



# JANUARY 2024 RECYCLING PROGRAM UPDATE

## MONTHLY OUTREACH TOPICS

This month we are educating about the distinction between a linear consumption model versus a circular economy. The linear consumption model is one in which resources are constantly depleted to create new consumer goods. By encouraging consumers to consider the product's lifecycle, and ways of extending the lifecycle through reuse and repair, we can make more sustainable decisions about how we "get rid" of unwanted items. These messages connect back to [Reuse](#) and [Repair](#) lists available on the Agency website.

## MEDIA ANNOUNCEMENTS

FACEBOOK 1,307 FOLLOWERS	INSTAGRAM 1,179 FOLLOWERS	MAILCHIMP 4,878 SUBSCRIBERS	YOUTUBE 22 VIEWS / 0.4 HRS
SOCIAL MEDIA	NEW "FAQ Friday" series will highlights frequently asked questions Circular Economy / Product Lifecycle / Reuse & Repair Promos for Agency events and holiday closings		
RADIO	Reuse & Repair (30 sec) <i>Have you considered other ways to extend the life of an item before throwing it away? This is Tanesia White, Recycling Educator at UCRRA. On our website, you can find a place to donate items in good condition, or search for places to repair broken items like old appliances, computers, bicycles, and more! Donating and repairing helps us to be more sustainable with our waste, so we can reduce our environmental impact. Learn more at UCRRA.ORG</i>		
PRINT	None this month		
WEBSITE/BLOG	<ul style="list-style-type: none"> <li>December 2023 Compost Test Results archived online at <a href="https://ucrra.org/compost-for-sale/compost-test-results/">https://ucrra.org/compost-for-sale/compost-test-results/</a></li> </ul>		

**OTHER MISCELLANEOUS**

- 01/04 Newsletter for January Holiday Electronics Recycling <https://mailchi.mp/ucrra/january-electronics>
- +1 media kits distributed this month (1 kit YTD)

**OUTREACH EDUCATION EVENTS**

<b>+97 CALLS / 4.1 HOURS RECYCLING HOTLINE (01/01- 01/16) (97 CALLS/4.1 HRS YTD)</b>	<b>+0 ADULT PARTICIPANTS (0 ADULTS YTD)</b>	<b>0 YOUTH PARTICIPANTS (0 YOUTH YTD)</b>	<b>0 HOURS (0 HOURS YTD)</b>
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**PRESENTATIONS** *None this month*

**FACILITY TOURS** *None this month*

**EVENTS** *None this month*

**SITE VISITS & CONSULTATIONS** *None this month*

- NEW MEDIA OR TEACHING TOOLS**
- 2024 Ulster County Municipal Recycling Drop Off Center (MRDC) List
  - 2024 Tour Safety Briefing document updated
  - NEW Vermicomposting Resource in development
  - NEW Education Program Agreement document in development

- OTHER MISCELLANEOUS**
- 01/02 NYSAR3 Young Professionals (YP) Steering Committee
  - 01/17 NYSAR Organics Summit Planning Committee
  - 01/018 NYSAR3 MEDI+ Committee
  - 01/23 Planning Meeting with Radio Kingston
  - 01/24 Hudson Valley Materials Management Working Group Meeting

**REPORTS & GRANTS**

- 2023 Ulster County Annual Waste & Recycling Report
- 2023 Electronics Recycling Annual Report
- 2023 Organics Recycling Annual Report
- 2023 HHW Annual Report
- 2023 HHW Grant
- 2023 MWRR Q4 Grant
- 2024 HHW Program Registration