

# ecomaine

## Memorandum

**DATE:** September 5, 2025

**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 September 11, 2025 @ 4:00PM. The meeting will be held here at **ecomaine** in the 1R Community Room.

The agenda for this meeting is as follows:

1. Approval of May 22, 2025, Minutes (*Attachment A*)
2. Monthly & FYTD Outreach & Media Metrics (*Attachment B*)
3. School Waste Diversion Grants Program FY 26 – Submissions Opened – Due 10/15/2025.
4. School/Educator Engagement Efforts – updated classroom materials and outreach approach
5. Multi Family Recycling Initiative – enrollment and progress update (*Attachment C*)
6. Other:

### Meetings:

Outreach & Recycling Committee	09-11-2025 @ 4pm	Full Board of Directors	03-19-2026 @ 4pm
Finance & Audit Committee	09-25-2025 @ 3pm	Finance & Audit Budget Review	03-26-2026 @ 4pm
Full Board of Directors	09-25-2025 @ 4pm	Outreach & Recycling Committee	04-09-2026 @ 4pm
Finance & Audit Committee	10-16-2025 @ 3pm	Full Board of Directors	04-16-2026 @ 4pm
Full Board of Directors	10-16-2025 @ 4pm	Finance & Audit Committee	05-21-2026 @ 3pm
Outreach & Recycling Committee	11-13-2025 @ 4pm	Executive Committee	05-21-2026 @ 4pm
Executive Committee	11-20-2025 @ 4pm	Outreach & Recycling Committee	05-28-2026 @ 4pm
Executive Committee	12-18-2025 @ 4pm	Annual Board of Directors Meeting	06-18-2026 @ 11am
Finance & Audit Committee	01-15-2026 @ 3pm		
Full Board of Directors	01-15-2026 @ 4pm		
Outreach & Recycling Committee	02-12-2026 @ 3pm		
Executive Committee	02-12-2026 @ 4pm		

**DATE:** May 22, 2025  
**TO:** Chair and Members of the Board  
**FROM:** Kevin H. Roche, CEO  
**SUBJECT:** Minutes – Outreach & Recycling Committee Meeting

There is an **ecomaine** Outreach & Recycling Committee scheduled for **May 22, 2025 @ 4:00PM**. The meeting was called to order at 4:00pm by Caleb Hemphill, Chair.

**Item 1: Approval of Minutes**

Troy Moon motioned to approve the minutes of April 10, 2025. The motion was seconded by Linda Cohen. All were in favor.

**Item 2: FY25 P.R., Outreach and Program Metrics & Managers Report**

Lucy Sullivan (Staff) noted that presentation of the department metrics will be updated for FY25 committee meeting.

**Manager's Report**

- **School Waste Diversion Grants Program:** Lucy Sullivan (Staff) reported that schools are on track to complete reporting for deadline of June 1, 2025.
- **Multi Family Recycling Grant update:** Lucy Sullivan (Staff) reported that the Multi-Family Recycling Initiative (MFRI) team had a successful meeting with Piper Shores about a recycling pilot program at the Piper Shores Facility. Caleb Hemphill suggested contacting Ocean View in Falmouth for a similar effort.
- **School Waste Diversion Grants Program FY26 & Restructuring Upcycle Challenge:** Lucy Sullivan (Staff) presented a revised FY26 Grants & Awards cycle (**Attachment C**) intended to align each effort to better reach its targeted audience. This step will make the best use of staff capacity, and to make the schedule sustainable and consistent year to year. The committee agreed that this is a good approach, noting that the revised Upcycle Challenge will continue to be a “test case” and to see if staff can draw more engagement and participation from the public than in recent years.

### **Item 3: Other**

- Lucy Sullivan (Staff) opened the floor to comments from the committee about ideas or desired areas of priority in FY26. The committee suggests that staff connect with people who are not already sold on recycling; develop outreach that corrects misconceptions about recycling and provide clear information about what happens to waste and recycling that reaches ecomaine. In addition, the committee suggested that messaging should invoke a personal and tangible benefit to the individual and community, such as cost savings; proactive messaging explaining EPR and its benefits to communities and individuals and continuing to ensure ecomaine is present and involved regarding relevant legislation.

Lisa Belanger motioned to adjourn the meeting at 5pm. Linda Cohen seconded the motion. All in favor.

**Attendees:** Caleb Hemphill, Lisa Belanger, Linda Cohen, Troy Moon, and Dave Durrell.

**Staff:** Lucy Sullivan

DRAFT

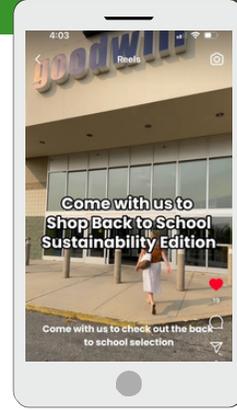
## Outreach & Recycling Committee Metrics: September 2025

### MEDIA REPORT: AUGUST 2025

-  3.1k followers  
12 posts
-  3.8k followers  
15 posts
-  1.25k followers (+15)  
page views +138%
-  532 views  
13.2 hours watch time



Collaboration with  
Goodwill NNE for  
#NationalThriftDay



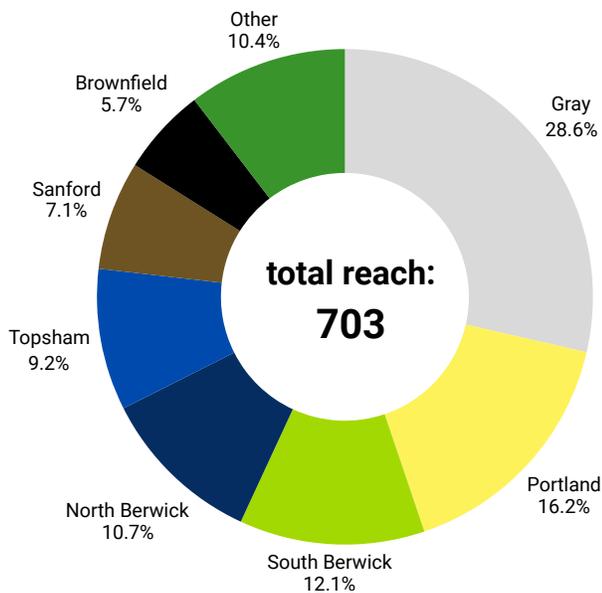
2 job  
postings  
drove surge  
in page views

### RECYCLOPEDIA

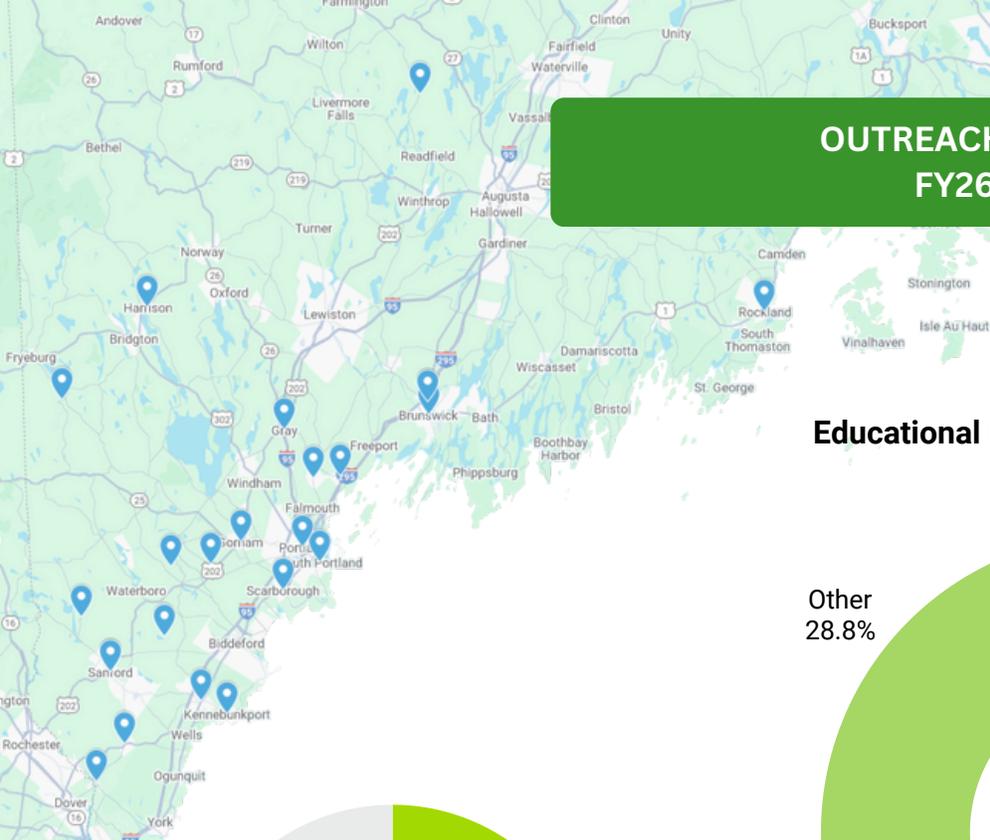
4.1k material views  
3k first-time visitors  
#1 search: electronics



### OUTREACH REPORT: AUGUST 2025

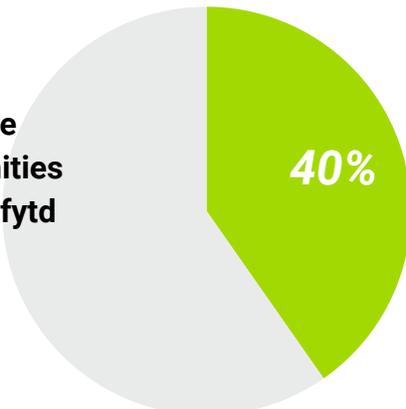


AUGUST	
Events completed	17
Communities reached	10
Bins distributed	255



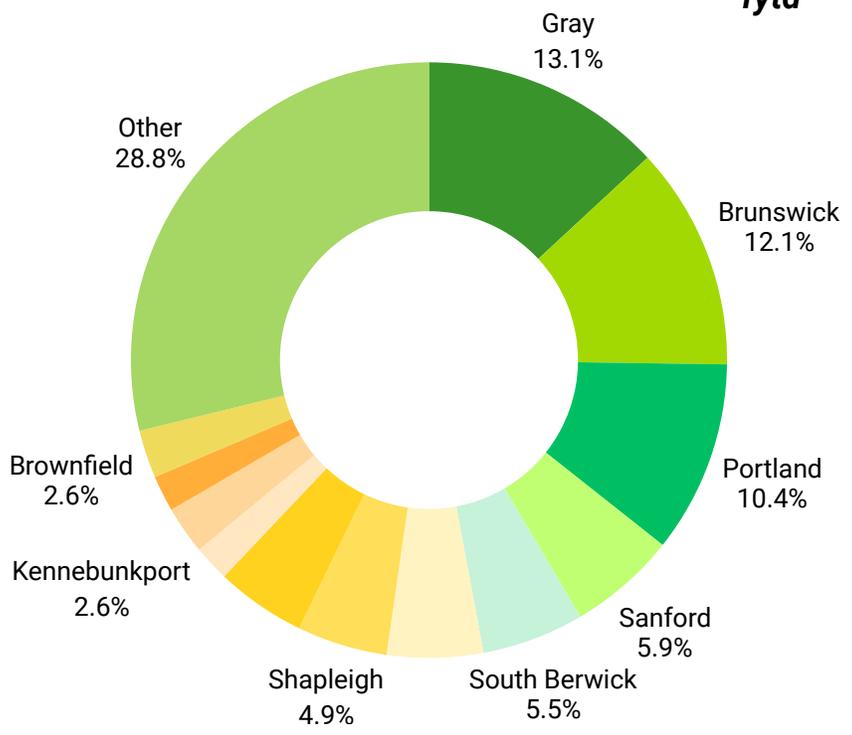
# OUTREACH METRICS FY26 YTD

**ecomaine  
communities  
reached fytd**



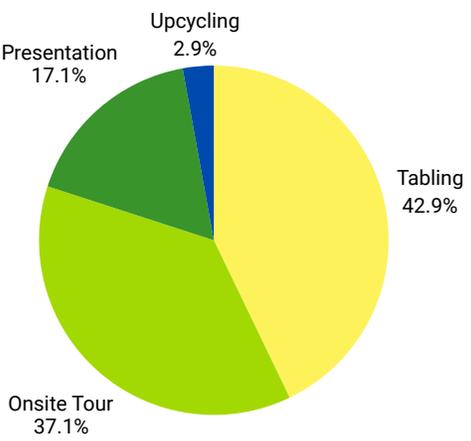
**Educational reach by community**

**1,191  
fytd**



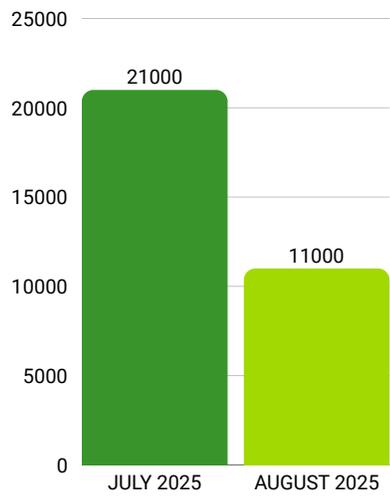
**Completed Events  
by type**

**35  
fytd**



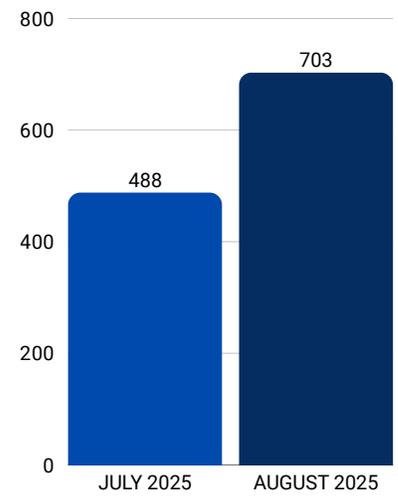
**Sponsorship Reach  
(# people)**

**33k  
fytd**



**Educational Reach  
(# people)**

**1,191  
fytd**



## August 2025

### Key Takeaways & Insights

- **Baseline data & property management:** We are developing standardized methods for capturing waste data across unique property setups. Much of the work relies on visual estimates, but we continue to calibrate to produce actionable measurements. Coordinating multiple properties is challenging due to varied hauling schedules, auditing timelines, travel, and on-site meetings. Applying lessons learned will help maintain capacity, responsiveness, and consistency.
- **Property engagement:** Staffing changes at The Downs have slowed programming. We remain optimistic about reengaging or exploring other smaller properties in their portfolio.
- **Program & team capacity:** Within grant constraints, the program can serve ~3–4 properties at a time. Tailored approaches maximize impact but may require extra upfront work. Posting for the coordinator role on 8/26 has generated strong interest; filling this role promptly is key to sustaining momentum.

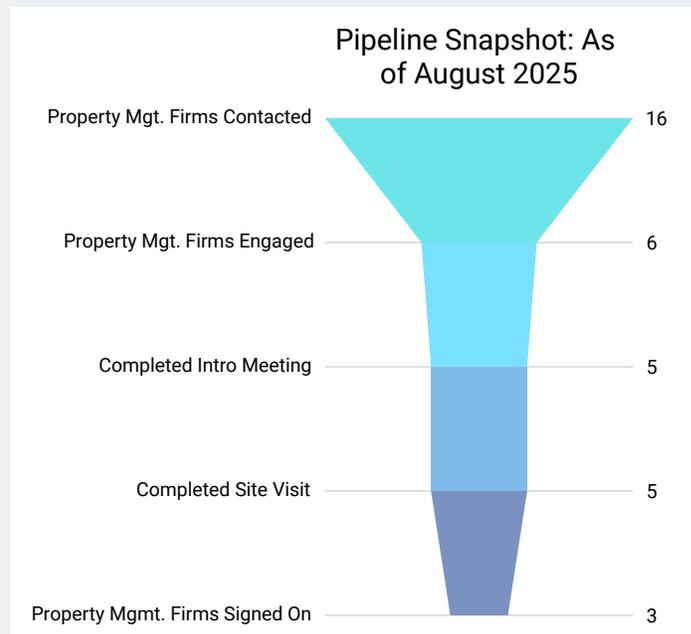
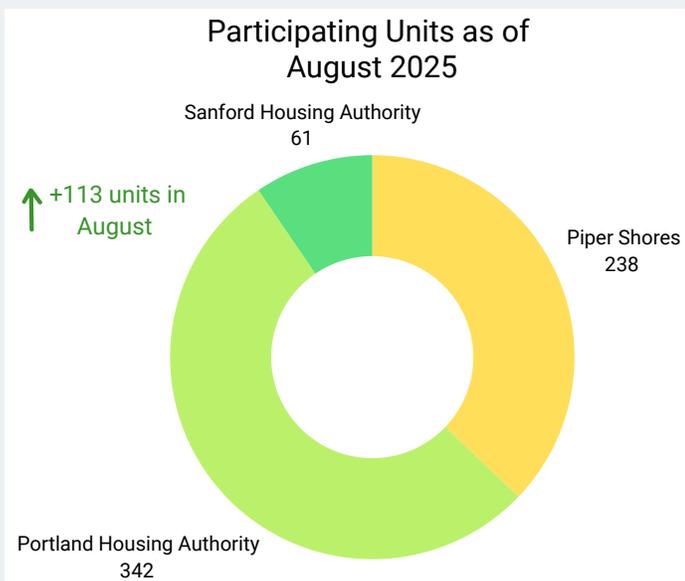
### August Highlights

While events were lighter this month, the team stayed busy with waste auditing, data analysis, and meetings with staff to onboard new properties. Property specific highlights can be seen on the next page.

- **Portland, 8/5:** Presented on litter at a Portland Housing Authority event.
- **Portland, 8/20:** Met with Portland Trails to gather advice for programming in Riverton Trolley Park.
- **Scarborough, 8/28:** Tabled at Piper Shores Farmers Market.

### Looking Ahead

- **Portland, 9/4:** Meeting with Portland Adult Education to discuss programming for adult residents in multi-family properties.
- **Scarborough, 9/10:** Presentation with Piper Shores.
- **Regional, 9/21:** Zoe tabling at the Common Ground Fair.
- **Regional, 9/23:** Zoe presenting at GPCOG Sustainability Round Table.

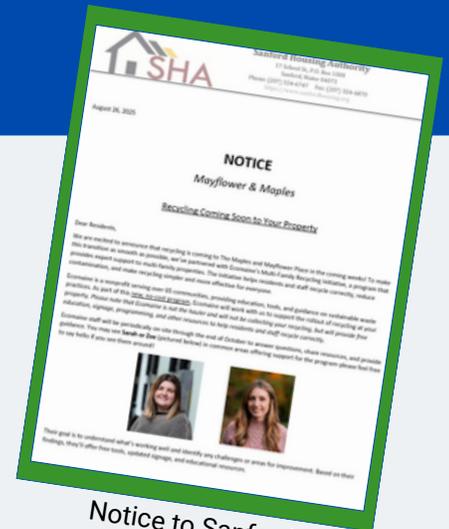


August 2025

## Partner Highlights

### Sanford Housing Authority (61 units enrolled)

- Officially signed on, adding two properties and expanding recycling access to residents who previously did not have service.
- Launched resident programming on 8/28, ahead of recycling dumpster delivery to build early awareness and set the stage for diversion success.



Notice to Sanford Housing Residents

### Piper Shores (290 units enrolled)

- Deployed updated, consistent signage across the property to reduce confusion and contamination.
- Rolled out the first round of resident-facing materials to support clearer and more effective recycling practices.
- Tabled on-site to reach residents and promote an upcoming educational presentation taking place on 9/10.
- Hosted a group tour at our facility to strengthen understanding and buy-in from staff and residents.



Zoe & Sarah updating signage at Piper Shores

### Portland Housing Authority (342 units enrolled)

- Conducted a comprehensive needs assessment, including:
  - Reviewing container placement and utilization.
  - Estimating recyclable materials currently going into the trash.
  - Gathering staff and resident feedback on challenges.
- This work provides data-driven insight into missed recycling opportunities and system gaps.
- Currently developing a report with findings and recommendations; next steps will be reviewed with PHA in September.



Portland Housing Authority Touring ecomaine