

ecomaine

Memorandum

DATE: September 5, 2024

TO: Chair and Members of the Board

FROM: Kevin H. Roche, CEO

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

There is an **ecomaine** Outreach & Recycling Committee scheduled for September 12, 2024 @ 4:00PM at **ecomaine**. The meeting will be held in the 1st. Floor Community Room.

The agenda for this meeting is as follows:

1. Approval of May Minutes (*Attachment A*)
2. Review & Approval of School Recycling Grants (2nd Round) (*Provided under separate cover*)
3. Recap of FY24 & FY25 Update
 - Final FY24 P.R. & Outreach Metrics (*Attachment B*)
4. Program updates
 - Review and approval of proposed new Programming Calendar (*Attachment C1*)
 - Extended Producer Responsibility (EPR) education and outreach
 - EPA REO grant program – status update
 - Maine Waste Characterization Study (*Attachment C2*)
5. Advertising and Sponsorships
 - Maine Public News & Brews Trivia Nights sponsorship
 - Update on sports marketing partnerships and activity
6. Other

Meetings:

Finance & Audit Committee	09-19-2024 @ 3pm
Executive Committee	09-19-2024 @ 4pm
Finance & Audit Committee	10-17-2024 @ 3pm
Full Board of Directors	10-17-2024 @ 4pm
Outreach & Recycling Committee	11-07-2024 @ 4pm
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 Budget Review	03-27-2024 @ 4pm
Outreach & Recycling Committee	04-10-2025 @ 4pm
Full Board 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
Annual Board of Directors Meeting	06-18-2025 @ 11:30am (Date Change from 06-19-2025)

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Memorandum

Attachment A

DATE: May 16, 2024

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 23, 2024 @ 4:00PM**. The meeting was called to order at 4:00 p.m. by Caleb Hemphill, Chair.

1. Approval of Minutes

Troy Moon moved to approve the minutes of the April 11, 2024, meeting; Rob Wood seconded. The motion was approved unanimously.

2. FY24 P.R. & Outreach & Digital Media Metrics

Jamie Garvin (Staff) and Abby Hart (Staff) updated the committee on FY24 numbers for both in-person and digital outreach and engagement:

- Education and community outreach: 66,656 (108% of FY24 goal)
- Recyclopedia: 4,793 searches in April; +44 app downloads for April (5,803 total since launch)
- ecomaine.org web traffic +6.8% MoM
- We updated our print ad running in MMA's *Maine Town & City* and other similar publications targeting elected officials and other decision makers in current and perspective ecomaine communities.

3. School Recycling Grants Program – Judging School Year 24-25

The Committee reviewed the submissions for the School Waste Diversion Grants program. A total of 7 applications were submitted totaling \$17,615. The Committee unanimously approved the following:

- Cape Elizabeth Middle School (Cape Elizabeth) – cafeteria waste separation (\$2800)
- Intercultural Community Center (Westbrook) – food composting/reusables (\$1400)
- Stepping Stones Montessori School (Chelsea) – trash and recycling containers (\$2675)
- Appletree School (Cape Elizabeth) – reusables (\$495)

Total Awarded: \$7370

It was agreed that follow up inquiries would be made by staff with the applicants from Deering High School and South Portland High School to further clarify their requests, with a final determination on their applications being made at the September meeting.

Furthermore, with only a portion of the \$30,000 grant budget awarded, the Committee agreed to open a second application window in conjunction with the Back-to-School period to generate additional proposals.

Finally, the Committee and Staff discussed the suggestion that the program be moved entirely to better align with teacher and administrator calendars. Going forward, the program will launch in mid-July with decisions made at the Committee's September meeting.

4. **Managers' Report:**

Events/Program Updates:

Jamie Garvin (Staff) updated the committee on the following:

- Despite the weather and rescheduling, the City of Portland's Earth Day Celebration was a success. **ecomaine** education and outreach included tabling, activities, demonstrations, and on-site painting of a silver bullet which was a big hit with kids and families. The Committee agreed that it makes sense for **ecomaine** to continue with a strong presence at this signature event.
- Our sponsorship with the Portland Sea Dogs got off to a great start with CEO/GM Kevin Roche throwing out one of the ceremonial first pitches on Opening Weekend.
- Preparations continue for the EPA REO grant program. Awaiting final notice of award from the agency. Actively recruiting for staff positions funded by the grant that will manage the development and execution of the initiative.
- Recruitment open for the vacant environmental educator position

5. **Recycling Market Report**

Jamie Garvin (Staff) provided a summary of the updated materials reports which continue to track favorably across virtually every material type.

6. **Other:**

Troy Moon updated on an item from the previous month's meeting that after he and Linda Cohen had connected with Jim Gailey, they were informed the Cross Insurance Arena will begin a program with CLYNK later this year/next Maine Mariners season for recycling cans and bottles.

Rob Wood motioned to adjourn the meeting at 5:30 p.m., and Dave Durrell seconded.
Unanimous.

Attendees: Caleb Hemphill, Troy Moon, Rob Wood, Dave Durrell, Amber Swett, Lisa Belanger, Doug Howard

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

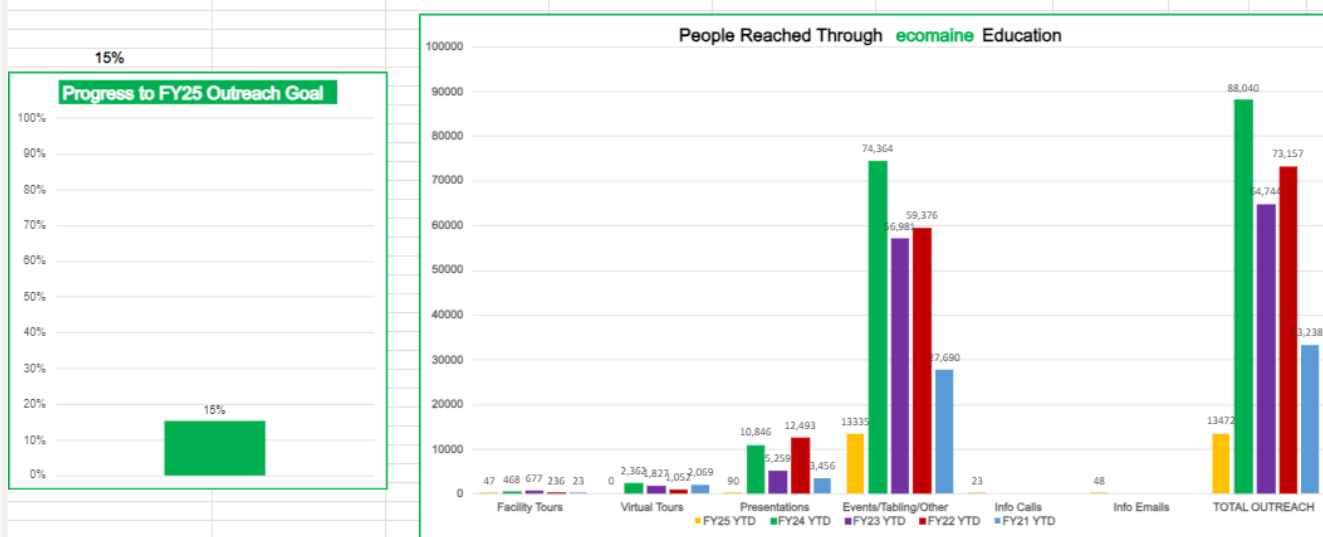
DRAFT

Education and Community Outreach

- Finished FY24 at **88,040** people across all activities, **143%** of outreach goal for the year.

FY25 ecomaine Outreach Summary

	FY25 YTD	FY24 YTD	FY23 YTD	FY22 YTD	FY21 YTD	FY25 YTD	FY25 GOAL
Facility Tours	47	468	677	236	23	47	500
Virtual Tours	0	2,362	1,827	1,052	2,069	0	2,000
Presentations	90	10,846	5,259	12,493	3,456	90	10,000
Events/Tabling/Other	13335	74,364	56,981	59,376	27,690	13,335	75,000
Info Calls	23						1,000
Info Emails	48						500
TOTAL OUTREACH	13472	88,040	64,744	73,157	33,238	13,472	89,000



- FY25 off to a fast start with 13,472 (15% of goal).
- 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.

Online and Digital Metrics

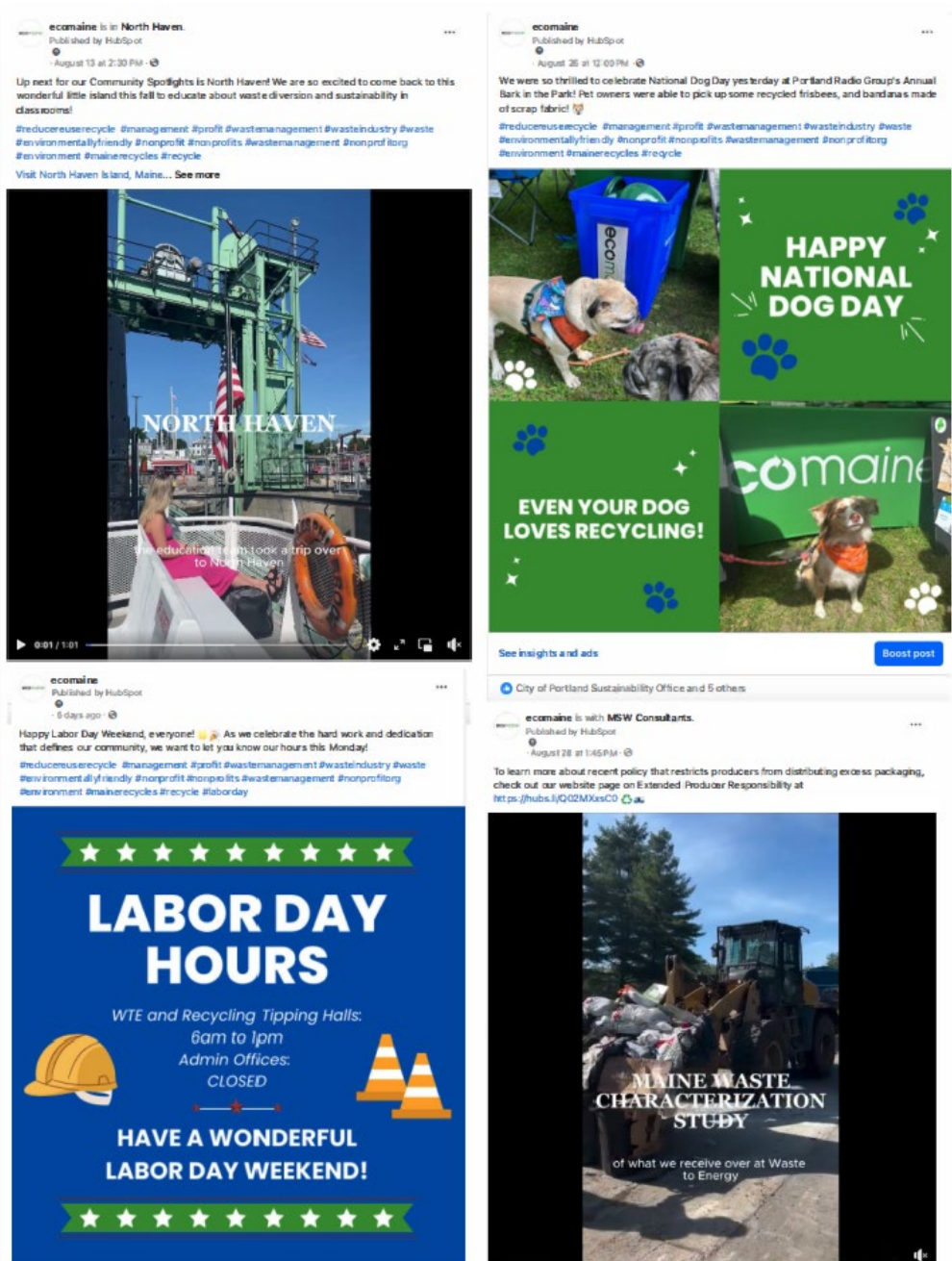
Recyclopedia

- In August, the Recyclopedia saw 4,241 items searched. The total number of items searched over the lifespan of the database is 1,803,710
- Total app downloads 5,878 (+20 over prior month)
- The top 10 searches this month are:
 - 235 Electronics
 - 218 Styrofoam
 - 215 Mattresses
 - 192 Almond milk cartons
 - 106 Air conditioners
 - 76 Lamp oil

- 37 Dehumidifiers
- 37 Plastic milk crates
- 35 Glass olive oil bottles
- 32 Latex paint

Social Media

- Facebook: Gained 10 new followers in August (3.8k total); our total reach was 1.8k users in August
 - Top Post on FB was North Haven Community Spotlights 450 were reached
- Instagram: We had 10 Instagram posts in August, which had a reach of 1.6k; we gained 24 new followers for a total of 3k.
- Youtube: 616 views; 15.7 watch time hours
- LinkedIn: 1737 impressions; 54 page views



Attachment C1

Recommended new timing for pillar programs

August 21, 2024

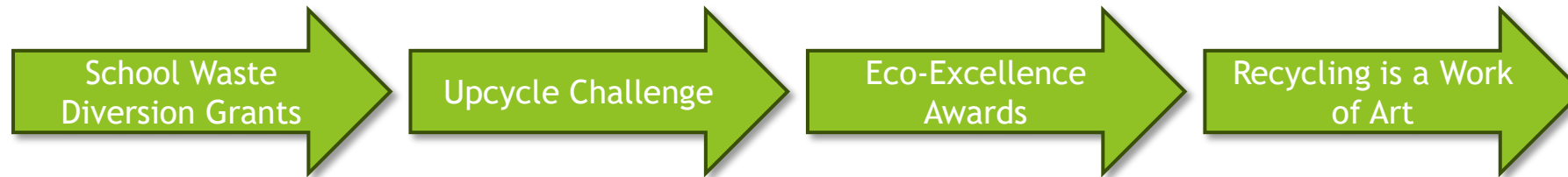
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 ecomaine.org



Revising our program calendar

- ▶ Purpose: Create better alignment between programs, external considerations, and internal resources to achieve best execution and optimum results.



Launch	Mid-July	Mid-Late Sept	Early February	Early March
Decision	September 12	November 7	April 10	May 22

Dates correspond with Recycling and Outreach Committee meetings.

School Waste Diversion Grants

- Launch after July 4th
- Tie in with Back-to-School themes
- Promotional tactics:
 - Email
 - Social media
 - Website
 - Ruth's Reusable Resources Teacher Days

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2024 - 2025

WASTE DIVERSION GRANTS

Are you prepping for the school year ahead? Let's team up to smash goals in cutting down trash by boosting recycling, composting, and landfill dodging!

APPLY NOW

 www.ecomaine.org/grants

Upcycle Challenge

- Launch in mid/late September
- Leverage our school-based programs: presentations, assemblies, tours
- Announce winners in coordination with Maine Recycles Week (mid-Nov)
- Promotional tactics:
 - Email
 - Social media
 - Website



The graphic is a vertical rectangular poster with a blue background and green accents. At the top left is the 'ecomaine' logo. Below it, a white pill-shaped box contains the text 'DUE APRIL 8TH'. The main title 'Upcycling Challenge' is written in large white font. To the right is a photograph of a woman wearing a red upcycled dress over a black long-sleeved top. Below the photo, the name 'Aurora Milton' is written in white, followed by '2022 Upcycle Challenge Winner'. At the bottom, a white rounded rectangle contains a quote from Aurora Milton.

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DUE APRIL 8TH

Upcycling Challenge

Aurora Milton
2022 Upcycle
Challenge Winner

"I started upcycling during the pandemic, so the opportunity to present my ideas and designs (of upcycled clothing items) in a competition setting was really exciting."

Eco-Excellence Awards

- Launch in early February
- Winners announced Earth Day/Week
- Recognition of winners at Annual Meeting
- Promotional tactics:
 - Email
 - Social media
 - Website
 - Board member nominations



Recycling is a Work of Art

- Launch in March
- Winners announced in late May
- Painting June-August (good weather)
- Showcase work at Sept. Open House
- Promotional tactics:
 - Email
 - Social media
 - Website



**recycling is
a work of
art contest**

Sign up for the opportunity to paint our
silver bullets and make your mark on
your community!

**SIGN UP AND
REGISTER NOW**

WHY YOU'LL LOVE IT

- ✓ easy entry
- ✓ \$500 for art supplies upon entry
- ✓ creative freedom
- ✓ \$500 prize

The flyer features a central photograph of a person painting a recycling bin. The bin is decorated with a large yellow heart and other colorful designs. The background of the flyer is white with colorful illustrations of a sun, flowers, and a recycling symbol.

Attachment C2

Bangor, ME



70° F

Clouds

Subscribe To Print

Subscribe To Digital

They're digging through Maine's growing piles of trash to help you make less of it

by **Troy R. Bennett**
August 31, 2024





Charles Wilson of MSW Consultants, left, picks plastic cups out of mounds of household garbage at EcoMaine in Portland on Wednesday, Aug. 28, 2024. Wilson and his crew mates were conducting a waste stream audit to see what's in Maine's trash. Credit: Troy R. Bennett / BDN

PORTLAND, Maine — Wyatt Wells wore mirrored sunglasses and thick rubber gloves as he helped paw through several tons of household garbage at ecomaine's Blueberry Road waste-to-energy facility on Wednesday morning.

Grimy coffee grounds and unidentified ooze clung to everything, while Wells and three colleagues identified every smidgen of waste before separating the fragments into 88 separate categories, each with its own collection bin. Among the options were newspaper, books, old food, pet waste, shrink wrap, drywall, laptops, small appliances and solar panel components.

It smelled bad — really bad.

“Someone’s got to do it,” Wells said, not slowing down. “And, at the end of the day, you get to go home to a good shower.”

Besides, it was all in the name of science, he said.

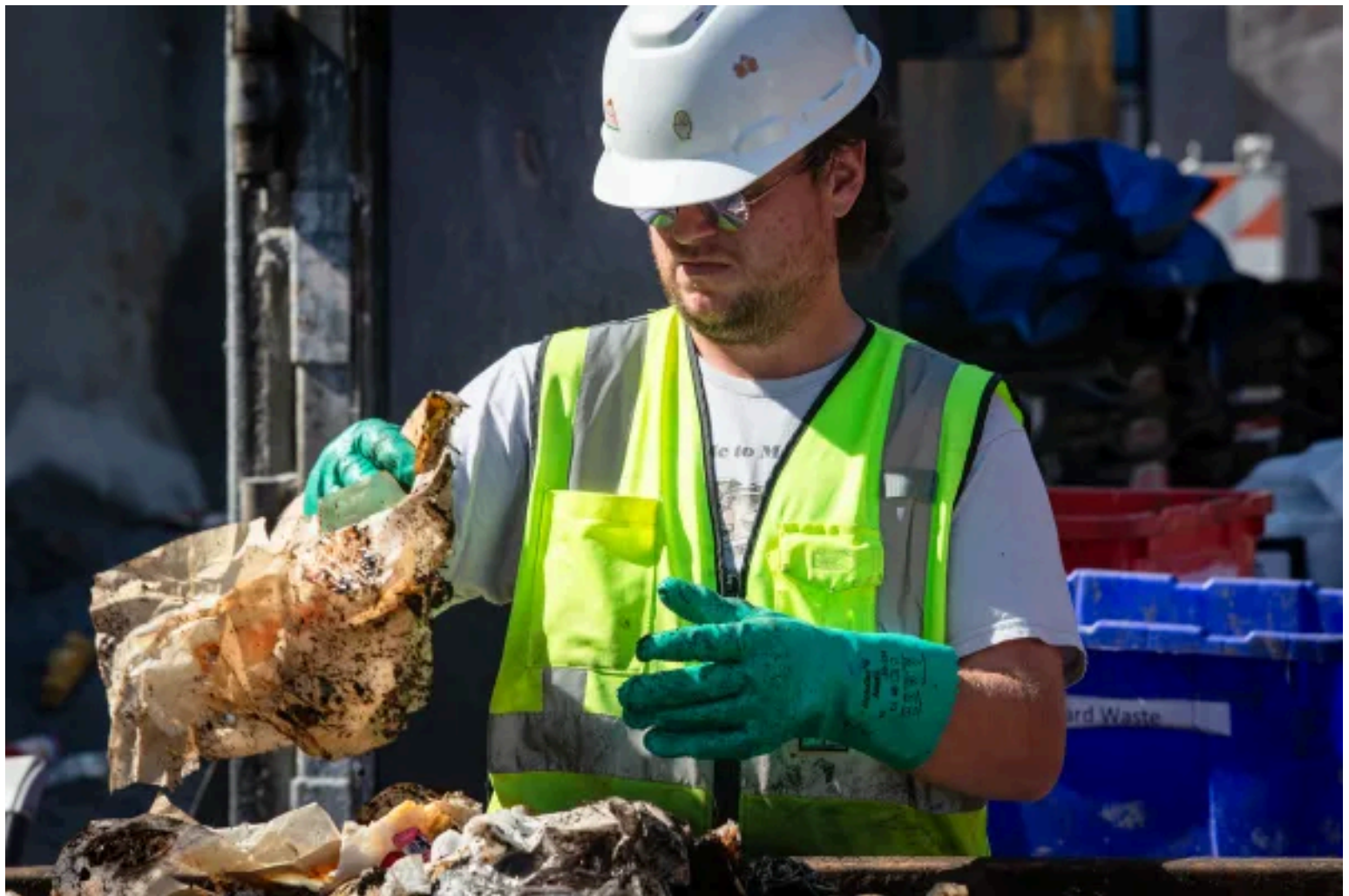
READ MORE



What's the coolest thing you've ever found at the dump in Maine?

by [Emily Burnham](#)

The trash-picking was part of a statewide audit of Maine's waste stream organized by the Maine Department of Environmental Protection. It's designed to find out what the state's growing population throws away most, and then help devise ways to divert that material from costly, environmentally unfriendly landfills and trash incinerators.



Wyatt Wells of MSW Consultants sorts a bit of household garbage into one of 88 separate categories while conducting a waste stream audit at EcoMaine in Portland on Wednesday, Aug. 28. The goal of the statewide audit is to find out what's in Maine's garbage and then figure out how to divert as much of it as possible from landfills. Credit: Troy R. Bennett / BDN

It's important because, according to a [recent state report](#), the amount of waste Maine is landfilling each year has gone up significantly over the last decade. At the same time, Maine's overall recycling rate has remained stagnant, at best, and actually falling in some communities.

It's the first time state officials have conducted such a statewide survey. In addition to ecomaine's giant facility, Wells and his team will be picking through trash at other sites including Tri-Community Landfill in Fort Fairfield, Crossroads Landfill in Norridgewock and the state-owned Juniper Ridge Landfill in Old Town.

A federal grant is paying for the study, which costs about \$325,000. But in the long run, the goal is for its findings to help reduce the amounts of waste that communities are burying in the ground. That has come at a growing cost to the environment, as well as to taxpayers who must cover the rising costs of disposing of all that waste — both when it's first sent to the landfill for a fee, and then in some cases, when those landfills reach capacity and must be permanently closed and monitored.



A sorting crew from MSW Consultants picks through garbage at EcoMaine in Portland on Wednesday, Aug. 28, while conducting a waste stream audit. Over two days, the crew expects to sort through up to 2.5 tons of garbage. Credit: Troy R. Bennett / BDN

“We want to reduce the amount of material we landfill as much as possible, because landfilling is expensive,” said Brian Beneski, supervisor of recycling programs at Maine DEP. “And right now there’s only so much landfill space available.”

According to a [report](#) Beneski helped write, the amount of waste landfilled in Maine rose by 34 percent between 2018 and 2022. This dramatic increase was partially due to the idling of a waste-to-energy facility in Orrington and a waste processing operation in Hampden.

But even with the halt of those operations, Mainers are still throwing away more stuff than ever. The report found that in 2022, they threw away an average of almost four pounds of waste a day, up from just over two pounds in 2012. The total amount landfilled in Maine in 2022 was 1.4 million tons.

To make matters worse, over the same period, the overall per capita recycling rate has dropped slightly, for a total of just about 500,000 tons statewide in 2022.

If current trends hold, Beneski’s department estimates Maine will generate approximately almost 2 million tons of waste annually by 2029.

Beneski, a self-described “waste nerd,” would like to prevent that number from coming true. He hopes the waste audit will help policymakers in Augusta to understand what’s being thrown out and come up with ideas for reducing and reusing more of it.



Kayla Giannetti of MSW Consultants examines a small piece of household garbage before sorting it into one of 88 separate categories while conducting a waste stream audit at EcoMaine in Portland on Wednesday, Aug. 28. The goal of the statewide audit is to find out what's in Maine's garbage and then figure out how to divert as much of it as possible from landfills. Credit: Troy R. Bennett / BDN

“I think food waste, and organics in general, make up a pretty high percentage of the waste stream,” Beneski said. “But maybe now clothing is a big percentage of it.”

He hopes to have final numbers and recommendations prepared by spring 2025. But it's all starting this week with people getting their gloved hands dirty in some pretty gross stuff.

At ecomaine, Wells and his waste-picking crew were expecting to sort through about 2.5 tons of garbage over two days from the 73 communities who send their trash to the recycling and incineration facility.

“Science is almost never pretty,” said Kayla Giannetti, standing next to Wells and wearing a disposable plastic apron. “And we need the data.”