

# ecomaine

## Memorandum

**DATE:** May 20, 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 May 27, 2021 @ 4:00PM. The meeting will be held on the Zoom Platform.

The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Update – School Grants Program (*Attachment B*)
  - Status Report – FY 21
3. Update – Recycling Tagging Program (*Attachment C*)
4. Looking ahead to FY22
  - *Recycling is a Work of Art* painting contest
  - Open House
5. Outreach & Education Report (*Attachment D*)
  - Education & Outreach Data
  - ecomaine Website & Media Analytics
6. Recycling Market Report
7. Upcoming Events:
  - Annual Board of Directors Meeting – June 17, 2021 @ 11:30am  
Thompson’s Point Pavillion, Portland Maine
8. Other

### Meetings:

Annual Board of Directors Meeting                      06-17-2021 @11:30am

# ecomaine

## Memorandum

**DATE:** April 8, 2021  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** Outreach & Recycling Committee Minutes – April 8, 2021

The **ecomaine** Outreach & Recycling Committee met April 8 via Zoom. The meeting was called to order at 4:06 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Jeff Amatrudo moved to approve February minutes, Dave Durrell seconded and all unanimously approved.
2. Update – School Grants Program
  - Final Reports – FY20: the Committee accepted the FY20 grants as concluded
  - Status Report – FY 21: staff provided an overview of mid-term reports from the 2020-21 grant cycle, with final reports to come by May 28.
3. Upcycle Challenge 2021 Judging
  - The Committee voted to select six finalists for public voting through Earth Day 2021 in the Upcycle Challenge:
    - i. Aurora Milton, Cape Elizabeth High School: an Upcycled Bomber Jacket made from old shirts and an old bridesmaid dress
    - ii. Fiddlehead Center for the Arts, Scarborough: a working chandelier from single-use plastic bottles, bottle caps, felt, foam, and other materials
    - iii. Laurel Wight, Freeport Middle School: a two piece outfit made from plastic bags and an old pillow case
    - iv. The Morse High School Green Club, RSU #1: a bike rack fashioned from old, donated bicycles and a cross-country ski
    - v. Alexandra Jewett, Saco Middle School: an end table crafted from parts from a 1989 Ford Mustang that didn't work any longer
    - vi. Lindsay Turcotte, Saco Middle School: a door hanger for coats, pet leashes, and many other items created from an old rake head
4. Master Recycler Curriculum
  - Staff provided an overview of the Master Recycler Curriculum enrollment and progress to date
5. Outreach & Education Report
  - Staff provided an overview of outreach and P.R. metrics for FY21 to date.
6. Recycling Market Report
  - Staff provided an overview of recent market activity and pricing for recyclable commodities.

7. Other/New Business

- Chairman gave a reminder of the Annual Meeting on June 17 and the last FY21 Committee meeting on May 27
- Staff provided a reminder to be in touch for education for Earth Day and/or at other times.

Linda Boudreau made the motion to adjourn at 5:13 p.m. Dave Durrell seconded. All approved.

**Attendees:** Caleb Hemphill, Jeff Amatrudo, Linda Boudreau, David Durrell, Erik Street

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

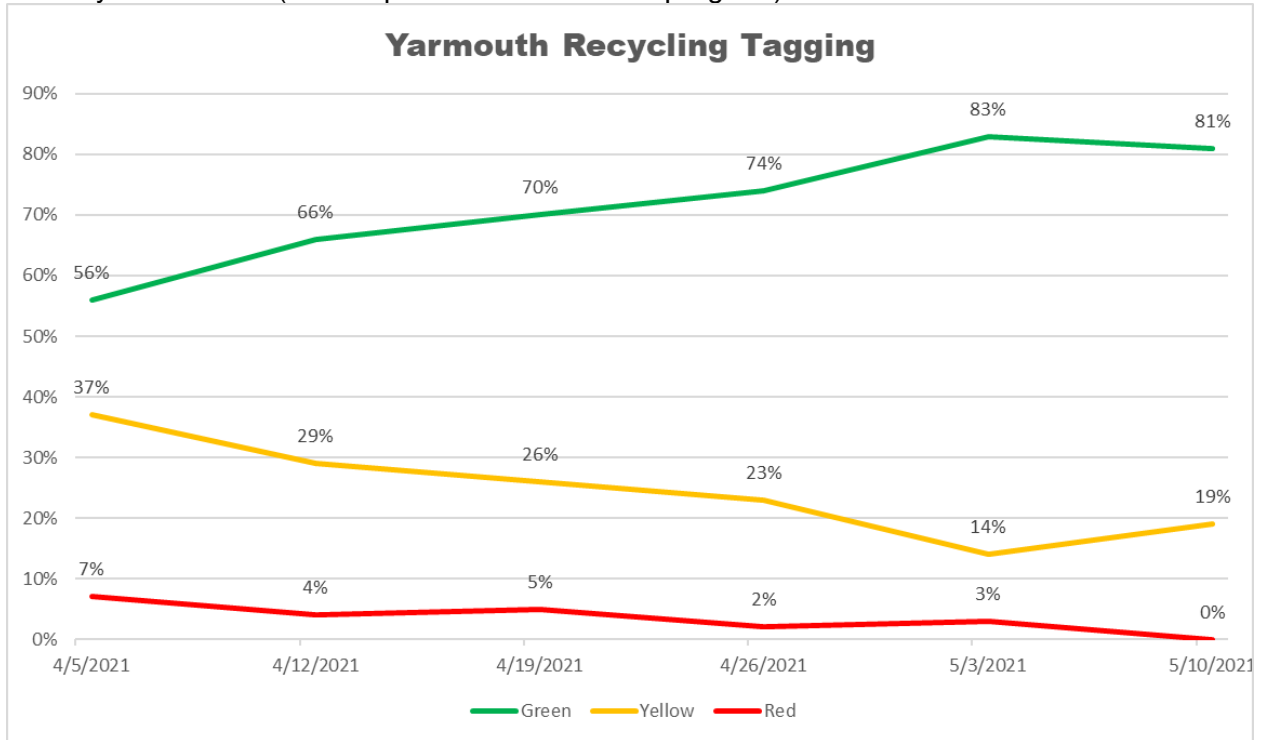
DRAFT

# ATTACHMENT B - FY21 SCHOOL RECYCLING GRANTS PROGRESS

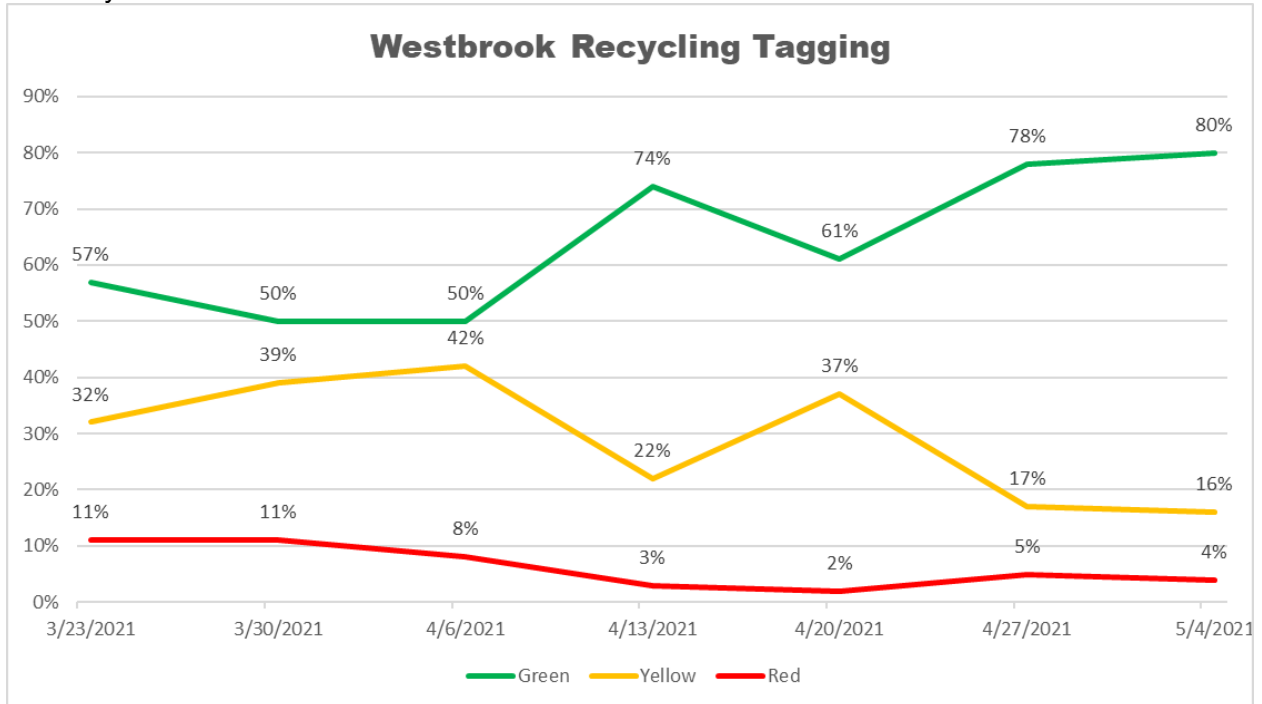
School Name	ecomaine Community	Amount Awarded	Program Objective	Itemized Deliverables	Signed Award Letter?	Req'd 80%?	Mid-Term Report?	Final Report?	Req'd Final 20%?
Appletree School	Cape Elizabeth	\$275	Recycled content / compostable paper towels to use during pandemic	Paper towels made of recycled content w/o chemicals/fragrance (compostable)	X	X	X		
Boys & Girls Clubs of Southern Maine - Portland Clubhouse	Portland	\$5,000	Composting program for Portland Clubhouse	Compost pickup by We Compost It! (weekly, 12 mos); compost enclosure and signage; staffing	X	X			
Children's Nursery School	Portland	\$284.27	Continuation of last year's composting grant to learn how compost helps plants grow; construction of planters out of recycled materials; public awareness	Composting materials; seeds; books & educational materials for pre-K learning	X	X	X		
Gorham Cooperative Preschool	Gorham	\$120	Composting for 93 five-year olds, measuring how many fewer bags of garbage; also requested education from ecomaine	One compost bin	X	<i>In-Kind Grant of composter - not needed</i>	X		
Gray-New Gloucester High School	Gray	\$4,510	Building a robust composting program for school's kitchen waste and investigating "recipes" for best compost	Materials for building/storage of compost; compost tea brewer; microscope; tool shed	X	X	X		
Kent's Hill School	Readfield	\$2,807.94	Recycling containers, improved labelling	Color-coded and labelled disposal bins/lids for recycling, bottle redemption, & trash, plus totes for bulk transport	X	X	X		
King Middle School	Portland	\$495	To equip the school's "clean-up crews" with tongs and grabbers to keep trash out of their school's environment; also to continue building awareness of their compost program	25 grabbers (\$15/each) 15 tongs (\$8/each)	X	X	X	X	X
St. Brigid's School	Portland	\$600	Greenhouse for school use in classes	One Palgram Greenhouse	X	X	X		
Waldo County Technical Center	Liberty	\$945	\$105/month @ 9 mos for recycling collection	Nine months of recycling collection & diversion	X	X	X		
Westbrook High School	Westbrook	\$3,500	Two water bottle filling stations (reduction & reuse)	Water stations	X	X	X	X	<i>Not Needed</i>

**ATTACHMENT C – SPRING 2021 RECYCLING TAGGING EDUCATION PROGRAM**

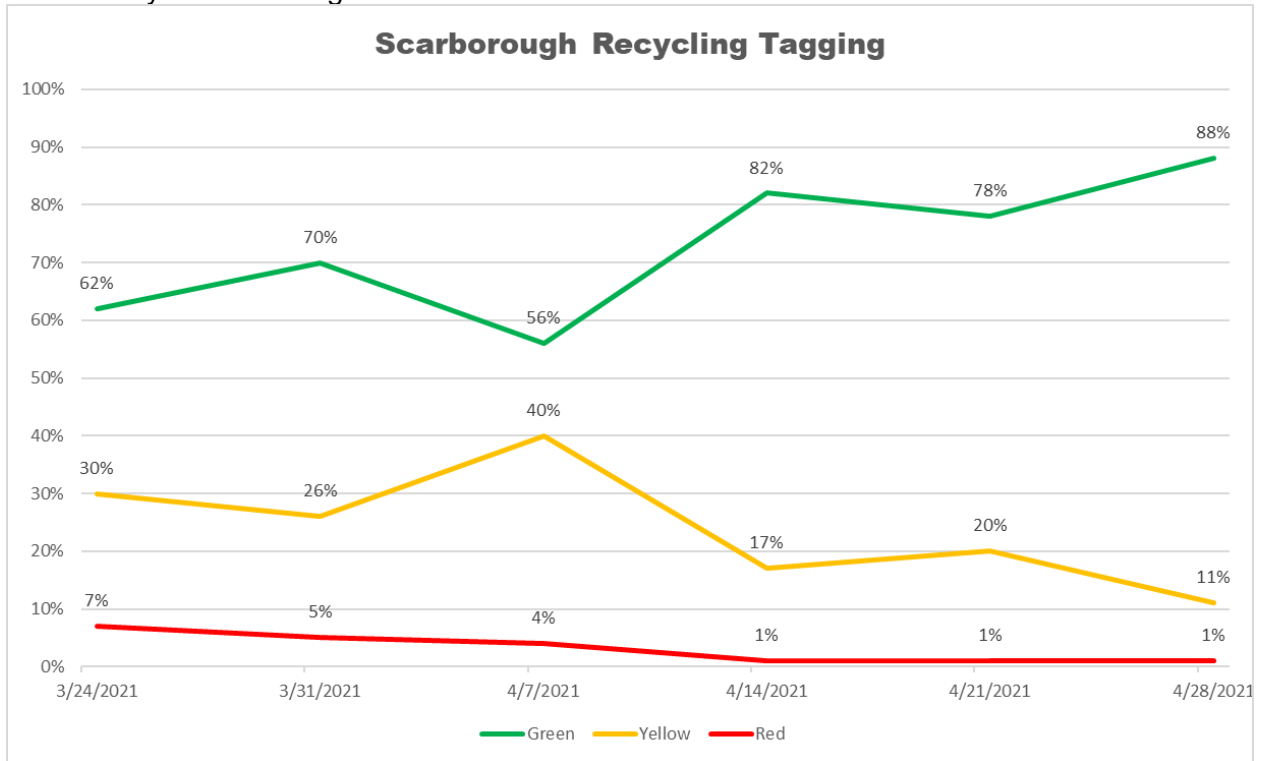
Mondays: Yarmouth (Subscription-based curbside program) ~160 households



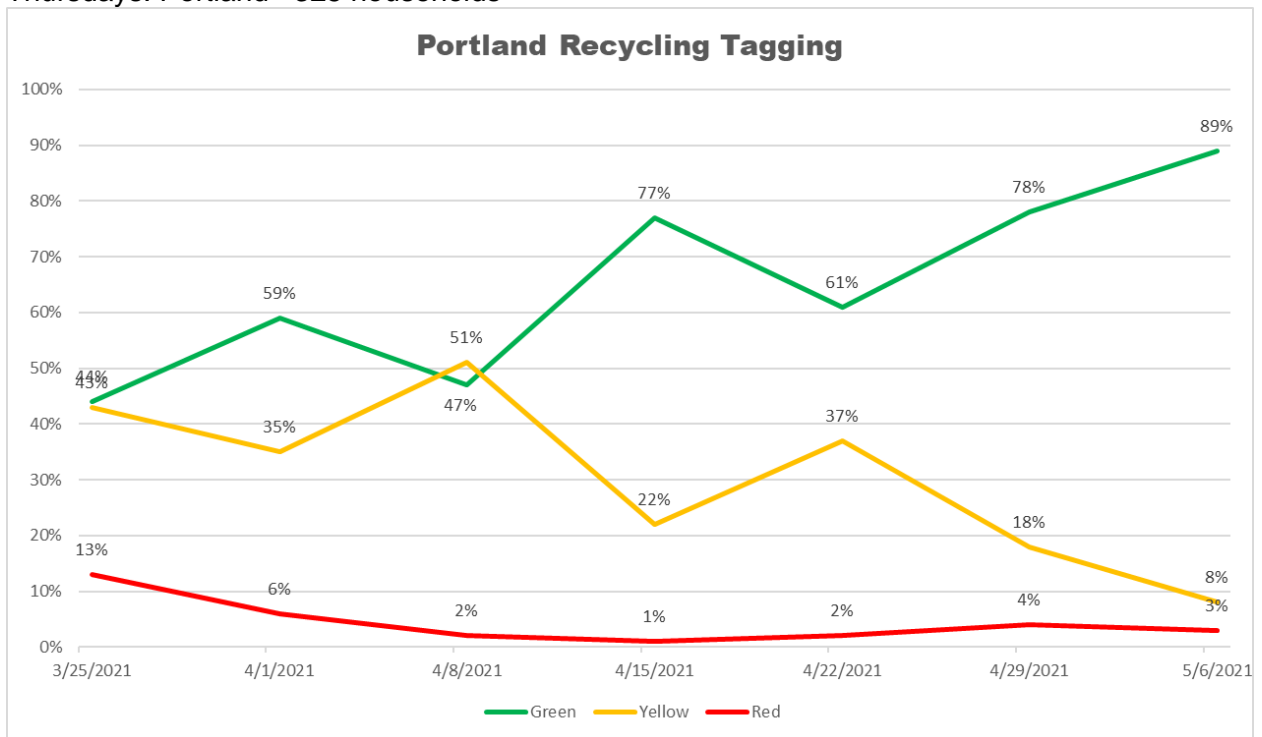
Tuesdays: Westbrook ~330 households



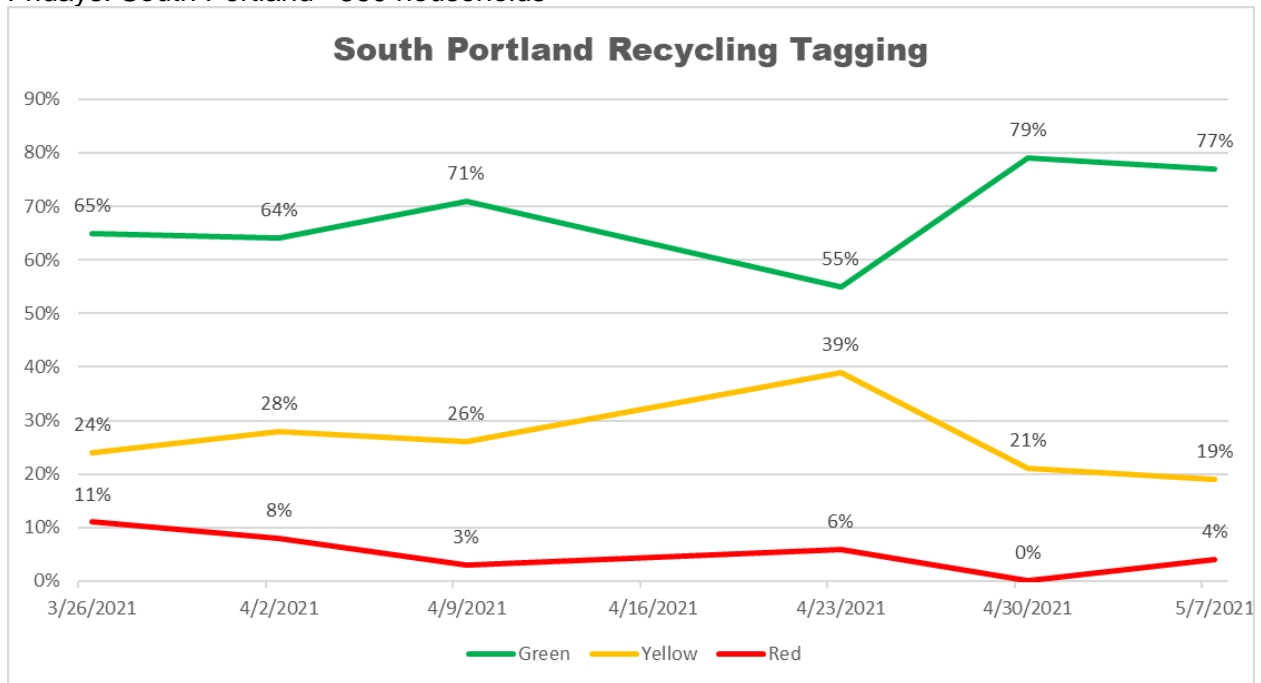
Wednesdays: Scarborough ~330 households



Thursdays: Portland ~325 households



Fridays: South Portland ~360 households



Sample Media Coverage, spring 2021:

[ecomaine recycling program returns in some southern Maine communities](#) (News Center Maine)

[ecomaine will roll out second phase of its recycling education program next month](#) (Portland Press Herald)

[ecomaine to start grading Mainer's recycling bins](#) (WGME)

[Recycling outreach program returns to Scarborough this spring](#) (Scarborough Leader)

[Which Bin Does it Go in? ecomaine's Partnership with Southern Maine Towns to Answer Recycling Questions](#) (Waste Advantage Magazine)

[ecomaine program targets residential contamination](#) (Recycling Today)

## Attachment D – Outreach & Education Report Outreach & Recycling Committee

### P.R. & Community Outreach...

- Through April, we've reached **26,645 people**. This is significantly lower in FY21, due to the loss of the audiences at the Red Claws & Mariners games, and no Common Ground Fair or ecomaine Open House.
  - FY20 at this point was 51,900. FY19 was 32,087.
  - Educators are closing the fiscal year well; in-person opportunities have opened back up due to warmer weather outdoors plus vaccination rates.
- Staff has coordinated a video shoot for the **eco-Excellence Awards**, which will take the place of the usual Awards event, and be unveiled at the FY21 Annual Meeting.
- **The Upcycle 2021 Challenge** is complete, with the Fiddlehead Center for the Arts in Scarborough's design of a working chandelier made from single-use plastic bottles/caps, foam, and other materials winning the public vote from six finalists. The Challenge received more than 3,200 votes in less than two weeks.
- The first two groups of "**Master Recyclers**" have begun their first chapters of the course, and staff will be launching new groups each month. Overall, we have more than 100 participants lined up for the six-month program, with a wait list of more than 50 for 2022.

### Media Mentions (31 in April; 158 in FY21 to date)

[Recycling in Maine salvages 3 tough years](#) (Lewiston Sun Journal)

[Fiddlehead Center for the Arts wins ecomaine's 'Upcycle Challenge'](#) (Scarborough Leader)

[Fiddlehead Center for the Arts Wins ecomaine's 'Upcycle Challenge'](#) (Waste Advantage Magazine)

[Your vote is needed in student 'upcycling' challenge](#) (News Center Maine)

[Maine students compete in EcoMaine's Upcycle Challenge](#) (Fox 23 / WGME TV-13)

[ecomaine announces finalists for 2021 Upcycle Challenge](#) (Biddeford-Saco-OOB Courier)

[Bottle chandelier, plastic bag suit: Maine students upcycle](#) (Associated Press)

[School Notebook: April 21 - Upcycle Challenge finalists announced](#) (The Forecaster)

[Voting deadline for Eco-Maine's Upcycling Challenge is this Thursday](#) (News Center Maine)

[Cape Elizabeth student is an Upcycle Challenge finalist](#) (South Portland Sentry)



[Fiddlehead Center for the Arts](#) (Scarborough Leader)

[ecomaine's educational recycling program returns](#) (News Center Maine)

[Recycling outreach program returns to Scarborough this spring](#) (Scarborough Leader)

[ecomaine Recycling Program Returns in Some southern Maine Communities](#) (Waste Advantage Magazine)

[ecomaine interns educate community about recycling](#) (News Center Maine)

[ecomaine recycling program returns in some southern Maine communities](#) (News Center Maine)

[Thousands of pounds of drugs burned from Drug Take Back Day](#) (WGME-TV 13)

[Getting Ready: Healthy soil and the critical role of composting](#) (Seacoastonline.com)

[Friends of Starling Hall](#) (Livermore Falls Advertiser)

[Turn off the lights, buy local, ride your bike: How to make every day Earth Day](#) (Lewiston Sun Journal)

[After years of preparation, Brunswick's Graham Road Landfill closes](#) (Brunswick Times Record)

[Letter: Brunswick has an important choice over its waste](#) (Brunswick Times Record)

[Letters: Brunswick should partner with ecomaine](#) (Brunswick Times Record)

[Brunswick signs 10-year contract with ecomaine for waste disposal](#) (Brunswick Times Record)

[Letter: Modern landfills a more environmentally-friendly solution](#) (Brunswick Times Record)

[Letter: Brunswick made the right choice about trash](#) (Brunswick Times Record)

[Maine Recycles Week to be held for first time since 2010](#) (Scarborough Leader)

[Maine Recycles Week to Be Held for First Time Since 2010](#) (Waste Advantage Magazine)

[Community Calendar: April 14-24](#) (The Forecaster)

[Community Calendar: April 21-May 1](#) (The Forecaster)

[Community Calendar: April 28-May 8](#) (The Forecaster)

## Online & Social Media Metrics...

### **Recyclopedia:**

- In April, the Recyclopedia saw **8,053** items searched. This is up from 4,920 in April 2020. The total number of items searched is 405,756.
- The widget on web pages was viewed **275,566** times in April on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at 4,754 (an increase of 103 in April.)
- The top 10 searches are: Styrofoam, plastic bags, baby bottles, toilet seats, mattresses, large plastic storage tubs, gasoline cans, milk cartons, rice cookers, and alkaline batteries.

### **ecomaine.org:**

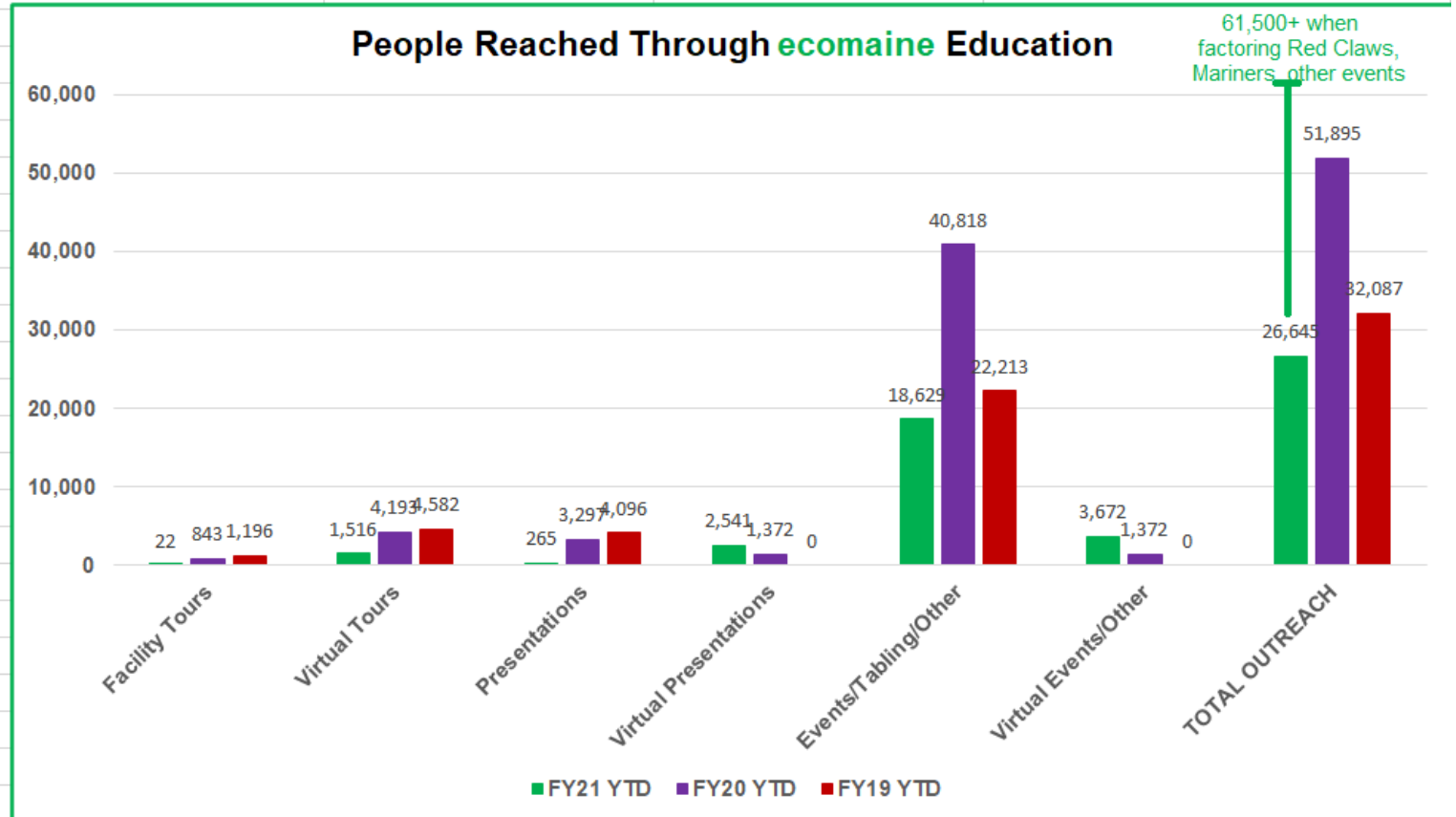
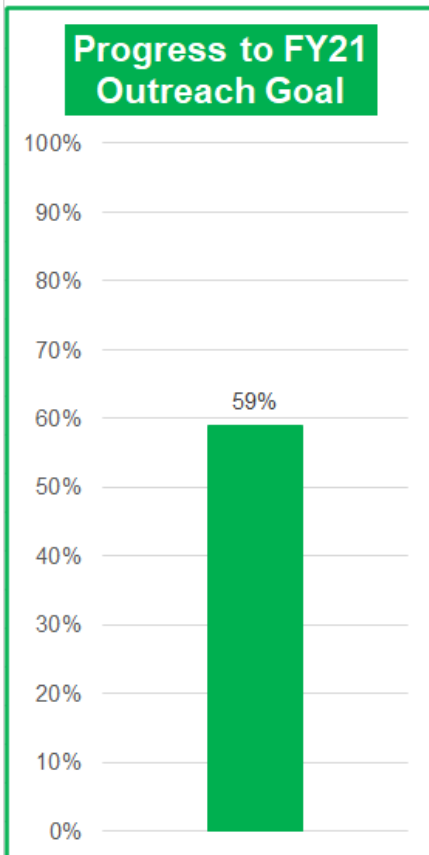
- Total April web traffic was up 37%%, compared to March; compared to April 2020, this is up 51%.
- Total Page views increased 24% from March to April; this is up 50% from April 2020.

### **Social Media Stats:**

- **Facebook:**
  - Gained 24 new followers in April (3,186 total)
  - Our top organic post, with 2,700 interactions, was a post promoting voting on the Upcycle finalists ahead of Earth Day.
  - Our average daily organic post reach was 467 users in April.
- **Twitter:** Twitter followers increased by 9 to 899 in April, and earned an average of 12,200 tweet impressions, with the top tweet (2,168 impressions) being a post promoting voting on the Upcycle finalists ahead of Earth Day.
- **Instagram:** We had 18 Instagram posts in April, which generated 770 likes. We gained 75 new followers for a total of 2,043.

# FY21 ecomaine Outreach Summary

	FY21 YTD	FY20 YTD	FY19 YTD	FY21 GOAL
Facility Tours	22	843	1,196	250
Virtual Tours	1,516	4,193	4,582	3,225
Presentations	265	3,297	4,096	900
Virtual Presentations	2,541	1,372	0	2,250
Events/Tabling/Other	18,629	40,818	22,213	30,625
Virtual Events/Other	3,672	1,372	0	8,000
<b>TOTAL OUTREACH</b>	<b>26,645</b>	<b>51,895</b>	<b>32,087</b>	<b>45,250</b>



## April 2021 Outreach

4/1/2021	Virtual Tours	Westbrook Girl Scouts	12	Westbrook	Lena	Elementary	
4/1/2021	Virtual Presentations	Master Recycler Cohort Presentation	10	Other	Vanessa	Adult	
4/1/2021	Events/Tabling/Other	Saco Seniors Meal Distribution	175	Saco	Vanessa	Adult	
4/2/2021	Virtual Presentations	Deering HS	10	Portland	Katrina	High School	
4/5/2021	Virtual Presentations	College to Career Interview	TBD	Other	Vanessa	College	UMF - not launched yet
4/5/2021	Virtual Tours	Scarborough Girl Scouts	15	Scarborough	Vanessa	Elementary	
4/6/2021	Events/Tabling/Other	Scarborough Agency/Aging	55	Scarborough	Vanessa	Adult	
4/6/2021	Virtual Presentations	Westbrook/Gorham Girl Scouts	17	Gorham	Lena	Elementary	
4/7/2021	Virtual Tours	Gray adult ed virtual tour of WTE	3	Gray	Lena	Adult	
4/7/2021	Virtual Presentations	MEEA Papermaking Workshop	3	Other	Vanessa	Adult	
4/7/2021	Virtual Events/Other	MEEA Exhibit Hall Tabling	3	Other	Vanessa	Adult	
4/8/2021	Virtual Presentations	MEEA Grants Panel	43	Other	Vanessa	Adult	
4/9/2021	Presentations	Interview about Env. Comms & Ed.	2	Portland	Katrina	All Ages	
4/12/2021	Virtual Tours	SoPo HS Earth Day	60	South Portland	Katrina	High School	
4/12/2021	Virtual Presentations	Bonny Eagle Middle School	23	Hollis	Vanessa	Middle School	
4/13/2021	Virtual Presentations	Portland Community Squash	20	Portland	Vanessa	Adult	
4/13/2021	Virtual Tours	SoPo HS Earth Day	117	South Portland	Katrina	High School	
4/14/2021	Virtual Tours	Windham Primary School Earth Day	90	Windham	Katrina	Elementary	
4/14/2021	Virtual Presentations	Thomas Memorial Library	26	Cape Elizabeth	Katrina	Adult	
4/14/2021	Virtual Presentations	Windham Adult Ed	2	Windham	Lena	Adult	
4/15/2021	Virtual Tours	Windham Primary School Earth Day	90	Windham	Katrina	Elementary	
4/15/2021	Presentations	Children's Nursery School Presentation	15	Portland	Vanessa	Elementary	
4/15/2021	Virtual Presentations	UMF Anthropology Presentation	10	Other	Vanessa	College	
4/16/2021	Virtual Presentations	Bonny Eagle Middle School	23	Limington	Vanessa	Middle School	
4/20/2021	Virtual Presentations	Gray Library	1	Gray	Lena	Elementary	
4/20/2021	Virtual Presentations	Boys & Girls Club Papermaking	55	South Portland	Vanessa	All Ages	
4/20/2021	Virtual Tours	St. Joe's College	5	Standish	Vanessa	College	
4/21/2021	Virtual Tours	South Portland Congregational Church Earth Day	10	South Portland	Katrina	Adult	
4/21/2021	Virtual Presentations	Berwick Library	15	Other	Lena	All Ages	
4/22/2021	Virtual Tours	Bridgton Rotary Club	12	Bridgton	Katrina	Adult	
4/22/2021	Virtual Presentations	WeLoveU Foundation Earth Day	1017	Other	Katrina	Adult	Virtual & Live YouTube Stream
4/22/2021	Events/Tabling/Other	Saco Earth Day Cleanup	20	Saco	Vanessa	Adult	
4/23/2021	Virtual Tours	SMRT Engineers	58	Portland	Vanessa	Adult	
4/23/2021	Virtual Tours	York Rotary Club	25	Other	Vanessa	Adult	
4/23/2021	Virtual Presentations	OceanView @ Falmouth	12	Falmouth	Katrina	Adult	
4/24/2021	Events/Tabling/Other	GoGo Refill Earth Day Weekend	45	South Portland	Vanessa	All Ages	
4/27/2021	Virtual Tours	Gorham Retired Teachers Sorority	15	Gorham	Vanessa	Adult	
4/28/2021	Virtual Presentations	American Society of Civil Engineers	27	Other	Katrina	Adult	
4/28/2021	Presentations	Falmouth Middle School Waste Audit	8	Falmouth	Katrina	Middle School	
4/30/2021	Virtual Tours	Narragansett Elem. School RCY Club	10	Gorham	Vanessa	Elementary	
4/30/2021	Virtual Presentations	Lake Region Middle School Water & Waste Pres	144	Naples	Katrina	Middle School	
4/30/2021	Events/Tabling/Other	Tagging - Yarmouth, April	474	Yarmouth	Lena	All Ages	
4/30/2021	Events/Tabling/Other	Tagging - Westbrook, April	990	Westbrook	Lena	All Ages	
4/30/2021	Events/Tabling/Other	Tagging - Scarborough, April	990	Scarborough	Lena	All Ages	
4/30/2021	Events/Tabling/Other	Tagging - Portland, April	966	Portland	Lena	All Ages	
4/30/2021	Events/Tabling/Other	Tagging - South Portland, April	1074	South Portland	Lena	All Ages	