



MARCH 2023 RECYCLING PROGRAM UPDATE

NARRATIVE

Our primary focus this month (and this time of year) is coordinating our many events, classes, and programs taking place this Spring. We currently have 20 event/program/tour requests in development from now through the end of May. Spring is here!

A new initiative we are rolling out this month is a Community Spotlight, which highlights local stories about waste-sustainability. This month, we sat down with Karen Hadley, the Instructional Coach of Elementary Social Studies at Onteora Central School District, to learn about their very successful TREX Film Plastic Recycling program. We want to congratulate them on such a successful recycling initiative and hope this story inspires other institutions to replicate this program. The full interview will become available on our blog and in upcoming newsletters and social media.

Our Spring Compost Bin & Rain Barrel Sale is now active! The pre-order sale ends May 19th. Residents can pre-order rain barrels or various different types of composting bins and composting supplies through our website, and pick them up at our special bin distribution event. Included with every purchase is a 2 gallon kitchen collection caddy (while supplies last).

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 schools, Repair Cafes, and community organizers. *Examples of our program media are always available by request.*



MARCH 2023 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

Eco-Friendly Home

This time of year, Spring Cleaning is on everyone's To-Do list. The Recycling Outreach Team is sharing sustainability tips for decluttering and alternative cleaning methods.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,191 FOLLOWERS	INSTAGRAM 1,067 FOLLOWERS	MAILCHIMP 4,520 SUBSCRIBERS	YOUTUBE 691 VIEWS / 3.4 HRS
SOCIAL MEDIA	Recycling Tip Tuesday – Retain the shape of 3D items; keep 2D items flat What is Household Hazardous Waste? HHW Series: Cleaning Products, Safe Storage Eco-Friendly Home: Eco-friendly alternative cleaners Promos for March Classes		
RADIO	<i>Textile Recycling</i> Did you know that the average New Yorker discards 70 pounds of clothing and textiles each year? Donating and recycling textiles can help neighbors in need while protecting our environment! To learn more, visit our website UCRRA.ORG		
PRINT	<ul style="list-style-type: none"> 3/22 Print & Digital ad in Spring Home Improvement Magazine (Ulster Publishing/Hudson Valley One) 		
WEBSITE/BLOG	<ul style="list-style-type: none"> UCRRA Spring Compost Bin & Rain Barrel Sale – SHOP OPENED 03/09 Pre order online at https://ulster.compostersale.com/ New blog article "Community Spotlight: Onteora Central School District – Film Plastic Recycling Program" Later this month, read the blog online at https://ucrra.org/blog/ 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> +17 media kits distributed this month (47 kits YTD) 		

OUTREACH EDUCATION EVENTS

+55 CALLS / 4.5 HOURS RECYCLING HOTLINE (02/01- 02/17) (270 CALLS/20.5 HRS YTD)	+39 ADULT PARTICIPANTS (122 ADULTS YTD)	0 YOUTH PARTICIPANTS (38 YOUTH YTD)	+ 4 HOURS (16.75 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 03/1 "Eco Friendly Home: DIY Cleaners & More" Class at UCRRA 03/15 "About UCRRA" Presentation for Kingston Rotary Club 03/22 "Recycling Jeopardy Game" at Riccardi Elementary School classroom (Saugerties Central School District) 03/29 "Composting for Kids" at Riccardi Elementary School classroom (Saugerties Central School District) 		
FACILITY TOURS	<ul style="list-style-type: none"> 03/02 Tour for Blackbird Coffee & Infoshop 03/24 Tour for Grow Amsterdam NY 501c-3 		
EVENTS	<ul style="list-style-type: none"> 03/25 Outreach Booth "Repairing Recycling Habits" at the Town of Esopus Repair Café 03/25 Outreach Booth at Electronics Recycling Event in Town of Plattekill 		
SITE VISITS & CONSULTATIONS	<p><i>None this month</i></p>		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> How to Safely Dispose of SHARPS (Home Use Medical Needles) How to Safely Dispose of Medications FLYER for UCRRA Spring Events & Classes UCRRA HHW Program posters in development 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 03/09 – NYS Association of Reduction, Reuse, Recycling (NYSAR3) Young Professionals Committee 03/16 - (NYSAR3) Organics Summit Planning Committee 03/16 - (NYSAR3) MEDI+ Committee 03/17 - communications regarding NYSAR3's Green School Grant Program was circulated to all Ulster County School Contacts 03/14 - UCRRA's Recycling Outreach Team Programs were highlighted during NY Compost Awareness Week meeting 03/28 - (NYSAR3) Organics Council meeting 03/30 Webinar – Paint Care: It's on a Roll 		

REPORTS & GRANTS

- 2022 Ulster County Annual Waste & Recycling Report (ONGOING)
Compliance letter was mailed 3/15/23 to 95 businesses/facilities where report past due
- 2023 HHW Program Registration
As of 3/17/23 – Contract in Legal Review with Vendor