

# ecomaine

## Memorandum

**DATE:** April 7, 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 April 14, 2022 @ 4:00PM. The meeting will be held on the Zoom Platform in accordance with **ecomaine's** Remote & Hybrid Meeting Policy.

The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. Judging – Upcycle Challenge (*Presentation*)
3. Manager Reports (*Attachment B*):
  - eco-Excellence Awards Video Shoot Update
  - 2022-23 School Recycling Grants Update
  - Update – Outreach & Education Metrics
  - Update – Website & Media Analytics
  - Update – Recycling Market Report
4. Other

**Future Committee Meetings:**

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



## Memorandum

Attachment A

**DATE:** February 10, 2022  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** Outreach & Recycling Committee Minutes – February 10, 2022

The **ecomaine** Outreach & Recycling Committee met February 10 via Zoom. The meeting was called to order at 3:03 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
  - Linda Boudreau moved to approve November minutes, Rob Wood seconded and all unanimously approved.
2. Judging the 2022 eco-Excellence Award Nomination – the Committee approved nominations for awards as follows:
  - Casey Zorn, Portland, Individual
  - Catherine Hewitt, Scarborough, Individual
  - Debbie Grover, North Yarmouth, Individual
  - Ethel Atkinson, MSAD #6 (Hollis, Limington, Frye Island, Standish, & Buxton), Individual
  - Kate Hodgson, South Portland, Individual
  - Tiffani Blye, South Portland, Individual
  - Tina Ruel, Gorham, Individual
  - We Fill Good, Kittery, Business
  - Greater Portland Landmarks, Portland, Non-Profit
  - Sarah Nichols & Chrissy Adamowicz, Sustainable Maine Dept. @ Natural Resources Council of Maine, Non-Profit
  - Partners for World Health, Portland, Non-Profit
3. Manager's Report
  - The Committee recommended tabling the Manager's report due to time constraints.

Troy Moon made the motion to adjourn at 4:01 p.m. Linda Boudreau seconded. All approved.

**Attendees:** Caleb Hemphill, Rob Wood, Linda Boudreau, Troy Moon, Erik Street

**Staff:** Matt Grondin, Vanessa Berry, Katrina Vehuizen

**P.R. & Community Outreach...**

- **eco-Excellence Award** videos will begin shooting later in April and early May for presentation at the FY22 Annual Meeting.
- Applications for **School Recycling/Diversions Grants** for the 2022-23 School year are now being accepted at [ecomaine.org](http://ecomaine.org), through **May 16**. The Outreach & Recycling Committee will deliberate on these proposals at its May 26 meeting.
- Through March 2022, we reached **62,694 people** through educational outreach. **This is an all-time high!**
  - FY21 at this point was 19,848. FY20 was 50,065. (Please see charts for more details.)
- Introducing... **Alex Miller and Nate Cronauer!** Our new Environmental Educators have been on-boarding, doing a great job, and are eager to work with you and all our communities!

**Media Mentions** (22 in February-March; 129 total in FY22...plus 180+ reprints of AP WTE article in July '21)

[Recycling alive and lucrative](#) (The Bridgton News)

[Recycling Matters: Composting to reduce trash](#) (The Bridgton News)

[The Recycle Bin: What to do with those complimentary return address labels](#) (Times Record)

[The Recycle Bin: Making the recyclers ugly! \(Part II\)](#) (Times Record)

[Markets pay pretty penny for recycling](#) (The Bridgton News)

[ecomaine offers waste diversion grants in Maine schools](#) (Penobscot Bay Pilot)

[ecomaine Announces Call for Proposals for Waste Diversion Grants in Maine schools](#) (Waste Advantage Magazine)

[Ecomaine seeks school recycling services](#) (Waste Today)

[Ecomaine seeks school recycling services](#) (Recycling Today)

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

[Community Calendar: March 25- April 2](#) (The Forecaster)

[Community Calendar: April 1-10](#) (The Forecaster)

## Attachment B – Manager’s Report

[Community News – ecomaine challenges Maine students](#) (South Portland Sentry)

[School Notebook: Feb. 9 - Ecomaine challenges students to turn trash into treasure](#) (The Forecaster)

[Community News – Upcycle Challenge seeks entries](#) (South Portland Sentry)

[Community News – Husson to host alumni appreciation events; ecomaine challenges Maine students](#) (South Portland Sentry)

[Plastics’ combustion may create surge in waste-to-energy plants’ climate emissions](#) (The Maine Monitor)

[Combustion of plastics could be creating a surge in waste-to-energy plants’ climate emissions](#) (Energy News Network)

[The Recycle Bin: Making the recyclers ugly! \(Part I\)](#) (Brunswick Times Record)

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

[Community Calendar: Feb. 25-March 6](#) (The Forecaster)

[Community Calendar: March 4-12](#) (The Forecaster)

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

#### **Recyclopedia:**

- In March, the Recyclopedia saw **41,438** items searched. This is increased from **9,749** in March 2021. The total number of items searched over the lifespan of the database is 827,885.
- The widget on web pages was viewed **454,963** times in March on ecomaine’s site and others who have embedded it.
- Total app downloads to date stand at 5,110 (an increase of 35 in March.)
- The top 10 searches are: Styrofoam, mattresses, baby bottles, plastic bags, glass olive oil bottles, gasoline cans, electronic waste, fiber berry containers, milk cartons, and large plastic totes.

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

- Total March web traffic was up 6% compared to February; compared to March 2021, this is down 14%.
- Total Page views increased 18% from February to March; this is down 19% from March 2021.

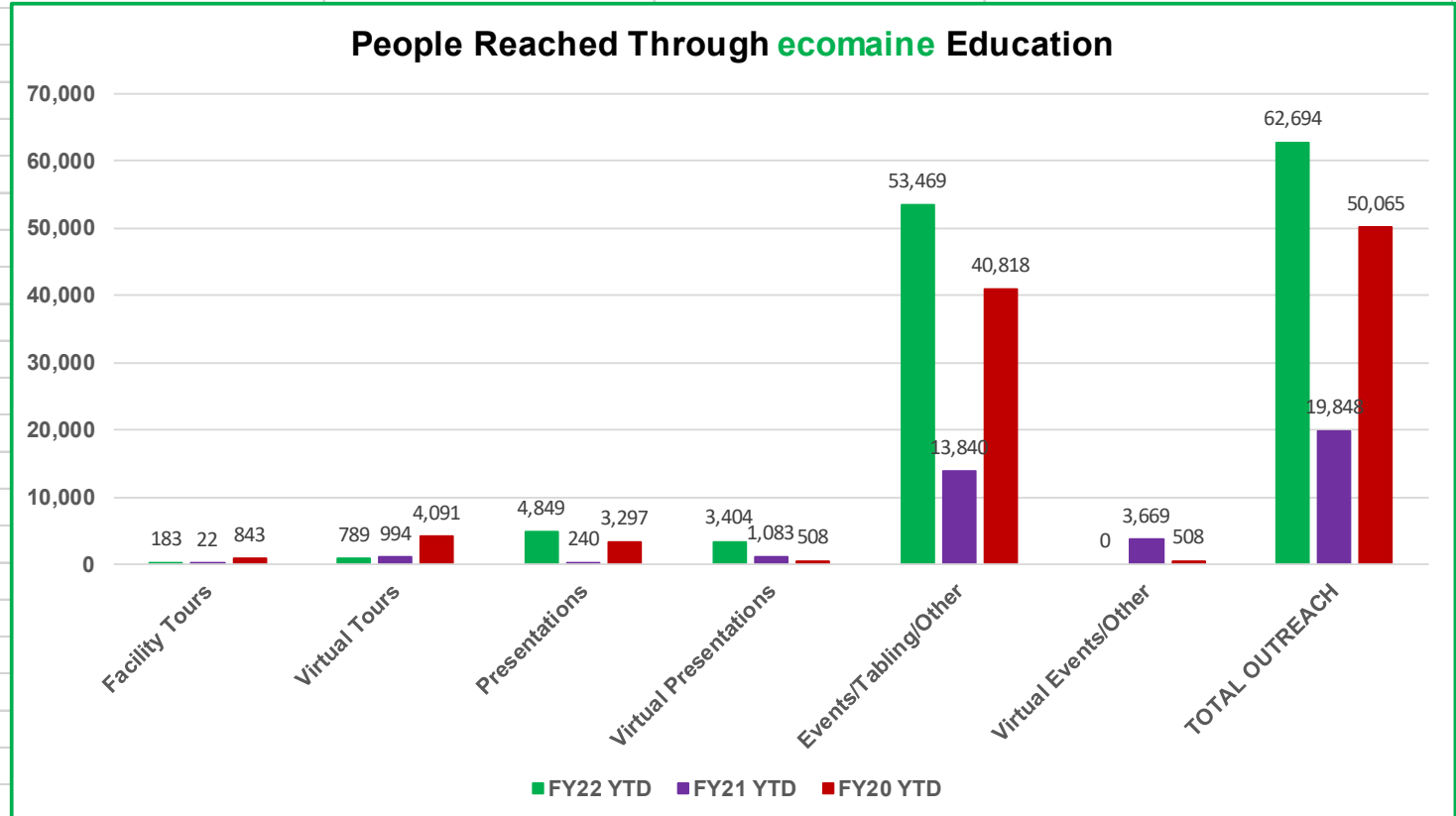
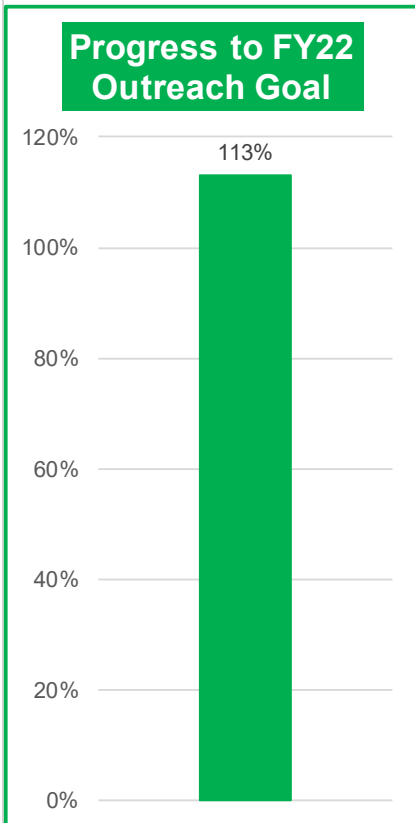
## Attachment B – Manager’s Report

### Social Media Stats:

- **Facebook:**
  - Gained 7 new followers in March (3,419 total)
  - Our top post, with a reach of 10,117 users, was a video promoting the School Recycling Grants program.
  - Our average post reach was 1,114 users in March.
  
- **Instagram:** We had 18 Instagram posts in March, which had a reach of 4,896. We gained 28 new followers for a total of 2,339.
  
- **Twitter:** We gained 4 Twitter followers for 969 in March, and ecomaine earned 3,058 tweet impressions.

# FY22 **ecomaine** Outreach Summary

	FY22 YTD	FY21 YTD	FY20 YTD	FY22 GOAL
Facility Tours	183	22	843	1,000
Virtual Tours	789	994	4,091	3,000
Presentations	4,849	240	3,297	3,000
Virtual Presentations	3,404	1,083	508	1,500
Events/Tabling/Other	53,469	13,840	40,818	44,500
Virtual Events/Other	0	3,669	508	2,500
<b>TOTAL OUTREACH</b>	<b>62,694</b>	<b>19,848</b>	<b>50,065</b>	<b>55,500</b>



## Attachment B – Manager’s Report

### February-March 2022 Outreach

2/1/2022	Presentations	Master Recyclers	55	Other	Vanessa	Adult	Multiple Communities
2/2/2022	Virtual Presentations	Windham Primary School	818	Windham	Katrina	Elementary	
2/3/2022	Presentations	North Yarmouth Academy Env. Club	18	North Yarmouth	Katrina	High School	
2/7/2022	Events/Tabling/Other	207 Day Downtown Portland	10	Portland	Katrina	All Ages	
2/8/2022	Facility Tours	Public Facility Tour	4	Other	Vanessa	Adult	Multiple Communities
2/10/2022	Events/Tabling/Other	Friends of Congress Sq. Park S'Mores Night	15	Portland	Katrina	All Ages	
2/11/2022	Presentations	Saco MS Waste Audit	160	Saco	Vanessa	Middle School	
2/12/2022	Events/Tabling/Other	Maine Celtics On-Court Activation	2014	Other	Katrina	All Ages	
2/15/2022	Facility Tours	USM Food Studies Facility Tour	17	Gorham	Vanessa	College	
2/16/2022	Facility Tours	Public Facility Tour	6	Other	Katrina	Adult	
2/16/2022	Presentations	Wishcycling - OOB/Saco Adult Ed	3	Saco	Vanessa	Adult	
2/17/2022	Virtual Presentations	Prince Memorial Library Recycling	17	Cumberland	Katrina	All Ages	
2/18/2022	Virtual Presentations	Durham Community School	560	Other	Katrina	Elementary	Durham is part of RSU 5 w/ Freeport/Pownal
2/18/2022	Virtual Tours	Saco MS Virtual Tour	160	Saco	Vanessa	Middle School	
2/19/2022	Events/Tabling/Other	Maine Mariners Tabling & On-Ice Activation	3370	Other	Katrina	All Ages	Multiple Communities
2/23/2022	Virtual Presentations	Waynflete Science Class	12	Portland	Katrina	High School	
2/28/2022	Virtual Presentations	Naples Select Board Recycling	10	Naples	Katrina	Adult	
2/28/2022	Virtual Presentations	MRRR Winter Workshop: Grants	35	Other	Vanessa	Adult	Multiple Communities
3/1/2022	Presentations	Master Recyclers	50	Other	Vanessa	Adult	Multiple Communities
3/4/2022	Virtual Presentations	Waste Jeopardy - Saco MS	160	Saco	Vanessa	Middle School	
3/8/2022	Facility Tours	UNE Facility Tour	19	Portland	Vanessa	College	
3/2/2022	Virtual Presentations	Durham Community School	15	Other	Katrina	Elementary	Durham is part of RSU 5 w/ Freeport/Pownal
3/2/2022	Virtual Presentations	Leadership Portland	10	Portland	Katrina	Adult	
3/4/2022	Virtual Presentations	Rotary Portland	23	Portland	Katrina	Adult	
3/8/2022	Facility Tours	USM Facility Tour	9	Gorham	Katrina	College	
3/8/2022	Facility Tours	UNE Facility Tour	8	Other	Katrina	College	
3/9/2022	Virtual Presentations	Windham Adult Ed RCY 101	8	Windham	Katrina	Adult	
3/10/2022	Virtual Tours	Gardiner Rotary Club	20	Other	Vanessa	Adult	
3/10/2022	Presentations	Gray Afterschool - Diversion Relay	25	Gray	Nate	Middle School	w/ Alex
3/11/2022	Virtual Presentations	Kennebunk Virtual Presentation	11	Other	Katrina	Adult	
3/14/2022	Virtual Presentations	North Haven School	65	North Haven	Katrina	Elementary	
3/15/2022	Presentations	GNG Adult Ed - Compost	3	Gray	Nate	Adult	
3/16/2022	Virtual Presentations	Prescott School Presentation	100	Washington	Katrina	Elementary	
3/21/2022	Presentations	South Portland HS	38	South Portland	Katrina	High School	
3/21/2022	Virtual Tours	BEMS - 6th Grade	240	Standish	Vanessa	Grade 6	
3/21/2022	Presentations	Oceanview at Falmouth	18	Falmouth	Katrina	Adult	
3/22/2022	Presentations	Cornish Adult Ed Papermaking	3	Cornish	Alex	Adult	
3/22/2022	Virtual Tours	Bonny Eagle Adult Ed - Recycling	10	Limington	Nate	Adult	
3/23/2022	Virtual Presentations	Virtual Job Fair	120	Other	Katrina	Adult	Multiple Communities
3/23/2022	Virtual Presentations	Windham Adult Ed MSW 101	2	Windham	Katrina	Adult	
3/23/2022	Virtual Tours	Fiddlehead School Kindergarten	23	Gray	Nate	Kindergarten	
3/24/2022	Facility Tours	GPCOG Resilience Corps Facility Tour	13	Portland	Katrina	Adult	
3/24/2022	Presentations	Bonny Eagle MS - 6th Grade Waste Audit	80	Hollis	Vanessa	Grade 6	
3/24/2022	Presentations	Bonny Eagle MS - 6th Grade Waste Audit	80	Standish	Alex	Grade 6	
3/24/2022	Presentations	Bonny Eagle MS - 6th Grade Waste Audit	80	Limington	Nate	Grade 6	
3/24/2022	Presentations	STRIVE program	6	South Portland	Katrina	Adult	
3/24/2022	Virtual Presentations	Woodfords Corner Neighborhood Group	12	Portland	Katrina	Adult	
3/25/2022	Facility Tours	Thornton Academy Tour	9	Saco	Vanessa	High School	
3/26/2022	Events/Tabling/Other	Maine Mariners Tabling & On-Ice Activation	2988	Other	Katrina	All Ages	Multiple Communities
3/27/2022	Events/Tabling/Other	Maine Celtics On-Court Activation	2417	Other	Katrina	All Ages	Multiple Communities
3/28/2022	Presentations	Bonney Eagle Plastic Pollution Presentation	240	Standish	Nate	Middle School	
3/30/2022	Virtual Presentations	Lewiston MS	128	Other	Katrina	Middle School	
3/30/2022	Presentations	OOB Adult Ed Papermaking	5	Old Orchard Beach	Alex	Adult	
3/31/2022	Facility Tours	Public Facility Tour	1	Other	Alex	Adult	
3/31/2022	Presentations	Bonney Eagle MS -reusing fashion/clothing	240	Hollis	Nate	Middle School	