



# MARCH 2022 RECYCLING PROGRAM UPDATE

## MONTHLY OUTREACH TOPICS

### Waste Sustainability Tips for Spring Cleaning

Message 1: Use eco-friendly, all natural cleaning alternatives (baking soda, borax, castile soap, vinegar, etc. what are they, what they're used for, and DIY recipes)

Message 2: Tips for de-cluttering the home during Spring Cleaning (what can be recycled/donated, where to donate items for reuse, etc.)

Message 3: Chemical cleaning agents (safe use/safe storage tips/ safe disposal)

## MEDIA ANNOUNCEMENTS

FACEBOOK 984 LIKES / 1,100 FOLLOWERS	INSTAGRAM 885 FOLLOWERS	MAILCHIMP 4,238 SUBSCRIBERS	YOUTUBE 56 VIEWS / 10.7 HRS (LAST 28 DAYS)	WEBSITE METRICS 570 VISITS (LAST 30 DAYS)
<b>SOCIAL MEDIA</b>	Message: Waste Sustainability Tips for Spring Cleaning			
<b>RADIO</b>	None this month.			
<b>PRINT</b>	None this month.			
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>03/18 New Blog "Sustainable Spring Cleaning" added to website, - <a href="https://ucrra.org/sustainable-spring-cleaning/">https://ucrra.org/sustainable-spring-cleaning/</a></li> </ul>			
<b>OTHER</b>	<ul style="list-style-type: none"> <li>Digital/Streaming TV campaign February - March 2022 -View the 30 sec ad online at <a href="https://www.youtube.com/watch?v=4dqepIzqtR4">https://www.youtube.com/watch?v=4dqepIzqtR4</a></li> <li>+3 media kits requested this month (12 kits YTD)</li> </ul>			

## OUTREACH EDUCATION EVENTS

+ 60 CALLS/ 5.8 HOURS RECYCLING HOTLINE (03/01- 03/21) (189 CALLS/19.55 HRS YTD)	+50 ADULT PARTICIPANTS (62 ADULTS YTD)	+ 3 YOUTH PARTICIPANTS (14 YOUTH YTD)	+ 7.25 HOURS (14.25 HOURS YTD)
<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>• 03/07 “Rethinking School Waste” webinar for New Paltz Middle School Climate Club</li> <li>• 03/09 “Recycle Right” webinar for Unitarian Universalist Society of the Catskills</li> <li>• 03/15 “Making &amp; Using Compost in the Garden” webinar in collaboration with Town of Esopus Public Library</li> <li>• 03/30 “UCRRA Organics Recovery Facility” for Ulster County Environmental Management Council</li> </ul>		
<b>FACILITY TOURS</b>	<ul style="list-style-type: none"> <li>• 03/04 Recycling &amp; Composting Tour for new Board Members</li> <li>• 03/09 Recycling &amp; Composting Tour for Town of New Paltz Climate Smart Task Force</li> <li>• 03/23 Composting Tour for Feeding New York State &amp; Hudson Compost Services</li> </ul>		
<b>EVENTS</b>	None this month.		
<b>SITE VISITS &amp; CONSULTATIONS</b>	None this month.		
<b>NEW MEDIA OR TEACHING TOOLS DEVELOPED</b>	<ul style="list-style-type: none"> <li>• NEW webpages added to UCRRA website               <ul style="list-style-type: none"> <li>○ <a href="https://ucrra.org/waste-recycling/find-a-reuse-organization/">https://ucrra.org/waste-recycling/find-a-reuse-organization/</a></li> <li>○ <a href="https://ucrra.org/waste-recycling/find-a-repair-location/">https://ucrra.org/waste-recycling/find-a-repair-location/</a></li> </ul> </li> </ul>		
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• 03/03 Conf. Call w/HVRC - Materials Mgmt. Group</li> <li>• 3/21 Interview with Christopher Thomas, SUNY ESF thesis project on compostable packaging – collaboration w/NYS Center for Sustainable Materials Mgmt.</li> <li>• (Professional Development) 3/16 Webinar: “Spring Forward: Ditch Disposables”</li> <li>• (Professional Development) 03/17 Webinar “Creating Effective Messaging: Communications Strategy for Recycling Leaders”</li> <li>• (Professional Development) 03/21 Webinar “Engaging with Diverse Communities”</li> <li>• (Professional Development) 03/23 Conf. Call – NY Compost Awareness Week Ambassadors Mtg.</li> <li>• (Professional Development) 03/24 Conf. Call – NYSAR3 Women for Recycling Committee w/webinar “DEI/Cultural Competence”</li> <li>• (Professional Development) 03/24 Webinar “ Understanding the STA Program to Sell More Compost”</li> <li>• 03/31 kickoff meeting for SUNY Ulster Video Project</li> </ul>		