

ecomaine

Memorandum

DATE: October 28, 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 November 4, 2021 at 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. Manager Reports:
 - Update – Upcoming eco Excellence Awards Nominations (*Attachment B*)
 - Update – Recycling Market Report & Contamination (*Presentation*)
 - Update – Outreach & Education, Website, & P.R. Metrics (*Attachment C*)
3. Other

Future Committee Meetings:

Finance & Audit Committee	11/18/2021 @ 3pm
Executive Committee	11/18/2021 @ 4pm
Executive Committee	12/16/2021 @ 4pm
Finance & Audit Committee	01/20/2022 @ 3pm
Full Board of Directors	01/20/2022 @ 4pm
Outreach & Recycling Committee	02/10/2022 @ 3pm
Executive Committee	02/10/2022 @ 4pm
Full Board of Directors	03/17/2022 @ 4pm
Finance & Audit Budget	03/24/2022 @ 4pm
Outreach & Recycling Committee	04/14/2022 @ 4pm
Full Board of Directors	04/21/2022 @ 4pm
Finance & Audit Committee	05/19/2022 @ 3pm
Executive Committee	05/19/2022 @ 4pm
Outreach & Recycling Committee	05/26/2022 @ 4pm
Annual Board Meeting	06/16/2022 @ 11:30am

DATE: September 9, 2021
TO: Chair and Members of the Board
FROM: Kevin H. Roche, CEO
SUBJECT: Outreach & Recycling Committee Minutes – September 9, 2021

The **ecomaine** Outreach & Recycling Committee met September 9 via Zoom. The meeting was called to order at 4:02 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Rob Wood moved to approve May minutes, Erik Street seconded and all unanimously approved.
2. Judging of Recycling is a Work of Art painting contest
The Committee unanimously approved the six winning entries:
 - Maddy Corson, Yarmouth (Maine Wildlife & Recycling)
 - Spenser MacLeod, Portland (3 R's & Zero Waste)
 - Taj Kaback, South Portland (Recycling & Nature)
 - Kavya Seshachar, Cape Elizabeth (3 R's & Wildlife with patterns)
 - Tricia Boyle, South Portland (Don't Litter / Recycle)
 - Opportunity Alliance's Maine Stay Program, South Portland (3 R's in Space)
3. Recap of FY21 & FY22 Update
 - Staff provided a recap of FY21, including grants and outreach & PR metrics, as well as an update on FY22 to-date.
4. Update – Recycling Tagging Program
 - Staff provided an update on the current tagging program, as well as the future of the initiative.
5. Looking Ahead to FY22
 - Staff provided an overview of the timeline for FY22's programming, including the Open House (cancelled), eco-Excellence Awards, the Upcycle Challenge, and FY22 School Recycling Grants.
6. Recycling Market Report & Contamination Update
 - Staff provided an overview of recent market activity and pricing for recyclable commodities and contamination tracking.
7. Other/New Business
 - Staff gave an overview of the recent recycling facility improvements to the drum feeder.

Jamie Garvin made the motion to adjourn at 5:13 p.m. Rob Wood seconded. All approved.

Attendees: Caleb Hemphill, Erik Street, Jamie Garvin, Rob Wood, Linda Boudreau, Dena Libner, Troy Moon

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

DRAFT

Attachment B – eco-Excellence Award Nominations & Promotions

2022 eco-Excellence Awards Key Dates & Items

November 8, 2021:

- Nominations Open
- Press Release Issued
- Emails to Organizational Stakeholders, 'Friends of ecomaine' e-blast
- Social Media Posts & Promotions
 - *2021 Videos make for great promotional tools in 2022.*

Throughout Nomination Period: email reminders; social media posts & promotions continue

January 30, 2022: Deadline for Nominations

February 10, 2022: Outreach & Recycling Committee deliberation, 3:00 p.m.

March TBD: Awards Ceremony & Luncheon, if possible (if public health concerns persist, staff will adjust as in 2021)

2022 eco-Excellence Awards email promotion

Dear friends of **ecomaine**:

It's one of our favorite times of year – eco-Excellence Award nomination season!

ecomaine is once again recognizing the champions of sustainability in our communities through the **ecomaine eco-Excellence Awards**. We are accepting nominees for this year's awards through **Sunday, January 30, 2022**.

Nominations are being accepted through our [web form at ecomaine.org](https://ecomaine.org) – it only takes a few minutes!

Awards criteria:

- Nominees must be located in or serve one of the [70 ecomaine member communities](#).
- Nominees can be businesses, schools, nonprofits, municipalities/staff, or individuals and will be selected based on the effectiveness, increased awareness, community impact, and ease of replication of their sustainability programs or initiatives.

Learn more about these awards by reading about last year's winners [here](#). And stay tuned for a save-the-date for the awards ceremony in March!

Don't let your community miss out – nominate an eco-hero in your community today!



Attachment B – eco-Excellence Award Nominations & Promotions



For immediate release

Contact: Matt Grondin, Communications Manager

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grondin@ecomaine.org

ecomaine calls for 2022 eco-Excellence Award nominations

Portland-based recycling and waste manager to celebrate leaders in sustainability from across Maine

PORTLAND, Maine (November 8, 2021) –Today, ecomaine, Maine’s leader in single-sort recycling and sustainable waste management, opened its call for nominations for the 2022 eco-Excellence Awards. The Awards are designed to recognize and celebrate champions in Maine who are focused on recycling and waste diversion, and who are leading their communities toward greater models of sustainability.

As Maine’s pioneer of single-sort recycling and provider of waste-to-energy solutions, ecomaine is pleased to announce that nominees may live or work in any of its member communities, and may be nominated through Sunday, January 30, 2022.

Caleb Hemphill, Chair of ecomaine’s Outreach & Recycling Committee said, “It is clear that Maine is a state full of people who are devoted to our natural environment and keeping it clean for generations to come. The eco-Excellence Awards are one way ecomaine can help to recognize and promote these efforts.”

Nominees must be located in or serve one of 70 ecomaine communities. Nominees can be businesses, schools, nonprofits, municipalities or staff, or individuals and will be selected based on the effectiveness, increased awareness, community impact, and ease of replication of their sustainability programs or initiatives. Preference will be given to nominees in the areas of sustainable waste management, recycling, composting, etc. Submissions will be judged by ecomaine’s Outreach & Recycling Committee and awarded on February 10, 2022

The 2021 eco-Excellence Awards were given to:

- Arnold Vickery, Hollis
- David Love & Maine Beer Company, Freeport
- Curtis Dimock & the staff from the Yarmouth Transfer Station
- The Ecology School, Saco
- Rev. Priscilla Dreyman, Cape Elizabeth United Methodist Church
- Mary Vertz & The Casco Bay Cleanup Project, Portland
- Kelly Meslin, Town of Gorham
- Scarborough Land Trust

About ecomaine

ecomaine, the nonprofit, recycling and waste-to-energy operation that serves a third of the state’s population, is in Portland, Maine. The eco-Excellence Awards is an annual program organized by ecomaine to recognize businesses, schools, or individuals in any of ecomaine’s 70 member communities. Winners are selected based on the effectiveness, increased awareness, community impact, and ease of replication of their sustainability programs or initiatives.

WEB LANDING PAGE & NOMINATION FORM

ECOMAINE'S ECO-EXCELLENCE AWARDS

NOMINATIONS FOR THE 2022 ECO-EXCELLENCE AWARDS ARE NOW OPEN! PLEASE SUBMIT YOUR NOMINATION TODAY!



ecomaine is proud to recognize the champions of sustainability in our communities through the ecomaine eco-Excellence Awards every March.

Nominations are always accepted through our web form below (*preferred*), or you can email a completed [nomination form](#) to info@ecomaine.org. Awards criteria: Nominees must be located in or serve one of [ecomaine's communities](#).

Nominees can be businesses, schools, nonprofits, municipalities/staff, or individuals and will be selected based on the effectiveness, increased awareness, community impact, and ease of replication of their sustainability programs or initiatives. **Preference will be given to activities in the area of waste management, recycling, composting, etc.**

The Awards luncheon will be held in March each year. In the meantime, start thinking about the eco-heroes in your city or town and submit your nomination below. Don't let your community miss out!

Attachment B – eco-Excellence Award Nominations & Promotions

2022 ECO-EXCELLENCE AWARD NOMINATION FORM

Complete this form to nominate an individual or a business for the coveted ecomaine eco-Excellence Award.

Municipality

Please list the town where the nominee lives or works. Nominees must live, work or be located in the municipality for which the award will be given; that community must be an ecomaine community.

Award Nominee (Please indicate whether this is an Individual, Non-Profit, Municipality, or Business) *

Nominee's Address *

Street Address

Address Line 2

City

ZIP / Postal Code

State / Province / Region

Country

Nominee's Email *

Nominee's Phone *

Award Nominator *

Nominator's Address *

Attachment B – eco-Excellence Award Nominations & Promotions

Street Address

Address Line 2

City

State / Province / Region

ZIP / Postal Code

Country

Nominator's Email *

Nominator's Phone *

Reason for Nomination - 100-250 words. Please See Criteria Below *

Please use between 100-250 words to describe the reason for this nomination. Award Criteria: Effectiveness, Increasing Awareness, Community Impact and Ease of Replication. Each municipality may have an award winner in both the community and the business categories. Preference is given to efforts related to sustainable waste management, recycling, composting, etc. Any person or organization may submit multiple entries; self-nomination is allowed. All effort or activities in support of sustainability are eligible for award, regardless of size or scope. Award recipients may be individuals, organizations or businesses. There is no age limit. The nominated activity must have occurred during the past year or be ongoing to be eligible. Nominees must live, work or be located in the municipality for which the award will be given; that municipality must be an ecomaine community.

Attachment C – Outreach, Education, Website, & P.R. Metrics

P.R. & Community Outreach...

- Through September 2021, we reached **19,287 people** through educational outreach. September was a significant month for transfer station tabling.
 - FY21 at this point was 5,912. FY20 was 8,080. (Please see charts for more details.)
- Painting Contest: The Outreach & Recycling Committee awarded six designs to be painted as part of ecomaine's *Recycling is a Work of Art* contest. (One entry has not returned multiple contacts, so the five responding winners are below...)
 - Maddy Corson of Yarmouth, for her design of wildlife and recycling
 - Spenser MacLeod of Portland for a reduce/reuse/recycle and zero waste theme
 - Kavya Seshachar from Cape Elizabeth for a detailed patterns of wildlife and the 3 R's
 - Tricia Boyle of South Portland, who submitted a beach theme to remind Mainers to reduce, reuse, and recycle
 - Opportunity Alliance's Maine Stay Program, and their design of the 3 R's in space
- Tagging: We finished the tagging program for 2021 with similar success in increasing green tags as we have seen in the past. Due to staffing issues, we will aim to re-launch the program in 2022.

Media Mentions (19 in September; 44 total in FY22...plus 180+ reprints of AP article in July '21)

[Maine passes a law requiring companies to pay for their own recycling](#) (CNBC)

[Community News – Cape Elizabeth, South Portland residents named ecomaine 'Recycling is a Work of Art' winners](#) (South Portland Cape Elizabeth Sentry)

[ecomaine Names Winners of Annual Recycling is a Work of Art Painting Contest](#) (Waste Advantage Magazine)

[Community News – Cape Elizabeth, South Portland residents named ecomaine 'Recycling is a Work of Art' winners](#) (OurCommunityNow.com)

[Recycling prices are rebounding](#) (Scarborough Leader)

[Trying to recycle the wrong materials drives up costs for everybody](#) (Times Record)

[The Recycle Bin: Waste-to-energy a better alternative to landfills](#) (Times Record)

Attachment C – Outreach, Education, Website, & P.R. Metrics

[The Recycle Bin: Waste to energy safety](#) (Times Record)

[First Person Perspective: Global pandemic reinforces importance of local recycling programs](#) (NERC News – *reprint of Resource Recycling article*)

[Remember the Connection](#) (GPCOG Blog)

[Recycled Thoughts: Part one](#) (Daily Bulldog)

[Scarborough committee approves solar ordinance](#) (Scarborough Leader)

[Here's what to do with the shells after you've eaten your shellfish](#) (Times Record)

[Obituary: Rodney Howard](#) (Portland Press Herald)

[Berwick Public Library news Sept. 24 – Oct. 1](#) (Foster's Daily Democrat)

[Berwick Public Library events for the week of Oct. 1 to 8](#) (Foster's Daily Democrat)

[Community Calendar: Sept. 8-18](#) (The Forecaster)

[Community Calendar: Sept. 22 – Oct. 2](#) (The Forecaster)

[Community Calendar: Sept. 9 – Oct. 9](#) (The Forecaster)

Online & Social Media Metrics...

Recyclopedia:

- In September, the Recyclopedia saw **18,943** items searched. This is increased from **13,223** in September 2020. The total number of items searched is 494,628.
- The widget on web pages was viewed **381,365** times in September on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at 4,927 (an increase of 32 in September.)
- The top 10 searches are: Styrofoam, plastic bags, baby bottles, mattresses, gasoline cans, toilet seats, large plastic totes, rice cookers, glass olive oil bottles, and electronic waste.

ecomaine.org:

- Total September web traffic was down 4% compared to August; compared to September 2020, this is down 9%.
- Total Page views increased 4% from August to September; this is down 18% from September 2020

Attachment C – Outreach, Education, Website, & P.R. Metrics

Social Media Stats:

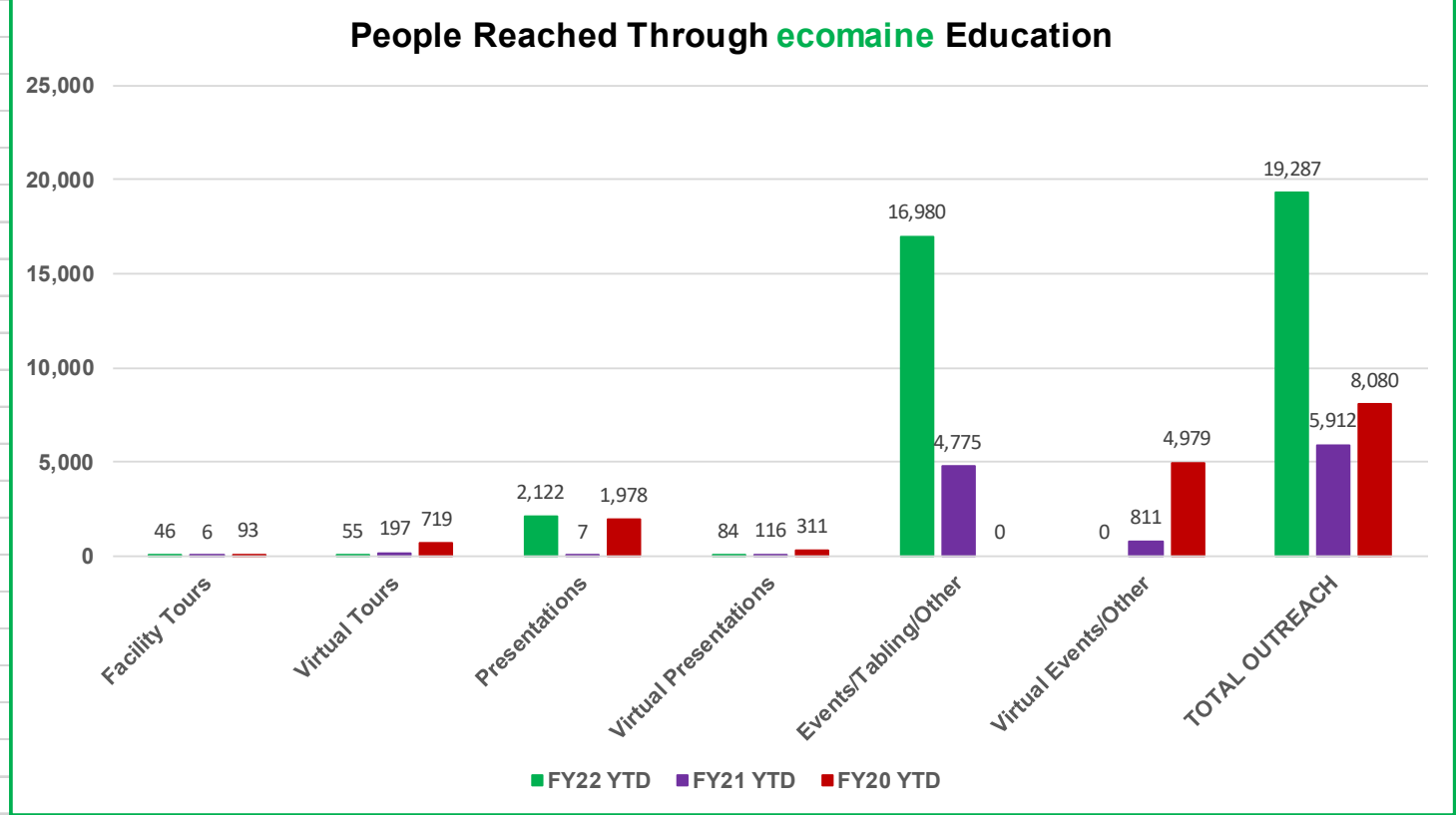
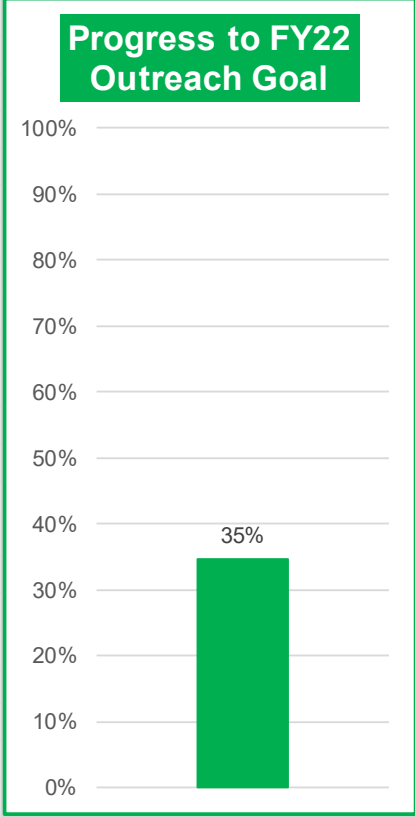
- **Facebook:**
 - Gained 23 new followers in September (3,328 total)
 - Our top organic post, with 1,358 interactions, was a post promoting the recyclability of pizza boxes
 - Our average daily organic post reach was 362 users in September.

- **Twitter:** Twitter followers increased by 9 to 942 in September, and ecomaine earned 8,340 tweet impressions, with the top tweet (2,425 impressions) being a post of the City of Portland’s new business waste/sustainability guide.

- **Instagram:** We had 24 Instagram posts in September, which generated 570 likes. We gained 21 new followers for a total of 2,213.

FY22 **ecomaine** Outreach Summary

	FY22 YTD	FY21 YTD	FY20 YTD	FY22 GOAL
Facility Tours	46	6	93	1,000
Virtual Tours	55	197	719	3,000
Presentations	2,122	7	1,978	3,000
Virtual Presentations	84	116	311	1,500
Events/Tabling/Other	16,980	4,775	0	44,500
Virtual Events/Other	0	811	4,979	2,500
TOTAL OUTREACH	19,287	5,912	8,080	55,500



Attachment C – Outreach, Education, Website, & P.R. Metrics

September 2021 Outreach

9/1/2021	Presentations	South Portland HS Freshman/Soph's	480	South Portland	Katrina	High School	
9/1/2021	Presentations	Master Recyclers	100	Other	Vanessa	Adult	
9/2/2021	Presentations	South Portland HS Jr/Sr's	480	South Portland	Katrina	High School	
9/7/2021	Events/Tabling/Other	SMCC Campus Festival Tabling	30	South Portland	Katrina	College	
9/8/2021	Events/Tabling/Other	Waterboro Transfer Station Tabling	120	Waterboro	Katrina	All Ages	
9/11/2021	Events/Tabling/Other	OOB-Saco-Scarborough HHW Event	380	Old Orchard Beach	Vanessa	All Ages	
9/11/2021	Events/Tabling/Other	Yarmouth HHW Event Tabling	180	Yarmouth	Katrina	All Ages	
9/12/2021	Events/Tabling/Other	Bridgton Transfer Station Tabline	225	Bridgton	Lena	All Ages	
9/14/2021	Presentations	Scarborough Comm. Ctr. Papermaking	5	Scarborough	Vanessa	All Ages	
9/16/2021	Events/Tabling/Other	Maine Beer Shed RCY Kickoff	50	Other	Vanessa	All Ages	Kingfield RCY Container
9/17/2021	Facility Tours	Yarmouth Residents	2	Yarmouth	Katrina	Adult	
9/21/2021	Virtual Presentations	College Students Landfill Presentation	3	Other	Katrina	College	
9/21/2021	Presentations	Partners for World Health Meeting/Presentation	3	Portland	Lena	Adult	
9/22/2021	Presentations	Tyson Foods Meeting	1	Portland	Lena	Adult	
9/22/2021	Presentations	RCY Presentation to Evo	3	Portland	Lena	Adult	
9/23/2021	Virtual Tours	OOB/Saco Adult Ed RCY 101	2	Saco	Vanessa	Adult	
9/23/2021	Presentations	Bonny Eagle Adult Ed - Papermaking	5	Standish	Lena	Adult	
9/25/2021	Events/Tabling/Other	Monmouth Transfer Station Tabling	70	Monmouth	Vanessa	All Ages	
9/27/2021	Presentations	Rowe Elementary School	95	Yarmouth	Katrina	Elementary	
9/28/2021	Virtual Presentations	Kittery Adult Ed - Composting	9	Kittery	Katrina	Adult	
9/28/2021	Facility Tours	LL Bean Tour	3	Other	Vanessa	Adult	Brunswick
9/28/2021	Presentations	Gray Adult Ed - Composting	4	Gray	Lena	Adult	
9/29/2021	Virtual Tours	Bonny Eagle HS	18	Hollis	Lena	High School	
9/29/2021	Presentations	USM - Planning Course Presentation	8	Gorham	Lena	College	
9/29/2021	Virtual Presentations	45 Eastern Prom Board Meeting	25	Portland	Katrina	Adult	
9/30/2021	Events/Tabling/Other	EV Event	4	Falmouth	Katrina	Adult	
9/30/2021	Events/Tabling/Other	Saco Tagging, September	280	Saco	Lena	All Ages	
9/30/2021	Events/Tabling/Other	Scarborough Tagging, September	216	Scarborough	Lena	All Ages	