



# MARCH 2024 RECYCLING PROGRAM UPDATE

## MONTHLY OUTREACH TOPICS

**“Do you have what it takes to join our Class of 2024 Master Composter Recycler (MCR) Program?”** MCRs are a network of trained volunteers who support the outreach, education, and community engagement services offered by UCRRA. Through volunteering, MCRs help advocate for waste reduction by promoting recycling, composting, and low-waste lifestyle. As our volunteer, participants gain leadership experience to help develop professional skills, share their passion and knowledge with others, attend fun events and make new friends with similar interests, and gain an official certificate. The 2024 certification course will be held Mon., Weds., Fri. in June from 4-6pm. Apply online at [www.ucrra.org/volunteer](http://www.ucrra.org/volunteer) before the May 17th deadline

## MEDIA ANNOUNCEMENTS

FACEBOOK 1,337 FOLLOWERS	INSTAGRAM 1,189 FOLLOWERS	MAILCHIMP 4,890 SUBSCRIBERS	YOUTUBE 329 VIEWS 2.8 HRS
<b>SOCIAL MEDIA</b>			
Promos for Class of 2024 Master Composter Recycler Program Promos for upcoming Agency events and classes			
<b>RADIO</b>			
<ol style="list-style-type: none"> <li><b><u>Reuse &amp; Repair (30 sec WDST)</u></b>                              Have you considered other ways to extend the life of an item before throwing it away? This is Tanesia White, Recycling Educator at the 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 <a href="http://UCRRA.org">UCRRA.org</a></li> <li><b><u>Textile Recycling (15 sec WDST)</u></b>                              Did you know that the average New Yorker discards 70 pounds of clothing and textiles each year? Donating and recycling textiles can help neighbors in need while protecting our environment! To learn more, visit our website at <a href="http://UCRRA.org">UCRRA.org</a></li> </ol>			

	<p><b>3. <u>April HHW (30 sec Radio Kingston)</u></b></p> <p>Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. Four times a year – by appointment only – the Agency offers free Household Hazardous Waste events to Ulster County residents for the safe disposal of household cleaning chemicals, paint, old gasoline, fluorescent lightbulbs, and more. Last year, the agency recovered over 90,000 pounds of toxic chemicals. Learn more by clicking <a href="#">Events and Classes at UCRRRA.org</a></p>
<p><b>PRINT</b></p>	<ul style="list-style-type: none"> <li>• 03/11 – 03/30 Digital Ad (MCR) on Hudson Valley One website</li> <li>• 03/11 – 03/31 Digital Ad (MCR) on Daily Freeman website</li> <li>• 03/10 – 03/31 Digital Ad (MCR) on Shawangunk Journal website</li> <li>• 03/10 – 03/31 Digital Ad (MCR) on The Kingston Wire website</li> <li>• 03/20 Print Ad (MCR) in Ulster Publishing's (Hudson Valley One)</li> <li>• 03/17 Print Ad (MCR) in Daily Freeman (Sunday Freeman)</li> <li>• 03/20 Digital Ad (MCR) in Ulster Publishing's Hot off the Press news</li> <li>• 03/21 Print Ad (MCR) in Shawangunk Journal</li> </ul>
<p><b>WEBSITE/BLOG</b></p>	<ul style="list-style-type: none"> <li>• New blog article “Press Release: Ulster County Tiffin Project”</li> <li>• New blog article “UCRRRA Sustainable Materials Management 2023”</li> </ul> <p><b>View all blog articles online at <a href="http://www.ucrra.org/blog">www.ucrra.org/blog</a></b></p> <ul style="list-style-type: none"> <li>• Launched pre-order for 2024 Bagged Compost Season</li> </ul> <p><b>Pre-order bagged compost online at <a href="http://www.ucrra.org/shop/">www.ucrra.org/shop/</a></b></p> <ul style="list-style-type: none"> <li>• 2024 Master Composter - Recycler Volunteer Training Program announced at <a href="http://www.ucrra.org/volunteer/">www.ucrra.org/volunteer/</a></li> </ul>
<p><b>OTHER MISCELLANEOUS</b></p>	<ul style="list-style-type: none"> <li>• 03/05 “Think Spring” UCRRRA Newsletter sent</li> </ul> <p><b>View the newsletter at <a href="https://mailchi.mp/ucrra/may2023-6718177">https://mailchi.mp/ucrra/may2023-6718177</a></b></p> <ul style="list-style-type: none"> <li>• 03/07 Communications sent to SUNY ULSTER and SUNY NEW PALTZ contacts regarding the NYSAR3 College Council Grant Program</li> <li>• 03/07 Communications sent to K-12 School Superintendents regarding Cafeteria Culture's Annual Plastic-Free Lunch Day and opportunity to host free screening of “Microplastic Madness”</li> <li>• 03/11 Communications sent to K-12 Principals regarding NYSAR3 Green School Grant Program</li> <li>• 03/15 UCRRRA Bagged Compost Customer Feedback Survey</li> <li>• +5 media kits distributed this month for Town of Lloyd MRDC, Town of Gardiner MRDC, Town of Shandaken MRDC, Magic Moon Farm, and Madison County Solid Waste Dept. (9 kits YTD)</li> </ul>

## OUTREACH EDUCATION EVENTS

<b>+124 CALLS / 7.3 HOURS</b> <b>RECYCLING HOTLINE (03/01- 03/19)</b> <b>(415 CALLS/27.56 HRS YTD)</b>	<b>+20 ADULT</b> <b>PARTICIPANTS</b> <b>(24 ADULTS YTD)</b>	<b>+1 YOUTH</b> <b>PARTICIPANTS</b> <b>(1 YOUTH YTD)</b>	<b>5.5 HOURS</b> <b>(9.25 HOURS</b> <b>YTD)</b>
<b>PRESENTATIONS</b>	<ul style="list-style-type: none"> <li>03/11 "Ulster County Tiffin Project" Kick Off Meeting (virtual)</li> <li>03/14 "Eco Friendly Home: DIY Cleaners and More" at Highland Public Library</li> <li>03/23 "Advanced Composting Seminar" at Olive Public Library</li> <li>03/26 Intro to Home Composting for Marlborough Conservation Advisory Committee</li> <li>03/27 "Emerging/Young Professionals Panel" for Syracuse University Center for Sustainable Community Solutions - Sustainable Materials Management Stewardship Program (virtual)</li> <li>03/27 "Recycling Bingo" for Kids at Highland Public Library</li> </ul>		
<b>FACILITY TOURS</b>	<ul style="list-style-type: none"> <li>03/06 First Capitol Hauling</li> <li>03/13 100 Miles North</li> <li>03/14 June's Kitchen</li> </ul>		
<b>EVENTS</b>	<ul style="list-style-type: none"> <li>03/19 JUST EAT IT: A FOOD WASTE STORY at SUNY New Paltz</li> </ul>		
<b>SITE VISITS, CONSULTATIONS, ETC.</b>	<i>Welcome New Partner in Composting: First Capital Hauling</i>		
<b>NEW MEDIA OR TEACHING TOOLS</b>	<ul style="list-style-type: none"> <li>New video – UCRRRA Floor Repair Project Grand Opening Ceremony</li> <li>New flyer – 2024 Spring Compost Bin &amp; Rain Barrel Sale</li> <li>New flyer – 2024 Master Composter Recycler Volunteer Program</li> </ul>		
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>03/05, 03/13 NYSAR3 Young Professionals (YP) Steering Committee</li> <li>03/15 NYSAR3 Organics Summitt Planning Committee</li> <li>03/26 Webinar: EPA Grants</li> <li>03/27 Webinar: Anaerobic Digestion: Operator Perspectives</li> </ul>		

## REPORTS & GRANTS

- 2023 Ulster County Annual Waste & Recycling Report
- 2024 HHW Program Registration
- 2022-2023 Local Solid Waste Management Plan Biennial Update