



JANUARY 2023 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

“Repairing Recycling Habits”

As part of “new year resolutions,” people think about fixing their bad habits at this time of year. The Recycling Outreach Team’s monthly theme is to help people “fix” their bad habits with items they wish-cycle or how they incorrectly prepare recyclables.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,174 FOLLOWERS	INSTAGRAM 1,018 FOLLOWERS	MAILCHIMP 4,490 SUBSCRIBERS	YOUTUBE 56 VIEWS / 0.6 HRS
SOCIAL MEDIA	“Repairing Recycling Habits” How to recycle holiday trees January Repair Cafes		
RADIO	Reuse & Repair (30 sec) <i>Have you considered other ways to extend the life of an item before throwing it away? This is Tanesia White, Recycling Educator at UCRRA. On our website, you can find a place to donate items in good condition, or search for places to repair broken items like old appliances, computers, bicycles, and more! Donating and repairing helps us to be more sustainable with our waste, so we can reduce our environmental impact. Learn more at UCRRA.ORG</i>		
PRINT	None this month		
WEBSITE/BLOG	None this month		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • Rethink Waste – OTT Digital Advertising Campaign (January 15 – February 15) • +6 media kits distributed this month (6 kits year to date) 		

OUTREACH EDUCATION EVENTS

+54 CALLS / 3.45 HOURS RECYCLING HOTLINE (01/01- 01/19) (54 CALLS/3.45 HRS YTD)	+6 ADULT PARTICIPANTS (6 ADULTS YTD)	0 YOUTH PARTICIPANTS (0 YOUTH YTD)	+ 1.5 HOURS (1.5 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 1/10 Community Composting for Town of Shawangunk Environmental Management Council 		
FACILITY TOURS	None this month		
EVENTS	<ul style="list-style-type: none"> 1/21 Outreach Booth "Repairing Recycling Habits" at the New Paltz Repair Café 		
SITE VISITS & CONSULTATIONS	None this month		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> 2023 Ulster County Municipal Recycling Drop Off Center (MRDC) List "Repairing Recycling Habits" display 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 1/25 Hudson Valley Regional Materials Management Working Group quarterly meeting 1/19 NYSAR3 Women for Recycling Committee meeting 		

REPORTS & GRANTS

- 2022 Ulster County Annual Waste & Recycling Report
- 2022 HHW Annual Report
- 2022 Electronics Recycling Report
- 2022 Organics Recycling Report
- 2022 HHW Grant
- 2022 MWRR Q4 Grant
- 2022 MWRR Grant (Equipment)
- 2023 Muni FSR Grant
- 2023 HHW Program Registration