

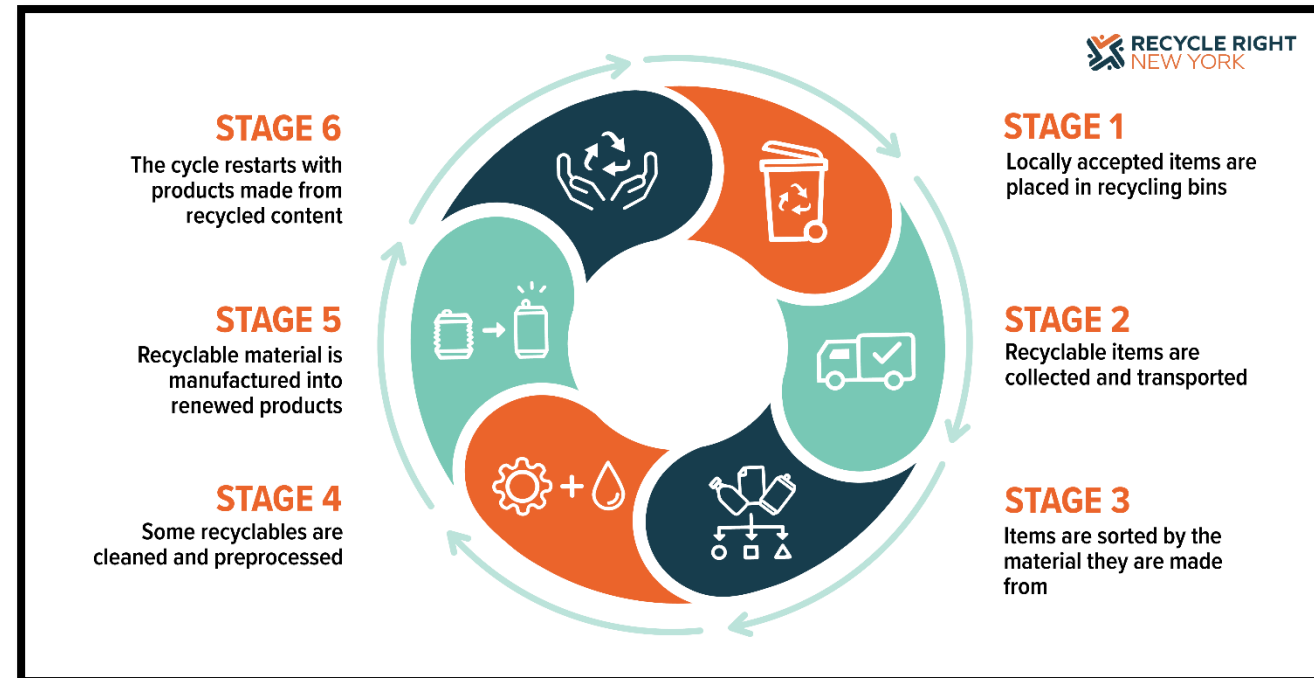
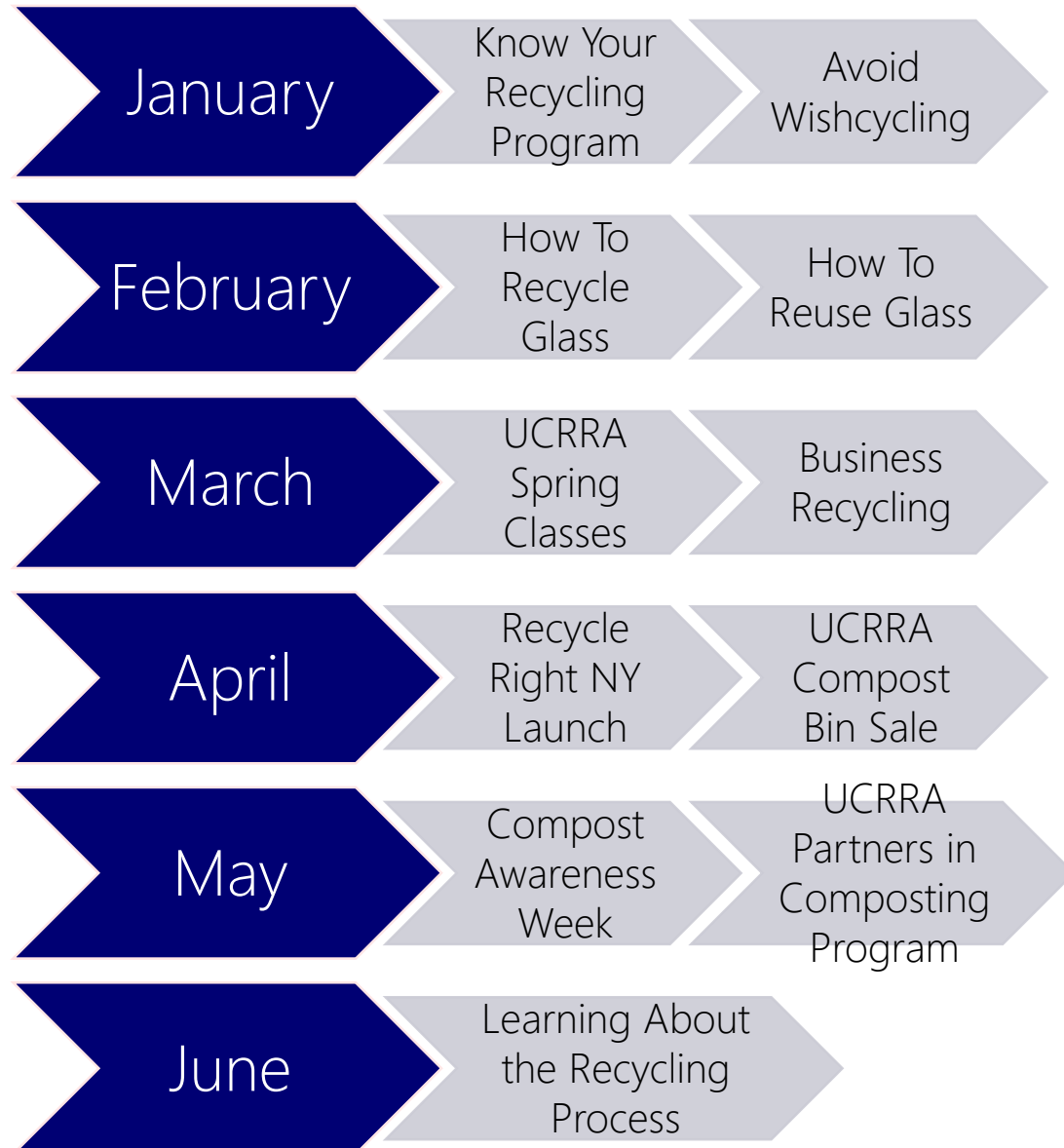


Ulster County Recycles 2021 Program Review

Photo: Ulster County Garden Association Tour



2021 Outreach Themes



2021 Outreach Themes



Receipts are paper items that **CANNOT** be recycled!



2021 New Program Media

Dual Stream Recycling Guide

Ulster County Resource Recovery Agency
999 Flatbush Road, Kingston, NY
WWW.UCRR.ORG • @UCRRA
845.336.0600

These guidelines pertain to Ulster County residents that utilize local Municipal Recycling Drop Off Centers, or any commercial business that utilizes the UCRR Dual Stream Recycling Program. For more information about residential transfer stations, visit www.ucrra.org/waste-recycling/town-transfer-stations

Plastic	Glass	Metal
Bottles, jugs, jars, tubs, & lids	Bottles & jars	Cans, lids, foil wrap & foil trays

Mixed Paper	Corrugated Cardboard
News, office paper, junk mail, boxboard, etc.	Corrugated boxes

Do You Know?
The Ulster County Mandatory Source Separation and Recycling Law requires all residents, businesses, schools, and municipalities to separate the regulated materials for recycling. If you have questions or concerns about recycling compliance, please contact UCRR.

See more tips on the back of this flyer!

Learn more about recycling at www.ucrra.org/waste-recycling/dual-stream-recycling

Guía de reciclaje de doble flujo

Ulster County Resource Recovery Agency
999 Flatbush Road, Kingston, NY
WWW.UCRR.ORG • @UCRRA
845.336.0600

Esta norma pertenece a los residentes del condado de Ulster que utilizan los Centros de Reciclaje Municipales locales, o cualquier negocio comercial que utilice el Programa de Reciclaje de Doble Flujo de UCRR. Para obtener más información sobre las estaciones de transferencia residenciales, visite www.ucrra.org/waste-recycling/town-transfer-stations

Plásticos	Vidrio	Metal
botellas, jarras, tarrinas y tapas	botellas y frascos	latas, tapas, papel y bandejas de aluminio

Papel Mixto	Cartón Corrugado
papel periódico, papel de oficina, cartas de correo, cartulina, etc.	cajas de cartón ondulado

¿Sabías?
La Ley de Reciclaje y Separación Obligatoria de Fuentes del Condado de Ulster requiere que todos los residentes, negocios, escuelas y municipios separen los materiales regulados para su reciclaje. Si usted tiene preguntas o inquietudes sobre el cumplimiento del reciclaje, comuníquese con UCRR.

¡Venimos con consejos al dorso de este folleto!

Aprenda más sobre el reciclaje en www.ucrra.org/waste-recycling/dual-stream-recycling

FOOD SCRAPS ONLY NO TRASH PLEASE!

RESIDUOS DE COMIDA SOLAMENTE ¡NO BASURA, POR FAVOR!

RECYCLABLES ONLY NO TRASH PLEASE!

¡SÓLO RECICLABLES! ¡NO BASURA, POR FAVOR!

TRASH ONLY NO RECYCLABLES PLEASE!

¡SÓLO BASURA! ¡NO RECICLABLES, POR FAVOR!

WELCOME TO THE HOME COMPOSTING DEMONSTRATION GARDEN

Est. 2021

A project by Ulster County Resource Recovery Agency

This project was made possible with the support of grants through the NYS Department of Environmental Conservation and the NYS Environmental Protection Fund.

Be Plastic-Free because Plastic Pollutes!

According to NYS Department of Environmental Conservation, Plastics make up 13% of all municipal waste generated in New York State. 40% of plastic products end up in the landfill.

Ulster County Resource Recovery Agency Connecting Communities through Composting

GROW ULSTER GREEN

Plastic pollutes watersheds!
The National Oceanic and Atmospheric Administration (NOAA) claims that each year, 8 million tons of plastic waste are dumped into the ocean and researchers believe much of it, land, including litter sources (2019). Marine transports invasive species, and disrupts other serious effects. Microplastics/fibers in water systems when released during laundry.

Plastic impacts wildlife!
Ocean plastic pollutes aquatic ecosystems at each level of the food chain. Marine life are killed due to marine debris. Wildlife may ingest debris and chemicals that bio-accumulate which is harmful to the health of fish, seabirds, and humans!

Plastic pollutes our communities!
Everyone deserves a clean neighborhood. A beautiful Ulster County has to offer. In the National Study, Keep America Beautiful reports that a community is believed to decrease plastic use by 7%. Plastic makes up 19% of all litter for (2010). Plastic litter impacts recreation, our sense of pride in our communities.

Food Waste Reduction Guide

UCRRA Zero Waste Seminars
The UCRRA Zero Waste Seminars are celebrating Plastic-Free Week.

Funding provided by the Governor's Office, the Legislature, and the Corporation for Enterprise Development.

999 Flatbush Road Kingston, NY 12401 • 845-336-0600 • WWW.UCRR.ORG • @UCRRA

This booklet was created by Ulster County Resource Recovery Agency, made possible with the support of the NYS Department of Environmental Conservation and the NYS Environmental Protection Fund.

UCRRA ORGANICS RECOVERY FACILITY

BENEFITS OF COMPOSTING

- Compost adds organic matter to the soil, reducing the need to use chemical fertilizers.
- Compost enhances soil biodiversity and can help suppress plant diseases, reducing the need to use harsh chemical pesticides.
- Compost improves soil structure and soil tilth, creating a healthier plant root environment and making any soil easier to work and cultivate.
- Compost improves soil water holding capacity, reducing erosion runoff and conserving water.
- Compost helps buffer soil pH.
- Compost can be used to grow flowers, vegetables, herbs, trees, shrubs, turf grass, and has many other horticultural uses and benefits!

Ulster County Resource Recovery Agency 999 Flatbush Road Kingston NY

Socios en el Programa del Compostaje. ULSTER COUNTY RESOURCE RECOVERY AGENCY

Compóstables Orgánicos ESTOS ARTICULOS SON ACEPTABLES

Residuos de alimentos: alimentos no consumidos y desperdicio de alimentos incluyendo cascaras, restos de comida cocida o cruda.

ACCEPTABLES	NOT ACCEPTABLES
PAN	CAJAS DE HUEVO
LÁCTEOS	CAFE MOIJO Y FILTROS
BOLSAS DE TÉ	CARNE
PASTA	VEGETALES
FRUTA	HUESOS

En caso de duda, ¡Pregunte! 845-336-0600

Contaminantes del Compostaje ESTOS ARTICULOS NO SON ACEPTABLES

Artículos no alimentarios: plásticos, vidrio, metales, cartón, papeles, papel encerado, adhesivos para productos agrícolas, ligas, bolas de mala para alimentos, envoltorios de condimentos, grass, aceite de cocina, etc.

NOT ACCEPTABLES
UTENSILIOS
GUANTES DE LATEX
LIQUIDOS A GRANEL
CARTÓN
PAPEL DE ALUMINIO
CAJAS DE PIEZA
RENDIDOS DE CERVEJERA
PRODUCTOS DE PAPEL LAMINADOS
ESTERCO ANIMAL

999 FLATBUSH ROAD, KINGSTON, NY 12401 • 845-336-0600 • WWW.UCRR.ORG • @UCRRA

Este folleto fue creado por UCRR. Agencia de apoyo al compostaje de Ulster y Sembrando por el Departamento de Medio Ambiente y conservación de Nueva York y el Consejo de Protección Ambiental de Nueva York.

Did you know that it takes 500-1,000 years for nature to create 1 inch of topsoil?

WHAT IS COMPOSTING?

- Composting is the natural process that allows plants and other organic materials to slowly break down over time, or *decompose*.
- The same organisms naturally found in the soil are the same microbes responsible for the composting process.
- Composting is recycling! Composting reduces solid waste sent to landfills while recovering valuable natural materials and transforming them into Gardener's Black Gold!
- Ulster County Resource Recovery Agency (UCRRA) has been composting since 2012. UCRRA makes a local and sustainable compost using yard wastes, wood chips, and food scraps like vegetable and fruit waste, coffee grounds, eggshells, breads, cooked foods, and other food scraps.

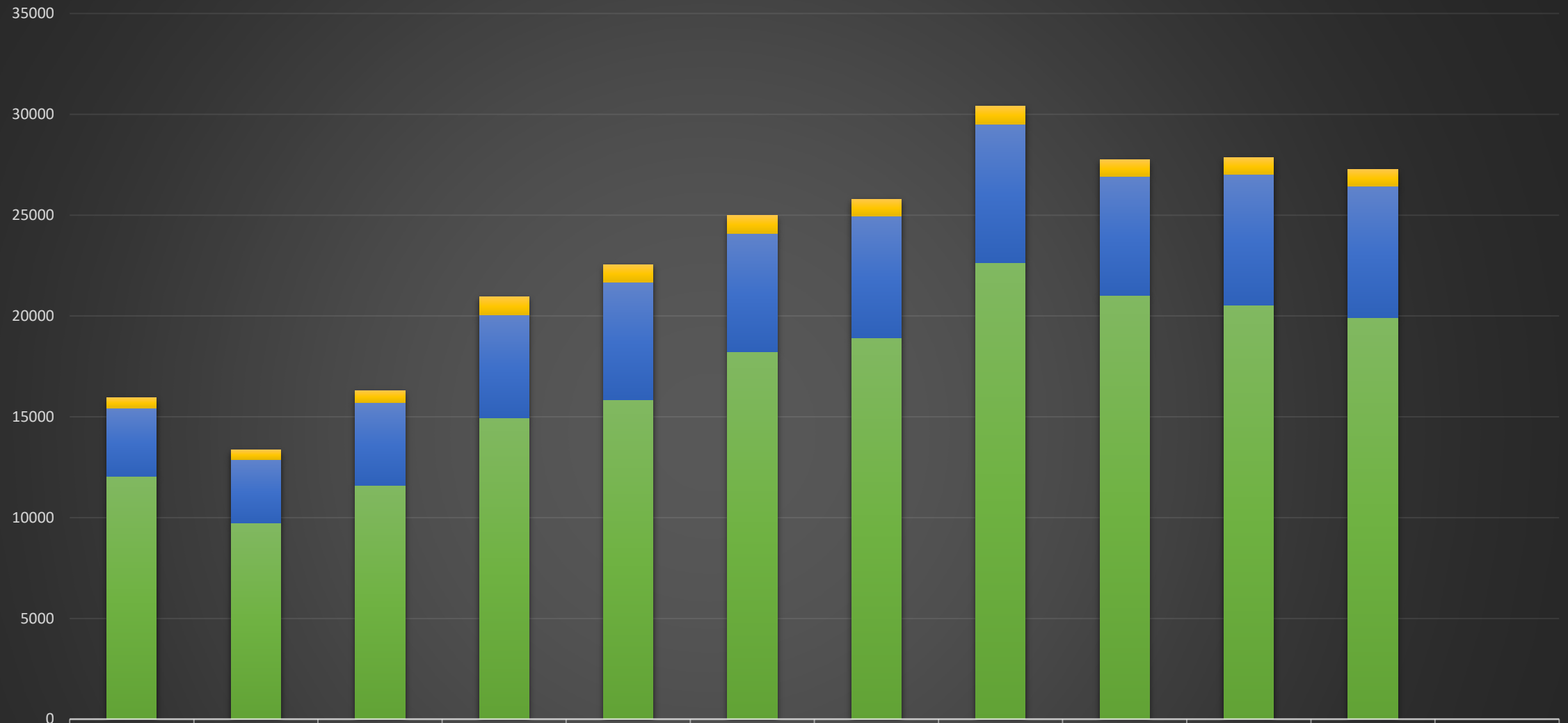
Interested to learn more? we invite you to learn more about how we are Growing Ulster Green! Please contact us if you have any concerns or questions about the UCRRA Organics Recovery Facility, or to schedule an educational facility tour.

999 Flatbush Road Kingston NY • www.ucrra.org/contact-us

845-336-0600 • [Facebook](https://www.facebook.com/UCRRA) • [Instagram](https://www.instagram.com/UCRRA) • [YouTube](https://www.youtube.com/UCRRA) • @UCRRA

Local Postal Customer

Google Analytics WWW.UCRRR.ORG

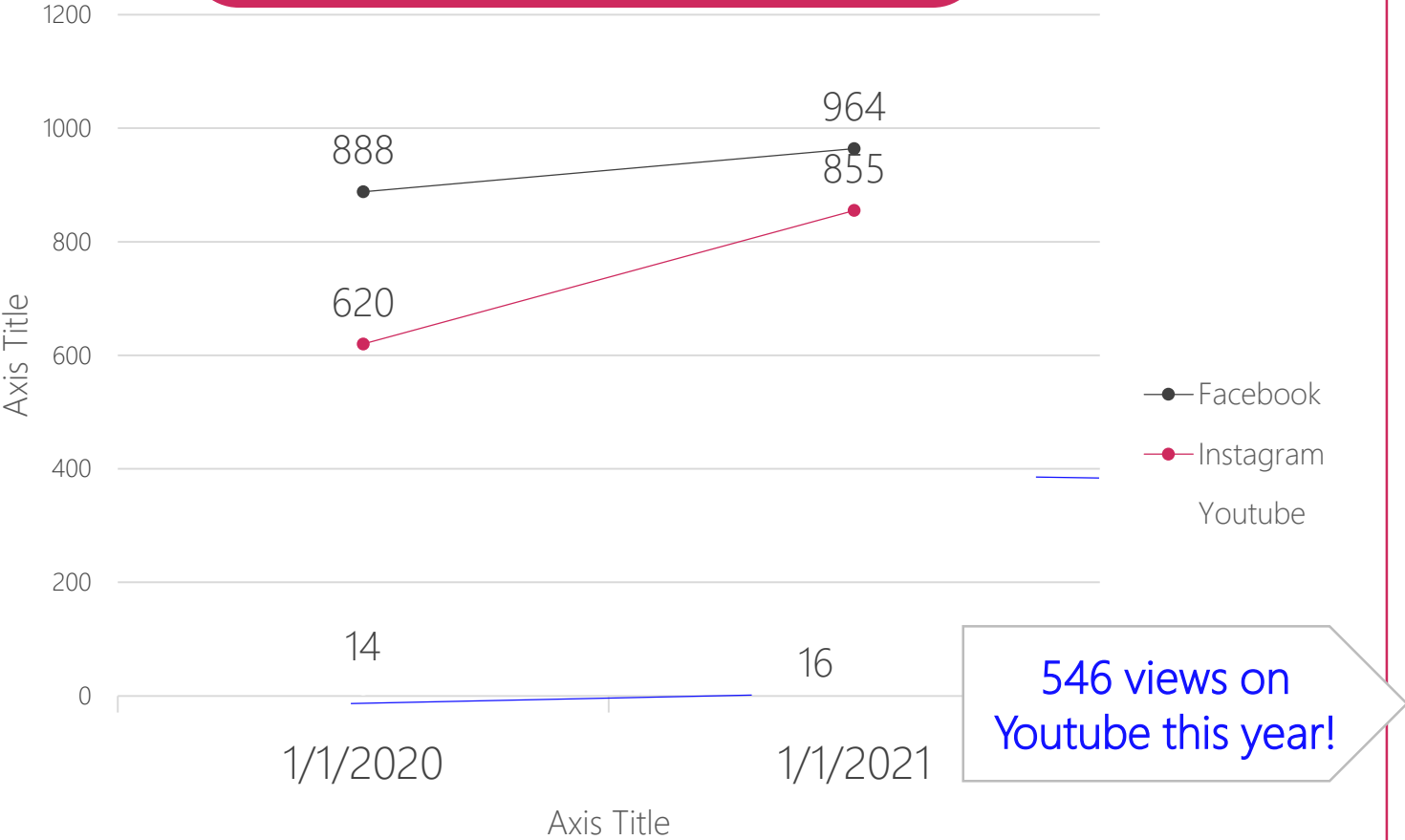


	January	February	March	April	May	June	July	August	September	October	November	December
Visits to Site	499	445	583	933	891	884	822	905	808	812	837	
Direct Searches	3390	3147	4123	5095	5821	5889	6066	6865	5885	6488	6502	
Total Searches	12059	9751	11599	14938	15841	18216	18899	22653	21037	20540	19932	

Total Searches Direct Searches Visits to Site

SOCIAL MEDIA ENGAGEMENT

 2021 Audience Growth



RADIO AUDIENCE



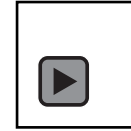
RADIO WOODSTOCK WDST

Reach: Ulster, Dutchess,
Columbia, Greene, & parts of
Orange County



RADIO KINGSTON WKNY

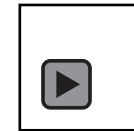
Reach: Kingston, as far north
as Catskill, as far south to
New Paltz, east to Northern
Dutchess



Partners in Composting promo



Business Recycling PSA



Textile Recycling PSA



Single Use Plastics PSA

PRINT ADVERTISING

Ulster Publishing Circulation ~45,000 readers

8

ULSTER COUNTY RESOURCE RECOVERY AGENCY
999 Flatbush Road Kingston NY 845-336-0600 @UCRRA www.UCRRA.ORG

Where does your garbage go?



Our mission is to protect public health and the environment and to promote sustainable materials management practices in Ulster County by efficiently managing waste with a focus on resource conservation.

RECYCLING OUTREACH TEAM SERVICES:

- Community outreach & education
- Games & activities for youth
- Free webinars & seminars
- Educational facility tours
- Recycling Hotline 336-3336
- Technical support for businesses
- Free recycling stickers & posters
- And much more!



Learn more about how we Grow Ulster Green!
Visit www.UCRRA.org

RECYCLABLES ONLY
NO TRASH PLEASE!
(SÓLO RECICLABLES!
NO BASURA, POR FAVOR)

FOOD SCRAPS ONLY
NO TRASH PLEASE!
RESIDUOS DE COMIDA SOLAMENTE
(NO BASURA, POR FAVOR)

International Compost Awareness Week
May 2 - 8, 2021



Grow, Eat... COMPOST...Repeat

Help us Grow Ulster Green
Become our Partner in Composting
Ulster County Resource Recovery Agency
www.UCRRA.org

Food is TOO GOOD TO WASTE! Join us as part of the solution!

Benefits of Composting

- Become a climate-smart leader!
- Reduce waste and save money!
- Transform your trash to treasure!
- We do the composting for you!
- UCRRA provides FREE professional consultation, staff training, composting posters, bin stickers, window decals, social media tips, and will track your sustainability impact!

Source-separated organics are accepted for only \$20 per TON.

Ulster County businesses: please contact us for your FREE guidebook and to learn more!

(845) 336-0600
APEC@UCRRA.ORG
WWW.UCRRA.ORG

Ulster County Resource Recovery Agency Proudly serving Ulster County for 30+ years

999 Flatbush Road Kingston NY (845) 336-0600 www.UCRRA.org @UCRRA

Let's Rethink Waste & Grow Ulster Green!

- UCRRA Partners in Composting Program & Organics Recovery Facility
- FREE Dual Stream Recycling
- FREE Electronics Recycling
- FREE guidebooks, recycling posters, recycling bin stickers, and more!
- Technical Support Services
- Educational Facility Tours of UCRRA
- Recycling Hotline, A-to-Z Recyclopedi
- ...and much more!

Ulster County Resource Recovery Agency
Waste Reduction and Recycling Guide
For Businesses, Schools, and Institutions



Zero Waste Station

Put easy to read signs at eye level

Recycle Trash Compost

Colors help distinguish recycling from trash

Place bins to high traffic areas

www.UCRRA.org

Food Waste Reduction Guide

CONNECTING COMMUNITIES GROW ULSTER GREEN THROUGH COMPOSTING

America Recycles Day is November 15th

America Recycles Day is a nationally celebrated day to promote the many benefits of recycling. Last year Ulster County recycled over 38,000,000 pounds of regulated recyclable materials—that's more than 19,000 tons of recyclables!

- Recycle clean bottles, jugs, jars, tubs, lids, and cans
- Break down boxes and remove any inner packaging
- Do not bag recyclables or put bags in the bin
- When in doubt, ask!

It's important to know your recycling guidelines. Contact your recycling service provider if you have questions about what can and cannot be recycled in your program. Visit our A-to-Z Recyclopedi to search 100+ "odd recyclables" and what to do with them! www.ucrra.org/recyclopedi

You Can Make a Difference!

Ulster County Resource Recovery Agency

999 Flatbush Road · Kingston, NY · (845) 336-0600 · www.UCRRA.org · @UCRRA

I RECYCLE AMERICA
KEEP AMERICA BEAUTIFUL[®]



You Can Make A Difference
Ulster County Recycles

Contact the Recycling Outreach Team for your FREE Business Guide!

Here

2021 OUTREACH EVENTS

19 WORKSHOPS / PUBLIC SPEAKING EVENTS
(9 virtual classes hosted by the
Recycling Outreach Team)



1 FESTIVAL/EVENT
(UCRRA Spring Compost Bin &
Rain Barrel Sale)



18 FACILITY TOURS AT UCRRA



3 CONSULTATIONS/SITE VISITS



Photo: UCRRA Spring Compost Bin & Rain Barrel Sale



Photo: Tour



04/04/21 - Spring Greening - Green Up Your Clean Up

This webinar instructed participants on the best way to manage unwanted items while doing Spring Cleaning including where to donate/recycle items and how to reduce use of hazardous cleaning products.

04/28/21- Intro to Home Composting

This webinar instructed participants on introductory concepts of home composting and how to get started, and reviewed the pros and cons of various compost bins, and how to select a method of composting to fit different lifestyles.

05/05/21 - Using Compost in the Garden

This webinar instructed participants on introductory topics about using compost to improve soil health. Topics included a discussion of the various benefits of compost in changing the biological, chemical, and physical structure of soil, and other horticultural benefits, uses, and application rates.

07/08/21- Understanding the Waste Climate Connection

Part 1 of the Zero Waste Seminar Project. This workshop provided an overview of the lifecycle of plastic - where plastic comes from, how it's made, how it's recycled, and how it contributes to environmental pollution. Participants also learned about how waste is managed in Ulster County, and related materials management laws. The Recycling Outreach Team highlighted the "7R's to reducing waste" and gave examples of practical tips, habits, and zero waste strategies relating to each of the R's (Refuse, Reduce, Reuse, Regift, Repair, Recover, Recycle).

07/13/21- Reduce, Reuse, Refill Rethink!

Part 2 of the Zero Waste Seminar Project. This workshop featured guest speaker Alex Bolotow, Woodstock Bring Your Own Store. Participants in this webinar learned about the history of plastics, and the current state of the plastic crisis (environmental & social impacts). Participants gained awareness of zero waste strategies like how to shop in bulk/refillable, how to make your own products, how to reduce packaging, and other pollution prevention strategies.

07/21 - Business Leadership Summit

Part 4 of the Zero Waste Seminar Project. The webinar was promoted for local business owners and managers to learn how to reduce their plastic use and waste. The Recycling Outreach Team highlighted case studies of waste reduction strategies in the food service industry. Participants also learned about recycling program planning theory, how to build a successful green team, how to conduct a waste audit, and how to set recycling/zero waste goals in an organization.

07/26/21 - Small Plastics, Big Impact: How Plastics Are Impacting our Local Waterways

Part 5 of the Zero Waste Seminar Project. This webinar featured guest speakers; Jen Benson, Upriver/Mohawk River Civics and Community Stewardship Coordinator, Andrea Varga, Associate Professor of Design/Sustainability at School of Fine & Performing Arts, SUNY New Paltz, and Roy Ludwig, Geology and Earth Science Education Honors Student, SUNY New Paltz. Participants learned about the sources and impacts of microplastic and microfibers in watersheds and related pollution prevention strategies.

07/28/21 - Reuse It, Regift It, Repair It!

Part 6 of the Zero Waste Seminar Project. This webinar featured guest speakers; Elizabeth Knight, Co-Author of the book Repair Revolution, Kevin Treutler, Habitat for Humanity, Supervisor Neil Bettez, Town of New Paltz and Christine Hein, Executive Director, Peoples Place. Participants learned about how to extend the useful life of items by donating them and repairing them, and how these practices reduce waste while having a positive social impact in our communities.

2021 PROGRAM TRACKING – DIRECT ENGAGEMENTS



**50.50
HOURS**



**576 ADULT
PARTICIPANTS**



**138 YOUTH
PARTICIPANTS**



**3,751
NEWSLETTER
SUBSCRIBERS**

"Spring 2021 News"
1,612 opens 608 clicks

"Spring News (2)"
1,636 opens 487 clicks

"Compost Bin Sale Ending"
1,381 opens 371 clicks

"June HHW News"
1,769 opens 680 clicks

"Plastic Free July"
1,325 opens 59 clicks

"Plastic Free July (2)"
1,216 opens 47 clicks

"Get to Know Us"
1,409 opens 186 clicks

"Fall News"
1,428 opens 303 clicks



Photo: NYSAR3 Recycling Leadership Award
For John Wackman presented to Holly Shader & Anne Oros

Photo: Tour

Photo: UCRRA Spring Compost Bin & Rain Barrel Sale

Rethink Waste @UCRRA



**Ulster County
Resource Recovery Agency**

999 Flatbush Road • PO Box 6219
Kingston NY 12401

WWW.UCRRRA.ORG • @UCRRA

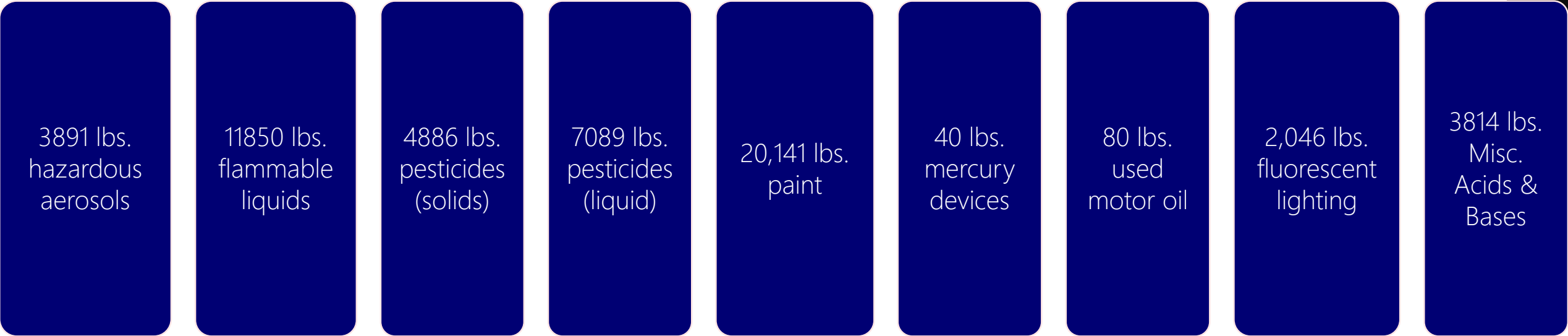
845-336-0600



Communications & Public Outreach: 2021 Executive Summary

- The UCRRA Recycling Outreach team completed **50.5 hours** of direct community engagement programming in 2021: including **19 public speaking events/workshops**, **18 facility tours** of UCRRA recycling and organics recovery facilities, **1 special event**, and **3 site visits** to improve recycling programs.
- The program reached **576 adult participants** and **138 youth participants** with its direct community engagement initiatives.
- The Recycling Outreach Team grew indirect outreach program opportunities; **3,751 newsletter subscribers** received quarterly e-news about recycling, composting, waste reduction and other communications about UCRRA services like household hazardous waste events and the UCRRA electronics recycling program. UCRRA social media audience has grown to **964 followers on Facebook** and **855 followers on Instagram** and **16 subscribers on Youtube**.
- UCRRA **179 TONS** of electronic waste, servicing **Saturdays April - November 8am-2pm**
- Monthly Public Service Announcements and promotions for UCRRA Services were aired across four local and regional radio stations (reaching **over 2,006,400 estimated listeners**) and monthly print advertising reached an estimated **62,000+ local readers** (Sunday Freeman, Ulster Publishing Circulation, and The Kingston Matter Digest)
- UCRRA utilized the Recycle Right NY Campaign (a program of NYSDEC to reduce recycling contamination) on social media and in other advertisements. The outreach materials feature a different item of interest each month, with customizable text and graphics for public use.
- The Recycling Outreach Team responded to **350+ phone calls** on the Recycling Hotline, **150+ emails** through the Contact Us through the UCRRA website, and in person at the UCRRA office.

2021 HOUSEHOLD HAZARDOUS WASTE PROGRAM



April 24th New Paltz
June 27th Kingston
August 21st New Paltz
Oct 19th Kingston

871
participants



TOTAL: 55,075 LBS.
COLLECTED
(AVERAGE 63 LBS/HOUSEHOLD)



2021 UCRRA ELECTRONICS RECYCLING PROGRAM

16

1 TON MIXED ELECTRONIC
WASTE RECYCLED
= 0.79 MTCO₂E AVOIDED



**179.16 TONS OF
ELECTRONIC-
WASTE**

~ 141.54 MCO₂e

2021 ORGANICS RECOVERY



**3,383.36 TONS
FOOD SCRAPS**

EMISSIONS AVOIDANCE – ON THE ROAD

$$\frac{3383.36 \text{ tons}}{35 \text{ tons per trip}} = 99.66 \text{ trips} \times \frac{95 \text{ gal fuel}}{\text{trip}} = 9,500 \text{ gallons fuel}$$

$$480 \text{ miles (round trip)} \times 99.7 \text{ trips} = 48,000 \text{ miles}$$

$$\frac{10.180 \times 10^{-3} \text{ metric tons CO}_2}{\text{gallon of diesel}} \times 9,500 \text{ gal} = 96.71 \text{ tons CO}_2$$

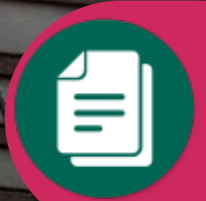
EMISSIONS AVOIDANCE – AT THE LANDFILL

$$\frac{0.12 \text{ metric tons CO}_2}{1 \text{ ton food waste}} \times 3383.36 \text{ tons} = 406 \text{ tons CO}_2$$

<https://www.epa.gov/energy/greenhouse-gases-equivalencies->

≈ 503 MCO₂e

2021 DUAL STREAM RECYCLING



**1155.92 TONS
MIXED PAPER**



**1522.35 TONS
COMINGLED**



**2558.1 TONS
OCC**



**587.89 TONS
GLASS**



**1083.3 TONS
MIXED PAPER/OCC**

~ 20,485 MCO₂e

2022 Preview

- Spring launching the Home Composting Demonstration Garden
- Spring Compost Bin & Rain Barrel Sale celebrating International Compost Awareness Week (ICAW)
- Free screening of the documentary JUST EAT IT in collaboration with Upstate Films/the Orpheum Theater (ICAW)
- Re-Cook Café in collaboration with Village Grocery (ICAW)
- UCRRA Library Display Program (ongoing)
- UCRRA celebrates 10 year Anniversary of its Organics Recovery Facility (August)
- Fall Classes at UCRRA