



FEBRUARY 2025 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

This month, our recycling tips featured common types of packaging waste encountered during Valentines Day, as well as a Sustainable Swaps feature on gifting flowers. We're promoting better recycling guidelines for National Battery Day as well as reusable straws for National Skip the Straw Day. Our Community Spotlight blog highlights local stories of waste sustainability and this month we published an interview with a new local business owner that operates a bulk/refill store in Kingston - FOLK. A paid Youtube pre-roll campaign will run for 30 days targeting Ulster County residents with environmental interests and the commercial clicks-through to the Agency's online Recycleopedia.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,452 FOLLOWERS	INSTAGRAM 1,347 FOLLOWERS	MAILCHIMP 5,478 SUBSCRIBERS	YOUTUBE 21,300 VIEWS / 93.5 HRS
SOCIAL MEDIA	<ul style="list-style-type: none"> • Don't Go Breaking the Earth's heart this Valentines Day (series) • FAQ Friday - How to make a recycling complaint • Celebrating National Battery Day (Feb. 18th) • Celebrating National Skip the Straw Day (Feb. 28th) • Community Spotlight FOLK Refillery in Kingston NY • Winter Seasonal Foods • FAQ Friday - Black Plastic 		
RADIO	<p><i>None this month</i></p> <p><i>New radio commercials recorded 2/20 for Reuse, Repair, Textile Recycling, and a 2025 Holiday Message</i></p>		
PRINT	<p><i>None this month</i></p>		
WEBSITE/BLOG	<ul style="list-style-type: none"> • <i>Community Spotlight: FOLK Refillery Kingston NY</i> See all blog articles online at www.ucrra.org/blog • UCRRA Spring Compost Bin and Rain Barrel Sale – SHOP NOW! www.ucrra.org/events-classes/ 		

**OTHER
MISCELLANEOUS**

- YOUTUBE Pre-Roll Advertising Campaign (Recycleopedia) February 15 – March 15 2025
- + 4 media kits requested this month for Gardiner Library, Kingston Library, Oak Queens LLC, and ECO ART (4 kits YTD)

OUTREACH EVENTS

+185 CALLS / 4 HOURS RECYCLING HOTLINE (02/01- 02/19) (662 CALLS/12 HRS YTD)	+9 ADULT PARTICIPANTS (9 ADULTS YTD)	+0 YOUTH PARTICIPANTS (0 YOUTH YTD)	4 HOURS (4 HRS YTD)
PRESENTATIONS	<i>None this month</i>		
FACILITY TOURS	<i>None this month</i>		
EVENTS	<ul style="list-style-type: none">• 02/01 Repair Recycling Habits at the Saugerties Repair Cafe		
SITE VISITS, CONSULTATIONS	<i>None this month</i>		
NEW MEDIA OR TEACHING TOOLS	UPDATED 2025 Master List of Food Waste Services <i>in progress</i> UPDATED 2025 Reuse and Repair Lists <i>in progress</i>		
OTHER MISCELLANEOUS	<ul style="list-style-type: none">• 02/18 Hudson Valley Regional Council (HVRC) Materials Management Working Group Meeting – Alternative Processing Technologies• 02/26 NYSAR3 Legislative Advocacy Day in Albany		

REPORTS

- Ulster County Annual Waste & Recycling Report submissions due 02/28

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DON'T GO BREAKING THE EARTH'S HEART THIS VALENTINE'S DAY

Recycling Tip Tuesday [READ MORE](#)

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SUSTAINABLE SWAPS we love FOR VALENTINE'S DAY

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