

Photo: Bottle Cap Art at Bennett Elementary School



Ulster County Recycles 2022 Program Review
UCRRA Recycling Outreach Team



2022 PROGRAM IMPACT



Photo: 2022 Compost Bin & Rain Barrel Sale



Photo: UCRRA Booth at Kingston Farmers Market

25 PUBLIC SPEAKING EVENTS



26 FACILITY TOURS



9 TABLING EVENTS



3 CONSULTATIONS/SITE VISITS



7 INTERVIEWS



2 COMMUNITY INSTALLATIONS



2022 PROGRAM IMPACT DIRECT ENGAGEMENTS



**101.75
HOURS**



**868 ADULT
PARTICIPANTS**



**328 YOUTH
PARTICIPANTS**



Ulster County Resource Recovery Agency

4,474

**NEWSLETTER
SUBSCRIBERS**

+723 new subscribers
this year!



Photo: Eco Friendly Home Class



Photo: Recycling Outreach Team
at the JUST EAT IT film screening
Celebrating Compost Awareness Week



Photo: Ellenville Middle School Environmental Club

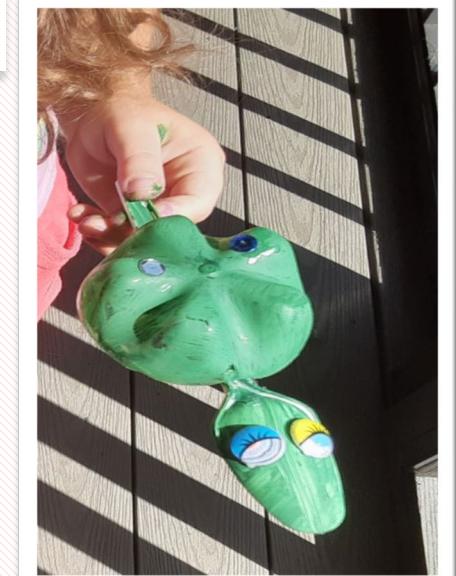


Photo: Upcycled Sea Turtle from
Oceans of Possibilities Program

2022 Monthly Outreach Themes

January

Implementing State & Local laws
(Polystyrene Ban, Composting)

February

National Skip the Straw Day Valentines Day Sustainability

March

Eco-Friendly Spring Cleaning

April

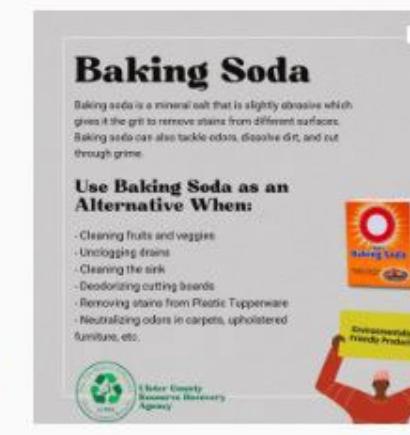
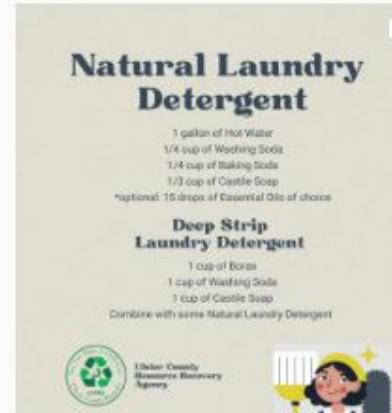
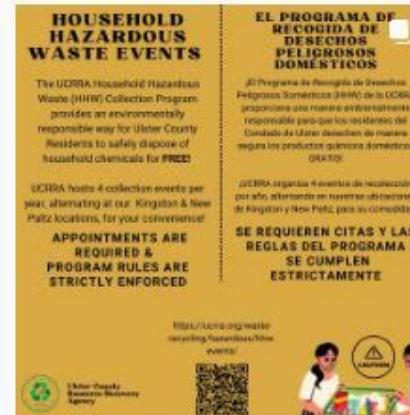
Meet the UCRRA Staff Spring Events & Service Highlights

May

International Compost Awareness Week

June

National Waste & Recycling Workers Week World Oceans Day



2022 Monthly Outreach Themes

July

Plastic Free July

Summer Sustainability Tips

August

10 year Composting Anniversary

Black Plastic

September

Back to School Sustainability Tips

October

Go Green on Halloween

International Repair Day

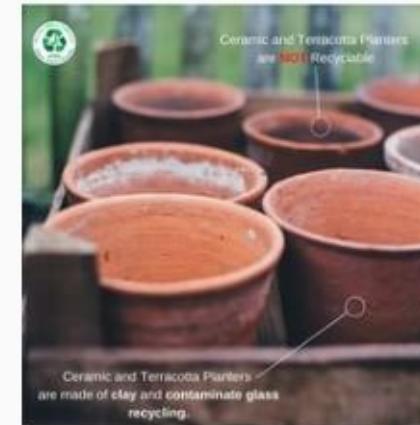
November

America Recycles Day

Reducing Wasted Food

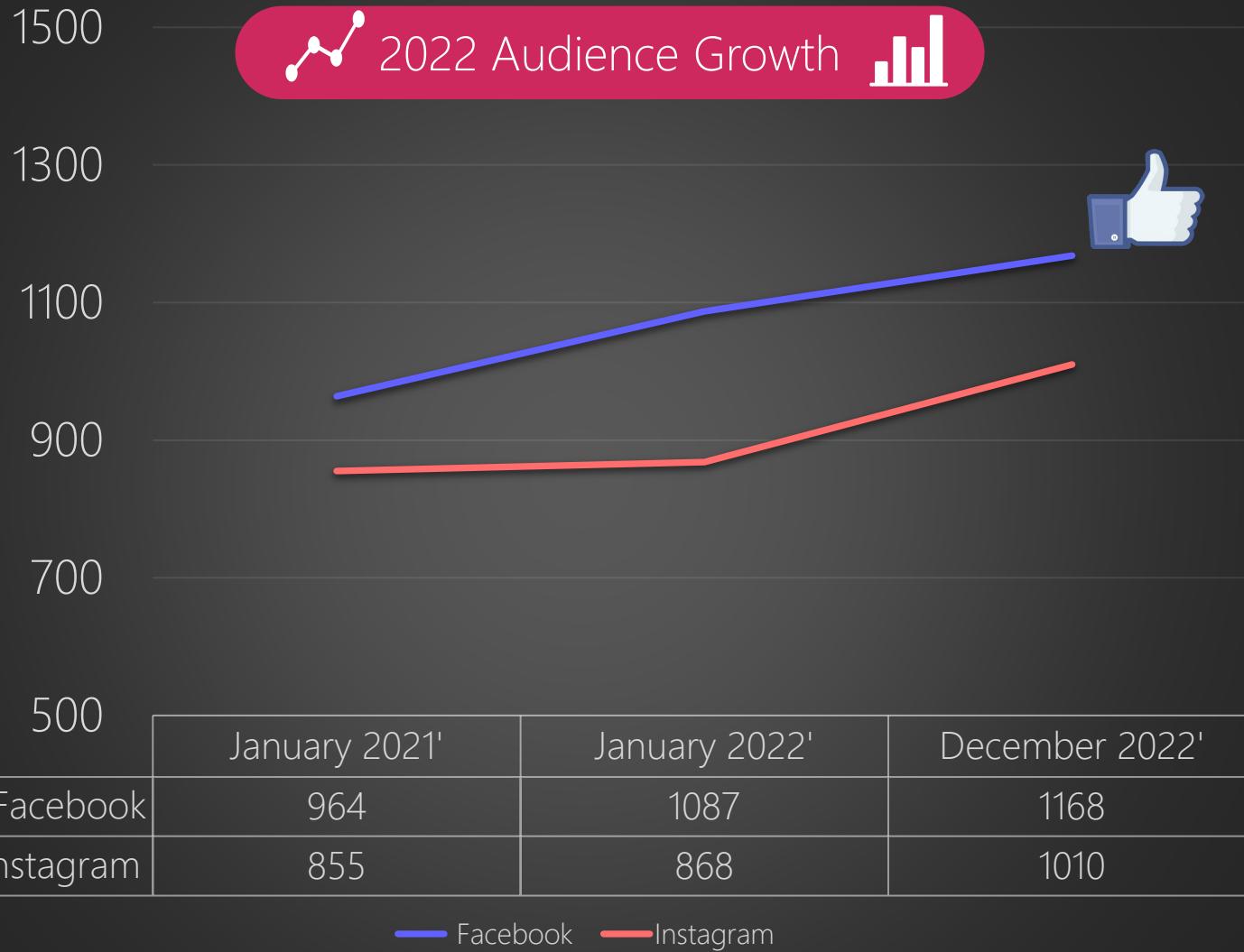
December

Greening the Holidays





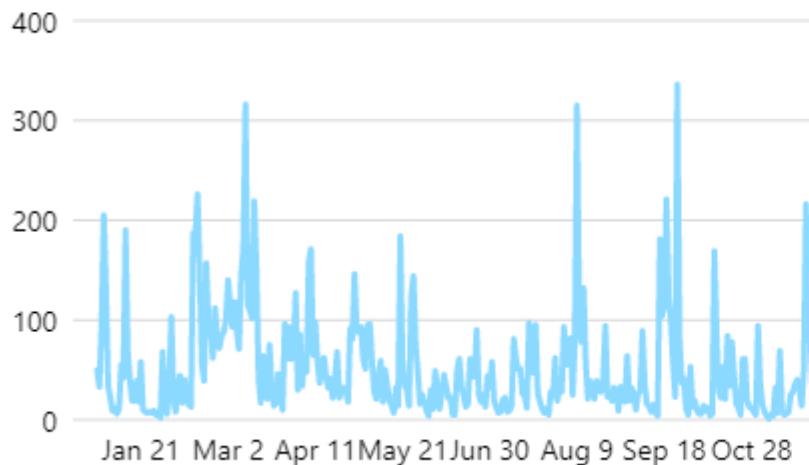
@UCRRA SOCIAL MEDIA METRICS



Reach

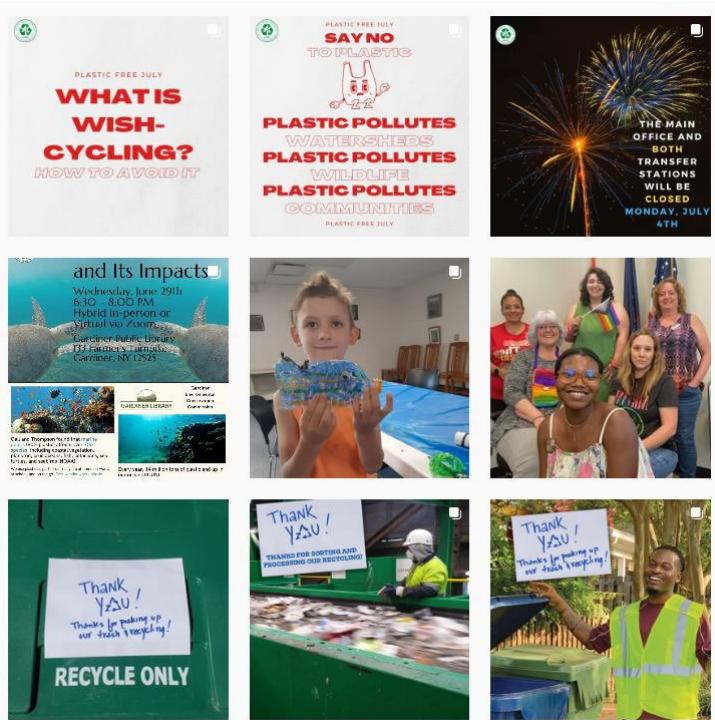
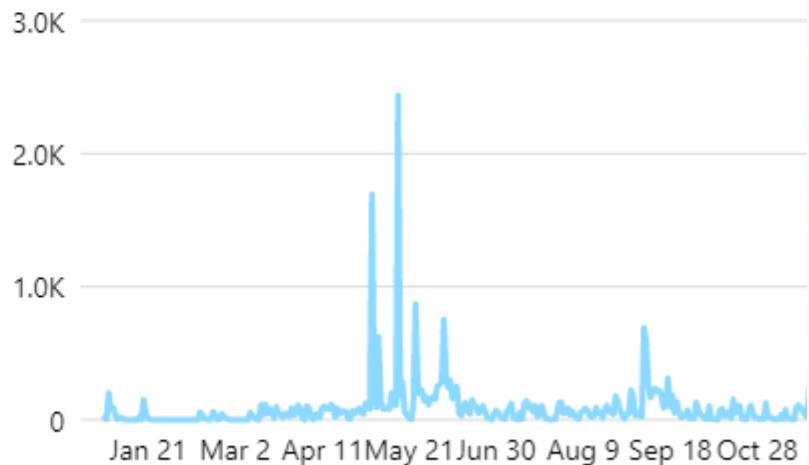
Facebook Page reach

6,419 



Instagram reach

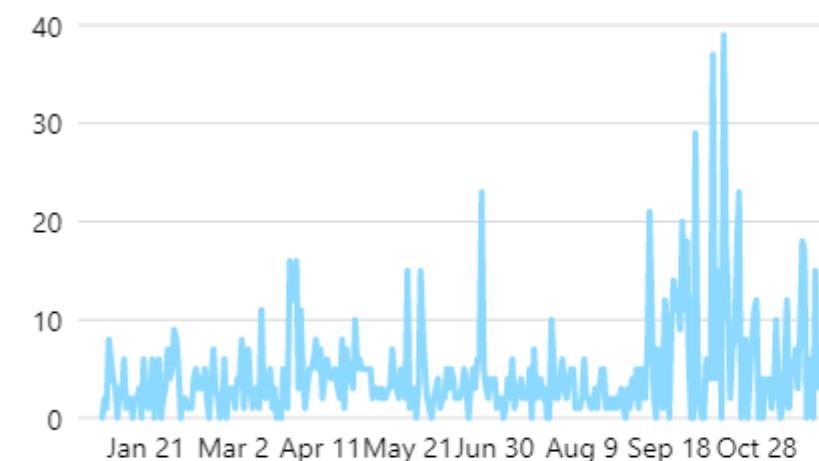
13,174 



Page and profile visits

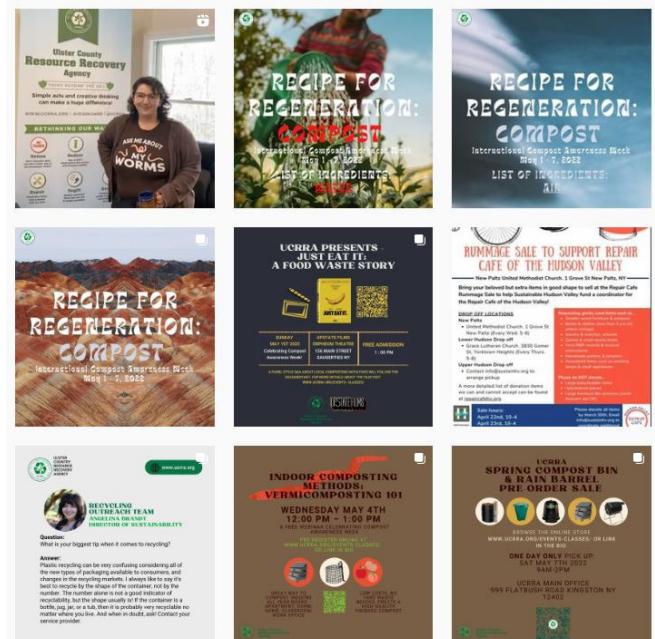
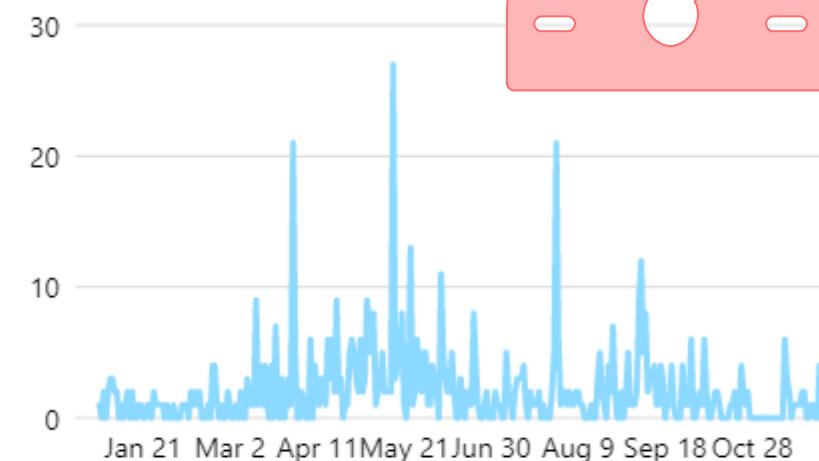
Facebook Page visits

1,526 



Instagram profile visits

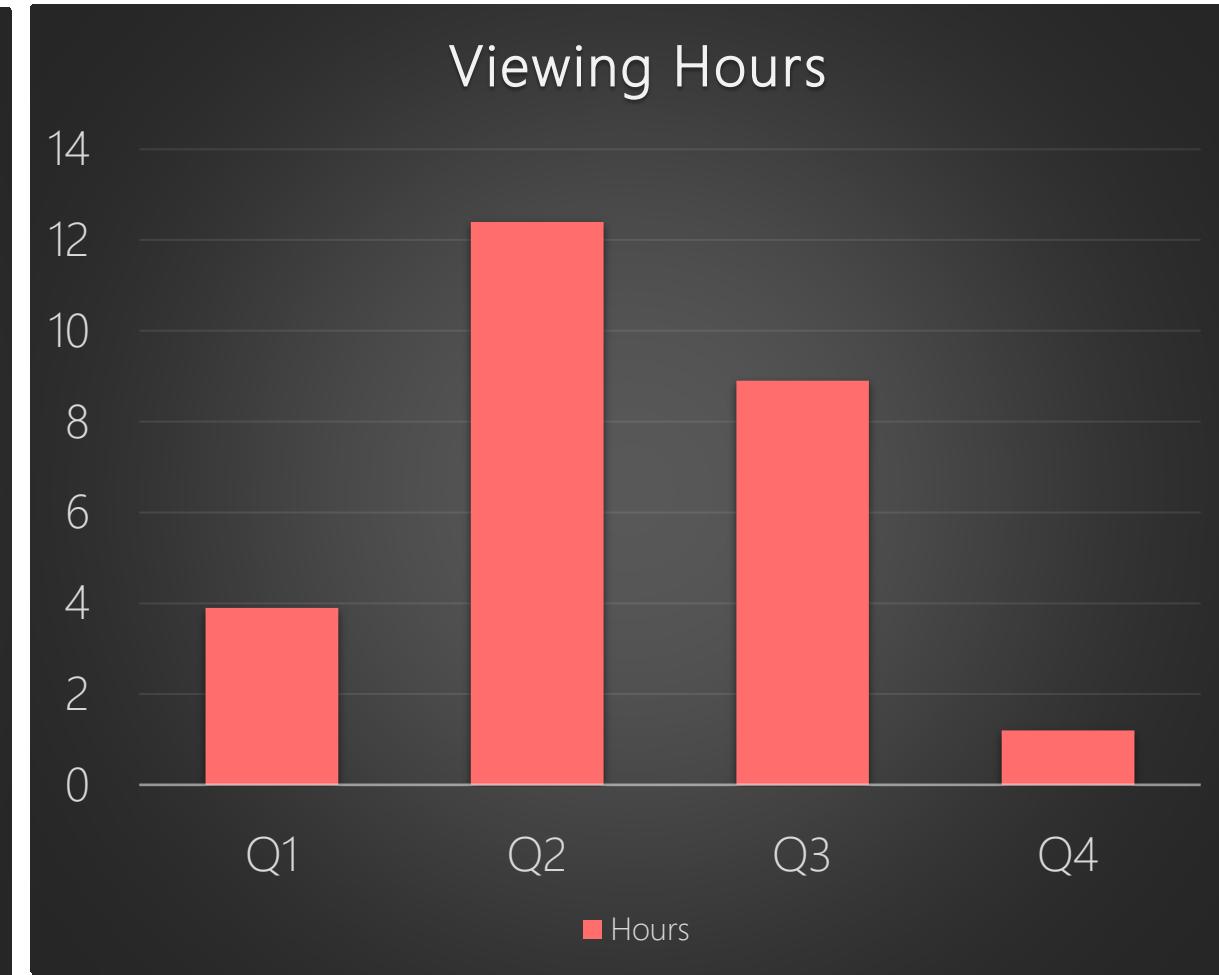
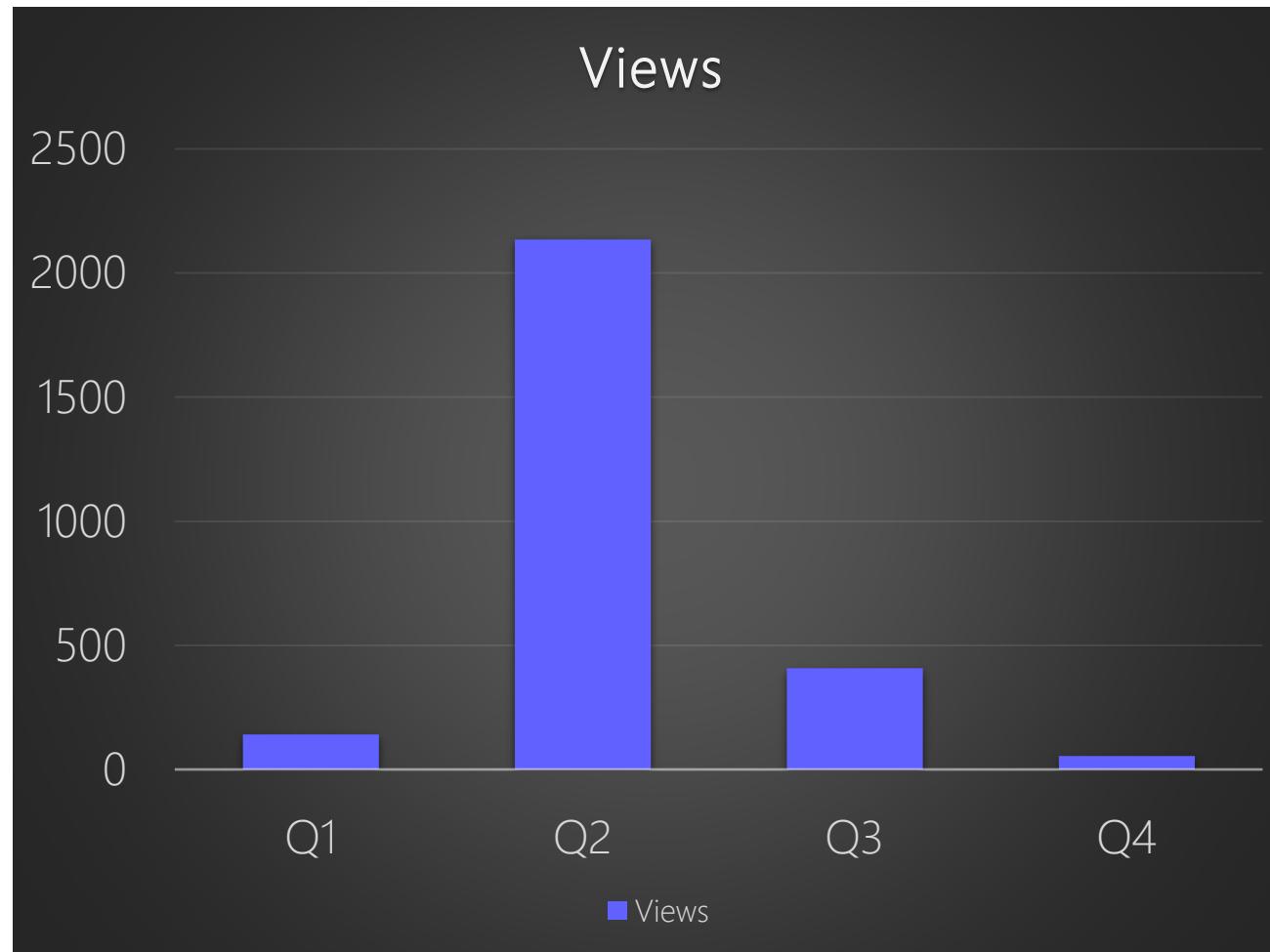
679 





@UCRRA on YouTube

8



2,739 total views over 26.4 hours



WWW.UCRRA.ORG Metrics

8000

7000

6000

5000

4000

3000

2000

1000

0

	March	April	May	June	July	August	September	October	November	December
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■ Total Sessions	4347	6254	5915	6506	5325	5774	5415	4923	4770	
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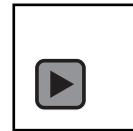
■ Direct Searches	5260	6466	6737	5865	5732	5149	5471	5847		
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■ Total Sessions

■ Direct Searches



Composting PSA Reduce Food Waste



RADIO ADVERTISING



Website PSA



What Happens
To Your Trash?



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



April	<ul style="list-style-type: none"> Spring Compost Bin Sale (15) Earth Day message (30)
May	<ul style="list-style-type: none"> Reduce Food Waste – ICAW (30) Grow Ulster Green (30)
June	<ul style="list-style-type: none"> Recyclopedia (15) Electronics Recycling (15) What Happens to Trash (30)
July	<ul style="list-style-type: none"> Plastic Free July (15) What Happens to Trash (30)
October	<ul style="list-style-type: none"> Electronics Recycling (15) Recyclopedia (15)
November	<ul style="list-style-type: none"> America Recycles Day (15) Recyclopedia (15)
December	<ul style="list-style-type: none"> Holiday message (30) What Happens to Trash (30)



PRINT ADVERTISING

Ulster Publishing Circulation ~45,000 readers

Rethinking Our Waste



Plastic makes up 12% of the waste stream in America! Plastic is made from non-renewable resources, and not all plastics can be recycled. Researchers estimate it takes 500+ years for plastics to start to break down!

Did you know? Each year 8 million metric tons of plastic enters the world's oceans. Plastic debris comes from litter in our environment, and the top 10 plastic items found in the ocean are single-use items that can be easily avoided!

TOP 5 TO REDUCE & REFUSE



ULSTER COUNTY RECycles You Can Make A Difference!

1. Bring your own reusable bags and containers
2. Choose package-free, reduced packaging, or refillable options
3. Do not purchase items whose packaging is not recyclable
4. Grab a fork & spoon from your kitchen for a plastic-free travel kit!
5. Say "NO" to plastic cutlery at restaurants & cafés
6. Buy products made from post-consumer recycled content

ULSTER COUNTY RESOURCE RECOVERY AGENCY
999 Flatbush Road, Kingston, NY 12401
(845) 336-0600
www.UCRRA.org

FREE & SAFE DISPOSAL OF HOUSEHOLD PAINTS & CHEMICALS

Hosted by Ulster County Resource Recovery Agency

SATURDAY AUGUST 20

1 Clearwater Road
New Paltz

SUNDAY OCTOBER 23

999 Flatbush Road
Kingston

ULSTER COUNTY RESIDENTS ONLY

ALL EVENTS HELD 8AM-12PM
~ BY APPOINTMENT ~ PRE-REGISTRATION IS REQUIRED!



Accepted Items Include:

- Aerosols cans
- Automotive fluids
- Fire extinguishers
- Fluorescent light bulbs
- Household cleaners
- Lawn & garden chemicals
- Paints (lead, oil-based, & latex paints)
- Photography chemicals
- Pool chemicals
- Stains & varnishes, etc.
- Sealants & adhesives
- Waste fuels

Program rules & special criteria apply.

Sign up online: WWW.UCRRA.ORG/EVENTS-CLASSES Questions? Call (845) 336-0600

2022 UCRRA FALL CLASSES
Free workshops hosted by
ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road, Kingston, NY 12401 (845) 336-0600 www.UCRRA.com [@UCRRA](https://www.facebook.com/UCRRA)

INTRO TO HOME COMPOSTING
THURSDAY, OCT 6TH, 6 PM - 7:30 PM
Rosendale Public Library:
264 Main St, Rosendale, NY 12472

HOME COMPOSTING DEMONSTRATION DAY!
FRIDAY, OCT 7TH, 3:30 PM - 4:30 PM
UCRRA Kingston Facility
PRE-REGISTER BY MONDAY, OCT 3RD

RECYCLE RIGHT!
WED, OCT 12TH, 6 PM - 7:30 PM
Wallkill Public Library:
7 Bona Ventura Ave, Wallkill, NY 12589

TOUR THE UCRRA!
THURSDAY, OCT 13TH
OPTION 1: 10 - 11AM
OPTION 2: 1 - 2PM
UCRRA Kingston Facility
PRE-REGISTER BY MONDAY, OCT 10TH

INTRO TO BOKASHI
FRIDAY, OCT 21ST, 1PM - 2 PM
UCRRA Kingston Facility
PRE-REGISTER BY MONDAY, OCT 17TH

AMERICA RECYCLES DAY IS NOVEMBER 15TH



LET'S UNITE AND RECYCLE RIGHT!



PLASTIC

BOTTLES, JUGS,
JARS & TUBS



When in doubt, ask
your service
provider



GLASS

BOTTLES
& JARS ONLY



Recycle by the
SHAPE, not by
the NUMBER



METAL

CANS, TRAYS,
LIDS, & FOIL



Rinse
containers
clean



PAPER

NO PLATES, CUPS,
OR TISSUES!



Do not bag
recyclables or put
bags in the bin



CARDBOARD

NO PIZZA BOXES!



Break down boxes
& remove any
inner packaging

THIS MESSAGE BY ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road, Kingston, NY 12401 (845) 336-0600 www.UCRRA.com [@UCRRA](https://www.facebook.com/UCRRA)



Ulster County Resource Recovery Agency

Proudly serving Ulster County for 30+ years

999 Flatbush Road Kingston NY (845) 336-0600 www.UCRRA.org [@UCRRA](https://www.facebook.com/UCRRA)



Let's Rethink Waste & Grow Ulster Green!

- Join UCRRA Partners in Composting Program
- FREE Dual Stream Recycling
- FREE Electronics Recycling
- FREE guidebooks, recycling posters, recycling bin stickers, and more!
- Technical Support Services
- FREE Educational Tours of UCRRA's Recycling & Composting Facilities
- Recycling Hotline, A-to-Z Recyclopedia
- ...and much more!



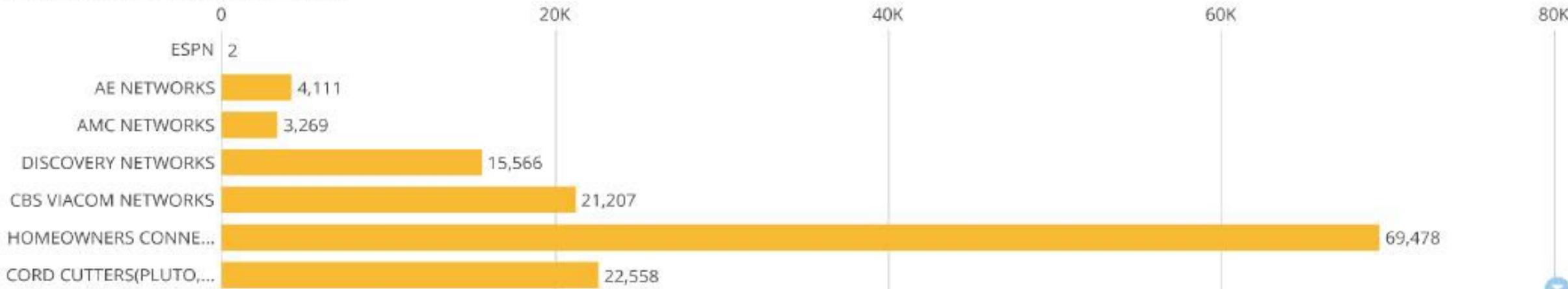
Contact the Recycling Outreach Team for your FREE Business Guide!

www.UCRRA.org

Digital Streaming OTT Campaign



Impression Delivery by Placement

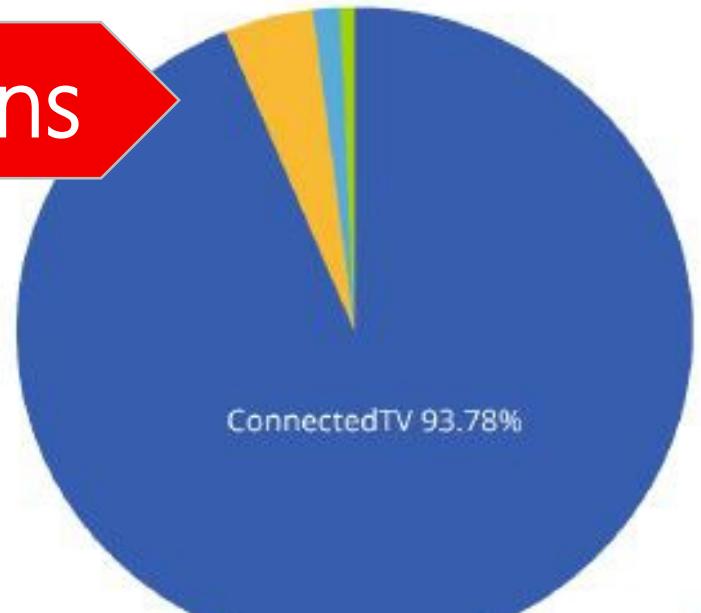


Commercial aired on unauthenticated platforms (connected devices such as Roku, Sling, Tubity, Pluto tv) as well as authenticated cable subscriptions (HGTV, DISCOVERY, TRAVEL, CNN, etc)

Impressions by Device

136,191 impressions

ConnectedTV	127,717
Mobile	5,792
Tablet	1,774
PC	908
Other	0



2022 New Program Media



250 views

<https://www.youtube.com/watch?v=40DQJz6AGaU>

CREDITS This video was created by Jeremy Warg for ART263 Digital Visual Narrative, SUNY Ulster County Community College (May 2022) under the direction of Sean Nixon, Professor of Art - COIL & Applied Learning Coordinator.

2022 New Program Media

Find a Food Scraps Drop-off Spot

CAN'T COMPOST AT HOME? COLLECT YOUR FOODSCAPS AND DROP THEM OFF AT ONE OF THESE CONVENTIONAL LOCATIONS!

Greenway Environmental Services

Serving all areas of Ulster County.
205 Hurd's Road, Clintondale, NY 12515
Contact Josephine Papagni
845-656-6071
greenway77@aol.com

Kingston Farmers Market

Open to any resident who purchases a subscription for the service through Community Compost Company.
Outdoor Market: Every Saturday, 9AM - 2PM (May-November)
Winter Market: Every other Saturday, 10AM - 2PM (Dec-April)
Contact Molly Lindsay
info@communitycompostco.com

Town of Marbletown Transfer Station

Open to Marbletown residents who purchase a facility permit.
135 Canal Rd, High Falls, NY 12440
Contact the Town Transfer Station
845-687-9198
info@marbletown.net

New Paltz Recycling & Reuse Center

Open to any resident of Ulster County who purchases a facility permit.

UCRRA Eco-Friendly Home
Ulster County Resource Recovery Agency
Recycling Outreach Team

#1 Household Hazardous Waste

Products or chemicals that are flammable, corrosive, or chemically reactive are considered hazardous wastes.

Never put these items in the trash or pour them down the drain. When improperly managed, they can cause fires or explosions, and can seriously injure the environment, cause fires or explosions, and cause serious injuries.

Tips for Staying Safe:

Always wear gloves when handling chemicals.

Store chemicals high up on a shelf or in a locked cabinet away from electrical panels or heat sources.

Keep chemicals out of reach of children, pets, or vulnerable family members.

Be in the know about the chemicals you use. Refer to a MSDS.

Properly dispose of old or unused chemicals. Sign up for UCRRA's HHW Collection Events!

Better for the Planet
Better for our Health
Better for our Wallet



Phoenicia Farmers Market
Open to any resident who purchases a one-time subscription fee. The Farmers Market is open every Sunday, 10AM-2PM (May-November) behind the Phoenicia Supermarket.
85 Main Street, Phoenicia, NY 12464
Contact phoenicafarm@gmail.com

Town of Rochester Transfer Station
Open to Rochester residents who purchase a facility permit.
100 Airport Road, Rochester, NY 14624
Contact the Town Transfer Station
845-626-5273

Town of Saugerties Transfer Station
Open to any resident of Ulster County who purchases a facility permit.
121 Saugerties, NY 12477
Contact the Town Transfer Station
845-679-0514
sra@saugerties.ny.us

VERMICOMPOSTING COMPOST WITH WORMS!

Today your child learned...



Why Compost?

- 40% of food grown in the U.S. is never eaten
- 20 pounds of food per person per month is wasted
- 90% of us throw away food before it has spoiled
- The average family could save \$1,500 per year
- 1 in 8 Americans face food insecurity



What is Vermicomposting?

The decomposition of organic materials through the use of worms.



Worms live in an enclosed container called a "worm bin" or a "worm farm."



The worms digest the food scraps, and the product is a humus-substance called "castings" or "vermicompost."

Worm castings are the nutrient-rich fertilizer.

Benefits vs Drawbacks

Benefits:

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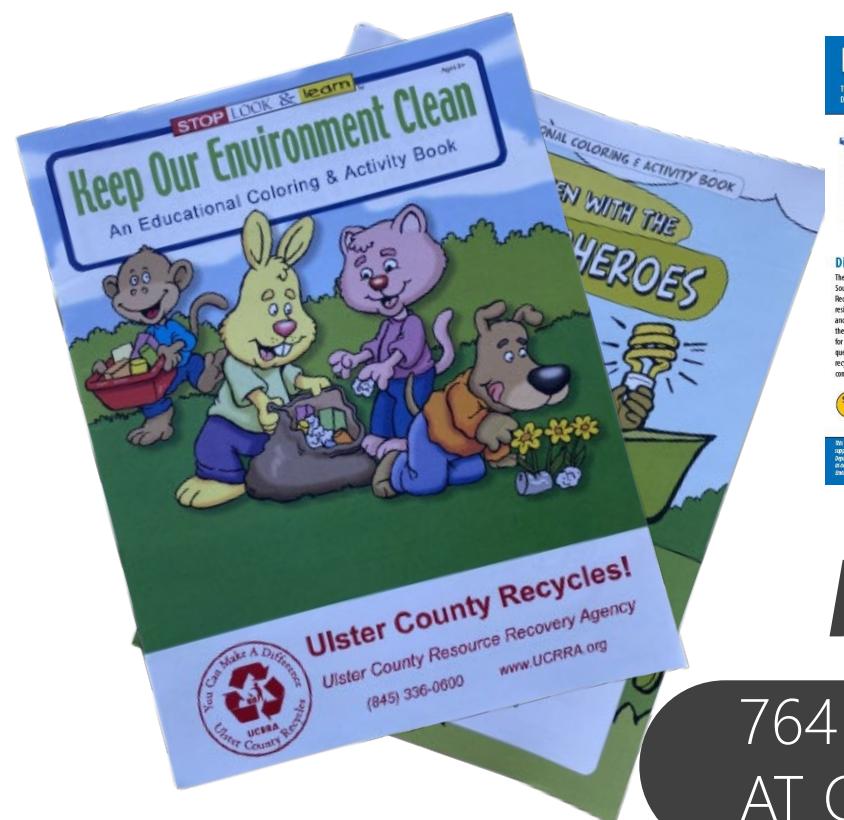
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Media Kits

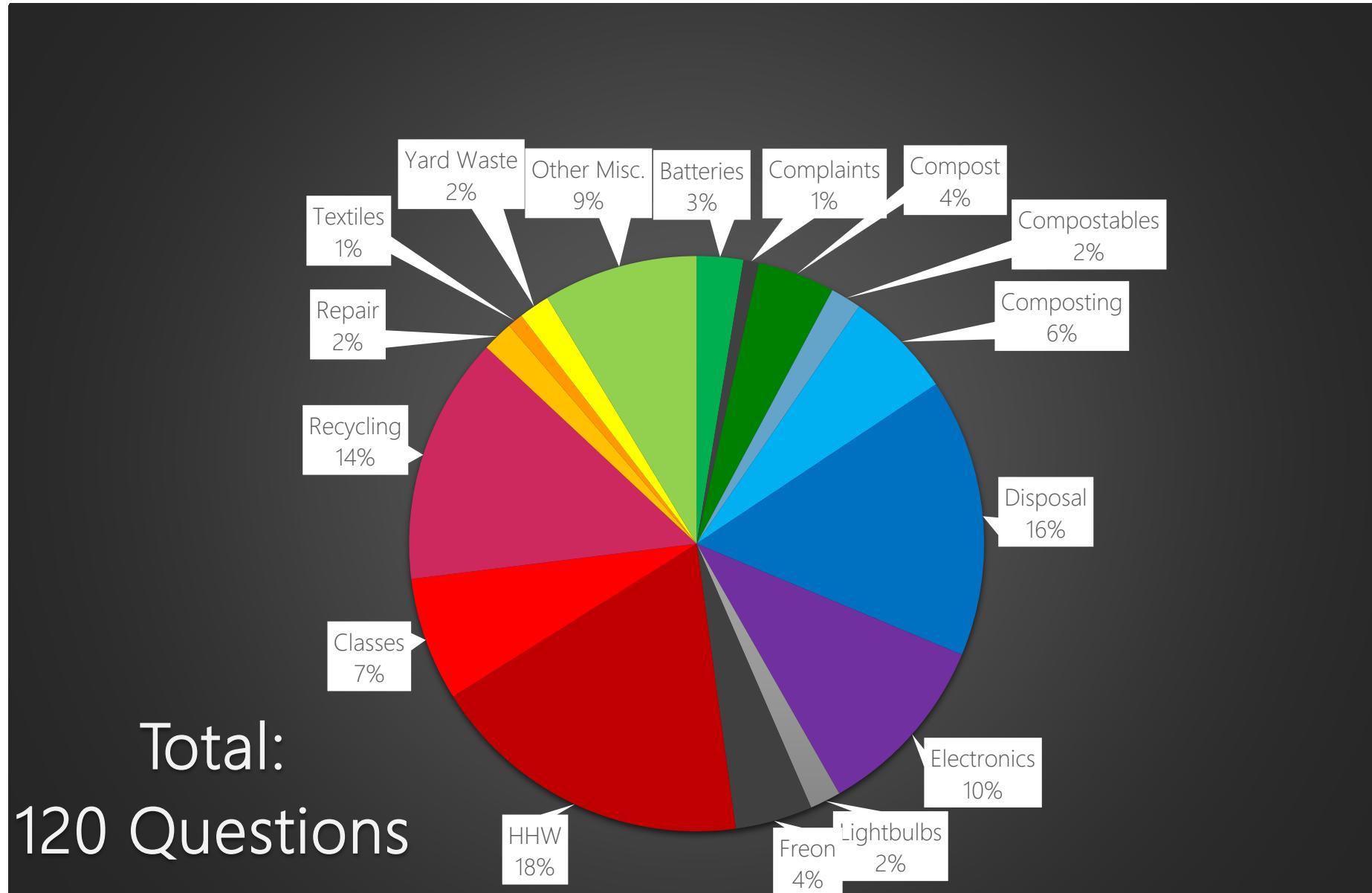
764 MEDIA KITS DISTRIBUTED
AT OUR EVENTS!!

56 MEDIA KIT REQUESTED

*May include UCRRA fliers, booklets, posters, and reusable promotional items



“Contact Us” via UCRRA website



Recycling Hotline

January 1st – November 30th*

Total Calls

Average calls per work day

1,628

133

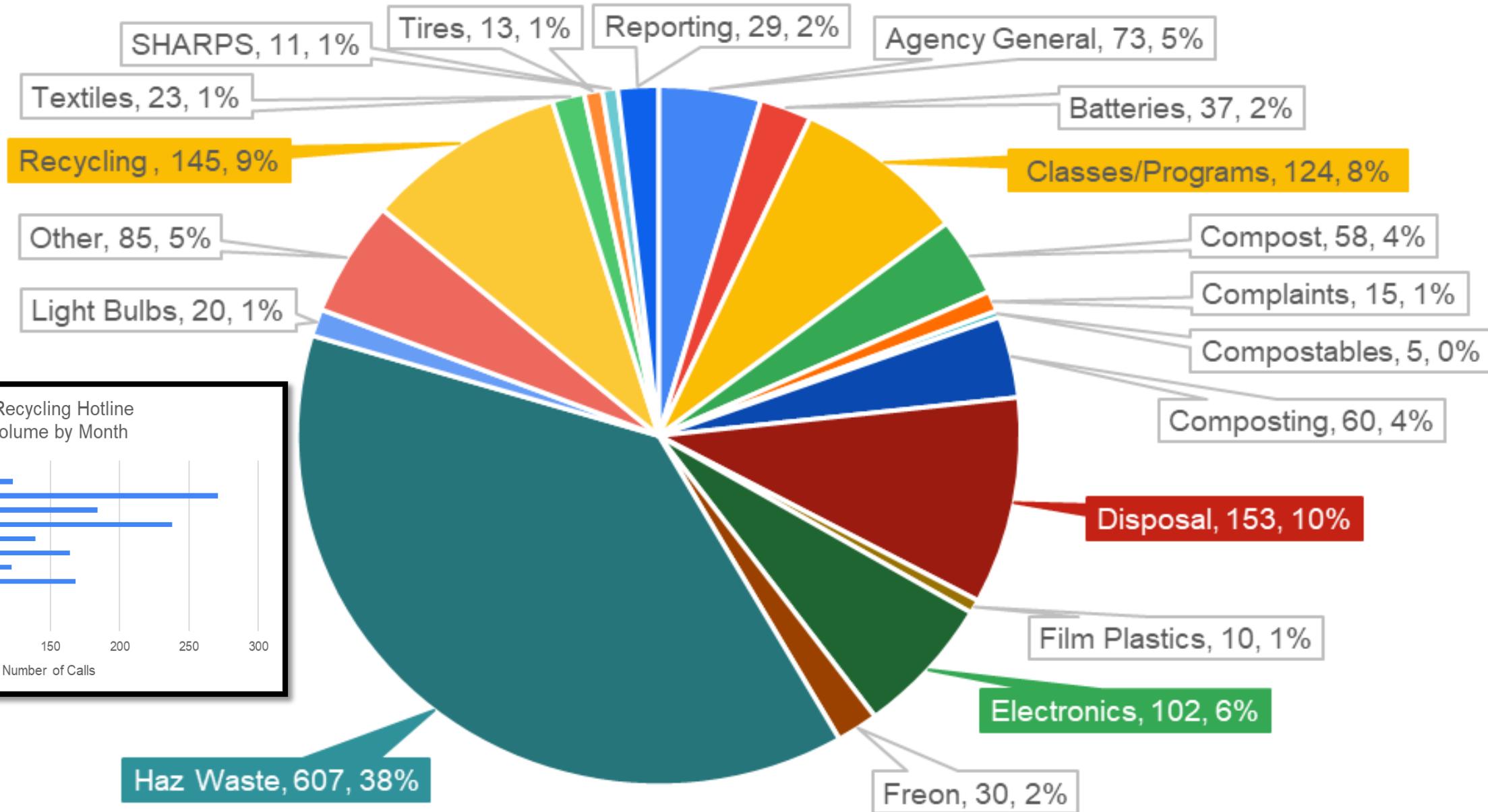
7.7

5.89

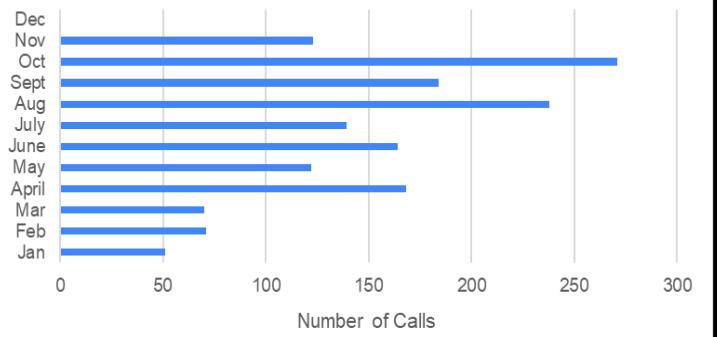
Total Hotline Hours

Average minutes per call

2022 Recycling Hotline Topics Summary

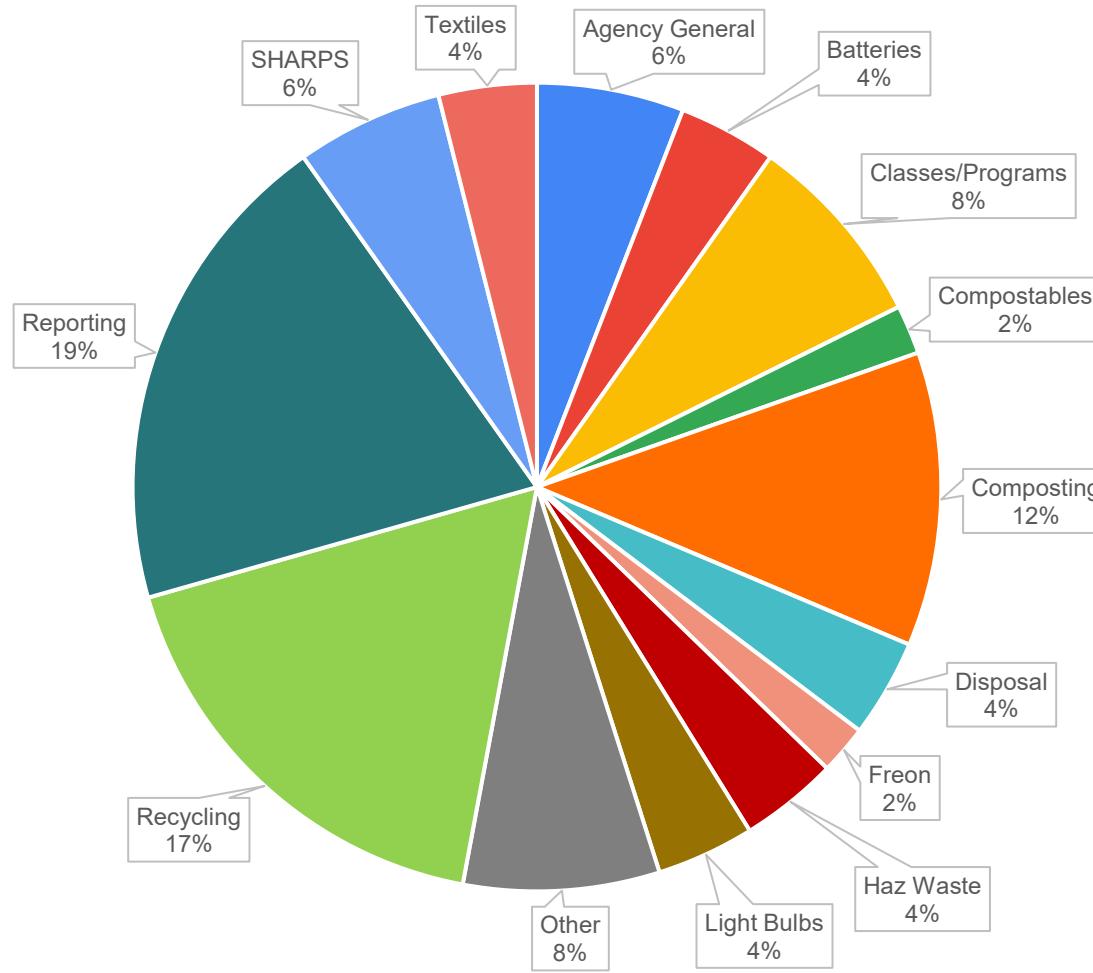


2022 Recycling Hotline Call Volume by Month

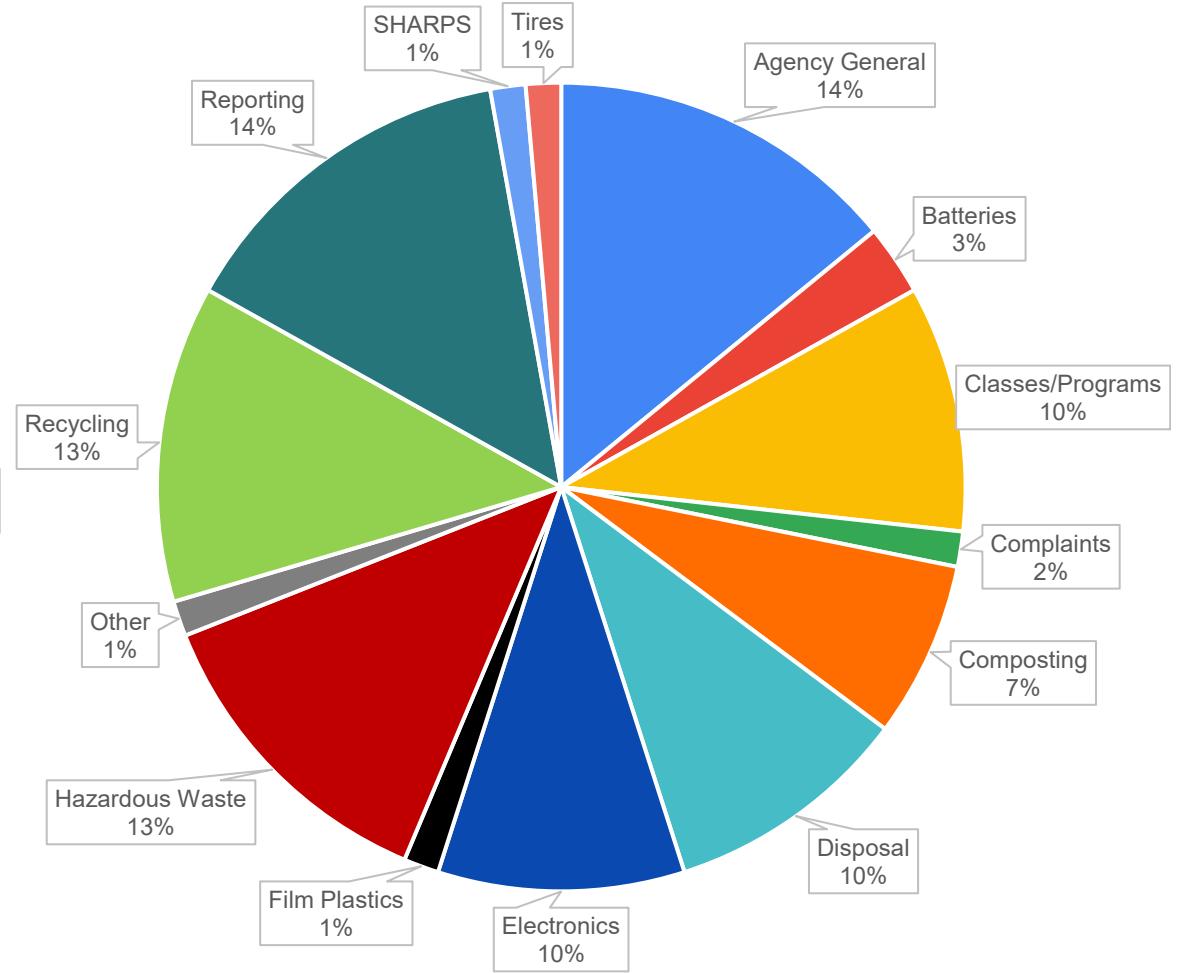


Recycling Hotline Monthly Stats

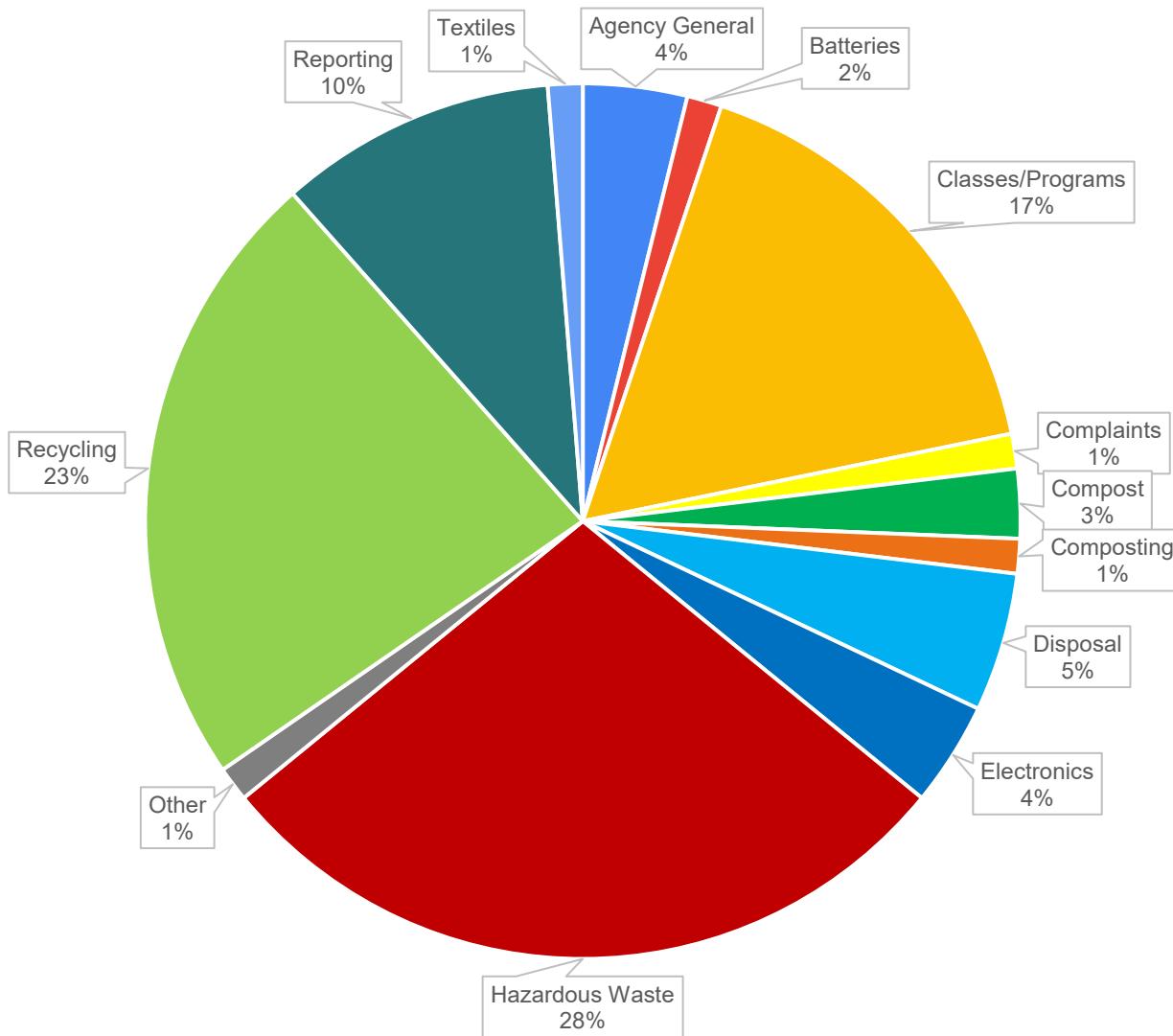
January 2022 Recycling Hotline Topics



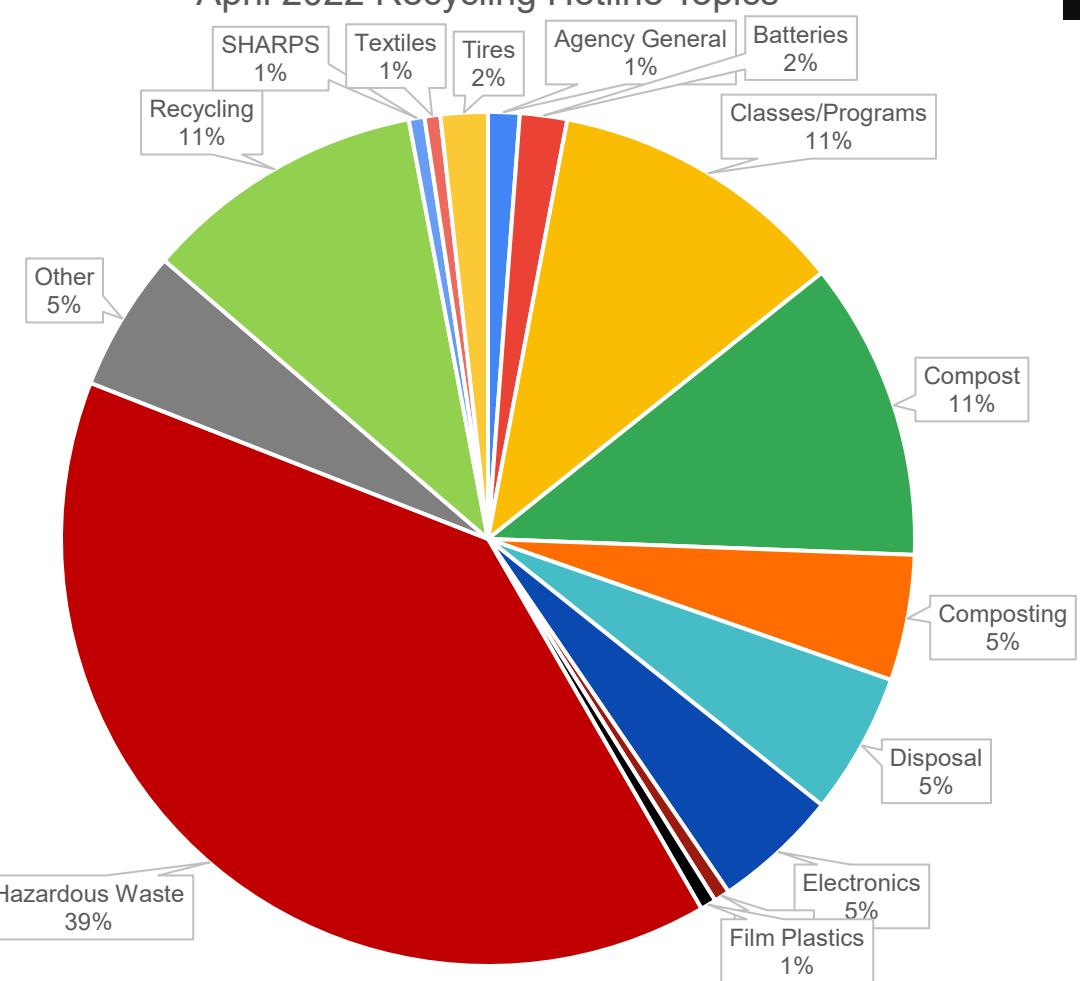
February Recycling Hotline Topics



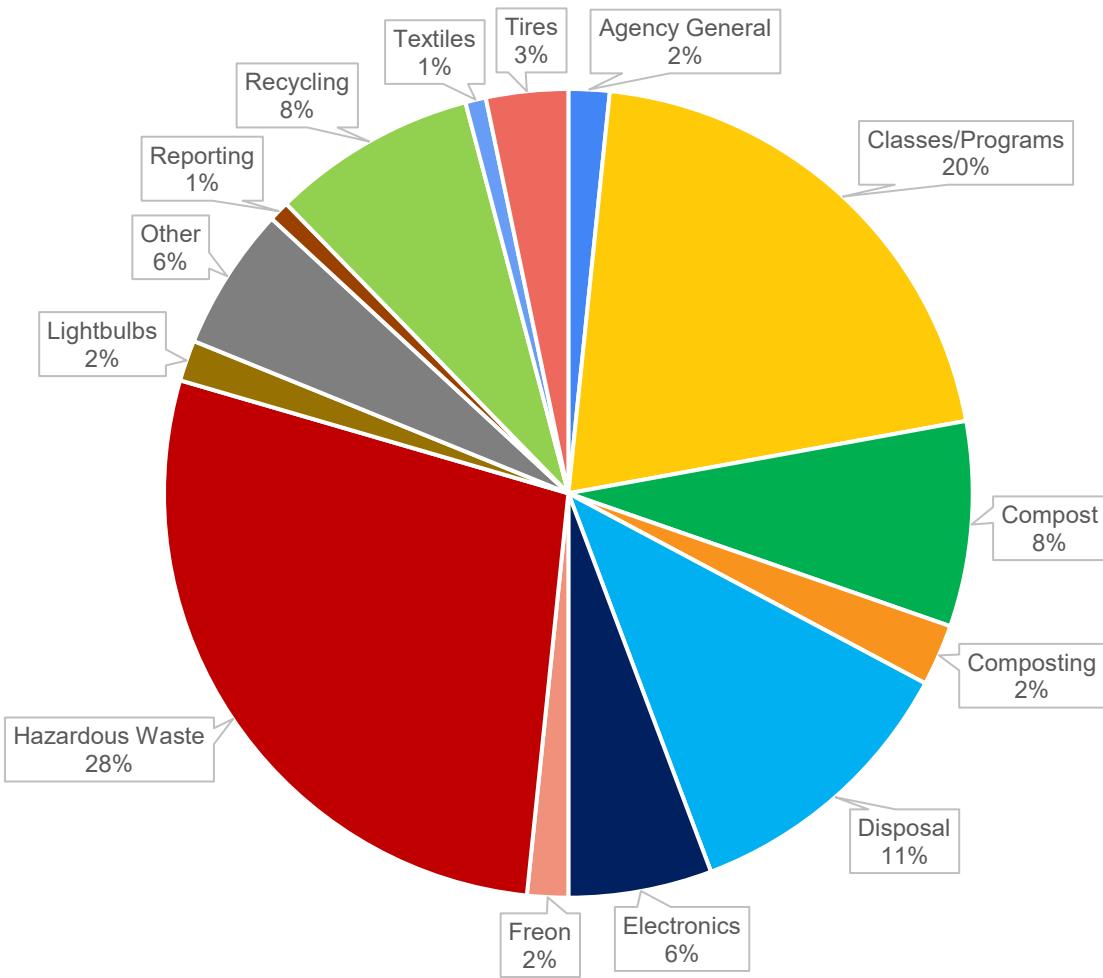
March 2022 Recycling Hotline Topics



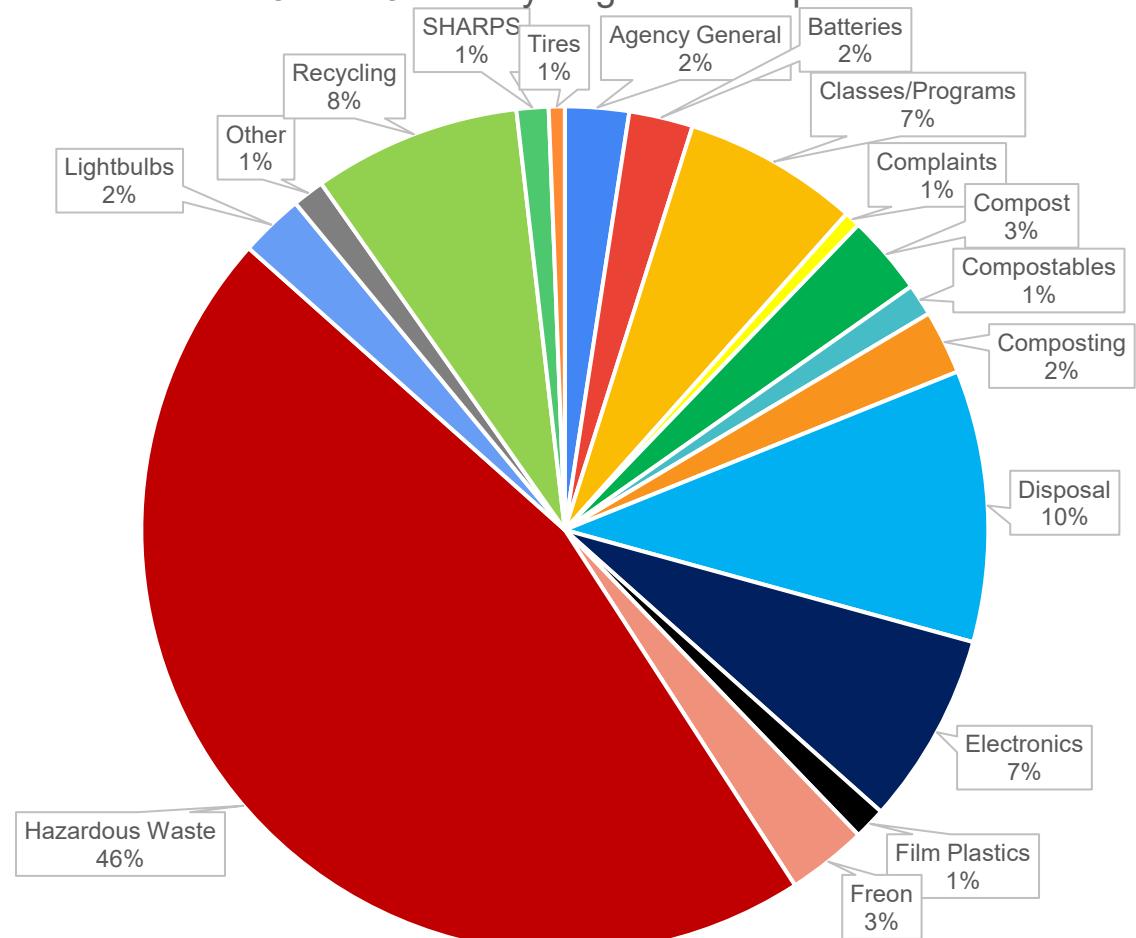
April 2022 Recycling Hotline Topics



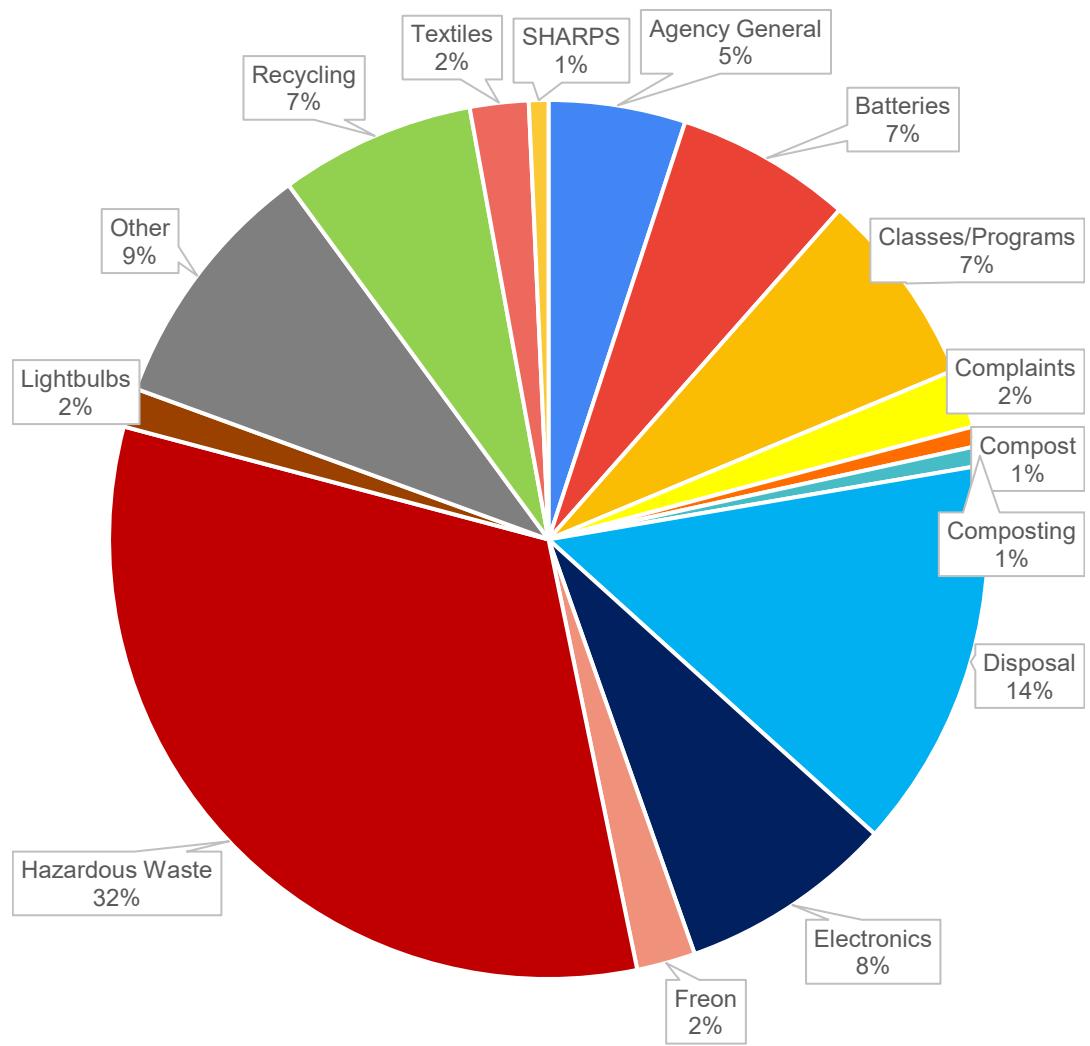
May 2022 Recycling Hotline Topics



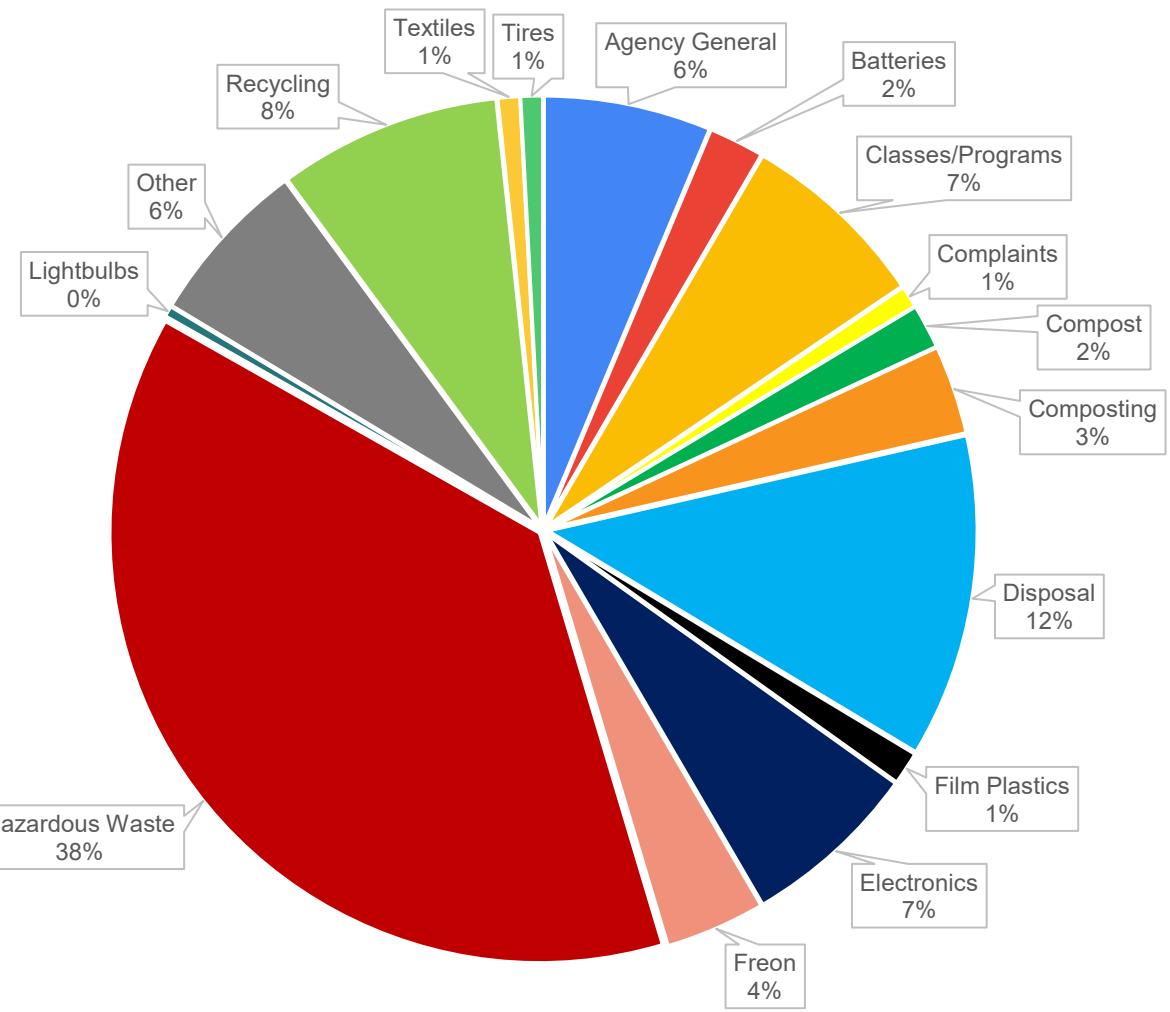
June 2022 Recycling Hotline Topics



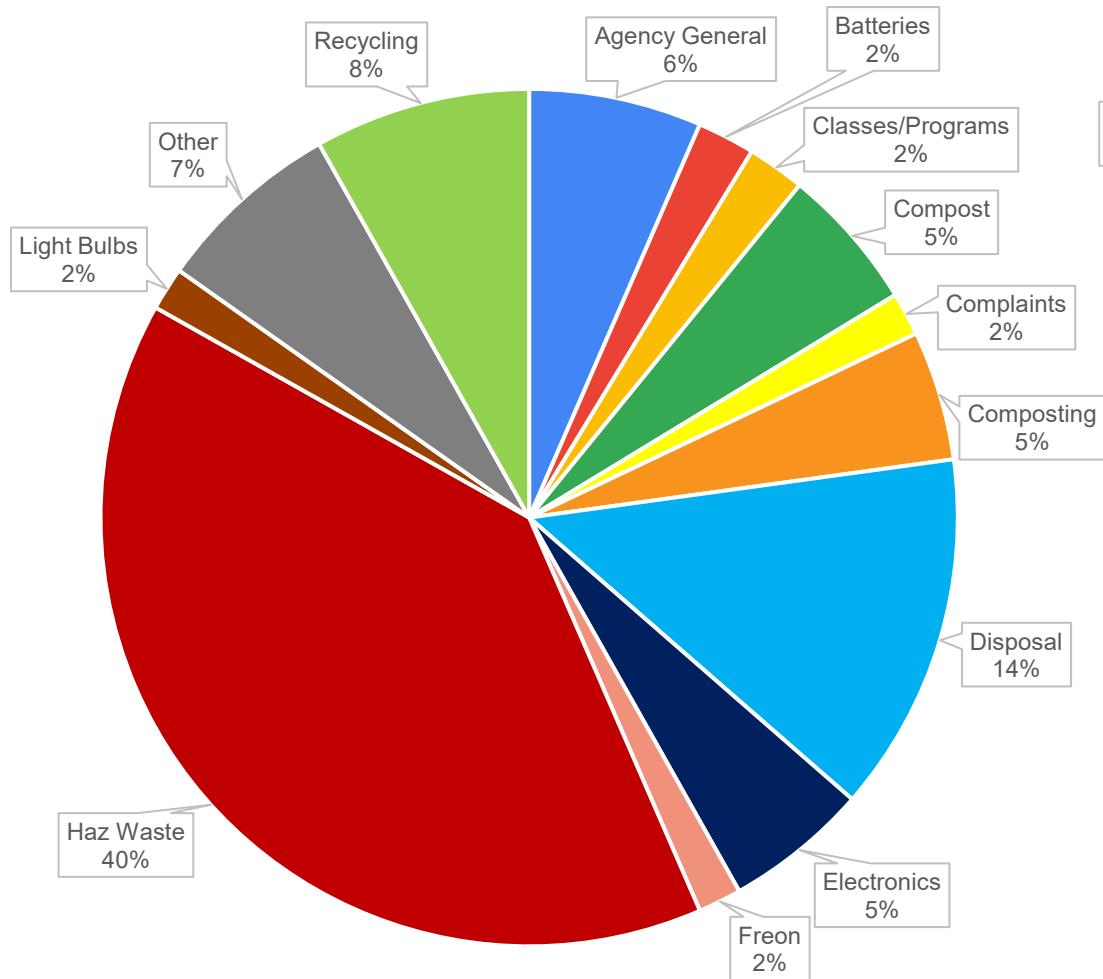
July 2022 Recycling Hotline Topics



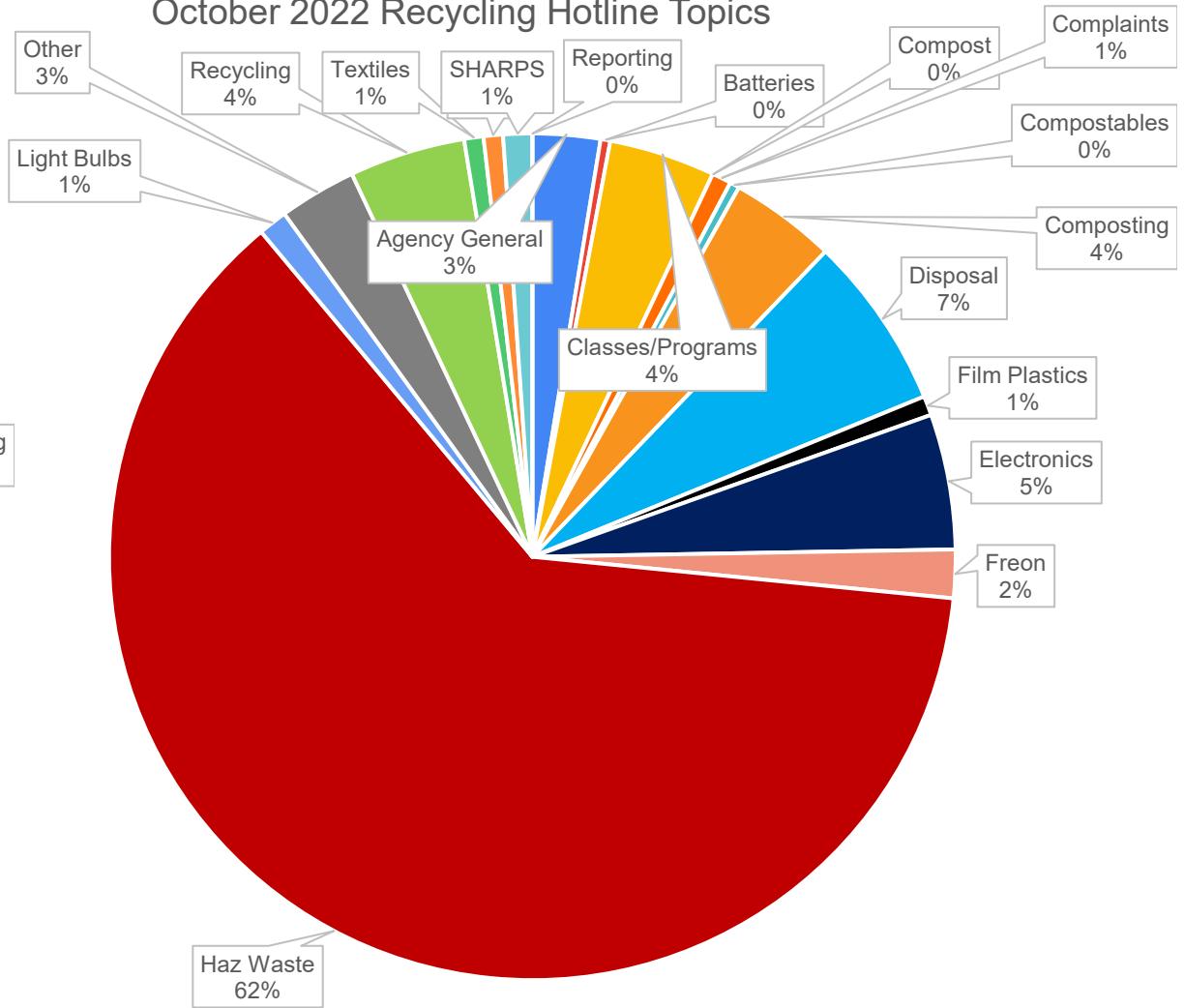
August 2022 Recycling Hotline Topics



September 2022 Recycling Hotline Topics



October 2022 Recycling Hotline Topics





ABOVE: Oceans of Possibilities Program
BELOW: Home Compost Demonstration Garden



Composting Education at George Washington Elementary School (ABOVE) and Bennett Elementary (BELOW)





New Paltz Climate Smart Task Force tours the UCRRRA



UCRRRA Household Hazardous Waste Collection Events



UCRRRA Staff wears blue for World Oceans Day

2022 Recycling Outreach Team Executive Summary

- The UCRRA Recycling Outreach team completed **101.75 hours** of direct community programming in 2022: including **25 classes/public speaking engagements, 26 facility tours, 9 tabling events, 7 interviews, 3 site visits to improve recycling practices, and 2 community installations at local libraries.**
- These programs reached approximately **868 adult participants** and **328 youth participants.**
- The program grew indirect outreach strategies as well; **4,474 newsletter subscribers** received quarterly e-news. @UCRRA social media audience grew to **1,168 followers** on Facebook and **1,010 followers** on Instagram, and a combined reach of over **19,500 impressions** on social media platforms. @UCRRA on Youtube has grown to **23 subscribers** and this year the channel had **2,739 total views** over **26.4 hours of streaming.**
- Monthly Public Service Announcements for UCRRA Services were aired across two local radio stations (reaching **over 70,000 estimated listeners**) and print advertising reached an estimated **45,000+ local readers.** In Feb-March a digital streaming OTT campaign targeting Ulster County viewers on Roku, Sling, Tubity, Pluto tv, as well as authenticated cable subscriptions reached **136,191 impressions.**
- The Recycling Outreach Team received **56 requests for media kits** that were sent by mail to various community partners and facilities, and they distributed an **additional 764 kits at** programs tours and events.
- The team responded to **120 questions** through its website contact us form, **1,628 questions** through the **Recycling Hotline**, totaling **130 hours** of community engagement over the phone.