



JANUARY 2022 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

Message: Implementing State & Local laws

January 1st 2022 marks the implementation of significant materials management legislative milestones in New York, including:

- the launch of the Statewide Ban on Polystyrene Foam Containers and Loose Fill, prohibiting businesses from selling or distributing prepared food or beverages in polystyrene foam containers. In addition, no manufacturer or store will be allowed to sell or distribute polystyrene loose fill packaging.
- the launch of the Statewide Food Scrap Reduction and Food Scrap Recycling Law, impacting large waste generators producing > 2 tpw food scraps if located within 25 miles of an organics recycler with capacity.
- Ulster County Food Waste Prevention & Recovery Act implementation at >1tpw cohort of large waste generators.

Learn more at www.UCRRRA.org/about-us/laws

MEDIA ANNOUNCEMENTS

FACEBOOK 971 LIKES / 1,087 FOLLOWERS	INSTAGRAM 868 FOLLOWERS	MAILCHIMP 3,775 SUBSCRIBERS	YOUTUBE 41 VIEWS / 1.4 HRS (LAST 28 DAYS)	WEBSITE 515 VISITS (LAST 30 DAYS)
SOCIAL MEDIA	Message: Implementing State & Local laws			
RADIO	None this month.			
PRINT	An advertisement for the Agency's recycling and composting services appeared in the 2022 Ulster County Chamber of Commerce Community Resource Guide and Membership Directory.			
WEBSITE/BLOG	New Recycling Educator Job Opportunity posted			
OTHER	30 second Digital/Streaming TV campaign is in development for February & March 2022. The campaign will target Ulster County audience streaming TV on various connected devices (Roku, Sling, TubiTV, PlutoTV, etc. as well as streaming through cable subscriptions to ABC, NBC, CNN, HGTV, DISCOVERY, and TRAVEL). Campaign will also be able to re-target viewers with banner ads on mobile devices.			

OUTREACH EDUCATION EVENTS

30 CALLS/ 192 MINUTES - RECYCLING HOTLINE (01/01 - 01/19)	1 ADULT PARTICIPANTS YTD	0 YOUTH PARTICIPANTS YTD	1 TOTAL HOURS YTD
PRESENTATIONS	None this month. Processing 5 requests for Spring.		
FACILITY TOURS	None this month. Processing 8 requests for Spring.		
EVENTS	None this month. Developing 3 events for Spring.		
SITE VISITS & CONSULTATIONS	None this month.		
NEW MEDIA OR TEACHING TOOLS DEVELOPED	<ul style="list-style-type: none"> • UCRRRA Partners in Composting Program – Compost Poster printed in Spanish • 30 second recycling advertising video in development for digital/streaming campaign 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 01/07 Interview for BARD College Project Title: Strategies to Support Community Response to MSW Waste Proposals in the Upper Hudson River Watershed • (Professional Development) 01/12 Webinar: Into the Green Bin: Collecting Food Waste from Institutional Settings 		

REPORTS & GRANTS STATUS UPDATE

- 2021 MWRR Grant final report due January 31st
- FSR Grant progress report submitted by January 31st
- Ulster County Annual Recycling Reports due February 28th
- HHW State Assistance Program Grant due February 28th
- HHW Collection Program Annual Report due March 1st
- Organics Recovery Facility Annual Report due March 1st
- Electronics Recycling Annual Report due March 1st
- 2022 HHW Collection Plan due by March 30th
- Quarterly Compost Testing due March
- LSWMP Biennial Report due May 1st



Socios en el Programa del Compostaje.

ULSTER COUNTY RESOURCE RECOVERY AGENCY

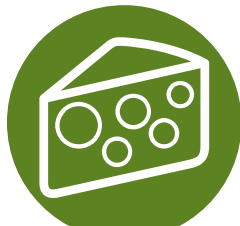
Compóstables Organicos ESTOS ARTICULOS SON ACCEPTABLES



Residuos de alimentos: alimentos no consumidos y desperdicio de alimentos incluyendo cascaras, restos de comida cocida o cruda.



PAN



LÁCTEOS



BOLSAS DE TÉ



CASCARAS DE HUEVO



CAFÉ MOLIDO Y FILTROS



CARNE



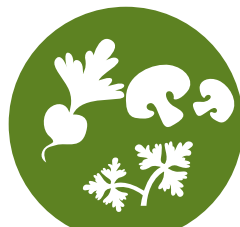
PASTA



FRUTA



HUESOS



VEGETALES



ENVASES COMPOSTABLES CERTIFICADOS

LOS ENVASES COMPOSTABLES CERTIFICADOS DEBEN SER APROBADOS POR UCRA.

VISITE WWW.UCRA.ORG PARA OBTENER UNA LISTA DE PRODUCTOS COMPOSTABLES CERTIFICADOS.

En caso de duda, ¡Pregunte! 845-336-0600

Contaminantes del Compostaje ESTOS ARTICULOS NO SON ACCEPTABLES



Articulos no alimentarios: plasticos, vidrio, metales, carton, papeles, papel encerado, adhesivos para productos agricolas, ligas, bolsas de malla para alimentos, envoltorios de condimentos, grasa, aceite de cocina, etc.



UTENSILIOS



GUANTES DE LATEX



LIQUIDOS A GRANEL



CARTÓN



PAPEL DE ALUMINIO



CAJAS DE PIZZA



SORBETOS



RESIDUOS DE CERVECERIA



PRODUCTOS DE PAPEL LAMINADOS



ESTIERCOL ANIMAL

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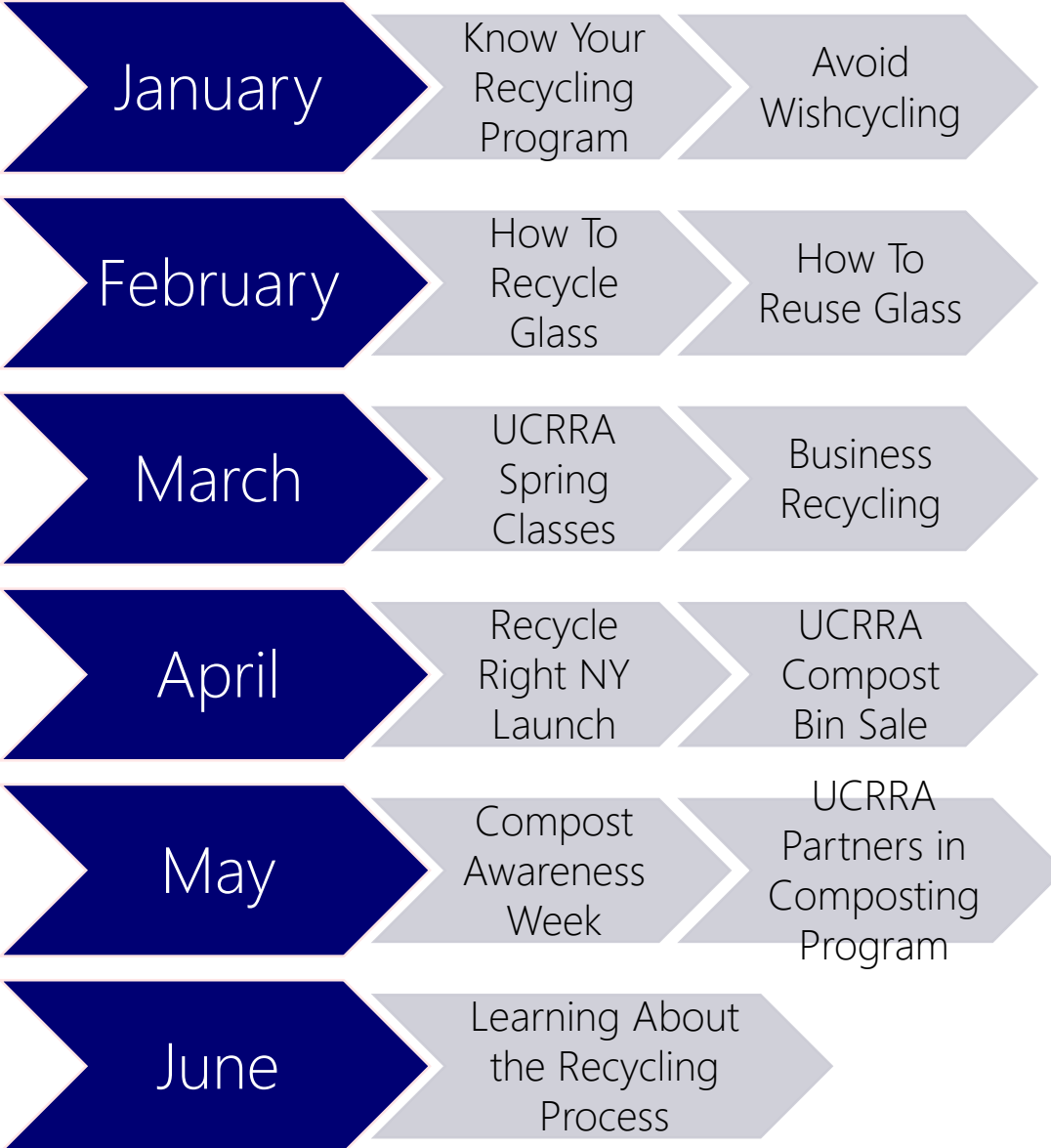
Ulster County Recycles 2021 Program Review



Photo: Ulster County Garden Association Tour



2021 Outreach Themes



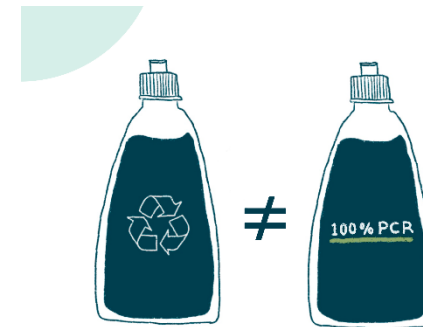
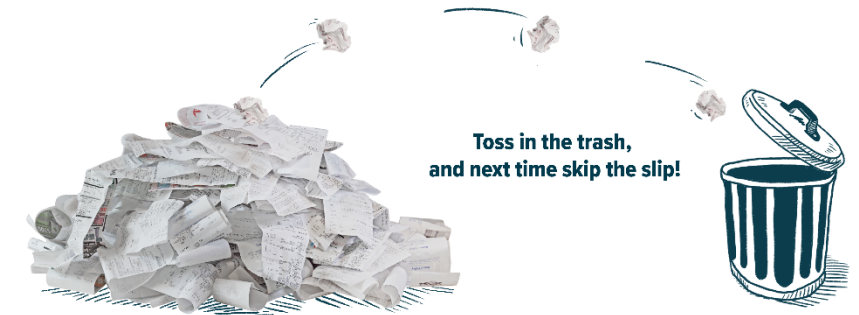
2021 Outreach Themes



**Confused about recycling?
You're not alone.**

Visit recyclerightny.org

Receipts are paper items that **CANNOT** be recycled!



The recycling symbol does **NOT** mean items were made from recycled materials. Instead, look for the phrase: **“made from post-consumer recycled content”**

2021 New Program Media

Dual Stream Recycling Guide

Ulster County Resource Recovery Agency
999 Flatbush Road, Kingston, NY
WWW.UCRR.A.ORG @UCRRA
845.336.0600

These guidelines pertain to Ulster County residents that utilize local Municipal Recycling Drop Off Centers, or any commercial business that utilizes the UCRR.A Dual Stream Recycling Program. For more information about residential transfer stations, visit www.ucrra.org/waste-recycling/town-transfer-stations

Plastic	Glass	Metal
Bottles, jugs, jars, tubs, & lids	Bottles & jars	Cans, lids, foil wrap & foil trays
Mixed Paper	Corrugated Cardboard	
News, office paper, junk mail, boxboard, etc.	Corrugated boxes	

Did You Know?
The Ulster County Mandatory Source Separation and Recycling Law requires all residents, businesses, schools, and municipalities to separate the regulated materials for recycling. If you have questions or concerns about recycling compliance, please contact UCRR.A.

See more tips on the back of this flyer!

Learn more about recycling at www.ucrra.org/waste-recycling/dual-stream-recycling

Guía de reciclaje de doble flujo

Ulster County Resource Recovery Agency
999 Flatbush Road, Kingston, NY
WWW.UCRR.A.ORG @UCRRA
845.336.0600

Esta norma pertenece a los residentes del condado de Ulster que utilizan los Centros de Reciclaje Municipales locales, o cualquier negocio comercial que utilice el Programa de Reciclaje de Doble Flujo de UCRR.A. Para obtener más información sobre las estaciones de transferencia residenciales, visite www.ucrra.org/waste-recycling/town-transfer-stations

Plásticos Vidrio Metal

botellas, jarras, tarrinas y tapas botellas y frascos latas, tapas, papel y bandejas de aluminio

Papel Mixto Cartón Corrugado

papel periódico, papel de oficina, cartas de correo, cartulina, etc. cajas de cartón ondulado

¿Sabías?
La Ley de Reciclaje y Separación Obligatoria de Fuentes del Condado de Ulster requiere que todos los residentes, negocios, escuelas y municipios separen los materiales regulados para su reciclaje. Si usted tiene preguntas o inquietudes sobre el cumplimiento del reciclaje, comuníquese con UCRR.A.

Veamos consejos al dorso de este folleto!

Limpio y seco Mantenga las tapas en las botellas No bolsas de plástico Mantenga los artículos sueltos Cajas de desglose

Aprenda más sobre el reciclaje en www.ucrra.org/waste-recycling/dual-stream-recycling

FOOD SCRAPS ONLY NO TRASH PLEASE!

RESIDUOS DE COMIDA SOLAMENTE ¡NO BASURA, POR FAVOR!

RECYCLABLES ONLY NO TRASH PLEASE!

¡SÓLO RECICLABLES! ¡NO BASURA, POR FAVOR!

TRASH ONLY NO RECYCLABLES PLEASE!

¡SÓLO BASURA! ¡NO RECICLABLES, POR FAVOR!

WELCOME TO THE HOME COMPOSTING DEMONSTRATION GARDEN

Est. 2021
A project by Ulster County Resource Recovery Agency

This project was made possible with the support of grants through the NYS Department of Environmental Conservation and the NYS Environmental Protection Fund.

Be Plastic-Free because Plastic Pollutes!

According to NYS Department of Environmental Conservation, Plastics make up 13% of all municipal waste generated in New York State. 40% of plastic products end up in the landfill. Most of this plastic is not recycled.

Plastic pollutes watersheds!
The National Oceanic and Atmospheric Administration (NOAA) claims that each year, 8 million tons of plastic end up in our oceans and researchers believe much of it, including litter sources (2019). Marine transports invasive species, and disrupts other serious effects. Microplastics/fibers in water systems when released during laundry.

Plastic impacts wildlife!
Ocean plastic pollutes aquatic ecosystems at each level of the food chain. Marine life are killed by marine debris. Wildlife may ingest plastics which is harmful to the health of fish, seabirds, and mammals.

Plastic pollutes our communities!
Everyone deserves a clean neighborhood. Ulster County has to offer. In the National Study, Keep America Beautiful reports that in a community is believed to decrease plastic use by 7%. Plastic makes up 19% of all litter for (2010). Plastic litter impacts recreation, our sense of pride in our communities.

UCRR.A Zero Waste Seminar
The UCRR.A Zero Waste Seminar is celebrating Plastic Free Week.

Food Waste Reduction Guide

Funding provided by the Division of Environmental Conservation, and the NYS Department of Environmental Conservation.

999 Flatbush Road Kings

UCRRA ORGANICS RECOVERY FACILITY

BENEFITS OF COMPOSTING

- Compost adds organic matter to the soil, reducing the need to use chemical fertilizers.
- Compost enhances soil biodiversity and can help suppress plant diseases, reducing the need to use harsh chemical pesticides.
- Compost improves soil structure and soil tilth, creating a healthier plant root environment and making any soil easier to work and cultivate.
- Compost improves soil water holding capacity, reducing erosion runoff and conserving water.
- Compost helps buffer soil pH.
- Compost can be used to grow flowers, vegetables, herbs, trees, shrubs, turf grass, and has many other horticultural uses and benefits!

Interested to learn more? We invite you to learn more about how we are Growing Ulster Green! Please contact us if you have any concerns or questions about the UCRRA Organics Recovery Facility, or to schedule an educational facility tour.

Ulster County Resource Recovery Agency
999 Flatbush Road Kingston NY

999 Flatbush Road Kingston NY
845-336-0600
www.ucrra.org/contact-us

Socios en el Programa del Compostaje. ULSTER COUNTY RESOURCE RECOVERY AGENCY

Compostables Organicos ESTOS ARTICULOS SON ACCEPTABLES

Residuos de alimentos: alimentos no consumidos y desperdicio de alimentos incluyendo cascaras, restos de comida cocida o cruda.

ENVIASES COMPOSTABLES CERTIFICADOS DEBEN SER APROBADOS POR UCRR.A.

VEHICULOS DE HUEVO
FRUTA
LACTOS
CAJAS DE HUEVO
CAFES HOLIDO Y FILTROS
BOLSAS DE DEJE
CAKHE
PASTA
VEGETALES
HUESOS

En caso de duda, ¡Pregunte! 845-336-0600

Contaminantes del Compostaje ESTOS ARTICULOS NO SON ACCEPTABLES

Articulos no alimentarios: plasticos, vidrio, metales, carton, papeles, papel encerado, adhesivos para productos agricolas, ligas, bolas de mala para alimentos, envoltorios de condimentos, grass, aceite de cocina, etc.

UTENSILIOS
GUANTES DE LATEX
LIQUIDOS A GRANEL
CARTON
PAPEL DE ALUMBRIO
CAJAS DE PIEZA
SORBETOS
RENDIDOS DE CERVECERA
PRODUCTOS DE PAPEL LAMINADOS
ESTERCO ANIMAL

999 FLATBUSH ROAD, KINGSTON, NY 12401 • 845-336-0600 • WWW.UCRR.A.ORG @UCRRA

Did you know that it takes 500-1,000 years for nature to create 1 inch of topsoil

WHAT IS COMPOSTING?

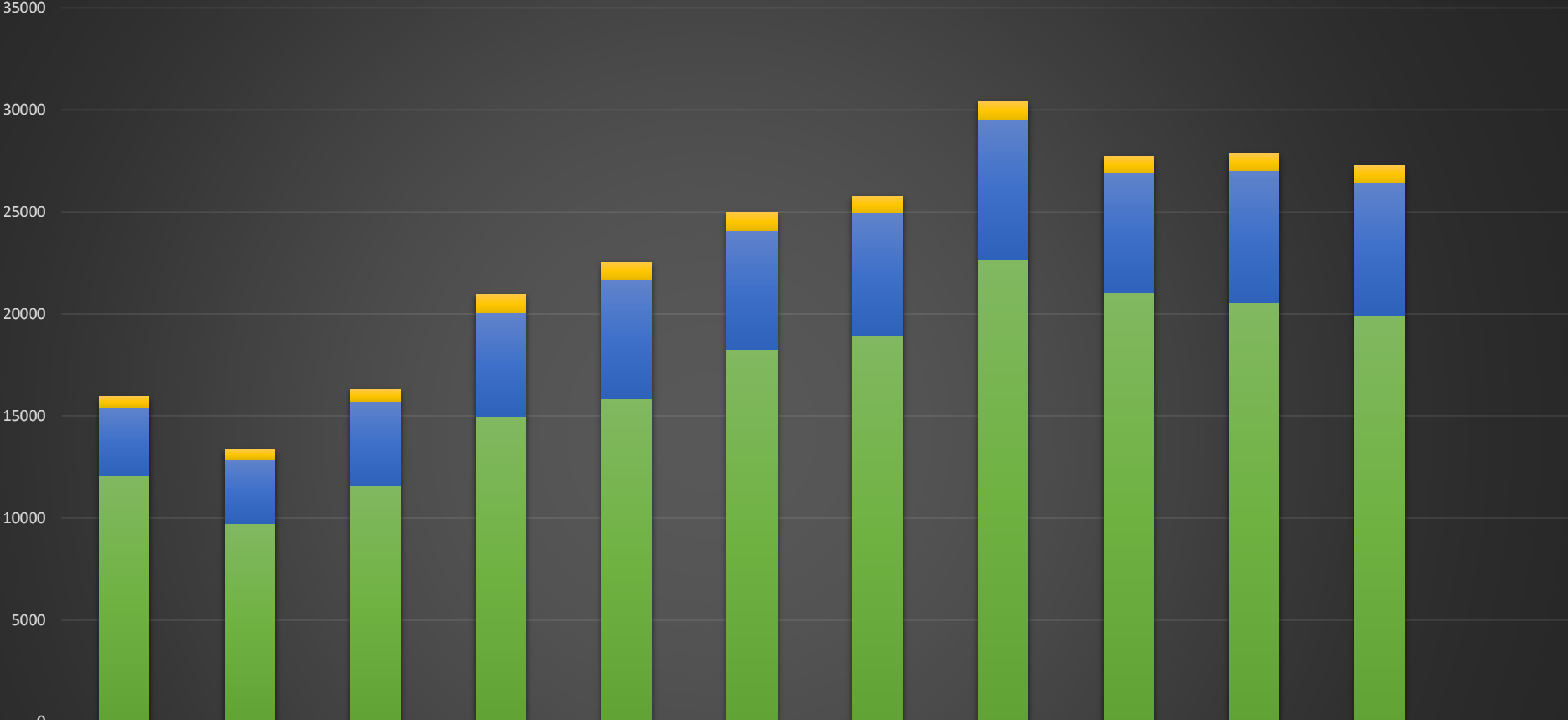
- Composting is the natural process that allows plants and other organic materials to slowly break down over time, or decompose.
- The same organisms naturally found in the soil are the same microbes responsible for the composting process.
- Composting is recycling! Composting reduces solid waste sent to landfills while recovering valuable natural materials and transforming them into Gardener's Black Gold!
- Ulster County Resource Recovery Agency (UCRRA) has a local and sustainable compost using yard wastes, wood chips, and food scraps like vegetable and fruit waste, coffee grounds, eggshells, breads, cooked foods, and other food scraps.

Interested to learn more? We invite you to learn more about how we are Growing Ulster Green! Please contact us if you have any concerns or questions about the UCRRA Organics Recovery Facility, or to schedule an educational facility tour.

999 Flatbush Road Kingston NY
845-336-0600
www.ucrra.org/contact-us

Local Postal Customer

Google Analytics WWW.UCRRR.ORG



	January	February	March	April	May	June	July	August	September	October	November	December
Visits to Site	499	445	583	933	891	884	822	905	808	812	837	
Direct Searches	3390	3147	4123	5095	5821	5889	6066	6865	5885	6488	6502	
Total Searches	12059	9751	11599	14938	15841	18216	18899	22653	21037	20540	19932	

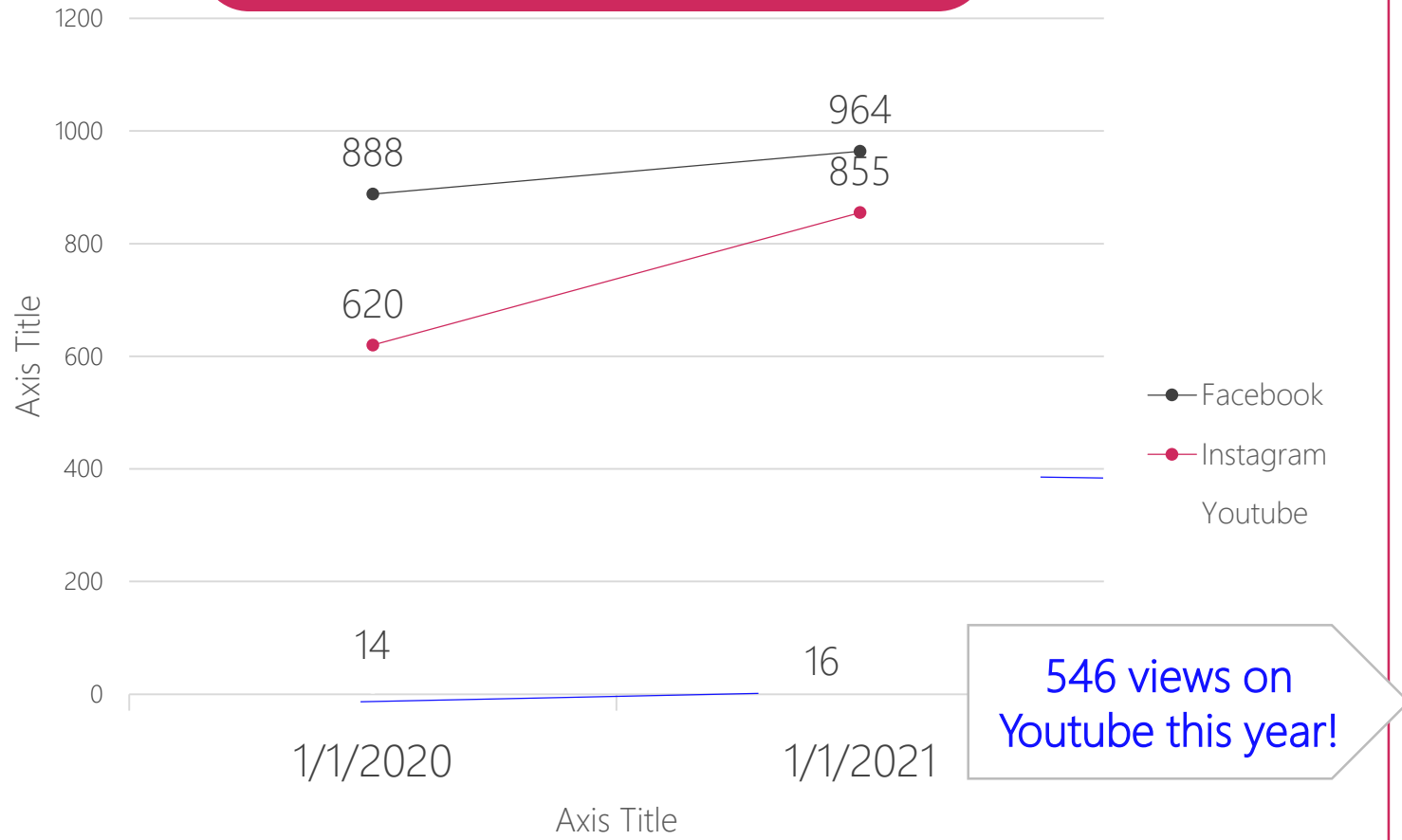
■ Total Searches
 ■ Direct Searches
 ■ Visits to Site

SOCIAL MEDIA ENGAGEMENT



@UCRRA

2021 Audience Growth



RADIO AUDIENCE



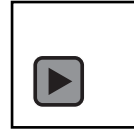
RADIO WOODSTOCK WDST

Reach: Ulster, Dutchess, Columbia, Greene, & parts of Orange County

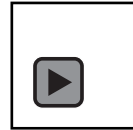


RADIO KINGSTON WKNY

Reach: Kingston, as far north as Catskill, as far south to New Paltz, east to Northern Dutchess



Partners in Composting promo



Business Recycling PSA



Single Use Plastics PSA



Textile Recycling PSA



PRINT ADVERTISING

Ulster Publishing Circulation ~45,000 readers

ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road Kingston NY 845-336-0600 @UCRRA www.UCRRA.ORG

Where does your garbage go?



Our mission is to protect public health and the environment and to promote sustainable materials management practices in Ulster County by efficiently managing waste with a focus on resource conservation.

RECYCLING OUTREACH TEAM SERVICES:

- Community outreach & education
- Games & activities for youth
- Free webinars & seminars
- Educational facility tours
- Recycling Hotline 336-3336
- Technical support for businesses
- Free recycling stickers & posters
- And much more!



Learn more about how we Grow Ulster Green! Visit www.UCRRA.org

International Compost Awareness Week
May 2 - 8, 2021

Grow, Eat... COMPOST...Repeat

Help us Grow Ulster Green
Become our Partner in Composting
Ulster County Resource Recovery Agency
www.UCRRA.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!
- UCRRA 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.

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

(845) 336-0600
APE@UCRRA.ORG
WWW.UCRRA.ORG

Ulster County Resource Recovery Agency

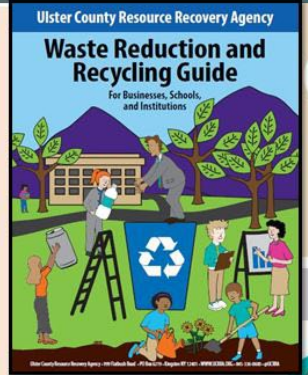
Proudly serving Ulster County for 30+ years

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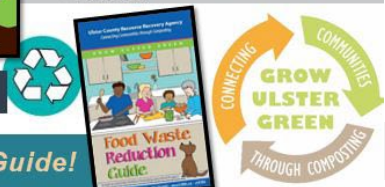


Let's Rethink Waste & Grow Ulster Green!

- UCRRA Partners in Composting Program & Organics Recovery Facility
- FREE Dual Stream Recycling
- FREE Electronics Recycling
- FREE guidebooks, recycling posters, recycling bin stickers, and more!
- Technical Support Services
- Educational Facility Tours of UCRRA
- Recycling Hotline, A-to-Z Recyclopedi
- ...and much more!



www.UCRRA.org



America Recycles Day is November 15

America Recycles Day is a nationally celebrated day to promote the many benefits of recycling. Last year Ulster County recycled over 38,000,000 pounds of regulated recyclable materials—that's more than 19,000 tons of recyclables!

- Recycle clean bottles, jugs, jars, tubs, lids, and cans
- Break down boxes and remove any inner packaging
- Do not bag recyclables or put bags in the bin
- When in doubt, ask!

It's important to know your recycling guidelines. Contact your recycling service provider if you have questions about what can and cannot be recycled in your program. Visit our A-to-Z Recyclopedi to search 100+ "odd recyclables" and what to do with them! www.ucrra.org/recyclopedi

You Can Make a Difference!



Ulster County Resource Recovery Agency
999 Flatbush Road · Kingston, NY · (845) 336-0600 · www.UCRRA.org · @UCRRA

Contact the Recycling Outreach Team for your FREE Business Guide!

2021 OUTREACH EVENTS

19 WORKSHOPS / PUBLIC SPEAKING EVENTS
(9 virtual classes hosted by the Recycling Outreach Team)



1 FESTIVAL/EVENT
(UCRRA Spring Compost Bin & Rain Barrel Sale)



18 FACILITY TOURS AT UCRRA



3 CONSULTATIONS/SITE VISITS



Photo: UCRRA Spring Compost Bin & Rain Barrel Sale



Photo: Tour



04/04/21 - Spring Greening - Green Up Your Clean Up

This webinar instructed participants on the best way to manage unwanted items while doing Spring Cleaning including where to donate/recycle items and how to reduce use of hazardous cleaning products.

04/28/21- Intro to Home Composting

This webinar instructed participants on introductory concepts of home composting and how to get started, and reviewed the pros and cons of various compost bins, and how to select a method of composting to fit different lifestyles.

05/05/21 - Using Compost in the Garden

This webinar instructed participants on introductory topics about using compost to improve soil health. Topics included a discussion of the various benefits of compost in changing the biological, chemical, and physical structure of soil, and other horticultural benefits, uses, and application rates.

07/08/21- Understanding the Waste Climate Connection

Part 1 of the Zero Waste Seminar Project. This workshop provided an overview of the lifecycle of plastic - where plastic comes from, how it's made, how it's recycled, and how it contributes to environmental pollution. Participants also learned about how waste is managed in Ulster County, and related materials management laws. The Recycling Outreach Team highlighted the "7R's to reducing waste" and gave examples of practical tips, habits, and zero waste strategies relating to each of the R's (Refuse, Reduce, Reuse, Regift, Repair, Recover, Recycle).

07/13/21- Reduce, Reuse, Refill Rethink!

Part 2 of the Zero Waste Seminar Project. This workshop featured guest speaker Alex Bolotow, Woodstock Bring Your Own Store. Participants in this webinar learned about the history of plastics, and the current state of the plastic crisis (environmental & social impacts). Participants gained awareness of zero waste strategies like how to shop in bulk/refillable, how to make your own products, how to reduce packaging, and other pollution prevention strategies.

07/21 - Business Leadership Summit

Part 4 of the Zero Waste Seminar Project. The webinar was promoted for local business owners and managers to learn how to reduce their plastic use and waste. The Recycling Outreach Team highlighted case studies of waste reduction strategies in the food service industry. Participants also learned about recycling program planning theory, how to build a successful green team, how to conduct a waste audit, and how to set recycling/zero waste goals in an organization.

07/26/21 - Small Plastics, Big Impact: How Plastics Are Impacting our Local Waterways

Part 5 of the Zero Waste Seminar Project. This webinar featured guest speakers; Jen Benson, Upriver/Mohawk River Civics and Community Stewardship Coordinator, Andrea Varga, Associate Professor of Design/Sustainability at School of Fine & Performing Arts, SUNY New Paltz, and Roy Ludwig, Geology and Earth Science Education Honors Student, SUNY New Paltz. Participants learned about the sources and impacts of microplastic and microfibers in watersheds and related pollution prevention strategies.

07/28/21 - Reuse It, Regift It, Repair It!

Part 6 of the Zero Waste Seminar Project. This webinar featured guest speakers; Elizabeth Knight, Co-Author of the book Repair Revolution, Kevin Treutler, Habitat for Humanity, Supervisor Neil Bettez, Town of New Paltz and Christine Hein, Executive Director, Peoples Place. Participants learned about how to extend the useful life of items by donating them and repairing them, and how these practices reduce waste while having a positive social impact in our communities.

2021 PROGRAM TRACKING – DIRECT ENGAGEMENTS



**50.50
HOURS**



**576 ADULT
PARTICIPANTS**



**138 YOUTH
PARTICIPANTS**

**3,751
NEWSLETTER
SUBSCRIBERS**

"Spring 2021 News"
1,612 opens 608 clicks

"Spring News (2)"
1,636 opens 487 clicks

"Compost Bin Sale Ending"
1,381 opens 371 clicks

"June HHW News"
1,769 opens 680 clicks

"Plastic Free July"
1,325 opens 59 clicks

"Plastic Free July (2)"
1,216 opens 47 clicks

"Get to Know Us"
1,409 opens 186 clicks

"Fall News"
1,428 opens 303 clicks



Photo: NYSAR3 Recycling Leadership Award
For John Wackman presented to Holly Shader & Anne Oros



Photo: Tour



Photo: UCRRA Spring Compost Bin & Rain Barrel Sale

Rethink Waste @UCRRA



**Ulster County
Resource Recovery Agency**

999 Flatbush Road • PO Box 6219
Kingston NY 12401

WWW.UCRRR.ORG • @UCRRA

845-336-0600

