

# ecomaine

## Memorandum

**DATE:** September 2, 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 September 9, 2021 @ 4:00PM. The meeting will be held on the Zoom Platform.

The agenda for this meeting is as follows:

1. Approval of May Minutes (*Attachment A*)
2. Judging of *Recycling is a Work of Art* painting contest (*Attachment B*)
3. Recap of FY21 & FY22 Update (*Attachment C*)
  - Final FY21 School Grants Program (*Attachment C1*)
  - Final FY21 P.R. & Outreach Metrics (*Attachment C2*)
  - To-date FY22 P.R. & Outreach Metrics (*Attachment C3*)
4. Update – Recycling Tagging Program (*Attachment D*)
5. Looking ahead to FY22...
  - Open House cancelled
  - Eco-Excellence Award Nominations (November-January; ceremony in March)
  - Upcycle Challenge Submissions (January-March; Public Voting in April)
  - School Recycling Grant Proposals (March-May; project implementation in FY23)
6. Recycling Market Report & Contamination Update (*Presentation*)
7. Other

**DATE:** May 27, 2021  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** Outreach & Recycling Committee Minutes – May 27, 2021

The **ecomaine** Outreach & Recycling Committee met May 27 via Zoom. The meeting was called to order at 4:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Rob Wood moved to approve April minutes, Dave Durrell seconded and all unanimously approved.
2. Update – School Grants Program
  - Status Report – FY 21: staff provided an overview of receive final reports from the 2020-21 grant cycle, with final reports to come by May 28.
  - Staff gave an overview of delays encountered by the Boys & Girls Club of Southern Maine’s Portland Clubhouse on their grant project. Rob Wood moved to authorize staff to provide an extension to June 30, 2021. Dave Durrell seconded and all unanimously approved.
  - FY22 Grants will shift to the spring, with an initial award in May/June 2022, so that schools and projects can plan early and implement projects throughout the following school year.
3. Update – Recycling Tagging Program
  - Staff provided an update on the current tagging program and the start to the next round in July (FY22 will see three, 10-week tagging rounds).
4. Looking Ahead to FY22
  - Staff provided an overview of the timeline for the *Recycling is a Work of Art* contest, which will begin over the summer and be considered by the Committee at its September meeting.
  - Staff provided an update on the challenges of holding the 2021 Open House, due to COVID uncertainty and the growth in expenses of an e-waste collection event. The Committee provided some additional input for e-waste vendors, which will be pursued by staff.
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 thanked the Committee members and staff for a good year on the Committee, and looked forward to next year.

Rob Wood made the motion to adjourn at 5:20 p.m. Caleb Hemphill seconded. All approved.

**Attendees:** Caleb Hemphill, David Durrell, Erik Street, Jamie Garvin, Rob Wood

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

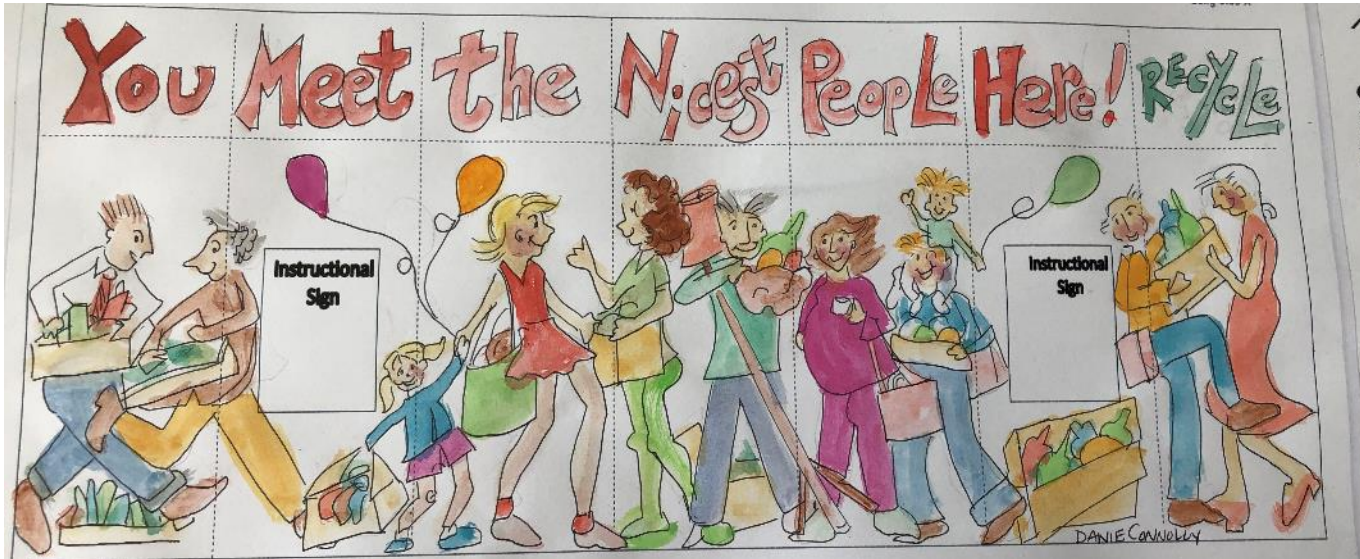
DRAFT

Attachment B: *Recycling is a Work of Art* painting contest entries, FY22

Andrea Roth Kimmich & Joseph Keyser, Kennebunkport



Danie Connolly, Kennebunk #1 (not an ecomaine community)



Danie Connolly, Kennebunk #2 (not an ecomaine community)



Attachment B: *Recycling is a Work of Art* painting contest entries, FY22

**Kris LaChapelle, Lewiston** (not an ecomaine community)



“Hello, I have done a very quick sketch on a hand drawn layout of the container. My apologies, as I couldn't print it out as my printer is something out of "The Office". I know the lines aren't clean, but I think the general idea is apparent. I appreciate your consideration. The second picture is another approach on how I could do the word side of the container.”

Attachment B: *Recycling is a Work of Art* painting contest entries, FY22

Maddy Corson, Yarmouth

ecomaine

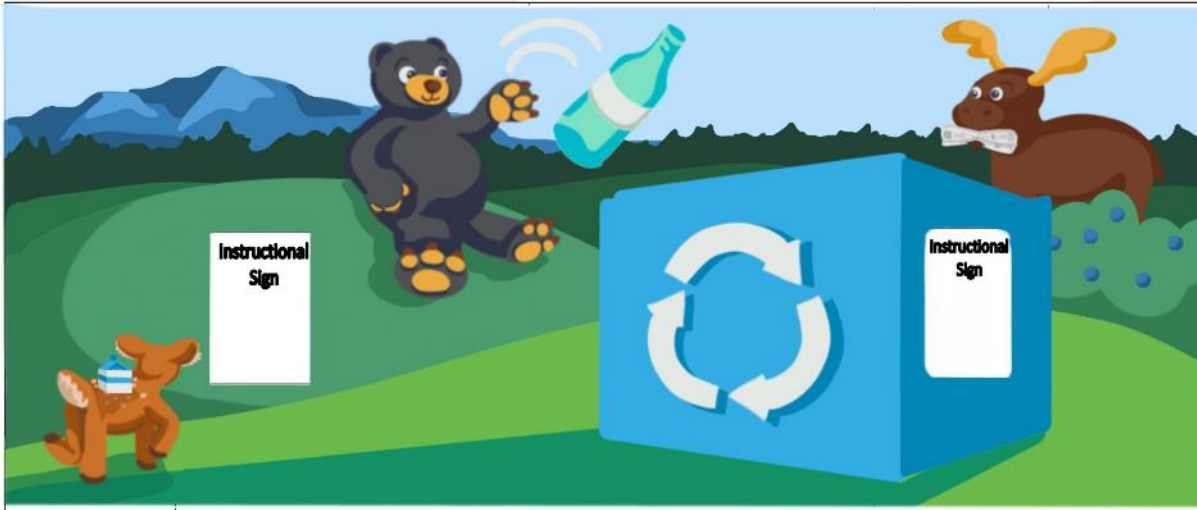


**Recycling is a Work of Art**

www.ecomaine.org  
info@ecomaine.org

Draw your design as it would be seen on all four sides of the recycling container.  
Please note that protruding crossbars (shown as dotted lines) can be painted, but the instructional signs cannot.

Long Side A



Short Side B



8' Wide

ecomaine

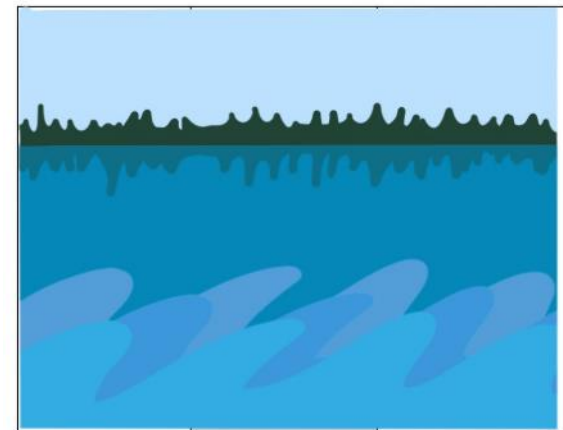


**Recycling is a Work of Art**

Long Side B



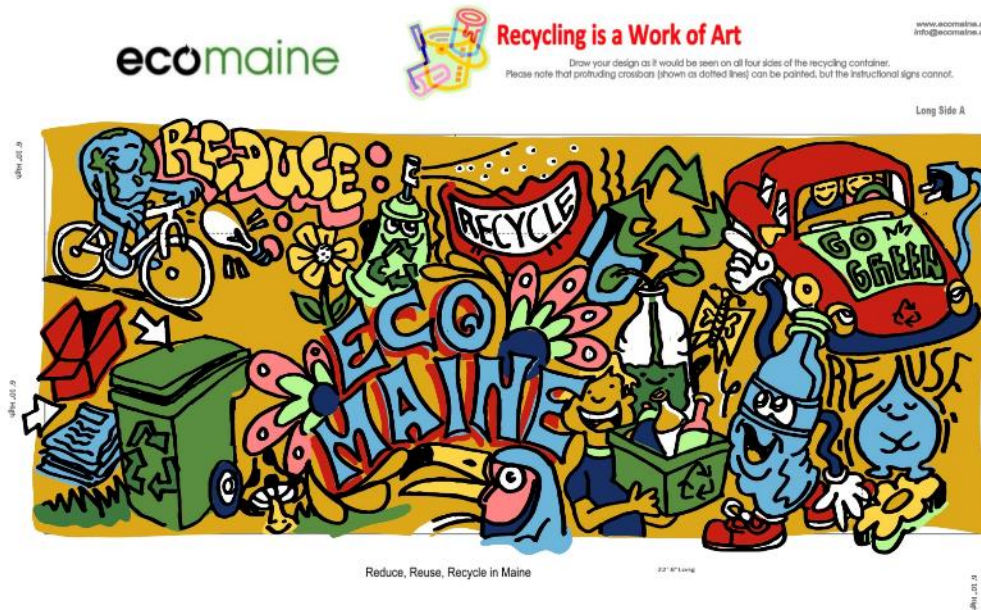
8' High



8' Wide

Attachment B: *Recycling is a Work of Art* painting contest entries, FY22

Spenser MacLeod, Portland (Winner in 2019 & 2020)



Taj Kaback, South Portland

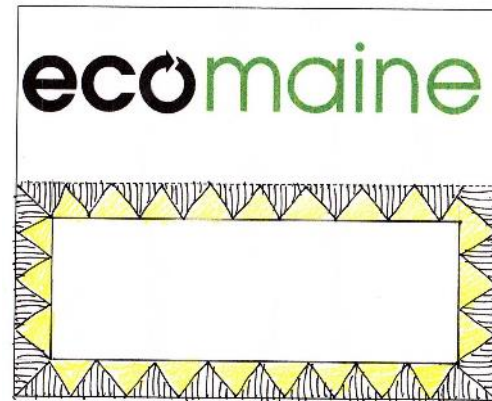
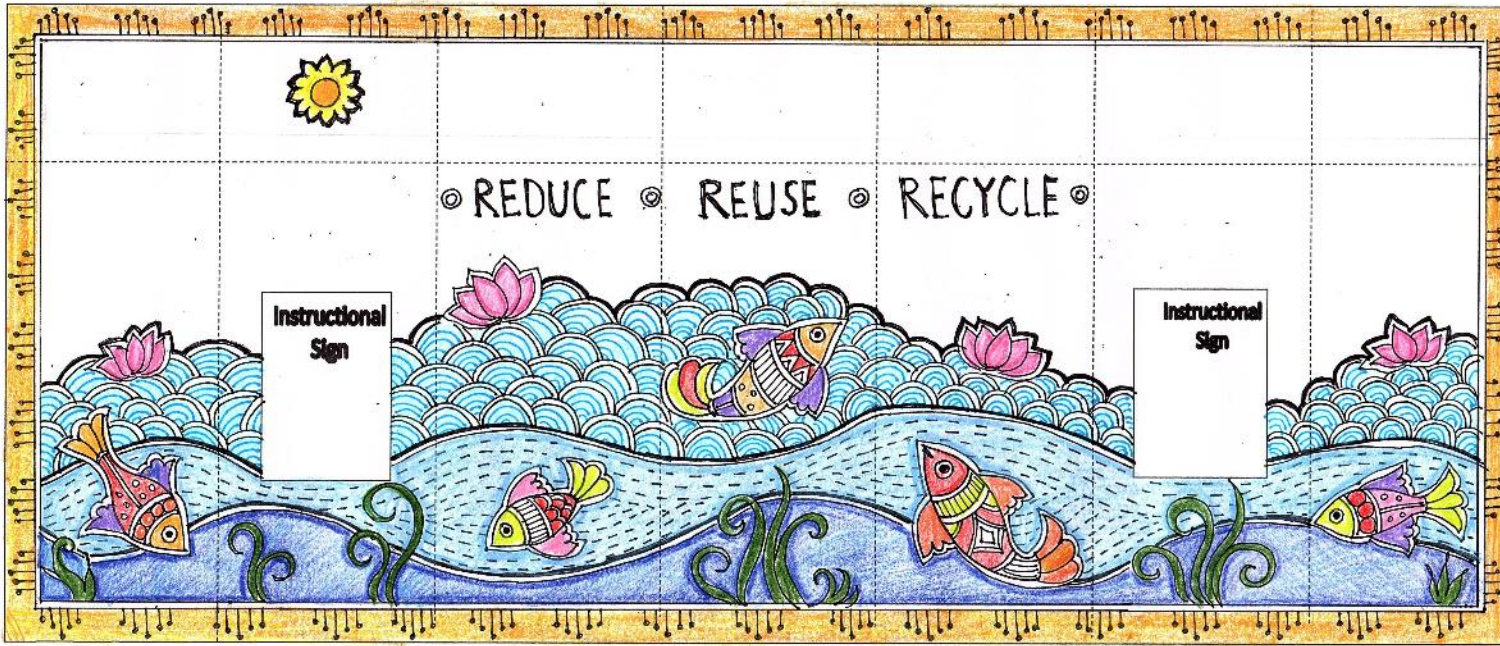


Attachment B: *Recycling is a Work of Art* painting contest entries, FY22

**Valerie Wallace, Orono** (not an ecomaine community)

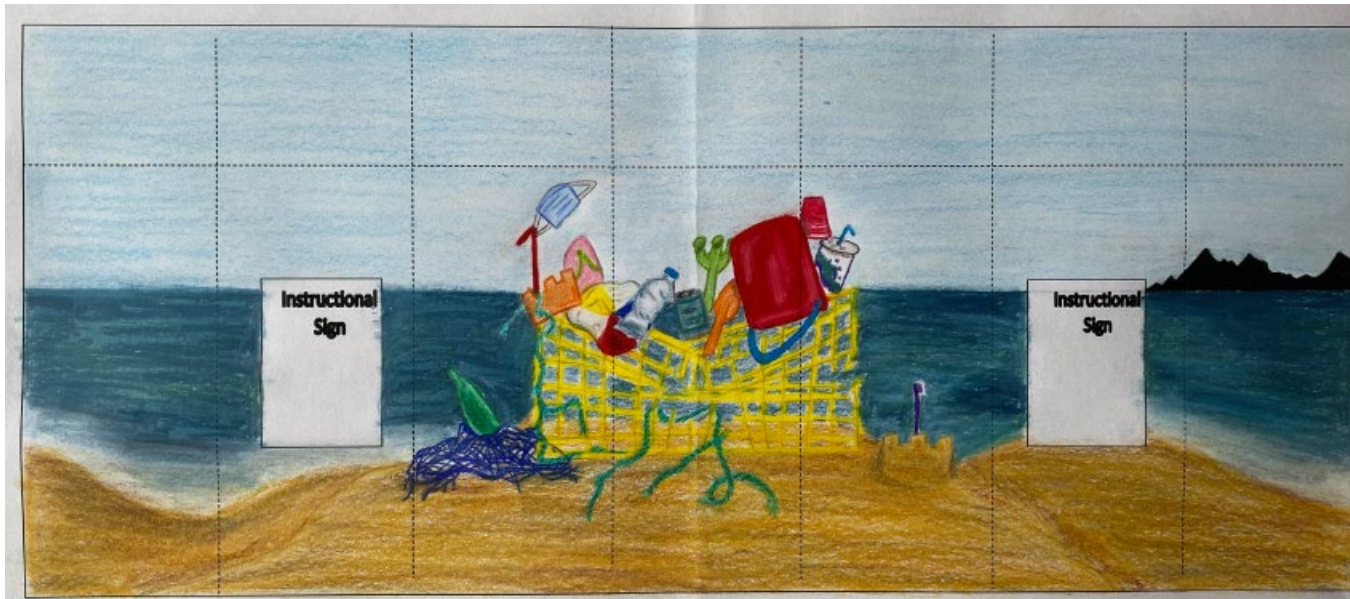
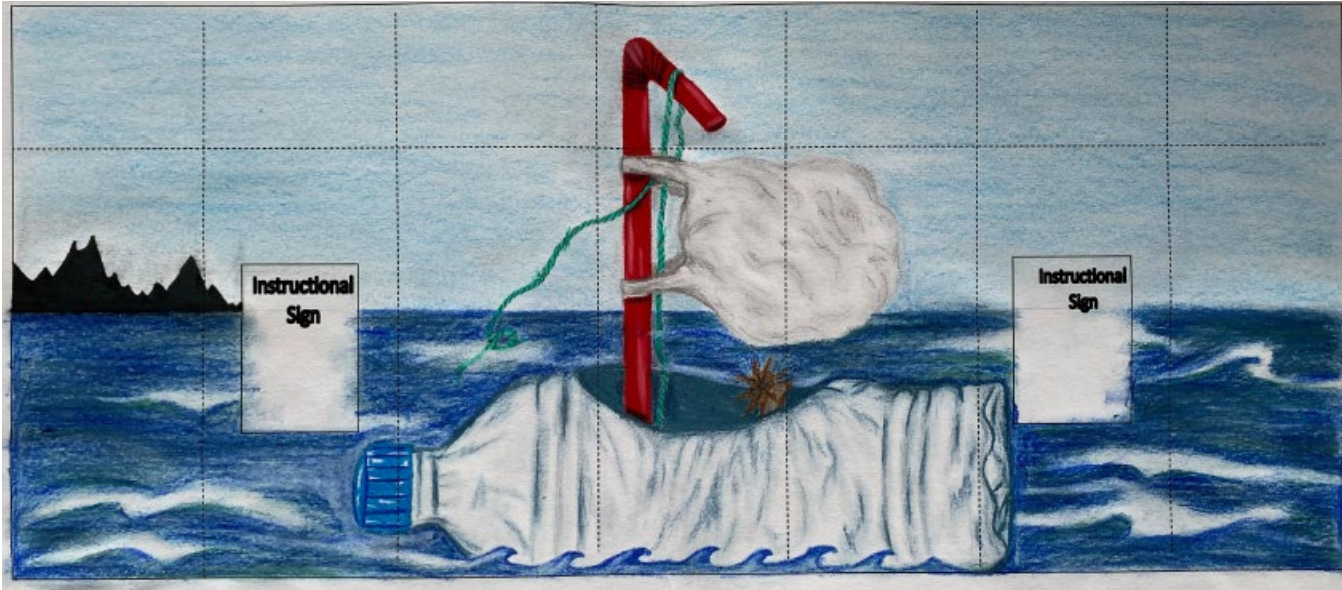


Kavya Seshachar, Cape Elizabeth

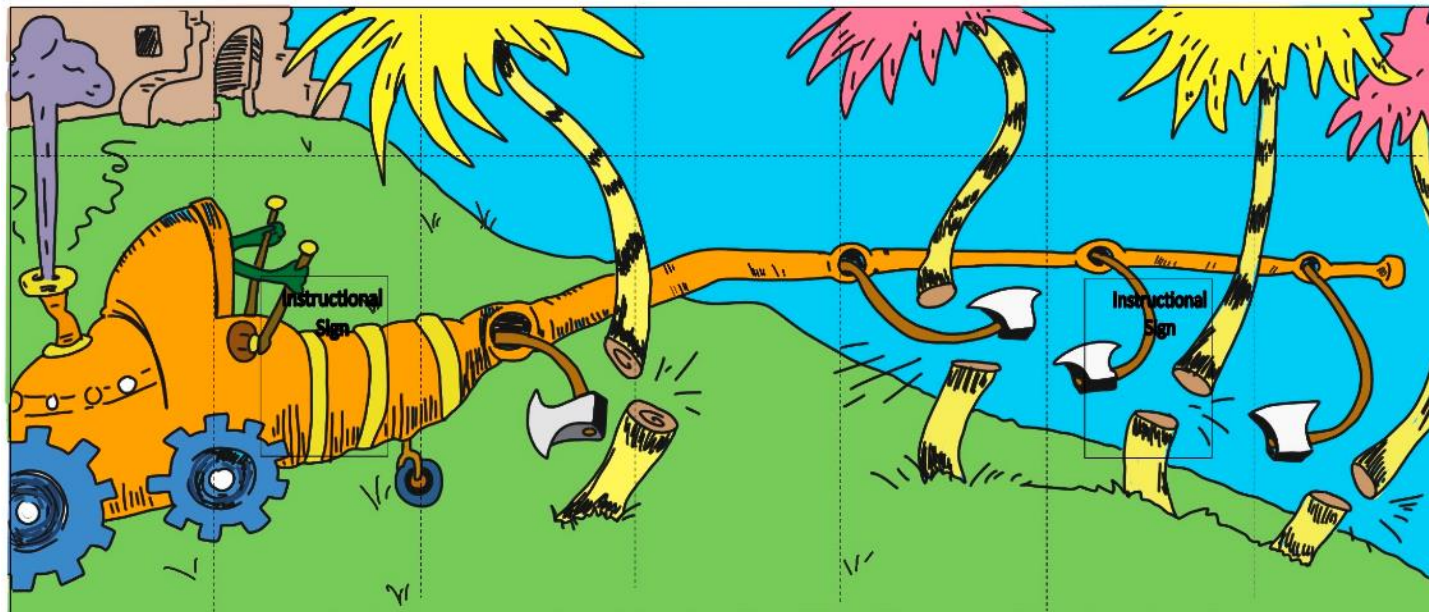
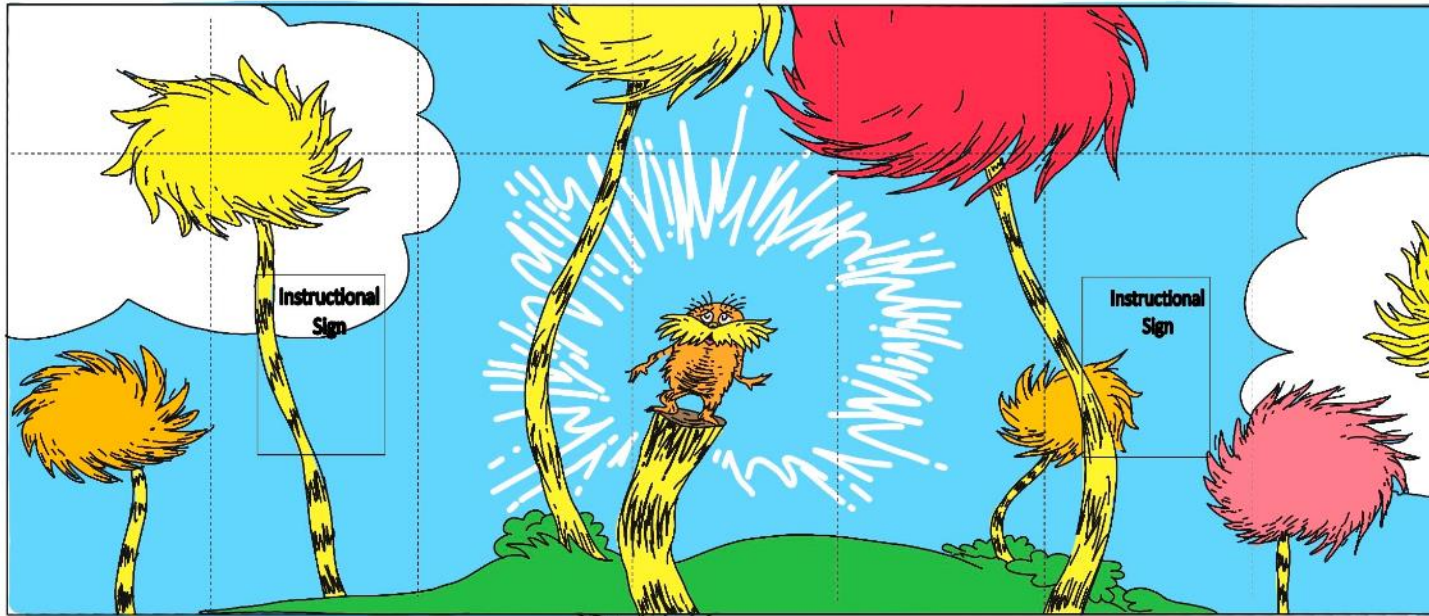


Attachment B: *Recycling is a Work of Art* painting contest entries, FY22

Tricia Boyle, South Portland



Mackenzie Mobley, Portland



**The Opportunity Alliance MaineStay Program, South Portland** (winner in 2020)



# Attachment C1 - FY21 Grants Final

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	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	<i>No cost extension - see addendum. Rpting due 11/30/21 &amp; 5/27/22.</i>		
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	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	X	<i>Not Needed</i>
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	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	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	X	X
Waldo County Technical Center	Liberty	\$945	\$105/month @ 9 mos for recycling collection	Nine months of recycling collection & diversion	X	X	X	Final Rpt not submitted	
Westbrook High School	Westbrook	\$3,500	Two water bottle filling stations (reduction & reuse)	Water stations	X	X	X	X	<i>Not Needed</i>

## Attachment C2

# Board Leadership Report – Communications & Education Communications, Public Relations, & Education Accomplishments for Fiscal Year 2021

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

- Through June / end of FY21, we reached **39,242 people**. This is significantly lower than FY20, due to the loss of the audiences at the Red Claws & Mariners games, and no Common Ground Fair or ecomaine Open House (approximately 35,000 touchpoints). However, the last six months have been quite active, and we still outpaced FY19.
  - FY20 at this point was 55,313. FY19 was 38,008.
- Tagging finished for the spring '21 session; we are now implementing the program as a cost-share initiative. We've had 11 communities express interest in the program.
  - Currently, we are starting with Portland, Saco, Westbrook, Scarborough, and South Portland (Redbank) for July-September
  - We are recruiting for two more interns for Gorham, Sanford, Yarmouth, Falmouth, Cumberland, and Kennebunkport – however, there is a significant dearth of applicants; these communities may be moved to Oct-Dec. '21 if we can't get labor.

### Media Mentions (22 in June; 190 in FY21)

[Ecomaine tagging program to reduce contamination is expanding](#) (Scarborough Leader)

[ecomaine ramps up curbside recycling program into more communities](#) (WGME)

[ecomaine Ramps Up Recycling Reviews](#) (Waste Advantage Magazine)

[Kennebunkport and ecomaine to host summertime recycling event](#) (Kennebunk Post)

[Letters to the Editor – Invitation to Recycling Event](#) (Kennebunk Post)

[A ton of beach trash earns Portland resident sustainability award](#) (The Forecaster)

[Gorham Notes: June 24 - Ecomaine award winner](#) (American Journal)

[ecomaine's 2021 eco-Excellence Award Winners Announced](#) (Waste Advantage Magazine)

## Attachment C2

[Threat to 'hit interns over the head' delays York recycling tagging program](#) (Seacoast Online)

[York recycling tagging program put on hold](#) (WGME)

[Commissioner of Maine DEP to Address ecomaine Annual Meeting](#) (Waste Advantage Magazine)

[Rockland Council returns Monday evening to in-person meetings](#) (Rockland Courier-Gazette)

[Rockland Council OKs \\$14.6 million budget](#) (Rockland Courier-Gazette)

[Brunswick councilors frustrated with Casella negotiations as costs rise 'significantly'](#) (Times Record)

[Going greener, Brunswick to lease electric vehicles, install charging stations for town use](#) (Times Record)

[CHALLENGES OF FIRE PREVENTION AT RECYCLING FACILITIES](#) (American Recycler)

[ecomaine to Celebrate Waste and Recycling Hauling Community, Focus on Safety](#) (Waste Advantage Magazine)

[Maine shoppers prepare for statewide plastic bag ban starting July 1](#) (WGME)

[Recycling bill would give towns needed relief](#) (Bangor Daily News)

[Community Calendar: June 16-June 26](#) (The Forecaster)

[Community Calendar: June 23-July 3](#) (The Forecaster)

[Community Calendar: June 30-July 10](#) (The Forecaster)

## Online & Social Media Metrics...

### Recyclopeda:

- In June, the Recyclopeda saw **11,343** items searched. This is up from 5,030 in June 2020. The total number of items searched is 426,984.
- The widget on web pages was viewed **341,352** times in June on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at 4,878 (an increase of **66** in June.)
- The top 10 searches are: Styrofoam, plastic bags, baby bottles, toilet seats, mattresses, gasoline cans, large plastic storage tubs, rice cookers, glass olive oil bottles, and milk cartons.

## Attachment C2

### **ecomaine.org:**

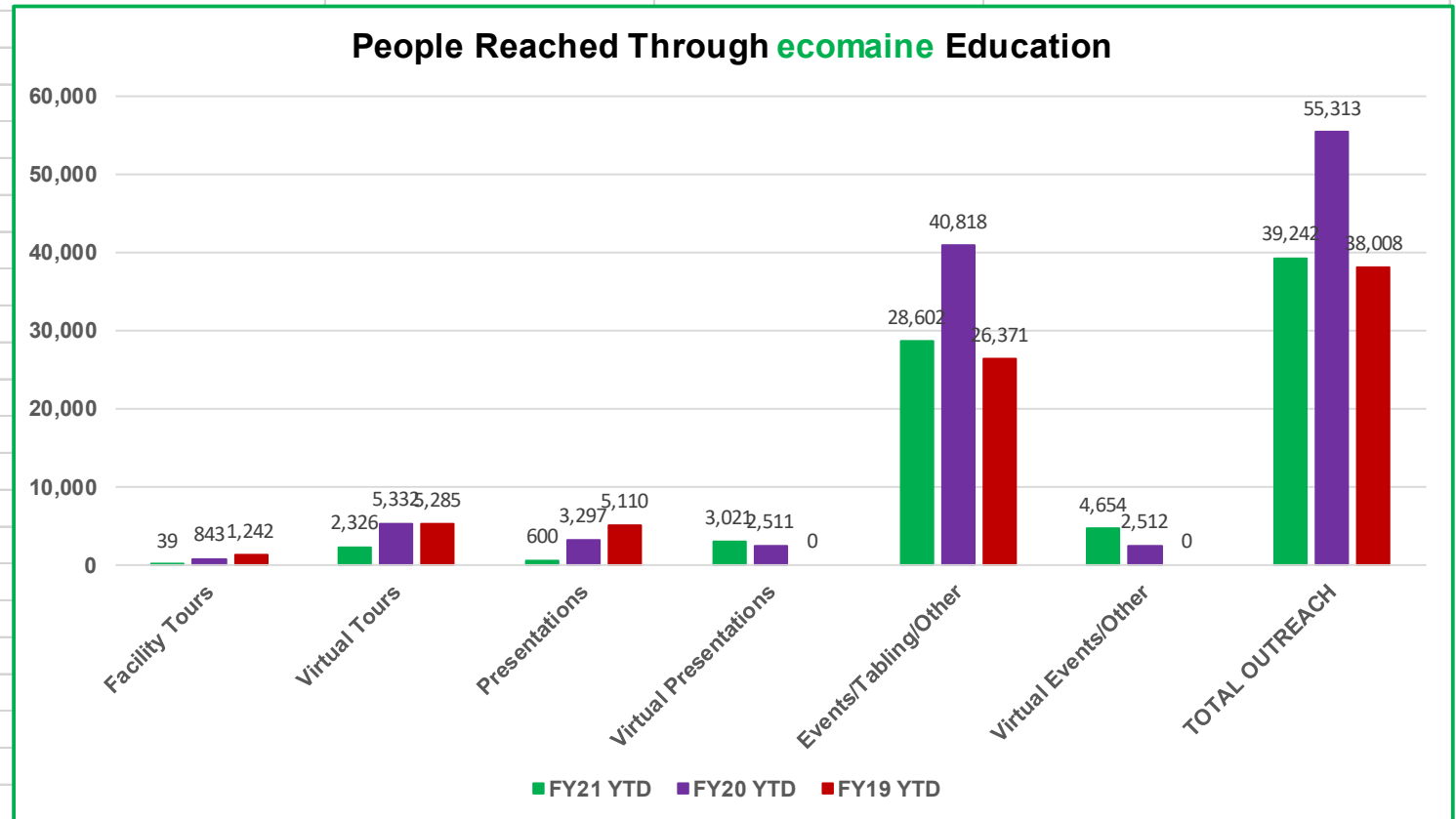
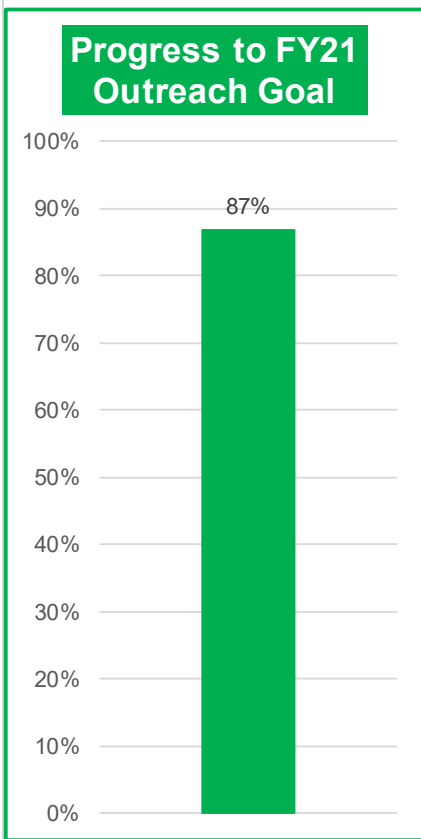
- Total June web traffic was down 13% compared to May; compared to June 2020, this is up 8%.
- Total Page views decreased 10% from May to June; this is up 12% from June 2020.

### **Social Media Stats:**

- **Facebook:**
  - Gained 27 new followers in June (3,280 total)
  - Our top organic post, with 4,417 interactions, was a post of Arnie Vickery's eco-Excellence Award video.
  - Our average daily organic post reach was 535 users in June.
- **Twitter:** Twitter followers increased by 5 to 915 in June, and earned 17,700 tweet impressions, with the top tweet (5,700 impressions) being a post of Maine Beer Company / David Love's eco-Excellence Award video.
- **Instagram:** We had 30 Instagram posts in May, which generated 1,861 likes. We gained 76 new followers for a total of 2,140.

# FY21 **ecomaine** Outreach Summary

	FY21 YTD	FY20 YTD	FY19 YTD	FY21 GOAL
Facility Tours	39	843	1,242	250
Virtual Tours	2,326	5,332	5,285	3,225
Presentations	600	3,297	5,110	900
Virtual Presentations	3,021	2,511	0	2,250
Events/Tabling/Other	28,602	40,818	26,371	30,625
Virtual Events/Other	4,654	2,512	0	8,000
<b>TOTAL OUTREACH</b>	<b>39,242</b>	<b>55,313</b>	<b>38,008</b>	<b>45,250</b>



## Attachment C2

### June 2021 Outreach

6/1/2021	Virtual Presentations	Bridgton Transfer Station Staff	1	Bridgton	Lena	Adult
6/1/2021	Virtual Events/Other	Talbot Elementary Worksheets	90	Portland	Vanessa	Elementary
6/1/2021	Virtual Events/Other	PPS Meal / Food Waste Prevention Cards	400	Portland	Vanessa	Elementary
6/1/2021	Presentations	Thornton Academy	8	Saco	Vanessa	High School
6/1/2021	Presentations	Master Recycler Cohort Presentation	34	Other	Vanessa	Adult
6/1/2021	Virtual Tours	Waterboro Elementary	180	Waterboro	Katrina	Elementary
6/2/2021	Presentations	Seaweed Cannabis RCY Materials	5	South Portland	Katrina	Adult
6/2/2021	Virtual Presentations	Frye Island Transfer Station Staff	1	Frye Island	Lena	Adult
6/3/2021	Virtual Tours	Waterboro Elementary	70	Waterboro	Katrina	Grade 3
6/3/2021	Events/Tabling/Other	Saco Seniors Meal Distribution	150	Saco	Vanessa	Adult
6/4/2021	Presentations	Chelsea Elementary Papermaking	20	Chelsea	Vanessa	Elementary
6/4/2021	Virtual Tours	Fayette Plant Sale Virtual Tour	7	Fayette	Vanessa	Adult
6/5/2021	Events/Tabling/Other	Fayette Plant Sale	60	Fayette	Vanessa	All Ages
6/5/2021	Presentations	Scarborough Girl Scouts	9	Scarborough	Vanessa	Elementary
6/5/2021	Events/Tabling/Other	Saco Bark in the Park	85	Saco	Lena	All Ages
6/7/2021	Presentations	Meeting with Allagash on Sust. Initiatives	3	Portland	Katrina	Adult
6/8/2021	Presentations	Saco Community Center Summer Camp	7	Saco	Vanessa	Elementary
6/9/2021	Facility Tours	Tour with Jessica	1	Hollis	Vanessa	Adult
6/10/2021	Presentations	Brunswick Americorps RCY Discussion	1	Other	Vanessa	Adult
6/17/2021	Events/Tabling/Other	Annual Meeting Tabling	15	Other	Vanessa	Adult
6/22/2021	Virtual Presentations	Podcast with STRIVE	6	South Portland	Katrina	Adult
6/23/2021	Presentations	Seedlings to Sunflowers lesson & papermaking	32	Gorham	Vanessa	Elementary
6/24/2021	Facility Tours	South Portland RCY Committee Tour	6	South Portland	Katrina	Adult
6/25/2021	Facility Tours	North Yarmouth RCY Committee Tour	9	North Yarmouth	Katrina	Adult
6/26/2021	Events/Tabling/Other	Kennebunkport Summer Kick Off	70	Kennebunkport	Vanessa	All Ages
6/26/2021	Events/Tabling/Other	Fryeburg Transfer Station Tabling	95	Fryeburg	Lena	All Ages
6/26/2021	Events/Tabling/Other	Bicycle Coalition of Maine Bike Swap	40	Portland	Katrina	All Ages
6/29/2021	Presentations	Prouts Neck Group Info Session	3	Scarborough	Katrina	All Ages
6/29/2021	Presentations	Microplastics + RCY Presentation	35	Kennebunkport	Vanessa	Adult
6/30/2021	Events/Tabling/Other	Limington Xfer Station Tabling	40	Limington	Vanessa	Adult
6/30/2021	Events/Tabling/Other	Tagging Portland, June	990	Portland	Lena	All Ages
6/30/2021	Events/Tabling/Other	Tagging Scarborough, June	960	Scarborough	Lena	All Ages
6/30/2021	Events/Tabling/Other	Tagging South Portland June	1044	South Portland	Lena	All Ages
6/30/2021	Events/Tabling/Other	Tagging Westbrook June	990	Westbrook	Lena	All Ages
6/30/2021	Events/Tabling/Other	Tagging Yarmouth June	537	Yarmouth	Lena	All Ages

## Attachment C3 – FY22 Metrics

### Board Leadership Report – Communications & Education Communications, Public Relations, & Education Accomplishments for FY22 to date

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

- Through August 2021, we reached **16,241 people**. The spring and summer have picked up significantly in frequency and attendance of/at events and educational opportunities. (This also includes people impacted by the tagging program during this period.)
  - FY21 at this point was 1,557. FY20 was 2,675.
- Tagging: we are now implementing the program as a cost-share initiative. We had 11 communities that expressed interest in the program.
  - Currently, we are starting with Portland, Saco, Westbrook, Scarborough, and South Portland (Redbank) for July-September
  - Gorham, Sanford, Yarmouth, Falmouth, Cumberland, and Kennebunkport must be moved to Oct-Dec. '21.

Media Mentions (25 in July-Aug; 25 in FY22...plus 180+ reprints of AP waste-to-energy article in July '21)

[Pandemic garbage boom ignites debate over waste as energy](#) (Associated Press)

- The AP's story on WTE featuring ecomaine was reprinted / reported on more than **180 times** around North America, including the [Portland Press Herald](#), [ABC National News](#), and more.

[New state recycling law moves costs to producers](#) (Scarborough Leader)

[New recycling law takes aim at corporate packaging](#) (South Portland Sentry)

[Plaudits for Cape Elizabeth United Methodist Church pastor](#) (South Portland Sentry)

[Scarborough Land Trust receives eco-excellence award](#) (Scarborough Leader)

[The Recycle Bin: Updates and corrections](#) (Times Record)

[Drop off your household food scraps at Scarborough Public Works](#) (Scarborough Leader)

[Scarborough continues recycling outreach program](#) (Scarborough Leader)

[Community News – Arundel Conservation Trust plans Trail Fest, Painting contest has recycling theme](#) (Kennebunk Post)

## Attachment C3 – FY22 Metrics

[Community News – Painting contest has a recycling theme](#) (South Portland Sentry)

[Ecomaine accepting designs for Recycling is a Work of Art contest](#) (The Forecaster)

[ecomaine opens 'Recycling is a Work of Art' contest](#) (Penobscot Bay Pilot)

[ecomaine Opens Recycling is a Work of Art Contest](#) (Waste Advantage Magazine)

[SeatMates Podcast - Talking Trash](#) (with Sens. Brenner & Bennett)

[Maine's recycling market recovers after years-long downturn](#) (Portland Press Herald)

[Prices For Recycled Material Have Recovered From A Three Year Slump](#) (Maine Public Radio)

[ecomaine reports rebound in demand for recyclables](#) (Penobscot Bay Pilot)

[Maine's Recycling Market Recovers After Years-Long Downturn](#) (Waste Advantage Magazine)

[Maine woman leads effort to clear trash from Portland's East End Beach](#) (WMTW Channel 8)

[The Recycle Bin: What packaging labels say, and what they're not](#) (Times Record)

[The Recycle Bin: How to recycle lids, caps and covers in Brunswick](#) (Times Record)

[Community Calendar: Aug. 4-14](#) (The Forecaster)

[Community Calendar: Aug. 11-21](#) (The Forecaster)

[Community Calendar: Aug. 18-28](#) (The Forecaster)

[Community Calendar: Aug. 25-Sept. 4](#) (The Forecaster)

## **Online & Social Media Metrics...**

### **Recyclopeda:**

- In August, the Recyclopeda saw **8,769** items searched. This is on par with **8,465** in August 2020. The total number of items searched is 471,013.

### **Attachment C3 – FY22 Metrics**

- The widget on web pages was viewed **367,177** times in August on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at 4,895 (an increase of 12 in August.)
- The top 10 searches are: Styrofoam, plastic bags, baby bottles, mattresses, toilet seats, gasoline cans, large plastic totes, rice cookers, fiber berry containers, glass olive oil bottles, and electronic waste.

#### **ecomaine.org:**

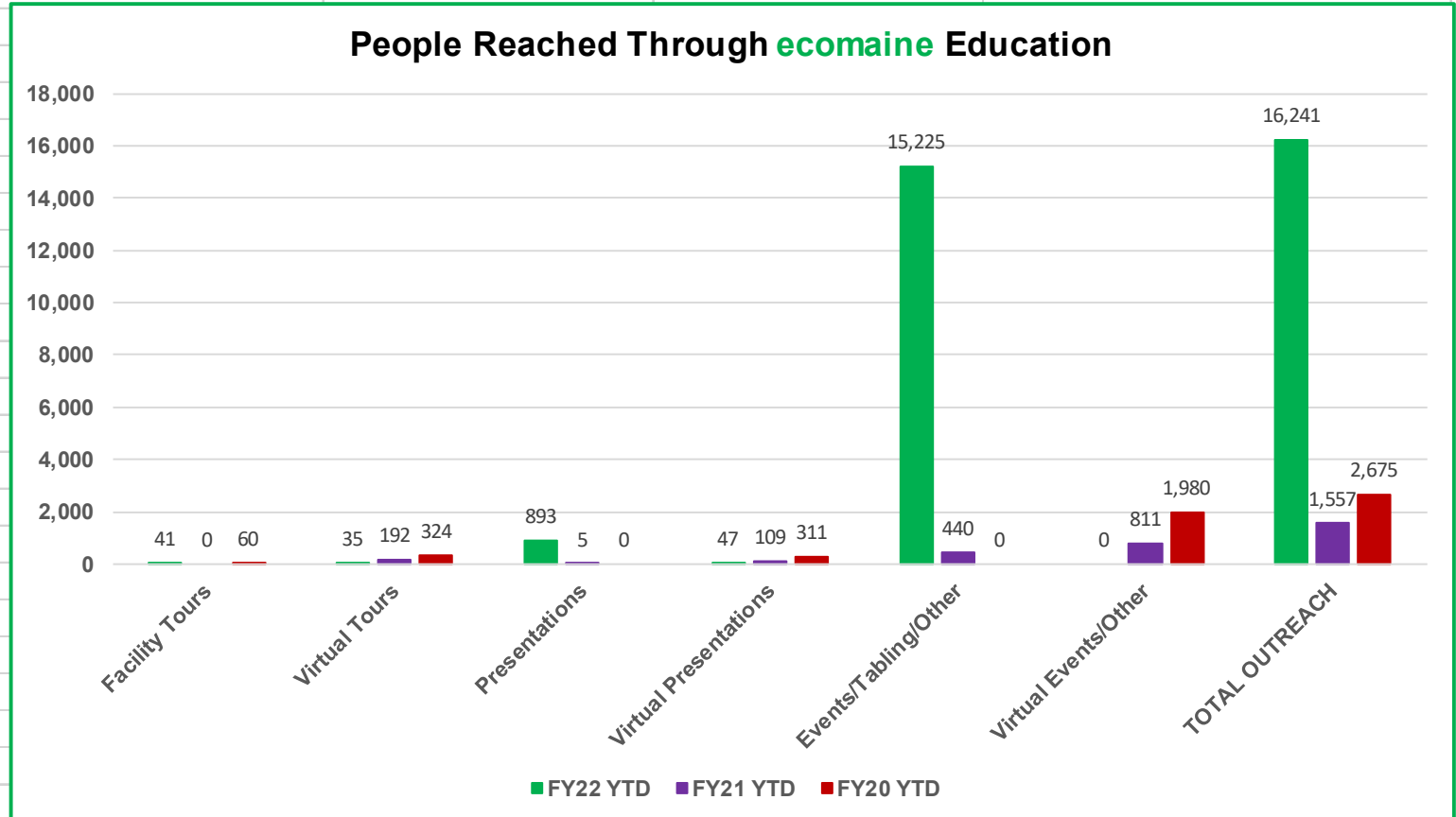
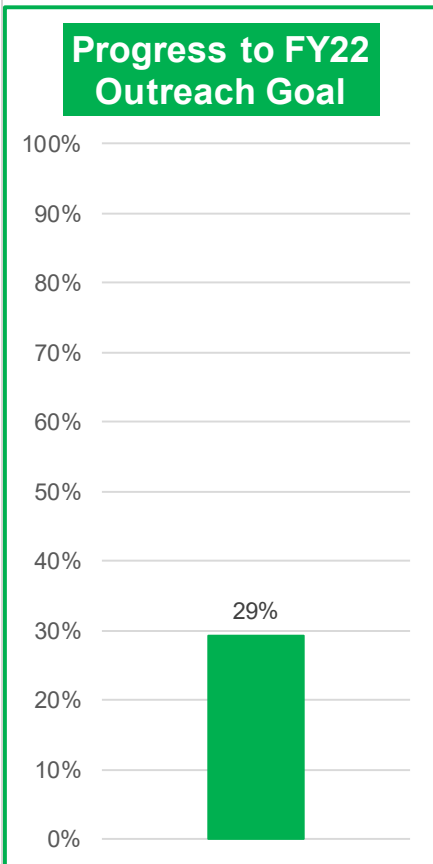
- Total August web traffic was down 17% compared to July; compared to August 2020, this is down 8%.
- Total Page views decreased 22% from July to August; this is down 3% from August 2020 (*one very busy web traffic day in July due to the painting contest announcement accounts for nearly all of this difference.*)

#### **Social Media Stats:**

- **Facebook:**
  - Gained 20 new followers in August (3,305 total)
  - Our top organic post, with 687 interactions, was a post highlighting Maine Beer Company's (ecoX Awardee in '21) commitment to cleaning litter and responsible disposal.
  - Our average daily organic post reach was 340 users in August.
- **Twitter:** Twitter followers increased by 14 to 933 in August, and ecomaine earned 7,000 tweet impressions, with the top tweet (2,217 impressions) being a video post of our paper sorting star screens
- **Instagram:** We had 16 Instagram posts in August, which generated 926 likes. We gained 22 new followers for a total of 2,192.

# FY21 **ecomaine** Outreach Summary

	FY22 YTD	FY21 YTD	FY20 YTD	FY22 GOAL
<b>Facility Tours</b>	41	0	60	1,000
<b>Virtual Tours</b>	35	192	324	3,000
<b>Presentations</b>	893	5	0	3,000
<b>Virtual Presentations</b>	47	109	311	1,500
<b>Events/Tabling/Other</b>	15,225	440	0	44,500
<b>Virtual Events/Other</b>	0	811	1,980	2,500
<b>TOTAL OUTREACH</b>	<b>16,241</b>	<b>1,557</b>	<b>2,675</b>	<b>55,500</b>



## Attachment C3 – FY22 Metrics

### July-August 2021 Outreach

#### Touch Points

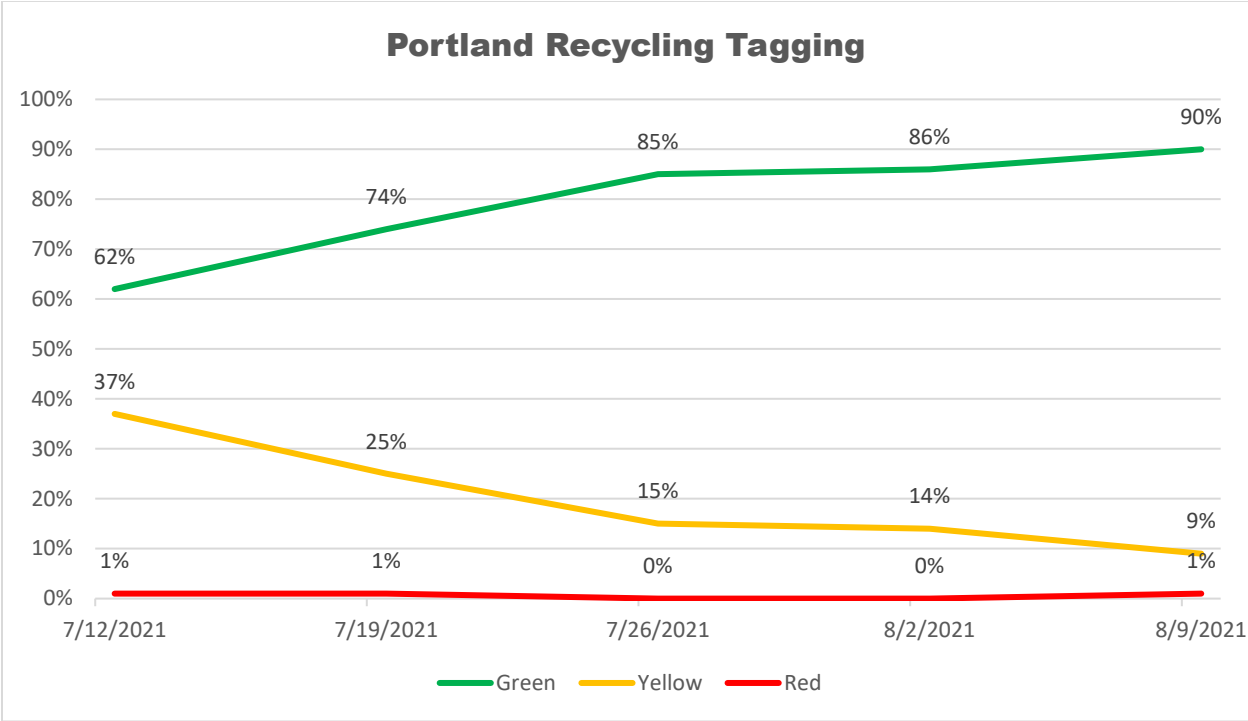
Date	Category	Item	Number Reached	Municipality	Staff	Age
7/1/2021	Presentations	Master Recyclers	45	Other	Vanessa	Adult
7/6/2021	Events/Tabling/Other	Prouts Neck Safety Day Tabling	75	Scarborough	Katrina	All Ages
7/7/2021	Presentations	Portland Community Squash Papermaking	25	Portland	Vanessa	Middle School
7/9/2021	Facility Tours	GPCOG Staff Tour	17	Other	Lena	Adult
7/10/2021	Events/Tabling/Other	Saco HHW Collection Event Tabling	350	Saco	Vanessa	All Ages
7/11/2021	Events/Tabling/Other	Swanville Kickoff	50	Swanville	Katrina	All Ages
7/13/2021	Presentations	Gray Rec Papermaking	38	Gray	Lena	Middle School
7/13/2021	Presentations	MMC RCY Meeting	7	Portland	Katrina	Adult
7/14/2021	Presentations	Portland Community Squash Papermaking	30	Portland	Vanessa	Middle School
7/15/2021	Facility Tours	Maine DEP Staff	5	Other	Vanessa	Adult
7/15/2021	Events/Tabling/Other	Redbank Ice Cream Social	115	South Portland	Lena	All Ages
7/16/2021	Presentations	STRIVE program	10	South Portland	Katrina	Adult
7/17/2021	Events/Tabling/Other	Yarmouth Xfer Station Tabling	175	Yarmouth	Lena	All Ages
7/17/2021	Events/Tabling/Other	Mt. Vernon Craft Fair Tabling	65	Mt. Vernon	Vanessa	All Ages
7/19/2021	Virtual Tours	City of Portland G20 Virt. Tour	8	Portland	Katrina	High School
7/20/2021	Presentations	Toddle Inn Daycare Papermaking	62	Scarborough	Vanessa	Kindergarten
7/21/2021	Presentations	Portland Community Squash Papermaking	25	Portland	Vanessa	Middle School
7/21/2021	Events/Tabling/Other	Rubbish Portland Litter Cleanup	80	Portland	Vanessa	Adult
7/22/2021	Events/Tabling/Other	MMC BBQ Tabling	200	Portland	Katrina	Adult
7/22/2021	Presentations	Alfred Transfer Station Meeting - Education	4	Other	Katrina	Adult
7/22/2021	Presentations	Gray Rec Papermaking	45	Gray	Vanessa	Middle School
7/23/2021	Events/Tabling/Other	Lamoine Xfer Station Tabling	60	Lamoine	Katrina	Adult
7/24/2021	Events/Tabling/Other	Frye Island Xfer Station Tabling	200	Frye Island	Other	All Ages
7/26/2021	Virtual Presentations	Portland Housing Authority Intern MTg.	7	Portland	Katrina	High School
7/27/2021	Presentations	Chelsea Elementary Papermaking	7	Chelsea	Vanessa	All Ages
7/28/2021	Presentations	Portland Community Squash Papermaking	25	Portland	Vanessa	Middle School
7/28/2021	Virtual Tours	Baxter Memorial Library Virt. Tour	5	Gorham	Vanessa	Adult
7/30/2021	Facility Tours	Sappi Staff Tour	4	Westbrook	Katrina	Adult
7/30/2021	Events/Tabling/Other	Munjoy Hill Neighborhood Event Tabling	70	Portland	Katrina	All Ages
7/31/2021	Events/Tabling/Other	Portland Tagging	960	Portland	Lena	All Ages
7/31/2021	Events/Tabling/Other	Saco Tagging	1020	Saco	Lena	All Ages
7/31/2021	Events/Tabling/Other	Westbrook Tagging	1560	Westbrook	Lena	All Ages
7/31/2021	Events/Tabling/Other	Scarborough Tagging	690	Scarborough	Lena	All Ages
7/31/2021	Events/Tabling/Other	South Portland (Redbank) Tagging	1350	South Portland	Lena	All Ages

## Attachment C3 – FY22 Metrics

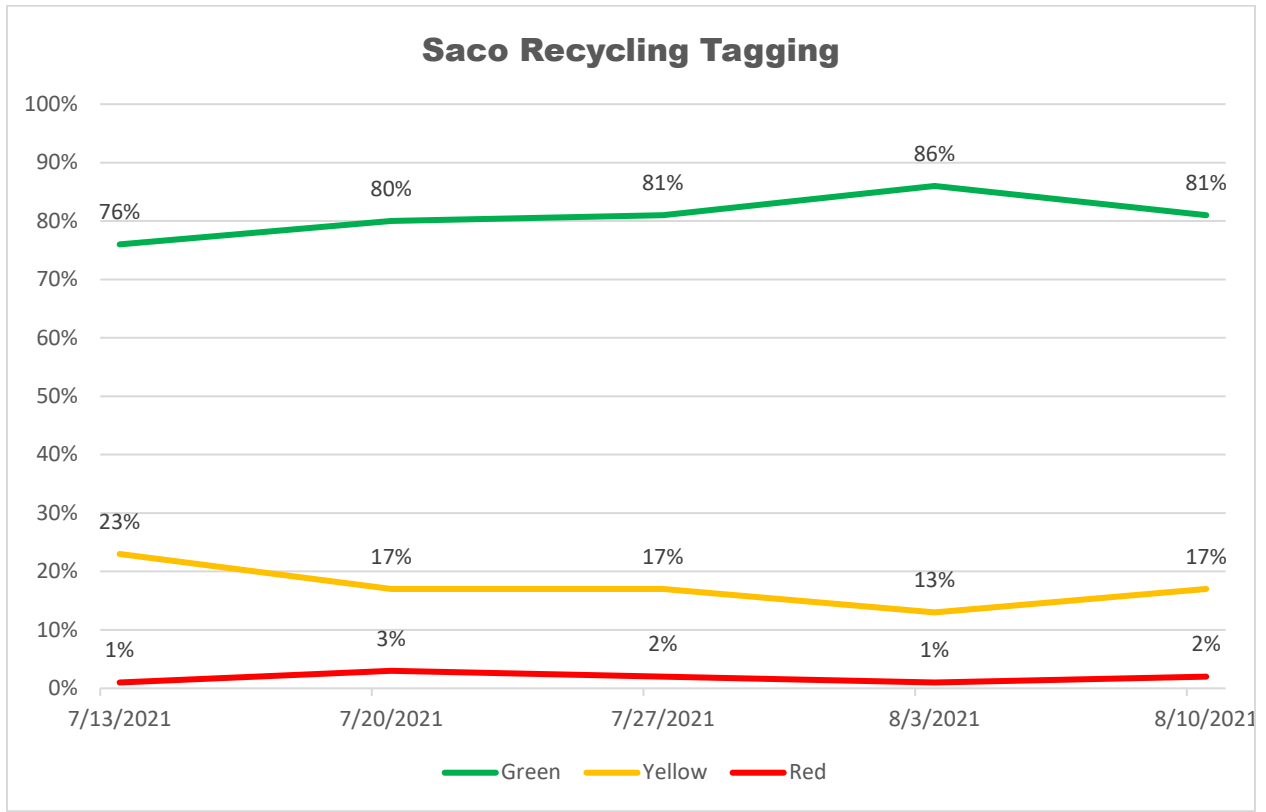
8/2/2021	Presentations	Toddle Inn Daycare Papermaking	70	Cumberland	Vanessa	Kindergarten	PreK - w/ Katrina
8/3/2021	Presentations	Saco Summer Camp Papermaking	40	Saco	Vanessa	Elementary	
8/3/2021	Events/Tabling/Other	Saco Night Out	375	Saco	Vanessa	All Ages	
8/3/2021	Events/Tabling/Other	Portland Night Out Tabling	30	Portland	Katrina	All Ages	
8/4/2021	Events/Tabling/Other	Eben Hill Neighborhood Event Tabling	65	Portland	Katrina	All Ages	
8/7/2021	Presentations	Baxter Memorial Library Papermaking	23	Gorham	Vanessa	Elementary	
8/10/2021	Presentations	Ocean Ave Rec. Presentation	40	Portland	Katrina	Elementary	
8/10/2021	Presentations	Gray Rec Reuse Craft	42	Gray	Lena	Elementary	
8/11/2021	Presentations	East End Rec. Presentation	50	Portland	Katrina	Elementary	
8/12/2021	Presentations	Talbot Elementary Rec Presentation	10	Portland	Katrina	Elementary	
8/12/2021	Presentations	Rowe Elementary Rec Presentation	60	Portland	Katrina	Elementary	
8/12/2021	Presentations	Gray Rec Reuse Craft	53	Gray	Lena	Elementary	
8/12/2021	Presentations	Saco Special Ed Papermaking	25	Saco	Vanessa	All Ages	
8/13/2021	Presentations	Toddle Inn Daycare Papermaking	30	South Portland	Vanessa	Kindergarten	PreK - w/ Katrina
8/13/2021	Presentations	STRIVE program	17	Portland	Katrina	Adult	
8/14/2021	Events/Tabling/Other	Augusta HHW Event	350	Augusta	Vanessa	All Ages	
8/14/2021	Events/Tabling/Other	Hollis Community Day	150	Hollis	Katrina	All Ages	
8/14/2021	Events/Tabling/Other	Gray Blueberry Festival	315	Gray	Lena	All Ages	
8/16/2021	Facility Tours	Gorham Retired Teachers Group	13	Gorham	Vanessa	Adult	w/ Lena
8/17/2021	Virtual Tours	Woods at Canco Retirement Community	22	Portland	Katrina	Adult	
8/17/2021	Virtual Presentations	Toddle Inn Upcycle Activity	40	Other	Vanessa	Kindergarten	PreK - Auburn location
8/19/2021	Presentations	Toddle Inn Daycare Papermaking	50	Westbrook	Vanessa	Kindergarten	PreK - w/ Lena
8/20/2021	Events/Tabling/Other	Riverton Block Party	60	Portland	Katrina	All Ages	
8/20/2021	Events/Tabling/Other	Scarborough Summerfest	275	Scarborough	Lena	All Ages	Split between Lena/Vanessa
8/20/2021	Events/Tabling/Other	Scarborough Summerfest	275	Scarborough	Vanessa	All Ages	Split between Lena/Vanessa
8/21/2021	Events/Tabling/Other	Gray HHW Event	245	Gray	Lena	All Ages	
8/21/2021	Events/Tabling/Other	Ruth's Reusables Opening Teacher Day	75	Portland	Katrina	Adult	Portland location but from all over...
8/22/2021	Events/Tabling/Other	Harrison Transfer Station Tabling	175	Harrison	Lena	All Ages	
8/23/2021	Presentations	Partners for World Health Meeting/Presentation	5	Portland	Lena	Adult	
8/23/2021	Presentations	Toddle Inn Daycare Papermaking	55	Gorham	Vanessa	Kindergarten	PreK - w/ Katrina
8/24/2021	Facility Tours	Michael Barden Tour	2	Limington	Lena	Adult	
8/25/2021	Events/Tabling/Other	LL Bean Maine Makers Event Table	100	Freeport	Vanessa	All Ages	
8/29/2021	Events/Tabling/Other	Pet Rock in the Park Event @ Deering Oaks		Portland	Katrina	All Ages	
8/31/2021	Events/Tabling/Other	Portland Tagging	990	Portland	Lena	All Ages	Tagging Program
8/31/2021	Events/Tabling/Other	Saco Tagging	1065	Saco	Lena	All Ages	Tagging Program
8/31/2021	Events/Tabling/Other	Westbrook Tagging	1650	Westbrook	Lena	All Ages	Tagging Program
8/31/2021	Events/Tabling/Other	Scarborough Tagging	660	Scarborough	Lena	All Ages	Tagging Program
8/31/2021	Events/Tabling/Other	South Portland (Redbank) Tagging	1350	South Portland	Lena	All Ages	Tagging Program

# Attachment D: Recycling Tagging Program, FY22 Update

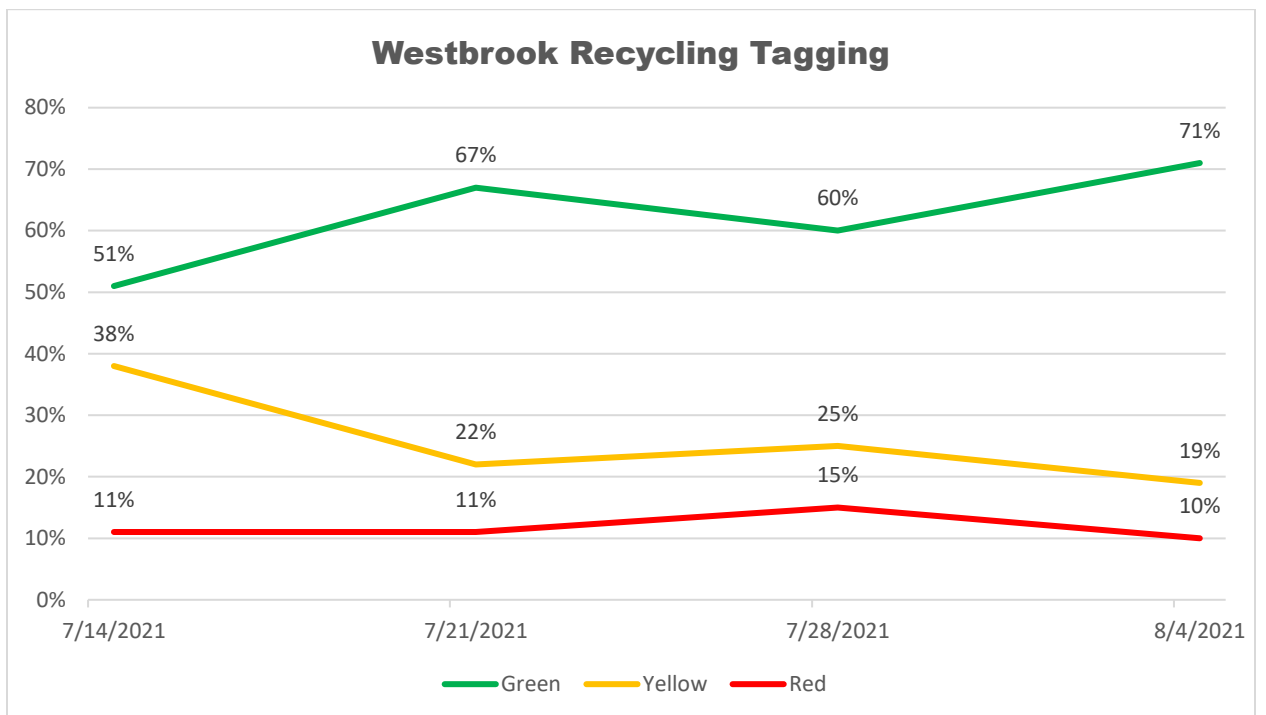
## Portland (Mondays)



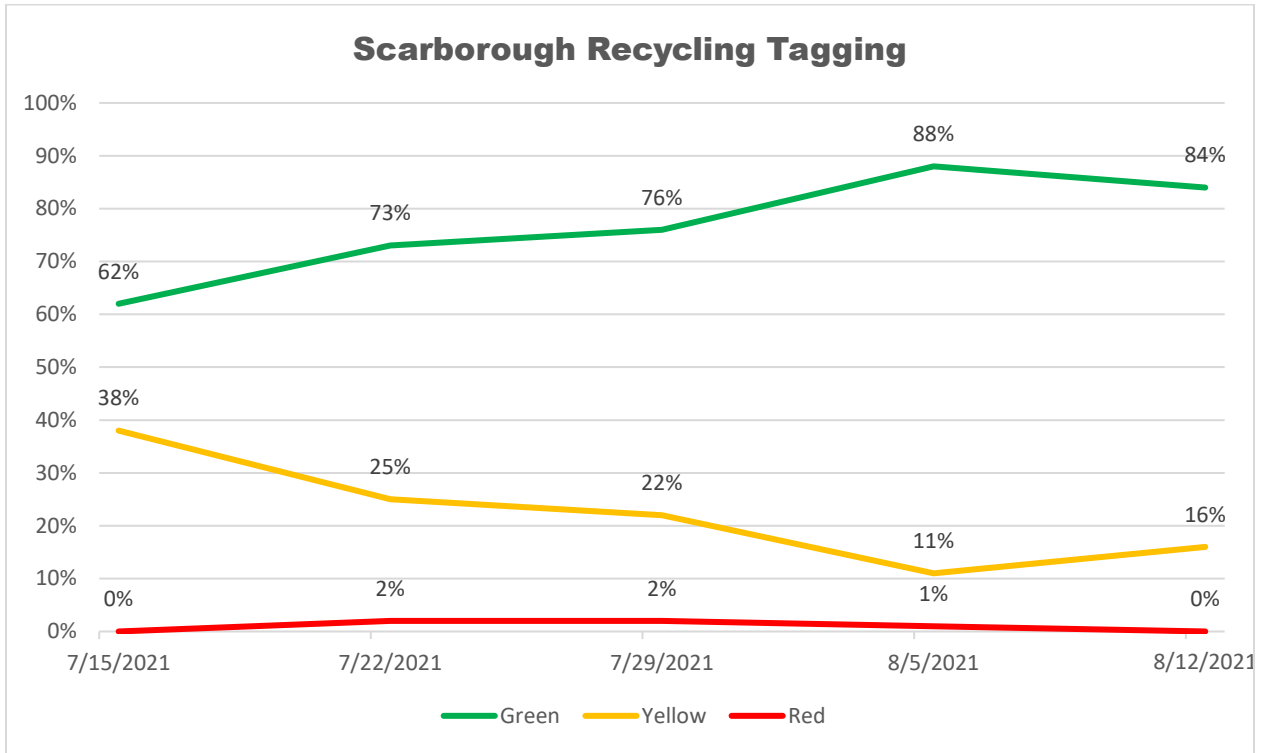
**Saco (Tuesdays)**



**Westbrook (Wednesdays)**



**Scarborough (Thursdays)**



**South Portland (Redbank Village, Fridays)**

