

ecomaine

Memorandum

DATE: April 5, 2024

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 11, 2024 @ 4:00PM**. The meeting will be here at **ecomaine**.

The agenda for this meeting is as follows:

1. Approval of Minutes (*Attachment A*)
2. FY24 P.R. & Outreach & Digital Media Metrics (*Attachment B*)
3. School Recycling Grants Program
 - School Year 23-24 Final Reports
 - School Year 24-25 Open for Applications
4. Managers' Report:

Events/Program Updates:

- City of Portland Earth Day
 - Promotional Program – Portland Sea Dogs
 - Status Upcycle Challenge
 - EPA Grant (Multi Family Recycling)
 - Recruitments – Environmental Educator
 - Tagging Program
5. Recycling Market Report (*Attachment C*)
 6. Other

DATE: February 9, 2024

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

SUBJECT: Minutes – Outreach & Recycling Committee Meeting

There was an **ecomaine** Outreach & Recycling Committee scheduled for **February 8, 2024 @ 4:00 p.m.** The meeting was called to order at 4:00pm by Caleb Hemphill, Chair.

1. Approval of Minutes

Linda Boudreau moved to approve the minutes of the November 9, 2023, meeting; Troy Moon seconded. The motion was approved unanimously.

2. Jamie Garvin (Staff) was introduced as the new Director of Communications and Public Affairs.

3. Outreach Updates

- Staff provided an update on the decision to cancel plans for this year's Eco-Fest event. Rather than hold a standalone event, ecomaine will instead have a presence including tabling and other activities at the City of Portland's Earth Day event at Payson Park. The decision was not based on a lack of success or interest our 2023 event, but rather had to do with not wanting to compete directly for audience with other established events and the gap in leadership on the communications team during a critical planning period.
- Curbside tagging program is tracking for an April/early May launch. Work is ongoing to finalize the communities where the tagging activities will take place this year.
- Staff announced that the Upcycle Challenge was open for submissions and encouraged members of the committee to help spread the word to interested parties in their communities.
- Jamie Garvin (Staff) shared that the communications team had worked with a reporter from News Center Maine for a "VERIFY" story he was working on about where recycling actually goes. An interview with Kevin Roche and footage shot at the recycling center are expected to be featured prominently in the segment.
- The communications team is in discussions with the Portland Sea Dogs about developing an in-game promotion program with the team, similar to the successful ones we have in place currently with the Maine Mariners and Maine Celtics.
- For FY 24 year-to-date, our overall outreach has now passed 30,000 people. We are at 50% of our outreach goal for the year. Much of that has resulted from our events and other tabling efforts, along with our sports marketing partnerships with the Mariners and Celtics.

4. Eco-Excellence Nominations and Award Decisions

The committee reviewed the eight submissions for this year's Eco-Excellence Awards and unanimously approved the following to receive awards:

- Piper Shores Sustainability Collaborative (business)
- Peaks Renewables (business)
- Katie Haley / Town of Fryeburg (municipality)
- Common Threads of Maine (non-profit and overall)
- Bloom Consignment and Resale (business)
- Sydney Harris and Suz Okie (individuals)

Linda Cohen motioned to adjourn the meeting at 5:55 p.m., and Linda Boudreau seconded.

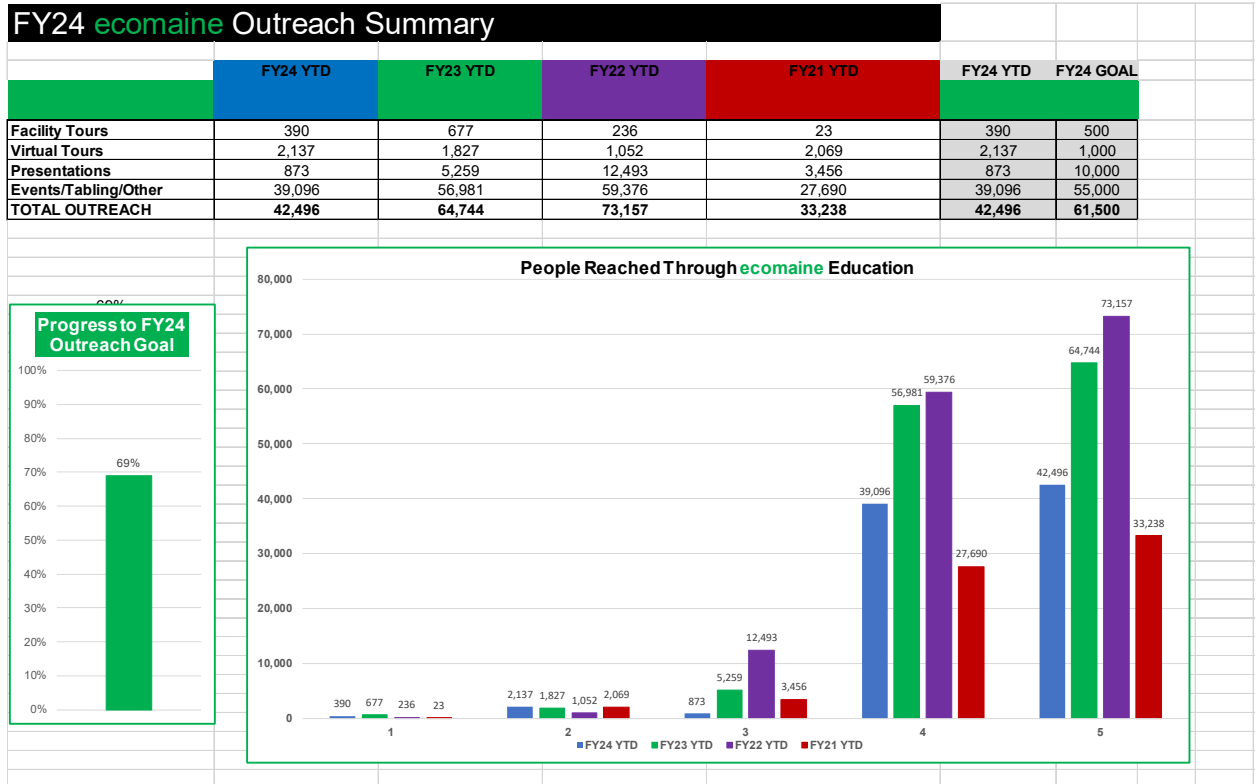
Attendees: Caleb Hemphill, Linda Boudreau, Troy Moon, Rob Wood, Linda Cohen, and Amber Swett.

Staff: Abigail Hart, Bea Johnson, and Jamie Garvin.

DRAFT

Education and Community Outreach

- For FY 24 year-to-date, our overall outreach is at nearly **42,500 people**. We are at 69% of our outreach goal for the year.



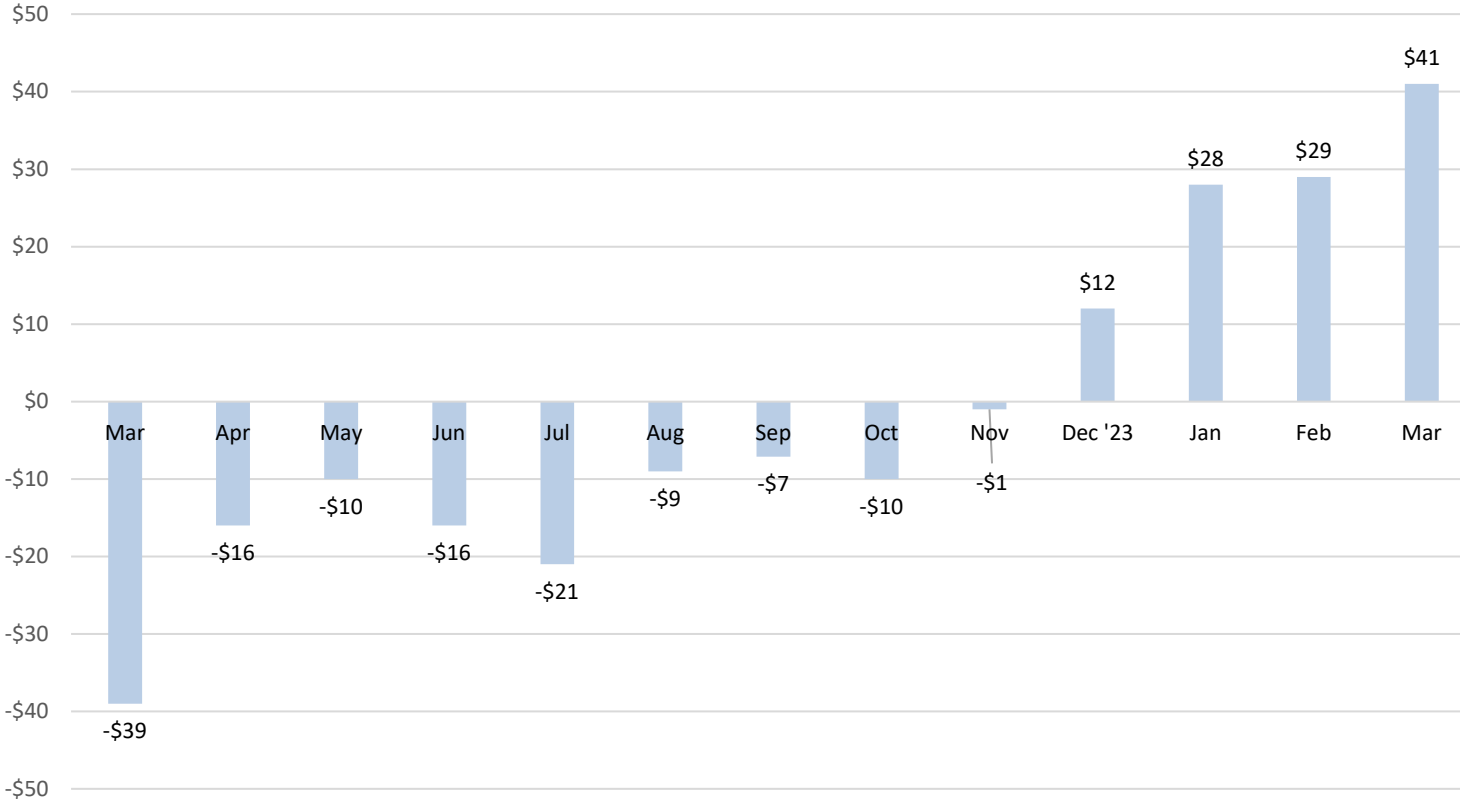
- Attended school assemblies and STEM expo events in Portland, South Portland, Scarborough, Gorham, Falmouth.
- Online and Social Media Metrics:
 - In January, the **Recyclopeda** saw 3,964 items searched. The total number of items searched over the lifespan of the database is 1,780,425.
 - Total app downloads to date stand at 5,755 (an increase of 30)
 - The top 10 searches this month are:
 - 200 Mattresses
 - 160 Clothing & textiles
 - 159 Styrofoam
 - 154 Almond milk cartons
 - 139 Electronics
 - 97 Single-use batteries
 - 56 Baby formula cans
 - 46 Latex paint
 - 42 Tires
 - 37 Appliances

- **ecomaine.org**
 - Total web traffic for March was 3.5k users. This shows an increase of 10.7% compared to the previous 28 days.
- **Social media platforms**
 - Facebook:
 - Gained 12 new followers in March (3.8k total)
 - Our top post in March, with a reach of 20.8k, was a sponsored (paid) post for our Upcycle Contest
 - Our total reach was 31.3K users in March
 - Instagram:
 - We had 17 Instagram posts in March, which had a reach of 1.8k. We gained 27 new followers for a total of 3,043.
 - We are getting back active on LinkedIn, and will begin tracking metrics and engagement for that platform going forward.

Mixed Paper

Attachment C

Paper Pricing (per ton)



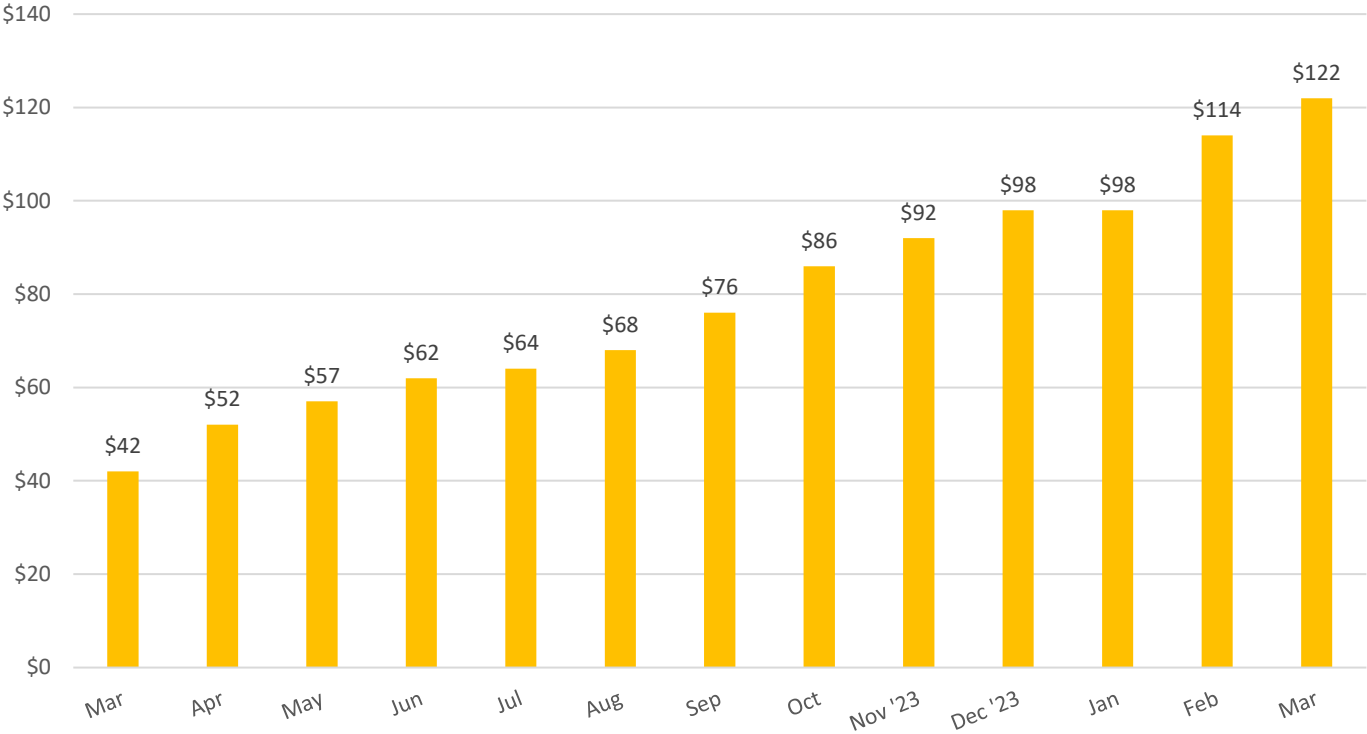
205% increase
(Mar 23 to Mar '24)

Markets & pricing are subject to fluctuation, due to supply & demand and transportation / shipping

All information property of ecomaine

Cardboard

Cardboard Pricing (per ton)



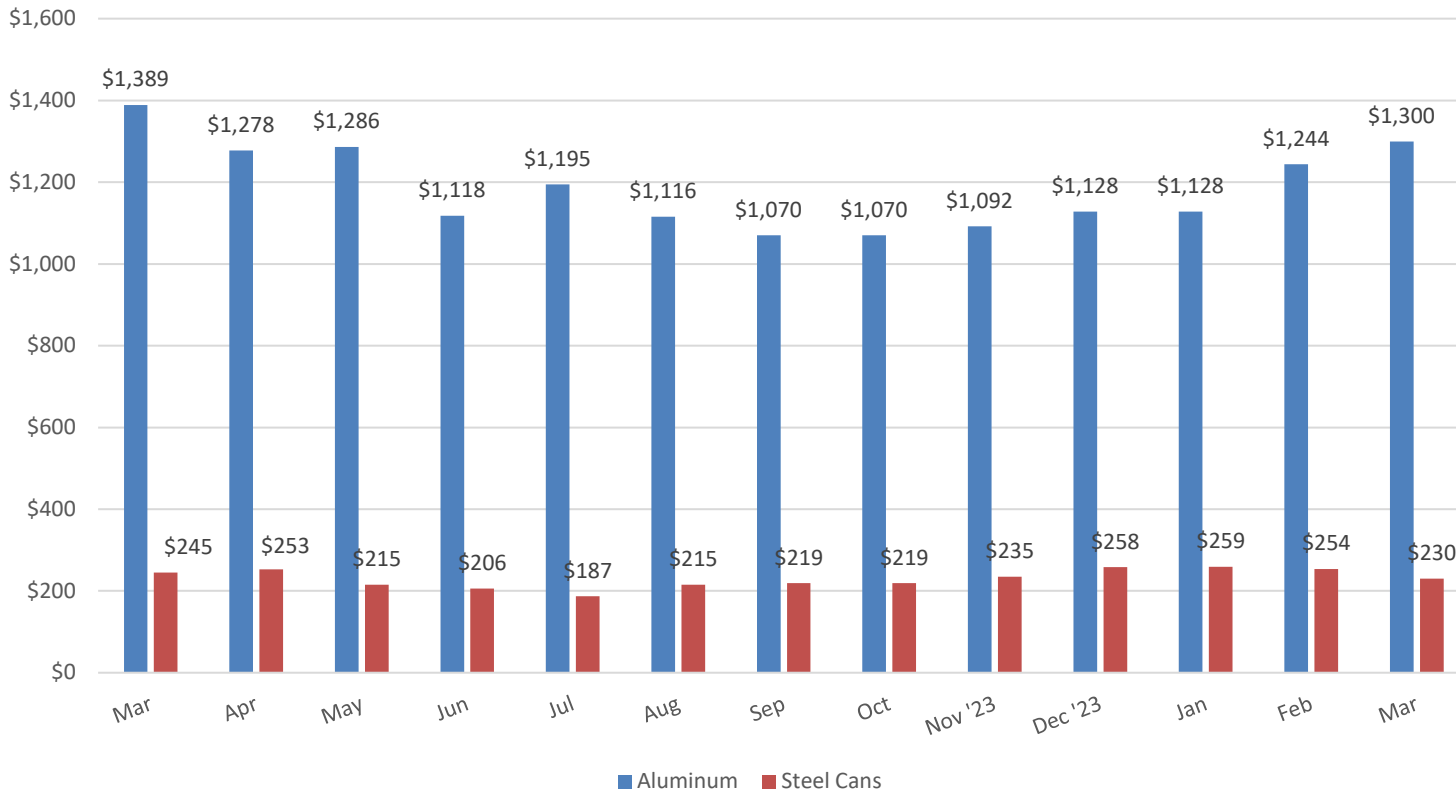
290% increase
(Mar '23 to Mar '24)

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Metal

Metal Pricing (per ton)



6% decrease
(Mar '23 to Mar '24)

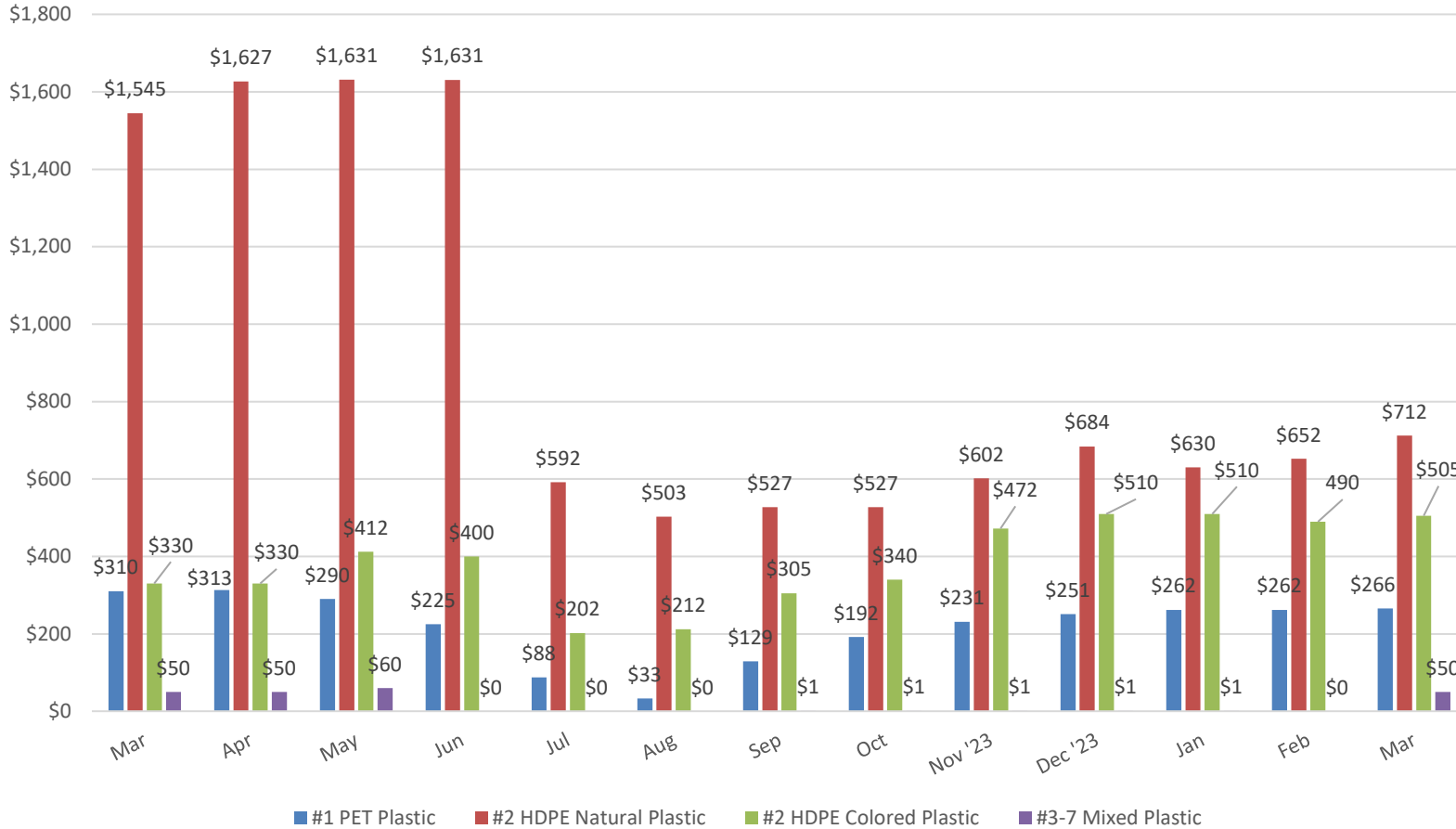
6% decrease
(Mar '23- Mar '24)

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Plastics

Plastics Pricing (per ton)



14% decrease
(Mar '23 to Mar '24)

46% decrease
(Mar '23 to Mar '24)

53% increase
(Mar '23 to Mar '24)

Equal Value
(Mar '23 to Mar '24)

Markets & pricing are subject to fluctuation, due to supply & demand and transportation / shipping

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