



MAY 2022 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

International Compost Awareness Week

Message 1: "Recipe for Regeneration" - how to balance browns and greens, what can and cannot be composted at home, importance best mgmt. practices.

Message 2: Composting Methods – Indoor Composting (Vermicomposting), Outdoor composting methods, and local food scrap drop off programs.

Message 3: Benefits of Using Compost in the Garden

MEDIA ANNOUNCEMENTS

FACEBOOK 999 LIKES / 1,124 FOLLOWERS	INSTAGRAM 936 FOLLOWERS	MAILCHIMP 3,963 SUBSCRIBERS	YOUTUBE 43 VIEWS / 2.2 HRS (LAST 28 DAYS)	WEBSITE METRICS 787 VISITS (LAST 30 DAYS)
SOCIAL MEDIA	Promoting Compost Week at UCRRA, upcoming events and other ICAW messaging. New video reels are increasing engagement.			
RADIO	<p>15 sec "Grow Ulster Green – ICAW 2022" Let's Grow Ulster Green! This is Angelina Brandt, Director of Sustainability at the Ulster County Resource Recovery Agency. Our composting program accepts food scraps from restaurants, commercial businesses, schools, and municipalities – and turns it into compost at our industrial scale Organics Recovery Facility in Kingston. Let us transform your trash into treasure and help you become a local leader in sustainability... Composting is a climate smart solution, reducing pollution and solid waste sent to landfills. We're connecting communities through composting, and YOU can make a difference. To learn more, visit UCRRA dot org.</p> <p>30 sec "Reduce Food Waste – ICAW 2022" Food is TOO GOOD to waste. This is Angelina Brandt, Director of Sustainability at the U C R R A. Did you know the average family could save \$1500 every year by eating food before it goes to waste. Make a difference by planning meals, making a shopping list, and learning how to properly store food so it doesn't spoil. Get creative</p>			

	and transform things you wouldn't ordinarily think to eat, turning them into casseroles, soups, salad dressings, pesto and more! And when food does go to waste, let's recycle it by composting! It's Compost Awareness Week! This message from the Ulster County Resource Recovery Agency. Learn more at UCRRA.DOT.ORG
PRINT	None this month
WEBSITE/BLOG	<ul style="list-style-type: none"> (04/29) NEW blog added to UCRRA website, per Board Press Release https://ucrra.org/press-release-new-leadership/ New upcoming events added to https://ucrra.org/events-classes/
OTHER	<ul style="list-style-type: none"> (04/29) May Newsletter was sent to 3,926 subscribers. View the newsletter online at https://mailchi.mp/1149cd15517d/winter-2022-news-6076813?e=[UNIQID] SUNY Ulster Video Project completed +7 media kits distributed this month (24 kits YTD) for Town of Hurley, Town of Gardiner Transfer Station, Town of Plattekill Town Hall & Library, Kingston Farmers Market, & Mount School Academy.

OUTREACH EDUCATION EVENTS

+103 CALLS/ 8.3 HOURS RECYCLING HOTLINE (05/01- 05/20) (407 CALLS/37.15 HRS YTD)	+165 ADULT PARTICIPANTS (424 ADULTS YTD)	+ 13 YOUTH PARTICIPANTS (49 YOUTH YTD)	+ 17.25 HOURS (43.25 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 05/04 Webinar: Indoor Composting Methods- Vermicomposting! 05/12 Community Outreach for Recycling Leaders, in collaboration with NYS Center for Sustainable Community Solutions 05/17 Intro to Home Composting Class at Plattekill Public Library 		
FACILITY TOURS	<ul style="list-style-type: none"> 05/10 Composting Tour for Town of Hurley 05/19 Recycling Tour for Kingston YMCA Farm Project BARK Crew 		
EVENTS	<ul style="list-style-type: none"> 05/01 UCRRA presents: JUST EAT IT: A FOOD WASTE STORY at the Orpheum Theater Saugerties NY 05/07 UCRRA's Spring Compost Bin & Rain Barrel Sale 		
SITE VISITS & CONSULTATIONS	<i>Flour & Joy MicroBakery – Sustainable Packaging</i>		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> NEW flier "Find a Food Scraps Drop Off Site" 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 05/05, 05/12 Planning Meetings with SUNY ULSTER Design Class – UCRRA Video Project 05/07 Cornell Cooperative Extension Ulster County 4-H Civic Engagement Project at the UCRRA Compost Demonstration Garden 05/11 Recycling Interview for SUNY New Paltz Journalism student 		




UCRRA's Spring Compost Bin & Rain Barrel Sale (May 7th 2022) was a success! The store received 90 pre-orders and the Recycling Outreach Team distributed 55 rain barrels, 36 Earth Machine composters, 20 Dual Chamber Tumbling Composters, 3 Vermi-composters, 1 Geobin Composter, and other composting tools. We also distributed 76 educational composting kits to Ulster County participants.



Members of Cornell Cooperative Extension of Ulster County were among our first visitors to the new Home Composting Demonstration Garden (May 7th 2022). The Recycling Outreach Team partnered with CCEUC for the 4-H Youth Civic Engagement Project. We received support planting native pollinator crop of Milkweed in the new raised garden bed.





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cce_ulster 4-H club 'Animals & Company' joined forces with [@ucrra](#) today to plant a pollinator garden at the new composting demonstration area. Thanks for hosting [@ucrra](#)! #compost #ch4 #co2 #sustainability #garden #pollinators



The Recycling Outreach Team held a special event at the Orpheum Theater in Saugerties (May 1st 2022). The event was a free community screening of the documentary JUST EAT IT: A FOOD WASTE STORY, free admission was 'sponsored' by UCRRA. Following the feature was a panel-style Q&A with Michael D'Arcy (Environmental Outreach Manager at Ulster County Department of the Environment), Mary McNamara (Liason for the Town of Saugerties Transfer Station Composting Program) and Tanesia White, UCRRA Recycling Educator. 30 participants attended the event.

