



AUGUST 2025 RECYCLING PROGRAM UPDATE

MONTHLY OUTREACH TOPICS

The ROT focused August social media campaign to summertime sustainability tips – whether attending local events and festivals, hiking on the trails somewhere in the Catskills, renting your home out for the summer, or steering family members back to school. We're sharing tips around "leave no trace" and how to practice zero waste, with an emphasis on the free posters, bin stickers, bin rentals, and other services offered by UCRRA.

MEDIA ANNOUNCEMENTS

FACEBOOK 1,522 FOLLOWERS	INSTAGRAM 1,422 FOLLOWERS	MAILCHIMP 5,855 SUBSCRIBERS	YOUTUBE 191 VIEWS / 11.4 HRS
SOCIAL MEDIA	<ul style="list-style-type: none"> • Renters Recycle Responsibly • Recycling Compliance Series - avoid contamination due to unclear messaging and we can help! • Shout out Rosendale Street Fest and Green The Scene success - be festival-ready with your reusables • National Watermelon Day – compost the rind • FAQ Friday - Leave No Trace - Top 5 trash items found in parks. • August 26th National Dog Day - Dog poop disposal best practices • National Farmers Market Week (reduce packaging, use a food scrap drop off, shop local) • National Thrift Shop Day - Back to School for college students • Recycling Tip Tuesday - Scrap Metal Promo w/summertime items • Sustainable Swaps - Back to School (K-12) • August 23rd HHW event • August 18th Composting for Kids in Ellenville 		
RADIO	<p>"General Agency Message" (30 sec)</p> <p>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</p>		

	<p>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 at U C R R A dot org.</p> <p>“HHW Events Message” (30 sec)</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 U C R R A dot org.</p>
PRINT	No ads this month
WEBSITE/BLOG	None this month
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> +0 Media Kits (40 kits YTD)

OUTREACH EVENTS

+532 CALLS / 23.8 HOURS HOTLINE (08/01- 08/31) (2,673 CALLS/100.3 HRS YTD)		+599 ADULT PARTICIPANTS (1572 ADULTS YTD)	+299 YOUTH PARTICIPANTS (597 YOUTH YTD)	43 HOURS (166 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 08/08 Recycle Right for New Paltz Beyond Plastics group 			
FACILITY TOURS	<ul style="list-style-type: none"> 08/06 Ulster County Climate Corps. Interns 08/08 New Paltz Beyond Plastics group 08/12 Laughing Fox Farm 			
EVENTS	<ul style="list-style-type: none"> 08/01 Ulster County Fair 08/02 Ulster County Fair 08/03 Ulster County Fair 08/23 UCRRA Household Hazardous Waste Collection Event 08/30 Tomato Fest w/Hudson Valley Seed Co. 			
SITE VISITS, CONSULTATIONS	<ul style="list-style-type: none"> Bin Rental – Season Gives Caribbean Festival (Green the Scene) 			

**NEW MEDIA OR
TEACHING TOOLS**

- 7R's to Rethink Waste – printed in English and Spanish
- NEW Game: "Race to Zero Waste" w/ Educator Guide

**OTHER
MISCELLANEOUS**

- 08/06 NYS Organics Summit Planning Committee



(ABOVE) Eva Barnett leads a tour of the recycling center (right) and Angelina Brandt leads a tour of the composting operation (left) with the Ulster County Climate Corp. Interns.

(LEFT)

A group of members from Beyond Plastics New Paltz poses for a photo at the recycling center.

(BELOW)

MCR Elisa Z., Eva Barnett, and MCR Adele B. host an outreach booth at the Hudson Valley Tomato Fest

