



AUGUST 2022 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

Recycle Right New York -BLACK PLASTIC

Black plastic is generally not recycled in New York State. Here's why:

1. Black plastics do not reflect light which means that they cannot be identified and sorted by the optical scanners used at recycling facilities.
2. There is currently no market for recycled black plastic. Black plastic cannot be recycled into any other color plastic which decreases its value as a material.

Not only is black plastic not recycled but it can also be a threat to our health. Black plastic is manufactured using electronic waste. E-waste contains toxic elements such as bromine, chromium, and lead. This can be troubling for humans especially when black plastic is used for items we come into close contact with, such as food packaging.

UCRRA Celebrates 10 Year Composting Anniversary

Over the past 10 years, UCRRA has composted **47.5 million pounds of food scraps** and has produced over **22 million pounds of finished compost**. If this material were landfilled instead of recycled, it would have required **679 tractor trailer trips** for disposal, consuming more than **64,000 gallons of fuel**, traveling over **325,000 miles** (enough to circle the Earth 13 times). According to the EPA, the total CO2 emissions avoided is equivalent to the CO2 emissions from burning 42,065,457 pounds of coal; or the emissions avoided by 10.3 Wind turbines running for a year; or the carbon sequestered by 44,994 acres of U.S. forests in one year.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,020 LIKES / 1,207 FOLLOWERS	INSTAGRAM 981 FOLLOWERS	MAILCHIMP 4,293 SUBSCRIBERS	YOUTUBE 66 VIEWS / 1.8 HRS (LAST 28 DAYS)	WEBSITE METRICS 582 VISITS (LAST 30 DAYS)
SOCIAL MEDIA	Summertime Sustainability Tips & Recycle Right - Back Plastic Celebrating 10 Years of Composting at UCRRA			
RADIO	None this month			
PRINT	None this month			
WEBSITE/BLOG	The Recycling Outreach Team reviewed the website for updates and made several improvements to the Recycleopedia, FAQ resources, etc.			

OTHER MISCELLANEOUS

- 8/18 Recorded two new PSAs in partnership with Radio Kingston. The PSAs are related to UCRRA's 10 Year Composting Anniversary and the Recycleopedia/Reuse/Repair resources on the UCRRA website.
- +3 media kits distributed this month (30 kits YTD)

OUTREACH EDUCATION EVENTS

+166 CALLS/ 12 HOURS RECYCLING HOTLINE (08/01- 08/22) (946 CALLS/80.56 HRS YTD)	+27 ADULT PARTICIPANTS (666 ADULTS YTD)	+ 10 YOUTH PARTICIPANTS (310 YOUTH YTD)	+ 6.5 HOURS (79 HOURS YTD)
PRESENTATIONS	<i>None this month</i>		
FACILITY TOURS	<ul style="list-style-type: none"> • 8/25 Tour for Ulster County Legislator Phil Erner 		
EVENTS	<ul style="list-style-type: none"> • 08/04-08/05 UCRRA Outreach Booth at the Green Living Expo at the Ulster County Fair • 08/20 UCRRA Household Hazardous Waste Collection Program 		
SITE VISITS & CONSULTATIONS	<i>None this month</i>		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • NEW Home Composting Guidebook (Spanish Translation) • NEW promotional items for youth and adults • NEW Fall 2022 classes announced https://ucrra.org/events-classes/ 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 08/01-08/05 SUNY Stonybrook Waste Analysis & Data Center waste sampling was conducted at UCRRA • 08/04 meeting with Sustainable Hudson Valley regarding the Regional Climate Action Strategy (Materials Management Maps) • 08/15 meeting with the US Department of Agriculture regarding monitoring of invasive spotted lantern fly • 08/23 U.S. Postal Service Every Door Direct Mail (EDDM) initiative to residents and businesses within 1 mile of UCRRA, regarding the benefits of using finished compost and UCRRA Compost Operations 		

REPORTS & GRANTS STATUS UPDATE**NYSDEC Municipal Food Scraps Recycling Initiatives DEC01-DMMFSR-2021**

"MuniFSR" proposal in development for UCRRA Municipal Food Scraps Micro-Hauling Pilot Project. All 22 municipalities were invited to an informational meeting about the project on 07/25. Interested partners may complete a planning form and letter of support by August 31st