



## AUGUST 2023 RECYCLING PROGRAM UPDATE

### MONTHLY OUTREACH TOPICS

Our outreach focus on **Summertime Sustainability** is an opportunity to answer frequently asked recycling questions about specific wastes generated during this time of year. *What to do with an old air conditioner, or an empty BBQ propane tank? What's the best way to dispose of insect repellent and sun lotion? Where can you donate old camping gear? Are plastic pool toys recyclable or not? What is the best way to green your back-to-school routine?* These answers, and more, can be found on our blog and social media this month.

### MEDIA ANNOUNCEMENTS

FACEBOOK 1,249 FOLLOWERS	INSTAGRAM 1,143 FOLLOWERS	MAILCHIMP 4,707 SUBSCRIBERS	YOUTUBE 37 VIEWS / 0.3 HRS
<b>SOCIAL MEDIA</b>	Summertime Sustainability Tips and UCRRA Events & Classes		
<b>RADIO</b>	None this month		
<b>PRINT</b>	None this month		
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>New blog article "Back to School Sustainability Tips" View all blog articles online at <a href="https://ucra.org/blog/">https://ucra.org/blog/</a></li> <li>View all UCRRA Events online at <a href="https://ucra.org/events-classes/">https://ucra.org/events-classes/</a></li> </ul>		
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>+2 media kits requested this month for Kerhonkson Elementary School and Kingston Organics Program (67 kits requested YTD)</li> </ul>		

### OUTREACH EDUCATION EVENTS

+127 CALLS / 6.9 HOURS RECYCLING HOTLINE (08/01- 08/14) (1,176 CALLS/75 HRS YTD)	+511 ADULT PARTICIPANTS (1,013 ADULTS YTD)	+107 YOUTH PARTICIPANTS (635 YOUTH YTD)	+ 72.5 HOURS (175 HOURS YTD)
<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>08/02 – Compost Seed Bombs at the Highland Public Library</li> <li>08/14 – MRDC Informational Recycling Meeting at UCRRA</li> </ul>		

<b>FACILITY TOURS</b>	<ul style="list-style-type: none"> <li>08/23 Tour for the Recycling Coordinators from Village of Ridgewood NJ</li> </ul>
<b>EVENTS</b>	<ul style="list-style-type: none"> <li>08/01 – 08/06 Recycling Outreach Booth at the Ulster County Fair <ul style="list-style-type: none"> <li>Staffed daily 10AM-10PM with Recycling Trivia Game &amp; Prizes</li> </ul> </li> <li>08/01 – 08/06 Composting Demonstrations at the Ulster County Fair <ul style="list-style-type: none"> <li>Staffed Thursday – Sunday with daily demos at 11AM and 6PM</li> </ul> </li> <li>08/19 – UCRRA Household Hazardous Waste Collection Program</li> <li>08/20 – Free community screening of the documentary "JUST EAT IT: A FOOD WASTE STORY" in partnership with Shandaken Conservation Advisory Council &amp; Phoenicia Playhouse</li> </ul>
<b>SITE VISITS &amp; CONSULTATIONS</b>	The Recycling Outreach Team is planning Site visits to MRDCs that could not attend the Informational Meeting (to deliver new signs and media kits).
<b>NEW MEDIA OR TEACHING TOOLS</b>	<ul style="list-style-type: none"> <li>New Recycling Trivia Game</li> <li>New MRDC Dual Stream Recycling Signs</li> <li>New Festival/Event Sorting Station Signs</li> <li>Promotional Items Restock in progress</li> <li>New Stock the Fridge Game in development</li> <li>Updated Ulster County Food Scrap Drop Off Sites List</li> <li>Updated Ulster County Master Contact List of Food Waste Services</li> </ul>
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>8/2, 8/10 NYSAR3 Conference Planning Committee</li> <li>8/10 NYSAR3 YP Session with Diane Cohen</li> </ul>



(ABOVE) Recycling Educator Tanesia White leads the Compost Seed Bomb activity at Highland Public Library.  
(RIGHT) Master Composter Recycler Volunteers Carol & Michael at the outreach booth at the Ulster County Fair.