Ulster County Resource Recovery Agency
Recycling Outreach Team Program Update
Presented by Angelina Brandt, Director of Sustainability



APRIL 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

"Let us help you start composting with confidence" UCRRA has partnered with Brand Builders LLC to offer our Spring 2024 Compost Bin and Rain Barrel Sale. The sale features various options (tumblers, vermicompost bins, enclosed bins, Green Cone, and more). This program is a pre-order sale; place your order through the online store before Friday May 17th (pre-order deadline). Pick up your order ONE DAY ONLY at our special event, Saturday, May 18th from 9am-1pm, at our Main Office in Kingston.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,353 FOLLOWERS	INSTAGRAM 1,196 FOLLOWERS	MAILCHIMP 4,936 SUBSCRIBERS	YOUTUBE 184 VIEWS 1.8 HRS		
SOCIAL MEDIA	Recycling Tip Tuesday – Plastics Promos for Compost Bin & Rain Barrel Sale Promos for Agency Electronics Recycling Program Promos for UCRRA Master Composter Recycler Program				
RADIO	1. Spring Compost Bin Sale (15 sec WDST) Attention Green Thumb Gardeners! UCRRA is offering a Compost Bin & Rain Barrel Sale! For a limited time, pre-order from a wide selection of home compost bins and tools and pick up supplies at our one day special event in Kingston. To pre-order online, visit UCRRA.org				
	Did you know I recycled 600,0 Electronics are through Nover Office, 999 Flat	Electronics Recycling (15 sec WDST) Did you know Ulster County Resource Recovery Agency ecycled 600,000 pounds of electronic items last year? Electronics are accepted for FREE every Saturday, April through November, from 8am – 2pm at the UCRRA Main Diffice, 999 Flatbush Road in Kingston. Call 336-0600 or visit U C R A dot org. April HHW (30 sec Radio Kingston)			

	3. Compost Sales (30 sec Radio Kingston) Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. The Agency's "Grow Ulster Green Compost" is made locally at the Flatbush Road facility in Kingston from local food scraps and municipal yard waste. Finished compost is finely screened and unblended. Compost may be purchased in bulk – Monday through Saturday – on a first come, first served basis and is also available in one cubic foot bags via online ordering for Saturday pick up. Learn more at UCRRA.org.
PRINT	 04/04 Print Ad (Bin Sale) in Home & Garden Daily Freeman 04/01 – 04/30 Digital Ad (Bin Sale) on Shawangunk Journal website 04/08 – 04/27 Digital Ad (Bin Sale) on Hudson Valley One website 04/10 – 04/30 Digital Ad (Bin Sale) on Daily Freeman website 04/11 Print Ad (Bin Sale) in Shawangunk Journal 04/17 Print Ad (Bin Sale) in Ulster Publishing's "Spring in the Valley" by Hudson Valley One 04/17 Ad (Bin Sale) in Ulster Publishing's Hot off the Press digital newsletter 04/21 Print Ad (Bin Sale) in Daily Freeman (Sunday Freeman)
WEBSITE/BLOG	Earth Day at UCRRA - Tree and Shrub Give-A-Way announced https://ucrra.org/event/earth-day-at-ucrra/ Pre-order bagged compost online at www.ucrra.org/shop/ Pre-order compost bins and rain barrels online at https://ucrra.org/event/spring-compost-bin-sale-2024/ Apply for MCR volunteer training www.ucrra.org/volunteer/ View all blog articles online at www.ucrra.org/blog
OTHER MISCELLANEOUS	 Flyer distributed in every welcome kit at CCE Garden Day Flyer distributed at UCRRA's E-Waste Opening Day Flyer distributed at UCRRA Tree/Shrub Distribution Day Flyer distributed at UCRRA HHW Event +2 media kits requested this month for Saugerties Transfer Station, New Yorkers for Cool Refrigerant Management "The Coolest Recycling Events," (11 kits YTD)

+120 CALLS / 5.2 HOURS RECYCLING HOTLINE (04/01- 04/12) (644 CALLS/37.5 HRS YTD)		+117 ADULT PARTICIPANTS (196 ADULTS YTD)	+14 YOUTH PARTICIPANTS (23 YOUTH YTD)	12 HOURS (27.5 HOURS YTD)	
PRESENTATIONS	 04/23 "Composting for Kids" at Wrap Around Services of the Hudson Valley – School of Achievement 04/24 "Making Compost Seed Bombs for Kids" at Woodstock Public Library 04/30 "Home Composting Demonstration Garden" for private home school youth group 				
FACILITY TOURS	 04/05 BARD Office of Sustainability + Guest from "Circularly" 04/09 Citizens Concerned About Plastic Pollution 				
EVENTS	 04/06 Cornell Cooperative Extension Garden Day at Ulster County Community College 04/20 Earth Day at UCRRA – Tree & Shrub Give-A-Way Day 04/20 Earth Day Fest at the Reformed Church of New Paltz sponsored by Interfaith Earth Action, the Caring for Creation Committee of the Reformed Church of New Paltz, and the New Paltz Climate Action Coalition 04/27 UCRRA Household Hazardous Waste Collection Event (tentative) 				
SITE VISITS, CONSULTATIONS	None this month				
NEW MEDIA OR TEACHING TOOLS	 New flyer – Safe Disposal of Refrigerant-Containing Appliances New flyer – Vermicomposting Guide 				
OTHER MISCELLANEOUS	 04/10 NYSAR3 Young Professionals (YP) Steering Committee 04/30 NYSAR3 Organics Council 04/02 (G), 04/03 (K, NP), 04/08 (C), 04/11(S) Tiffin Project meetings 04/16 Angelina Brandt moderating session "This Must Be The Spot" at NYSAR3 Organics Summitt 04/16 Tanesia White moderating YP Networking Event at NYSAR3 Organics Summitt 				

REPORTS & GRANTS

- 2024 MWRR Grant Q1 Progress Report
- 2024 P2I Grant Progress Report
- 2022-2023 Local Solid Waste Management Plan Biennial Update

PHOTOS







(ABOVE) – UCRRA Outreach Booth at CCE Garden Day (RIGHT) – UCRRA Recycling Outreach Team at CCE Garden Day (Angelina, Michael H. MCR Class of 2023, Tanesia, Alex T. MCR Class of 2023)

(BELOW) - Tour for BARD students, Office of Sustainability





(ABOVE) - Tour for Citizens Concerned About Plastic Pollution