

# ecomaine

## Memorandum

**DATE:** February 5, 2026

**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 12, 2026 @ 3:00PM. The meeting will be held here at **ecomaine** in the 1R Conference Room.

The agenda for this meeting is as follows:

1. Approval of November 6, 2025, Minutes (*Attachment A*)
2. Monthly & FY 26 YTD Outreach & Media Metrics (*Attachment B*)
3. Multi Family Recycling Initiative Update – Zoe Malia, Program Manager (*Attachment C*)
4. **Presentation:** Mark McClennan & Alexandra Phillips, C+C Communications, Marketing & PR Agency (MFRI grant project)
5. Eco-Excellence awards: review submission categories and criteria (*Attachment D*)
6. Update: USM Food Waste Program Discussion
7. Update: Tour of Agri-Cycle Facility
8. Other:

### Meetings:

<b>Executive Committee</b>	<b>02-12-2026 @ 4pm</b>	<b>Cancelled</b>
Full Board of Directors	03-19-2026 @ 4pm	
Finance & Audit Budget Review	03-26-2026 @ 4pm	
Outreach & Recycling Committee	04-09-2026 @ 4pm	
Full Board of Directors	04-16-2026 @ 4pm	
Finance & Audit Committee	05-21-2026 @ 3pm	
Executive Committee	05-21-2026 @ 4pm	
Outreach & Recycling Committee	05-28-2026 @ 4pm	
Annual Board of Directors Meeting	06-18-2026 @ 11am	

**DATE:** November 6, 2025

**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 **November 6, 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 September 11, 2025 (*Attachment A*). The motion was seconded by Dave Durrell. All were in favor.

**Item 2: Amendment to By-Laws to add Chair of Outreach & Recycling to the Executive Committee**

Linda Boudreau notes that the Chair of this committee does not have a de facto seat on the Executive Committee, although Caleb Hemphill currently serves on both. She advocates for this position to have a permanent seat on the Executive Committee, reflecting the increased importance of recycling, and the value for cultivating future board leadership.

Troy Moon motioned to advance to the full board the recommendation to add the Chair of the Outreach & Recycling Committee to the Executive Committee. Carrye Castleman-Ross seconds. All in favor.

**Item 3: FY25 Monthly & FYTD Outreach & Media Metrics**

Lucy Sullivan (Staff) presented the updated metrics report (*Attachment B*). October reflects the widest educational reach to date in FY26, even with limited staff.

**Item 4: Update Multi Family Recycling Initiative**

Lucy Sullivan (staff) shares the update that selection of a marketing & public relations firm to support the project (a substantial part of the grant budget) is nearing completion. All finalists have been interviewed and selection will take place by the end of November.

### Item 5: Judging of School Waste Diversion Grants Program FY 26 (Attachment C)

Committee noted the overall strength of the applications this year, and affirmed funding for 10 applicants as follows:

SCHOOL	COMMUNITY	AMOUNT REQUESTED	AMOUNT GRANTED
Roots Academy	Cape Elizabeth	\$ 2,835.54	\$ 2,835.65
Falmouth Middle School (Community Service Club)	Falmouth	\$ 1,000.00	\$ 1,000.00
STRIVE PSL TOPS	Portland/South Portland	\$ 3,000.00	\$ 1,500.00
Dayton Consolidated School	Dayton	\$ 3,000.00	\$ 1,500.00
North Haven Community School (Green Recycling Team)	Rockland/Vinalhaven	\$ 5,000.00	\$ 5,000.00
Appletree School	Cape Elizabeth	\$ 630.00	\$ 300.00
Greely Middle School	Cumberland	\$ 2,600.00	\$ 2,600.00
Freeport High School	Freeport	\$ 3,500.00	\$ 3,500.00
Harrison Lyseth Elementary School	Portland	\$ 1,000.00	\$ 1,000.00
Loranger Memorial School	Old Orchard Beach	\$ 1,500.00	\$ 1,500.00
		\$ 24,065.54	\$ 20,735.65

### Item 6: Other Business

- Lisa Belanger suggests that ecomaine connects with food waste expert Susanne Lee to possibly plan an educational event for the board or the public. Bea Johnson will connect with Lisa directly to explore this event.
- Caleb Hemphill confirms that the next committee meeting in February does not have a specific deliverable (no submissions to evaluate as it takes place between grant & award campaigns). Lucy Sullivan suggests that we consider bringing the selected Marketing & PR firm for the MFRI project to present.
- Linda Boudreau suggests arranging a tour of Agricycle and inviting all the board members to attend. Lucy Sullivan will follow up with Kevin Roche to discuss next steps.

Linda Boudreau motioned to adjourn the meeting at 5:15pm. Lisa Belanger seconded the motion. All in favor.

**Attendees:** Linda Boudreau, Lisa Belanger, Troy Moon, Caleb Hemphill, Carrye Castleman-Ross, Amber Swett, and Dave Durrell.

**Staff:** Lucy Sullivan, Bea Johnson, Erika Schaper

DRAFT

## Outreach & Recycling Committee February 12, 2026 | Metrics Report

### MEDIA REPORT: JANUARY 2026



4,793 Views  
81 Interactions (-33.66%)



3,844 Followers (+4)  
212 3-Second Views (+10%)



285 Impressions (+154.5%)  
88 Pageviews (+20.5%)



819 Views (+114%)  
3.4k Impressions

#### RECYCLOPEDIA

2,732 Materials Searched

1,446 First Time Visitors

**Top searches:** electronics (138),  
styrofoam (138), single-use  
batteries (117), Mattresses (114)



### WEB ANALYTICS

#### Users & Acquisition

Active Users 4,219 (-12.8%)

Sessions 5,686 (-13.14%)

#### Search Engine

Impressions 116,670 (+28.6%)

Clicks 1,729 (+13.7%)

#### Top Visited Pages by Views:

**Homepage:** 1,865 (+56.85%)

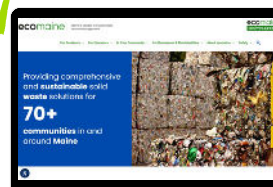
**Recyclopedia:** 1,480 (+190.2%)

**Recycling 101:** 386 (+93%)

**Waste-To-Energy:** 264 (+252%)

**Recycling Facility:** 187 (+71.6%)

**Recycling Resources:** 183 (+83%)



12/22/2025 marked  
the relaunch of the  
ecomaine.org  
website.

### RECENT EARNED MEDIA HIGHLIGHTS

#### PORTLAND OFFICE OF ECONOMIC OPPORTUNITY NEWS 12/19/2025

**"Multi-Family Recycling Initiative in the Spotlight"** MFRI project coordinator Zoe Malia spoke with the office about the program's mission and objectives, as well as their impact so far and their plans for the future.

#### PORTLAND PRESS HERALD 12/25/2025

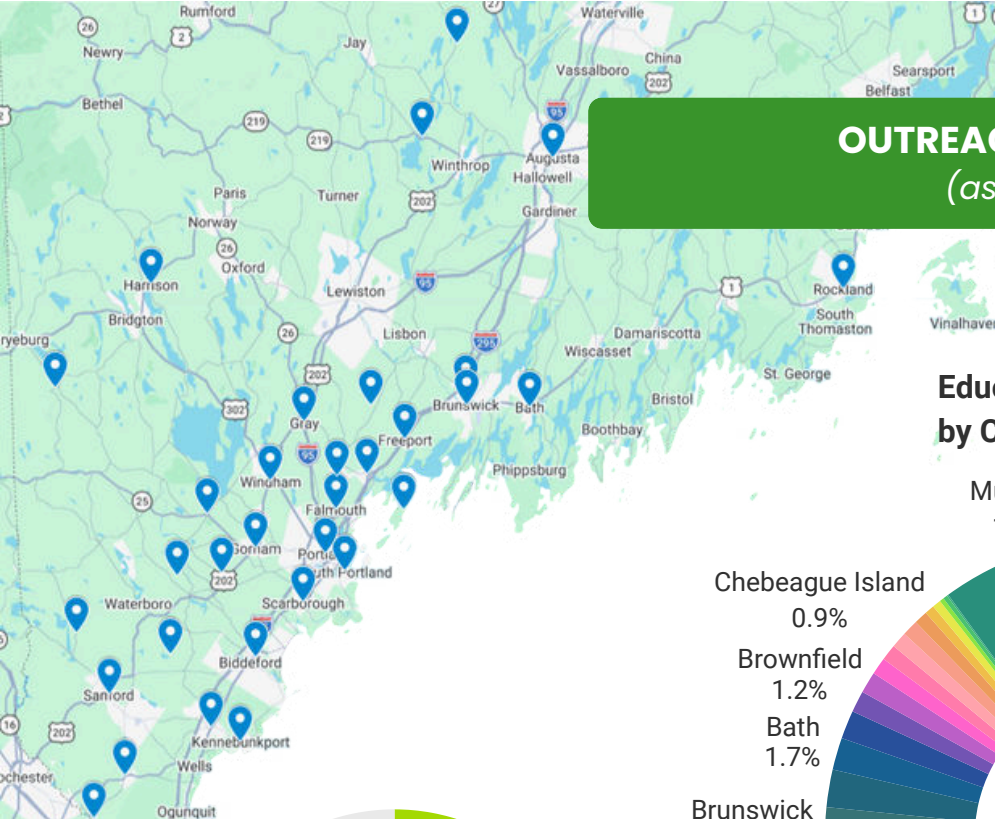
**"A Mainer's Guide to a Greener Holiday Cleanup"** ecomaine contributed expertise to guide safe & sustainable disposal, including a warning about lithium-ion batteries; photos of ecomaine's recycling facility also featured.

#### MAINE PUBLIC 2/2/2026

**"Maine Makes Progress Toward Recycling Goal"** ecomaine weighed in on data trends from the latest DEP report on waste disposal capacity, including improvements to recycling but a discouraging increase in waste generation overall.



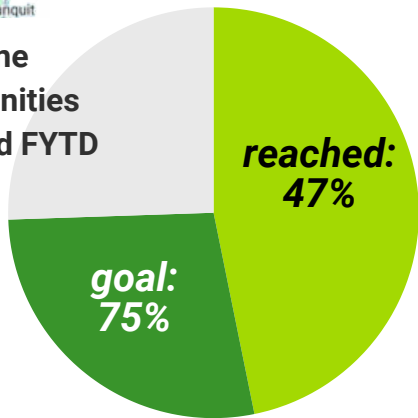
Bales of cardboard and paper recycling at ecomaine's single sort recycling facility on Dec. 22. (Brittany Seakap/Staff Photographer)



# OUTREACH METRICS FYTD

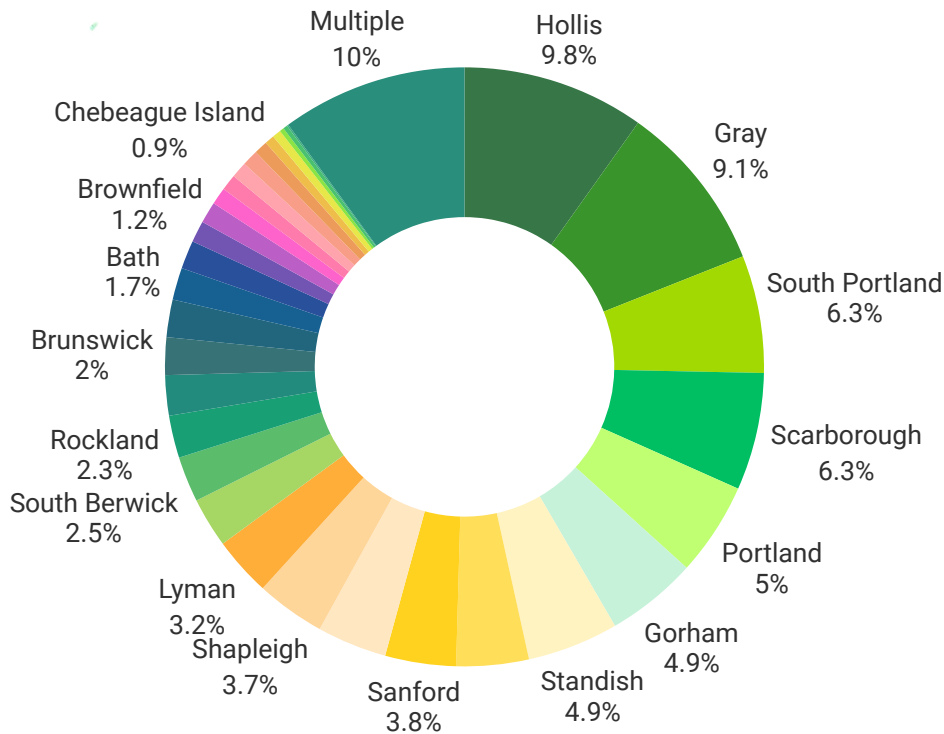
(as of 1/31/2026)

ecomaine  
Communities  
Reached FYTD



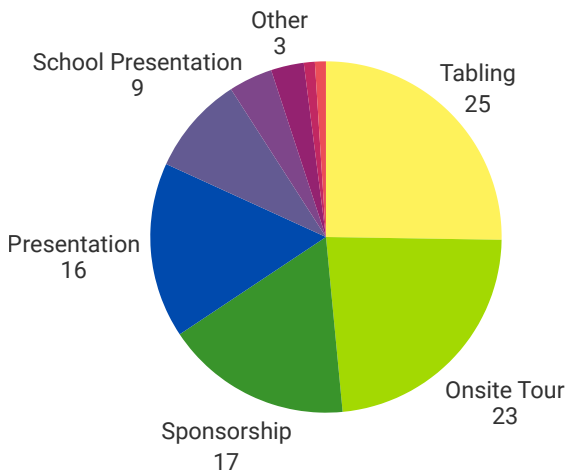
Educational Reach  
by Community

3,413  
FYTD



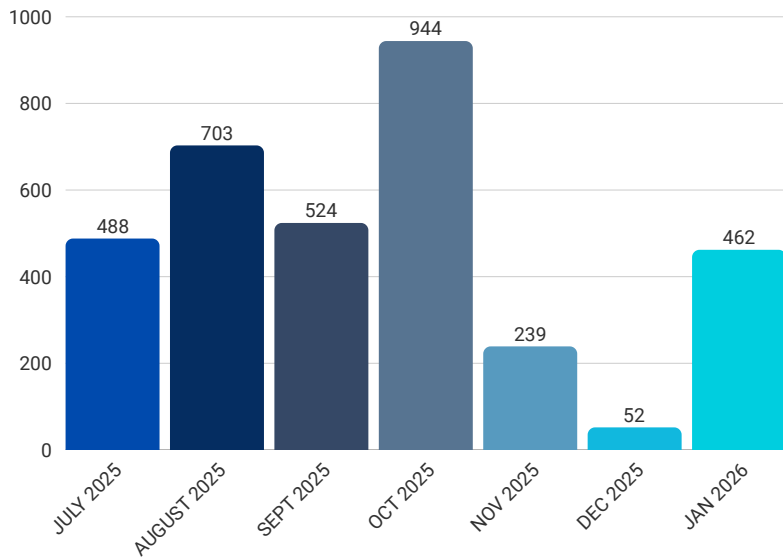
Completed Events  
by Type

99  
FYTD



Educational Reach  
(# people)

3,413  
FYTD



January 2026

## ACHIEVEMENTS

Two New Properties Enrolled in the Program ✓

Kick-off meeting with Colehour + Cohen, PR Firm ✓

## UPCOMING MILESTONES (PROJECTED)

### FEBRUARY

- Tabling at MEREDA Annual Summit
- Outreach and Research

### MARCH

Two New Properties Enrolled in the Program

### APRIL

PR Creative Development Begins

## Partnering with C+C

C+C brings deep expertise in behavior change, particularly within the waste and recycling space. We are currently in Phase 1 (Listen & Learn) of a three-phase behavior change campaign, taking place from January–March. Below is a brief overview of what's involved in the research phase.

### Resident Research

*A 10 minute online quali-quant study will be deployed to priority audiences.*

### Objectives:

- Establish baseline of current attitudes, opinions, and behaviors around recycling
- Assess understanding and satisfaction with current recycling (if any)
- Understand primary barriers (outside of access) and motivators to recycling

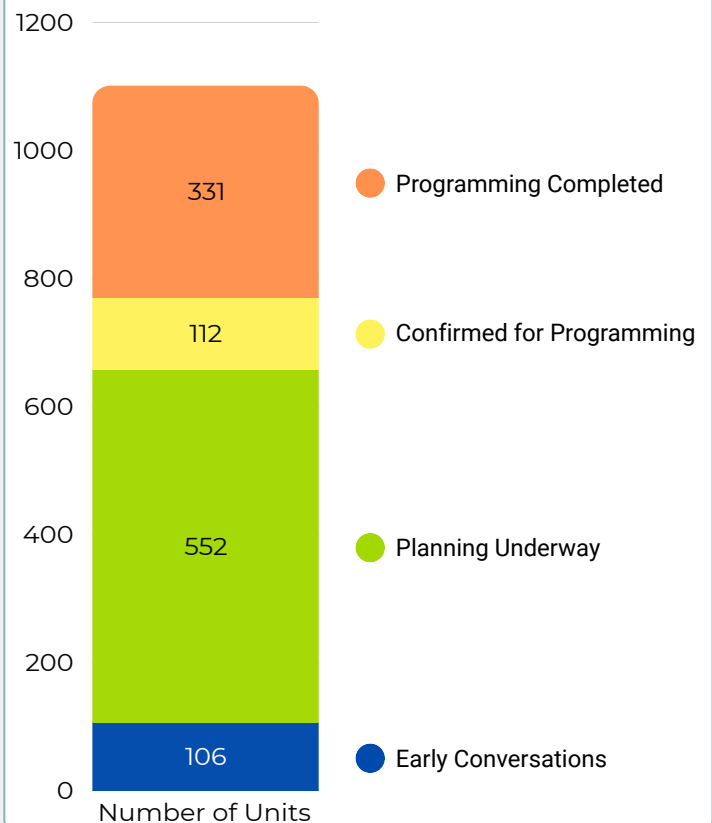
### Community Interviews

*Interviews are being conducted with property staff, community organizations, and haulers.*

### Objectives:

- Understand barriers, benefits, and motivators for participating in the MFRI program
- Identify which toolkit materials and resources would be most helpful
- Learn from both challenges and success stories in reaching residents in multi-unit properties across different communities
- Gain insight into operational barriers and motivators for offering recycling at multi-family properties

## Program Engagement Pipeline



## Looking Ahead...

- **Portland, 2/3 & 2/18** : Conducting site visits at two large Portland Housing Authority Properties
- **Sanford, 2/10**: 10 weeks of programming begins at Village View, property managed by Sanford Housing Authority



## **Eco-Excellence Awards 2026: Pre-Launch Summary**

### **KEY DATES**

- 2/18/2026: submissions open
- 3/25/2026: submissions close
- 4/9/2026: committee reviews submissions & selects winners
- 4/16/2026: winners & nominees notified
- 4/20/2026: winners announced via eblast & press release
- 6/18/2026: winners honored at annual meeting

### **SUBMISSION SOLICITATION EFFORTS**

- Email blasts to all newsletter contacts
- 1:1 emails to board members and community contacts (Lucy)
- 1:1 emails to education contacts (educators)
- Press release
- Postings on community bulletin boards (comms team divide & conquer)
- Postcard handouts to community members (available at meeting)

### **GENERAL SELECTION CRITERIA**

- **Relevance to Sustainable Waste Management**
  - Preference is given to nominations that are focused on waste reduction, recycling, food waste diversion, and other sustainable waste practices.
  - Projects that integrate these practices into daily life, business operations, or community programs are highly encouraged.
- **Effectiveness**
  - The nominee's actions or programs produce measurable or clearly observable positive environmental outcomes.
  - Examples could include waste reduction, increased recycling or composting rates, energy savings, or demonstrable improvements to local communities.
- **Increasing Awareness**
  - The nominee actively educates, engages, or inspires others in the community about sustainable practices.



- This could involve outreach campaigns, workshops, volunteer programs, or innovative communications that motivate behavioral change.
- **Ease of Replication**
  - The nominee's approach can be adopted or adapted by other individuals, organizations, or communities.
  - Efforts that are scalable, cost-effective, or creatively designed to be shared.

## **AWARD CATEGORIES**

### **Individual**

Recognize a person who has made outstanding contributions to sustainability in their community. This award honors an individual whose passion and actions inspire positive sustainable change.

### **Business**

Recognize a business that integrates sustainability into its operations, culture, and community engagement. This award celebrates companies making tangible contributions to sustainability and environmental responsibility.

### **Non-Profit or Community Group**

Celebrate a non-profit organization or a group or committee within the community that demonstrates leadership in advancing sustainable practices. This award highlights groups making a meaningful impact on the environment and the community they serve.

### **Multi-Family Housing Leader**

Celebrate a property or management team that prioritizes sustainable practices in multi-family housing. This award honors leaders who implement eco-conscious solutions that benefit residents and the environment alike.

### **Grand Winner**

The committee may select an overall winner, submitted in any category, for recognition as the grand winner of the 2026 eco-Excellence Award.

## **NOMINATION FORMS**

The 2026 eco-Excellence Award nominations will feature a short questionnaire format, with 3 short-answer questions tailored to the nomination category. Soliciting responses in a more standardized manner will provide the committee with submissions that are more comparable and easier to evaluate on relative merits.

### **Individual**

1. Describe the individual's sustainability efforts and their impact on the community. (Include specific actions or initiatives related to recycling, composting, waste reduction, or environmental stewardship - if applicable.)
2. How has this individual helped educate, inspire, or engage others in sustainable practices? (Examples could include: outreach, volunteering, advocacy, or leadership.)
3. What changes, improvements, or signs of progress towards sustainability have you observed as a result of their efforts? (Examples could include: reduced waste, increased participation, improved systems.)

### **Business**

1. Describe how this business integrates sustainability into its operations and culture. (Please highlight waste reduction, recycling, or composting contributions if applicable.)
2. What observable or measurable changes, improvements, or signs of progress has the business achieved? (Examples could include: diversion rates, cost savings, reduced materials, or operational changes.)
3. How does the business engage employees, customers, or the community in sustainability?

### **Multi-Family Housing Leader**

1. Describe the sustainable practices implemented at this property or by this management team. (Examples could include: recycling systems, composting programs, waste reduction efforts, etc.)
2. How are residents educated or encouraged to participate in sustainable practices?

3. What observable or measurable changes, improvements, or signs of progress have taken place because of these efforts so far? (Examples could include diversion rates, cost savings, or participation rates)

**Non-Profit or Community Group**

1. Describe the non-profit or group's mission and or purpose.
2. What measurable or observable impact has the organization made in the community to advance sustainability?
3. How does the organization engage, educate, or mobilize people around sustainability?