



# NOVEMBER 2022 RECYCLING PROGRAM UPDATE

## MONTHLY OUTREACH TOPICS

### America Recycles Day – November 15<sup>th</sup>

“Keep America Beautiful®, the nation’s leading community improvement nonprofit organization, invites communities and individuals to join in the celebration of America Recycles Day® on November 15. America Recycles Day (ARD) educates and encourages individuals on how to be more mindful of what they consume, where and how to properly recycle, and to pledge to recycle more and recycle right in their everyday lives. In 2022, ARD will focus on the economic impacts of recycling, the jobs created, reduced manufacturing costs due to the reuse of limited resources, and savings arising from not having to source new raw materials.”

## MEDIA ANNOUNCEMENTS

1,165 FACEBOOK FOLLOWERS	1,005 INSTAGRAM FOLLOWERS	4,888 MAILCHIMP SUBSCRIBERS	YOUTUBE 31 VIEWS / 0.6 HRS (LAST 28 DAYS)	WEBSITE METRICS 636 VISITS (LAST 30 DAYS)
<b>SOCIAL MEDIA</b>	Save the Food Dinner Party Calculator & Food Storage Guide, November Repair Cafes, America Recycles Day, History & Benefits of Recycling, Think Before You Shop, Buy Nothing Day, Facility Holiday Closings			
<b>RADIO</b>	<p>15 sec “America Recycles Day 2022”</p> <p><i>America Recycles Day is November 15<sup>th</sup>. When we recycle correctly, it creates green jobs, conserves natural resources, and creates less environmental pollution. But when we wish-cycle, it can damage equipment, harm workers, and ruin the value of other recyclables. Know before you throw. Check local recycling guidelines. Visit UCRRA.ORG</i></p> <p>15 sec “Recyclopeda”</p> <p><i>Before throwing something in the trash, have you ever wondered – is there a better way to recycle this? This is Angelina Brandt, Director of Sustainability at the UCRRA . Visit our online A – to-Z Recyclopeda and find the best way to get rid of things like old paints, chemicals, tires, air conditioners, electronics, and more! Visit UCRRA.ORG</i></p>			
<b>PRINT</b>	<p>Celebrating America Recycles Day</p> <ul style="list-style-type: none"> <li>• 2 week campaign (print) in Hudson Valley One</li> <li>• 2 week campaign (digital) in Hey Kingston Newsletter</li> </ul>			

	<ul style="list-style-type: none"> <li>• 2 week campaign (digital) on Ulster Publishing's website</li> </ul>
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>• New blog article "America Recycles Day 2022" View the article at <a href="https://ucrra.org/america-recycles-day-november-15th-2022/">https://ucrra.org/america-recycles-day-november-15th-2022/</a></li> </ul>
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• 11/10 America Recycles Day memo distributed to Town Supervisors, Town Transfer Stations, Climate Smart Committees and Advisory Groups, School Districts, Libraries, news outlets, and other contacts</li> <li>• 11/09 Albany Times Union Article "Local Compost Programs Taking Root in the Hudson Valley" Read the article online at <a href="https://www.timesunion.com/hudsonvalley/makers/article/Local-compost-programs-Hudson-Valley-17569133.php">https://www.timesunion.com/hudsonvalley/makers/article/Local-compost-programs-Hudson-Valley-17569133.php</a></li> </ul>

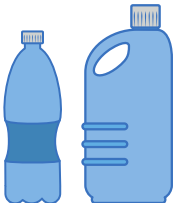
## OUTREACH EDUCATION EVENTS

<b>RECYCLING HOTLINE (1,436 CALLS/120.2 HRS YTD)</b>	<b>ADULT PARTICIPANTS (726 ADULTS YTD)</b>	<b>YOUTH PARTICIPANTS (313 YOUTH YTD)</b>	<b>HOURS (90.70 HOURS YTD)</b>
<b>PRESENTATIONS</b>	11/16 NYSAR3 Annual Recycling Conference Session: <b>"Leveraging Funding to implement Pollution Prevention Efforts in NYS"</b> <i>Description: The panelists (former grantees) will provide insight as to how other organizations can replicate their projects in other communities throughout NYS.</i>		
<b>FACILITY TOURS</b>	<ul style="list-style-type: none"> <li>• 11/16 Tour the Ulster County Town Supervisors Association</li> <li>• 11/09 Tour for Culinary Institute of America Master's Degree Candidate, Sustainable Food Systems at the</li> </ul>		
<b>EVENTS</b>	None this month		
<b>SITE VISITS &amp; CONSULTATIONS</b>	None this month		
<b>NEW MEDIA OR TEACHING TOOLS</b>	<ul style="list-style-type: none"> <li>• NEW Recycling Ranger program in development for Ulster County Schools &amp; Youth groups</li> </ul>		
<b>OTHER MISCELLANEOUS</b>	None this month		

# AMERICA RECYCLES DAY IS NOVEMBER 15TH



## LET'S UNITE AND RECYCLE RIGHT!



### PLASTIC

**BOTTLES, JUGS,  
JARS & TUBS**



**When in doubt, ask  
your service  
provider**



### GLASS

**BOTTLES  
& JARS ONLY**



**Recycle by the  
SHAPE, not by  
the NUMBER**



### METAL

**CANS, TRAYS,  
LIDS, & FOIL**



**Rinse  
containers  
clean**



### PAPER

**NO PLATES, CUPS,  
OR TISSUES!**



**Do not bag  
recyclables or put  
bags in the bin**



### CARDBOARD

**NO PIZZA BOXES!**



**Break down boxes  
& remove any  
inner packaging**

**THIS MESSAGE BY ULSTER COUNTY RESOURCE RECOVERY AGENCY**



# ULSTER COUNTY RESOURCE RECOVERY AGENCY

## Board of Directors

Katherine Beinkafner, Chair  
Tom Kacandes, Vice Chair  
Charles Landi, Treasurer  
James Gordon, Member  
Margot Becker, Member



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## Administrative Staff

Timothy DeGraff, CPA, Executive Director/Controller  
Charles Whittaker, Director of Operations and Compliance  
Angelina Brandt, Director of Sustainability  
Tanesia White, Recycling Educator  
Melinda France, Office Manager  
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## America Recycles Day - November 15<sup>th</sup> 2022

America Recycles Day is the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States, with the goal of educating and encouraging individuals on how to be more mindful of what they consume, where and how to recycle properly, and to pledge to recycle more in their everyday lives (KAB, 2022). The Ulster County Resource Recovery Agency (UCRRA) recognizes the many economic, environmental, and social benefits of recycling. Recycling reduces solid waste sent to landfills, saves energy, prevents pollution, and conserves natural resources. Recycling also creates green jobs, promotes a more circular economy, reduces litter in our communities, and has many other benefits. America Recycles Day is an opportunity to raise awareness about the importance of recycling, and a great opportunity to learn about the resources our Recycling Outreach Team offers to the communities we serve.



**Last year, curbside collection and drop off programs recovered over 20,518 tons of regulated recyclable materials in Ulster County – that’s over 41 million pounds of recyclables!**

Whether you recycle curbside, or utilize your local Recycling Drop Off Center, it’s important to recycle the correct items. If you are unsure if an item is acceptable for recycling, contact your service provider and ask for Recycling Guidelines. When the wrong items are placed into the system or prepared the wrong way, it can

damage equipment, harm workers, and ruin the value of other recyclables. Here are some universal tips to help prepare recyclables correctly:

- Rinse containers clean and dry
- Do not put hazardous waste (chemicals, SHARPS, etc.) into the recycling bin
- Break down cardboard boxes and remove any inner packaging
- Keep 3D containers in their 3D shape (do not flatten bottles and jugs)
- Keep items loose (do not bag up recyclables)
- Recycle film plastics and plastic bags at your local grocery or retail supercenter



**It's estimated that UCRRA's handling of municipal solid waste for its final disposal accounts for 4% of Ulster County's greenhouse gas emissions. According to EPA, every ton of waste recycled instead of landfilled saves 2.89 metric tons of CO2!**

With widespread recycling participation, we can reach even greater milestones for waste diversion, lowering Ulster County's carbon footprint, and creating a culture of sustainability that values being a good steward to our natural environment and resources. America Recycles Day is a great time to encourage others around you to recycle correctly. Whether you are at work, at school, or at your local community center, there are many ways to increase recycling in group settings. Here are some recycling best practices:

- Make sure a recycling bin is always located directly next to every trash bin.
- A central recycling station is preferred over individual desk-side recycling bins.
- Make sure recycling bins are cleaned regularly and are well-maintained.
- Recycling bins should be clearly labeled. Contact UCRRA to request posters and stickers!
- If possible, color-code bins (blue=recycle, black=trash)
- America Recycles Day (ARD) is a great time to remind people about recycling by circulating office memos, or posting about ARD on social media or community newsletters. We can help! Contact UCRRA for printed materials or to schedule a special class or event.

In 2016, the U.S. EPA published findings on the economic benefits of the recycling industry nationwide. The study found that...

**...each year, recycling and reuse activities in the U.S. account for 681,000 jobs, \$37.8 billion in wages, and \$5.5 billion in tax revenues. This equates to 1.17 jobs for every 1,000 tons of materials recycled!**

Recycling is important to our state's economy and as we celebrate America Recycles Day, UCRRA joins hundreds of industry leaders across the nation who wish to celebrate the incredible workforce that supports the essential public service of materials management. And you can be a leader, too. Help us share this message with your community, and let's unite to recycle right!

Sincerely,  
Angelina Brandt, Director of Sustainability  
UCRRA Recycling Outreach Team