

# ecomaine

## Memorandum

**DATE:** March 18, 2016

**TO:** Chair and Members of the Board

**FROM:** Kevin H. Roche, CEO

**SUBJECT:** **Agenda for the Recycling Committee Meeting**

There is an **ecomaine** Recycling Committee scheduled for **March 24, 2016** from **3PM to 4PM**, immediately preceding the budget workshop. The agenda for this meeting is as follows:

1. Approval of Minutes (**Attachment A**)
2. 2016 eco-Excellence Awards – debrief March 23 event & next steps
3. Recycling is a Work of Art Contest – Judging
4. School Recycling Grants Program Planning – 2017 (**Attachment B**)
5. Communications & Education Budget Highlights - discussion
6. Upcoming MPBN advertising campaign - discussion
7. Analytics and Reports
  - Tours and Outreach Report (**Attachment C**)
  - Recycling Market Report (**Attachment D**)
  - Recycling rates by community (**Attachment E**)
  - Website and Social Media Analytics and ecomaine in the news (**Attachment F**)

**SAVE THE DATES:**

- Annual Meeting – June 16, 2016
- Open House – Sept 24, 2016

**Future Meetings:**

Finance/Budget Workshop: March 24<sup>th</sup>, 2016 @ 4PM  
Audit Committee Meeting: April 21<sup>st</sup>, 2016 @ 3PM  
Full Board Meeting: April 21<sup>st</sup>, 2016 @ 4PM  
Finance Committee Meeting: May 19<sup>th</sup>, 2016 @ 3PM  
Executive Committee Meeting: May 19<sup>th</sup>, 2016 @ 4PM  
Recycling Committee Meeting: May 26<sup>th</sup>, 2016 @ 4PM  
Full Board/Annual Meeting: June 16<sup>th</sup>, 2016 @ 11:30AM

## Memorandum

**DATE:** March 18<sup>th</sup>, 2016  
**TO:** Chairman and Members of the Board  
**FROM:** Kevin H. Roche, CEO/General Manager  
**SUBJECT:** Recycling Committee Minutes – January 28<sup>th</sup>, 2016

There was a **Recycling Committee Meeting** held on the date noted above. The meeting was called to order by Erik Street, Chairman.

**Item #1: - Minutes:**

Erik Street reviewed the past two meetings' minutes, given that a quorum was not present. Richard Brobst made a motion to approve the minutes of the Sept. 17, 2015 and Oct. 29, 2015 meetings. Troy Moon seconded the motion and all unanimously approved.

**Item #2: - School Grants Program**

- Leo Maheu shared the status of the FY 15 and FY 16 School Recycling Grants program. He said he was still awaiting final reports from four schools: Bonny Eagle Middle School, Carl J. Lamb Elementary School, Margaret Chase Smith Elementary School, and Portland High School.
- Erik Street opened discussion about the grant application. Two suggestions were to include a model application that illustrates the best practice in applying for the grant, and to call out examples of the types of grants they can apply for, such as bussing fees to allow the students to take ecomaine tours.

**Item # 3: - Recycling Container Painting Contest**

Erik Street invited Lisa Wolff to review the draft press release for the Recycling is a Work of Art Painting Contest.

- Lisa presented a proposal to add a \$500 stipend to awarded applicants together with the usual \$500 reimbursement of the painting supplies for up to 6 contestants. This proposal was based on past feedback that ecomaine might be looking for "free labor" to adorn the recycling containers, and ecomaine's interest to give back to schools and artists.
- The committee requested that the application specify to whom the stipend would be awarded upon application to ensure that a specific teacher or class could accept the stipend and not have it go to the overall school budget, for example.
- Troy Moon made a motion to approve moving forward Feb. 1 with both the \$500 stipend and \$500 reimbursement of supplies for the 2016 Recycling is a Work of Art Contest. Dennis Doughty seconded the motion and all voted unanimously in favor of moving forward with this proposal.

**Item #4: - eco-Excellence**

Erik Street invited Lisa Wolff to share an update on the eco-Excellence Awards. Lisa reported that ecomaine had received three applications so far, and referenced Attachment D, requesting support from the entire committee to invite their contacts to nominate themselves or others for the awards. Specific organizations she encouraged spreading the word to are sustainability and environmental committees, civic groups, schools, chambers of commerce, businesses, friends and neighbors. Lisa announced that the awards ceremony will be on March 23 from 11:30 a.m. – 1:30 p.m.

- The winners will need to be selected by February 25 and communicated by March 1, and Lisa asked the committee for input into how they want to handle the judging. Erik asked for volunteers for the judging subcommittee. The subcommittee will be composed of: Erik Street, Troy Moon, Caleb Hemphill and Travis Wagner. The committee is tentatively scheduled to meet at 2 p.m. on Feb. 16 at the ecomaine office (to be confirmed).

#### **Item #5: - Communications and Outreach**

Erik Street invited Leo Maheu to share the tours and outreach report. He reviewed Attachment E with the group.

#### **Item #: 6 - Recycling Updates:**

Leo reviewed the Recycling Market Report (attachment F1) and the Recycling rates by community (Attachment F2). He said that John Morin tends to study the cardboard and paper markets as an indicator of the recycling market as a whole, and that he believes that both of them are flat-lining and could be turning around.

#### **Item # 7: Website analytics**

- Lisa Wolff reviewed website analytics and noted the relatively high bounce rate and the addition of a new report of most popular content on the website. Both offer valuable insights into future web content strategies. The website is an area of high priority and will be a focal point in FY 2017, with a goal to keep visitors of the website on the site for longer periods of time, so that we can further engage visitors to, for example, inquire about setting up a tour.
- She invited the committee to share feedback on what kinds of reports they would like to see in the future. Troy Moon asked for social media stats. Dennis Doughty was curious about international website traffic.

#### **Item # 8: 2016 Committee Goals discussion**

Erik Street invited the committee to share goals for the recycling committee in the year ahead. He, for example, would like to get more engaged with the content of **ecomaine's** website through a demo. Troy said he would like to receive more information about recycling operations, challenges and opportunities. He also would like to revisit composting and ways in which ecomaine can get more involved in supporting composting. Travis said he would like to see more analysis and promotion of what comprises successful recycling programs across the state, with respect to incentives and other program best practices. Erik requested that everyone think more about goals for the year ahead and to continue the discussion at the next recycling committee meeting on March 24.

Richard Brobst made a motion to adjourn the meeting. Travis Wagner seconded the motion. Erik Street adjourned the meeting.

The next recycling committee meeting is March 24, at 3:00 p.m.

#### **Present:**

Erik Street, Dennis Doughty, Caleb Hemphill, Maureen McDevitt, Troy Moon, Richard Brobst, Travis Wagner.

#### **Staff:**

Lisa Wolff, Leo Maheu

### **FY17 School Recycling Grant Program Timeline**

- Grant Program Kick-Off Announcement soft launch April
  - Program info posted on website and promoted on MPBN underwriting statements
- Grant Program Kick-Off Announcement hard launch 5/25/16
  - E-mail/Letter sent to all schools/superintendents within ecomaine service area
  - E-mail/Letter sent to PTO/PTA's within ecomaine service area
  - PR sent to newspapers within ecomaine service area
  - Announcement distributed via ecomaine social media
  - Announcement distributed to community Bulletin Boards and LISTSERVS
- Reminder letter sent Late 8/16
  - E-mail sent to schools and potentially PTO/PTA's
- Attend Ruth's Reusable Resources Opening Day with outreach booth. 8/20/16
  - Bins, flyers, and bags given to teachers
- Additional PR sent 9/16
  - Additional PR as needed 10/16
- Application deadline 10/31/16
- Judging Mid 11/16
- Award Announcements Late 11/16
  - Legal forms distributed shortly thereafter
  - Monies distributed

### Education and Outreach Data for **FY16**

| <b>Program</b> | <b>Jul</b> | <b>Aug</b> | <b>Sep</b> | <b>Oct</b> | <b>Nov</b> | <b>Dec</b> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> | <b>Apr</b> | <b>May</b> | <b>Jun</b> | <b>FY16 Total</b> |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------------|
| Tours          | 182        | 77         | 220        | 125        | 133        | 67         | 21         | 59         |            |            |            |            | <b>884</b>        |
| Presentations  | 48         | 24         | 120        | 511        | 247        | 138        | 244        | 300        |            |            |            |            | <b>1632</b>       |
| Events/Other   | 187        | 347        | 461        | 145        | 8          | 32         | 116        | 375        |            |            |            |            | <b>1671</b>       |
| <b>Totals</b>  | <b>417</b> | <b>448</b> | <b>801</b> | <b>781</b> | <b>388</b> | <b>237</b> | <b>381</b> | <b>734</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>4187</b>       |

### Education and Outreach Data for **FY15**

| <b>Program</b> | <b>Jul</b> | <b>Aug</b> | <b>Sep</b> | <b>Oct</b> | <b>Nov</b> | <b>Dec</b> | <b>Jan</b> | <b>Feb</b> | <b>Mar</b> | <b>Apr</b>  | <b>May</b> | <b>Jun</b> | <b>FY15 Total</b> |
|----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-------------|------------|------------|-------------------|
| Tours          | 44         | 33         | 186        | 279        | 404        | 115        | 16         | 63         | 120        | 115         | 69         | 93         | <b>1537</b>       |
| Presentations  | 43         | 58         | 561        | 302        | 257        | 283        | 77         | 514        | 196        | 1243        | 213        | 87         | <b>3834</b>       |
| Events/Other   | 629        | 321        | 158        | 250        | 12         | 0          | 125        | 193        | 254        | 105         | 139        | 229        | <b>2415</b>       |
| <b>Totals</b>  | <b>716</b> | <b>412</b> | <b>905</b> | <b>831</b> | <b>673</b> | <b>398</b> | <b>218</b> | <b>770</b> | <b>570</b> | <b>1463</b> | <b>421</b> | <b>409</b> | <b>7786</b>       |

Tours and Presentation Data for the Month of: 2/16

|                              | Date      | Group/School Name                   | Ages            | Town           | Facilities | Notes                         | Size |
|------------------------------|-----------|-------------------------------------|-----------------|----------------|------------|-------------------------------|------|
| <b>Tours</b>                 | 2/1/2016  | MRRA Communications                 | Adult           |                | REC/WTE    |                               | 2    |
|                              | 2/2/2016  | Scarborough Residents               | Adult           | Scarborough    | REC/WTE    |                               | 5    |
| Total Individuals Reached:   | 2/5/2016  | PSL Services                        | Adult           | Portland       | REC/WTE    | special ed                    | 4    |
| <b>59</b>                    | 2/5/2016  | Cape Cod Vacationers                | Adult           | Cape Cod       | REC/WTE    |                               | 4    |
|                              | 2/9/2016  | Portlnad High Environmental Sci     | High School     | Portland       | REC/WTE    |                               | 19   |
|                              | 2/22/2016 | Cub Scout Den 1                     | 3rd grade       | Scarborough    | REC        | afterhours scout tour         | 14   |
|                              | 2/24/2016 | Thornton Academy Environmental Sci  | High School     | Saco           | REC/WTE    |                               | 11   |
| <b>Presentations</b>         | 2/1/2016  | LearningWorks Afterschool Kaler     | 2nd - 5th grade | South Portland |            | recycled racecars activity    | 36   |
|                              | 2/2/2016  | Scarborough Adult Ed                | Adult           | Scarborough    |            | vrTour/economics of recycling | 8    |
| Total Individuals Reached:   | 2/4/2016  | Gorham Middle School                | 7th grade       | Gorham         |            | program setup                 | 8    |
| <b>300</b>                   | 2/8/2016  | Windham Middle School               | 7th grade       | Windham        |            | communications strategies     | 96   |
|                              | 2/8/2016  | LearningWorks Afterschool Skillin   | 2nd - 5th grade | South Portland |            | recycled racecars activity    | 38   |
|                              | 2/11/2016 | Sanford Jr High Communications Team | 7th grade       | Sanford        |            | communications strategies     | 12   |
|                              | 2/12/2016 | UNE Sustainability Lab              | Adult           | Biddeford      |            | vrTour/program setup          | 26   |
|                              | 2/17/2016 | Riverview Foundation                | Adult           | South Portland |            | vrTour/program setup          | 4    |
|                              | 2/17/2016 | South Portland Garden Club          | Adult           | South Portland |            | vrTour                        | 16   |
|                              | 2/19/2016 | Gorham Middle School                | Adult           | Gorham         |            | teacher prep                  | 3    |
|                              | 2/23/2016 | EECS Green Team                     | 3rd-5th grade   | Portland       |            | mini blue tarp activity       | 16   |
|                              | 2/15/2016 | Freeport Middle                     | 6th-8th grade   | Freeport       |            | Bin delivery/comm. Strategies | 34   |
|                              | 2/26/2016 | UNE Student Interview               | Adult           | Biddeford      |            | buisness maj. group project   | 3    |
| <b>Outreach</b>              | 2/6/2016  | Home & Buisness Energy Fair         | All             | South Portland |            | papermaking/booth             | 200  |
| Total Individuals Reached:   | 2/27/2016 | Home & Buisness Energy Fair         | All             | Gorham         |            | papermaking/booth             | 175  |
| <b>375</b>                   |           |                                     |                 |                |            |                               |      |
| <b>Total for All Events:</b> |           | <b>734</b>                          |                 |                |            |                               |      |

Recycling Market Report **FY16**

| Month | Element         | Plastic             |              |               |          | Other     |           |          |          |             |       | WTE / Landfill Metal |           |                    | Residue & Revenue Sharing Calc |              |                                   |           |
|-------|-----------------|---------------------|--------------|---------------|----------|-----------|-----------|----------|----------|-------------|-------|----------------------|-----------|--------------------|--------------------------------|--------------|-----------------------------------|-----------|
|       |                 | #3-7 & Mixed Ridged | Colored HDPE | No 2 Nat HDPE | No 1 PET | ONP       | OCC       | Cans     | Alum     | Loose Metal | Glass | Rec Facilities Total | Post Burn | Mined (net of ash) | Total ecomaine                 | Tons Residue | Inbound Recycle Inc Tipping Fees* | % Residue |
| July  | Tons            | 39                  | 22           | 20            | 21       | 2,115     | 929       | 92       | 22       | 10          | 220   | 3,490.21             | 410       | (24)               | 3,875                          | 243          | 3,877                             | 6.28%     |
|       | Revenue/Ton     | \$7                 | \$425        | \$795         | \$270    | \$58      | \$96      | \$125    | \$440    | \$105       | -     | \$76                 | \$46      | -\$22              | \$74                           | \$44         | \$71.18                           |           |
| Aug   | Tons            | 60                  |              |               | 20       | 1,963     | 1,092     | 43       |          | 20          | 207   | 3,405.52             | 343       | -                  | 3,749                          | 261          | 3,744                             | 6.98%     |
|       | Revenue/Ton     | \$3                 | -            | -             | \$290    | \$54      | \$96      | \$90     | -        | \$90        | -     | \$65                 | \$53      | -                  | \$64                           | \$44         | \$63.52                           |           |
| Sept  | Tons            | 62                  |              | 18            |          | 1,873     | 769       | 41       |          | 14          | 184   | 2,960.88             | 306       | -                  | 3,267                          | 223          | 3,434                             | 6.49%     |
|       | Revenue/Ton     | \$12                | -            | \$510         | -        | \$54      | \$96      | \$90     | -        | \$66        | -     | \$64                 | \$26      | -                  | \$60                           | \$44         | \$56.70                           |           |
| Oct   | Tons            | 42                  | 22           |               | 22       | 1,858     | 809       | 82       |          | 19          | 155   | 3,009.00             | 318       |                    | 3,327                          | 259          | 3,480                             | 7.44%     |
|       | Revenue/Ton     | \$15                | \$450        | -             | \$160    | \$51      | \$96      | \$45     | -        | \$40        | -     | \$63                 | \$14      | -                  | \$59                           | \$44         | \$56.19                           |           |
| Nov   | Tons            | 41                  |              | 21            |          | 1,693     | 695       | 42       |          | 16          | 155   | 2,661.61             | 515       | -                  | 3,176                          | 237          | 3,267                             | 7.26%     |
|       | Revenue/Ton     | \$12                | -            | \$590         | -        | \$42      | \$96      | \$43     | -        | \$25        | -     | \$58                 | 0         | -                  | \$48                           | \$44         | \$48.02                           |           |
| Dec   | Tons            | 87                  |              |               |          | 2,214     | 801       | 63       |          | 18          | 184   | 3,365.82             | 349       | -                  | 3,715                          | 244          | 3,873                             | 6.30%     |
|       | Revenue/Ton     | \$9                 | \$0          | \$0           | \$0      | \$36      | \$91      | \$52     | \$0      | \$50        | \$0   | \$47                 | \$0       | \$0                | \$42                           | \$44         | \$41.67                           |           |
| Jan   | Tons            | 21                  | 22           |               | 22       | 1,664     | 778       | 63       |          | 9           | 168   | 2,745.55             | 443       |                    | 3,188                          | 302          | 3,231                             | 9.35%     |
|       | Revenue/Ton     | \$5                 | \$445        | -             | \$160    | \$32      | \$91      | \$63     | -        | \$50        | -     | \$52                 | \$0       | -                  | \$45                           | \$44         | \$45.28                           |           |
|       | Market Proj     | \$ 5                | \$ 445       | \$ 540        | \$ 160   | \$ 32     | \$ 91     | \$ 70    | \$ 260   | \$ 50       | \$ -  |                      |           |                    |                                |              |                                   |           |
| Feb   | Tons            | 41                  |              | 22            | 43       | 1,331     | 667       | 60       | 18       | 13          | 144   | 2,339                | 444       |                    | 2,782                          | 261          | 2,867                             | 9.12%     |
|       | Revenue/Ton     | \$10                | -            | \$530         | \$168    | \$39      | \$90      | \$75     | \$260    | \$50        | -     | \$60                 | \$0       | -                  | \$50                           | \$44         | \$50.41                           |           |
|       | Market Proj     | \$ 10               | \$ 445       | \$ 540        | \$ 168   | \$ 39     | \$ 91     | \$ 75    | \$ 260   | \$ 50       |       |                      |           |                    |                                |              |                                   |           |
| Mar   | Tons            |                     |              |               |          |           |           |          |          |             |       |                      |           |                    |                                |              |                                   |           |
|       | Revenue/Ton     | -                   | -            | -             | -        | -         | -         | -        | -        | -           | -     | -                    | -         | -                  | -                              | -            | -                                 | -         |
| April | Tons            |                     |              |               |          |           |           |          |          |             |       |                      |           |                    |                                |              |                                   |           |
|       | Revenue/Ton     | -                   | -            | -             | -        | -         | -         | -        | -        | -           | -     | -                    | -         | -                  | -                              | -            | -                                 | -         |
| May   | Tons            |                     |              |               |          |           |           |          |          |             |       |                      |           |                    |                                |              |                                   |           |
|       | Revenue/Ton     | -                   | -            | -             | -        | -         | -         | -        | -        | -           | -     | -                    | -         | -                  | -                              | -            | -                                 | -         |
| June  | Tons            |                     |              |               |          |           |           |          |          |             |       |                      |           |                    |                                |              |                                   |           |
|       | Revenue/Ton     | -                   | -            | -             | -        | -         | -         | -        | -        | -           | -     | -                    | -         | -                  | -                              | -            | -                                 | -         |
| YTD   | Tons            | 392                 | 66           | 81            | 128      | 14,711    | 6,541     | 485      | 39       | 118         | 1,417 | 23,977               | 3,127     | (24)               | 27,080                         | 2,031        | 27,773.56                         | 7.31%     |
|       | % Total Tons    | 2%                  | 0%           | 0%            | 1%       | 61%       | 27%       | 2%       | 0%       | 0%          | 6%    | 100%                 |           |                    |                                |              |                                   |           |
|       | Revenue         | \$3,636             | \$29,026     | \$49,046      | \$25,685 | \$681,159 | \$616,452 | \$36,278 | \$14,132 | \$6,840     | \$0   | \$1,462,254          | \$49,342  | \$244              | \$1,511,840                    | \$89,346     | \$50,902                          |           |
|       | % Total Revenue | 0%                  | 2%           | 3%            | 2%       | 47%       | 42%       | 2%       | 1%       | 0%          | 0%    | 100%                 |           |                    |                                |              |                                   |           |
|       | Revenue /Ton    | \$9                 | \$440        | \$608         | \$201    | \$46      | \$94      | \$75     | \$358    | \$58        | \$0   | \$60.98              | \$16      | (\$10)             | \$55.83                        |              | \$54.48                           |           |

\* Excludes tip fees from Revenue Share

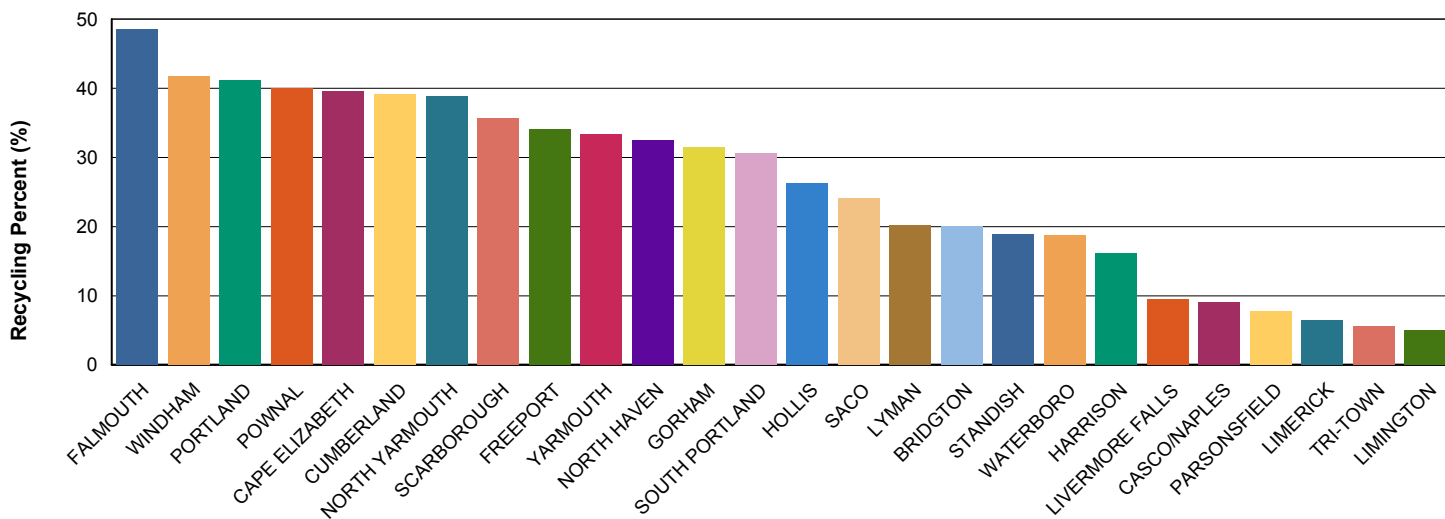


### Neighborhood Recycling Monthly Totals

For the period: 2/1/2016 to 2/29/2016

| Origin                                    | Population | Town Tons<br>MSW | Town Tons -<br>Rec Drop-Off | Town Tons<br>-Rec Curb | Town Tons<br>-Rec Total | Town MSW +<br>Rec Total | Town % Rec   |
|---|------------|------------------|-----------------------------|------------------------|-------------------------|-------------------------|--------------|
| BRIDGTON                                  | 5,120      | 157.85           | 39.60                       | -                      | 39.60                   | 197.45                  | 20.1%        |
| CAPE ELIZABETH                            | 9,015      | 159.18           | 104.31                      | -                      | 104.31                  | 263.49                  | 39.6%        |
| CASCO/NAPLES                              |            | 134.79           | 13.41                       | -                      | 13.41                   | 148.20                  | 9.0%         |
| Casco MSW Actual; Recycling Split (45%):  | 3,742      | 60.66            | 6.03                        | -                      | 6.03                    | 66.69                   | 9.0%         |
| Naples MSW Actual; Recycling Split (55%): | 3,872      | 74.13            | 7.38                        | -                      | 7.38                    | 81.51                   | 9.0%         |
| CUMBERLAND                                | 7,211      | 95.66            | -                           | 61.46                  | 61.46                   | 157.12                  | 39.1%        |
| FALMOUTH                                  | 11,185     | 134.03           | 38.09                       | 88.62                  | 126.71                  | 260.74                  | 48.6%        |
| FREEPORT                                  | 7,879      | 108.35           | 39.98                       | 15.90                  | 55.88                   | 164.23                  | 34.0%        |
| GORHAM                                    | 16,381     | 194.99           | 21.19                       | 68.55                  | 89.74                   | 284.73                  | 31.5%        |
| HARRISON                                  | 2,730      | 62.02            | 12.01                       | -                      | 12.01                   | 74.03                   | 16.2%        |
| HOLLIS                                    | 4,281      | 74.65            | -                           | 26.52                  | 26.52                   | 101.17                  | 26.2%        |
| LIMERICK                                  | 2,892      | 82.32            | 5.69                        | -                      | 5.69                    | 88.01                   | 6.5%         |
| LIMINGTON                                 | 3,713      | 109.12           | 5.81                        | -                      | 5.81                    | 114.93                  | 5.1%         |
| LIVERMORE FALLS                           | 3,187      | 41.80            | 4.41                        | -                      | 4.41                    | 46.21                   | 9.5%         |
| LYMAN                                     | 4,344      | 80.61            | 20.36                       | -                      | 20.36                   | 100.97                  | 20.2%        |
| NORTH HAVEN                               | 355        | 9.56             | 4.61                        | -                      | 4.61                    | 14.17                   | 32.5%        |
| NORTH YARMOUTH                            | 3,565      | 44.52            | -                           | 28.26                  | 28.26                   | 72.78                   | 38.8%        |
| PARSONSFIELD                              | 1,898      | 59.33            | -                           | 5.03                   | 5.03                    | 64.36                   | 7.8%         |
| PORTLAND                                  | 66,194     | 640.63           | 110.91                      | 337.25                 | 448.16                  | 1,088.79                | 41.2%        |
| POWNAI                                    | 1,474      | 16.03            | -                           | 10.68                  | 10.68                   | 26.71                   | 40.0%        |
| SACO                                      | 18,482     | 379.61           | 7.69                        | 112.97                 | 120.66                  | 500.27                  | 24.1%        |
| SCARBOROUGH                               | 18,919     | 383.74           | 63.13                       | 150.26                 | 213.39                  | 597.13                  | 35.7%        |
| SOUTH PORTLAND                            | 25,002     | 403.07           | 9.92                        | 168.10                 | 178.02                  | 581.09                  | 30.6%        |
| STANDISH                                  | 9,874      | 193.98           | 45.08                       | -                      | 45.08                   | 239.06                  | 18.9%        |
| TRI-TOWN                                  | 4,643      | 102.60           | 6.08                        | -                      | 6.08                    | 108.68                  | 5.6%         |
| WATERBORO                                 | 7,693      | 150.48           | 34.67                       | -                      | 34.67                   | 185.15                  | 18.7%        |
| WINDHAM                                   | 17,001     | 159.97           | 13.43                       | 101.39                 | 114.82                  | 274.79                  | 41.8%        |
| YARMOUTH                                  | 8,349      | 150.58           | 56.96                       | 18.25                  | 75.21                   | 225.79                  | 33.3%        |
| Grand Total:                              |            | <b>4,129.47</b>  | <b>657.34</b>               | <b>1,193.24</b>        | <b>1,850.58</b>         | <b>5,980.05</b>         | <b>30.9%</b> |

### Recycling Percent by Origin





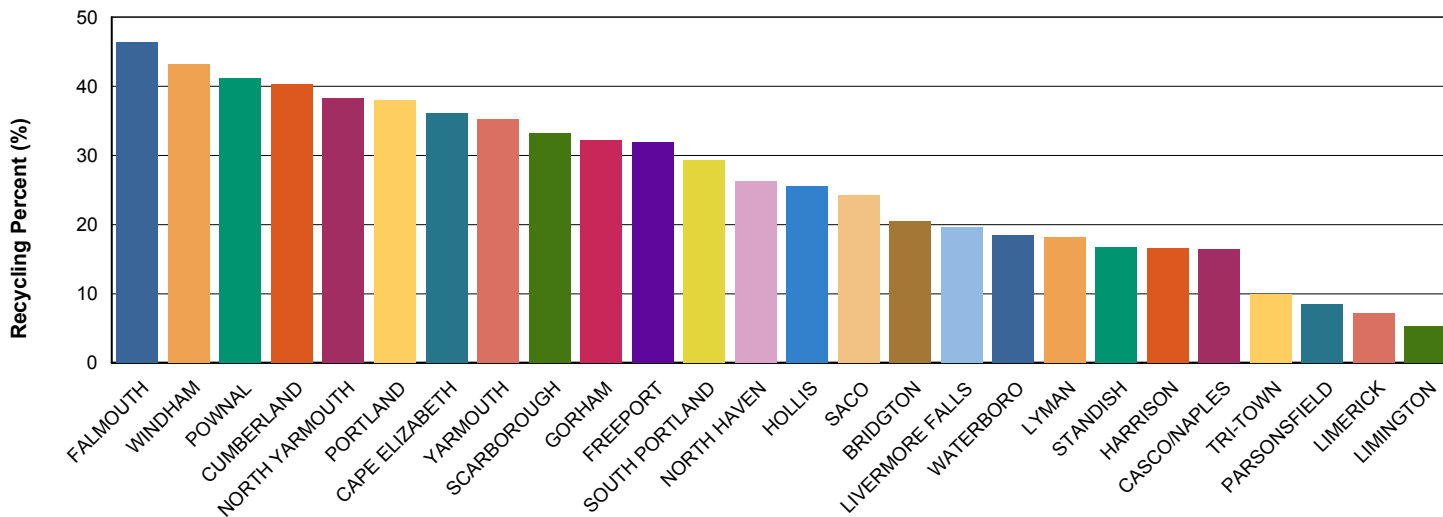


## Neighborhood Recycling Monthly Totals

For the period: 7/1/2015 to 2/29/2016

| Origin                                    | Population | Town Tons<br>MSW | Town Tons -<br>Rec Drop-Off | Town Tons<br>-Rec Curb | Town Tons<br>-Rec Total | Town MSW +<br>Rec Total | Town % Rec   |
|---|------------|------------------|-----------------------------|------------------------|-------------------------|-------------------------|--------------|
| BRIDGTON                                  | 5,120      | 1,525.10         | 394.24                      | -                      | 394.24                  | 1,919.34                | 20.5%        |
| CAPE ELIZABETH                            | 9,015      | 1,488.41         | 842.27                      | -                      | 842.27                  | 2,330.68                | 36.1%        |
| CASCO/NAPLES                              |            | 1,389.06         | 273.01                      | -                      | 273.01                  | 1,662.07                | 16.4%        |
| Casco MSW Actual; Recycling Split (45%):  | 3,742      | 624.21           | 122.85                      | -                      | 122.85                  | 747.06                  | 16.4%        |
| Naples MSW Actual; Recycling Split (55%): | 3,872      | 764.85           | 150.16                      | -                      | 150.16                  | 915.01                  | 16.4%        |
| CUMBERLAND                                | 7,211      | 873.08           | -                           | 589.29                 | 589.29                  | 1,462.37                | 40.3%        |
| FALMOUTH                                  | 11,185     | 1,327.06         | 300.83                      | 847.44                 | 1,148.27                | 2,475.33                | 46.4%        |
| FREEPORT                                  | 7,879      | 1,020.51         | 357.74                      | 119.48                 | 477.22                  | 1,497.73                | 31.9%        |
| GORHAM                                    | 16,381     | 1,731.57         | 187.79                      | 633.67                 | 821.46                  | 2,553.03                | 32.2%        |
| HARRISON                                  | 2,730      | 613.92           | 122.44                      | -                      | 122.44                  | 736.36                  | 16.6%        |
| HOLLIS                                    | 4,281      | 718.46           | -                           | 247.57                 | 247.57                  | 966.03                  | 25.6%        |
| LIMERICK                                  | 2,892      | 824.36           | 64.02                       | -                      | 64.02                   | 888.38                  | 7.2%         |
| LIMINGTON                                 | 3,713      | 1,071.20         | 58.93                       | -                      | 58.93                   | 1,130.13                | 5.2%         |
| LIVERMORE FALLS                           | 3,187      | 410.71           | 100.46                      | -                      | 100.46                  | 511.17                  | 19.7%        |
| LYMAN                                     | 4,344      | 826.08           | 184.08                      | -                      | 184.08                  | 1,010.16                | 18.2%        |
| NORTH HAVEN                               | 355        | 156.42           | 55.61                       | -                      | 55.61                   | 212.03                  | 26.2%        |
| NORTH YARMOUTH                            | 3,565      | 446.31           | -                           | 276.63                 | 276.63                  | 722.94                  | 38.3%        |
| PARSONSFIELD                              | 1,898      | 509.33           | -                           | 47.09                  | 47.09                   | 556.42                  | 8.5%         |
| PORTLAND                                  | 66,194     | 6,375.87         | 1,052.50                    | 2,840.12               | 3,892.62                | 10,268.49               | 37.9%        |
| POWNAI                                    | 1,474      | 148.71           | -                           | 103.79                 | 103.79                  | 252.50                  | 41.1%        |
| SACO                                      | 18,482     | 3,535.78         | 66.56                       | 1,060.35               | 1,126.91                | 4,662.69                | 24.2%        |
| SCARBOROUGH                               | 18,919     | 3,781.96         | 512.01                      | 1,367.88               | 1,879.89                | 5,661.85                | 33.2%        |
| SOUTH PORTLAND                            | 25,002     | 4,011.59         | 126.47                      | 1,539.80               | 1,666.27                | 5,677.86                | 29.3%        |
| STANDISH                                  | 9,874      | 1,967.58         | 394.34                      | -                      | 394.34                  | 2,361.92                | 16.7%        |
| TRI-TOWN                                  | 4,643      | 1,094.84         | 119.90                      | -                      | 119.90                  | 1,214.74                | 9.9%         |
| WATERBORO                                 | 7,693      | 1,315.91         | 298.93                      | -                      | 298.93                  | 1,614.84                | 18.5%        |
| WINDHAM                                   | 17,001     | 1,483.78         | 117.72                      | 1,012.85               | 1,130.57                | 2,614.35                | 43.2%        |
| YARMOUTH                                  | 8,349      | 1,362.04         | 621.92                      | 119.08                 | 741.00                  | 2,103.04                | 35.2%        |
| Grand Total:                              |            | <b>40,009.64</b> | <b>6,251.77</b>             | <b>10,805.04</b>       | <b>17,056.80</b>        | <b>57,066.44</b>        | <b>29.9%</b> |

### Recycling Percent by Origin



Jan 29, 2016 - Mar 17, 2016

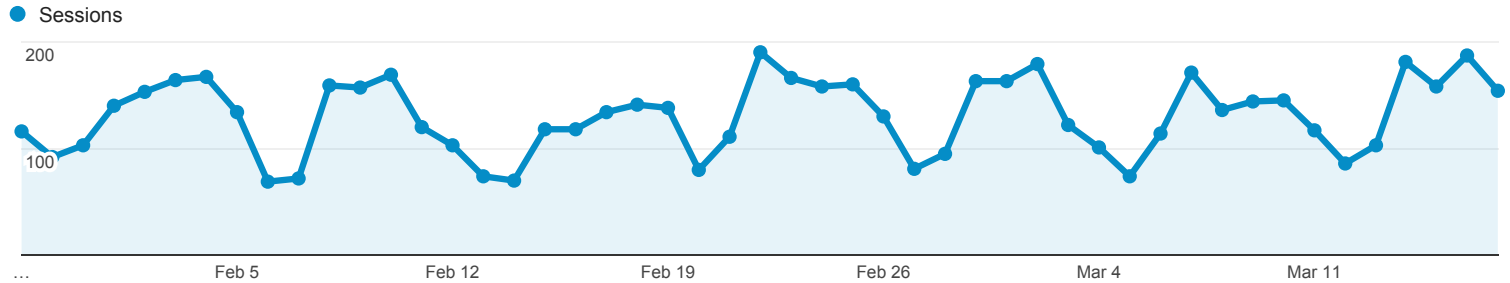
Landing Pages

Worth noting that we also fielded 26 new "Can this be recycled?" questions on our web form since Jan. 1, 2016 and other inquiries through our info@ email address, mostly regarding our waste-to-energy plant.

All Users  
100.00% Entrances

Explorer

Summary



| Landing Page   | Acquisition                          |  |                                      | Behavior                               |                                    |  | Conversions                          |                            |                                      |
|--|--------------------------------------|--|--------------------------------------|--|------------------------------------|--|--------------------------------------|----------------------------|--------------------------------------|
|  | Sessions                             | % New Sessions                         | New Users                            | Bounce Rate                            | Pages / Session                    | Avg. Session Duration                      | Goal Conversion Rate                 | Goal Completions           | Goal Value                           |
|  | 6,380<br>% of Total: 100.00% (6,380) | 76.22%<br>Avg for View: 76.16% (0.08%) | 4,863<br>% of Total: 100.08% (4,859) | 58.21%<br>Avg for View: 58.21% (0.00%) | 2.36<br>Avg for View: 2.36 (0.00%) | 00:01:58<br>Avg for View: 00:01:58 (0.00%) | 0.00%<br>Avg for View: 0.00% (0.00%) | 0<br>% of Total: 0.00% (0) | \$0.00<br>% of Total: 0.00% (\$0.00) |
| 1. /   | 1,933 (30.30%)                       | 67.82%                                 | 1,311 (26.96%)                       | 29.75%                                 | 3.61                               | 00:03:00                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 2. /our-facility/waste-to-energy-plant/                          | 1,739 (27.26%)                       | 87.46%                                 | 1,521 (31.28%)                       | 79.01%                                 | 1.55                               | 00:01:26                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 3. /recycling-and-waste-disposal/drop-off-locations/             | 376 (5.89%)                          | 78.72%                                 | 296 (6.09%)                          | 79.52%                                 | 1.58                               | 00:00:53                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 4. /recycling-and-waste-disposal/single-sort-guide/              | 298 (4.67%)                          | 80.20%                                 | 239 (4.91%)                          | 68.12%                                 | 1.70                               | 00:01:03                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 5. /our-facility/recycling-facility/                             | 240 (3.76%)                          | 87.50%                                 | 210 (4.32%)                          | 62.50%                                 | 2.55                               | 00:01:28                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 6. /news-and-events/2016-recycling-is-a-work-of-art-contest/     | 186 (2.92%)                          | 79.03%                                 | 147 (3.02%)                          | 69.89%                                 | 2.02                               | 00:01:37                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 7. /recycling-and-waste-disposal/special-waste-disposal-options/ | 151 (2.37%)                          | 91.39%                                 | 138 (2.84%)                          | 67.55%                                 | 1.52                               | 00:01:06                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 8. /tag/styrofoam/   | 130 (2.04%)                          | 88.46%                                 | 115 (2.36%)                          | 88.46%                                 | 1.14                               | 00:00:53                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 9. /recycling-and-waste-disposal/                                | 125 (1.96%)                          | 69.60%                                 | 87 (1.79%)                           | 39.20%                                 | 3.35                               | 00:03:09                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 10. /job-opportunities/  | 114 (1.79%)                          | 45.61%                                 | 52 (1.07%)                           | 68.42%                                 | 1.76                               | 00:01:07                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |

Rows 1 - 10 of 187

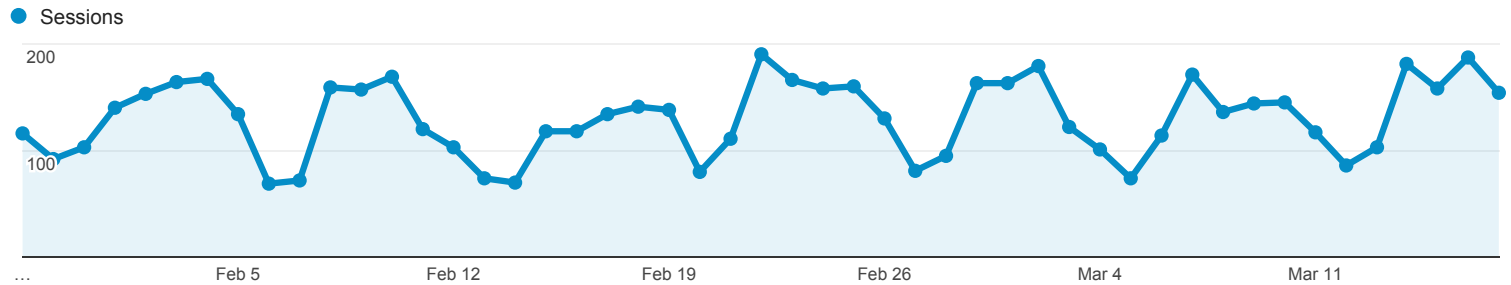
Jan 29, 2016 - Mar 17, 2016

# Landing Pages

All Users  
100.00% Entrances

Explorer

Summary



| Landing Page   | Acquisition                          |  |                                      | Behavior                               |                                    |  | Conversions                          |                            |                                      |
|--|--------------------------------------|--|--------------------------------------|--|------------------------------------|--|--------------------------------------|----------------------------|--------------------------------------|
|  | Sessions                             | % New Sessions                         | New Users                            | Bounce Rate                            | Pages / Session                    | Avg. Session Duration                      | Goal Conversion Rate                 | Goal Completions           | Goal Value                           |
|  | 6,380<br>% of Total: 100.00% (6,380) | 76.22%<br>Avg for View: 76.16% (0.08%) | 4,863<br>% of Total: 100.08% (4,859) | 58.21%<br>Avg for View: 58.21% (0.00%) | 2.36<br>Avg for View: 2.36 (0.00%) | 00:01:58<br>Avg for View: 00:01:58 (0.00%) | 0.00%<br>Avg for View: 0.00% (0.00%) | 0<br>% of Total: 0.00% (0) | \$0.00<br>% of Total: 0.00% (\$0.00) |
| 1. /   | 1,933 (30.30%)                       | 67.82%                                 | 1,311 (26.96%)                       | 29.75%                                 | 3.61                               | 00:03:00                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 2. /our-facility/waste-to-energy-plant/                          | 1,739 (27.26%)                       | 87.46%                                 | 1,521 (31.28%)                       | 79.01%                                 | 1.55                               | 00:01:26                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 3. /recycling-and-waste-disposal/drop-off-locations/             | 376 (5.89%)                          | 78.72%                                 | 296 (6.09%)                          | 79.52%                                 | 1.58                               | 00:00:53                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 4. /recycling-and-waste-disposal/single-sort-guide/              | 298 (4.67%)                          | 80.20%                                 | 239 (4.91%)                          | 68.12%                                 | 1.70                               | 00:01:03                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 5. /our-facility/recycling-facility/                             | 240 (3.76%)                          | 87.50%                                 | 210 (4.32%)                          | 62.50%                                 | 2.55                               | 00:01:28                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 6. /news-and-events/2016-recycling-is-a-work-of-art-contest/     | 186 (2.92%)                          | 79.03%                                 | 147 (3.02%)                          | 69.89%                                 | 2.02                               | 00:01:37                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 7. /recycling-and-waste-disposal/special-waste-disposal-options/ | 151 (2.37%)                          | 91.39%                                 | 138 (2.84%)                          | 67.55%                                 | 1.52                               | 00:01:06                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 8. /tag/styrofoam/   | 130 (2.04%)                          | 88.46%                                 | 115 (2.36%)                          | 88.46%                                 | 1.14                               | 00:00:53                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 9. /recycling-and-waste-disposal/                                | 125 (1.96%)                          | 69.60%                                 | 87 (1.79%)                           | 39.20%                                 | 3.35                               | 00:03:09                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |
| 10. /job-opportunities/  | 114 (1.79%)                          | 45.61%                                 | 52 (1.07%)                           | 68.42%                                 | 1.76                               | 00:01:07                                   | 0.00%                                | 0 (0.00%)                  | \$0.00 (0.00%)                       |

Rows 1 - 10 of 187

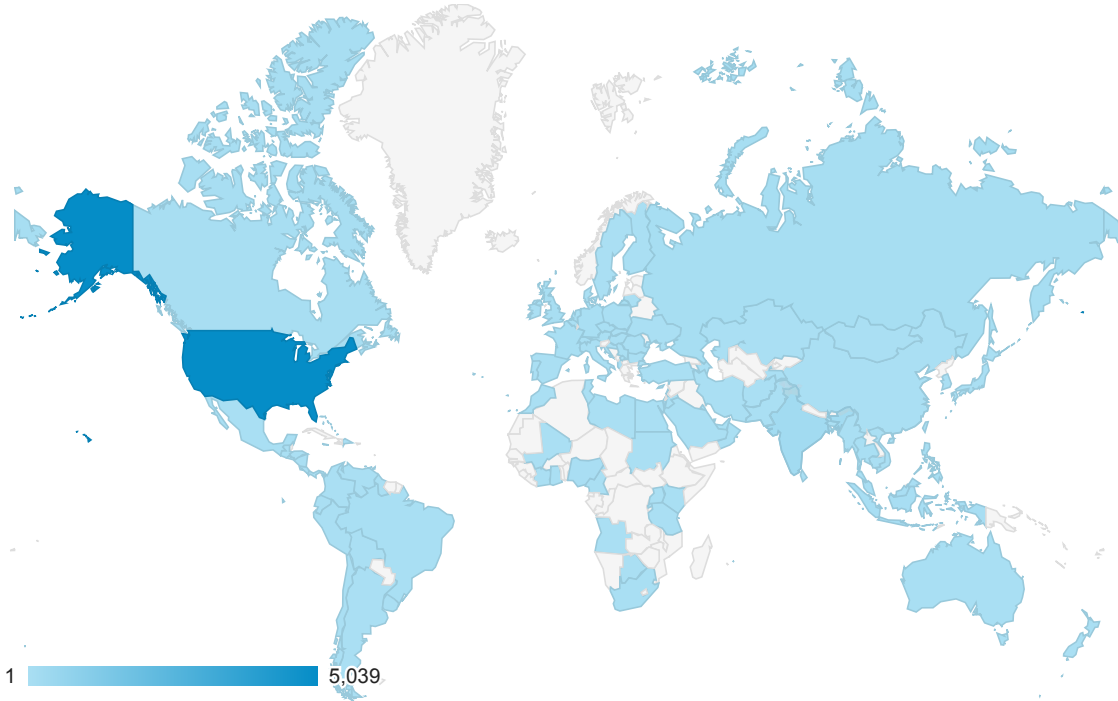
Jan 29, 2016 - Mar 17, 2016

# Location

All Users  
100.00% Sessions

Map Overlay

Summary



| Country                                  | Acquisition                                 |   |   | Behavior                                      |   |   | Conversions                                 |                                   |   |
|--|---|---|---|---|---|---|---|-----------------------------------|---|
|  | Sessions                                    | % New Sessions                                | New Users                                   | Bounce Rate                                   | Pages / Session                           | Avg. Session Duration                             | Goal Conversion Rate                        | Goal Completions                  | Goal Value                                  |
|  | <b>6,380</b><br>% of Total: 100.00% (6,380) | <b>76.22%</b><br>Avg for View: 76.16% (0.08%) | <b>4,863</b><br>% of Total: 100.08% (4,859) | <b>58.21%</b><br>Avg for View: 58.21% (0.00%) | <b>2.36</b><br>Avg for View: 2.36 (0.00%) | <b>00:01:58</b><br>Avg for View: 00:01:58 (0.00%) | <b>0.00%</b><br>Avg for View: 0.00% (0.00%) | <b>0</b><br>% of Total: 0.00% (0) | <b>\$0.00</b><br>% of Total: 0.00% (\$0.00) |
| 1. <a href="#">United States</a>         | <b>5,039</b> (78.98%)                       | 74.18%  | 3,738 (76.87%)                              | 52.79%  | 2.57                                      | 00:02:09  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 2. <a href="#">India</a>                 | <b>240</b> (3.76%)                          | 84.58%  | 203 (4.17%)                                 | 72.92%  | 1.64                                      | 00:01:22  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 3. <a href="#">Russia</a>                | <b>86</b> (1.35%)                           | 56.98%  | 49 (1.01%)                                  | 96.51%  | 1.07                                      | 00:00:03  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 4. <a href="#">United Kingdom</a>        | <b>74</b> (1.16%)                           | 94.59%  | 70 (1.44%)                                  | 72.97%  | 1.64                                      | 00:01:05  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 5. <a href="#">Canada</a>                | <b>70</b> (1.10%)                           | 75.71%  | 53 (1.09%)                                  | 70.00%  | 1.86                                      | 00:01:18  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 6. <a href="#">Philippines</a>           | <b>70</b> (1.10%)                           | 92.86%  | 65 (1.34%)                                  | 80.00%  | 1.49                                      | 00:01:40  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 7. <a href="#">Indonesia</a>             | <b>51</b> (0.80%)                           | 80.39%  | 41 (0.84%)                                  | 82.35%  | 1.35                                      | 00:01:39  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 8. <a href="#">Malaysia</a>              | <b>46</b> (0.72%)                           | 86.96%  | 40 (0.82%)                                  | 73.91%  | 1.46                                      | 00:02:52  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 9. <a href="#">Nigeria</a>               | <b>35</b> (0.55%)                           | 85.71%  | 30 (0.62%)                                  | 77.14%  | 1.77                                      | 00:01:52  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |
| 10. <a href="#">United Arab Emirates</a> | <b>27</b> (0.42%)                           | 77.78%  | 21 (0.43%)                                  | 74.07%  | 1.44                                      | 00:00:17  | 0.00%                                       | 0 (0.00%)                         | \$0.00 (0.00%)                              |

# ecomaine Social Media Stats and Posts






























Late January – mid-March, 2016

## Facebook:

- Followers up 23 at 991 in February vs. 968 in January. Surpassed 1,000 followers in March.
- Average post reach was 435 paid and 185 for organic posts, an increase of 44 percent from organic reach in January.
- **Recycling is a Work of Art Contest** facebook reach 10,600, with 373 page clicks and 329 reactions/shares. (Closed March 18.)

## Top 10 posts:

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Reactions, Comments & Shares ▼

| Published              | Post  | Type  | Targeting   | Reach                                       | Engagement   | Promote                    |
|------------------------|---|---|---|---|--|----------------------------|
| 02/22/2016<br>9:52 am  |  Enter your design in ecomaine's Recycling is a Work of Art Conte      |    |    | 15.9K <span style="color: orange;">■</span> | 528<br>465 <span style="color: blue;">■</span> <span style="color: pink;">■</span> | <a href="#">Boost Post</a> |
| 01/29/2016<br>9:10 am  |  Good story of an entrepreneurial approach to reducing sandwich        |    |    | 910 <span style="color: orange;">■</span>   | 33<br>16 <span style="color: blue;">■</span> <span style="color: pink;">■</span>   | <a href="#">Boost Post</a> |
| 01/21/2016<br>1:16 pm  | ecomaine is quoted in today's B DN, regarding organic food wast   |   |   | 721 <span style="color: orange;">■</span>   | 17<br>13 <span style="color: blue;">■</span> <span style="color: pink;">■</span>   | <a href="#">Boost Post</a> |
| 03/01/2016<br>7:58 pm  |  Congratulations #SoPo #Maine f or joining #Portland in reducing t   |  |  | 665 <span style="color: orange;">■</span>   | 26<br>35 <span style="color: blue;">■</span> <span style="color: pink;">■</span>   | <a href="#">Boost Post</a> |
| 02/20/2016<br>9:00 am  |  Great grassroots approach to kee ping batteries out of landfills.   |  |  | 607 <span style="color: orange;">■</span>   | 11<br>12 <span style="color: blue;">■</span> <span style="color: pink;">■</span>   | <a href="#">Boost Post</a> |
| 03/05/2016<br>8:14 am  |  America has ample room for #re cycling growth at 35% compared       |  |  | 593 <span style="color: orange;">■</span>   | 21<br>10 <span style="color: blue;">■</span> <span style="color: pink;">■</span>   | <a href="#">Boost Post</a> |
| 03/04/2016<br>12:41 pm |  Genius way to extend the life of an old box & t-shirt while bringin |  |  | 499 <span style="color: orange;">■</span>   | 17<br>8 <span style="color: blue;">■</span> <span style="color: pink;">■</span>    | <a href="#">Boost Post</a> |
| 02/09/2016<br>4:46 pm  |  Look, it's Jeff Edelstein, founder of the Greater Portland Sustaina |  |  | 490 <span style="color: orange;">■</span>   | 24<br>8 <span style="color: blue;">■</span> <span style="color: pink;">■</span>    | <a href="#">Boost Post</a> |
| 03/14/2016<br>8:51 am  |  ecomaine recently gave Portland Press Herald's @TuxTurkel and       |  |  | 392 <span style="color: orange;">■</span>   | 45<br>3 <span style="color: blue;">■</span> <span style="color: pink;">■</span>    | <a href="#">Boost Post</a> |
| 01/23/2016<br>1:50 pm  |  Paper-making fun with ecomaine at the Maine Home and Busines        |  |  | 385 <span style="color: orange;">■</span>   | 5<br>6 <span style="color: blue;">■</span> <span style="color: pink;">■</span>     | <a href="#">Boost Post</a> |




**Twitter:** gained 22 new followers, issued 39 tweets, received 4,300 tweet impressions, and 207 profile visits in February through mid-March.

## Instagram:

**Ecomaine** at **Freeport Middle School.**  
Published by Lisa Wolff [?] · 13 hrs · Freeport · 🌐

Many thanks to the [#FreeportMiddleSchool](#) [#InteractClub](#) for inviting [#ecomaine](#) Education Program Manager Leo Maheu to present and support your [#FreeportRecycles](#) learning and teaching work today.



garbagegotogard...  
Wesco T Skills ... FOLLOWING

24 likes

garbagegotogard Before #composting, Skilton Elementary School filled 6 or 7 trash bags a day in the cafeteria. At the end of lunch today they only filled a bag and a half. #compost1TW

welldocompost Great work @garbagegotogard! 🙌

...kellyrich\_ Love love love!!

eco\_maine it warms our heart to see our school recycling grant yielding such awesome results so quickly! Great work! garbagegotogard @eco\_maine Yes! Thank you for providing assistance!

Instagram post showing a group of students and an adult sitting on the floor in a library or classroom setting, smiling and interacting. The caption reads: "FMS Interact Club on Instagram: 'Today, we are welcoming ...'" data-bbox="498 312 825 525"/>

FMS Interact Club on Instagram: "Today, we are welcoming ..."  
INSTAGRAM

**Ecomaine** at **Freeport Middle School.**  
Published by Lisa Wolff [?] · 13 hrs · Freeport · 🌐

FMS Interact Club "rocked" in their recyclables' shoes today. [#ecomaine](#) [#singlesort](#) [#recycling](#) 😊 [#recyclingisfun](#) [#freeportrecycles](#)



FMS Interact Club on Instagram: "Giggle, giggle giggle! Emily, Ashley and Shaina!"  
INSTAGRAM

198 people reached [Boost Post](#)

Like Comment Share

Ed Suslovic and 2 others

Write a comment...

**ecomaine Earned Media – January through mid-March 2016:**

- **BDN (Jan. 20):**  
<http://bangordailynews.com/2016/01/20/the-point/what-it-would-take-for-maine-to-compost-its-way-to-sustainability/>
- **American Journal (Jan. 28):**  
[http://www.keepmecurrent.com/american\\_journal/big-ideas-brewing-for-gorham-land/article\\_d44a319a-c5ef-11e5-9417-7b085a00e19a.html#.VsyimO0hCy4.email](http://www.keepmecurrent.com/american_journal/big-ideas-brewing-for-gorham-land/article_d44a319a-c5ef-11e5-9417-7b085a00e19a.html#.VsyimO0hCy4.email)
- **Western Maine Audubon Newsletter – Spring (Feb. 20):**  
<http://maineaudubon.org/western/files/2016/02/Spring-2016.pdf>
- **Tri-Town Weekly - Freeport (March 3):**  
[http://www.keepmecurrent.com/tri\\_town\\_weekly/news/freeport-news/article\\_97610310-e158-11e5-873d-6f00c5b31959.html](http://www.keepmecurrent.com/tri_town_weekly/news/freeport-news/article_97610310-e158-11e5-873d-6f00c5b31959.html)
- **Free Press - MidCoast Maine (March 3):**  
<http://www.freepressonline.com/Content/Special-Features/Special-Features/Article/Rockland-Talks-Trash-Again/52/78/44050>
- **South Portland Sentry (March 4):**  
[http://sentry.mainelymediallc.com/news/2016-03-04/Community/Sustainable\\_SoPo.html](http://sentry.mainelymediallc.com/news/2016-03-04/Community/Sustainable_SoPo.html)
- **Maine Sunday Telegram (March 13):**  
(1) <http://www.pressherald.com/2016/03/13/now-even-recycling-will-cost-you-more/>  
(2) <http://www.pressherald.com/2016/03/13/glass-jars-shatter-recycling-expectations/>
- **MPBN (March 14):**  
<http://news.mpbn.net/post/drop-recycling-revenues-could-spell-cost-increase#stream/0>
- **WCSH (March 14):**  
<http://www.wcsh6.com/news/local/portland/drop-in-recycling-revenues-could-spell-a-cost-increase/81042300>
- **PPH and Kennebec Journal (March 16):**  
<http://www.centralmaine.com/2016/03/16/our-opinion-recycling-not-the-only-way-to-reduce-waste/>
- **American Journal (March 17):**  
[http://m.keepmecurrent.com/american\\_journal/land-deal-new-projects-speak-to-gorham-s-growth/article\\_95e6104e-ec5b-11e5-8ea2-27bf6bf7ffb9.html?mode=iqm](http://m.keepmecurrent.com/american_journal/land-deal-new-projects-speak-to-gorham-s-growth/article_95e6104e-ec5b-11e5-8ea2-27bf6bf7ffb9.html?mode=iqm)