

# May 2021 Recycling Program Update

TASK	UPDATE	
<b>MEDIA ANNOUNCEMENTS</b>	Social Media	New York/International Compost Awareness Week
	Print	UCRRA Partners in Composting Program - New York/International Compost Awareness Week
	Radio	<i>Compost Awareness Week (15sec) and Electronics Recycling (15sec)</i> <i>FOOD IS TOO GOOD TO WASTE. THIS IS ANGIE PEONE, RECYCLING COORDINATOR AT THE U C R R A. 40% OF FOOD GROWN IN THE US IS NEVER EATEN. MAKE A DIFFERENCE BY DONATING EXCESS FOOD, PROPERLY STORING FOOD, REIMAGINING LEFTOVERS AND COMPOSTING FOOD SCRAPS. IT'S COMPOST AWARENESS WEEK. LEARN MORE AT U C R R A DOT ORG</i>
	Other	<ul style="list-style-type: none"> <li>05/17 newsletter sent to 3,553 subscribers. Viewable online at: <a href="https://mailchi.mp/6290190216c1/june-hazardous-waste-collection">https://mailchi.mp/6290190216c1/june-hazardous-waste-collection</a></li> <li>Google Analytics: 15,841 total searches, 5,821 direct searches, 891 users visited the UCRRA website (last 30 days)</li> </ul>
<b>OUTREACH EDUCATION</b>	Public Presentations	<ul style="list-style-type: none"> <li>05/04 The Story of Plastics Panel hosted by New Paltz Climate Smart Task Force</li> <li>05/05 Using Compost in the Garden <i>81 residents have participated in UCRRA Spring Classes</i></li> <li>05/25 Youth Composting Program for WrapAround Services of the Hudson Valley</li> </ul>
	Facility Tours	<ul style="list-style-type: none"> <li>05/06 UCRRA Tour for various interested candidates Saugerties Town Board, Ulster County Legislature</li> <li>05/14 UCRRA Facility Tour for interested residents</li> <li>05/26 UCRRA Facility Tour for interested residents</li> </ul>
	Events	<ul style="list-style-type: none"> <li>05/01 UCRRA Spring Compost Bin &amp; Rain Barrel Sale <i>112 Compost Bins &amp; 80 Rain Barrels</i></li> </ul>
	Other	<ul style="list-style-type: none"> <li>New media: Home Guide for Reducing Food Waste</li> </ul>
	<b>COMPOST</b>	Quarterly Compost Testing due June
<b>SITE VISITS</b>	None this month	
<b>REPORTS</b>	None this month	
<b>PROFESSIONAL DEVELOPMENT</b>	05/13 NYSAR3 W4R Committee: Management & Leadership 05/18-05/20 NY Federation Solid Waste Association Annual Conference (virtual)	
<b>PREVIEW</b>	June 2 <sup>nd</sup> Eat Well Kingston June 2 <sup>nd</sup> Woodstock Environmental Commission June 3 <sup>rd</sup> Radio Kingston Interview June 27 <sup>th</sup> Household Hazardous Waste Collection Event at UCRRA (Kingston)	

## 2021 UCRRA Spring Classes Testimonials

### Spring Cleaning 2021

*"That was amazing. I'm inspired to clean out my garage now that I know where everything should go! You two were great presenters. You were organized, succinct, and down to earth (literally!!)"*

*"Thanks. I got some ideas of places to take things to be recycled or reused."*

### Intro to Composting 2021

*"This is the 2nd webinar I've attended and they both have been really informative."*

*"Very good program. {The educators} made it look easy!"*

### Using Compost in the Garden 2021

*"Very good instructors, easy to understand and ready to answer all your questions."*

## May Print News Campaign

**International Compost Awareness Week**  
May 2 - 8, 2021

**Help us Grow Ulster Green**  
**Become our Partner in Composting**  
Ulster County Resource Recovery Agency  
[www.UCRRRA.org](http://www.UCRRRA.org)

**Food is TOO GOOD TO WASTE! Join us as part of the solution!**

**Benefits of Composting**

- Become a climate-smart leader!
- Reduce waste and save money!
- Transform your trash to treasure!
- We do the composting for you!
- UCRRRA provides FREE professional consultation, staff training, composting posters, bin stickers, window decals, social media tips, and will track your sustainability impact!

**Source-separated organics are accepted for only \$20 per TON.**

**DELIVER TO UCRRRA COMPOSTING SITE**

**Grow, Eat... COMPOST...Repeat**

**Ulster County businesses: please contact us for your FREE guidebook and to learn more!**

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