



## MARCH 2025 RECYCLING PROGRAM UPDATE

### MONTHLY OUTREACH TOPICS

This month, recycling tips centered around the theme "Spring Cleaning" with tips for how to tidy up around the garage/basement/home etc. while promoting the Agency's Household Hazardous Waste Collection program. We're encourage water conservation tips celebrating World Water Day (March 22). Our Meet the Staff series shared personal sustainability stories from our Admin & Recycling staff, and other posts encouraged how to report a recycling violation.

### MEDIA ANNOUNCEMENTS

FACEBOOK 1,480 FOLLOWERS	INSTAGRAM 1,366 FOLLOWERS	MAILCHIMP 5,228 SUBSCRIBERS	YOUTUBE 137 VIEWS / 2.8 HRS
<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>• Meet the Staff Series</li> <li>• NYS Hospitality Personal Care Products Law</li> <li>• Celebrating World Water Day (March 22)</li> <li>• Announcing UCRRA's 2025 HHW Program</li> <li>• FAQ Friday - What to do with old cleaning chemicals?</li> <li>• Spring Cleaning Guide</li> <li>• Don't Let Your Recycling Efforts Go To Waste</li> <li>• Announcing UCRRA's Compost Bin &amp; Rain Barrel Sale</li> </ul> <p><b>3/26 – 3/30 Boosted HHW Event Page</b>            1.6K-4.6K Accounts Reached Daily (estimated)            40-130 link clicks daily (estimated)</p>		
<b>RADIO</b>	<p><b>Textile Recycling (15 sec)</b>  <i>Do you have an eco-friendly wardrobe? The average New Yorker throws away 70 pounds of clothing each year. Make a difference by shopping second hand, choosing natural fibers, and donating your unwanted clothing, shoes, and fabrics – textiles can easily be reused, but they can also be recycled! Learn more at UCRRA.ORG</i></p> <p><b>Spring Compost Bin Sale 2022 (15 sec)</b></p>		

	<p>Attention Green Thumb Gardeners! U C R R A is offering a Compost Bin &amp; Rain Barrel Sale! For a limited time, pre-order from a wide selection of home compost bins and tools, and pick up supplies at our one day special event in Kingston. To pre-order online, visit <a href="http://UCRRA.ORG">UCRRA.ORG</a></p> <p><b>April HHW Event Promo (30 sec)</b></p> <p>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 over 90,000 pounds of toxic chemicals. Learn more by clicking Events and Classes at <a href="http://UCRRA.ORG">UCRRA.ORG</a></p>
PRINT	<ul style="list-style-type: none"> <li>• 03/01 – 03/30 Digital Ad on Hudson Valley One website</li> <li>• 03/16 – 03/30 Digital Ad on Daily Freeman website</li> <li>• 03/01 – 03/30 Digital Ad on Shawangunk Journal and Kingston Wire website</li> <li>• 03/12 - Ad in Ulster Publishing's Hot off the Press digital newsletter</li> <li>• 03/19 - Print Advertisement in Ulster Publishing's "Spring Home Improvement Magazine" by Hudson Valley One</li> <li>• 03/23 - Print advertisement in Daily Freeman</li> <li>• 03/26 - Ad in Ulster Publishing's Hot off the Press digital newsletter</li> <li>• 03/27 - Print advertisement in Shawangunk Journal</li> </ul>
WEBSITE/BLOG	<ul style="list-style-type: none"> <li>• As part of a revamp to our "Find a Reuse Organization" list, several new webpages have been rebuilt with new resources and details:</li> <li>• <a href="https://ucra.org/waste-recycling/find-a-reuse-organization/">https://ucra.org/waste-recycling/find-a-reuse-organization/</a></li> <li>• <a href="https://ucra.org/waste-recycling/reuse-furniture/">https://ucra.org/waste-recycling/reuse-furniture/</a></li> <li>• <a href="https://ucra.org/waste-recycling/reuse-homegoods/">https://ucra.org/waste-recycling/reuse-homegoods/</a></li> <li>• <a href="https://ucra.org/waste-recycling/reuse-building-materials/">https://ucra.org/waste-recycling/reuse-building-materials/</a></li> <li>• <a href="https://ucra.org/waste-recycling/find-a-reuse-organization-bikes/">https://ucra.org/waste-recycling/find-a-reuse-organization-bikes/</a></li> <li>• <a href="https://ucra.org/waste-recycling/find-a-reuse-organization-books/">https://ucra.org/waste-recycling/find-a-reuse-organization-books/</a></li> <li>• <a href="https://ucra.org/waste-recycling/find-a-reuse-organization-dvds/">https://ucra.org/waste-recycling/find-a-reuse-organization-dvds/</a></li> <li>• <a href="https://ucra.org/waste-recycling/find-a-reuse-organization-eyeglasses/">https://ucra.org/waste-recycling/find-a-reuse-organization-eyeglasses/</a></li> <li>• <a href="https://ucra.org/waste-recycling/find-a-reuse-organization-food/">https://ucra.org/waste-recycling/find-a-reuse-organization-food/</a></li> <li>• <a href="https://ucra.org/waste-recycling/reuse-tools/">https://ucra.org/waste-recycling/reuse-tools/</a></li> <li>• <a href="https://ucra.org/waste-recycling/reuse-vinyl-records/">https://ucra.org/waste-recycling/reuse-vinyl-records/</a></li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="https://ucrra.org/waste-recycling/reuse-pet-supplies/">https://ucrra.org/waste-recycling/reuse-pet-supplies/</a></li> <li>• <a href="https://ucrra.org/waste-recycling/reuse-sporting-gear/">https://ucrra.org/waste-recycling/reuse-sporting-gear/</a></li> <li>• <a href="https://ucrra.org/waste-recycling/find-a-reuse-organization-clothing/">https://ucrra.org/waste-recycling/find-a-reuse-organization-clothing/</a></li> <li>• UCRRA Spring Compost Bin and Rain Barrel Sale – SHOP NOW! <a href="http://www.ucrra.org/events-classes/">www.ucrra.org/events-classes/</a></li> </ul>
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• 03/17 "Think Spring" Newsletter sent to 5,252 recipients <a href="https://mailchi.mp/ucrra/think-spring-march-2025-news">https://mailchi.mp/ucrra/think-spring-march-2025-news</a></li> <li>• YOUTUBE Pre-Roll Advertising Campaign (Recycleopedia) February 15 – March 15 2025</li> <li>• + 8 media kits requested this month for Gardiner MRDC, Marbletown MRDC, Shandaken MRDC, Historic Huguenot St, BARD College, StonyRun Apartments, and Unitarian Universalist Society of the Catskills (12 kits YTD)</li> </ul>

## OUTREACH EVENTS

<b>+354 CALLS / 9.4 HOURS RECYCLING HOTLINE (02/01- 02/19) (1,016 CALLS/21.4 HRS YTD)</b>	<b>+38 ADULT PARTICIPANTS (67 ADULTS YTD)</b>	<b>+14 YOUTH PARTICIPANTS (14 YOUTH YTD)</b>	<b>7.25 HOURS (11.75 HRS YTD)</b>
<b>PRESENTATIONS</b>	• 03/29 Indoor Composting Seminar at New Paltz Community Center		
<b>FACILITY TOURS</b>	<ul style="list-style-type: none"> <li>• 03/12 Tour for Edson Elementary Green Team</li> <li>• 03/26 Tour for Sullivan County resident</li> </ul>		
<b>EVENTS</b>	• 03/29 Microplastic Madness at Unitarian Universalist Society of the Catskills		
<b>SITE VISITS, CONSULTATIONS</b>	None this month		
<b>NEW MEDIA OR TEACHING TOOLS</b>	2025 Find a Reuse Organization Lists & Maps		
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• 03/05 Webinar – International Compost Awareness Week</li> <li>• 03/07, 03/13 NYSAR3 Organics Summit Planning Committee</li> <li>• 03/25 NYSAR3 Organics Council</li> </ul>		