

Recycling Made Simple for Multi-Family Communities: A New Initiative



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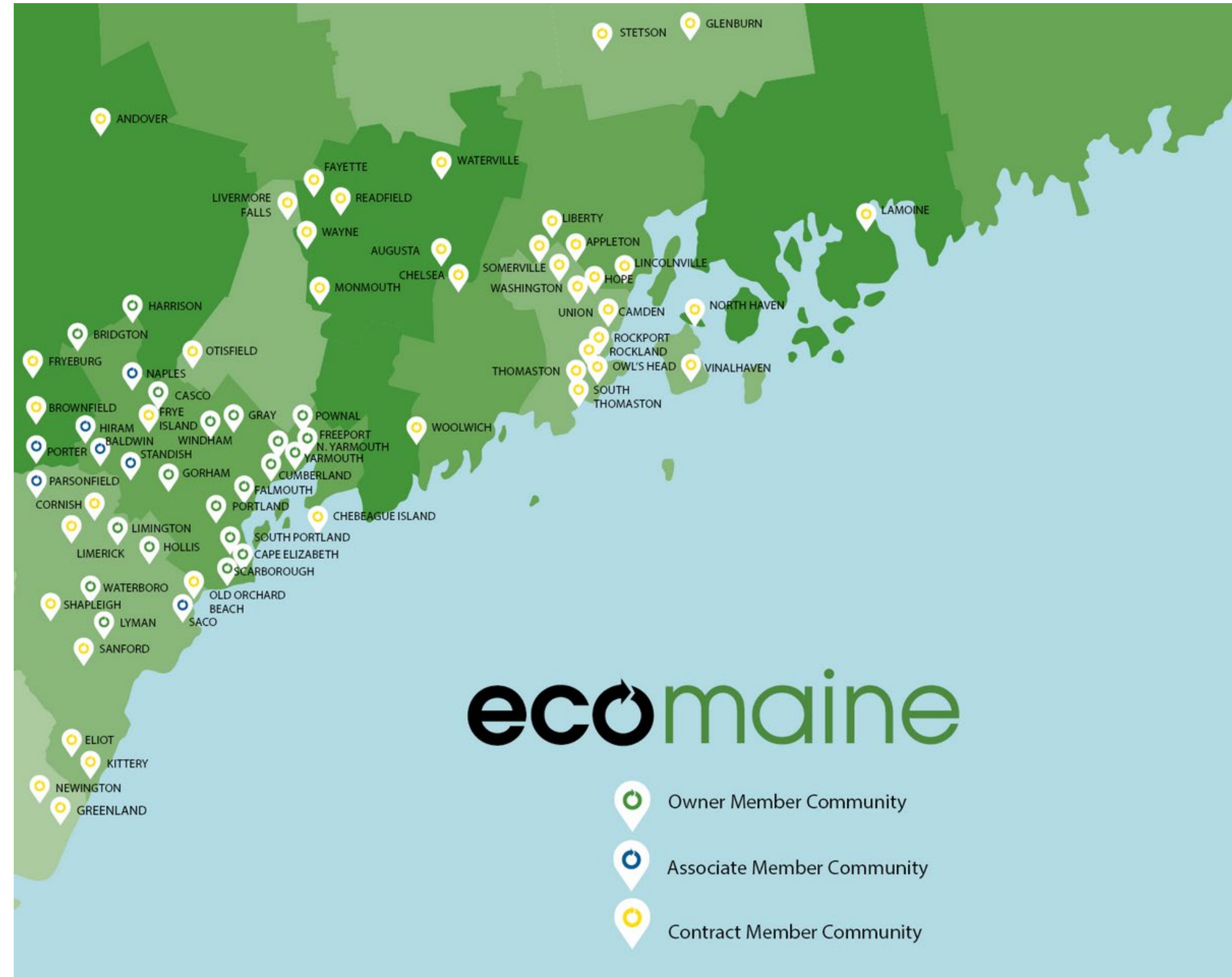
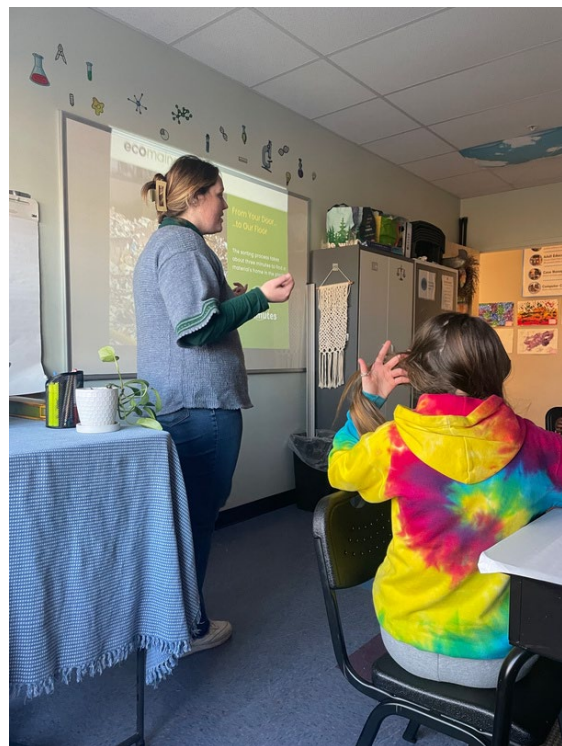
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Project
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MEET THE TEAM

About ecomaine



- 501(c)3 nonprofit organization
- Solid Waste & Recycling Processor
- 20 Maine owner municipalities
- We partner with and service over 73 communities in Maine and New Hampshire
- Leader in Education & Outreach



Program Overview



3 Year Pilot Project

This \$2 million EPA Recycling and Education Outreach Grant supports the development of a scalable program to expand recycling access and education throughout Maine.

REO Grant

- Bipartisan Infrastructure Law
 - Provided \$75 million towards improving waste management systems and programs
 - Biggest EPA investment for recycling in 30 years
- What are other places doing?
 - Composting infrastructure
 - Bolstering existing recycling programs
- Our program
 - Received the full award amount
 - Only grant to explicitly focus on multi-family properties



Why Multi-Family Properties?



Recycling in multi - family properties remains a gap in many communities.

- 7.5 billion tons of recycling is lost each year in multi-family properties in the United States
- Key Challenges:
 - Lack of awareness
 - Limited ordinances & enforcement
 - Financial barriers
 - Inconsistent service models & space constraints
 - High contamination rates
 - High turnover
 - Multi-lingual communication needs

Multi - family properties makes up roughly 21% of Maine's housing population, yet only 8% of multi - family properties in the state have on - site recycling access.

- The Recycling Partnership

Our Goals



Center for Sustainable Behavior & Impact

Introduction to Creating More Equitable Recycling Outreach



Educational Material Options



Signage



Infocard



Tote Bag

- **Increase Recycling Access** – Expand recycling opportunities in multi-family properties
- **Raise Awareness** – Educate residents and property managers about best practices
- **Boost Participation & Diversion** – Foster higher engagement and lasting recycling habits
- **Build Community Connections** – Strengthen collaboration between residents, property managers, developers, local organizations, municipalities & more

Timeline Overview



Year 1: Laying the Groundwork

- Establish baseline data and initial outreach.
- Engage residents, property managers, and municipalities to shape the program.
- Begin development of core materials and messaging.

Year 2: Building Momentum

- Expand outreach and refine resources based on feedback.
- Strengthen municipal and community partnerships.
- Launch public-facing efforts to increase visibility and participation.

Year 3: Strengthening & Scaling

- Apply lessons learned to enhance program effectiveness.
- Deepen partnerships and explore opportunities for expansion.
- Finalize tools, materials, and sustainability plans.

What Program Implementation Could Look Like

Phase

1

Initial Conversation:

- Get context on properties challenges
- Evaluate building and staff capacity

Phase 2

Training & Baseline Info:

- Train staff on recycling best practices
- Conduct waste audit for baseline data

Phase 3

Education Deployment:

- Deliver resources to residents
- Host education sessions

Phase 4

Continued Support:

- Continuous follow-ups with properties
- Provide support long-term to continually educate residents

Free Support & Resources to Make Recycling Easy

المهملات

ضع المواد غير القابلة لإعادة التدوير في المهملات أو السماد



قصاصات المقاهي (إن لم تكن تُستخدم كسماد)
شرايط البلاستيك (الأغطية البلاستيكية، الأكياس، والأغطية الفقاعة، وما إلى ذلك)
الأطعمة (إن لم تكن تُستخدم كسماد)
المواد الرغوية
الحفاضات المتسخة أو فضلات القطط

إعادة التدوير

ضع المواد القابلة لإعادة التدوير في سلة إعادة التدوير



الزجاج
المعادن والعلب
البلاستيك من رقم 1 إلى 7
الورق المقوى والكرتون
الورق والجرائد

من الصيانة إلى الطاقة

www.ecomaine.org للمعلومات على قائمة شاملة، يرجى زيارة
64 Blueberry Road, Portland 773-1738 info@ecomaine.org




ATTENTION RESIDENTS! WANT TO RECYCLE?

Here's how:

- 1 Collect Your Recyclables**
Check the Recycling Guidelines on the other side to ensure you're recycling the right items.
Remember to keep them:
 - EMPTY**
Remove all packaging material from boxes and flatten them to save space in the bins.
 - CLEAN**
Leftover food and liquids can contaminate recycling. Make sure your recyclables are clean and dry!
 - LOOSE**
Recyclables cannot be properly sorted if they are stuffed in bags or boxes. Be sure to empty them into the bins so that the materials are loose.
Do not place plastic bags in the bins. Many stores accept plastic bags for recycling or reuse.
- 2 Take Them to a Recycling Drop-Off Site Near You!**
OPEN DAYLIGHT HOURS, 7 DAYS A WEEK

CITY OF SOUTHFIELD RRRASOC Materials Recovery Facility 20000 W. Eight Mile Road, Southfield, MI	CITY OF NOVI Department of Public Works 26300 Leo Begole Drive, Novi, MI
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When you arrive, please check that your items match the signage!

Polystyrene foam (Styrofoam), household hazardous waste (HHW), plastic bags, scrap metal, and electronics are NOT accepted at these sites. For proper disposal options, search the Recycling Directory at RRRASOC.org.

Try the industrial paper shredder at the Southfield Drop-Off Site, available weekdays from 7:00 am - 4:30 pm. This FREE personal document shredding service is for RRRASOC residents only.

RRRASOC THE RECYCLING AUTHORITY
FUNDED IN PART BY EGLE THE RECYCLING PARTNERSHIP

- **Customized Toolkits** – Practical guides for property managers & residents
- **Bins & Bags** – Free bins & bags for easy participation
- **Quick - Read Leave - Behinds** – Handy materials to keep recycling top of mind
- **Expert Support** – One-on-one consultations to tackle property-specific challenges
- **Hands - On Learning** – Interactive workshops & webinars
- **Transcreated Signage Materials** – Adapting recycling messages and instructions to be culturally relevant.

What We've Been Up To



- 70+ property management companies identified
- Catalogued nearly 400 multi-family properties with 17,000+ units
- Focus Areas: Portland, South Portland, Westbrook, and Augusta
- Maine Real Estate Development Association-
New Member

What Makes our Program Unique

Key takeaways from conversations with similar programs across the country:

- Scope of service area
- Local recycling ordinances
- Municipal hauling
- Valet-style recycling services
- Subsidies or grants

There no one - size - fits - all approach



Future of Recycling: MRF Expansion

- More capacity
- Efficient sorting
- Larger facility
- Increased education opportunities
- State-of-the-Art equipment
- Increase in community partners



Future of Recycling: EPR

Benefits go beyond waste management expense reimbursement



Municipal Funding



Education and Outreach



Future of Recycling: Legislation



- Maine’s Recycling Goal: 50%
 - Current Recycling Rate: 37%
- *Maine Won’t Wait*
 - **Goal:** Create resources and model ordinances to improve access to waste reduction programs.
- Municipalities
 - Climate Action Plans
 - Falmouth
 - Freeport
 - Portland
 - South Portland
 - Yarmouth
 - Building codes

Portland & South Portland



Falmouth



Perfect Timing

The Time is Now for Multi - Family Recycling in Maine

- **ecomaine's new MRF** : Increased capacity and the ability to accept new materials creates the need to divert more recyclables- MFPs are prime targets.
- **Extended Producer Responsibility (EPR)** : Additional products becoming recyclable in response to EPR will need to be captured. EPR could expand the ability of municipalities to offer recycling services to MFPs.
- **Ordinances and Legislation** : The State of Maine and several municipalities have established climate resiliency goals, many of which include expanding access to recycling in MFPs.

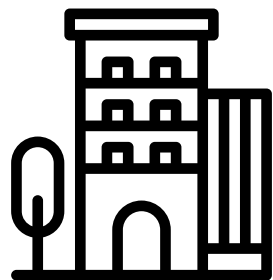


Looking Ahead

The lasting changes we hope to enact and inspire through ecomaine's Multi-Family Recycling Initiative include:



Improve Multi-Family recycling rate in support of 50% diversion goal



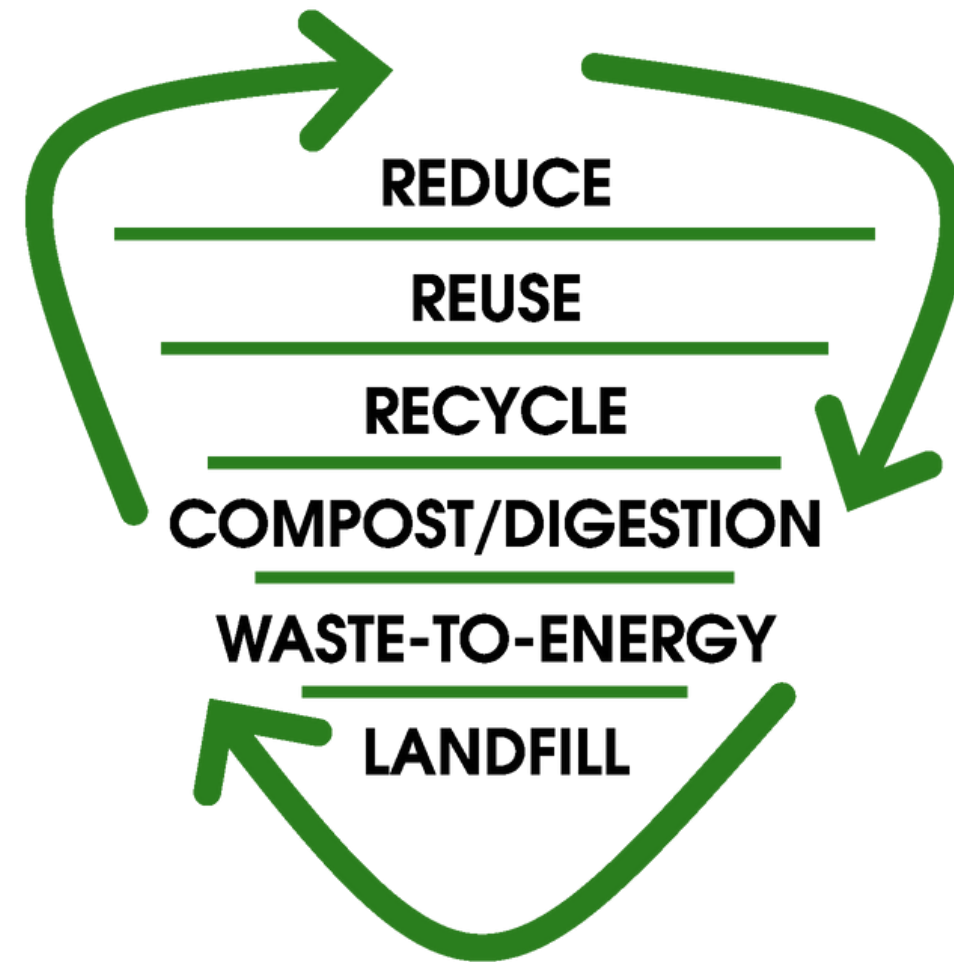
Replication of this program and its tools across Maine and beyond



Support legislation that expands recycling access in multi-family properties



Thank You for Having Us!



Questions? Want to Get Involved?

Email Us At: Multifamily@ecomaine.org

🌍 Visit Us: ecomaine.org/multifamily/