



FEBRUARY 2023 RECYCLING PROGRAM UPDATE

NARRATIVE

Mr. Ollivier asked that I provide a narrative to accompany the Recycling Program Update. I look forward to your feedback about this format and would like to note that examples of our program media are always available by request.

January and February are our busiest times of the year in terms of administrative tasks, so this has been our primary focus this month. NYSDEC reports are due which disclose the weight of all materials recovered, recycled, or disposed in the previous year. Per Margot Becker's request, a summary of Agency waste diversion and recycling practices has been added to our website as a new blog article this month to share the Agency's many successes in these areas.

Coordination of the Ulster County Annual Waste & Recycling Report is another ongoing task in the first quarter of the year. A total of 305 facilities (public and private) are being surveyed this year. Each report is meticulously tracked, analyzed, input into a matrix to calculate an estimate for the total waste stream in Ulster County. An Executive Summary will become available later this year. Requirements for this report are in accordance with the Ulster County Mandatory Source Separation Law, and the Agency's Local Solid Waste Management Plan.

Please refer to our Recycling Program Update for more details about our outreach and community engagement strategies and events this month – noting several partnerships with local libraries, Repair Cafes, and community centers. I'd like to note a special OTT Digital Advertising Campaign has yielded 122,227 impressions (views) and a special Youtube Pre-Roll Advertising Campaign yielded 27,674 impressions and 120 hours of watch time so far this month. The Recycling Outreach Team continues to plan and strategize advertising and outreach efforts for the Spring and we're currently coordinating sixteen more program requests and several Agency sponsored programs for Spring 2023.



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MONTHLY OUTREACH TOPICS

“Break Up with SUP (Single Use Plastics)”

Valentine’s Day is another gift-centric holiday that can create unnecessary waste. The Recycling Outreach Team’s monthly theme is to help people “break up” with single use plastics by sharing recycling tips and sustainable swaps for common V-Day items.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,184 FOLLOWERS	INSTAGRAM 1,029 FOLLOWERS	MAILCHIMP 4,481 SUBSCRIBERS	YOUTUBE 27,674 VIEWS / 120 HRS
SOCIAL MEDIA	Ulster County Skip the Straw Law Celebrating National Skip the Straw Day Break up with SUP – Valentine’s Day Edition Recycling Tip Tuesday – Valentine’s Day Cards Promos for February Classes		
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 UCRRRA. 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 UCRRRA.ORG</i>		
PRINT	None this month		
WEBSITE/BLOG	<ul style="list-style-type: none"> New blog article “UCRRA Sustainable Materials Management in 2022” Read the blog online at https://ucrra.org/blog/ 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> Rethink Waste Recycleopedia – Youtube Preroll Campaign (February 1 – February 28) https://www.youtube.com/watch?v=3n7AHplFqJM 		

- Rethink Waste Recycleopedia – OTT Digital Advertising Campaign (January 15 – February 15)
<https://www.youtube.com/watch?v=4dqeplZqtR4>
- +16 media kits distributed this month (30 kits YTD)

OUTREACH EDUCATION EVENTS

+76 CALLS / 4.5 HOURS RECYCLING HOTLINE (02/01- 02/17) (188 CALLS/12.3 HRS YTD)		+16 ADULT PARTICIPANTS (35 ADULTS YTD)		0 YOUTH PARTICIPANTS (2 YOUTH YTD)		+ 2.5 HOURS (8.25 HOURS YTD)	
PRESENTATIONS	<ul style="list-style-type: none"> • 02/07 Intro to Home Composting - part of “Looking Towards Spring” Speaker Series at the Rosendale Recreation Center • 02/21 Recycle Right – part of the “Sustainability Challenge” at the Kingston Public Library 						
FACILITY TOURS	<ul style="list-style-type: none"> • 02/02 Tour for Sullivan County Division of Public Works 						
EVENTS	<ul style="list-style-type: none"> • 02/24 Skip the Straw Day at UCRRRA • 02/26 Outreach Booth “Repairing Recycling Habits” at the Gardiner Repair Café 						
SITE VISITS & CONSULTATIONS	None this month						
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • UCRRRA Electronics Recycling Program info card 						
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 02/07 - communications regarding NYSAR3's College Council Grant Program was circulated to SUNY campus contacts • 02/14 - UCRRRA's Recycling Outreach Team Programs were highlighted during NY Compost Awareness Week 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