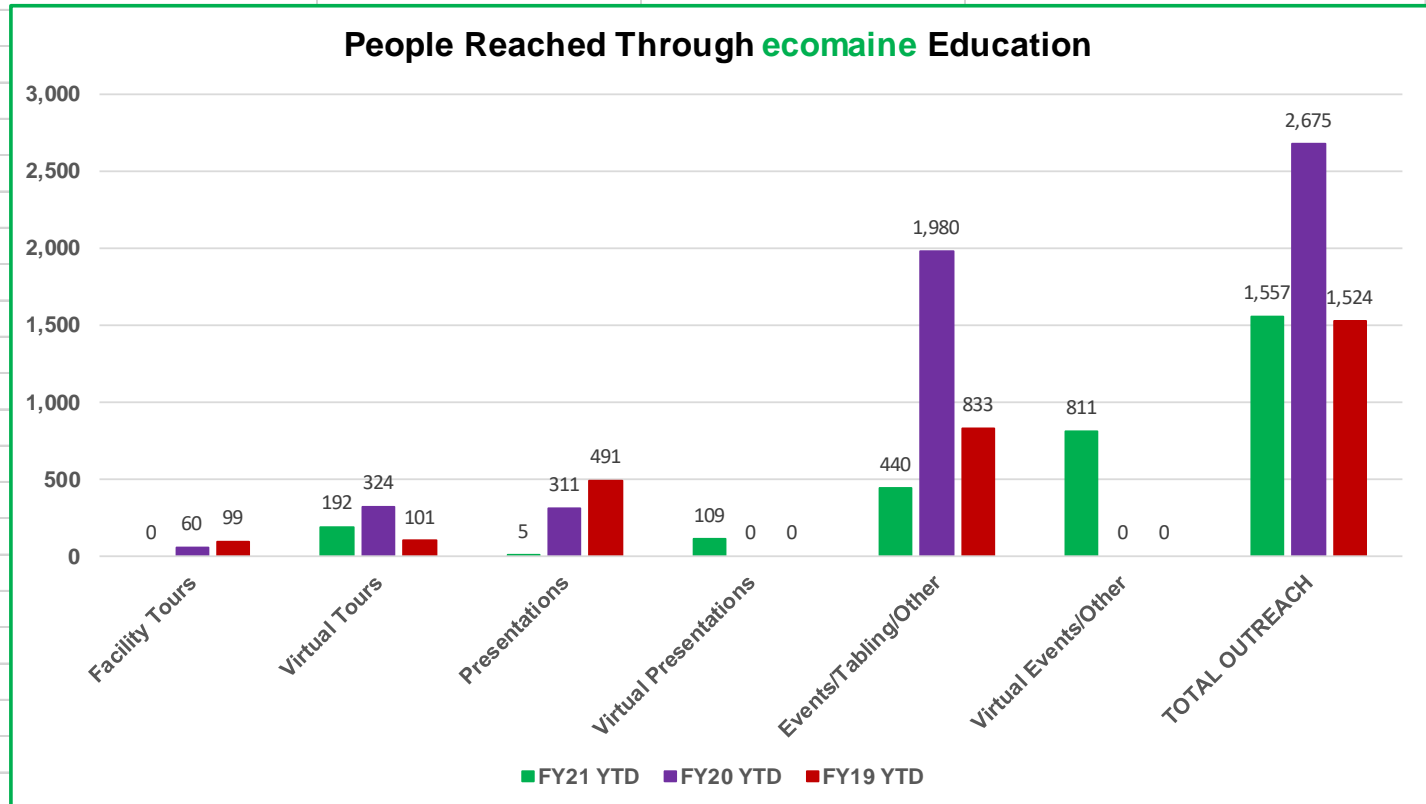
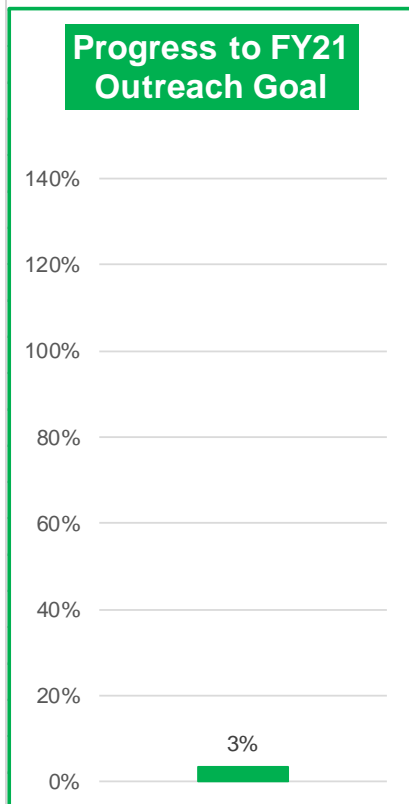
	FY20 YTD	FY19 YTD	FY18 YTD	FY20 GOAL
Tabling & Events	40,818	26,371	20,086	28,000
Facility Tours	843	1,242	1,219	1,215
Virtual Tours	3,583	5,285	2,266	5,185
Presentations	3,297	5,110	1,778	5,600
Remote Learning	6,771			
TOTAL OUTREACH	55,312	38,008	25,349	40,000



D2. FY21 Outreach, to date

FY21 ecomaine Outreach Summary

	FY21 YTD	FY20 YTD	FY19 YTD	FY21 GOAL
Facility Tours	0	60	99	250
Virtual Tours	192	324	101	3,225
Presentations	5	311	491	900
Virtual Presentations	109	0	0	2,250
Events/Tabling/Other	440	1,980	833	30,625
Virtual Events/Other	811	0	0	8,000
TOTAL OUTREACH	1,557	2,675	1,524	45,250





Touch Points

Date	Category	Item	Number Reached	Municipality	Staff	Age	Notes
7/2/2020	Virtual Tours	Live Virtual Tour	1	Other	Vanessa	Adult	
7/8/2020	Virtual Events/Other	ME Island Trail Assn Phone Info Session	1	Portland	Vanessa	Adult	
7/11/2020	Virtual Events/Other	Saco Haz. Waste Coll. Event (Info Drop)	150	Saco	Vanessa	All Ages	
7/14/2020	Virtual Presentations	Green Jobs Panel	42	Other	Vanessa	Adult	
7/15/2020	Virtual Presentations	ME DOT Virtual Coffee Break Presentation	40	Other	Other	Adult	Matt presentation - many munis represented.
7/16/2020	Virtual Tours	Live Virtual Tour	3	Other	Lena	Adult	Split between Lena & Vanessa
7/16/2020	Virtual Tours	Live Virtual Tour	2	Other	Vanessa	Adult	Split between Lena & Vanessa
7/17/2020	Virtual Presentations	Papermaking with Norway Library	3	Other	Vanessa	All Ages	
7/22/2020	Virtual Events/Other	Weaving Craft: Reiche School	20	Portland	Vanessa	Elementary	
7/22/2020	Virtual Tours	Sanford Library	139	Sanford	Vanessa	All Ages	
7/28/2020	Virtual Events/Other	Weaving Craft: King MS & Deering HS	60	Portland	Vanessa	All Ages	Middle and High School
7/28/2020	Virtual Tours	NRCM Member Virtual Tour	45	Other	Vanessa	Adult	
7/29/2020	Virtual Events/Other	Worksheets @ Riverton Elementary	50	Portland	Vanessa	Elementary	
7/30/2020	Virtual Events/Other	Weaving Craft at Presumpscot & No. Deering	60	Portland	Vanessa	Elementary	
7/30/2020	Virtual Tours	Live Virtual Tour	1	Other	Lena	Adult	Split between Lena & Vanessa
7/30/2020	Virtual Tours	Live Virtual Tour	1	Other	Vanessa	Adult	Split between Lena & Vanessa
8/3/2020	Virtual Events/Other	Worksheets @ North Deering Gardens	30	Portland	Vanessa	Elementary	
8/4/2020	Virtual Events/Other	Worksheets @ Boys & Girls Clubs	210	Portland	Vanessa	All Ages	Elementary-High School
8/5/2020	Virtual Events/Other	Weaving Craft @ Bayside Anchor/Munjoy Pl.	80	Portland	Vanessa	Elementary	
8/6/2020	Virtual Events/Other	Weaving Craft @ Lyman Moore	150	Portland	Vanessa	Elementary	
8/6/2020	Virtual Presentations	Waste Jeopardy Trivia Game	4	Other	Vanessa	All Ages	
8/10/2020	Events/Tabling/Other	Booth w/ Worksheet at Presumpscot Elem	30	Portland	Vanessa	Elementary	
8/11/2020	Events/Tabling/Other	Booth w/ Worksheet at Munjoy Playground	20	Portland	Vanessa	Elementary	
8/11/2020	Presentations	Waste Trivia with Ocean Park Assn	5	Old Orchard Beach	Vanessa	All Ages	
8/12/2020	Virtual Presentations	NRRA Webinar Presentation w/ SoPo	16	Other	Other	Adult	Matt w/ Lucy Perkins, SoPo
8/12/2020	Events/Tabling/Other	Booth & Worksheet @ Reiche Elem.	50	Portland	Vanessa	Elementary	
8/13/2020	Events/Tabling/Other	Booth & Worksheet @ Lyman Moore	120	Portland	Vanessa	Elementary	
8/14/2020	Events/Tabling/Other	Booth & Worksheet @ Bayside Anchor	35	Portland	Vanessa	Elementary	
8/17/2020	Virtual Presentations	Waste Jeopardy Trivia Game	4	Other	Vanessa	All Ages	Virtual
8/17/2020	Events/Tabling/Other	Booth & Worksheet @ Sagamore Village	15	Portland	Vanessa	Elementary	
8/17/2020	Events/Tabling/Other	Booth & Worksheet @ Deering HS	25	Portland	Vanessa	All Ages	Elementary-High School
8/18/2020	Events/Tabling/Other	Booth & Worksheet @ Presumpscot Elem	20	Portland	Vanessa	Elementary	
8/19/2020	Events/Tabling/Other	Booth & Worksheet at Boys & Girls Club	25	Portland	Vanessa	All Ages	Elementary-High School
8/19/2020	Events/Tabling/Other	Booth w/ Worksheet at King Middle	35	Portland	Vanessa	Middle School	
8/20/2020	Events/Tabling/Other	Booth w/ Weaving Craft at Riverton Elem.	45	Portland	Vanessa	Elementary	
8/21/2020	Events/Tabling/Other	Booth w/ Worksheet at Riverton Park	10	Portland	Vanessa	Elementary	
8/31/2020	Events/Tabling/Other	Scarborough Silver Bullets	30	Scarborough	Vanessa	All Ages	
8/31/2020	Events/Tabling/Other	Scarborough Silver Bullets	30	Scarborough	Lena	All Ages	



D3. Metrics: FY20 Recaps and FY21 thru August 2020

Recyclopedias:

- In FY20... The total number of items searched in the Recyclopedias rose to 221,331 – up from 159,015 at the end of FY19. Downloads in FY20 rose from 3,559 to 4,219
- For FY21... In August, 6,919 items were searched in the Recyclopedias (up from 5,880 in July). The total number of items searched is 234,445.
- The widget on web pages was viewed 169,959 times in August, up 10,000 times from July.
- Total app downloads to date stand at 4,298 (an increase of 39 in August.)
- The top 10 searches are: Styrofoam, plastic bags, milk cartons, aluminum foil, alkaline batteries, mattresses, plastic straws, plastic bottle caps, plastic (general), and almond milk cartons. (This is the first time in Recyclopedias history that plastic bags are not #1, pointing to increased public awareness; additionally, mattresses are climbing the top 10 quickly.)

Social Media Stats:

- **Facebook:**
 - In FY20... ecomaine ended the year with 2,978 followers, up from 2,539 in FY19.
 - For FY21... Gained 20 new followers in August (3,030 total)
 - Our top organic post, with 1,033 interactions, was a post and link about the recycling education & tagging interns.
 - Our average daily organic post reach was 446 users in August.
 -
- **Twitter:** In FY20... ecomaine ended the year with 850 followers, up from 769 in FY19.
 - For FY21... We gained 6 new followers in August, increasing to 853, and earned an average of 7,440 tweet impressions, with the top tweet (584 impressions) being our new animated video about alternatives to and uses for single-use plastic bags
- **Instagram:** In FY20... ecomaine ended the year with 1,638 followers, up from 1,134 in FY19.
 - For FY21... We had 14 Instagram posts in August, which generated 451 likes. We gained 29 new followers for a total of 1,678.

ecomaine.org:

- In FY20... Web traffic was flat from FY19-FY20, at approximately 58,000 users. Total pageviews were down ~7%, to 158,000
- In FY21... Total August web traffic was up 1% from July; compared to August 2019, this is down 14%.
 - Total Page views decreased 3% from July to August; this is down 24% from August 2019.
 - It is expected that the new website (and promotion), as well as interest generated from the intern program, will drive additional traffic to the site and Recyclopedias.

Media Mentions (169 total mentions in FY20; 26 in July-August; 26 in FY21 to date)

[Is recycling broken? Don't toss it out yet, say insiders.](#) (Christian Science Monitor)

[TODAY'S PREMIUM STORIES](#) (Christian Science Monitor's News Digest)

[Ecomaine invests in electric hauling trucks to close the loop on its operations](#) (Waste Today)

[Lion Electric entrega primeiro caminhão elétrico para coleta seletiva](#) (Brasildotrecho.com)

[Lion vend ses premiers camions de collecte des matières résiduelles tout électriques à Waste Connections](#) (TransportRoutier.ca)

[Electric collection trucks on the way to Jersey City, NJ](#) (Waste Today)

[Lion Electric delivers waste truck to Waste Connections](#) (TruckNews.com)

[Newsworthy people and performances for July 13, 2020](#) (Mainebiz)

[People & Business: July 1](#) (The Forecaster)

[Taking these steps can reduce plastic use in your community and beyond](#) (Bangor Daily News)

[Camden Herald Editorial](#) (Camden Herald)

[Rockport Select Board Candidate Douglas Cole](#) (Penobscot Bay Pilot)

[Community/Arts Calendar: July 29-Aug. 8](#) (The Forecaster)

[S. Portland, Westbrook residents to be graded on recycling](#) (News Center Maine)

[SoPo, Westbrook program examines recycle bins, contamination](#) (American Journal)

[Interns to Increase Awareness About the Importance of Proper Recycling in Southern Maine](#)
(Waste Advantage)

[Sustainable SoPo: Interns to increase awareness about the importance of proper recycling in southern Maine](#) (South Portland Sentry)

[The environment and COVID-19](#) (News Center Maine)

[Gorham Notes: Aug. 27](#) (American Journal)

[Inside Gray: Aug. 7](#) (Lakes Region Weekly)

[Community/Arts Calendar: Aug. 12-22](#) (The Forecaster)



[Community/Arts Calendar: Aug. 26-Sept. 5](#) (The Forecaster)

[Community/Arts Calendar: Sept. 2-12](#) (The Forecaster)

[La nouvelle éco en Sarthe](#) (France Bleu)

[Republic Services orders 2,500 Nikola electric trucks, sending industrywide signal](#) (Waste Dive)

[Keeping Cool with ecomaine](#) (Waste Advantage)

Coming up...

- **ecomaine School Recycling Grants Launch (September 14) and Deadline (October 30)**
- **Full Board Meeting (virtually) October 17**
- **eco-Excellence Awards Call for Nominations (November)**