



Ulster County Recycles 2023 Program Review  
UCRRA Recycling Outreach Team



(LEFT) Volunteer Training  
(RIGHT) Ulster County Fair



# 2023 PROGRAM IMPACT



Photo: Composting for Kids at Riccardi Elementary School

43 PUBLIC SPEAKING EVENTS



386 adults // 1,007 youth // 84.5 hours

20 FACILITY TOURS



65 adults // 67 youth // 27.75 hours

16 TABLING EVENTS



1,037 adults // 146 youth // 115 hours



Photo: Chamber of Commerce Buy Local Expo



# 2023 PROGRAM IMPACT



**240.25  
HOURS**



**1,488 ADULT  
PARTICIPANTS**



**1,220 YOUTH  
PARTICIPANTS**

**4,952  
NEWSLETTER  
SUBSCRIBERS**

+478 new subscribers  
this year!



Photo: CCE Master Gardeners



Photo: Pollinators & Compost Seed Bombs Program



Photo: Oceans of Possibilities Program



Photo: Making Compost Seed Bombs

# 2023 Monthly Outreach Themes

January

Repairing Recycling Habits  
Local Repair Cafes

February

National Skip the Straw Day  
Valentines Day Sustainability

March

Household Hazardous Waste  
Eco-Friendly Spring Cleaning

April

Spring Events & Service Highlights

May

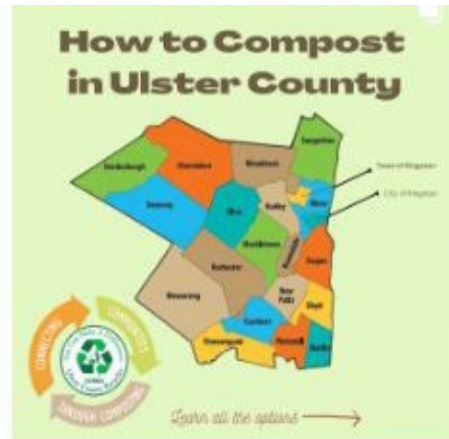
International Compost Awareness Week

June

Become a Master Composter - Recycler



# 2023 Monthly Outreach Themes



**COMPOST AWARENESS WEEK**

<p>ENTER TO WIN A COMPOST TOTE BAG TUES, MAY 23<sup>RD</sup> 7:30 - 8:00 PM NEW PALTZ COMMUNITY CENTER SUTHERLAND DR., NEW PALTZ, NY 12561</p> <p>JUST EAT IT: A FOOD WASTE STORY TED DOCUMENTARY SCREENING ONE DAY ONLY: SAT, MAY 27<sup>TH</sup> 12:30 PM THE OPERMAN THEATER 50 MARKET ST., SUITE 101, NEW PALTZ</p> <p>ENTER TO COMPOSTING MON, MAY 22<sup>ND</sup> 2:30 - 5:00 PM ROCHESTER PUBLIC LIBRARY 124 CONANT ST., FRESH MEADOWS, NY 12068</p>	<p>COMPOSTING FOR KIDS FRI, MAY 27<sup>TH</sup> 4:30 - 5:00 PM WADSWORTH PUBLIC LIBRARY 50 BERRY LAKE, WADSWORTH, NY 12160</p> <p>ADVANCED COMPOSTING TUES, MAY 23<sup>RD</sup> 1:30 - 2:00 PM PILE 41 - COMMUNITY CENTER 317 KENNETH ST., PILE 41, NY 12167</p>
---	--

For healthier soil, healthier food... Compost, manure and Compost Awareness Week is celebrated during the first full week of May, with the goal of raising awareness about the many benefits of composting. The 2023 theme focuses on how compost plays a role in feeding the world by making our soil healthier and more resilient.

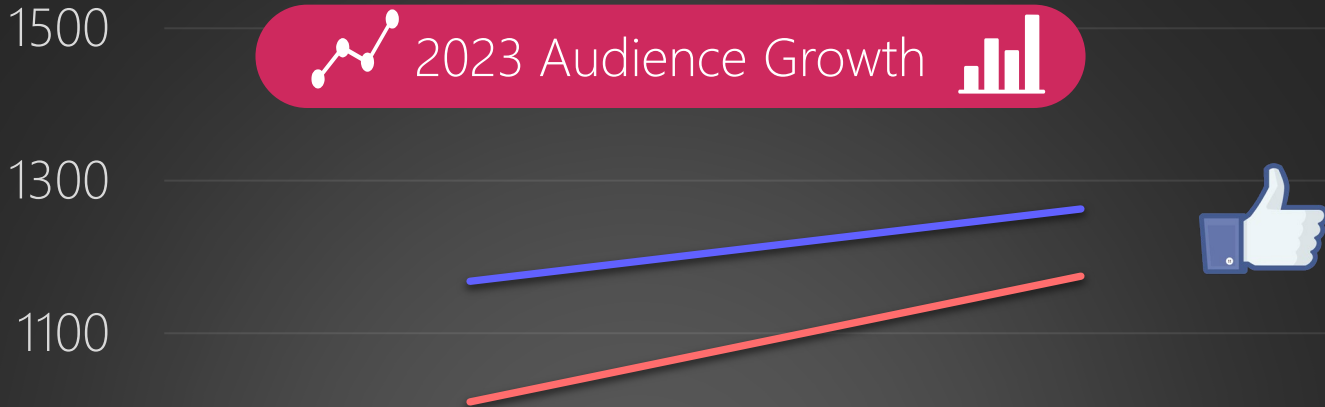




# @UCRRA SOCIAL MEDIA METRICS

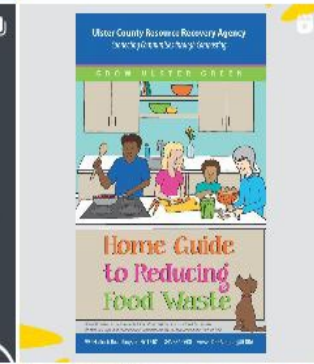


2023 Audience Growth



	December 2022'	December 2023'
Facebook	1168	1263
Instagram	1010	1175

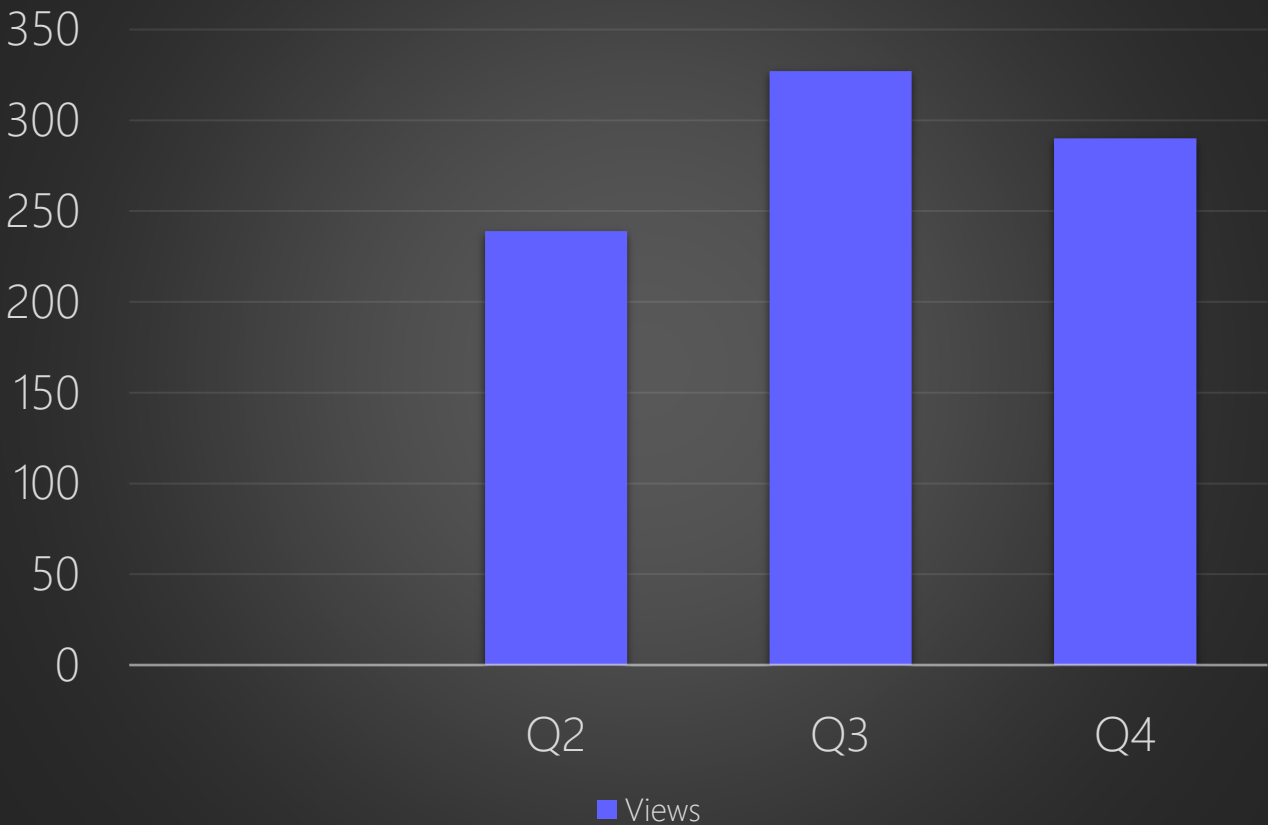
Facebook Instagram



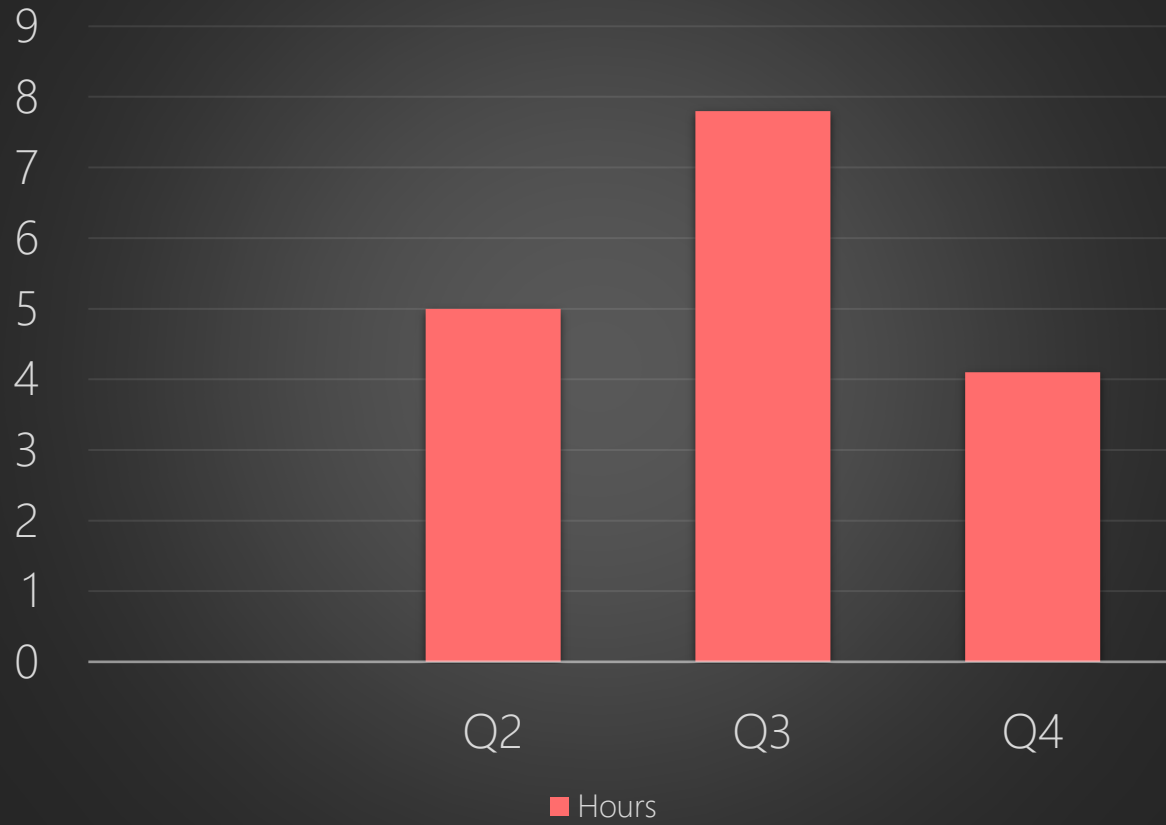


# @UCRRA on Youtube

### Views



### Viewing Hours



37,000+ total views over 179 hours

Q1 excluded for Youtube pre-roll campaign

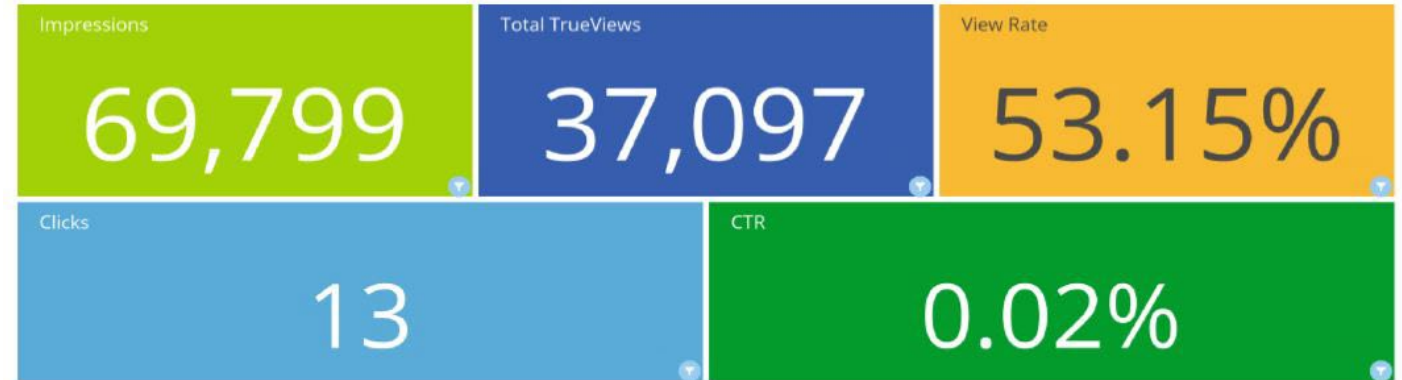
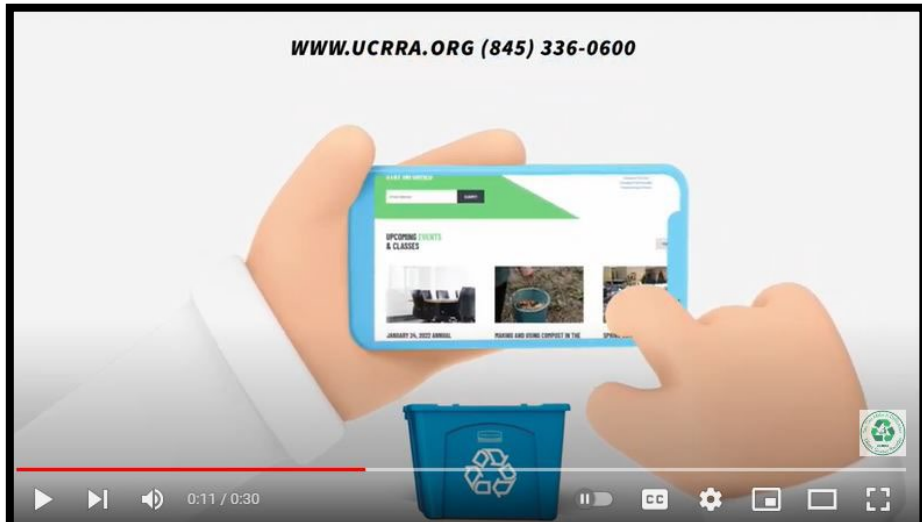






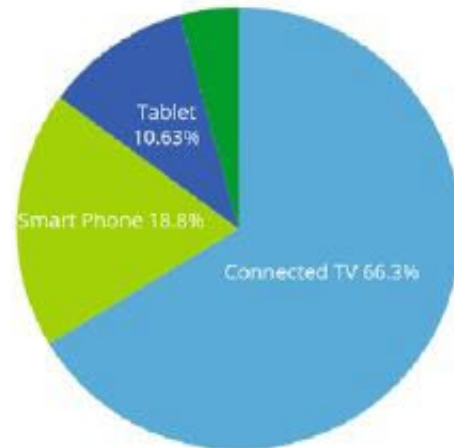
# 2023 Youtube Pre-Roll Campaign

Commercial was "unskippable" and aired for four weeks in February, targeting Ulster County residents age 20-65 who show an environmental interest.



### Impressions by Device

Connected TV	46,276
Smart Phone	13,119
Tablet	7,421
Desktop	2,983



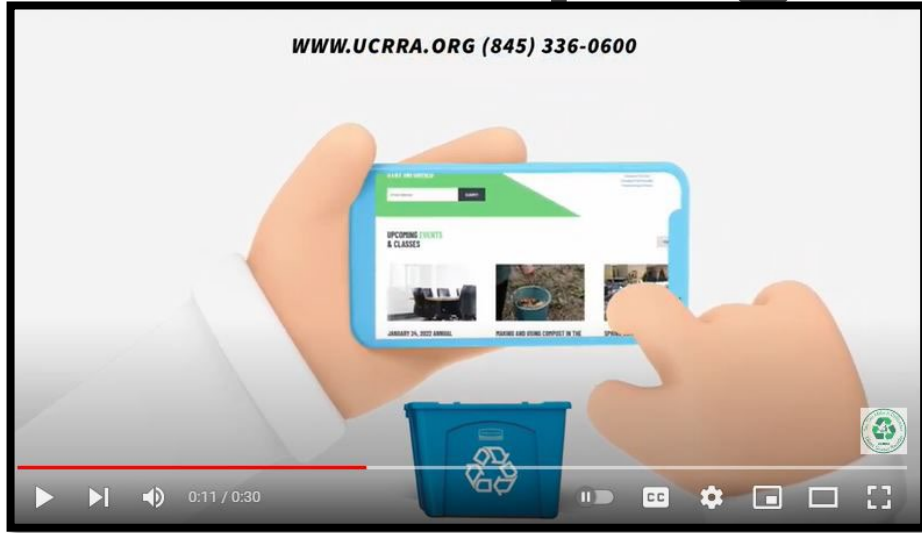
### Clicks by Device

Smart Phone	10
Tablet	3
Desktop	0
Connected TV	0



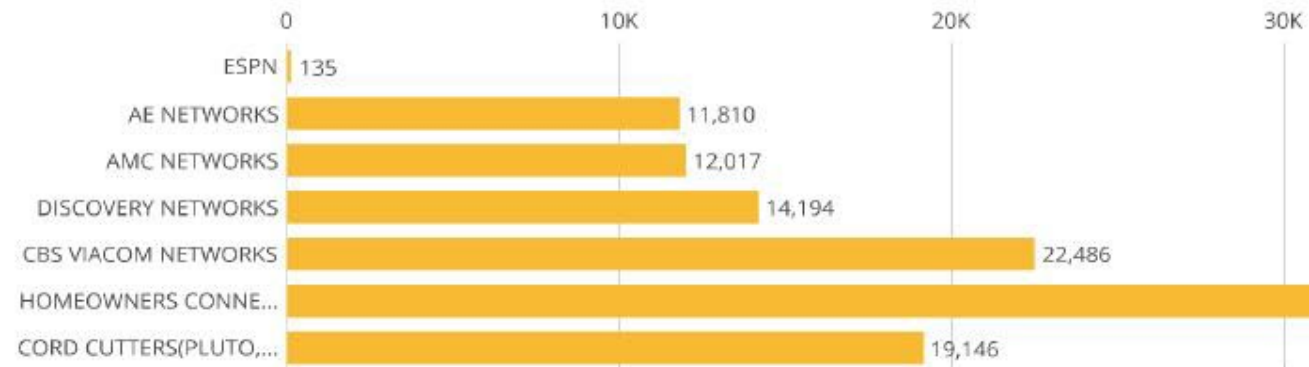
# 2023 Digital OTT Campaign

Commercial aired on unauthenticated platforms (connected devices such as Roku, Sling, Tubitv, Pluto tv) as well as authenticated cable subscriptions (HGTV, DISCOVERY, TRAVEL, CNN, etc)



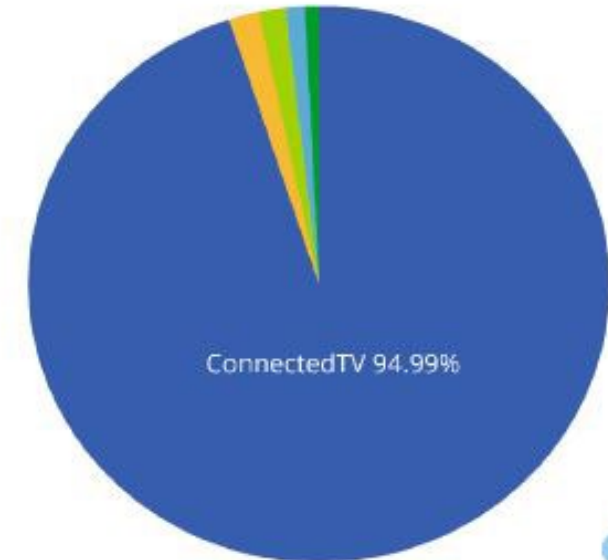
## Placement Overview

Impression Delivery by Placement

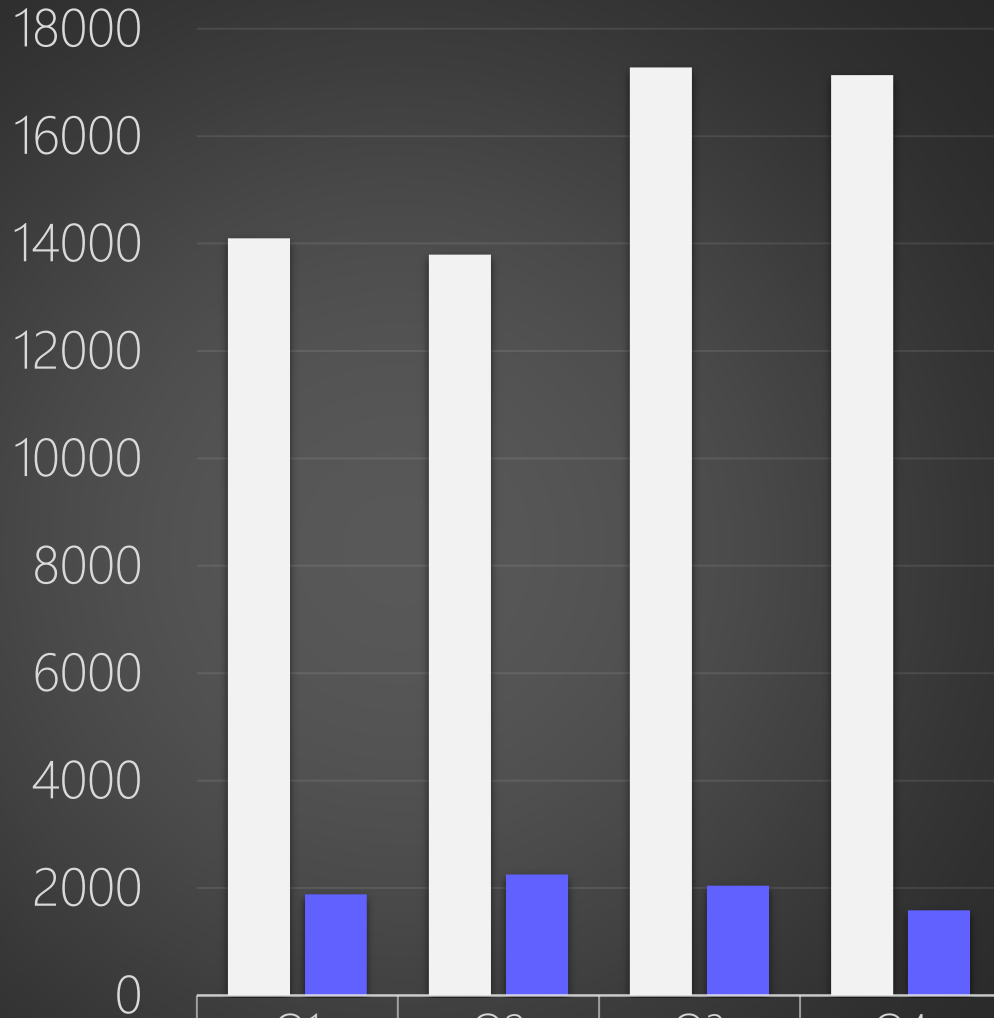


Impressions by Device

ConnectedTV	116,102
Mobile	2,017
PC	1,858
Tablet	1,301
Other	949



# 2023 Website Metrics



Website Sessions	14101	13793	17281	17137
Visits from Google	1884	2253	2045	1584



## UCRRA QUICK LINKS

Search ...



MISSION/VISION STATEMENT



HOURS AND LOCATIONS



FEE SCHEDULE



HAZARDOUS WASTE EVENTS



ELECTRONICS RECYCLING



TOWN TRANSFER STATIONS



UCRRA

ABOUT US

WASTE & RECYCLING

RESOURCES

EVENTS & CLASSES

BLOG

CONTACT US



RECYCLOPEDIA

EN

ES



## RECYCLOPEDIA

HOME / RECYCLOPEDIA

Thank you for viewing our A - Z Recyclopeda. Please note that this is not a complete list! If you'd like to add a location or item, contact UCRRA's Recycling Outreach Team at 845-336-0600. Please check with each location to confirm fees, hours, or recycling policies. This list was updated July 2020.

Search

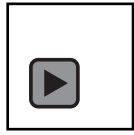
- Hazardous Waste
- HHW Event Item

SUBMIT

RESET



Textile Recycling



Website PSA

# 2023 RADIO ADVERTISING

Est.  
42,000+  
listeners

RADIO WOODSTOCK  
WDST

Reach: Ulster, Dutchess,  
Columbia, Greene, & parts of  
Orange County



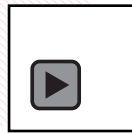
Plastic Free July



Est.  
20,000 -  
30,000  
listeners

RADIO KINGSTON  
WKNY

Reach: Kingston, as far north  
as Catskill, as far south to  
New Paltz, east to Northern  
Dutchess



Reuse & Repair

January-February	<ul style="list-style-type: none"> <li>• Reuse &amp; Repair</li> </ul>
March	<ul style="list-style-type: none"> <li>• Textile Recycling</li> </ul>
April	<ul style="list-style-type: none"> <li>• Spring Compost Bin Sale</li> <li>• Earth Day Message</li> </ul>
May	<ul style="list-style-type: none"> <li>• Reduce Food Waste</li> <li>• Grow Ulster Green (business composting promo)</li> <li>• Spring Compost Bin Sale</li> </ul>
June	<ul style="list-style-type: none"> <li>• Recyclopeda</li> <li>• Grow Ulster Green</li> </ul>
July	<ul style="list-style-type: none"> <li>• Plastic Free July</li> <li>• What Happens to Trash?</li> <li>• Electronics Recycling</li> </ul>
September	<ul style="list-style-type: none"> <li>• Film Plastic</li> <li>• What Happens to Trash (30)</li> </ul>
October	<ul style="list-style-type: none"> <li>• Electronics Recycling</li> <li>• Recyclopeda</li> </ul>
November	<ul style="list-style-type: none"> <li>• America Recycles Day</li> <li>• Recycleopedia</li> </ul>
December	<ul style="list-style-type: none"> <li>• Holiday Message</li> </ul>

# 2023 NEWS ADVERTISING

Ulster County Resource Recovery Agency

**Become a Certified Master Composter Master Recycler Volunteer**

FREE training offered in July  
Learn more [UCRRA.ORG/VOLUNTEER](http://UCRRA.ORG/VOLUNTEER)

ULSTER COUNTY RESOURCE RECOVERY AGENCY

**LET'S SIMPLIFY PLASTIC RECYCLING**

RECYCLE BY **SHAPE** NOT BY NUMBER

Bottle

Jug

Jar

Tub

QUESTIONS? CALL UCRRA AT 845-336-3336

OR SEARCH UCRRA'S RECYCLOPEDIA

[WWW.UCRRA.ORG/RECYCLOPEDIA/](http://WWW.UCRRA.ORG/RECYCLOPEDIA/)

ULSTER COUNTY RESOURCE RECOVERY AGENCY

**RECYCLING TIPS**

- EMPTY, CLEAN & DRY!
- DO NOT BAG YOUR RECYCLABLES**
- PROTECT YOUR RECYCLABLES FROM BAD WEATER
- NO TANGLERS**

Tanglers are items that become entangled around recycling facility equipment, causing breakdowns and endangering workers.

- NO** Bows & Ribbons
- NO** Chains
- NO** Hoses
- NO** Plastic Bags
- NO** String Lights
- NO** Sweaters/Clothing

When in doubt, ASK! Contact your recycling service provider for guidelines.

QUESTIONS? CALL UCRRA AT 845-336-3336  
[WWW.UCRRA.ORG/RECYCLOPEDIA/](http://WWW.UCRRA.ORG/RECYCLOPEDIA/)

ULSTER COUNTY RESOURCE RECOVERY AGENCY  
999 FLATBUSH ROAD, KINGSTON, NY 12401

## UCRRA HOLIDAY ELECTRONICS RECYCLING POP-UP

SAT, DEC 30TH, 2023 &  
SAT, JAN 6TH, 2024  
8 AM - 2 PM

**FREE TWO DAYS ONLY!**

VIEW ACCEPTED ITEMS:  
[WWW.UCRRA.ORG/EVENTS-CLASSES/](http://WWW.UCRRA.ORG/EVENTS-CLASSES/)



ULSTER COUNTY RESOURCE RECOVERY AGENCY  
**CELEBRATES COMPOST AWARENESS WEEK**

999 Flatbush Road, Kingston 845-336-3336 @UCRRA

## SPRING COMPOST BIN & RAIN BARREL SALE

PRE-ORDER ONLINE BY MAY 19TH:  
[WWW.UCRRA.ORG/EVENTS-CLASSES/](http://WWW.UCRRA.ORG/EVENTS-CLASSES/)

PICK UP ONE DAY ONLY:  
SAT MAY 20TH 2023  
9AM - 1PM  
UCRRA MAIN OFFICE  
999 FLATBUSH ROAD,  
KINGSTON, NY 12401

SPECIAL OFFER FOR ULSTER COUNTY RESIDENTS:

INCLUDED WITH EVERY BIN PURCHASE IS OUR FREE GIFT - A 2 GALLON KITCHEN COLLECTION CADDY TO HELP MAKE HOME COMPOSTING CLEAN AND EASY.



ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road, Kingston 845-336-3336 @UCRRA



## NOW OFFERING BAGGED COMPOST

**\$5 PER BAG**

PRE-ORDER & PAY ONLINE

[WWW.UCRRA.ORG/SHOP/](http://WWW.UCRRA.ORG/SHOP/)

PICK UP SATURDAYS ONLY

8 AM - 2 PM

Orders received before 12 PM on Fridays are available on the upcoming Saturday. Orders received after 12 PM on Friday must be picked up on the following Saturday. All sales are final.



SCAN ME



This Compost Product has been sampled and tested as required by the STA Program of the United States Composting Council. Test results are available online at [WWW.UCRRA.ORG](http://WWW.UCRRA.ORG) or upon request by calling UCRRA at 845-336-3336. The US COMPOSTING COUNCIL makes no warranties regarding this product or its contents, quality, and suitability for any particular use.



## ULSTER COUNTY RESOURCE RECOVERY AGENCY (UCRRA)

Let's Rethink Waste!

### UCRRA MANAGES:

- ✓ Municipal Solid Waste
- ✓ Construction & Demolition Debris
- ✓ Dual Stream Recyclables
- ✓ Source-Separated Organics
- ✓ Electronic Waste and more!



For over 30 years, UCRRA has been actively pursuing its mission to protect public health and the environment, promote sustainable practices and manage solid waste with a focus on resource conservation.

### UCRRA OFFERS:

- ✓ Free Educational Tours of UCRRA's Recycling and Composting Facilities
- ✓ Free Electronics Recycling
- ✓ Free Guidebooks, Recycling Posters, Bin Stockers, & more!
- ✓ Recycling Outreach Team Services
- ✓ Recycling Hotline and Recyclopeda

999 Flatbush Road, Kingston 845-336-3336 @UCRRA

Ulster Publishing Circulation ~45,000  
Daily Freeman print circulation ~ 9-14,000  
Daily Freeman online ~ 360,000 hits/month  
Shawangunk Journal print circulation ~ 10,000  
Shawangunk online ~ 250,000 hits/month



# 2023 New Program Media

## UCRRA Partners in Composting Program

These guidelines pertain to residents whose food scraps are composted at the UCRRA Organics Recovery Facility. These guidelines do not pertain to backyard composting or to other local composting services as guidelines may vary.

### ACCEPTABLE ITEMS

All food scraps and food residuals; uneaten food and food waste residuals including peelings, shavings, ends, cores, cooked or uncooked food scraps.

- BREAD & PASTRIES
- DAIRY
- FRUIT
- EGG SHELLS
- COFFEE GROUNDS & FILTERS
- MEAT & BONES
- PASTA
- TEA BAGS (NO STAPLES)
- VEGETABLES
- FISH & SEAFOOD

### NOT ACCEPTABLE ITEMS

Non-food items including plastics, glass, metal, cardboard, papers, waxed paper, produce stickers, rubber bands, twist ties, mesh food bags, condiment wrappers, grease, cooking oil, etc.

- SINGLE USE PLATES, CUPS, UTENSILS & STRAWS
- PRODUCE STICKERS
- RUBBER BANDS & FOOD LABELS
- PIZZA BOXES & CARDBOARD
- NON-FOOD ITEMS
- COMPOSTABLE BAGS OR BIN LINERS
- BULK LIQUID & GEL
- HAIR WASTE / WOOD WASTE
- PET WASTE
- CHARCOAL OR FIREPLACES

When in doubt, ask! Call 845-336-3336  
999 FLATBUSH ROAD, KINGSTON, NY 12401  
WWW.UCRRRA.ORG @UCRRRA

## UCRRA NOW OFFERING BAGGED COMPOST

### \$5 PER BAG

PRE-ORDER & PAY ONLINE  
[WWW.UCRRRA.ORG/SHOP/](http://WWW.UCRRRA.ORG/SHOP/)  
PICK UP SATURDAYS ONLY  
8 AM - 2 PM

Orders received before 12 PM on Fridays are available on the upcoming Saturday. Orders received after 12 PM on Friday must be picked up on the following Saturday. All sales are final.

## COMPOSTABLE PRODUCTS

The Good, The Bad, The Ugly

### The Good News

Often, compostable products can replace other types of single use packaging that are more problematic environmentally. In this way, compostables help start an important conversation about our throw away culture.

### The Bad News

There is little claims such as which leads to some products not being landfilled. When products are not resistant to longer periods of scale or

### The Ugly

Some forewarn pack these other products are not recyclable.

### CLASS CATALOG

Ulster County Resource Recovery Agency  
999 Flatbush Road Kingston NY 12401 845-336-3336 @UCRRRA

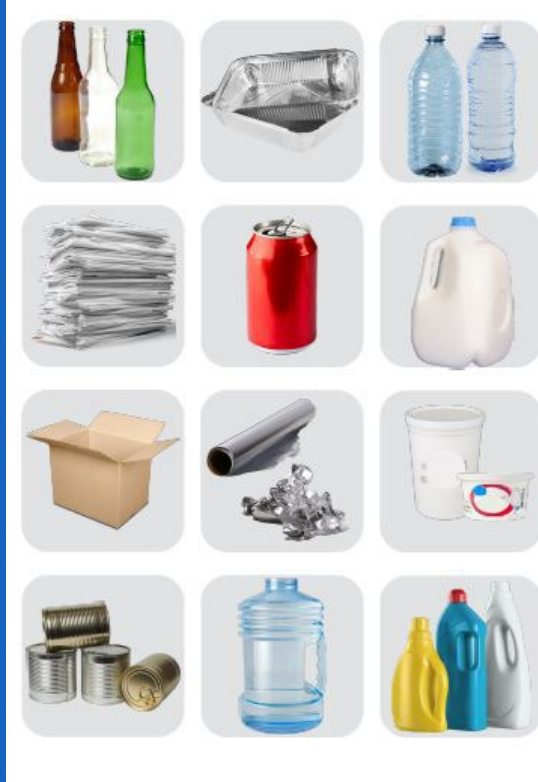
Angeline Brandt (right), Director of Sustainability APEO@UCRRRA.org  
Tanesia White (left), Recycling Educator TWH@UCRRRA.org

Recycling Outreach Team

The Agency is a free educational sustainability for people on its board group to collaborate classes are also a help community as specific interests. Depending on depth note: all public programs weeks in advance.

# RECYCLE

# RECYCLAR



## GLASS CONTAINERS ONLY

Glass bottles and jars

Recycle Right!

ITEMS BELOW ARE NOT ACCEPTED

- NO plastic or metal containers
- NO mirrors or windows
- NO ceramics or dishes
- NO lightbulbs

## MIXED PAPER ONLY

News, office paper, junk mail, boxboard, etc.

Recycle Right!

ITEMS BELOW ARE NOT ACCEPTED

- NO corrugated cardboard
- NO paper or beverage cartons
- NO paper plates, cups or napkins
- NO pizza boxes!

## Plastic Pollution & Its Impacts

Understanding the Waste - Clim offers a deep dive into the world of solid waste, and where does it go in NY's and in the world. With some introductory topics about the top materials management about the most impact.

### ACCEPTED ITEMS

- CELLPHONES & CHARGERS
- GPS OR NAVIGATIONAL DEVICES
- COMPUTERS
- LAPTOP & DESKTOP
- MONITORS
- KEYBOARDS
- ELECTRONIC MOUSE/POINTING DEVICES
- SMALL SCALE SERVERS
- OFFICE EQUIPMENT
- FAX MACHINES
- PRINTERS & SCANNERS
- OFFICE PHONES
- AUDIO/VISUAL EQUIPMENT
- RADIO & DIGITAL DEVICES
- VHS/DVD PLAYERS
- VIDEO GAME CONSOLES
- DIGITAL VIDEO CAMERAS
- TELEVISIONS
- CATHODE RAY TUBE (CRT TVs)
- NON CRT TVs
- CABLE/SATELLITE RECEIVERS
- DIGITAL CONVERTER BOXES

ALL WIRES - CABLES ASSOCIATED WITH THESE DEVICES

ULSTER COUNTY RESOURCE RECOVERY AGENCY FREE ELECTRONICS RECYCLING PROGRAM  
SATURDAYS ONLY (APRIL - NOVEMBER) 8 AM - 2 PM  
999 Flatbush Road, Kingston, NY 12401  
Parking Lot adjacent from Main Office

WWW.UCRRRA.COM FOR MORE INFO

## REPAIR RECYCLING HABITS

### REPAIR RECYCLING HABITS AVOID WISH-CYCLING

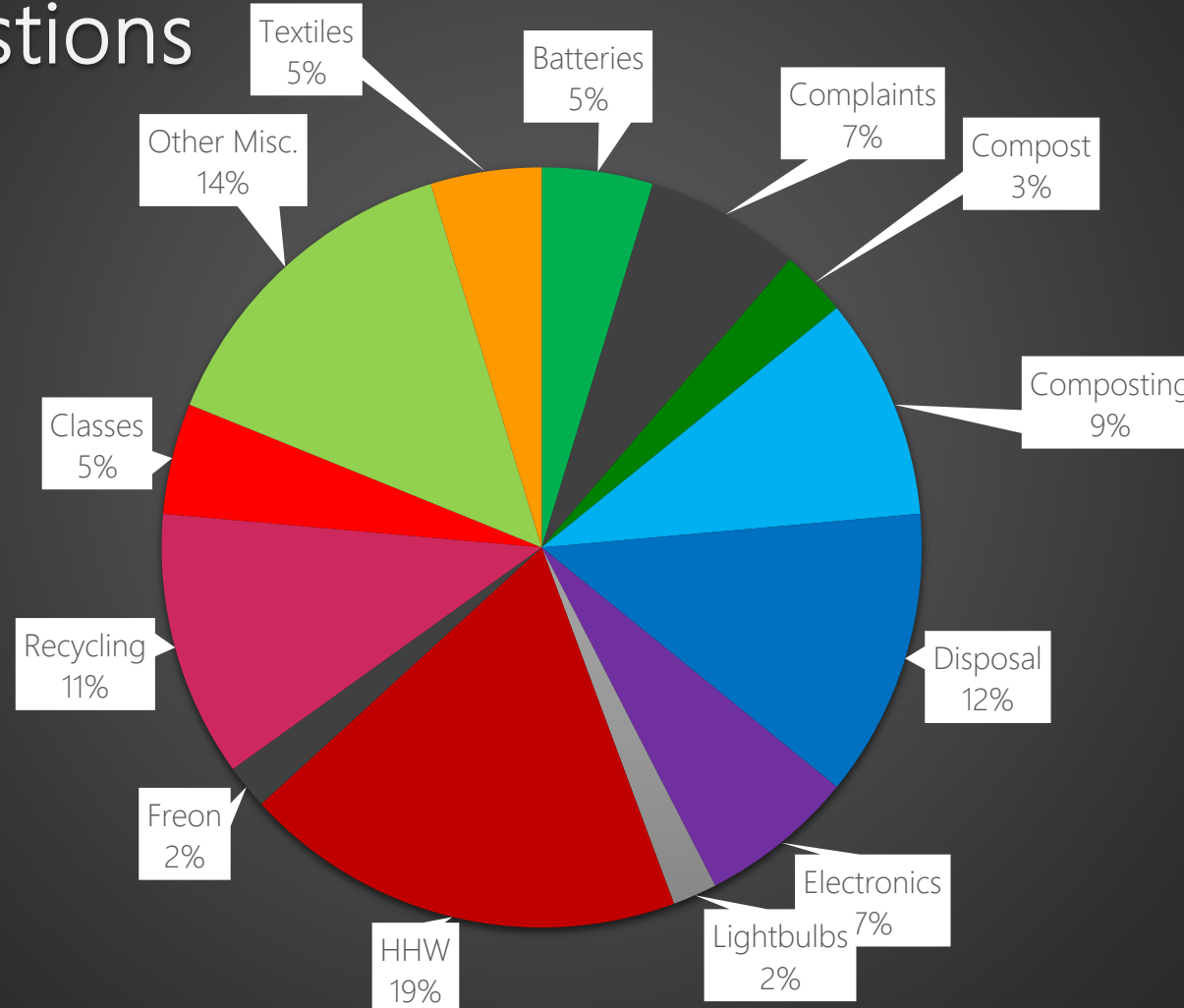
Wish-cycling is the act of putting items in the recycling bin without knowing what's accepted by your local recycling program or service provider, and hoping someone will figure out what to do with them. Putting the wrong items in the recycling bin:

- DAMAGES RECYCLING EQUIPMENT AND INJURES WORKERS
- SLOWS THE RECYCLING PROCESS AND DECREASES EFFICIENCY
- INCREASES THE COST OF COLLECTING AND SORTING MATERIALS
- DECREASES THE VALUE AND MARKETABILITY OF RECYCLABLES

Source: Recycle Right NY

# “Contact Us” via UCRRA website

Total:  
110 Questions



# Recycling Hotline

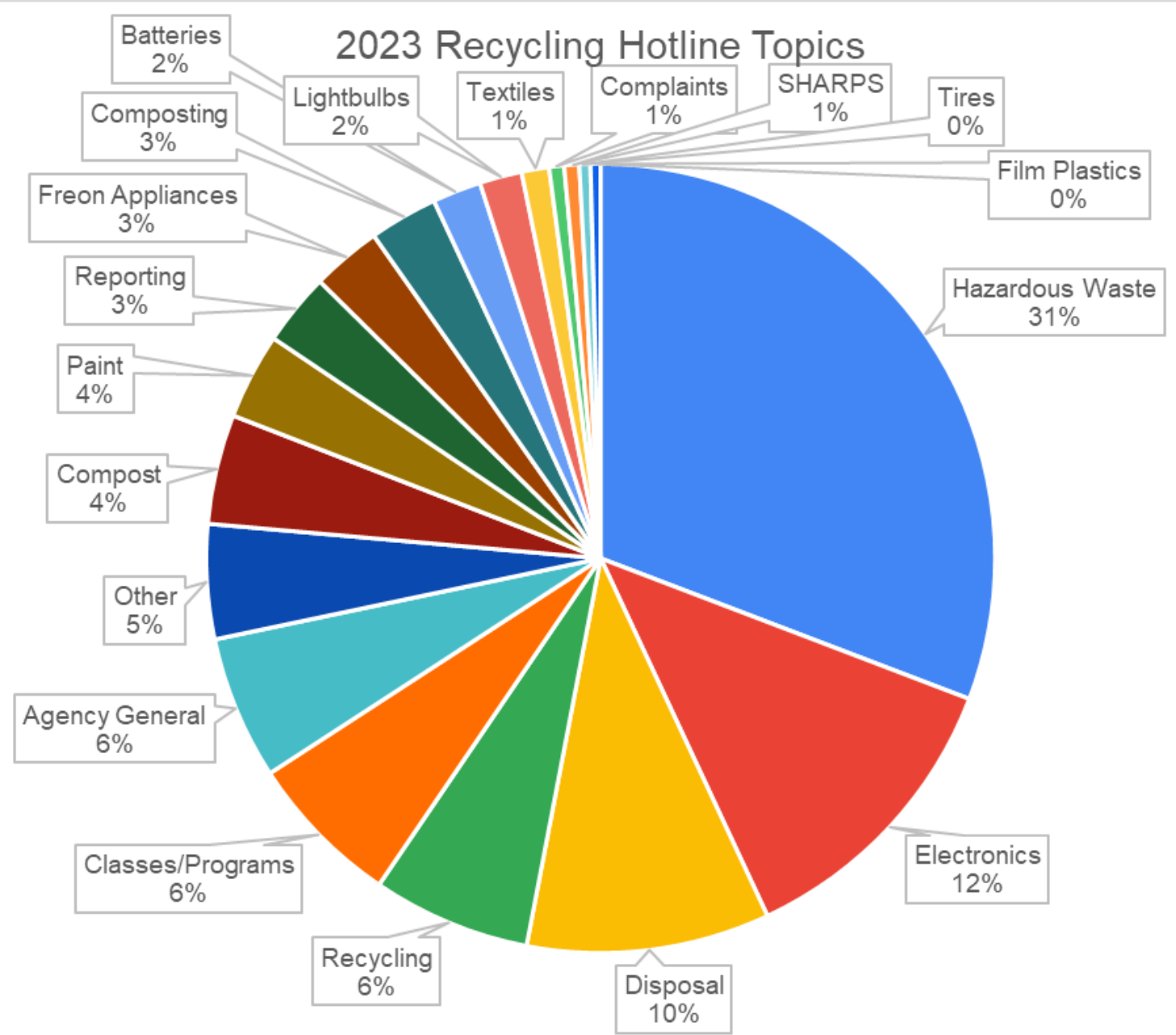
January 1<sup>st</sup> – December 20<sup>th</sup>\*

Total Calls

1,995

116.15

Total Hotline Hours







ABOVE: Organics Summitt Compost Facility Tour  
BELOW: Compost Seed Bombs at Riccardi Elementary



(ABOVE) Stock the Fridge Game, Tour for the Town of Bethlehem Compost Operators  
(BELOW) Angelina Brandt presents the NYSAR3 Leadership Award to Karen Hadley,



# 2023 Recycling Outreach Team Executive Summary

- The UCRRA Recycling Outreach team completed **over 240 hours** of direct community programming in 2023: including **43 classes/public speaking engagements**, **20 facility tours**, and **16 tabling events**.
- These programs reached over **1400+ adults** and **1200+ youth** participants.
- The program grew indirect outreach strategies as well; **4,952 newsletter subscribers** received quarterly e-news. @UCRRA social media audience grew to **over 1200+ followers on Facebook** and **1,100+ followers on Instagram**. @UCRRA on Youtube had **37,000+ total views** over **179 hours of streaming**.
- Public Service Announcements were aired across two local radio stations (reaching **over 70,000 estimated listeners**) and print and digital advertising reached hundreds of thousands of local readers. In Feb-March a digital streaming OTT campaign targeting Ulster County viewers on Roku, Sling, Tubitv, Pluto tv, as well as authenticated cable subscriptions reached **122,000+ impressions**. In February, a Youtube pre-roll campaign reached out **69,000 impressions**.
- The team responded to **100+ questions** through its website contact us form, **1,995 questions** through the Recycling Hotline, totaling **118 hours** of community engagement over the phone.
- New initiatives included MRDC sign project, Repair Café booths, Tree and Shrub Giveaway for Earth Day, new Stock the Fridge Game, the Master Composter Recycler Volunteer Training Program, festival/event recycling, the Agency's bagged compost launch, and more!