

July 2021 Recycling Program Update

TASK	UPDATE	
MEDIA ANNOUNCEMENTS	Social Media	Plastic Free July / Launching the UCRRA Zero Waste Seminar Project
	Print	Campaign promoting the UCRRA Zero Waste Seminar Project
	Radio	<p>Plastic Free July / UCRRA Zero Waste Seminar Project</p> <p><i>Help put an end to plastic pollution... We've partnered with the NYS Pollution Prevention Institute to help raise awareness of the effects of plastic pollution, and all the ways YOU can make a difference. Join us in celebrating Plastic Free July. Sign up for one of our Zero Waste seminars! It's free to participate, and our earth will thank you for it...Did you know that waste reduction and reuse are climate – smart strategies? ...Single use plastics are piling up in our oceans and in our environment, but they can easily be avoided! Join us for our Zero Waste Seminar Project. YOU can help protect our environment, improve public health, and conserve natural resources!</i></p>
	Other	<ul style="list-style-type: none"> • UCAT Bus ad campaign is active – celebrating Plastic Free July and UCRRA Zero Waste Seminar Project • 07/07 newsletter sent to 3,616 subscribers. Newsletter is viewable online at: https://mailchi.mp/ea4b78d241d9/announcing-summer-classes • New blog post added to website https://ucrra.org/letters-to-the-editor/ • Google Analytics: 18,899 total searches, 6,066 direct searches, 822 users visited the UCRRA website (last 30 days)
OUTREACH EDUCATION	Public Presentations	<ul style="list-style-type: none"> • 07/08 - ZWSP: Understanding the Waste Climate Connection • 07/13 -ZWSP: Reduce, Reuse, Refill, Rethink! • 07/21 - ZWSP: Business Leadership Seminar • 07/26 -ZWSP: Small Plastics, Big Impact: How Plastics are Impacting our Local Waterways • 07/28 - ZWSP: Reuse it, Re-Gift it, Repair It!
	Facility Tours	<ul style="list-style-type: none"> • 07/19 -Woodstock Bring Your Own • 07/19 - Barton & Loguidice, Southeastern Connecticut Regional Resource Recovery Authority, Town of Saugerties Planning & Zoning Committee members, Greene County Solid Waste • 07/20 – Ulster County Garden Club • 07/22-Intersted residents
	Events	None this month
	Other	<ul style="list-style-type: none"> • Prepared a video ending the ZWSP
REPORTS	Q2 FSR Progress Report MWRR Progress Report P2I Progress Report	
MISCELLANEOUS	August 21 st Household Hazardous Waste Collection Event in New Paltz	