



MAY 2023 RECYCLING PROGRAM UPDATE

NARRATIVE

Compost Awareness Week is celebrated internationally and statewide as the first full week of May, and this has been our outreach focus this month with curated social media content, radio advertising campaign, and print/digital ads all month long.

The Agency's new bagged compost initiative is going very well with 681 bags sold and 114 customers served since April 1st. Residents can pre-order compost during the week through a new online store and pick up Saturdays in conjunction with our Electronics Recycling program.

Our Spring Compost Bin & Rain Barrel Sale was held on Saturday May 20th. As of 5/18 there were 106 customers who purchased; 77 rain barrels, 39 Earth Machine composters, 22 tumbler composters, 7 other types of special compost bins. All Ulster County residents received a free kitchen compost collection caddy with their purchase, containing a kit of home composting resources.

The Agency hosted an HHW event on April 29th in New Paltz. There were 287 residents registered and 260 residents showed up, which is a fairly decent turnout considering the heavy rain that day. We will host our next HHW program on June 25th in Kingston. As of 5/18 there are 209 residents registered with plenty of open slots still available.

A new initiative we are rolling out this month is a Volunteer Program for the Agency's Recycling Outreach Team. There are 2 options for the public to volunteer with UCRRA: a fast track with a few different volunteer roles, and a master certification course with more extensive training and larger list of volunteer opportunities. More information has been added to our website.

The ROT is actively engaged in multiple projects and developing new teaching tools. We're working closely with new composting partners, including the County of Ulster staff composting pilot project, and the Kingston Farmers Market composting project. Work updating Town Transfer Station signs is ongoing and should be completed within the next few weeks.

Please refer to our Recycling Program Update for more details about our outreach and community engagement strategies and events this month.



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MONTHLY OUTREACH TOPICS

UCRRA joins states, regions, and countries around the world promoting International Compost Awareness Week (ICAW), an initiative by the Compost Research & Education Foundation. ICAW is celebrated during the first full week of May with the goal of raising public awareness about the benefits of making and using compost. In May of 2018, Governor Cuomo approved a proclamation declaring the week of May 6-12 New York State Compost Awareness Week. Each year a new theme is chosen. This year's theme is "For Healthier Soil, Healthier Food...Compost!" which reflects the goal of focusing on how compost can have a role in making soil healthier, which helps grow healthier food and increased yields. How does compost help? By recycling organics into compost and using it on our home gardens and farmlands we create healthy soils.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,225 FOLLOWERS	INSTAGRAM 1,102 FOLLOWERS	MAILCHIMP 4,657 SUBSCRIBERS	YOUTUBE 45 VIEWS / 1.3 HRS
SOCIAL MEDIA			
<p><u>ICAW Campaign</u>; Food is Too Good to Waste; Don't Treat Your Soil Like Dirt; Compost...It's Alive; Different Ways to Use Compost; How to Compost in Ulster County; Home Composting Basics; Indoor Composting; Composting Conserves Water; and more.</p> <p>Promos for UCRRA Compost Sales, UCRRA Events & Classes</p>			
RADIO			
<p>"Reduce Food Waste – ICAW Message"- airs all month long</p> <p><i>Food is TOO GOOD to waste...Did you know the average family could save \$1500 every year by eating food before it goes to waste? Make a difference by planning meals, making a shopping list, and learning how to properly store food so it doesn't spoil. Get creative and transform things you wouldn't ordinarily think to eat, turning them into casseroles, soups, salad dressings, more! And when food does go to waste, let's recycle it by composting! It's Compost Awareness Week! This message from Ulster County Resource Recovery Agency. Learn more UCRRA.org</i></p>			

	<p>“Spring Compost Bin Sale” -airs first 2 weeks of May</p> <p>Attention Green Thumb Gardeners! UCRRA is offering a Compost Bin & Rain Barrel Sale! For a limited time, pre-order from a wide selection of home compost bins and tools, and pick up supplies at our one day special event in Kingston. To pre-order online, visit UCRRA.ORG</p> <p>“Grow Ulster Green -airs first 2 weeks of May</p> <p>Let's Grow Ulster Green! ...Our composting program accepts food scraps from restaurants, commercial businesses, schools, and municipalities – and turns it into compost at our industrial scale Organics Recovery Facility in Kingston. Let us transform your trash into treasure and help you become a local leader in sustainability... Composting is a climate smart solution, reducing pollution and solid waste sent to landfills. We're connecting communities through composting, and YOU can make a difference. To learn more, visit UCRRA.org</p>
PRINT	<ul style="list-style-type: none"> • 05/03 Print Ad “Bagged Compost Sales” (Ulster Publishing/HV One) • 5/03 – 5/16 Digital Ad “Bagged Compost Sales” (Ulster Publishing/HV One)
WEBSITE/BLOG	<ul style="list-style-type: none"> • New blog article “2023 Compost Awareness Week” View all blog articles online at https://ucrra.org/blog/ • UCRRA Spring Compost Bin & Rain Barrel Sale – SALE ENDS 05/19 Pre order online at https://ulster.compostersale.com/ • View all UCRRA Events online at https://ucrra.org/events-classes/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • +2 media kits requested this month (60 kits requested YTD)

OUTREACH EDUCATION EVENTS

	+84 CALLS / 5.9 HOURS RECYCLING HOTLINE (05/01- 05/18) (618 CALLS/54.3 HRS YTD)	+77 ADULT PARTICIPANTS (460 ADULTS YTD)	+4 YOUTH PARTICIPANTS (391 YOUTH YTD)	+ 11.75 HOURS (69 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> • 05/02 “Intro to Bokashi Composting” for New Paltz Climate Smart • 05/05 “Composting for Kids Worms & Seed Bombs” at Woodstock Library • 05/09 “Advanced Composting” Class at Pine Hill Community Center in partnership with Town of Shandaken Conservation Advisory Council • 05/13 “Recycling Bingo for Kids” at Woodstock Library • 05/15 “Intro to Home Composting” at Esopus Library • 05/19 “Upcycled Bags for Kids” at Woodstock Library 			
FACILITY TOURS	<ul style="list-style-type: none"> • 05/02 Tour for White Feather Farm Crew 			

EVENTS	<ul style="list-style-type: none"> 05/07 UCRRA Presents free screening of “Just Eat It – A Food Waste Story” at Upstate Films/Orpheum Theater in Saugerties 05/20 UCRRA Spring Compost Bin & Rain Barrel Sale at UCRRA
SITE VISITS & CONSULTATIONS	None this month
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> New Media “What to Compost” in development Dual Stream Recycling Signs for Town Transfer Stations in development Dual Stream Recycling Signs for Event Sorting Stations in development UCRRA Master Composter Master Recycling Volunteer Training Program
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 05/01 Interview with Second Nature Refillery, New Paltz NY 05/11 Kingston Farmers Market & The Ozone Composting Partnership 05/21-05/24 – Staff attended the Federation Solid Waste Association Strive for Sustainability Annual Conference 05/03, 05/10 – NYS Association of Reduction, Reuse, Recycling (NYSAR3) Young Professionals Committee 05/18 - (NYSAR3) MEDI+ Committee

REPORTS & GRANTS



Following a consultation with UCRRA last year the Orpheum Movie Theater now has a “composting” program. Waste popcorn is collected and fed to chickens at a local farm.



The UCRRA Recycling Outreach Team greets movie-goers at “JUST EAT IT” on May 7th. Each participant received “kits” of reusable produce bags, food waste reduction guides, home composting info, and more.