



JANUARY 2025 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

This month, there were no outreach events/activities as the department's focus turns to annual reporting and other administrative matters during this time of year. Our "Recycling Tip Tuesday" featured book recycling guidance celebrating National Book Recycling Month, and a feature about the importance of keeping the lid closed on outdoor collection carts to keep recyclables dry. The "FAQ Friday" series educated about the Agency's vehicle access policy to explain when residents/businesses can use the facilities for various wastes. Other promos focused on Agency news and other tips for winter wardrobe sustainability.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,449 FOLLOWERS	INSTAGRAM 1,342 FOLLOWERS	MAILCHIMP 5,226 SUBSCRIBERS	YOUTUBE 145 VIEWS / 6.5 HRS
SOCIAL MEDIA	E-waste Pop Up Events, Now Hiring Recycling Educator, UCRRA 2024 ROT Program Impact, Celebrating National Book Month, Winter Wardrobe Sustainability, Recycling Tip – Stay Dry in Winter Time. FAQ – UCRRA Vehicle Policy, Advocacy Day in Albany Jan. 28, 2024 <ul style="list-style-type: none"> • 01/03 – 01/23 Boosted Facebook Post (E-Waste Events) • 01/03 – 01/23 Boosted Instagram Post (E-Waste Events) 		
RADIO	<i>None this month</i> <ul style="list-style-type: none"> • 01/09 Kick Off Meeting Radio Woodstock 2025 • 01/10 Kick Off Meeting Radio Kingston 2025 		
PRINT	<ul style="list-style-type: none"> • 01/06 – 01/25 Digital Ads (E-waste) on Daily Freeman website 		
WEBSITE/BLOG	<ul style="list-style-type: none"> • 01/03 – New Year News Newsletter sent to subscribers View the newsletter at https://mailchi.mp/ucra/new-year-news See all blog articles online at www.ucra.org/blog 		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 2025 Youth Program List and Adult Class Catalog added to website at https://ucra.org/events-classes/recycling-outreach-team/ • E-waste Pop Up events added to misc. online community calendars • + 0 media kits requested this month (kits YTD) 		

OUTREACH EVENTS

+477 CALLS / 8 HOURS RECYCLING HOTLINE (01/01- 01/16) (477 CALLS/8 HRS YTD)	+0 ADULT PARTICIPANTS (0 ADULTS YTD)	+0 YOUTH PARTICIPANTS (0 YOUTH YTD)	0 HOUR (0 HRS YTD)
PRESENTATIONS	<i>None this month</i>		
FACILITY TOURS	<i>None this month</i>		
EVENTS	<i>None this month</i>		
SITE VISITS, CONSULTATIONS	<i>None this month</i>		
NEW MEDIA OR TEACHING TOOLS	NEW 2025 Youth Program List NEW 2025 Adult Class Catalog UPDATED 2025 Municipal Recycling Drop Off Center List UPDATED 2025 Master List of Food Waste Management Services		
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> • 01/15 Solid Waste Association of North America (SWANA) Young Professional Annual Meeting • 01/16 SWANA Webinar: New Year, New Connections • 01/22 Hudson Valley Regional Council (HVRC) Materials Management Working Group Meeting • 01/24 New York State Association of Reduction, Reuse, Recycling (NYSAR3) Organics Summit Planning Committee • 01/29 Recycle Right NY Stakeholder Meeting 		

REPORTS

- NYS DEC LSWMP 2022-2023 Biennial Update response to comments due 01/17
- MWRR Grant 2024 Quarterly Progress Report Q4 due 01/30
- Household Hazardous Waste Assistance Program Grant due 02/28
- Ulster County Annual Waste & Recycling Report submissions due 02/28
- Household Hazardous Waste Annual Report due 03/01
- Electronics Recycling Annual Report due 03/01
- Organics Recycling Annual Report due 03/01