



# Recycling Outreach Team Annual Impact *Report*



# 2024 *in review*



Dear Friend of the Ulster County Resource Recovery Agency,

**Our Recycling Outreach Team is proud to present this annual report to our Board of Directors, elected officials, and other community stakeholders. The UCRRR Recycling Outreach Team proudly fosters environmental literacy about waste sustainability, so the Agency can help build resilient communities that can act on the environmental challenges of the future.**

The programming featured in these pages would not have been possible without the continued support of the New York State Department of Environmental Conservation, the Environmental Protection Fund, and the support of leadership at the Agency including our Board of Directors and Executive Director, Marc Rider.

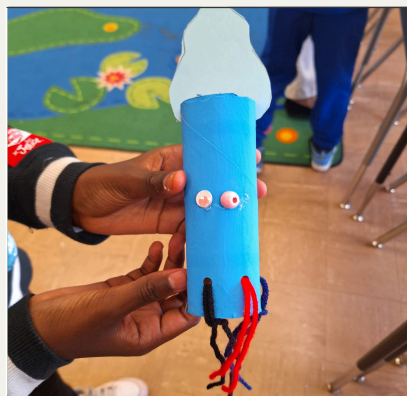
Another highly successful year, 2024 marked the second year of our bagged compost sales, the launch of new advertising strategies, an official declaration of Compost Awareness Week from Ulster County, the expansion of class offerings, executing a grant for the Ulster County

Tiffin Project, new collaborations with Climate Smart Task Force members, and the continuation of innovative programming like the Tree & Shrub Give-A-Way, Compost Bin & Rain Barrel Sale, Festival Bin Rentals, and other exciting projects.

Our Department welcomes new team member Allison McIntyre as Administrative Assistant, who joined the team in June. We warmly welcome 8 new Master Composter Recyclers; Rachele, Casey, Barbara, Chrisso, Eva, Ellen, Rose, and Clare, bringing our total MCR cohort to 15 volunteers. I'd also like to acknowledge and thank Tanesia White for her three years of dedicated service to our Recycling Outreach Team, and am sharing best wishes in her career in the New Year!

I hope you enjoy this reflection on the many accomplishments we celebrate at the end of another great program year.

*Angelina Brandt, Director of Sustainability*





# Our teaching philosophies..

## *Let's Cool the Climate*

We seek the best research-based information and affirm that climate change is the greatest environmental concern of our future. Materials management contributes to climate change in measurable ways, and waste reduction is an essential form of pollution prevention.

## *Small Acts Make a Big Difference*

Environmental issues can feel overwhelming and complicated, but behavioral science tells us that when educators emphasize tangible solutions, people are more likely to act on positive reinforcement and positive social marketing.

## *Recycle Right!*

We don't just ask people to recycle more; we also ask them to think about how to recycle correctly. Contamination harms workers, damages equipment, and reduces the value of other recyclables.



## *Rethink Waste*

By educating people about safer, more environmentally friendly alternatives to wasteful habits, we can change the way people think about and interact with their waste and the environment.



## *Learning Can Be Fun!*

We believe that the secret to a memorable learning environment is fun experiences! We strive to make all aspects of our education programs engaging and interactive.

## *Diversity, Equity, & Inclusion Matters*

We strive to serve all residents of Ulster County and strive to offer equal program opportunities.

# Points of pride

Accomplishments we *love*



18

Facility Tours



47

Presentations



22

Tabling Events



2,271

adult program participants  
\*educational events only

1,511

youth program participants  
\*educational events only



2,870

Recycling Hotline Calls

127

hours on the Recycling Hotline



242

direct hours of engagement  
\*educational events only

102

Volunteer Service Hours

*& more!*

# Project Spotlight ICAW

## International Compost Awareness Week

The goal of ICAW is to raise awareness about the benefits of making and using compost. This year's theme is "Compost: Nature's Climate Champion" which highlights the role compost plays in fighting climate change.

100

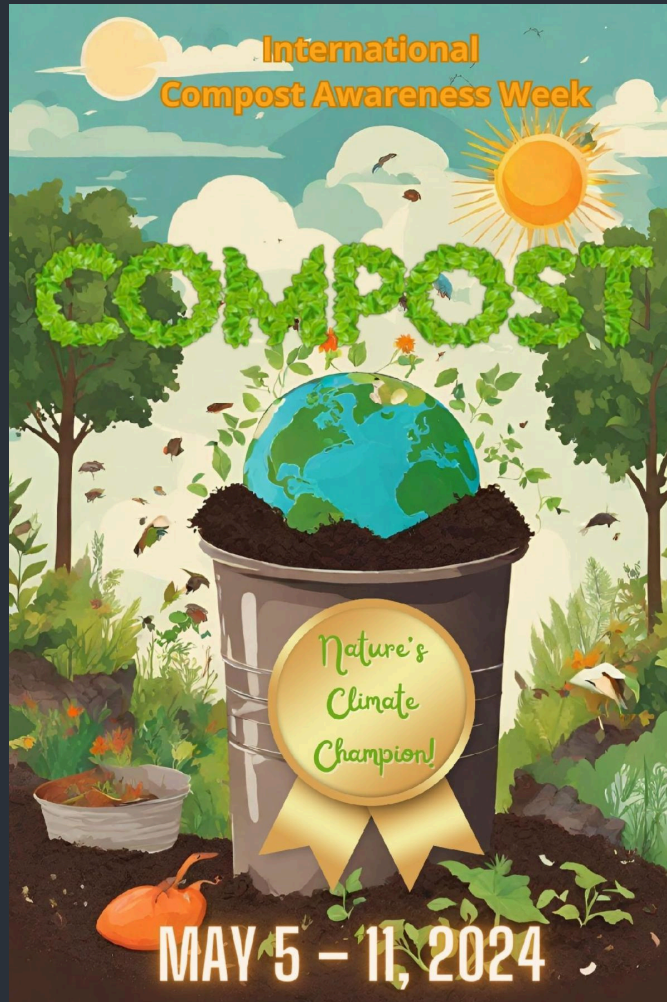
customers participated in the Compost Bin and Rain Barrel Sale May 18th



49 compost bins, 41 rain barrels, 15 misc. tools sold

204

adults participated in compost classes



528

youth learned about composting science



Digital & Print Advertising campaigns in three local publications reach tens of thousands of residents! A new radio commercial aired on Radio Woodstock and Radio Kingston! Composting tips were featured all month long on UCRRR social media.



Ulster County Executive Jen Metzger declares the first week of May is officially Compost Awareness Week!

# Project Spotlight MCR

## Master Composter-Recycler Program

The MCR Program is a 20 hour professional development course for citizens to become expert composters and recyclers and volunteer their service to assist with various Recycling Outreach Team programs. Visit [ucrra.org/volunteer](http://ucrra.org/volunteer) to learn more!



8

adults completed the training in June, bringing our total MCR cohort to 15 volunteers



102

volunteer Service Hours this year!

We love our volunteers! Thank you for all you do!

# Project Spotlight HHW

## Household Hazardous Waste Collection

HHW events are an environmentally-sound and convenient way for Ulster County residents to dispose of hazardous materials for free. Visit [ucrra.org/waste-recycling/hazardous/](http://ucrra.org/waste-recycling/hazardous/) to learn more!

**88,175** total pounds of waste recovered



**1,033**

participants in our HHW events hosted in April, June, August, & October

~ an estimated 85 pounds of waste per household!



**33,200**

pounds of paint recovered  
8,900 lbs. oil based paint  
24,300 lbs. latex paint



**3,210**

pounds of mercury-containing lightbulbs



**17,900**

pounds of flammable liquids and waste fuels



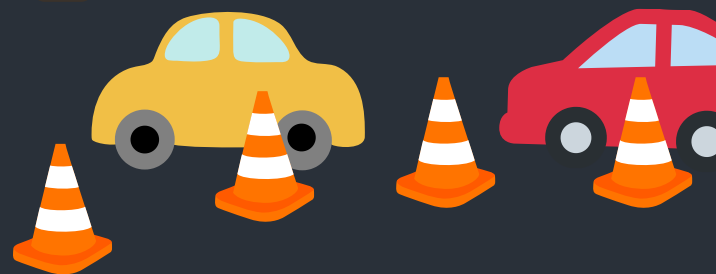
**11,400**

pounds of liquid & solid pesticides

**12,300** pounds epoxy, resins, & adhesives

**5,096** pounds of Acids, Bases, & Caustic Chemicals

**5,050** pounds of Aerosols



45% of participants were first time attendees!

# Project Spotlight **PQC**

## Partners in Composting Program

The Partners in Composting Program is an outreach, education, and onboarding initiative for any prospective composting customers to provide technical consultation services and assist them launching a new composting program via UCRRA services.



11 million  
pounds

or 5,000 tons of food scraps  
composted at UCRRA



NYS DEC approves Agency to  
increase to 5,000 tons food scraps  
per year; Agency submits plans for  
7,500 tons per year expansion.



+3

Welcome new partners  
Rondout Valley High School,  
First Capital Hauling, and  
Full Moon Resort!



455

City of Kingston pilot project  
reaches milestone 455  
households and 1,000+ people  
participating; gets funding to  
proceed to phase two planning.



8.8

million pounds, or 4,000+  
tons of bulk compost sold!



1,840

bags of finished compost  
sold with 308  
orders/transactions by 65  
returning customers and 151  
new customers!



# Project Spotlight



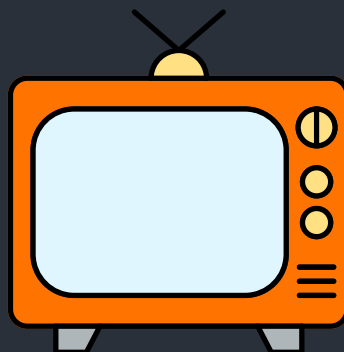
## Electronics Recycling Program

The Agency's Electronics Recycling Program offers free and convenient drop off of covered electronic devices for residents, small businesses, and non-profit organizations. This seasonal program is open every Saturday, from 8AM to 2PM at UCRRRA (999 Flatbush Road Kingston) from April - November. Visit [ucrra.org/waste-recycling/electronics/](http://ucrra.org/waste-recycling/electronics/) to learn more!



2,116

total drop offs, including 2092 residents, 10 non-profit organizations, and 4 businesses



1,988

televisions tracked



2,605

computers tracked

# Project Spotlight UCTP

## Ulster County Tiffin Project

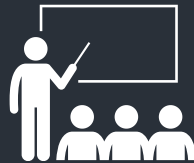


The Tiffin Project aims to increase community awareness about the impact of waste reduction and reuse. The project addresses pollution prevention by providing residents with FREE reusable, stainless steel Tiffin containers that eliminate their single-use, disposable counterparts. Visit [ucrra.org/events-classes/tiffin-project/](http://ucrra.org/events-classes/tiffin-project/) to learn more!



87

Hours



17

Events  
& Classes



725

Tiffins distributed!



**134**  
UNIQUE  
MEDIA  
MATERIALS



**50,000+**  
PEOPLE  
REACHED BY  
ADVERTISING



**266**  
SURVEY  
RESPONSES  
REVIEWED

90-95% of people reported the class had a high or significantly high impact in making them more aware and knowledgeable about the pollution prevention issues we shared, a 50% overall increase after taking the class.

Motivation to "use reusable containers while at home" often or always, increased from 87% to 97%.

Motivation to "use other reusables like bottles and bags" often or always, increased from 74% to 89%.

Motivation to "pick up litter that is not yours" increased from 35% to 71%



ULSTER COUNTY RESOURCE RECOVERY AGENCY  
**ARE YOU CONFUSED ABOUT RECYCLING PLASTICS?**

**RECYCLE BY *SHAPE* NOT BY NUMBER**

CELEBRATE AMERICA RECYCLES DAY ON FRI, NOV 15TH - ALWAYS RECYCLE BOTTLES, JUGS, JARS AND TUBS!

LEARN MORE >> [WWW.UCRRA.ORG/BLOG](http://WWW.UCRRA.ORG/BLOG)

ULSTER COUNTY RESOURCE RECOVERY AGENCY (UCRRA)

Let's Rethink Waste!

UCRRA MANAGES:

- Municipal Solid Waste
- Construction & Demolition Debris
- Dual Stream Recyclables
- Source-Separated Organics
- Electronic Waste and more!

For over 30 years, UCRRA has been actively pursuing its mission to protect public health and the environment, promote sustainable practices and manage solid waste with a focus on resource conservation.

UCRRA OFFERS:

- Free Electronics Recycling
- Free Guidebooks, Recycling Posters, Bin Stickers, & more!
- Free Educational Tours of UCRRA's Recycling and Composting Facilities
- Recycling Outreach Team Services
- Recycling Hotline and Recyclopeda

999 Flatbush Road, Kingston | 845-336-3336 | @UCRRA

ULSTER COUNTY RESOURCE RECOVERY AGENCY  
**2024 Spring Compost Bin & Rain Barrel Sale**

PRE-ORDER ONLINE BY FRI, MAY 17TH: [WWW.UCRRA.ORG/EVENTS-CLASSES/](http://WWW.UCRRA.ORG/EVENTS-CLASSES/)

PICK UP ONE DAY ONLY:  
**SAT, MAY 18TH 2024, 9AM - 1PM**

UCRRA MAIN OFFICE - 845-336-3336  
 999 FLATBUSH ROAD, KINGSTON, NY 12401

*Let's Grow Ulster Green*

ULSTER COUNTY RESOURCE RECOVERY AGENCY  
**HOUSEHOLD HAZARDOUS WASTE DISPOSAL**

FREE • EASY • SAFE

APPOINTMENT REQUIRED

[WWW.UCRRA.ORG](http://WWW.UCRRA.ORG)

**SATURDAY, AUGUST 24TH, 2024**

1 CLEARWATER RD | Appointments 8:00 AM - 11:45 AM  
 NEW PALTZ, NY

**ULSTER COUNTY RESIDENTS & RESIDENTIAL WASTE ONLY**

ULSTER COUNTY RESOURCE RECOVERY AGENCY  
**NOW ACCEPTING VOLUNTEER APPLICATIONS!**

**2024 MASTER COMPOSTER-RECYCLER CERTIFICATION PROGRAM**

APPLY NOW >>>

[WWW.UCRRA.ORG/VOLUNTEER](http://WWW.UCRRA.ORG/VOLUNTEER)

4PM - 6PM: Mon, Wed, & Fri in June  
 Application Deadline: Friday, May 17th, 2024

# @UCRRA on the Air

Our radio advertising, PSAs, and underwriting program help to spotlight seasonal programs and Agency's services.



42,000+ listeners

Approximately 315 commercials aired on Radio Woodstock following a monthly schedule, January through December. One hundred nineteen (119) 30-second ads (23 bonus) and one hundred ninety six (196) 15-second ads (34 bonus). Reach: Ulster, Dutchess, Columbia, Greene, & parts of Orange County



20,000+ listeners

UCRRA's Underwriting Partnership with Radio Kingston benefits the Radio Kingston Community Fund, as administered by Family of Woodstock. 100 announcements were read on the air, monthly March through October. Reach: Kingston, as far north as Catskill, as far south to New Paltz, east to Northern Dutchess.

# @UCRRA in the News

Our traditional print and advertising crosses three local publications helping to spotlight seasonal programs and Agency's services.

**DF** 14,000 print circ.  
 360,000 hits/month

**hv1** 7,000 print circ.  
 5,000 hits/day

**SHAWANGUNK JOURNAL SJ** 10,000 print circ.  
 250,000 hits/month

# @UCRRA on Social Media

Our social media campaigns follow monthly themes to inform, educate, and inspire waste sustainability and foster awareness of local recycling, composting, and reuse services.

## 1,430 followers



We shared 175 posts & 5 stories this year! @UCRRA Facebook page had 38,639 views (organic), 2,300+ content interactions, and a reach of 63,195 (organic and paid ads).

## 1,329 followers



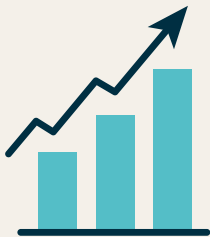
We shared 121 posts & 86 stories this year! @UCRRA Instagram page had 40,597 views (84% organic), 2,100+ content interactions, and a reach of 22,467 (organic and paid ads).

## 49 subscribers



We shared 5 videos and 10 new shorts this year! @UCRRA Youtube page had 68,330 views, 308 hours of streaming, and 89% increase in subscribers in 2024.

# Youtube Pre-Roll Campaign



This YouTube campaign featured a short video about our online A to Z Recyclepedia. The campaign generated over 134,000 impressions and achieved an impressive View-Rate of 69%. There were 30,376 "non skippable" views and 63,343 "skippable" views.





# @UCRRA Newsletter

Our newsletter delivers recycling tips, class announcements, and important Agency service updates. Visit [mailchi.mp/ucrra/signup](http://mailchi.mp/ucrra/signup)

## 5,225 subscribers



We shared 12 newsletter campaigns this year, with an overall average open rate of 48.9% and click-through rate of 7.5% on most campaigns.



# @UCRRA Website

Our website is an environmental clearinghouse of local recycling and composting information! In addition to general Agency service information, our website features upcoming events, blog articles and interviews, an A to Z Recyclepedia listing 150+ items, and resource pages for businesses, schools, haulers, composters, and more.

## 50,131 sessions



Our website tracked 50,131 total sessions this year. Our Google Business Profile had 57,814 total views (4,000-6,000 per month), 19,354 searches (1,500-2,200 per month), and 7,345 website clicks (400-800 per month) from our Google Profile.



# 2024 Monthly Outreach Themes

## JAN

- NEW “FAQ Friday” series introduced
- Circular Economy / Product Lifecycle
- Reuse & Repair

## FEB

- “Don’t Go Breaking the Earth’s Heart” series of eco- and recycling tips for Valentines Day

## MAR

- Master Composter Recycler Program call for volunteers!

## APRIL

- Compost Bin & Rain Barrel Sale opens!
- Electronics Recycling Program opens!
- Compost Sales open!
- Celebrating Earth Day

## MAY

- Celebrating International Compost Awareness Week!
- Compost Sales

## JUNE

- Celebrating National Waste & Recycling Workers Week!

## JULY

- Plastic Free July
- Film Plastics
- The Power of Reuse
- Celebrating the Ulster County Tiffin Project!

## AUG

- Eco-tips for summertime sustainability series

## SEPT

- Yard Waste Recycling
- Cold weather Composting
- Clothing/Textile Recycling & Sustainability

## OCT

- Eco-tips for Halloween
- UCRRA’s A to Z Recycleopedia

## NOV

- Celebrating America Recycles Day
- Meal planning, food donation, and dinner party eco-tips

## DEC

- Sustainable Gift Giving
- Eco-friendly Holiday Decor

# Meet the Team

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## **Angelina Brandt, Director of Sustainability**

Angelina is an experienced environmental science and sustainable materials management professional. Prior to joining the Agency in January 2019 as Recycling Coordinator, Angelina was the Recycling and Composting Educator at Cornell Cooperative Extension, Schenectady County. Angelina holds a Bachelor of Technology Degree from the Department of Agricultural Engineering at SUNY Cobleskill, where she studied Environmental Energy Technologies in Waste Management and Renewable Energy. During her academic training, she was involved in a MSW gasification pilot project, spearheaded a campus composting initiative, and was a Solid Waste & Recycling Intern at UCRRA, and a Compost Operations Intern with Community Compost Company. In her current role, she coordinates and oversees the overall efficacy of waste sustainability programs at UCRRA, supervises staff and volunteers, and is sustainability liaison to elected officials, municipalities, private industry, and other stakeholders. Along with other Directors, she assists with technology research to develop strategies for waste diversion, and make recommendations that align with a commitment to sustainable materials management. A life long local, Angie is happy to bring her passion for recycling and composting to her hometown communities in Ulster County!



## **Tanesia White, Recycling Educator**

Prior to joining the agency from March 2022 through the end of December 2024, Tanesia worked for the grassroots organization NYPIRG (New York Public Interest Research Group) and at the Department of Environmental Protection (DEP) as a Water Operations Intern. Tanesia earned a bachelor's degree in 'Environmental Design, Policy and Planning,' as well as a minor in Philosophy from Stony Brook University. At Stony Brook, Tanesia was a member of the Sigma Beta Honor Society and the President of Women Everywhere Believe, where she received training in partnership building and community strengthening.



## **Allison McIntyre, Administrative Assistant**

Allison is the Administrative Assistant at UCRRA. Allison holds a degree from SUNY New Paltz in Digital Media Production. Her short-documentary film, "Farm to Community: The Abundance Farms Story" won the Award of Excellence from the Broadcast Education Association and was selected to premiere at Cultivation, a night celebrating local farms in the Hudson Valley through film. Prior to working at UCRRA, Allison used her production management skills as a manager at Moonburger in both Kingston and New Paltz. She was an intern with Woodstock Film Festival and Hamptons Film Festival. You will most likely find Allison reading a book, watching a documentary or browsing through your local antique store.

# Professional Development

## New York State Association of Reduction Reuse & Recycling (NYSAR3)

The mission of NYSAR3 is to provide statewide leadership on waste reduction, reuse and recycling issues and practices. Tanesia co-chaired the Young Professionals Committee and was a member of the Women for Recycling Committee, helping to organize networking meetings and social events at NYSAR's annual conferences. Angelina is a member of the Organics Council and the Annual Organics Summit Planning Committee, acting as moderator and volunteer at the Annual Conference.

## U.S. Composting Council

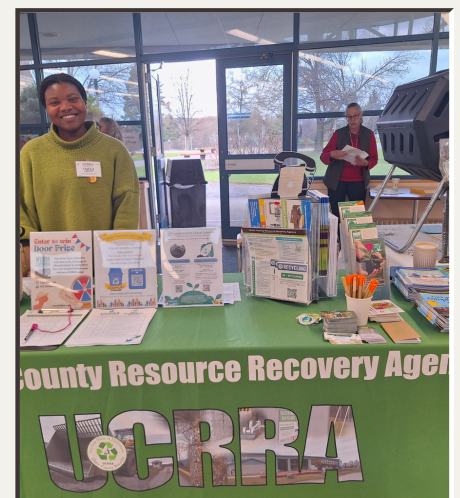
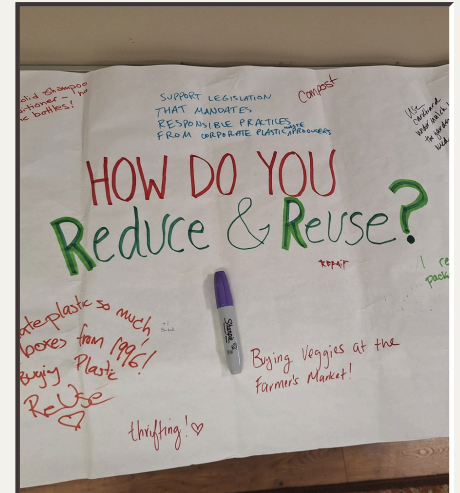
The US Composting Council advances compost manufacturing, compost utilization, and organics recycling to benefit our members, society, and the environment. Angelina coordinates the Seal of Testing Assurance Certification Program for the Agency's compost and is Agency liaison for membership. She also volunteers to mentor Young Professionals in the composting industry through USCC.

## Solid Waste Association of North America

Angelina and Tanesia are SWANA members. In 2024, Angelina was awarded a full sponsorship to attend the annual WASTECON convention in Texas, on behalf of the NYS Chapter of the organization.

## Hudson Valley Regional Council - Materials Management Working Group

Angelina and Tanesia are active members of this Working Group which consists of materials management professionals from all seven counties in the Hudson Valley. They discuss and track issues involving solid waste, recycling, composting, materials reuse, circular economy, outreach, education, hazardous waste, and alternative technologies.





# Ulster County *recycles!*

## *Acknowledgements*

The Ulster County Recycles program is made possible with the support of funding by the New York State Environmental Protection Fund, as administered by New York State Department of Environmental Conservation.

In 2024, the Ulster County Tiffin Project was made possible with funding provided by the Environmental Protection Fund as administered by the New York State Department of Environmental Conservation. Any opinions, findings, and/or interpretations of data contained herein are the responsibility of the author(s) and do not necessarily represent the opinions, interpretations or policy of Rochester Institute of Technology and its NYS Pollution Prevention Institute or the State.

Our compost has been sampled and tested as required by the STA certified compost program of the US Composting Council. The US Composting Council makes no warranties regarding this product or its contents, quality, and suitability for any particular use.

