

ecomaine

Memorandum

DATE: February 2, 2023

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 9, 2023 @ 3:00PM. The meeting will be held in the 3rd Floor Conference Room at ecomaine.

The agenda for this meeting is as follows:

1. Approval of September Minutes (*Attachment A*)
2. Eco-Excellence Awards Deliberation (*Attachment B*)
3. Manager's Report (*Attachment C*)
 - To-date FY23 P.R. & Outreach Metrics
 - Coming up in 2023...
 - i. Upcycle Challenge Submissions (January-March; Committee review in April, followed by public voting in late April)
 - ii. School Recycling Grant Timeline (Mid-year and final reports in December and April, respectively)
4. Recycling Market Report (*Handout*)
5. Other
 - Next Meeting: April 13, 2023, at 4:00 p.m.

ecomaine

Memorandum

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

The **ecomaine** Outreach & Recycling Committee met November 10 via Zoom. The meeting was called to order at 4:05 p.m. by Caleb Hemphill, Chairman.

1. Approval of Minutes
 - Troy Moon moved to approve September minutes; Rob Wood seconded. Motion was approved.
2. Presentation of Recycling is a Work of Art winners' photos
 - Staff provided a slideshow of the fully painted containers from the 2022 *Recycling is a Work of Art* painting contest.
3. New Stakeholder Engagement Proposals
 - Staff provided an overview of plans for two new stakeholder engagement efforts: 1) an ecomaine "ecofest" community event in the spring and 2) a policymaker / stakeholder education session over the winter. The Committee was supportive of both efforts.
4. eco-Excellence Award Nominations Launch
 - Staff provided a preview of promotional efforts associated with the annual eco-Excellence Awards call for nominations.
5. Manager's Report
 - Staff provided a report on the following:
 - i. To-date FY23 P.R. & Outreach Metrics
 - ii. Recycling Tagging Program
 - iii. Coming up in 2023...
 1. eco-Excellence Submission Judging at next (Feb. 2, 2023) Committee meeting
 2. Upcycle Challenge Submissions (January-March; Committee review in April, followed by public voting in late April)
 3. School Recycling Grant Timeline (Mid-year and final reports in December and April, respectively)
6. Recycling Market Reports
 - Staff presented the latest market reports for recyclable commodities.
7. Other Business
 - The Committee Chair reminded members that the Committee's next meeting, on February 9, 2023, will be at 3:00 p.m. instead of the usual 4:00 p.m.

Troy Moon made the motion to adjourn at 4:57 p.m. Rob Wood seconded.

Attendees: Caleb Hemphill, Rob Wood, Linda Cohen, Troy Moon, Tony Ward

Staff: Matt Grondin, Katrina Venhuizen, Alex Miller, Nate Cronauer, Kayla King

2023 eco-Excellence Award Nominations

DAVID ERTZ Individual

Nominee Info	Town	Nominator
David Ertz 11 Kindred Way Yarmouth, Maine dertz@maine.rr.com	Yarmouth	Heather Abbot 227 Sisquisic Trail Yarmouth, Maine Habbott@yarmouth.me.us

Nomination Language: David Ertz is a member of Yarmouth's Committee for Energy Efficiency and Sustainability. Thanks to David's work alongside the Committee for Energy Efficiency, Yarmouth now benefits from a remote solar farm. This both reduces Yarmouth's carbon footprint and tax rate.

Town and School Departments Go Solar — December 2021. https://yarmouth.me.us/vertical/sites/%7B27541806-6670-456D-9204-5443DC558F94%7D/uploads/Solar_PPA_Press_Release_FINAL.docx.pdf

<https://www.pressherald.com/2021/12/17/yarmouth-expects-savings-with-solar-power-deal/>

JEFF TARLING

Individual

Nominee Info	Town	Nominator Info
Jeff Tarling (City of Portland Arborist) 24 McKinley Street Portland, ME Jefftarling3@gmail.com	Portland	City of Portland Sustainability /Troy Moon & Alex Marshall City Hall 389 Congress St., Portland, ME thm@portlandmaine.gov

Nomination Language: On behalf of the City of Portland Office of Sustainability and the Department of Parks, Recreation and Facilities, Alex Marshall and I would like to nominate Jeff Tarling for an eco excellence award.

Jeff has served as the City of Portland’s Arborist since 1989 and is retiring from City service at the end of January, 2023 with 34 years of service. Throughout his remarkable career Jeff has focused on improving Portland’s environment through thoughtful stewardship of the City of Portland’s approximately 20,000 street trees as well as the hundreds of acres of parks and open spaces in the City. The following serve as examples of the countless projects and initiatives Jeff has undertaken:

- Jeff founded Portland’s community garden program in the early 1990s. It has now grown to eleven separate gardens that provide hundreds of Portland residents who would not otherwise have space to grow fruits and vegetables with an opportunity to do so close to their homes.
- Jeff has overseen the planting of nearly 6,000 trees and tens of thousands of plug seedlings in the City’s open spaces. These planting represent about a quarter of the trees currently in the City’s inventory.
- The only reason we know how many trees the City manages is because Jeff advocated for a tree inventory and secured grant funding to conduct it.
- Jeff conducts tree tours to educate the public about the importance of trees to the urban landscape and encourages people to cherish and protect them.
- Jeff’s efforts led to the restoration of Baxter Woods, which had fallen into disrepair and neglect but is now an important resource for recreation and habitat.
- Jeff was instrumental in creating all five of the City’s community orchards, which are located on Munjoy Hill (Mount Joy), at Reiche School, Brentwood Garden, Riverton Trolley Park, and on Boyd Street.
- Jeff initiated the City’s program to promote wildlife habitat in our open spaces by designating certain places as low maintenance areas where important native plants are allowed to grow without being mowed.

Outside of City service, Jeff has been a leader for sustainable forestry. He has long served as Director of the Maine Arborist Association and promotes education and training in the industry. He works closely with colleagues at the Maine Forest Service, the US Forest Service, and others to improve forest management practices.

Although Jeff is concluding his career with the City of Portland he plans to continue his work promoting trees, forests, and natural spaces. He will continue educating the public.

by sharing his knowledge about Portland's trees and the natural environment with the public, including with school children. (Jeff loves working with kids and has been a resource for Portland's teachers throughout his career.) He'll also continue his professional work by serving as Cape Elizabeth's Tree Warden.

Alex and I have both had the pleasure of working closely with Jeff throughout the years and can think of no one more deserving of an eco excellence award.



DR. NOAH PERLUT

Individual

Nominee Info	Town	Nominator Info
Dr Noah Perlut 17 Winsor Pines Dr. Scarborough, ME nanoo100@hotmail.com	Scarborough	Tom Hall/Todd Souza/Jami Fitch PO Box 360 259 US Route 1 Scarborough, ME jfitch@scarboroughmaine.org

Nomination Language: The Town of Scarborough enthusiastically nominates Dr. Noah Perlut, University of New England (UNE) professor, member of Scarborough’s Planning Board and Parks and Conservation Land Board, and former member of the Scarborough Conservation Commission, for the 2023 eco-Excellence Award.

Noah’s commitment to conservation is apparent. He is a fierce advocate for Scarborough’s unique resources and regularly promotes efforts that help preserve the Town’s natural areas and habitats. Be it lobbying for the Town to conserve 30% of its area by 2030, or improving the Town’s trail systems to increase access to nature, Noah is a modern-day Lorax.

Noah is also conservation-minded in his professional life. As a professor in UNE’s School of Marine and Environmental Programs, Noah and his students research how human habitat management effects the ecology and evolution of various species and habitats in Maine and around the world. He shares his research with the community through presentations and social media. His GapTracks Project (www.facebook.com/GapTracks), which studies wildlife along the Eastern Trail, is a favorite of Scarborough residents.

With the rapid pace of development in Southern Maine, we could use a few more people like Noah Perlut pushing to keep our natural areas and critical habitats intact and untouched. The Town of Scarborough is fortunate to have Noah lend his time, knowledge, passion, and dedication to a number of boards and committees, and we hope the review committee agrees that he is truly eco-Excellent!

REBECCA BROWN

Individual

Nominee Info	Town	Nominator Info
Rebecca Brown 111 Northwood Drive Portland, ME rebecca jeanrb@gmail.com	Yarmouth	Rebecca Brown (self-nomination)

Nomination Language: Being a bedside nurse on a med-surg unit at Maine Medical Center (MMC) and seeing the trashcans in the medication rooms full of empty plastic bags pharmacy used only once, I couldn't help but think of all the other nursing units and addressed it at the sustainability meeting. In October 2021, with the support of the sustainability manager, we met with pharmacy leadership. They were willing to place a collection bin in the pharmacy that the techs could bring the plastic bags back to, instead of throwing them in the trash. As it has gained awareness, an average of 50 pounds have been saved weekly, collecting a ton in nine months. To recycle the bags, I reached out to Partners for World Health (PWH), who happened to need plastic bags to deliver supplies to developing countries. I deliver and weigh them weekly at PWH; they now have an abundance and are sharing extra bags with community partners! We are working on spreading this to all the nursing units and other hospitals. I believe the more people aware of our goal to reduce waste and are educated on ways to be sustainable, the bigger impact we will have. In October 2022, I was invited to present to new grad nurses on sustainability in healthcare and offer them practical ways to reduce and divert waste as a nurse. As a major contributor to environmental pollution, while also committing ourselves to public safety, it is within our Maine Health values to act sustainably.

My work is truly a labor of love that I enjoy very much! In the near future I'd like to write a proposal to MMC or Maine Health to ask for more sustainability efforts; if I won this award I would add it to my resume and proposal to help build my case.

Thank you for recognizing amazing community members dedicated to the health of our planet!!

SPRUCE MTN. HS ENVIROTHON TEAM

Individual(s)

Nominee Info	Town	Nominator Info
Spruce Mountain H.S. Envirothon Team – 5 students Spruce Mountain High School Envirothon Team Regional School Unit 73 9 Cedar Street Livermore Falls, ME abrgeissinger@rsu73.com	Livermore Falls	Robert Taylor 99 Belanger Rd Jay, ME rtaylor@rsu73.com

Nomination Language: The Spruce Mountain High School Envirothon Team won the 2022 Maine Envirothon. The team members are students Leah Burgess, Abraham Geissinger (captain), Owen Schwab, Brenden Veilleux, and Dan Wilson.

Envirothon is the world's largest environmental science competition and last year's theme was "Waste To Resources". The team did extensive research on waste management issues prior to winning the Maine Envirothon and then in order to prepare for the National Conservation Association (NCF) International Envirothon in Ohio they continued that work.

They met with Alexandria Kane and Michelle Radley about Ecomaine operations, Maine Legislative Analyst Dan Tartakof and lobbyist Andy Hackman to learn about Maine's first in the nation recycling law LD 1541, Jay Sewer Superintendent Mark Holt to learn about waste water treatment and the issues and laws involved with PFAS in waste water sludge, and with Bruce Proven of ReEnergy to learn about biomass waste to energy.

The team developed a presentation on waste management issues and conducted a public presentation on all they learned, which was attended by community members and public officials. The team went on to finish 20th in the world at the NCF International Envirothon last July. Team members are preparing for this year's Climate Change themed Envirothon competition and are continuing to do community service, such as participating in the Androscoggin Land Trust River Clean Up Day where 2 tons of trash were removed from the shores of the river, collecting drinking water data, and planning a timber harvest on a school woodland.

KATHLEEN AHEARN

Individual

Nominee Info	Town	Nominator Info
Kathleen Athearn 32 Mitchell St Westbrook, ME Kathleenathearn@gmail.com	Westbrook	Kate Hodgson 48 North Murriner St South Portland, ME katehodgson@yahoo.com

Nomination Language:

Kathleen is truly a trash hero; she is one of the most tireless litter-pickers I know. Through her Instagram account, @cleanupmaine, she also educates the community on trash awareness the blight of litter. She is a great example of how much an individual effort can contribute to a safer, healthier, more appealing community. Community recognition for Kathleen's efforts are long overdue, she is an inspiration!

HEATHER KEEGAN

Individual

Nominee Info	Town	Nominator Info
Heather Keegan 71 Sadie Dunn Rd Readfield, Maine Heather keegan@maranacook.com	Readfield	Heather Keegan 71 Sadie Dunn Rd Readfield, Maine Heather keegan@maranacook.com

Nomination Language:

My Name is Heather Keegan, I am a teacher in a K-5 elementary school, specifically I teach Kindergarten. It has bothered me for a couple years at the amount of waste in the building and I decided to reach out to ecomaine for support for my classroom. The conversations I had with ecomaine turned into bringing lessons to my kindergarteners and they enjoyed it so much that I began to strive for an even bigger impact than just my classroom. I began reaching out to administration, the town manager, and even the transfer station. My small attempt to make a difference in my room has become a quest to change the building I work and then even the district buildings. I am shooting to get a program in place by next school year for both recycling and food waste with the help of the town manager, we are working to come up with a sustainable option to make a difference and lesson the schools footprint. If I can make it work in my building then I am looking to expand this goal/dream to the whole district which would be 7 buildings.

Thank you for all the support and guidance while I am on this journey and for believing that 1 teacher really can make a big difference!

RICK THERIAULT
Individual

Nominee Info	Town	Nominator Info
Rick Theriault 484 Poplar St PO Box 958 Millinocket, ME rick@lifestylepropertiesme.com	Millinocket (<i>not ecomaine member community</i>)	Nancy Theriault 484 Poplar St PO Box 958 Millinocket, ME nancytheriault0523@gmail.com

Nomination Language:

Rick's years of experience as a Registered Maine Master Guide, Electrical engineer, and Real estate Broker selling recreational real estate, timberland, hunting, waterfront and sustainable living properties. His waterfront home in Millinocket is a work in progress of sustainable living for 22 yrs. Growing vegetables, peaches, with a flock of laying hens, colonies of honeybees and home is powered by both a 10 KW Bergey Wind Turbine and 3000 watts of solar panels with battery backup for electricity. Home is heated by wood selectively harvested from his wood lot. He educates thousands of viewers of the company's You-tube channel on how to become more sustainable in the state of Maine or anywhere they are located. Sustainability is a way of life for Rick Theriault.

Note: Millinocket is not an ecomaine member community

MELISSA LACASSE / TANBARK

Business or Individual

Nominee Info	Town	Nominator Info
<p>Melissa LaCasse (individual) 46 The Lane North North Yarmouth, ME</p> <p>Tanbark (business) 219 Anderson Street Suite 5 Portland, Maine mlacasse@tanbarkmfp.com</p>	<p>North Yarmouth / Portland</p>	<p>Angela Smith 32 Lower Falls Rd. Falmouth, ME angela@asmithconsultancy.com</p>

Nomination Language (individual):

Melissa LaCasse is a visionary. A disruptor for good. And she's taking on plastic.

Sometimes you have to close one door to open another. Melissa LaCasse not only believes this; she acts on it. So, when posed the question, "What kind of ancestor do you want to be?" while listening to the On Being podcast, Melissa pivoted in an instant. Drawn to nature from a young age and determined to be someone who "showed up with impact," Melissa decided on the spot to transition from her work in public media and turn her climate grief into action. Tanbark, a sustainable packaging company, was born.

Melissa co-founded Tanbark in 2021. She successfully secured \$1.8 in venture funding in Tanbark's first year, and is backed further by more than \$700K in grant funding. She continues to put her skills in distribution, business development, B2B sales, community partnerships, and strategic planning to work each day for the company that uses pulp from Maine trees to manufacture Type 3 molded fiber packaging. Type 3 packaging has the properties of plastic yet is made from sustainably produced biomass so it can be recycled or left to degrade.

Melissa understands real change on the climate front requires vast amounts of people to choose better, which starts with giving businesses, and thereby people, choice. That's exactly what she plans to do. Tanbark will launch production at its Saco mill this spring with future plans for a second larger mill in rural Maine near the pulp supply.

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Nomination language (business):

Tanbark is a sustainable packaging company created to shake things up for good and help end the plastic problem.

Tanbark is unwilling to accept the world's reliance on plastic, proving there's another, viable option. No more excuses. Savvy consumers and employees who demand better can now get it thanks to Tanbark, who is innovating a Maine heritage industry to solve a modern problem.

That's right, Tanbark is building off the dual legacy of harvesting Maine trees and building paper machinery to manufacture Type 3 molded fiber aimed at replacing single-use plastic. Type 3 packaging has the properties of plastic yet is made from sustainably produced biomass so it can be recycled or left to degrade.

Tanbark's first-to-market small machines make Type 3 molded fiber available onshore at low volume runs with the ability to customize, giving businesses a real option when it comes to replacing plastic.

In its first year, Tanbark secured \$1.8 in venture capital. The company was also selected for The Roux Institute's Founder Residency program, supercharging its momentum and access. Furthermore, Tanbark was named Gorham Saving Bank's \$50,000 Launchpad winner and earned \$500,000 through the Maine Technology Institute Forestry Recovery Initiative. Tanbark is currently hiring employees and retrofitting its Saco mill with plans to launch production this spring. Future plans include a second, larger mill in rural Maine. There is a growing demand for Type 3 molded fiber packaging across industries, and Tanbark has the opportunity to play a significant role in replacing plastic.

GRADY'S MOTEL
Business

Nominee Info	Town	Nominator Info
Grady's Motel 177 North High Street Bridgton, ME Missy@gradysmotel.com	Bridgton	Maureen McDevitt/Bridgton Recycling Advisory Committee 15 CUSHMAN LN Bridgton, ME mmcd1952@gmail.com

Nomination Language:

Grady's is working on becoming a zero emissions motel. They installed 40 solar panels on their roof, as well as placing Mitsubishi mini splits and recycling bins in each room. Missy goes through each trash bin upon checkout and sorts the recycling. All cans and bottles proceeds are donated to LEA.

MAINE HEALTH Business

Nominee Info	Town	Nominator Info
Maine Health 110 Free Street Portland, Maine Michael.arsnow@mainehealth.org	Portland	Carol Hubbard Maine Health Pediatric Care, 1577 Congress Street Portland, Maine Carol.hubbard@mainehealth.org

Nomination Language: In 2022 MaineHealth launched a formal Sustainability Program, the latest step in a journey that started in 2014 with the grass-roots multi-disciplinary Sustainability Committee (SC) formed by concerned MMC clinicians and staff who worked on recycling, composting and power management.

The efforts of the SC were greatly strengthened in recent years by administrative support, and the appointing of Mike Arsnow as the first Sustainability Manager. Mike has lead the ongoing efforts of the enthusiastic SC, encouraging individual initiatives and advocating for systemic change. MMC received a 2022 Practice Greenhealth Partners for Change Award in recognition of “substantive progress and superior performance in environmental sustainability.” Notably, MaineHealth has cemented Environmental Sustainability into its strategy with a recently Board-approved goal to reduce emissions by 25% by fiscal year 2027. Embedded in the strategic plan is the centralization and assessment of data from the following categories: energy, waste, water, food, and transportation.

Among the accomplishments of the Sustainability Program the following are particularly consistent with Eco-Maine Excellence criteria:

- Effectiveness
- Established the system’s first zero cost plastic bag/film recycling program, partnering across Pharmacy, Nursing, Supply Chain, and Community Partners
- Developed a Transportation Demand Survey to understand factors affecting employee public transportation use, in an effort to decrease single occupancy vehicle use
- Increasing Awareness
- The SC has grown in size by over 250% in 2 years
- A system-wide communications platform has been established that provides sustainability updates and resources for >22,000 employees
- Community Impact
- Coordinated community outreach events have included clean-ups in Portland and across the state

INTERCULTURAL COMMUNITY CENTER

Non-Profit

Nominee Info	Town	Nominator Info
Intercultural Community Center 36 Patrick Dr. Westbrook, Maine info@iccmaine.org	Westbrook	Lian Joseph Portland, Maine lianj@iccmaine.org

Nomination Language:

The Intercultural Community Center (ICC), a nonprofit based in Westbrook serves and supports immigrant adult and youth through free educational, health, and social services. At ICC, the organization incorporates eco-friendly practices such as weekly recycling, weekly composting through Garbage to Garden, providing water bottles to 30 youth students (reduce plastic cup waste each day), and recycling of bottled cans through Clynk. Our Afterschool Program, Power School, incorporates environmental education throughout its curriculum. For instance, lessons related to the benefits of composting, reducing waste, and how to be environmental stewards in our community. ICC is dedicated to continuing its efforts to increase awareness through education, sustainability practices, and efficiency as an organization.

GORHAM SCHOOL DISTRICT

Non-Profit

Nominee Info	Town	Nominator Info
75 South Street Suite 2 Gorham, ME heather.perry@gorhamschools.org	Gorham	Gorham Times Editorial Board P. O. Box 401 Gorham, ME editor@gorhamtimes.org

Nomination Language:

The Gorham Times editorial team nominates the Gorham School District for several important initiatives. In 2022 Gorham High School's EcoClub began composting in the cafeteria; Governor Mills and Secretary of Agriculture Tom Vilsak visited Gorham Middle School's garden and learned about the food the children grow and donate to the Gorham Food Pantry; the composting they're doing at Narragansett Elementary School and the upcoming Food Drive for the Gorham Food Pantry; the Great Falls Elementary School's annual Eco Maine Assembly coming up soon, a composting program starting at Village School; and Gorham Middle School has just begun a Garbage to Garden program. Overall, we applaud the schools in Gorham, the young people, and their families for their growing emphasis on eco-excellence.

Attachment C

Manager's Report – Communications & Education Communications, Public Relations, & Education Accomplishments for the Outreach & Recycling Committee meeting of February 9, 2023

P.R. & Community Outreach...

- Through January 2023, we reached **40,613 people** through educational outreach.
 - FY22 at this point was at 48,129 reached. FY21 was 17,329.
- We have received 13 nominations for eco-Excellence Awards this year, and the Outreach & Recycling Committee will deliberate on them on Feb. 9. We plan to have the awards held in person in the first floor Community Room on **March 21, 2023**.
- Staff held an Education Session for five legislators on the morning of **February 3** and are working on outreach for support for three proposed bills in the 131st session.
- Staff are preparing a grant application to the EPA for its new Education & Outreach grant program under the Infrastructure Act. It will focus on increasing recycling at multi-family units in ecomaine member communities. The request will be nearly the full \$2 million over three years. The deadline is coming right up on Feb. 15.
- We also launched the Upcycle Challenge on January 9, asking Maine students to make all-new items out of materials that would have ordinarily been discarded. Submissions will be accepted through March. Finalists will be determined by the Outreach & Recycling Committee and then voted on by the public (online) through April.
- Staff are working on **ecofest 2023**, which will be held on Earth Day – Saturday, **April 22, 2023** – at the North Yarmouth Community Center. It will take some elements of the annual ecomaine Open House, such as bin and other giveaways, information, and exhibitors, and combine them with a new location, food trucks, and more.
- Environmental Educator Alex Kane resigned effective February 6, and recruitment is underway for her replacement.

Media Mentions (9 in January; 57 total in FY23)

[Report: Maine sent more waste to landfills during pandemic years](#) (News Center Maine)

[EcoMaine Upcycle Challenge](#) (WABI Bangor & WMTW Portland)

[ecomaine Invites Maine Students to Invent New Items from Waste with Upcycle Challenge](#) (Waste Advantage Magazine)

[ecomaine invites Maine students to invent new items from waste for 2023 Upcycle Challenge](#) (Penobscot Bay Pilot)

[It's a new year, start fresh: reuse, recycle, reduce, Part 1](#) (Bethel Citizen)

[It's a new year, start fresh: reuse, recycle, reduce, Part 2](#) (Bethel Citizen)

[The Recycle Bin: Not all trash has to end up in a landfill](#) (Times Record)

[Community Calendar: Jan. 6-13](#) (The Forecaster)

[Community Calendar: Jan. 13-20](#) (The Forecaster)

Online & Social Media Metrics...

Recyclopeda:

- In January, the Recyclopeda saw **65,988** items searched. This is a decrease from **76,235** in January 2022. The total number of items searched over the lifespan of the database is 1,637,072.
- The widget on web pages was viewed **453,534** times in January on ecomaine's site and others who have embedded it.
- Total app downloads to date stand at **5,428** (an increase of 41 in January.)
- The top 10 searches are: Styrofoam, mattresses, milk cartons, baby bottles, plastic bags, glass olive oil bottles, electronic waste, fiber berry containers, rice cookers, and shower heads.

ecomaine.org:

- Total January web traffic was up 22% compared to December; compared to January 2022, this is up 8%.
- Total Page views increased 25% from December to January; this is down 3% from January 2022.

Social Media Stats:

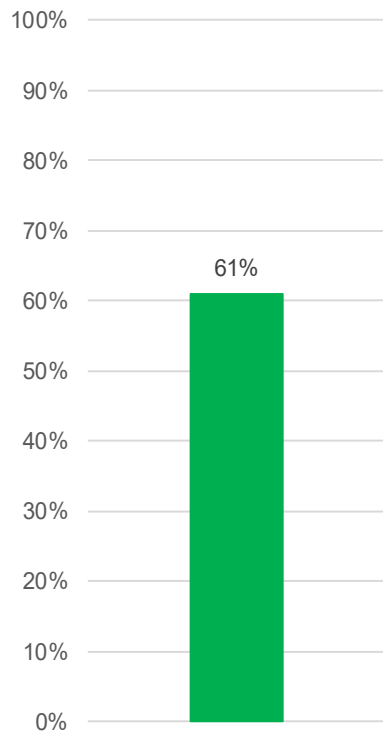
- **Facebook:**
 - Gained 25 new followers in January (3,670 total)
 - Our top post in January, with a reach of 2,060 users, was a post about recycling *empty* aerosol cans.
 - Our average post reach was 437 users in January.
- **Instagram:** We had 15 Instagram posts in January, which had a **reach of 6,595**. We gained 73 new followers for a total of 2,765.
- **Twitter:** Twitter has not been as much of a focus in 2022, with growth on other platforms and uncertainty around the platform's future. With the site

rapidly shedding users since Elon Musk's purchase, our audience stayed even at 952. ecomaine had 239 Tweet impressions from only 3 tweets. *(We are holding on to our account for the time being, so impersonators do not take it over, and it may be that the platform rebounds/is re-sold in the future...waiting and seeing.)*

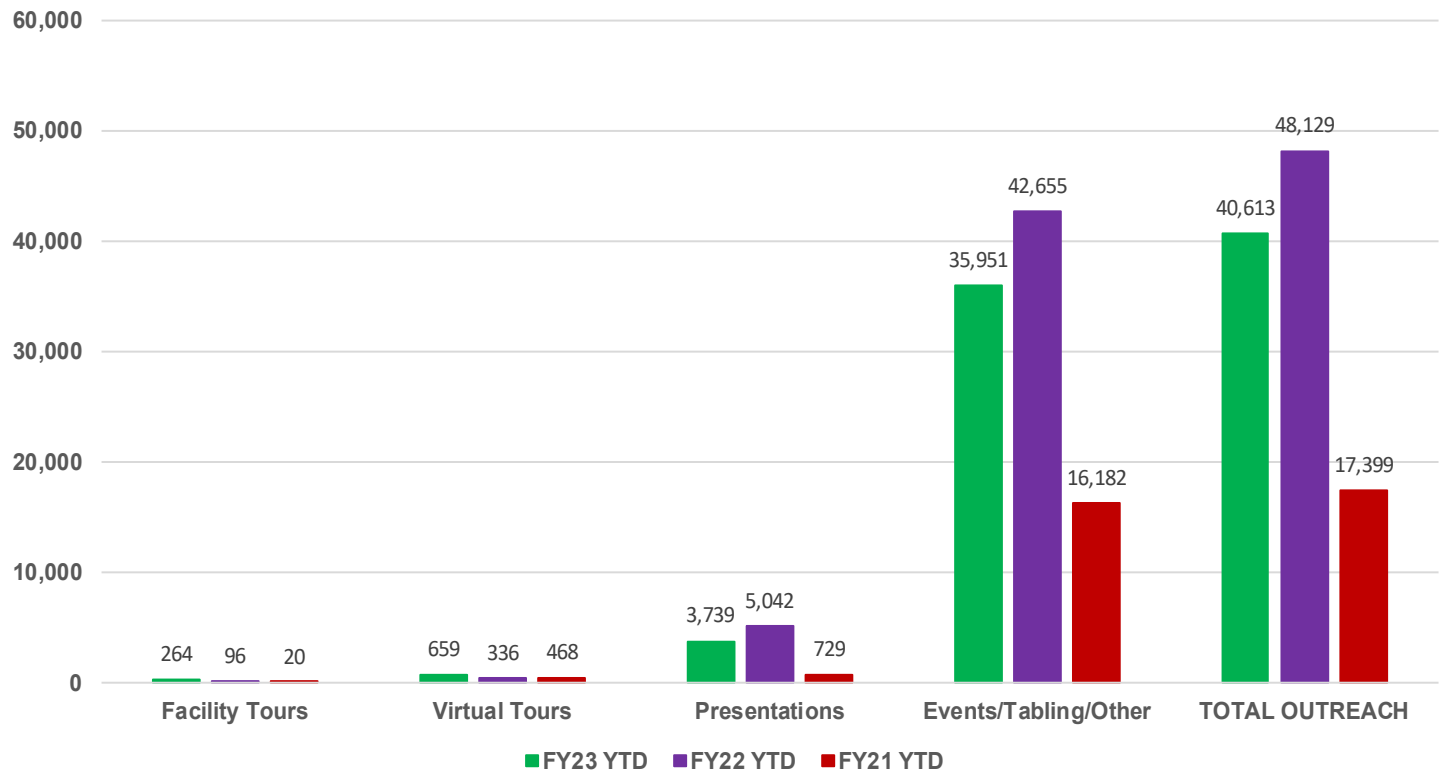
FY23 **ecomaine** Outreach Summary

	FY23 YTD	FY22 YTD	FY21 YTD	FY23 GOAL
Facility Tours	264	96	20	500
Virtual Tours	659	336	468	1,000
Presentations	3,739	5,042	729	10,000
Events/Tabling/Other	35,951	42,655	16,182	55,000
TOTAL OUTREACH	40,613	48,129	17,399	66,500

Progress to FY23 Outreach Goal



People Reached Through **ecomaine** Education



January 2023 Outreach

Date	Category	Item	Number Reached	Municipality	Staff	Age
1/5/2023	Presentations	Falmouth Boy Scouts	40	Falmouth	Alex	Middle School
1/6/2023	Events/Tabling/Other	Maine Celtics On Court Game	2417	Other	Katrina	All Ages
1/12/2023	Presentations	King Middle School	34	Portland	Katrina	Grade 7
1/13/2023	Presentations	South Portland Story Time	16	South Portland	Katrina	All Ages
1/18/2023	Presentations	OOB Adult Ed	12	Old Orchard Beach	Alex	Adult
1/18/2023	Presentations	Windham Library Adult Ed	5	Windham	Katrina	Adult
1/19/2023	Presentations	Virtual Presentation to Portland Downtown	12	Portland	Nate	Adult
1/21/2023	Events/Tabling/Other	South Portland Library Crafting	5	South Portland	Katrina	All Ages
1/23/2023	Facility Tours	Thornton Academy Env Club	5	Saco	Alex	High School
1/26/2023	Facility Tours	MECA Students Tour	11	Portland	Nate	College
1/27/2023	Events/Tabling/Other	Tabling at Patagonia	45	Freeport	Katrina	All Ages
1/27/2023	Facility Tours	Public Tour	3	Portland	Alex	Adult
1/27/2023	Events/Tabling/Other	Maine Mariners	3020	Other	Katrina	All Ages
1/28/2023	Events/Tabling/Other	Maine Celtics On Court Game	2417	Other	Katrina	All Ages
1/30/2023	Presentations	Alfred Elementary Assembly	86	Alfred	Nate	Elementary
1/31/2023	Facility Tours	Bonney Eagle Student Tour	7	Standish	Nate	High School
1/31/2023	Facility Tours	Bonney Eagle Student Tour	11	Hollis	Alex	High School
1/31/2023	Presentations	ICC Westbrook	14	Westbrook	Nate	Middle School
1/31/2023	Virtual Tours	STRIVE program	5	South Portland	Katrina	Adult
1/31/2023	Presentations	North Yarmouth Academy Green Team Meeting	26	Yarmouth	Katrina	High School