

ecomaine

Memorandum

DATE: February 4, 2021

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 February 11, 2021 @ 3:00PM. The meeting will be held on the Zoom Platform.

The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. eco-Excellence – Review & Judging of Nominations (*Attachment B*)
3. Update – School Grants Program (*Attachment C*)
 - Final Reports – FY20
 - Status Report – FY 21
4. Outreach & Education
 - Education & Outreach Data (*Attachment D1*)
 - ecomaine Website & Media Analytics (*Attachment D2*)
5. Recycling Market Report
6. Upcoming Events:
 - eco-Excellence Awards March 9, 2021 (**Virtual**)
7. Other

Meetings:

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

DATE: January 14, 2021
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: **Outreach & Recycling Committee Minutes – January 14, 2021**

The **ecomaine** Outreach & Recycling Committee met January 14 via Zoom. The meeting was called to order at 4:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Linda Boudreau moved to approve minutes, Rob Wood seconded and all unanimously approved.
2. Review of FY22 budget recommendation for Tagging & Education Program
 - Staff presented the proposal for inclusion of the tagging and education program in the FY22 budget as a cost-share model.
 - Dave Durrell moved to recommend the program's inclusion to the full Board in the FY22 P.R./Outreach budget. Rob Wood seconded. It was approved unanimously.
3. Review of Master Recycler Curriculum
 - Staff provided an overview of the newly-developed *ecomaine Master Recycler* curriculum.
 - The Committee advised its inclusion in the Chair's report at the next Full Board Meeting.
4. Other/New Business (*none*)

Linda Boudreau made the motion to adjourn at 5:26 p.m. Rob Wood seconded. All approved.

Attendees: Caleb Hemphill, Linda Boudreau, Rob Wood, Jamie Garvin, David Durrell

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

2021 eco-Excellence Award Nominations

Arnold Vickery
Individual

Nominee Info	Nominator Info
Arnold Vickery 21 Swanton Dr Hollis Center, ME 04042 fartdad61@hotmail.com (207) 727-6988	Jessica Hay (ecomaine employee) 850 River Rd Hollis Center, ME 04042 jalee22_99@yahoo.com (207) 615-1382

Arnie is the trash truck driver for the town of Hollis. He drives for McCormick and Sons. He's not a stranger to Ecomaine as he formerly drove for Waste Management and was the route driver for the town of Cumberland. Arnie has been spreading the word for good recycling for years. He educates his customers by leaving pamphlets in their bins. He has been driving for the Hollis route for almost a year now and his education and determination with the public has been amazing and it definitely shows with the percentages in the towns recycling.

He's a wonderful attribute to the community and to Ecomaine for keeping the contamination numbers down.

Dave Love @ Maine Beer Company
Individual (or ***Business***)

Nominee Info	Nominator Info
Dave Love Maine Beer Company 525 US Rt 1 Freeport, ME 04032 dlove@mainebeercompany.com (603) 504-5668	Anne Marisic Maine Beer Company 525 US Rt 1 Freeport, ME 04032 anne@mainebeercompany.com (207) 317-6119

Dave has been working hard on a sustainability program here at Maine Beer Company. From small to large projects, he gets our team involved, engaged, and motivated to learn more and do a better job at lessening our environmental impact. He has volunteered on projects with our partners Wolfe's Neck Center and Freeport Conservation Trust and helped develop Maine Beer Company's own Blue Crew committed to sustainability at our business.

Kelly Meslin @ Town of Gorham

Individual

Nominee Info	Nominator Info
<p>Kelly Meslin Town of Gorham Public Works Dept. 75 South Street, Suite 1 Gorham, ME 04038 kmeslin@gorham.me.us (207) 892-9062</p>	<p>Bob Burns, Public Works Director Town of Gorham Public Works Dept. 75 South Street, Suite 1 Gorham, ME 04038 rburns@gorham.me.us (207) 756-1108</p>

Kelly Meslin is the Gorham Public Works Administrative Assistant. Kelly deals directly with the public daily on all matters involving solid waste and recycling. She handles the daily phone calls and emails from the public and is their point of contact for information and complaint resolution. She has been instrumental in the success of the conversion of our "Pay per Bag" system away from purchased bags to purchased tags. She has also been instrumental in helping our new curbside collection contractor, Pine Tree Waste, with a successful transition into their new role in Town. She is in contact frequently with EcoMaine. I can think of no other Town function that impacts as many residents daily as our trash collection and recycling program and somehow Gorham was able to switch trash collection contractors and change from bags to tags in the same year without too much trouble. The reason for this is in very large part due to Kelly's hard work and determination. Did I mention that she did all this in only her second year of employment with the Town? We are very fortunate to have her on our team.

Rev. Priscilla Dreyman

Individual

Nominee Info	Nominator Info
<p>Rev. Priscilla Dreyman 40 Thompson Street South Portland, ME 04106 revdrey@aol.com (207) 889-5689</p>	<p>Steve Hill 254 Broadturn Road Scarborough, Maine 04074 stevenshill1950@gmail.com (207) 219-8265</p>

Rev. Dreyman is the pastor at the Cape Elizabeth United Methodist Church. Inspired by a dream of the church becoming a center for environmental education and action to promote climate justice and reverse climate change she spearheaded the creation on the church Eco Team. The team is planning a series of guided nature walks with each focused on love of nature and creating a desire to work to protect the natural world. The Eco Team is also planning outreach and advocacy programs on the local, state, and national level to join forces with others to work for changes that will reverse climate change. Four members of the team, including Priscilla, have recently completed a national program called EarthKeepers which trains people to become environmental activists. Priscilla has also been active in environmental groups in South Portland and beyond. She is well deserving of this award and her work for the environment is ongoing.

Bangor Savings Bank *Business*

Nominee Info	Nominator Info
Bangor Savings Bank 24 Hamlin Way P.O. Box 930 Bangor, ME 04402 jaclyn.fish@bangor.com (207) 356-0770	Bangor Savings Bank 24 Hamlin Way P.O. Box 930 Bangor, ME 04402 jaclyn.fish@bangor.com (207) 356-0770

Headquartered in Bangor, ME, Bangor Savings Bank has been meeting the financial needs of New Englanders for 168 years with 57 branches across the state, including in ecomaine communities Portland, Falmouth, Scarborough, South Portland, Saco, Augusta, Camden, Rockport, Cornish, Rockland, and Waterville, as well as six in New Hampshire.

Bangor Savings Bank has partnered with and invested in our communities since 1852. The Bank contributes to the strength and health of our communities through the Bangor Savings Bank Foundation and Corporate Giving. The Bangor Savings Bank Foundation’s role is to focus philanthropic efforts on initiatives that will make our communities more prosperous, sustainable, livable, and vibrant. Together, the Bank and its Foundation invested more than \$2.5 million into the community in the form of nonprofit sponsorships, grants and partnership initiatives last year.

The Bank’s Corporate Giving Program is sponsorship and event-driven with requests reviewed on an ongoing basis by local representatives who can make local decisions. Through corporate gifts, along with donation and sponsorship requests, the Bank continues to review and respond to the needs in many of our communities while supporting initiatives around Environmental and Sustainability Efforts, Economic and Workforce Development, Education, Social and Civic Services, Culture and Arts, as well as Health and Wellness.

Among the many projects and initiatives supported through the Foundation is its commitment to the sustainable future of our communities.

In November 2020, the Foundation awarded a major multi-year grant of \$75,000 to The Ecology School in Saco, ME. Funds from this grant will be used to support the construction of the River Bend Farm, a center to inspire innovative learning and sustainable living, and the development of Maine’s two greenest buildings, a longstanding investment in our future. For the latter, funds will be used to purchase (1) Forest Stewardship Council-certified sustainably produced lumber from Maine-based companies; (2) solar panels for 105% net positive energy production; and (3) the contracting of predominantly Maine-based businesses. While physically located in

Saco, the impact from these efforts is statewide as the School continues to transform how people think about science, food, the environment, and themselves through joyful, hands-on learning for Mainers of all ages.

During a special round of funding for MidCoast Maine nonprofits, the Bangor Savings Bank Foundation granted \$100,000 to local organizations in December 2020. The MidCoast nonprofits receiving grants during this special round of funding included Bigelow Laboratory for Ocean Sciences in East Boothbay, Ecology Learning Center in Unity, and Coastal Mountains Land Trust, a Camden-based nonprofit conservation organization that seeks to permanently conserve land to benefit the human and natural communities of Western Penobscot Bay. The nonprofit, which was awarded a \$7,500 grant, actively works to conserve land for the public benefit in fifteen towns including ecomaine communities Rockport, Camden, Hope, and Lincolnville.

In December 2020, the Foundation announced it committed \$677,500 to various Maine and New Hampshire-based organizations; \$277,500 was granted immediately while \$400,000 will be distributed to a handful of non-profits over the next five years. In all, 22 nonprofits that are advancing community development and improving the quality of life received Grant Awards during this grant cycle. Recipients included grow-to-donate farm Veggies to Table and the Foundation for Maine's Community Colleges. This South Portland-based nonprofit, which received \$200,000 to be received over a four-year period, is critical to Maine's ability to build a brighter future—for thousands of students and for Maine as a whole. Headquartered in Portland, MaineHealth, the state's largest health care organization, was awarded \$250,000 during this cycle, which will be distributed over a five-year period. The funds will be used to dramatically improve access to care through three critical capital projects including a new Health Center at Pen Bay Medical Center in Rockport, a new Center of Excellence in Autism and Developmental Disorders at Maine Behavioral Healthcare in Westbrook, and additional private rooms and advanced procedure rooms at Maine Medical Center in Portland.

For the past 14 years, the Bangor Savings Bank Foundation has turned to Maine and New Hampshire residents to help determine the recipients of its annual Community Matters More grant program. By rallying for their favorite nonprofit through a public vote, Mainers and Granite Staters have the unique opportunity to decide where the charitable dollars will go so the Bank can give back to its communities in the most impactful way. More than 45,000 votes were submitted for the 2020 program; the top two vote-getters in eleven regions across Maine and New Hampshire received a \$5,000 grant while 33 other organizations each received a \$1,000 grant. In all, \$143,000 was awarded to 55 nonprofit organizations with a wide variety of services including environmental efforts, economic development, hunger-relief, affordable housing, and more. Since its inception, the Community Matters More program has given almost \$1.5 million to organizations in Maine and New Hampshire.

Voting for the 14th annual Bangor Savings Bank Foundation Community Matters More grant program opens February 1, 2021, and will last throughout the month of February. This year, more than \$140,000 will be awarded to 44 local nonprofit organizations in Maine and New Hampshire with services ranging from sustainability and education to COVID-19 relief and equity. Community Matters More not only provides financial support to the nonprofits but also generates substantial exposure for the work the organizations do to enhance the quality of life in the areas they serve. Through the Foundation grant process, Bangor Savings Bank is able to give back year after year to nonprofits – of all shapes, sizes, and services – that play a crucial role in their communities.

GoGo Refill Business

Nominee Info	Nominator Info
GoGo Refill <i>(2020 ecoX Award winner)</i> 64 E Street South Portland, ME 04106 hello@gogorefill.com (207) 747-4072	Chelsea Torrey 16 Linwood Street Cape Elizabeth, ME 04107 chelsea.torrey@tcfcu.com (207) 807-4286
	Brian & Kat Englishman 12 EAGLES NEST DR SCARBOROUGH, ME 04074 benglishman@gmail.com (201) 410-7092

Chelsea Torrey: This business joined our community in 2019 and has been knocking it out of the park ever since! The awareness and education around ways we can make our lives more sustainable has been invaluable, not to mention amazing products that promote eco-friendly households and businesses.

Brian & Kat Englishman: Laura created GoGo Refill to be a place where individuals could go to make a collective difference. She took her own mission to reduce waste in her own life and made a place where others could do the same more easily. GoGo's selection of refillable products and low-waste packaged goods are helping eco-minded Mainers avoid single-use plastics in their life. In its first year in business, the shop helped prevent the purchase of 20,000 plastic packages. Laura is a pioneer in reducing waste in Maine and is deserving of this award.

Casco Bay Cleanup Project Non-Profit

Nominee Info	Nominator Info
Casco Bay Cleanup Project c/o Mary Vertz 23 Bramhall St. Unit 6 Portland, Maine 04102 cascobaycleanup@gmail.com (207) 332-8882	Troy Moon 389 Congress Street, Sustainability Office Portland, Maine 04101 thm@portlandmaine.gov (207) 756-8362

Casco Bay Cleanup Project organizes volunteers for regular cleanup day on beaches and tidal lands in Greater Portland. You might find them picking up trash and litter on East End Beach in Portland, Willard Beach in South Portland, or Pine Point in Scarborough. Their efforts remove debris that would otherwise become (or remain) pollution in our beloved Casco Bay. Removing this litter protects our water quality and our marine animals. They have been active since 2018 doing great work keeping our beaches clean. Their Facebook page is: <https://www.facebook.com/cascobaycleanup/>

The Ecology School **Non-Profit**

Nominee Info	Nominator Info
The Ecology School <i>(2009 ecoX Award winner)</i> 184 Simpson Rd Saco, Maine 04072 drew@theecologyschool.org (207) 283-9951	Bryan Matluk The Ecology School 184 Simpson Rd Saco, Maine 04072 bryan@theecologyschool.org (773) 412-7045

Long a leader in the education of environmental sustainability, The Ecology School (TES) educates over 7,500 Maine students and participants a year in the importance of recycling, composting, waste reduction and conservation. Recently, TES has nearly completed constructing Maine's two greenest buildings featuring 718 solar panels and has a goal of raising 100% of its produce onsite using permaculture methods (about 55,000 meals). <https://theecologyschool.org/river-bend-farm>

Scarborough Land Trust *Non-Profit*

Nominee Info	Nominator Info
Scarborough Land Trust PO Box 1237 Scarborough, ME 04070 amackie@scarboroughlandtrust.org (207) 289-1199	Jami Fitch & Mike Shaw, Town of Scarborough 20 Washington Ave Scarborough, ME 04074 jfitch@scarboroughmaine.org (207) 730-4035

The Town of Scarborough enthusiastically nominates Scarborough Land Trust (SLT) for the 2021 eco-Excellence Award. SLT conserves land for people, for wildlife – forever. With community support, they have conserved over 1,600 acres to date, including a 434-acre landmark farm in western Scarborough, lands along the renowned Scarborough Marsh, and the land and viewshed of the Winslow Homer Studio on Prouts Neck. In a rapidly developing Scarborough, SLT’s work is essential for conserving our natural resources, preserving the Town’s rural character, and connecting people to Scarborough’s beautiful and diverse landscapes.

During the Covid-19 pandemic, SLT lands provided a welcome and necessary respite for Scarborough residents. Their trails remained open so people could enjoy the outdoors, breathe fresh air, connect with nature, and find a sense of peace in a stressful time. If it wasn’t clear before the pandemic, it sure is now: SLT provides essential services to the Scarborough community!

The commitment and dedication of the Scarborough Land Trust ensures Scarborough’s scenic and historic areas remain healthy, vibrant, and accessible to our region’s residents and visitors. They are truly “eco-Excellent” and deserving of recognition.

Town of Yarmouth Transfer Station Staff *Non-Profit*

Nominee Info	Nominator Info
Town of Yarmouth Transfer Station Staff 659 East Main Street (Physical Address) 200 Main Street (Mailing address) Yarmouth, ME 04096 cdimock@yarmouth.me.us (207) 846-2417	Erik Street obo Yarmouth Recycling Committee Town of Yarmouth 200 Main Street Yarmouth, Maine 04039 estreet@yarmouth.me.us (207) 776-8953

The Town of Yarmouth Transfer Station Staff, under the direction of Curtis Dimock - Transfer Station Superintendent, has done a great job promoting and adjusting MSW and Recycling activities during a very challenging time. At a time when many folks were home on early 2020, it became apparent just how important the Transfer Station was to the residents of Yarmouth.

While many communities closed portions of their recycling operations, Curtis and his staff made it a priority to keep all services in operation. They adjusted their operations almost daily at times, to keep things moving. Parking restrictions, social distancing & health guidelines and collection stations were constantly being adjusted to provide safe services to the public.

The Staff's ongoing commitment to providing these services during these very challenging times is second to none. Therefore the Yarmouth Recycling Committee and myself would like to nominate Curtis and his staff for the 2021 eco-excellence award.

Attachment C

SCHOOL	AWARD/PURPOSE	MIDTERM RPT?	FINAL RPT?	REMAINING 20% AMT	NOTES
Gorham HS	\$2056/reusable cutlery system		None	\$411	Switched gears for remainder of funds (10/1) to purchase recycling & compost bins, as pandemic presented cutlery issues (OK'd)
Kittery School Dist. (Traip Academy)	\$3800/district wide composting	X	None	\$760	Asked again for update 8/26: responded that they are "finished," but no final report as of yet.
Lincolnville Central School	\$600/composting service	X	None	\$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." (From survey. No final rpt.)
Portland Public Schools (multiple - Ocean Ave & Presumpscot)	\$4300/two RCY dumpsters		None	\$860	Asked again for update 8/26; acknowledged request. Responded to 9/11 update favorably, but no report yet. They are hoping to submit final rpt and potentially look at FY21 grant (TBD as of 10/30/20.)
South Portland HS	\$1000/compostable cutlery, signage		None	\$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"
Waterville Alternative School	\$1310/cleanup, mural/supplies, gloves	X	None	\$262	Proposed a different (traveling-style) mural, which was approved, but have requested a plan to use full 80% of funds.
Windham HS	\$1250/disposal cabinets, posters	X	None	\$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		None	\$45	Response in July indicated that final report was forthcoming. Asked for update again on 8/26

\$2,908

All were sent notice of O&R Committee's approval of no-cost extensions to 12/31 for remaining 20%, but that to be eligible for FY21 grants, final reports must be submitted by November 11, 2020. Given that these grantees did not file final reports by 12/31, their remaining 20% will be forfeited.

Attachment D – Outreach & Education Report Outreach & Recycling Committee

P.R. & Community Outreach...

- Through January, we've reached **17,399 people**. This is month in which not having access to the huge crowds at the Red Claws and Mariners has caught up with us.
 - FY20 at this point was 40,536. We're still on pace with FY19 for now, though, with 18,667 at that point.
 - We estimate we have lost more than **35,000** outreach touchpoints from FY20 to FY21 due to events cancelled due to the pandemic.
- Following presentations to the Outreach & Recycling Committee and the Full Board, staff will include the tagging education program in the FY22 budget.
- **eco-Excellence Awards** nominations are now closed. We received 11 nominations, total, which – as expected – is down from FY20's 18.
- **The Upcycle 2021 Challenge** is now open, accepting upcycled designs from students until March 19. Finalists will be voted on via social media, to be revealed on Earth Day 2021.
- Staff is working on a **web-based resource library of materials and information** in a one-stop shop. From do/don't cards to pay-as-you-throw information and how-to info on disposal of plastic bags or batteries, [this page](#) will serve as a go-to for many waste management info needs.

Online & Social Media Metrics...

Recyclopeda:

- In January, the Recyclopeda kept up a great pace, with more than **25,344** items searched in the Recyclopeda. This is up from 9,716 in January 2020. The total number of items searched is 353,545.
- The widget on web pages was viewed **222,309** times in January on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at 4,546 (an increase of 56 in January.)
- The top 10 searches are: Styrofoam, plastic bags, milk cartons, baby bottles, mattresses, alkaline batteries, aluminum foil, toilet seats, gasoline cans, and e-waste.

Social Media Stats:

- **Facebook:**
 - Gained 38 new followers in January (3,141 total)
 - Our top organic post, with 4,425 interactions, was a post and photo of a lithium-ion battery with a link to a media story about the fire last month at ecomaine.
 - Our average daily organic post reach was 760 users in January.

- **Twitter:** Twitter followers increased by 8 to 880 in January, and earned an average of 6,605 tweet impressions, with the top tweet (673 impressions) being a post promoting the ecoX Awards.
- **Instagram:** We had 21 Instagram posts in January, which generated 681 likes. We gained 71 new followers for a total of 1,911.

ecomaine.org:

- Total January web traffic was up 3%, compared to December; compared to January 2020, this is up 4%.
- Total Page views increased 4% from December to January; this is up 9% from January 2020.

Media Mentions (17 in January; 97 in FY21 total)

[Lithium ion battery sparks fire at ecomaine facility, prompting reminder to dispose of them properly](#) (News Center Maine)

[Rechargeable battery causes fire at Portland recycling facility](#) (Portland Press Herald)

[Ecomaine identifies battery as cause of MRF fire](#) (Waste Today)

[No one injured in lithium ion battery fire at ecomaine](#) (Scarborough Leader)

[Lithium Ion Battery Sparks Fire at ecomaine](#) (Waste Advantage Magazine)

[Ecomaine challenges students to create 'upcycled' products](#) (News Center Maine)

[ecomaine announces 2021 Upcycling Invention Contest for students](#) (Penobscot Bay Pilot)

[ecomaine Issues Call for Upcycled Inventions from Maine Students](#) (Waste Advantage Magazine)

[Gorham Notes: Jan. 21](#) (American Journal)

[Upcycle 2021 accepting entries](#) (South Portland Sentry)

[Curbside recycling returns to Kennebunkport](#) (Kennebunk Post)

[Kennebunkport welcomes back recycling in 2021](#) (Seacoast Online)

[Trash disposal budget, contract approved](#) (The Free Press)

[Gerritsen appointed to Mid-Coast Solid Waste board](#) (The Free Press)

[Holiday tree and trash collection begins in some Maine cities](#) (News Center Maine)

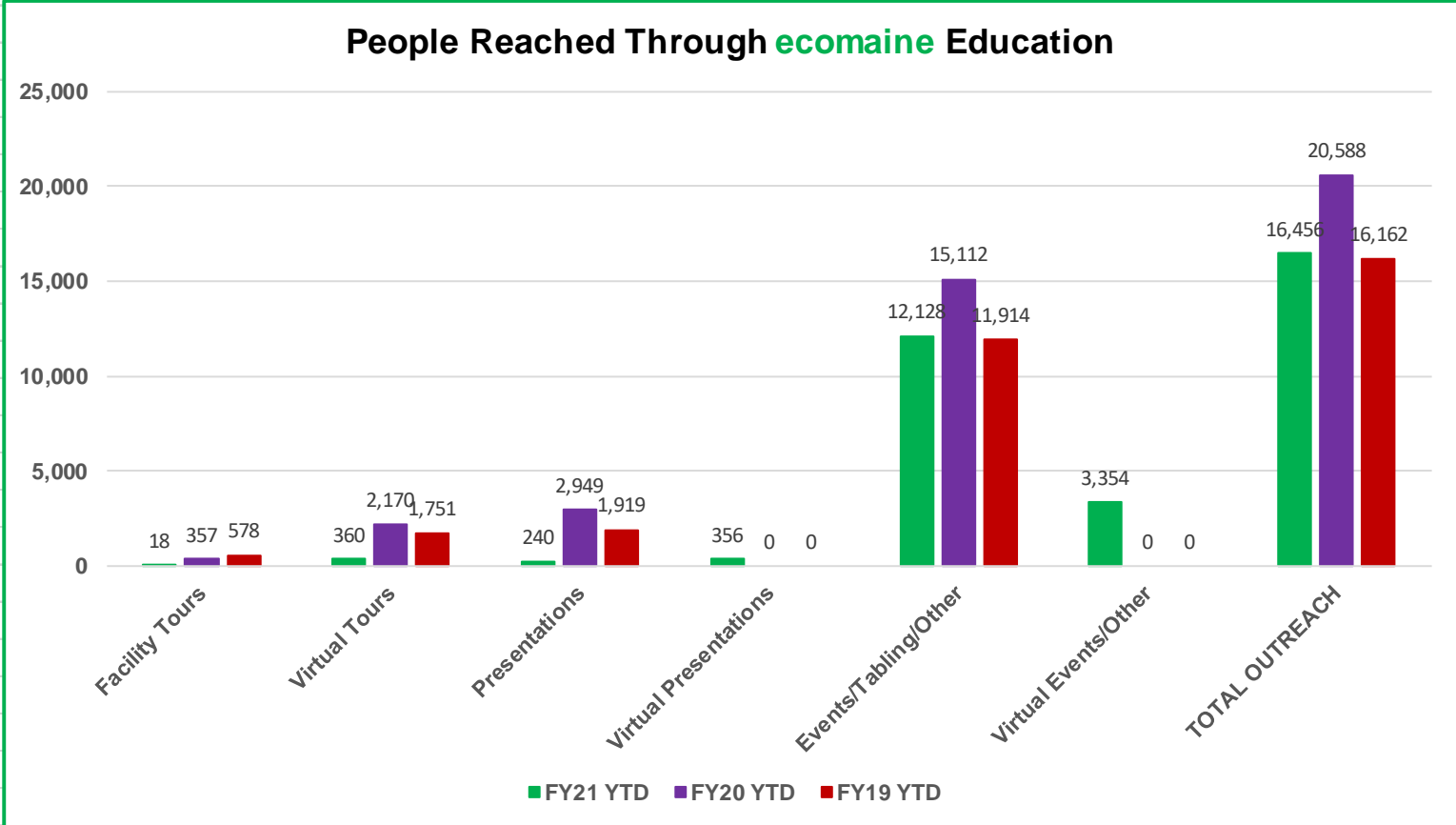
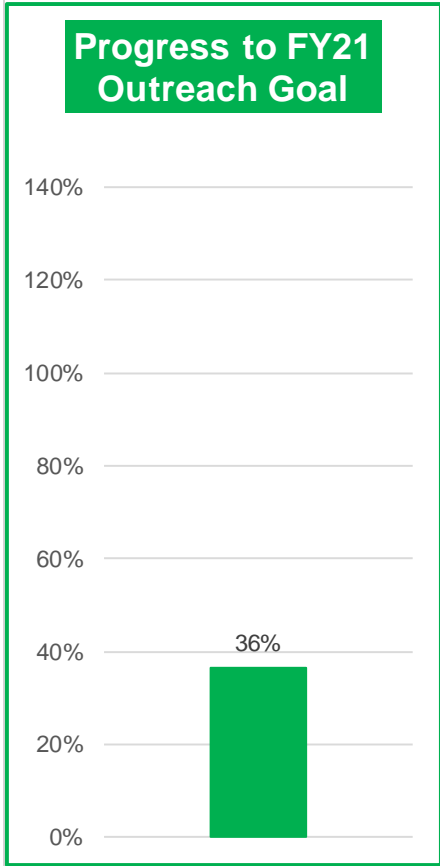
[Declutter, distress — the right way](#) (Scarborough Leader)

Educational Outreach:

- Staff is testing the Master Recycler curriculum with a small focus group in February; we will make necessary edits in March with an eye on rolling it out in April (Earth Month).
- **Mid-January** proved to be very busy with lots of remote presentations, from virtual tours for the Northeast Resource Recycling Association and the Natural Resources Council of Maine to a SWANA Safety Chat and a remote presentation for the Ladies Adventure Club. Though FY21 and the pandemic haven't allowed for the significant crowds at the Red Claws and Mariners (not to mention ecomaine's Open House or the Common Ground Fair), education is still a huge part of what we're doing!
- Staff is considering swapping the *Recycling is a Work of Art* painting contest's timeline with School Recycling Grants; in order to give schools more planning time over the summer with grants, these would launch in the spring, while the painting contest would run from summer into the fall.

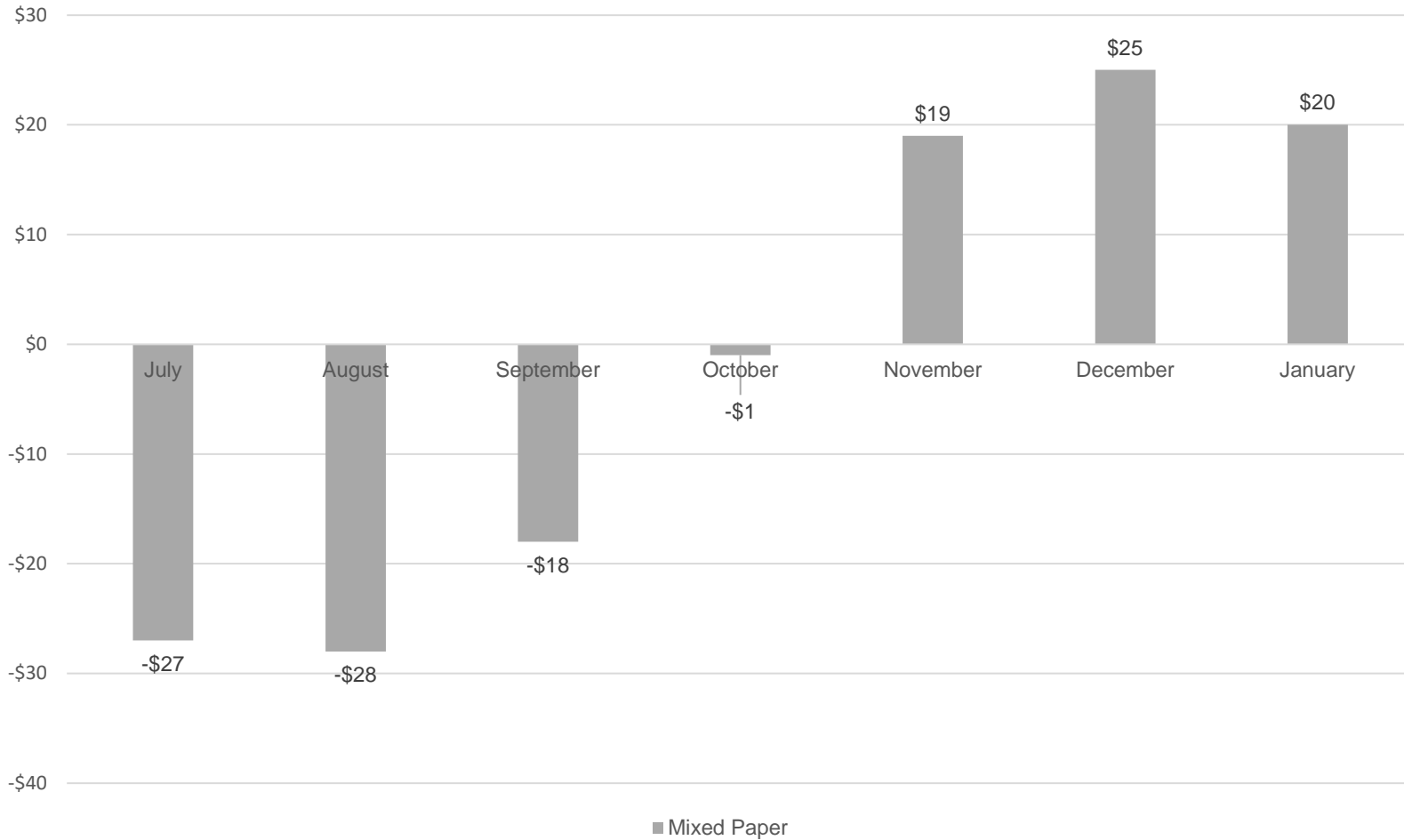
FY21 **ecomaine** Outreach Summary

	FY21 YTD	FY20 YTD	FY19 YTD	FY21 GOAL
Facility Tours	18	357	578	250
Virtual Tours	360	2,170	1,751	3,225
Presentations	240	2,949	1,919	900
Virtual Presentations	356	0	0	2,250
Events/Tabling/Other	12,128	15,112	11,914	30,625
Virtual Events/Other	3,354	0	0	8,000
TOTAL OUTREACH	16,456	20,588	16,162	45,250



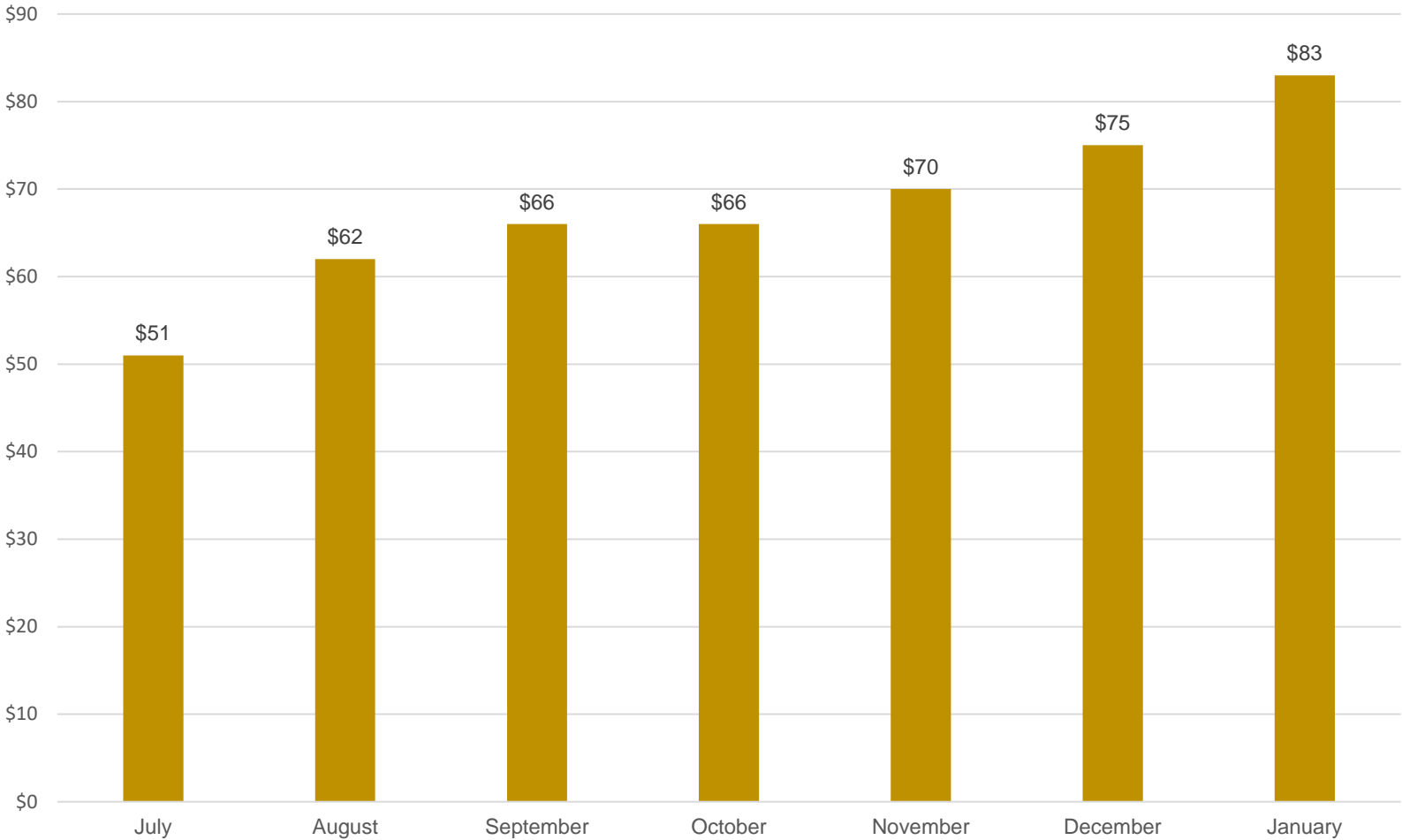
Mixed Paper

Mixed Paper Pricing, July-January (per ton)



Cardboard

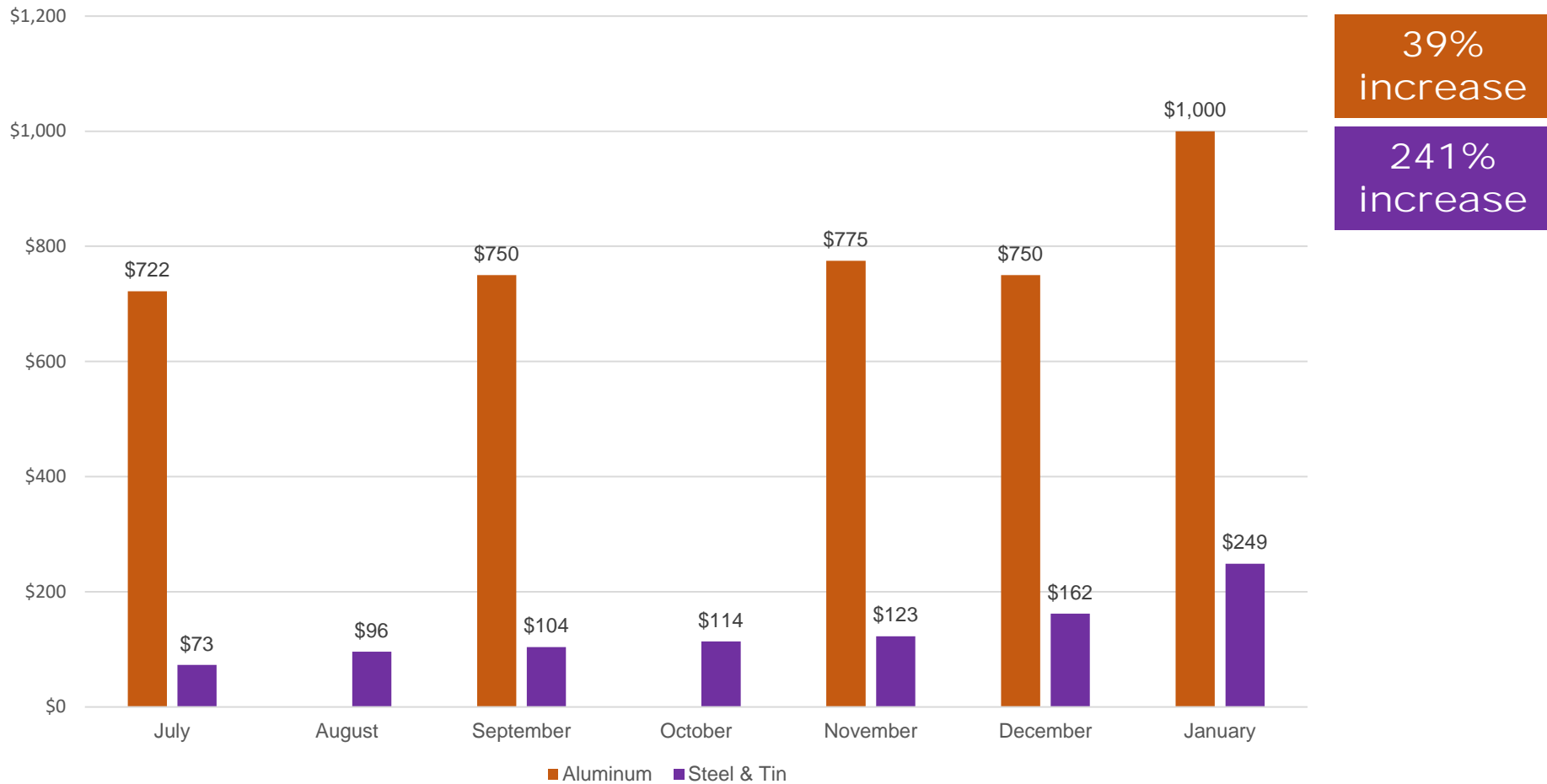
Cardboard Pricing, July-January (per ton)



63%
increase

Metal

Metal Pricing, July-January (per ton)



Plastics

Plastics Pricing, July-January (per ton)

