



SEPTEMBER 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS – ULSTER COUNTY TIFFIN PROJECT

As both the temperature and leaves begin to drop, our outreach focus this month is on leaf and yard waste services and textile recycling. This time of year, if you are swapping out clothing for a Fall wardrobe, the Recycling Outreach Team shares engaging tips for donating old or unwanted clothing, thrifting gently used clothing, and facts about the impact of fast fashion. Our social media campaign this month also has a strategic focus on leaf and yard waste to inform residents about municipal collection services.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,401 FOLLOWERS	INSTAGRAM 1,288 FOLLOWERS	MAILCHIMP 5,228 SUBSCRIBERS	YOUTUBE 298 VIEWS / 2.3 HRS
SOCIAL MEDIA			
Community Spotlight for Calcutta Kitchens, HHW Program promo, Fall Wardrobe Change, Yard Waste Collection in Towns/Villages, UCRRA Yard Waste Composting, Fall Composting Tips, Misc. Events & Classes			
RADIO			
<p>What Happens to Trash? (30 sec Radio Woodstock)</p> <p>Have you ever wondered what happens to your trash? This is Angelina Brandt, Director of Sustainability at the Ulster County Resource Recovery Agency. Our mission is to manage Ulster County's waste with a commitment to public health and protecting our environment. More than 260 million pounds of trash is sent to a sanitary landfill each year, 250 miles away. If you were to add up all these hauling trips in one year, you could drive around the surface of Planet Earth 75 times! YOU can make a difference to lower this carbon footprint by reducing, reusing, recycling, composting, and rethinking wasteful habits. To learn more, visit UCRRA.org.</p> <p>HHW Program (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. 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</i></p>			

	over 90,000 pounds of toxic chemicals. Learn more by clicking Events and Classes at UCRRA.org
PRINT	None this month
WEBSITE/BLOG	<ul style="list-style-type: none"> Community Spotlight Blog: Calcutta Kitchen https://ucra.org/community-spotlight-calcutta-kitchens/ Videos and media added to Tiffin Project webpage https://ucra.org/events-classes/tiffin-project/
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> + 4 media kit requested this month for New Paltz Community Center, Olive Day event, Olive Municipal Recycling Drop Off Center, and local resident (21 kits YTD)

OUTREACH EVENTS

+212 CALLS / 6.4 HOURS RECYCLING HOTLINE (09/01- 09/16) (1,657 CALLS/84.61 HRS YTD)	+96 ADULT PARTICIPANTS (1,245 ADULTS YTD)	+0 YOUTH PARTICIPANTS (830 YOUTH YTD)	5.25 HOURS (156 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 09/10 – About UCRRA for The Study Club 09/12 – Connecting Communities Through Composting for the Circular Economy Summit by Sustainable Hudson Valley 09/23 – Ulster County Tiffin Project (SUNY New Paltz) 		
FACILITY TOURS	None this month		
EVENTS	<ul style="list-style-type: none"> 09/14 – “Ask the Experts” at the Kingston Farmers Market 09/18 – Buy Local Expo presented by the Ulster County Chamber of Commerce 09/21 – “Ask the Experts” at Hurley Heritage Day 09/28 – “Ask the Experts” at Gardiner Day 		
SITE VISITS, CONSULTATIONS	None this month		
NEW MEDIA OR TEACHING TOOLS	Fall Events & Classes flyer		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> 09/16 – 09/23 Festival Bin Rental 09/19 – NYSAR3 MEDI+ meeting 09/11 – US Composting Council YP Mentoring Library 		