

December 2021 Recycling Program Update

TASK	UPDATE															
MEDIA ANNOUNCEMENTS	Social Media	“Greening the Holidays” message with focus on paper, cardboard, packaging, etc.														
	Print	<i>None this month</i>														
	Radio	<p>“RETHINKING THE HOLIDAYS MESSAGE”</p> <p>New radio campaign in development for 2022</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">April</td> <td> <ul style="list-style-type: none"> • Spring Compost Bin Sale (15) • Earth Day message (30) </td> </tr> <tr> <td>May</td> <td> <ul style="list-style-type: none"> • Reduce Food Waste – International Compost Awareness Week (30) • Grow Ulster Green – Become a Partner in Composting(30) </td> </tr> <tr> <td>June</td> <td> <ul style="list-style-type: none"> • Recyclopedia (15) • Electronics Recycling (15) • What Happens to Your Trash (30) </td> </tr> <tr> <td>July</td> <td> <ul style="list-style-type: none"> • Plastic Free July (15) • What Happens to Your Trash (30) </td> </tr> <tr> <td>October</td> <td> <ul style="list-style-type: none"> • Electronics Recycling (15) • Recyclopedia (15) </td> </tr> <tr> <td>November</td> <td> <ul style="list-style-type: none"> • America Recycles Day (15) • Recyclopedia (15) </td> </tr> <tr> <td>December</td> <td> <ul style="list-style-type: none"> • Holiday message (30) • What Happens to Your Trash (30) </td> </tr> </table>	April	<ul style="list-style-type: none"> • Spring Compost Bin Sale (15) • Earth Day message (30) 	May	<ul style="list-style-type: none"> • Reduce Food Waste – International Compost Awareness Week (30) • Grow Ulster Green – Become a Partner in Composting(30) 	June	<ul style="list-style-type: none"> • Recyclopedia (15) • Electronics Recycling (15) • What Happens to Your Trash (30) 	July	<ul style="list-style-type: none"> • Plastic Free July (15) • What Happens to Your Trash (30) 	October	<ul style="list-style-type: none"> • Electronics Recycling (15) • Recyclopedia (15) 	November	<ul style="list-style-type: none"> • America Recycles Day (15) • Recyclopedia (15) 	December	<ul style="list-style-type: none"> • Holiday message (30) • What Happens to Your Trash (30)
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Other	<ul style="list-style-type: none"> • Featured on Silver Hollow Audio “Is This Recyclable? Wishcycling at UCRRA” (Kaatskast podcast) • Press Release/New Blog posted to website, “National Compost Manufacturer of the Year Award” • 12/20 Award was highlighted on Mid Hudson News Daily News Podcast • 12/21 Memo Sent to Ulster County Public Libraries re: UCRRA Recycling Outreach Team Services • Streaming TV campaign in development for 2022 • Google Analytics: 16,458 total searches, 5,446 direct searches, 544 users visited UCRRA website (last 30 days) 															

OUTREACH EDUCATION	Public Presentations	<i>None this month</i>
	Facility Tours	<i>None this month</i>
	Site Visits	<i>None this month</i>
	Other	New media in development: UCRRA's Recycle Right and Avoid Wish-cycling Posters were printed in Spanish
COMPOST	<ul style="list-style-type: none"> • UCRRA is awarded the Small Scale Composter of the Year by the US Composting Council - Press Release Attached • Effective January 1st 2022: New York State Food Scrap Reduction & Recycling Law applies to large generators producing >2tpw • Effective January 1st 2022: Ulster County Food Waste Prevention & Recycling Act applies to large generators producing >1tpw • Membership renewal: US Composting Council Seal of Testing Assurance (STA) Certified Compost Program • Quarterly compost testing completed this month 	
ELECTRONICS	<ul style="list-style-type: none"> • Electronics drop-off program closed for the season after Saturday, November 20th 2021 and will resume again in Spring 2022 	
REPORTS	<ul style="list-style-type: none"> • Ulster County Annual Waste & Recycling Reports • 2022 Municipal Waste Reduction and Recycling Grant Program (MWRR) for Capital Projects 	
PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> • 12/01 Hudson Valley Regional Materials Management Professionals Group • 12/07 Webinar by SWANA: Past, Present, Future Waste Challenges • 12/10 NYS Organics Summit Planning Committee • 12/14 NYSAR3 Diversity, Equity, & Inclusion Committee 	



Sample images from this month's social media campaign. Visit www.facebook.com/UlsterCountyRRA/ or <https://www.instagram.com/ucrra/> to view more posts from UCRRA.

ULSTER COUNTY RESOURCE RECOVERY AGENCY

Board of Directors

Katherine Beinkafner, Chair
JoAnne Myers, Vice Chair
Charles Landi, Treasurer
Lisa Mitten, Member
Tom Kacandes, Member



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Friday December 17th 2021

FOR IMMEDIATE RELEASE: COMPOST MANUFACTURER OF THE YEAR AWARD

The Ulster County Resource Recovery Agency (UCRRA) has been named Small-Scale Compost Manufacturer of the Year by the US Composting Council.

About the US Composting Council

Since 1990, the US Composting Council has been advancing compost manufacturing, compost utilization, and organics recycling to benefit its members, society, and the environment. The US Composting Council is made up of more than 800 members, about 500 of whom are compost manufacturers, and about one third of the membership is local, state, and federal government agencies. Other members include compost researchers, scientists, consultants, compostable product manufacturers, and other advocates working to advance organics recycling in the US. The US Composting Council's mission is focused primarily on commercial compost manufacturing and marketing, and includes training, certification and education of compost facility operators; certification programs for compost testing; and lobbying and advocacy campaigns at the state and federal level.

About the Small Scale Compost Manufacturer of the Year Award

Each year, USCC recognizes the Best of the Best in the compost manufacturing and organics recycling industries. On their website, USCC describes the prestige of the awardees as "these winners have given generously of their time and talent to further the compost industry and to protect the environment for future generations." The Small-Scale Compost Manufacturer of the Year Award is awarded to a small-scale composting facility in the US (< 10,000 tons per year throughout), public or private sector, which has displayed excellence in both compost production and marketing/distribution. The nominated facility must be in operation for a minimum of three years and in regulatory compliance. Past awardees in the Small Scale Compost Facility category include: 2020 The Big Reuse NYC Compost Project in 2020, Rust Belt Riders in 2019, and Compost Company of Nashville, TN in 2018. The awards will be presented at COMPOST2022, the Annual Conference and Trade Show in Austin, TX January 24-27, 2022.

To learn more about UCRRA's Grow Ulster Green Compost, please visit <https://ucrra.org/compost-for-sale/>

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December 21, 2021

Memo to Ulster County Public Libraries

Our mission at the Ulster County Resource Recovery Agency is to protect public health and the health of the environment, and to promote sustainable materials management practices by managing Ulster County's waste with a focus on resource conservation. This informative memo is a reminder that UCRRA offers free resources and educational services for the public to learn about various environmental topics like the climate impact of waste management, ocean plastic pollution, local recycling guidelines, home composting, reducing wasted food, alternatives to household hazardous waste, creative up-cycling, reducing waste through donation and repair programs, and much more! The UCRRA Recycling Outreach Team can interact with your library in a number of ways, including:

- ✓ Collaborate with the Library to host free public classes/workshops (including virtual webinars) for adults or youth
- ✓ Host an educational outreach table at library events
- ✓ NEW – Facilitate a month-long educational display at the Library on a topic of your choice or community interest
- ✓ Provide technical support to improve the library's recycling or waste reduction programs
- ✓ Provide free booklets, flyers, posters, stickers, and other resources to promote recycling in the community
- ✓ And much more!



Earth Day is celebrated on April 22nd, but there are many other opportunities to engage the community about waste-sustainability.

- World Water Day (March 22nd)
- International Compost Awareness Week (May 1-7th)
- World Environment Day (June 5th)
- National Garbage Man Appreciation Day (June 18th)
- Plastic Free July Challenge (4 weeks in July)
- America Recycles Day (November 15th)

- World Soil Day (December 5th)

Recycling, composting, and waste reduction are high priorities for community engagement in Ulster County, because of the many social, environmental, and economic impacts. Notably, Ulster County has been a leader in establishing local laws and policies like the Mandatory Source Separation and Recycling Law, the Ulster County Food Waste Prevention and Recovery Act, the Ulster County Bring Your Own Bag Act, the Ulster County Skip the Straw Law, and many others. These policies demonstrate community interest to fostering citizenship skills that steward New York's natural resources. UCRRA is proud to be Ulster County's local subject matter resource for sustainable materials management.

Please share this letter with educators and other library staff. Our website www.UCRRA.org offers much more detailed information about the educational programs and services we offer, and the library may also request a workshop or request a media packet through our Contact Us forms.

Please do not hesitate to reach me if you have any questions about these programs and how the Agency can support your educational offerings at the Library. On behalf of the Ulster County Resource Recovery Agency, we hope you take advantage of our services!

Sincerely,



Angelina Brandt

Director of Sustainability

Ulster County Resource Recovery Agency

apeo@ucrra.org

Benefits of a Community Waste Reduction Program

- create a culture of environmental sustainability
- demonstrate concern for the environment to prepare youth with citizenship and leadership skills
- provide opportunities for youth engagement in environmental education and ecological literacy
- prepare youth and citizens to act on environmental challenges of the future
- help slow the depletion of natural resources
- help reduce environmental pollution
- conserve landfill space for future generations
- increase efficiency in operations
- reduce expenses on raw materials, office supplies, equipment
- save money on reduced costs for waste removal