



FEBRUARY 2022 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

Message 1: Waste Sustainability Tips for Valentine's Day
 Sustainable Gift-Giving
 Recycle-Right tips targeting common Valentine's Day packaging/items

Message 2: February 25th is National Skip the Straw Day
 Ulster County Skip-the-Straw Law

MEDIA ANNOUNCEMENTS

FACEBOOK 978 LIKES / 1,095 FOLLOWERS	INSTAGRAM 876 FOLLOWERS	MAILCHIMP 3,783 SUBSCRIBERS	YOUTUBE 44 VIEWS / 1.8 HRS (LAST 28 DAYS)	WEBSITE 349 VISITS (LAST 30 DAYS)
SOCIAL MEDIA	Message: Skip the Straw & Valentines Day Sustainability			
RADIO	None this month.			
PRINT	02/11 Interviewed for Hudson Valley One Magazine editorial about local recycling & wish-cycling. Editorial will be posted for Earth Day.			
WEBSITE/BLOG	<ul style="list-style-type: none"> 02/02 New Blog " Don't Go Wasting My Heart" added to website, promoting waste reduction and recycling tips for Valentine's Day –View the blog online at https://ucrra.org/valentines-day-dont-go-wasting-my-heart/ 			
OTHER	<ul style="list-style-type: none"> Digital/Streaming TV campaign February - March 2022 –View the 30 sec ad online at https://www.youtube.com/watch?v=4dqeplZqtR4 02/11 UCRRA Winter Newsletter – View the newsletter online at https://mailchi.mp/e99d49dd4052/winter-2022-news +2 media kits requested this month (9 kits YTD) 			

OUTREACH EDUCATION EVENTS

+ 60 CALLS/ 7.25 HOURS RECYCLING HOTLINE (02/01- 02/23) (90 CALLS/13.27 HRS YTD)	+11 ADULT PARTICIPANTS (12 ADULTS YTD)	+ 11 YOUTH PARTICIPANTS (11 YOUTH YTD)	+ 6 HOURS (7 HOURS YTD)
PRESENTATIONS	02/17 "Rethinking School Waste" webinar for Mount School Academy (Esopus NY)		
FACILITY TOURS	None this month.		
EVENTS	None this month.		
SITE VISITS & CONSULTATIONS	<ul style="list-style-type: none"> 02/03 conference call w/Orange County regarding development of their Organics Recovery Facility & program 02/04 conference call w/Ulster County Department of the Environment regarding RFP for Reuse Innovation Center 		
NEW MEDIA OR TEACHING TOOLS DEVELOPED	30 second recycling advertising video in development for digital/streaming campaign		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> (Professional Development) 02/03 Webinar: Plastics Recycling in the Capital Region: Myths vs. Markets (Professional Development) 02/23 Webinar by NorthEast Recycling Council: End Markets for Finished Compost 02/24 Conference call w/NYS Compost Awareness Week Steering Committee 		

REPORTS & GRANTS STATUS UPDATE

- 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



THE ULSTER COUNTY RESOURCE RECOVERY AGENCY

Grow Ulster Green



~ February 2nd 2022 – Blog by UCRRA Office Manager Melinda France ~

If you were asked to describe Valentine's Day in one word, most of us might say LOVE or ROMANCE and associate the color RED or PINK with Valentine's Day. No one would probably associate the color GREEN with Valentine's Day...but this blog will help Gift-Givers everywhere incorporate the color GREEN into your Valentine's Day by showing LOVE for our planet and natural resources! Holidays can sometimes be stressful, and most of us over-spend or over-indulge with our impulse to buy bigger, better, newer things. But gift-giving doesn't have to center on 'new stuff' which takes a toll on our environment. Take some tips from the UCRRA Recycling Outreach Team!

KINGSTON

MAIN OFFICE, TRANSFER STATION, MRF & COMPOST FACILITY

999 Flatbush Road, PO Box 6219, Kingston, NY 12401

Phone: (845) 336-0600
Fax: (845) 336-4129

+ HOURS

NEW PALTZ

TRANSFER STATION

1 Clearwater Road, New Paltz, NY 12561

Phone: (845) 336-0600

GIFTS WITH LOVE: ZERO WASTE GIFT GIVING IDEAS ~

Fax: (845)
336-4129

+ HOURS

- **Gift someone a potted plant instead of a bouquet of flowers.** This kind of gift can be enjoyed all year long, or they can plant it in their garden in the Spring!
- **Make your own gift** with items around the house. You can spend hours trying to figure out that perfect gift and it could actually be something you already have laying around the house. Homemade gifts are the best because they show the receiver that you went that extra mile to make something special. Make a collage of photos of some of your favorite moments together. Upcycle an old jar with your favorite photo to make a waterless snow globe. Bake cookies, breads, home made treats!
- **Give that special someone something sentimental.** Share a special hand-me-down, a family heirloom, a family recipe, or a treasured gift from your past.
- **Shop local and try to avoid online shopping.** Consider the environmental impact of these packages shipped from all over the world. Shopping locally directly supports local businesses and can support green businesses too. Unique and one-of-a-kind treasures can be found at local thrift stores like [Habitat for Humanity](#), [The Town of New Paltz Reuse Center](#), the [Salvation Army](#), [Peoples Place](#), or other charitable organizations.
- **Make a donation** to a charitable organization in someone's honor.
- **Give the gift of experiences;** memories last forever! Take a walk/hike, plan a cooking class, movie night, or dance class together. You don't have to travel far to have fun – you can plan a date at home that is geared towards a theme ex. Evening in Paris, Day in Italy, a favorite game, or campout (inside of course).
- **Make your own Valentine cards!** Get creative and make a collage using magazines, old sheets of music, or maps to help with designing a one-of-a-kind card for your one-of-a-kind Valentine. Upcycle old candy wrappers, packaging, or old photos. Search the internet for thousands of creative examples. E-cards are also waste-free, but not as personal and special as a homemade card. If you don't have the creative touch, look for a greeting card made with recycled paper ~
- Who doesn't love chocolate?! **Look for fair trade chocolates when shopping.**

**RECYCLING
HOTLINE:
(845)
336-
3336**



GIFT PACKAGING RECYCLING 101

According to a study by the Environment Protection Agency (2017) 30% of all waste is containers and packaging. Try to avoid companies who over-package products. Some gifts are packaged in cardboard, paper, plastic molded shapes, Styrofoam and other materials. It can be confusing to know what to do with the packaging waste. When in doubt, contact your recycling service provider with specific questions about what can be recycled in your recycling program.

Always Recycle These :

- Old Greeting Cards or other paper Valentines Day cards
- Wine bottles – Remove and discard the cork or search for a local cork recycling program.
- Cardboard – Boxes must be empty, dry, and flattened. Remove any inner packaging.
- Gift wrapping paper and tissue paper – Generally is acceptable in the recycling bin as long as paper it not metallic, glittery, etc.
- Plastic packing pillows (deflated) and bubble wrap can be recycled with plastic bags and film plastic at the grocery/retail stores.

Please do not Wish-cycle These:

- Valentines Day Balloons
- Candy wrappers
- Greeting cards that play music through microchips
- Stuffed animals – do not belong in the recycling bin, but can be donated to a charitable organization or recycled in some clothing/shoe drop-off bins.
- Chocolate boxes with molded plastic trays inserted into the box. If you can remove the inner tray, then the cardboard box itself is recyclable. Discard the plastic tray.
- Miscellaneous-shaped rigid plastic molds (such as plastic packaging that would hold a chocolate egg, chocolate bunny, etc. inside a paper/cardboard package)
- The cellophane-like material that’s used to wrap a bouquet of flowers is NOT recyclable in curbside recycling OR in film plastic recycling programs. If you’re not sure what plastic bags or flexible film plastics are recyclable, try “the stretch test.” If you pull and stretch the material and it does not expand/stretch, it’s not recyclable with other plastic bags and films.
- Ribbons and bows are BEAUTIFUL but are considered ‘tangles’ that can jam recycling equipment. They are not recyclable but can easily be REUSED!
- Expanded polystyrene foam and packing peanuts should be disposed of in the trash or you can ask if anyone could REUSE them to ship packages to family and friends.
- Flowers (dead) should not go in the recycling bin but can be composted! To learn more about local composting options please [click here](#).

TRY THESE ZERO WASTE GIFT-WRAPPING IDEAS!

- Wrap the gift in recyclable paper! Look for wrapping paper with the highest post-consumer content. This means that fewer trees had to be cut down for the wrapping paper to be made. According the EPA, recycled paper generates 74% less air pollution and uses 50% less water compared to new paper; during the production process. This also applies to gift bags, gift tags and cards!
- Wrap the gift in old calendars, newspaper, maps, pages from old books, etc.
- Wrap it as part of the gift- body scrub in a towel, a gift card in socks, or a book in a blanket! Two in one present!
- Put the gift in a reusable gift basket or bag!
- Use old greeting cards as gift tags.

Millions of roses, bottles of wine, chocolate wrappers and cards are bought each year for Valentine’s Day and a lot of those items

are thrown away. We are not asking you to give up the LOVE you have for this holiday, but to show some of your love to the planet Earth as well. We can rethink waste and learn not to show our love with 'new things' that don't always last in our lives forever.... but can last forever once buried in the landfill!

Thanks for visiting our blog and helping us to rethink waste!

HAPPY VALENTINES DAY FROM EVERYONE AT UCRRA

SHARE!



RELATED POSTS



NATIONAL COMPOST MANUFACTURER OF THE YEAR AWARD

DECEMBER 17TH, 2021



'GI
NO

Main Office: (845) 336-0600

Recycling Hotline: (845) 336-3336

[View this email in your browser](#)



UCRRA's Spring Compost Bin & Rain Barrel Sale is back!



UCRRA has partnered with Brand Builders LLC to offer our Spring 2022 Compost Bin and Rain Barrel Sale - celebrating Compost Awareness Week.

The sale features various options - tumblers, vermicompost bins, enclosed bins, the Green Cone, rain barrels, and more.

This program is a pre-order sale; place your order through the online store and pick up your order **ONE DAY ONLY** at our special event during Compost Awareness Week.

+ Special Offer for Ulster County residents!

[Learn more about our Compost Bin Sale](#)

News

National Compost Manufacturer of the Year Award goes to UCRRA!

The Ulster County Resource Recovery Agency has been named Small-Scale Compost Manufacturer of the Year by the US Composting Council, the nation's leading industry group for compost use and organics recycling!

[Read our Press Release](#)

Electronics Recycling Returns Saturday April 2nd

The Agency's free electronics recycling program is paused during winter months but plans to resume Saturdays 8am-2pm starting April 2nd. Be sure to check our [list of acceptable](#)

Making & Using Compost in the Garden

March 15th 7:00-8:30 PM

This **free webinar** will help hobby gardeners and seasoned composters alike to learn new skills, tips, and best practices for how to make compost, a Gardener's "Black Gold" from kitchen scraps and yard waste. This workshop will review how to troubleshoot some common composting issues, how to avoid pests and nuisances in the compost pile, and share insights into the science of composting. Participants will also learn why compost is beneficial to the soil and will learn about uses and application rates for incorporating compost into the garden.

This webinar is hosted by the Town of Esopus Library, with guest speaker Angelina Brandt, Director of Sustainability at UCRRA.

Sign Up for Making & Using Compost in the Garden

Other local recycling options include:

[Brainstorm Computers](#), [Hudson River Technologies](#), [Staples](#), or check with [your local town transfer station](#).

Please contact each location before bringing any items!

Ulster County Repair Cafe Events



GARDINER REPAIR CAFE

Sunday, Feb 27, 2022

1:00 PM 4:00 PM

Gardiner Public Library

133 Farmer's Turnpike

Gardiner, NY, 12525

NEW PALTZ REPAIR CAFE

Saturday, March 19, 2022

10:00 AM 2:00 PM

New Paltz United Methodist

Church

Learn more about Repair Cafe

New Paltz Climate Smart Task Force: Tiffin Project



The NP Climate Smart Task Force is promoting reuse through a community initiative that asks New Paltz residents to use reusable stainless steel tiffin containers to pick up take-out food at area restaurants.

single use disposal plastic clamshells that are not recyclable.

Will you help to further promote the New Paltz Tiffin Project? The Task Force is selling the high quality stainless steel tiffins at cost – for only \$15. Please contact Janelle to buy a tiffin or to help with this project by emailing newpaltzclimatesmart@gmail.com.



Valentine's Day: Don't Go Wasting my Heart!

If you were asked to describe Valentine's Day in one word, most of us might say LOVE or ROMANCE and associate the color RED or PINK with Valentine's Day. No one would probably associate the color GREEN with Valentine's Day...but our blog will help Gift-Givers everywhere incorporate the color GREEN into your Valentine's Day by showing LOVE for our planet and natural resources! [Take some tips from the UCRRA Recycling Outreach Team!](#)

UCRRA Household Hazardous Waste

With your help, we diverted over 55,000 LBS of toxic waste out from the landfill last year! Thank you for participating in this safe disposal program.

UCRRA plans to host four household hazardous waste collection events in 2022. We are currently planning and coordinating the details of the program and are proud to offer this safe disposal program at no cost to Ulster County residents.

The registration period for all events is currently closed. More updates are coming soon! Please mark your calendar to check our website for the official announcements in mid-late March, when we anticipate the registration period will open for the April collection event.

Thanks for your consideration,
Angelina Brandt
Director of Sustainability

Contact Us



Forward this Newsletter to a Friend

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