



AUGUST 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS – ULSTER COUNTY TIFFIN PROJECT

Our outreach focus on **Summertime Sustainability** is an opportunity to answer frequently asked recycling questions about specific wastes generated during this time of year. *What to do with an old air conditioner, or an empty BBQ propane tank? What's the best way to dispose of insect repellent? Which bottles or containers for sun lotion are recyclable or not?*

These answers, and more, can be found on our social media this month.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,394 FOLLOWERS	INSTAGRAM 1,272 FOLLOWERS	MAILCHIMP 5,298 SUBSCRIBERS	YOUTUBE VIEWS / HRS
SOCIAL MEDIA	Summertime Sustainability series		
RADIO	<p>GENERAL AGENCY MESSAGE (30 sec Radio Kingston)</p> <p><i>Support for the Radio Kingston Community Fund is provided by the Ulster County Resource Recovery Agency – U C R R A. For over 30 years, the Agency has been actively pursuing its mission to protect public health and the environment, promote sustainable practices and efficiently manage solid waste with a focus on resource conservation. Many free offerings are available, including electronics recycling, educational materials and events, and tours of its facilities plus recycling and composting solutions for local businesses and municipalities. Learn more at UCRRA.org</i></p>		
PRINT	<ul style="list-style-type: none"> • 08/07 – 08/14 Digital Ad (HHW) on Daily Freeman • 08/07 – 08/14 Digital Ad (HHW) in Shawangunk Journal • 08/18 Print Ad (HHW) in Daily Freeman 		
WEBSITE/BLOG	None this month		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • + 0 media kit requested this month (17 kits YTD) 		

OUTREACH EVENTS

+436 CALLS / 7.2 HOURS RECYCLING HOTLINE (08/01- 08/16) (1,470 CALLS/61 HRS YTD)	+383 ADULT PARTICIPANTS (1,088 ADULTS YTD)	+89 YOUTH PARTICIPANTS (830 YOUTH YTD)	41.5 HOURS (143.5 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 08/19 – Recycle Right for Town of Rochester Municipal Recycling Drop Off Center staff 08/27 – Ulster County Tiffin Project (SUNY Ulster) 		
FACILITY TOURS	<ul style="list-style-type: none"> 08/07 – Ulster County Climate Corps. 		
EVENTS	<ul style="list-style-type: none"> 08/01 – Ulster County Fair 08/02 – Ulster County Fair 08/03 – Ulster County Fair 08/04 – Ulster County Fair 08/24 – UCRRA Household Hazardous Waste Collection Event 		
SITE VISITS, CONSULTATIONS	<ul style="list-style-type: none"> 08/16 – Community Spotlight Interview with Calcutta Kitchen 08/22 – Community Spotlight Interview with Kingston YMCA Farm Project 		
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> Updates to Ulster County Food Scrap Drop Off List 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 08/06 – Bringing Agencies Together meeting 08/14 – NYSAR3 YP meeting 08/15 – NYSAR3 MEDI+ meeting 08/27 – NYSAR3 Organics Council meeting 08/16 – Library Sustainability meeting with Ramapo Catskill Library System Sustainability Coordinator 		

PHOTOS



