



FEBRUARY 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

“Don't go breaking the earth's heart!”

More than 124 Million adults in the U.S. celebrate Valentine's Day, and what they gift/consume generates more carbon emissions than driving around the world 3,993 times. This month, we're sharing eco-friendly Valentine's Day swaps to help reduce waste, like choosing potted plants over fresh cut flowers, or by choosing the greeting card options that are most recyclable, or by replacing common single-use items like boxed chocolate with homemade (zero-waste) cookies or treats!

MEDIA ANNOUNCEMENTS

FACEBOOK 1,315 FOLLOWERS	INSTAGRAM 1,182 FOLLOWERS	MAILCHIMP 4,963 SUBSCRIBERS	YOUTUBE 35,120 VIEWS 150.5 HRS
SOCIAL MEDIA	Don't Go Breaking the Earth's Heart series Promos for Agency events and holiday closings		
RADIO	None this month *NEW Radio Kingston Underwriting Agreement begins March – October, features 4 messages 100x		
PRINT	None this month		
WEBSITE/BLOG	<ul style="list-style-type: none"> New Community Spotlight Blog “Shandaken Composts” New blog for eco-friendly Valentine's Day “Low Waste, All Love” View all blog articles online at www.ucrra.org/blog 2024 Master Composter - Recycler Volunteer Training Program announced at www.ucrra.org/volunteer/ 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 02/09 Memo to all Towns regarding contamination rates & Recycling Outreach Team services 2/23 Memo to all Towns regarding box pull efficiencies 		

- February Youtube Pre-roll Campaign
 - 15 sec Message: Rethinking Our Waste
 - "Unskippable" advertisement
 - 16,667 True Views
 - Campaign runs February 1st – 29th
 - Targeting Ulster County residents age 20-65
- +2 media kits distributed this month for Phoenicia Farmers Market and Shandaken Conservation Advisory Council (4 kits YTD)

OUTREACH EDUCATION EVENTS

+89 CALLS / 5.6 HOURS RECYCLING HOTLINE (02/01- 02/16) (229 CALLS/16.9 HRS YTD)		+2 ADULT PARTICIPANTS (2 ADULTS YTD)	0 YOUTH PARTICIPANTS (0 YOUTH YTD)	2 HOURS (2.5 HOURS YTD)
PRESENTATIONS	<i>None this month</i>			
FACILITY TOURS	<i>None this month</i>			
EVENTS	<i>None this month</i>			
SITE VISITS, CONSULTATIONS, ETC.	<i>Welcome New Partner in Composting: Rondout Valley High School</i>			
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • Eco Friendly Home flyer updated 			
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 02/14 NYSAR3 Young Professionals (YP) Steering Committee • 02/15 NYSAR3 MEDI+ Committee • 2/16 Webinar "Why does "My" Transfer Station Manage Waste the Way it Does? Part 1" by New Hampshire Department of Environmental Services • 02/22 MCR Volunteer Virtual Meet-Up • 02/29 2024 ICAW Planning 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
- 2024 HHW Program Registration
- 2022-2023 Local Solid Waste Management Plan Biennial Update

ULSTER COUNTY RESOURCE RECOVERY AGENCY

Board of Directors

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James Gordon, Vice Chair
Andrew Ghiorse, Member
Donna Egan, Member
David Gilmour, Member

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TOWN SUPERVISOR NAME

TOWN ADDRESS

February 9th 2024

Supervisor LAST NAME,

Ulster County Resource Recovery Agency joins municipalities across New York State who are combating the negative environmental and economic effects of *contaminated recycling*. In fact, this issue is so widespread that a statewide education campaign, known as [Recycle Right NY](#), was created to help municipal recycling programs educate residents about the importance of recycling correctly.

This informative memo is notifying you that, according to our records, the contamination rate of the material collected from your Municipal Recycling Drop Off Center was X.XX % in 2023 (X.XX TONS). Thank you for demonstrating such a commitment to 'keeping the recycling stream clean'! *How does this compare to other local recycling programs?* The average among all the local Town Transfer Stations was 1.55 % with the highest rate being 7.61 %. No level of contamination is ever ideal, but we recognize that some contamination is always inevitable. As a reminder, our Recycling Outreach Team is always available to answer questions regarding recycling, work with you to obtain operational efficiencies and assist in recycling grant initiatives.

Contamination not only ruins the value of recyclables, sometimes rendering them completely unmarketable, but it can also seriously damage our equipment and harm sanitation workers. For years, the solid waste industry ranked among the top five most dangerous occupations in the nation, partly due to the wrong items being placed in recycling bins.

As we start a new year, I'd like to take this opportunity to recognize the important role that municipal recycling programs can play in improving the quality of the valuable recycling commodities processed by the Agency. We need all our community partners to feel a shared responsibility to educating residents about basic recycling guidelines and standards, which has a direct result in the efficiency, efficacy, costs, and long-term sustainability our Ulster County's recycling program. In recognizing the challenges of educating the public about what is recyclable, our Recycling Outreach Team can support your municipal recycling programs in several ways, including:

- ✓ Provide technical support, like sharing information about grant opportunities, and make recommendations to expand Town Transfer Station services.
- ✓ Provide reference lists of recycling vendors for clothing/textile recycling, electronics recycling, scrap metal recycling, paint recycling, Repair Cafes, Reuse organizations, local composting options, and more.
- ✓ Provide free copies of our [Dual Stream Recycling Guide](#) (available in English and Spanish). **Please link to this on your Town website and distribute with every facility permit in the new year!**
- ✓ Collaborate with your Town to host a free public workshop about recycling.
- ✓ Host an educational outreach table at your Transfer Station to distribute flyers and answer recycling questions.
- ✓ Discuss recycling questions with your residents through our Recycling Hotline, which is staffed Monday – Friday from 7:30-3:30 - Hotline: 845-336-3336
- ✓ Facilitate a month-long educational display at your Town Hall or community center to showcase how to “Repair Recycling Habits”
- ✓ Provide free recycling signage that highlights the Do’s and Don’ts of recycling (project completed in 2023).
- ✓ And more! This is not a complete list.

Our Recycling Outreach Team periodically hosts MRDC Informational Meetings to further provide opportunities for professional development about recycling. At our last meeting, a guest speaker from Habitat for Humanity presented a partnership opportunity to facilitate reuse programs. At our next meeting later this year, we will focus on how Towns can partner with Paint Care NY to facilitate free paint recycling programs. Beyond the regulated recyclables, Towns also play an essential role in advancing the County’s aggressive waste reduction goals.

With your help, we can “clean the stream” and make the recycling industry safer, more economical and more resilient than ever. I invite you to visit [Recycle Right NY](#) to learn more and to take advantage of the opportunities that our Recycling Outreach Team offers. Please share this letter with your Town Transfer Station managers and please feel free to reach me if you have any questions about this informative letter.

Sincerely,

Angelina Brandt
Director of Sustainability
Ulster County Resource Recovery Agency
apeo@ucrra.org

UCRRA
MRDC RECYCLING CONTAMINATION
12/31/23

CUSTOMER	COMMINGLE	KCMIX	NEWS	OCC	CONTAMINATION	TOTAL	PERCENT CONTAMINATION	
R42	TOWN OF NEW PALTZ	11.22		38.59	46.09	0.29	96.19	0.30%
R87	CITY OF KINGSTON	602.41	974.8		31.57	14.38	1623.16	0.89%
R200	TOWN OF HURLEY	38.28		91.16	69.9	0.17	199.51	0.09%
R211	TOWN OF ULSTER	17.76		32.4	39.88	2.53	92.57	2.73%
R267	TOWN OF WAWARSING	29.87		33.76	59.69	0.72	124.04	0.58%
R271	TOWN OF GARDINER	15.78		35.51	33.85	0.28	85.42	0.33%
R272	TOWN OF SHAWANGUNK	8.56		19.95	31.1		59.61	0.00%
R276	TOWN OF PLATTEKILL	15.49		17.94	23.33	0.18	56.94	0.32%
R278	VILLAGE OF SAUGERTIES	28.15	0.2	30.18		3.78	62.31	6.07%
R283	TOWN OF ROSENDALE	15.26		33.87	42.23	0.21	91.57	0.23%
R286	TOWN OF LLOYD	15.13		20.28	35.85	0.78	72.04	1.08%
R291	TOWN OF SAUGERTIES	39.79		79.91		1.55	121.25	1.28%
R316	TOWN OF DENNING	12.11			11.19	0.39	23.69	1.65%
R317	TOWN OF ESOPUS	7.37		17.58	27.43		52.38	0.00%
R318	TOWN OF HARDENBURGH	3.57			5.9	0.78	10.25	7.61%
R319	TOWN OF MARBLETOWN	22.63		55.94	56.49	1.16	136.22	0.85%
R320	TOWN OF MARLBOROUGH	7.87		10.94	14.08	0.07	32.96	0.21%
R321	TOWN OF OLIVE	22.72		39.4	51.23	0.35	113.7	0.31%
R322	TOWN OF ROCHESTER	45.69		61.4	77.65	3.19	187.93	1.70%
R323	TOWN OF SHANDAKEN	15.96			23.09	1.85	40.9	4.52%
R407	UC BUILDING & GROUNDS				18.9	0.34	19.24	1.77%