

# ecomaine

## Memorandum

**DATE:** November 1, 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 November 7, 2024 @ 4:00PM at **ecomaine**. The meeting will be held here at **ecomaine** in the 1<sup>st</sup>. Floor Community Room.

The agenda for this meeting is as follows:

1. Approval of September 12, 2024, Minutes (*Attachment A*)
2. Update Brunswick 2 Grant Applications
3. FY25 P.R. & Outreach Metrics
  - P.R. & Outreach Metrics (*Attachment B*)
4. Program updates
  - Extended Producer Responsibility (EPR) education and outreach
  - EPA REO grant program – status update
  - Schedule News & Brews Trivia Night Series
5. Upcycle Challenge
  - No submissions received
  - Discuss direction for program going forward
6. Other

### Meetings:

Executive Committee	11-21-2024 @ 4pm
Executive Committee	12-19-2024 @ 4pm
Finance & Audit Committee	01-16-2025 @ 3pm
Full Board of Directors	01-16-2025 @ 4pm
Outreach & Recycling Committee	02-13-2025 @ 3pm
Executive Committee	02-13-2025 @ 4pm
Full Board of Directors	03-20-2025 @ 4pm
Finance & Audit Budge Review	03-27-2024 @ 4pm
Outreach & Recycling Committee	04-10-2025 @ 4pm
Full Boad of Directors	04-17-2025 @ 4pm
Finance & Audit Committee	05-15-2025 @ 3pm
Executive Committee	05-15-2025 @ 4pm
Outreach & Recycling Committee	05-22-2025 @ 4pm
<b>Annual Board of Directors Meeting</b>	<b>06-18-2025 @ 11:30am</b> (Date Change from 06-19-2025)

# ecomaine

## Memorandum

**DATE:** October 31, 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 held on **September 12, 2024**. The meeting was called to order at 4:00 p.m. by Linda Boudreau, Acting Chair.

### 1. Approval of Minutes

Dave Durrell moved to approve the minutes of the May 23, 2024, meeting; Carrye Castleman-Ross seconded. The motion was approved unanimously.

### 2. Review and Approval of School Recycling Grants (2<sup>nd</sup> Round)

The Committee reviewed the second wave of submissions for the School Waste Diversion Grants program. This second window was opened after there were grant funds remaining from the initial applications in the spring. The Committee unanimously approved the following:

- North Haven Community School (North Haven) – green team startup/composting (\$673)
- Westbrook Middle School (Westbrook) – waste separation and reusables (\$3,300)
- Vinalhaven School (Vinalhaven) – vermicomposting and curriculum support (\$1,792)
- Village Elementary School (Gorham) – reusables (\$2,300)
- King Middle School (Portland) – food waste diversion/organics separation (\$720)
- Falmouth High School (Falmouth) – recycling containers/waste separation (\$1,200)
- Roots Academy (Cape Elizabeth) – composting and reusables (\$880)

Additionally, the Committee directed staff to work with the Brunswick School Department on its two applications submitted to: a) reduce the scope to the maximum award amount (\$5,000 per proposal), and b) find synergies to coordinate or possibly combine the two proposals from the Furbush school and the HS/MS/HBS schools.

### 3. Outreach Updates – PR and Digital Media Metrics

Jamie Garvin updated the committee on FY24 (final) and FY25 (YTD) numbers for both in-person and digital outreach and engagement:

- Education and community outreach:
  - o 88,040 (143% of FY24 goal)
  - o 13,472 (15% of FY25 goal)
  - o *NOTE: Staff emphasized for FY25 calls to the info line and emails to the info inbox will now be counted in the engagement totals. The annual goal was adjusted upward to account for these additional channels.*
- Recyclopedia: 4,241 searches in August; 1.8+ million items searched since launch; 5,878 total app downloads (+20 over prior month).
- Social media and website traffic all up month-over-month.

### 4. Program Updates

Jamie Garvin updated the Committee on the following:

- A proposed revision to the Programming Calendar for ecomaine’s pillar programs:
  - o School Waste Diversion Grants
  - o Upcycle Challenge
  - o Eco-Excellence
  - o Recycling is a Work of Art

The Committee endorsed the new calendar as presented and included with the agenda materials.

- The recently launched Extended Producer Responsibility (EPR) for Packaging webpage on ecomaine.org and discussed additional upcoming efforts to continue to get the word out about the rules to inform communities about their impact.
- The latest on recruitment efforts and timeline for the EPA REO grant program.
- The ongoing Maine Waste Characterization Study.

### 5. Advertising and Sponsorships

Staff provided updates on a new sponsorship with Maine Public for their News & Brews Trivia Nights series. Staff will send the finalized schedule when available so the Committee is aware of events should they want to attend or promote to their communities. An update was also provided on ecomaine’s sports marketing partnerships – Maine Celtics and Maine Mariners renewals in place; in discussion with Portland Hearts of Pine (new soccer club).

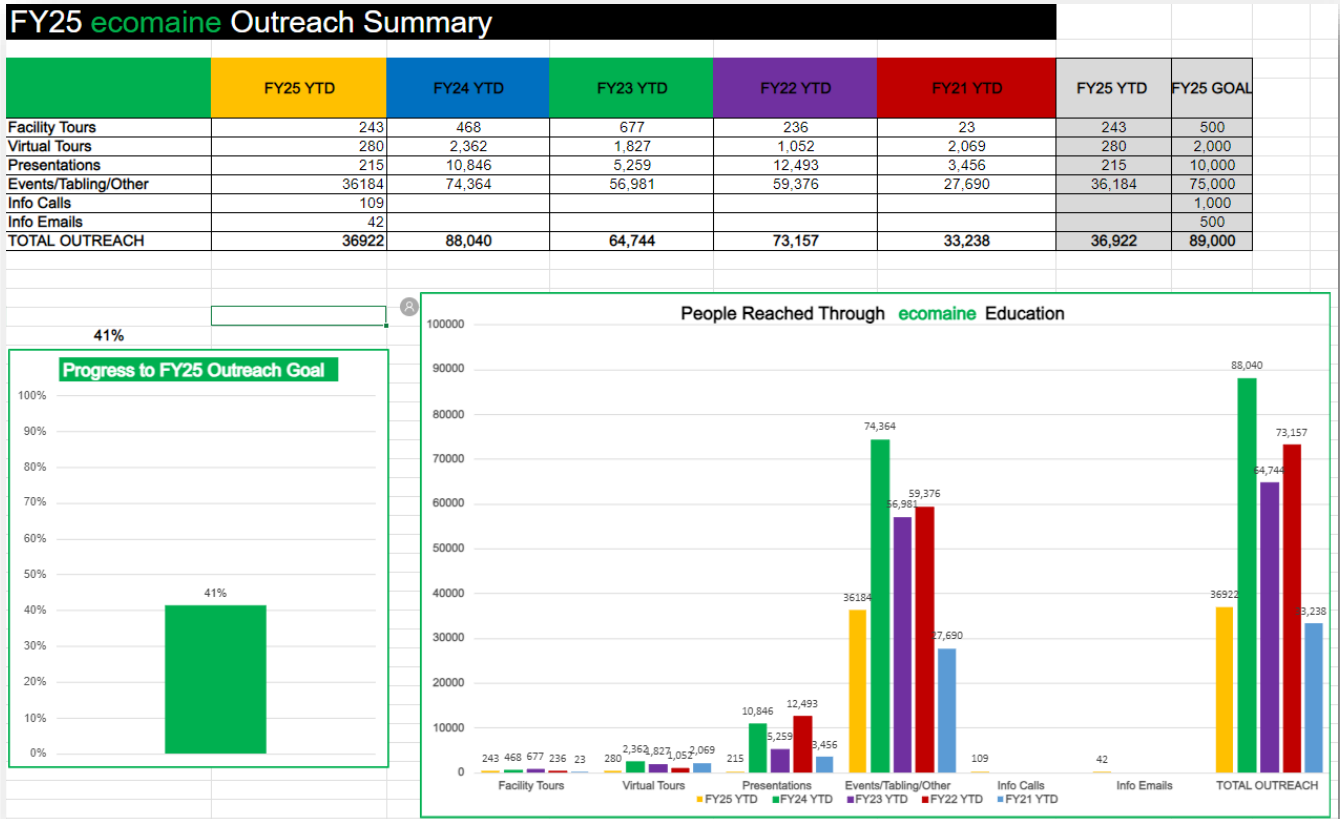
Dave Durrell motioned to adjourn the meeting at 5:55 p.m., and Carrye Castleman-Ross seconded. Unanimous.

**Attendees:** Linda Boudreau, Amber Swett, Lisa Belanger, Dave Durrell, Carrye Castleman-Ross.

**Staff:** Abigail Hart, Annie Hayes, Bea Johnson, and Jamie Garvin

**Education and Community Outreach**

- Through October, we’ve reached **36,922** people across all activities. **41%** of our way to our goal of **89,000** for FY25.



*NOTE: For FY25, we are now tracking calls to the info line and emails to the info inbox in our engagement totals. We will also be able to track these inquiries via HubSpot. We have adjusted the annual goal upward significantly to account for these new touch points.*

**PR and Earned Media**

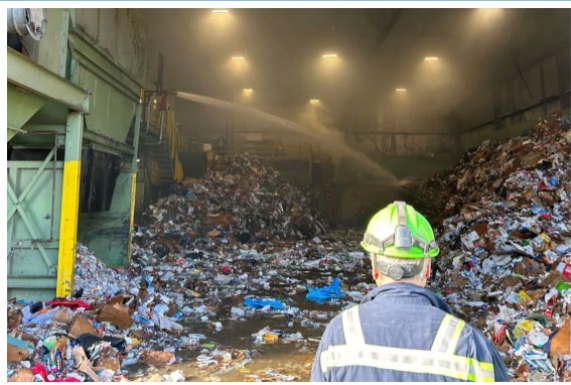
ecomaine garnered some terrific earned media coverage in the last month, mostly on the topic of lithium-ion batteries in the waste stream in the wake of the fire at the Eagle Point facility in Orrington. WMTW/Channel 8 conducted an interview and reported a story from our facilities, WPFO/FOX 23 hosted the Director of Communications for an in-studio interview segment for their “ARC Maine” program, and the *Bangor Daily News* ran a story including quotes from staff.



[Link to full article](#)



[Link to video](#)



### More Incidents Expected in the Future

The *Bangor Daily News* reported on the significant environmental and safety issues posed by disposable e-cigarettes in Maine. These devices are classified as hazardous waste due to their lithium-ion batteries and nicotine content, yet many users are unaware of this. Improper disposal contributes to pollution and has led to fire hazards at waste facilities.

Chris Bosch, ecomaine's health and safety manager, was interviewed and noted, "Smaller batteries such as those in vapes are just as dangerous as the larger ones." The rise in e-cigarette use among youth adds to the urgency. With limited disposal options and few facilities accepting e-cigarettes, there's a pressing need for better solutions. "We are expecting those incidents to grow in the future," said Bosch.



### [ecomaine's Advice Following Fire in Orrington](#)

For ecomaine, ensuring that consumers are aware of these dangers and the need for safe disposal of lithium-ion batteries is crucial to preventing similar incidents. Our Director of Communications, Jamie Garvin, sat down with WGME/WPFO's *ARC Maine* show last week to talk about the importance of keeping our waste stream free of these hazards and what folks can do to make smarter choices when disposing of these dangerous items. Check out the video above!



### [Orrington Fire Update](#)

WMTW/Ch. 8 visited ecomaine as part of their reporting on the aftermath of the fire at the Eagle Point Energy Facility. While the cause of that fire remains under investigation, the incident underscores the dangers at facilities such as ecomaine.

Thanks to the investment in state-of-the-art fire prevention, detection, and suppression equipment, along with regular and rigorous training on safety and mitigation protocols, we are taking all possible measures to reduce the risks associated with batteries in the waste stream.

## Online and Digital Metrics

### Website

- Total web traffic for September was 3.1K users, down 22.5% vs the prior month.
- We have scoped out a project to update and refresh the website, with work to get underway in December.

### Social Media

- Facebook: Gained 14 new followers in September (3.8k total); our total reach was 2.3k users for the month.
- Instagram: We had 9 Instagram posts in September, which had a reach of 1.1k; we gained 33 new followers for a total of more than 3k.
- Top posts were Hauler Appreciation Day .
- YouTube: 1.1k views; 26.6 watch time hours (boosted by BDN article).
- LinkedIn: 1991 impressions; 231 page views (14.6% and 327.8% increases over the prior month.)

### Recyclopedia

- In September, the Recyclopedia saw 4,223 items searched. The total number of items searched over the lifespan of the database is 1,808,368
- Total app downloads 5,896 (+18 over prior month)
- The top 10 searches this month are:

183	Mattresses
178	Electronics
172	Styrofoam
156	Almond milk cartons
89	Air conditioners
52	Latex paint
48	Lamp oil
40	Dehumidifiers
39	Cardboard
37	Plastic milk crates