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



JUNE 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

The "Ulster County Tiffin Project" aims to increase community awareness about the impact of waste reduction and reuse as pollution prevention strategies. Tiffins are multi-tiered, reusable, metal food containers that replace wasteful, take-out containers when dining out. The project addresses pollution prevention by providing residents with FREE reusable, stainless steel Tiffins that eliminate their single-use, disposable counterparts. Through innovative community engagement, participants in our workshop series will learn about the amount of single use packaging generated from food service, the environmental harms and potential health harms associated with single use packaging, and those items most likely to become litter, and together we will unlock the power of reuse! Join UCRRA in celebrating Plastic-Free-July and pledge to choose to reuse! Attend any one of our FREE classes to claim your FREE Tiffin.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,376 FOLLOWERS	INSTAGRAM 1,223 FOLLOWERS	MAILCHIMP 5,181 SUBSCRIBERS	YOUTUBE 87 VIEWS 4.9 HRS			
SOCIAL MEDIA	Promos for the Ulster County Tiffin Project Celebrating National Waste & Recycling Workers Week					
RADIO	None this month					
PRINT	 06/01 – 07/31 Digital Ad (Tiffin Project) on Shawangunk Journal 06/19 – 07/31 Digital Ad (Tiffin Project) Hudson Valley One 06/16 – 07/30 Digital Ad (Tiffin Project) on Daily Freeman 06/24 Print Ad (Tiffin Project) in Shawangunk Journal 06/26 Print Ad (Tiffin Project) in Hudson Valley One 06/21, 06/28 Digital Ad Ulster Publishing's Hey Kingston Newsletter 06/23 Print Ad (Tiffin Project) in Daily Freeman (Sunday) 06/30 Print Ad (Tiffin Project) in Daily Freeman (Sunday) 					
WEBSITE/BLOG	https://ucrra.org/e	ster County Tiffin project events-classes/tiffin-proje Waste & Recycling Work plog/				

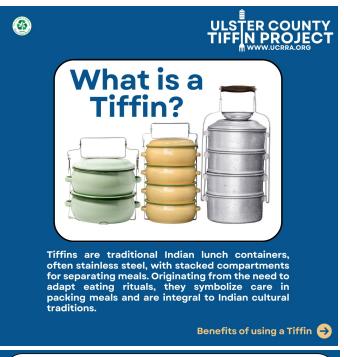
OTHER MISCELLANEOUS

- June Summer e-Newsletter target launch: Tues June 25th
- +5 media kit requested this month for Town of Rochester MRDC,
 The Bearsville Center, New Paltz Climate Action (17 kits YTD)

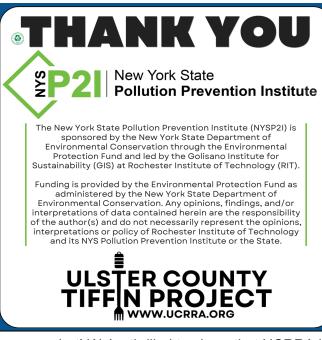
OUTREACH EDUCATION EVENTS

+129 CALLS / 5.8 HOURS RECYCLING HOTLINE (06/01-06/17) (918 CALLS/49 HRS YTD)		+75 ADULT PARTICIPANTS (485 ADULTS YTD)	+175 YOUTH PARTICIPANTS (732 YOUTH YTD)	33 HOURS (74 HRS YTD)	
PRESENTATIONS	 06/03 MCR Session 1: The Waste – Climate Connection 06/04 "Composting for Kids" at Plattekill Elementary School 06/05 MCR Session 2: Recycle Right 06/07 MCR Session 3: Plastic Pollution & It's Impacts 06/10 MCR Session 4: Hazardous Waste & Eco Friendly Alternatives 06/12 MCR Session 5: Intro to Home Composting 06/13 "Connecting Communities Through Composting" for Rosendale Environmental Commission 06/14 "Composting for Kids" at Onteora Elementary School 06/14 MCR Session 6: Advanced Composting 06/17 MCR Session 7: Leadership Seminar 06/18 MCR Session 8: UCRRA Policies You Need to Know 06/20 "Making Seed Bombs & Composting for Kids" for early childhood homeschooling group 06/26 MCR Session 10: Special Projects 				
FACILITY TOURS	 06/11 Tour for U.S. Dept. of State's International Visitor Leadership Program hosted by City of Kingston/ Climate Smart Kingston 06/26 Composting Tour for Daniela Vergara, PhD - Emerging Crops Specialist (Cornell) and Savanna Shelnutt, Hudson Valley Climate Resiliency Specialist (Cornell) 				
EVENTS	 06/01 "Repair Recycling Habits" at Saugerties Repair Café 06/23 UCRRA Household Hazardous Waste Collection Program 				
SITE VISITS, CONSULTATIONS	None this month				
NEW MEDIA OR TEACHING TOOLS	In development – Tiffin Project				
OTHER MISCELLANEOUS	06/12 NYSAR3 Y6/20 NYSAR3 ME	n Project meetings oung Professionals EDI+ Committee Me Organics Council Me	eeting	ng	

MEDIA SAMPLE

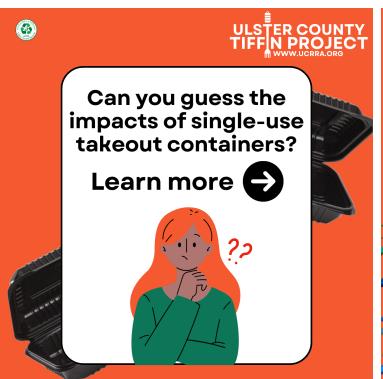


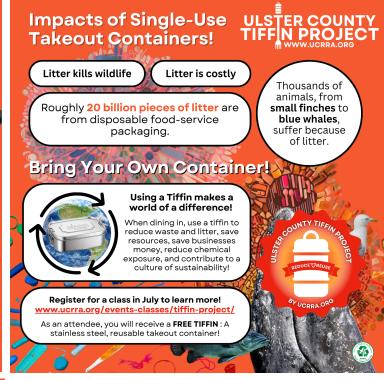


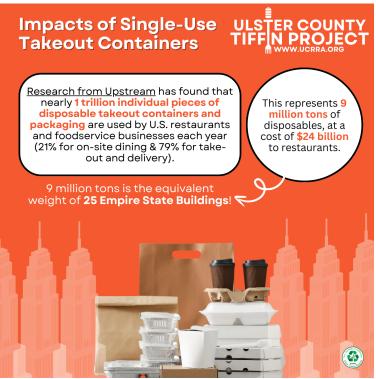




Big news alert! We're thrilled to share that UCRRA is one of only twelve recipients of the 2023-2024 Community Grants Program by NYSP2I! As part of this initiative, we're launching the Ulster County Tiffin Project to tackle the wasteful nature of single-use takeout containers. Join UCRRA's Recycling Outreach Team and community partners to dive into the impact of single-use takeout containers, the dangers of toxins that exist within them, and the beauty of reuse through bringing your own container! Attend any 1 of 6 free events in Ulster County to snag a FREE Tiffin (reusable takeout container)! Classes are 75 minutes and attendees can choose to stay for the Q&A or claim their tiffin at any point after the presentation has ended. Let's make a difference together! Register now







Have you ever stopped to think about the true impact of single-use takeout containers? Let's break it down. According to research from Upstream, a staggering 1 trillion disposable takeout containers and packaging items are used by restaurants and foodservice businesses in the US every year. That's a massive number! Now, here's where it gets concerning. Those convenient containers we rely on so much often end up as litter, posing serious threats to wildlife and adding unnecessary costs for municipalities. It's a cycle that's not only harmful to our environment but also to our communities. But fear not, there's a powerful solution within our reach: reusability. By simply choosing reusable options, we can make a tangible difference. Imagine the impact if we all made the conscious decision to reduce our dependence on single-use plastics and embrace the power of reuse through bringing our own containers! So, the next time you are dining in, consider your options! Join UCRRA's Recycling Outreach Team and community partners to dive into the impact of single-use takeout containers, the dangers of toxins that exist within each disposable container, and the beauty of reuse! Attend any 1 of 6 free events in Ulster County to snag a FREE Tiffin (reusable takeout container)! Classes are 75 minutes and attendees can choose to stay for the Q&A or claim their tiffin at any point after the presentation has ended. Together, let's make a positive change for our planet and future generations. Register now!

ULSTER COUNTY TIFF N PROJECT

FREE EVENTES & FREE TIFFUN



CLIMATE SMART KINGSTON

6:30 PM - 8:30 PM KINGSTON LIBRARY -61 CROWN STREET, KINGSTON, NY SHANDAKEN CAC & PHOENICIA FM

10:00 AM - 2:00 PM*

PHOENICIA FARMERS

MARKET · PARISH FIELD

CLIMATE SMART GARDINER

7:00 PM - 9:00 PM
GARDINER PUBLIC
LIBRARY - 133 FARMER'S
TURNPIKE, GARDINER, NY

SAUGERTIES PUBLIC LIBRARY

6:00 PM - 8:00 PM
SAUGERTIES PUBLIC
LIBRARY · 91 WASHINGTON
AVE, SAUGERTIES, NY

CLIMATE SMART KINGSTON

5:30 PM - 7:30 PM KINGSTON CITY HALL . 420 BROADWAY, KINGSTON, NY NEW PALTZ CAC & CLIMATE SMART

5:00 PM -7:00 PM
ELTING MEMORIAL
LIBRARY : 93 MAIN

STREET, NEW PALTZ, NY

AS A PARTICIPANT, YOU WILL RECEIVE A FREE TIFFIN: A STAINLESS STEEL, REUSABLE FOOD CONTAINER! SIGN UP REQUIRED:

WWW.UCRRA.ORG/EVENTS-CLASSES/TIFFIN-PROJECT/

*AT THE PHOENICIA FARMERS MARKET, SESSIONS BEGIN AT 10 AM, 11 AM, 12 PM, 1 PM









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