



OCTOBER 2023 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

What's the scariest thing about Halloween? It's not ghosts or ghouls, it's the waste! According to the National Retail Foundation, "Halloween spending is expected to reach a record \$12.2 Billion as participation exceeds pre-pandemic levels." According to WasteDive, "as Halloween comes and goes, millions of pumpkins find their way to the trash – adding more than 1.3 billion pounds [of food waste] to landfills across the nation." This would be the equivalent greenhouse gas emissions from 87,427 cars driven for one year. This month, our Recycling Outreach Team is sharing tips to indulge in costumes, candy, décor, and treats more sustainably – promoting local pumpkin smash events and ways to "Green Halloween."

MEDIA ANNOUNCEMENTS

FACEBOOK 1,257 FOLLOWERS	INSTAGRAM 1,157 FOLLOWERS	MAILCHIMP 4,998 SUBSCRIBERS	YOUTUBE 164 VIEWS / 1.4 HRS
SOCIAL MEDIA	National Coffee Day, DIY Upcycled Halloween Costumes, Pumpkin Scraps Sustainability Tips, Pumpkin Smash Events, Fall Composting, and upcoming events & classes		
RADIO	<p>15 sec "Recyclopedia" <i>Before throwing something in the trash, have you ever wondered – is there a better way to recycle this? This is Angelina Brandt, Director of Sustainability at the UCRRA . Visit our online A – to-Z Recyclopedia and find out the best way to get rid of things like old paints, chemicals, tires, air conditioners, electronics, and more! Visit UCRRA dot org and follow our stories @UCRRA</i></p> <p>15 sec "Electronics Recycling" <i>Did you know Ulster County Resource Recovery Agency recycled 600,000 pounds of electronic items last year? Electronics are accepted for FREE every Saturday, April through November, from 8am – 2pm at the UCRRA Main Office, 999 Flatbush Road Kingston. Call 336-0600 or visit UCRRA.org</i></p>		

PRINT	None this month
WEBSITE/BLOG	<ul style="list-style-type: none"> • New blog article "Community Spotlight: Hudson Valley Repair Cafe" • New blog article "Go Green This Halloween" • New blog article "Press Release: UCRRA Appoints New Interim E.D." View all blog articles online at: https://ucrra.org/blog/ • New interactive web maps were created and added to our Reuse and Repair webpages to improve user searches. View maps online at: https://ucrra.org/waste-recycling/find-a-reuse-organization/ https://ucrra.org/waste-recycling/find-a-repair-location/ • September Compost Test Results were added to website per USCC STA Program Rules. View all historical compost technical data sheets online at: https://ucrra.org/compost-for-sale/compost-test-results/ • View all upcoming UCRRA Events and Classes are archived online at: https://ucrra.org/events-classes/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 10/23 UCRRA Halloween e-Newsletter sent to 4,998 subscribers • +2 media kits requested this month for UlsterCorps and Cornell Cooperative Extension (70 kits requested YTD)

OUTREACH EDUCATION EVENTS

	+216 CALLS / 9.8 HOURS RECYCLING HOTLINE (10/01- 10/23) (1,527 CALLS/91.6 HRS YTD)	+93 ADULT PARTICIPANTS (1,309 ADULTS YTD)	+405 YOUTH PARTICIPANTS (1,046 YOUTH YTD)	+ 30.5 HOURS (223.25 HOURS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> • 10/04 – "Eco-Friendly Home, DIY Cleaners, and More" at Wallkill Public Library • 10/18 – "School Composting" for Rondout Valley High School Environmental Club • 10/17 "Recycle Right Sorting Game" for Grades K – 1 Plattekill Elementary School • 10/23 "Recycle Right" for Town Of Ulster Citizens Org • 10/26 "Recycle Right Sorting Game" for Grades 2-3 Plattekill Elementary School • 10/30 "Recycling Jeopardy" for Grades 4-5-6 Plattekill Elementary School 			
FACILITY TOURS	<ul style="list-style-type: none"> • 10/12 Tour for Master Gardeners, Cornell Cooperative Extension Association of Ulster County • 10/18 Tour for Full Moon Resort, Big Indian • 10/27 Tour for Director of Sustainability & Compliance SUNY Cobleskill 			
EVENTS	<ul style="list-style-type: none"> • 10/14 Outreach Booth at Saugerties Farmers Market 			

	<ul style="list-style-type: none"> • 10/23 UCRRRA Household Hazardous Waste Collection Event • 10/24 Outreach Booth at People's Place
SITE VISITS & CONSULTATIONS	<i>None this month</i>
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • New interactive Reuse & Repair web maps • New "2023 Recycling Outreach Team Class Catalog"
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 10/19 NYSAR3 MEDI+ YP Committee



(LEFT) Angelina Brandt hosts a tour for Ulster County Master Gardeners (CCE) to learn about industrial scale composting.
 (RIGHT) Angelina & Tanesia meet "Roxy" at the Saugerties Farmers Market, who is an excellent home composter!