

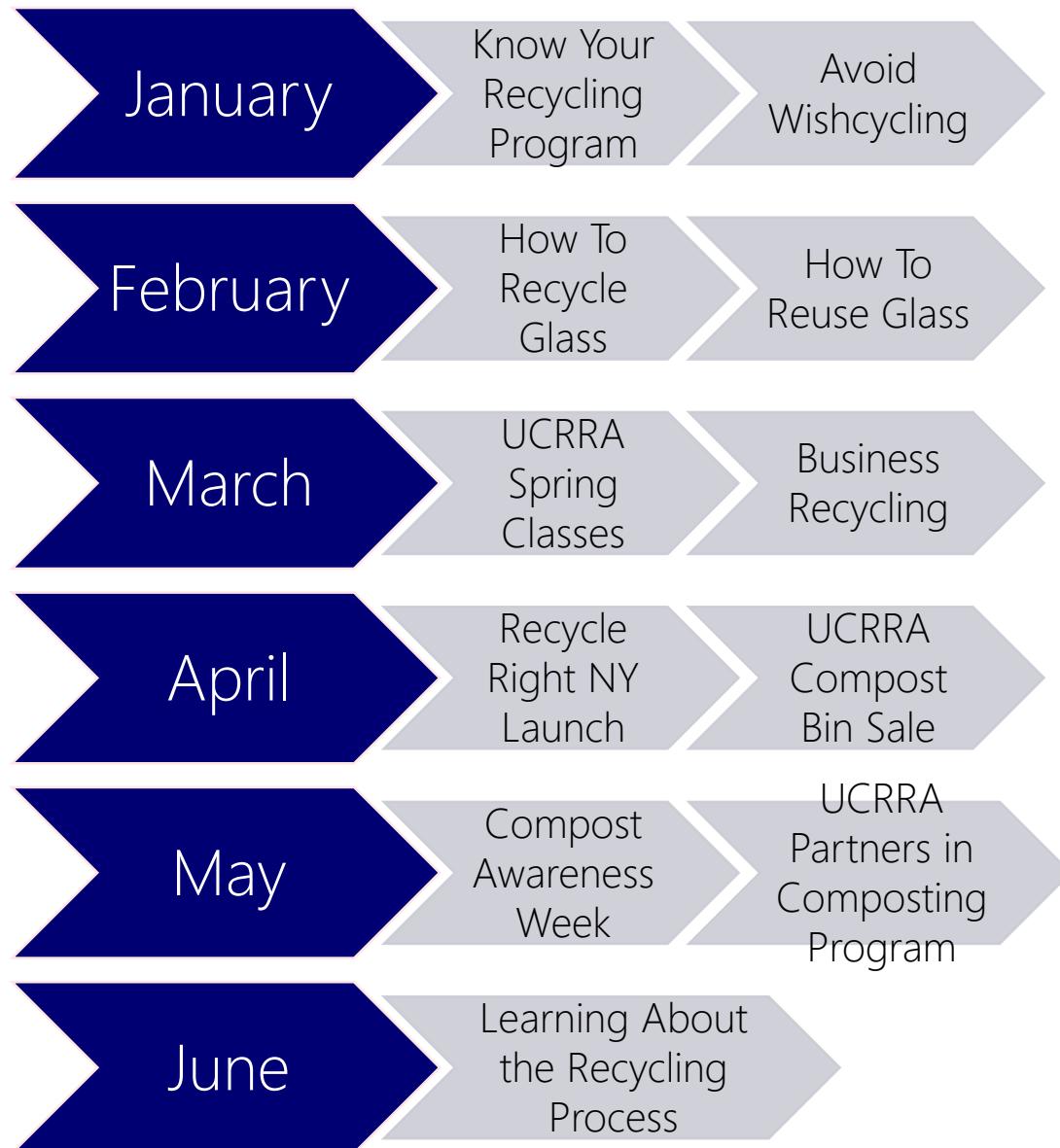


Ulster County Recycles 2021 Program Review

Photo: Ulster County Garden Association Tour



2021 Outreach Themes



2021 Outreach Themes

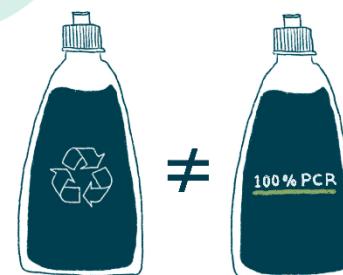


**Confused about recycling?
You're not alone.**

Visit recyclerightny.org



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



The recycling symbol does **NOT** mean items were made from recycled materials. Instead, look for the phrase:

“made from post-consumer recycled content”

2021 New Program Media

Compóstables Organicos ESTOS ARTICULOS SON ACCEPTABLES



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



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

Contaminantes del Compostaje ESTOS ARTICULOS NO SON ACCEPTABLES

Articulos no alimentarios: plásticos, vidrio, metales, cartón, papeles, papel encerado, adhesivos para productos agrícolas, ligas, bolsas de malla para alimentos, envoltorios de condimentos, grasa, aceite de cocina, etc.



999 FLATBUSH ROAD, KINGSTON, NY 12401 • 845-336-0600 • WWW.UCRAA.ORG • UCRAA

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 materials and transforming them into Gardener's Black Gold!
- Ulster County Resource Recovery Agency (UCRAA) has been composting since 2012. UCRAA 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 UCRAA Organics Recovery Facility, or to schedule an educational facility tour.

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

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



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 in the landfill were plastic containers.

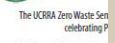
Ulster County Resource Recovery Agency
Connecting Communities through Composting

GROW ULSTER GREEN



Food Waste Reduction Guide

UCRAA
Zero Waste Seminar



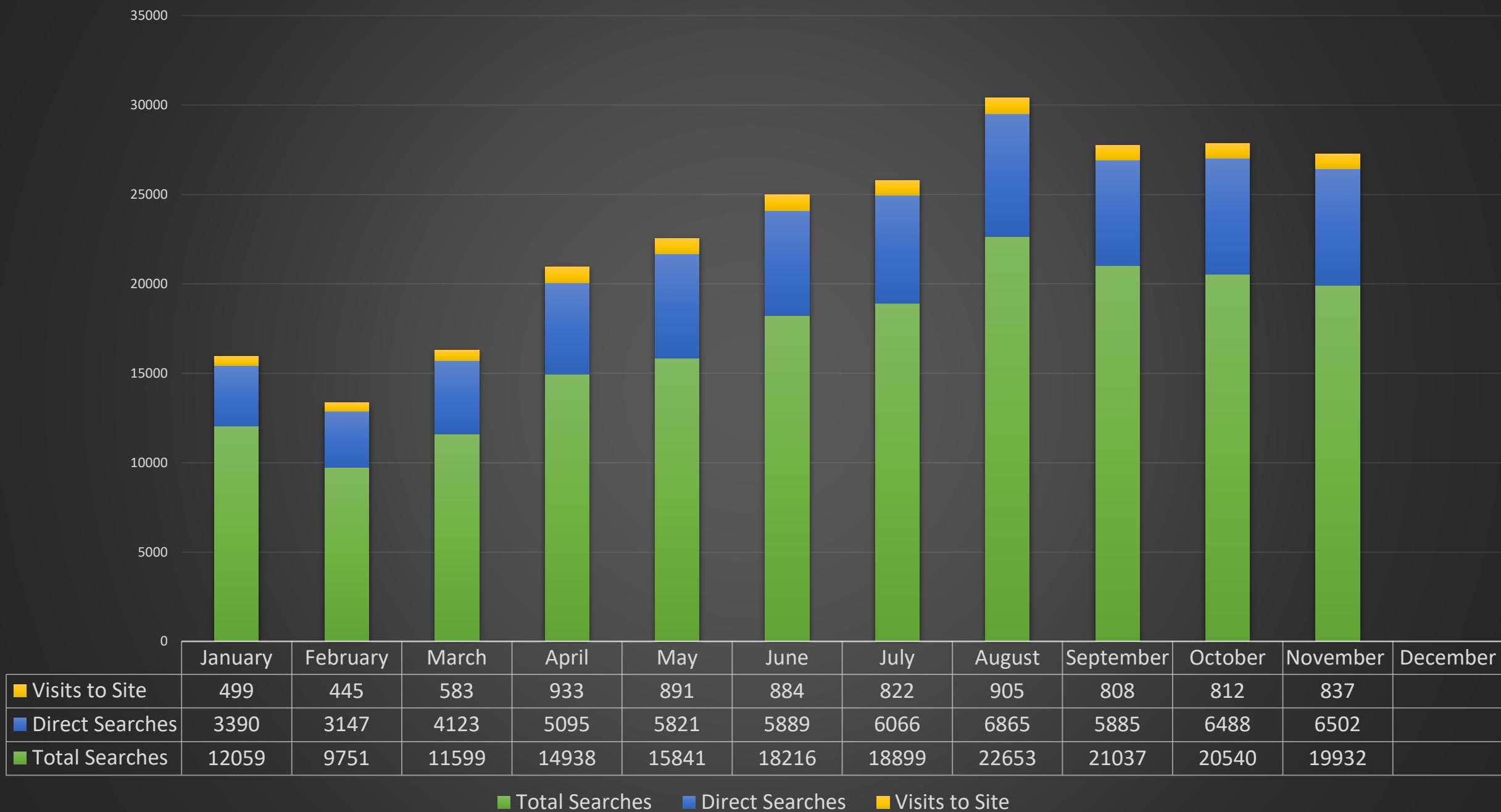
UCRAA
Zero Waste Seminar

The UCRAA Zero Waste Seminar is celebrating P

Funding provided by the Environ

Any opinions, findings, and/or conclusions or recommendations expressed in this document are those of the authors and do not necessarily reflect the views of the National Science Foundation.

Google Analytics WWW.UCRRA.ORG



SOCIAL MEDIA ENGAGEMENT

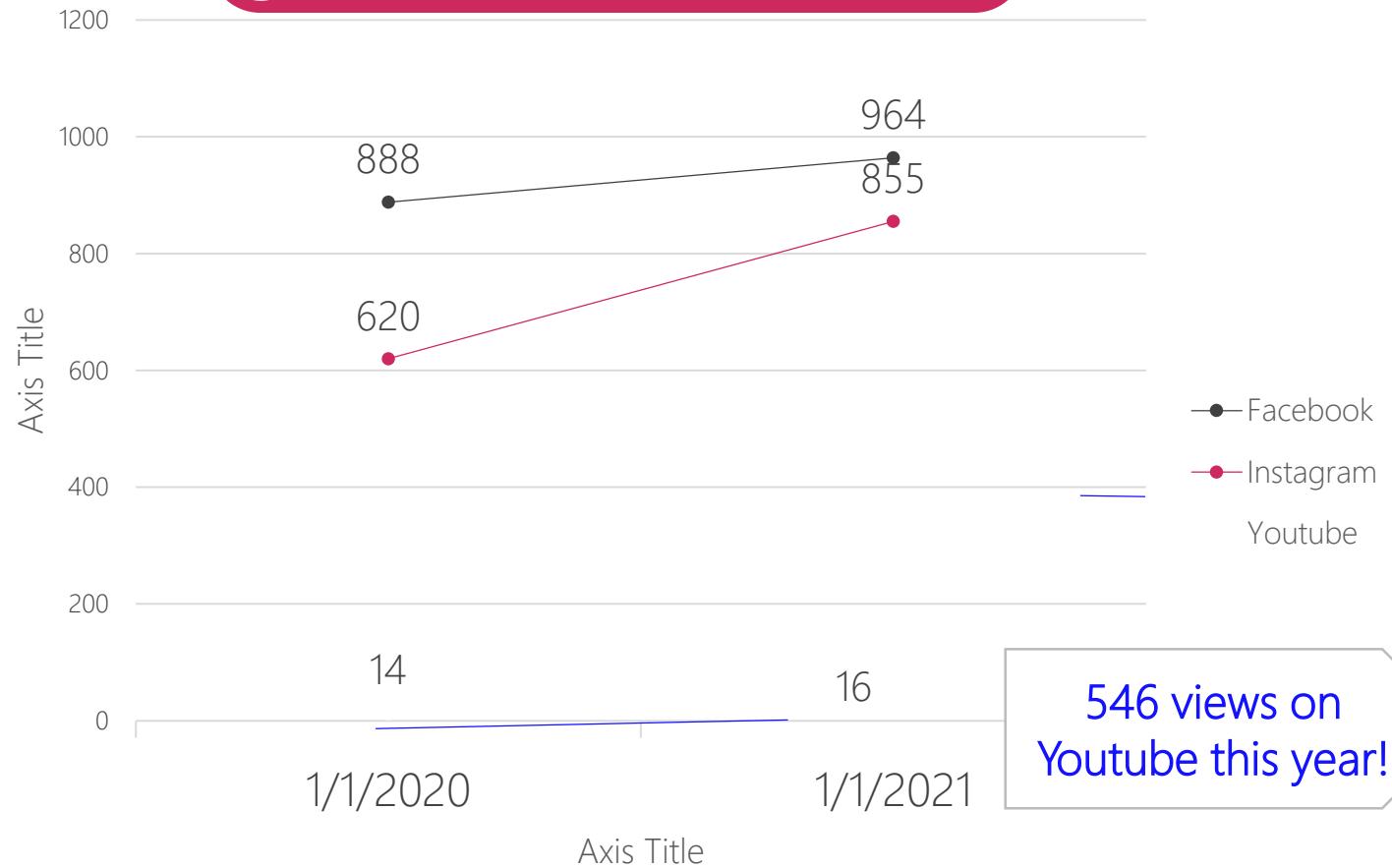


@UCRRA

6



2021 Audience Growth



woodstockbringyourown



woodstockbringyourown One of the other things I learned about at @ucrra was what happens to all the...

RADIO AUDIENCE



RADIO WOODSTOCK
WDST

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

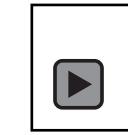


RADIO KINGSTON
WKNY

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



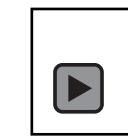
Partners in Composting promo



Business Recycling PSA



Single Use Plastics PSA



Textile Recycling PSA

PRINT ADVERTISING

ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road Kingston NY 845-336-0600 @UCRRA www.UCRRA.ORG

Where does your
garbage go?



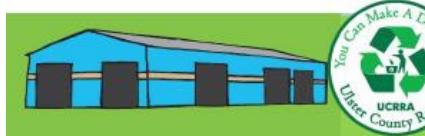
Our mission is to protect public health and the environment and to promote sustainable materials management practices in Ulster County by efficiently managing waste with a focus on resource conservation.

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

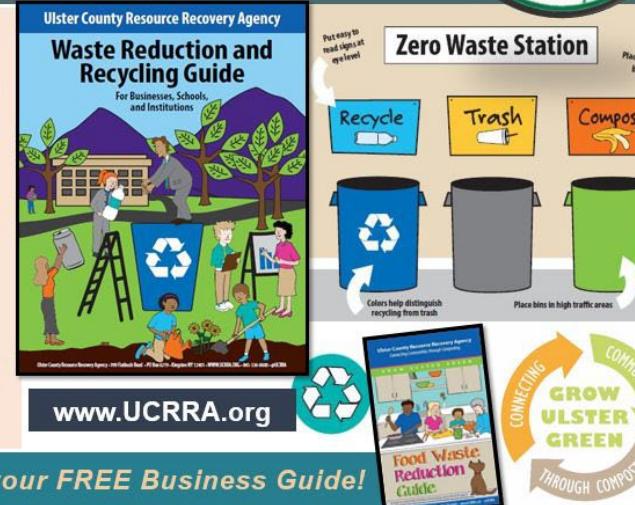


Ulster County Resource Recovery Agency Proudly serving Ulster County for 30+ years

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

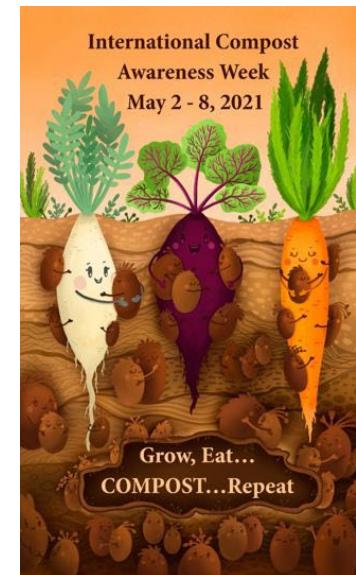
Let's Rethink Waste & Grow Ulster Green!

- 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 Recyclopedia
- ...and much more!



Contact the Recycling Outreach Team for your FREE Business Guide!

Ulster Publishing Circulation ~45,000 readers



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!



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

(845) 336-0600
APE@UCRRA.ORG
www.UCRRA.org

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 Recyclopedia to search 100+ "odd recyclables" and what to do with them! www.ucrra.org/recyclopedia

You Can Make a Difference!

Ulster County Resource Recovery Agency

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



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 uselife 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**



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

Photo: Tour

Photo: UCRRA Spring Compost Bin & Rain Barrel Sale



**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

Rethink Waste @UCRRA



**Ulster County
Resource Recovery Agency**
999 Flatbush Road • PO Box 6219
Kingston NY 12401

WWW.UCRRA.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

15

3891 lbs.
hazardous
aerosols

11850 lbs.
flammable
liquids

4886 lbs.
pesticides
(solids)

7089 lbs.
pesticides
(liquid)

20,141 lbs.
paint

40 lbs.
mercury
devices

80 lbs.
used
motor oil

2,046 lbs.
fluorescent
lighting

3814 lbs.
Misc.
Acids &
Bases

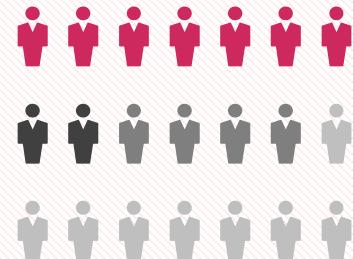
April 24th New Paltz

June 27th Kingston

August 21st New Paltz

Oct 19th Kingston

871
participants

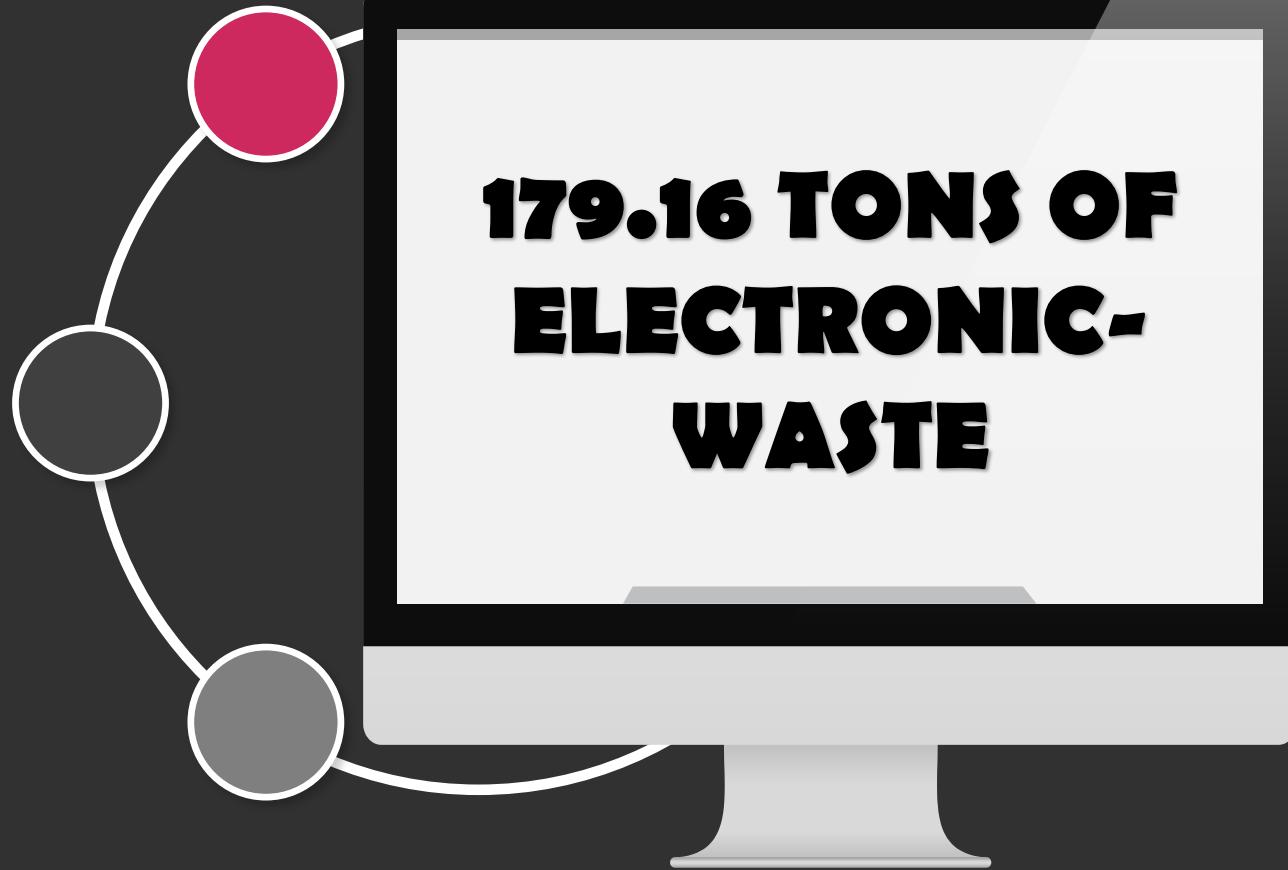


**TOTAL: 55,075 LBS.
COLLECTED
(AVERAGE 63 LBS/HOUSEHOLD)**

2021 UCRRRA ELECTRONICS RECYCLING PROGRAM

16

1 TON MIXED ELECTRONIC
WASTE RECYCLED
= 0.79 MTCO₂e AVOIDED



~ 141.54 MCO₂e

2021 ORGANICS RECOVERY



**3,383.36 TONS
FOOD SCRAPS**



**1707.54 TONS
FINISHED COMPOST**

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-calculator>

~ 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