

New name...same services and values

MUNICIPAL WasteHub



MRC is now Municipal WasteHub



FREQUENTLY ASKED QUESTIONS (FAQS) ABOUT THE MUNICIPAL REVIEW COMMITTEE REBRANDING TO MUNICIPAL WASTE HUB

1. WHY IS THE MUNICIPAL REVIEW COMMITTEE (MRC) REBRANDING TO MUNICIPAL WASTE HUB?

The rebrand reflects our commitment to modernization, transparency, and providing innovative waste management solutions for our member communities. WasteHub better represents our role as a central hub for waste solutions, sustainability initiatives, and advocacy on behalf of municipalities.

2. WILL THIS TRANSITION IMPACT THE SERVICES WE RECEIVE?

No. The rebrand will not change the services you receive. WasteHub will continue to manage waste disposal and sustainability efforts exactly as before.

3. WILL THERE BE ANY CHANGES TO MY MUNICIPALITY'S CONTRACT OR BILLING?

No. The terms of your existing agreements remain the same. The only change will be updating our legal name to Municipal WasteHub in contracts and official documents.

4. WILL OUR POINT OF CONTACT OR CUSTOMER SERVICE CHANGE?

No. You will continue to work with the same WasteHub team you have always relied on. The same staff, board, and partners remain dedicated to serving your municipality.

5. DOES THIS CHANGE AFFECT WHERE OUR WASTE IS PROCESSED AND/OR DISPOSED OF?

No. Your waste will continue to be processed and/or disposed of per usual, with no disruption to operations.

6. WHAT ARE THE BENEFITS OF THE REBRAND?

The WasteHub rebrand offers several advantages:

Alignment with our mission: The new name reinforces our role as a hub for information and resources for our member municipalities.

Clarity & Recognition: A fresh, modern identity makes it easier for communities to understand who we are and what we do.

Improved Communication: A streamlined brand identity helps us engage more effectively with members, the public, and policymakers.

Enhanced Advocacy & Visibility: A stronger, clearer brand improves our ability to advocate for sustainable waste solutions and attract new opportunities.

7. WHEN WILL THE REBRAND TAKE EFFECT?

We will begin using the WasteHub name in April 2025. In the coming weeks, you will see updates to our website, email addresses, and other communications.

8. DO WE NEED TO DO ANYTHING AS A MEMBER MUNICIPALITY?

No immediate action is required. We will notify you if any action is needed on your part.

9. WHO CAN WE CONTACT IF WE HAVE ADDITIONAL QUESTIONS?

If you have any questions about the rebrand, please reach out to Michael Carroll, Executive Director of Municipal WasteHub at 207-664-1700. We're happy to discuss any concerns and ensure a smooth transition for all members.

10. HOW IS THE MUNICIPAL WASTE HUB DIFFERENT FROM MUNICIPAL WASTE SOLUTIONS AND INNOVATIVE RESOURCE RECOVERY?

Municipal Waste Solutions is the company that runs the Hampden Waste Facility. It is a public-private partnership between Municipal WasteHub (formerly MRC) and Innovative Resource Recovery.



Formerly Municipal Review Committee (MRC)



The new brand in context



MRCMaine.org

Soon to be WasteHub.org