



OCTOBER 2024 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

What's scarier than Halloween? All the unnecessary waste from this holiday! Halloween spending is expected to be \$11.6 billion and over 35 million costumes are discarded each year. The Recycling Outreach Team shares eco-friendly tips for Fall décor, upcycled/thrifted costumes, and how to use a pumpkin "root to stem." Our social media campaign also highlights National Prescription Drug Take Back Day, and local sites for medication disposal.

MEDIA ANNOUNCEMENTS

| FACEBOOK 1,402 FOLLOWERS | INSTAGRAM 1,294 FOLLOWERS | MAILCHIMP 5,248 SUBSCRIBERS | YOUTUBE 1500 VIEWS / 7.9 HRS |
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| SOCIAL MEDIA | Low Waste Fall Décor, Upcycled Halloween Costume Ideas, Using a Pumpkin "Root to Stem," UCRRA Yard Waste Drop Off, YMCA Farm Project, National Prescription Drug Take Back Day | | |
| RADIO | <p>"Recyclopedia" (15 sec Radio Woodstock) Before throwing something in the trash, have you ever wondered – is there a better way to recycle this? This is Angelina Brandt, Director of Sustainability at the UCRRA . Visit our online A – to-Z Recyclopedia and find out the best way to get rid of things like old paints, chemicals, tires, air conditioners, electronics, and more! Visit UCRRA dot org and follow our stories @UCRRA</p> <p>"Electronics Recycling" (15 sec Radio Woodstock) Did you know Ulster County Resource Recovery Agency recycled 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 Office, 999 Flatbush Road in Kingston. Call 336-0600 or visit UCRRA.org.</p> <p>General Agency Message (30 sec Radio Kingston) <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</i></p> | | |

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| | 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 UCRRA.org. |
| PRINT | None this month |
| WEBSITE/BLOG | <ul style="list-style-type: none"> Community Spotlight Blog: YMCA Farm Project Composts! |
| OTHER MISCELLANEOUS | <ul style="list-style-type: none"> + 2 media kits requested this month for Town of Hurley and local resident (26 kits YTD) |

OUTREACH EVENTS

| | +176 CALLS / 5.3 HOURS RECYCLING HOTLINE (10/01- 10/15) (2,020 CALLS/94.5 HRS YTD) | +120 ADULT PARTICIPANTS (1,492 ADULTS YTD) | +4 YOUTH PARTICIPANTS (854 YOUTH YTD) | 13.5 HOURS (180.75 HRS YTD) |
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| PRESENTATIONS | <ul style="list-style-type: none"> 10/09 – “Intro to Home Composting” at Wallkill Public Library 10/12 – “Advanced Composting Seminar” at Olive Public Library 10/28 – “Eco To-Go” with Marbletown Environmental Conservation Commission | | | |
| FACILITY TOURS | <ul style="list-style-type: none"> 10/04 – Salisbury/Sharon Transfer Station (CT) 10/07 – Rhinebeck at Home/Climate Smart Rhinebeck 10/16 – “Farm Animal Mortality Composting Workshop” in partnership with Cornell Waste Management Institute and Cornell Cooperative Extension Ulster County 10/23 – Hudson Valley Regional Council Materials Management Working Group 10/22 – “Composting Demonstration Garden” with Highland High School 10/28 – Marbletown Environmental Conservation Commission | | | |
| EVENTS | <ul style="list-style-type: none"> 10/05 – Saugerties Repair Café 10/05 – Paper Shredding Event Hosted by Office of Assemblymember Sarahana Shrestha 10/19 – Bubble Fest/Community Resource Event 10/20 – UCRRA Household Hazardous Waste (HHW) Event 10/29 – People’s Place Farm Stand | | | |

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| SITE VISITS, CONSULTATIONS | <i>None this month</i> |
| NEW MEDIA OR TEACHING TOOLS | <i>Fall Events & Classes flyer</i> |
| OTHER MISCELLANEOUS | <ul style="list-style-type: none"> • 10/02 – HVRC MMWG - Exploring Regional Materials Diversion Collaborations Meeting • 10/11 Memo to Law Enforcement Agencies regarding National Prescription Drug Take Back Day – Oct. 26th • 10/29 NYSAR3 Organics Council • 10/21 – 10/24 Solid Waste Association of North America WASTECON |