



DECEMBER 2023 RECYCLING PROGRAM UPDATE

MONTHLY TOPICS

The Recycling Outreach Team recognizes that the holiday season can be wasteful, but it doesn't have to be! Waste generation increased by 25% around the holiday season. This month, our outreach messaging centered on easy sustainability tips to green the holidays. We highlighted sustainable gift giving and packaging, decorations, holiday parties, and recycling tips specific to common items for this time of year.

MEDIA ANNOUNCEMENTS

| FACEBOOK 1,263 FOLLOWERS | INSTAGRAM 1,175 FOLLOWERS | MAILCHIMP 4,952 SUBSCRIBERS | YOUTUBE 30 VIEWS / 0.5 HRS |
|-----------------------------|--|--------------------------------|-------------------------------|
| SOCIAL MEDIA | Holiday Recycling Guide (focus on gift-giving, packaging, and decorations), promo for Recycleopedia, and upcoming events & classes | | |
| RADIO | 30 sec "Holiday Message 2023" <i>Did you know that the average person generates 5 pounds of trash per day, but this can increase to 6 pounds during the holidays? Hi, I'm Tanesia White, from the Ulster County Resource Recovery Agency. Let's green the holidays by choosing gifts that last! Opt for reusable gift wrapping like baskets, reusable bags, or wrapped in fabric. Remember, ribbons, bows, and other "tanglers" DO NOT belong in your recycling bin. For more holiday tips, visit UCRRA.org - Happy Holidays!</i> | | |
| PRINT | <ul style="list-style-type: none"> 12/18 – 01/05 Digital Ad in Hudson Valley One (ARD campaign) 12/22 - 01/05 Digital Ad in Daily Freeman (ARD campaign) | | |
| WEBSITE/BLOG | View all upcoming UCRRA Events and Classes are archived online at: https://ucrra.org/events-classes/ | | |
| OTHER MISCELLANEOUS | <ul style="list-style-type: none"> +0 media kits requested this month (70 kits requested YTD) | | |

OUTREACH EDUCATION EVENTS

| +70 CALLS / 4.6 HOURS RECYCLING HOTLINE (12/01- 12/19) (1,734 CALLS/104.4 HRS YTD) | +24 ADULT PARTICIPANTS (1,489 ADULTS YTD) | +17 YOUTH PARTICIPANTS (1,220 YOUTH YTD) | + 3.75 HOURS (240.25 HOURS YTD) |
|---|--|---|--|
| PRESENTATIONS | <ul style="list-style-type: none"> 12/01 – “Upcycling Holiday Art for Kids” at Olive Public Library 12/08 – “UCRRA Partners in Composting Program” for Farm to Table Class at Culinary Institute | | |
| FACILITY TOURS | <ul style="list-style-type: none"> 12/15 – Ulster County Economic Development | | |
| EVENTS | None this month | | |
| SITE VISITS & CONSULTATIONS | None this month | | |
| NEW MEDIA OR TEACHING TOOLS | None this month | | |
| OTHER MISCELLANEOUS | <ul style="list-style-type: none"> 12/05, 12/12, 12/19, 12/21 NY State Financial System Webinar Trainings 12/07 – NYSAR3 YP Committee 12/12 – NYSAR3 Leadership Award presented at Karen Hadley at the Onteora School Board Meeting 12/21 – NYSAR3 MEDI+ Committee | | |

*Attached: 2023 Program Summary