

Photo: Bottle Cap Art at Bennett Elementary School



Ulster County Recycles 2022 Program Review
UCRRA Recycling Outreach Team





Photo: 2022 Compost Bin & Rain Barrel Sale



Photo: UCRRA Booth at Kingston Farmers Market

2022 PROGRAM IMPACT

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**

**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

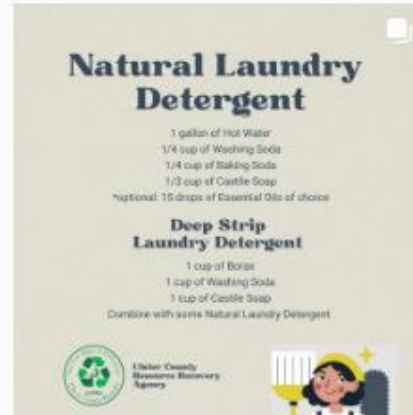
May

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



2022 Audience Growth



	January 2021'	January 2022'	December 2022'
Facebook	964	1087	1168
Instagram	855	868	1010

Facebook Instagram



cce_ulster

Ulster County Resource Recovery Agency



6



Liked by ucrra and 5 others

cce_ulster 4-H club 'Animals & Company' joined forces with @ucrra today to plant a pollinator garden at the new composting demonstration area. Thanks for hosting @ucrra! #compost #ch4 #co2 #sustainability #garden #pollinators

ucrra Thank you for coming!

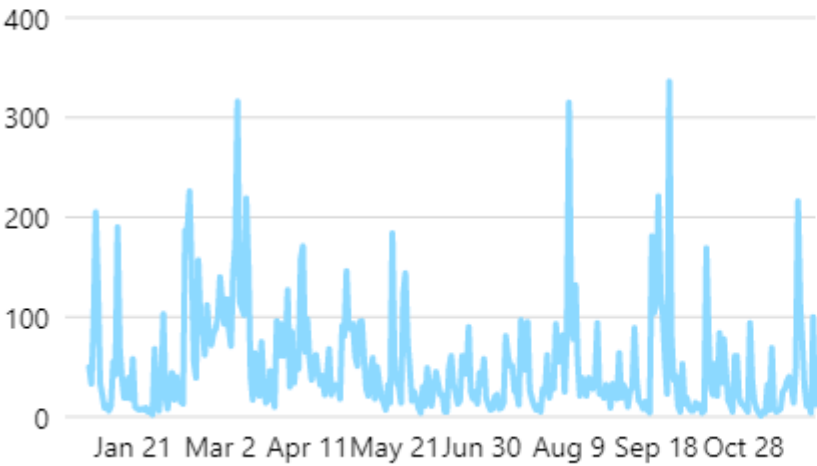


2 hours ago

Reach

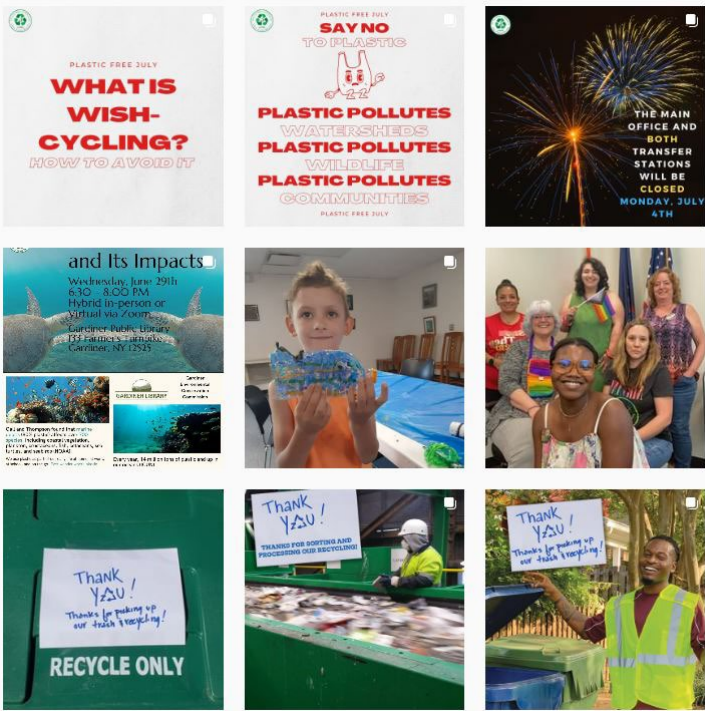
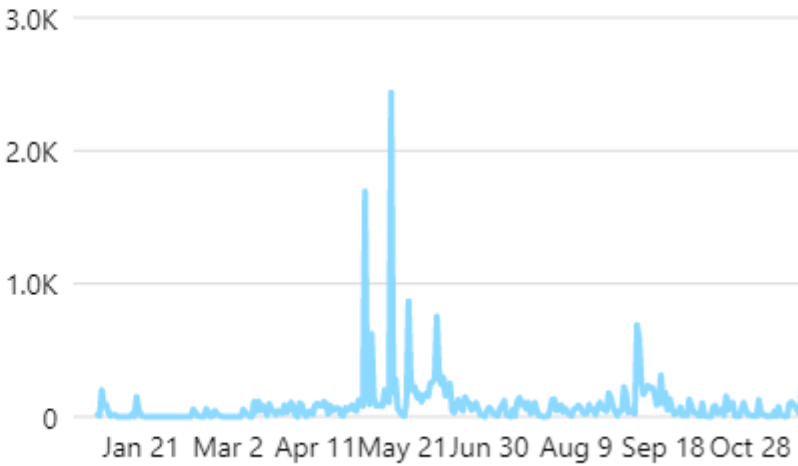
Facebook Page reach ⓘ

6,419 ↓ 41.9%



Instagram reach ⓘ

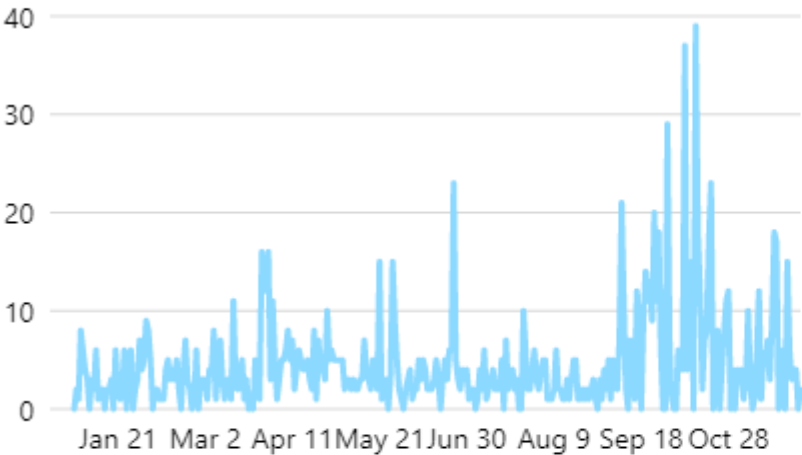
13,174 ↑ 1.6K%



Page and profile visits

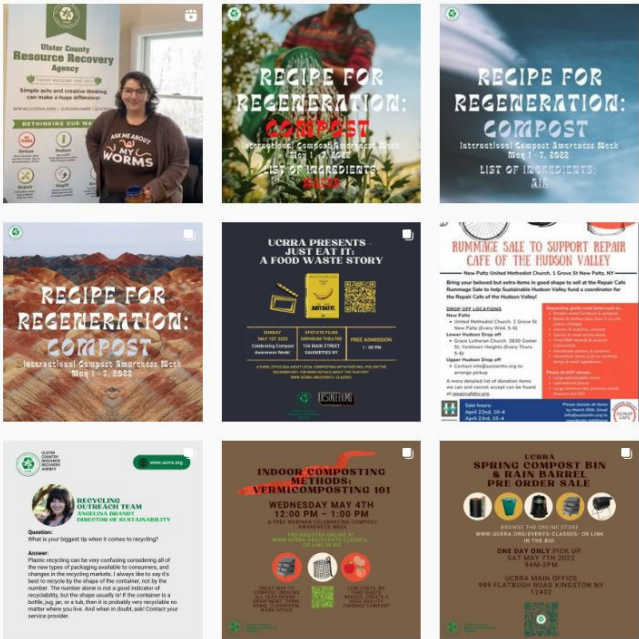
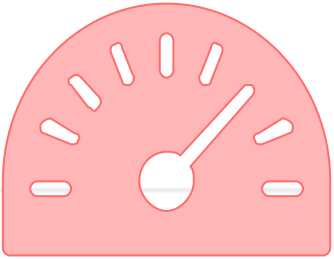
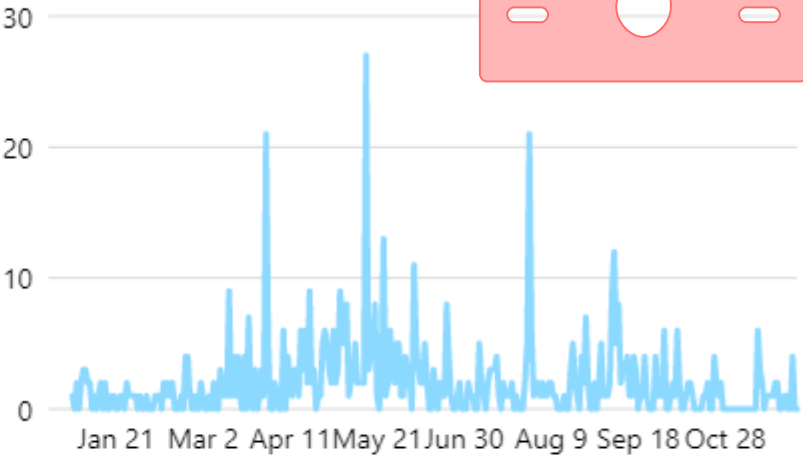
Facebook Page visits ⓘ

1,526 ↓ 3.5%



Instagram profile visits ⓘ

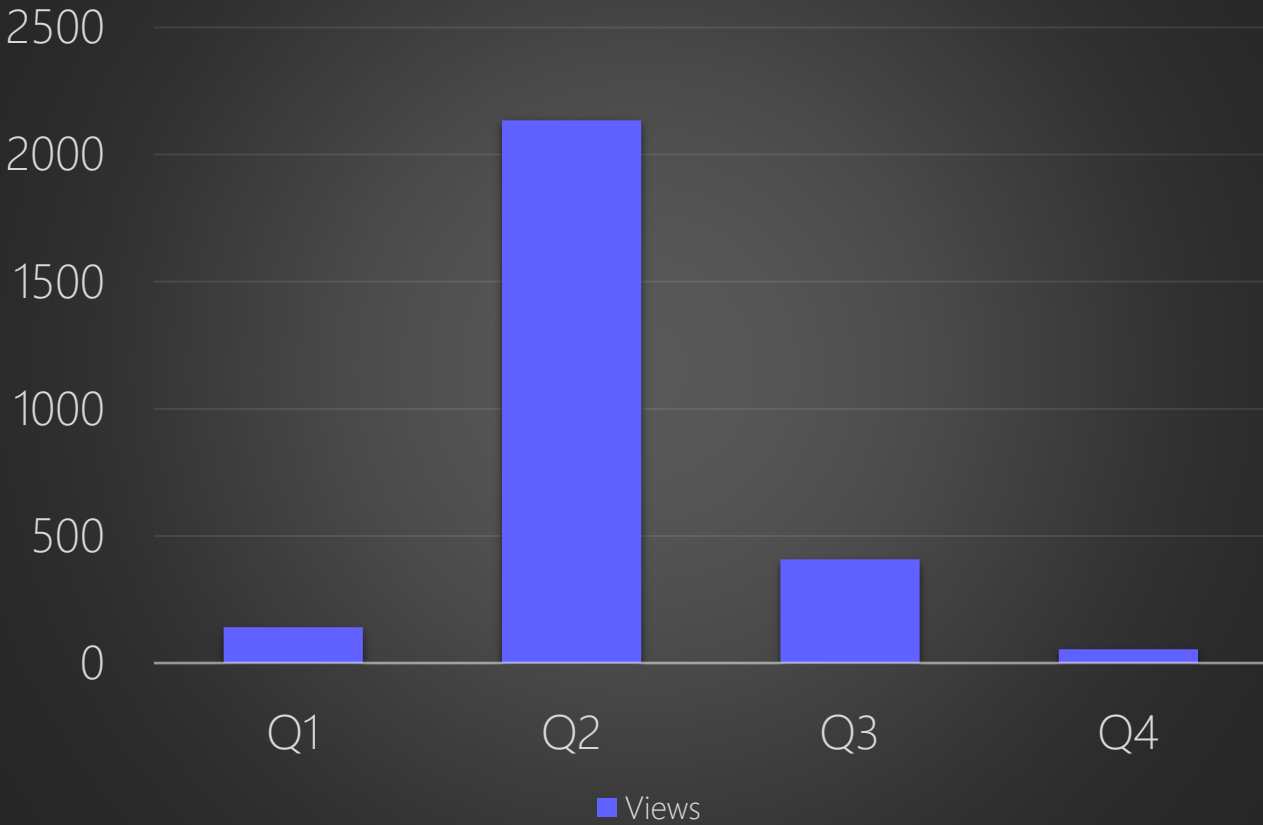
679 ↑ 38.9%



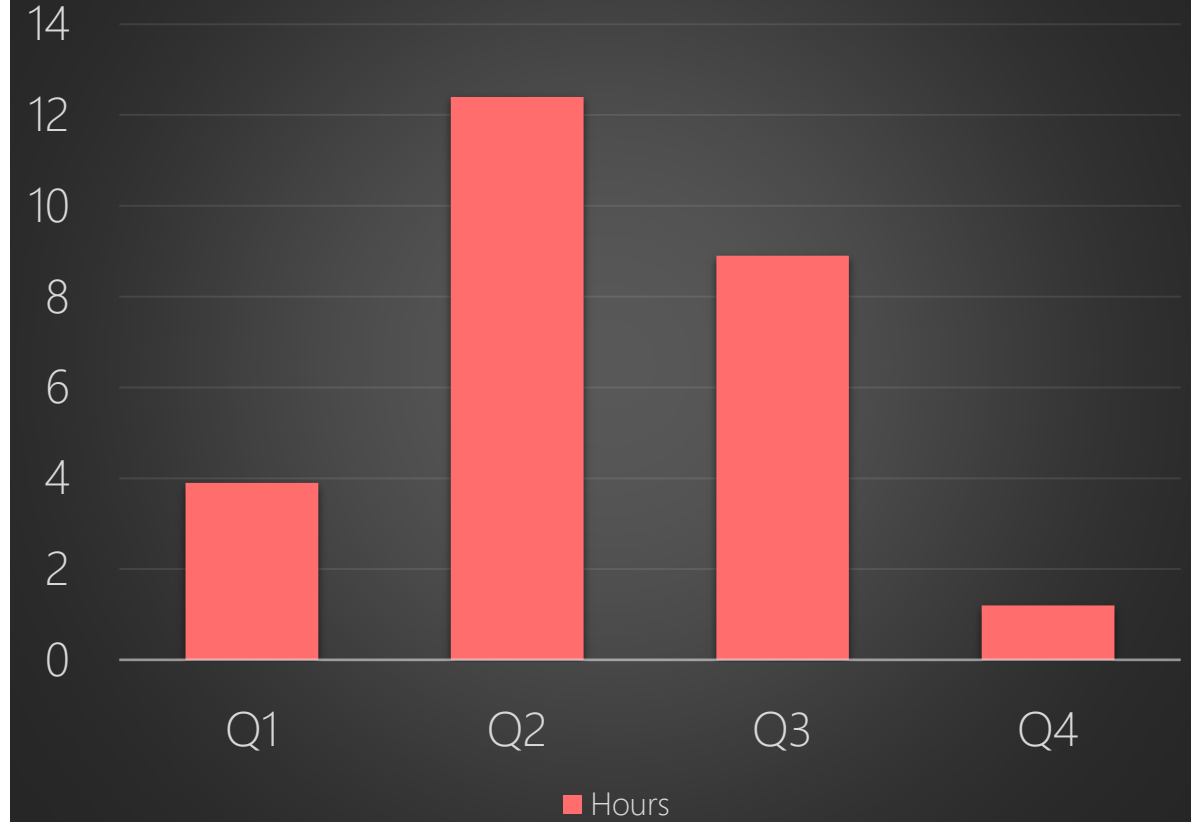


@UCRRA on Youtube

Views

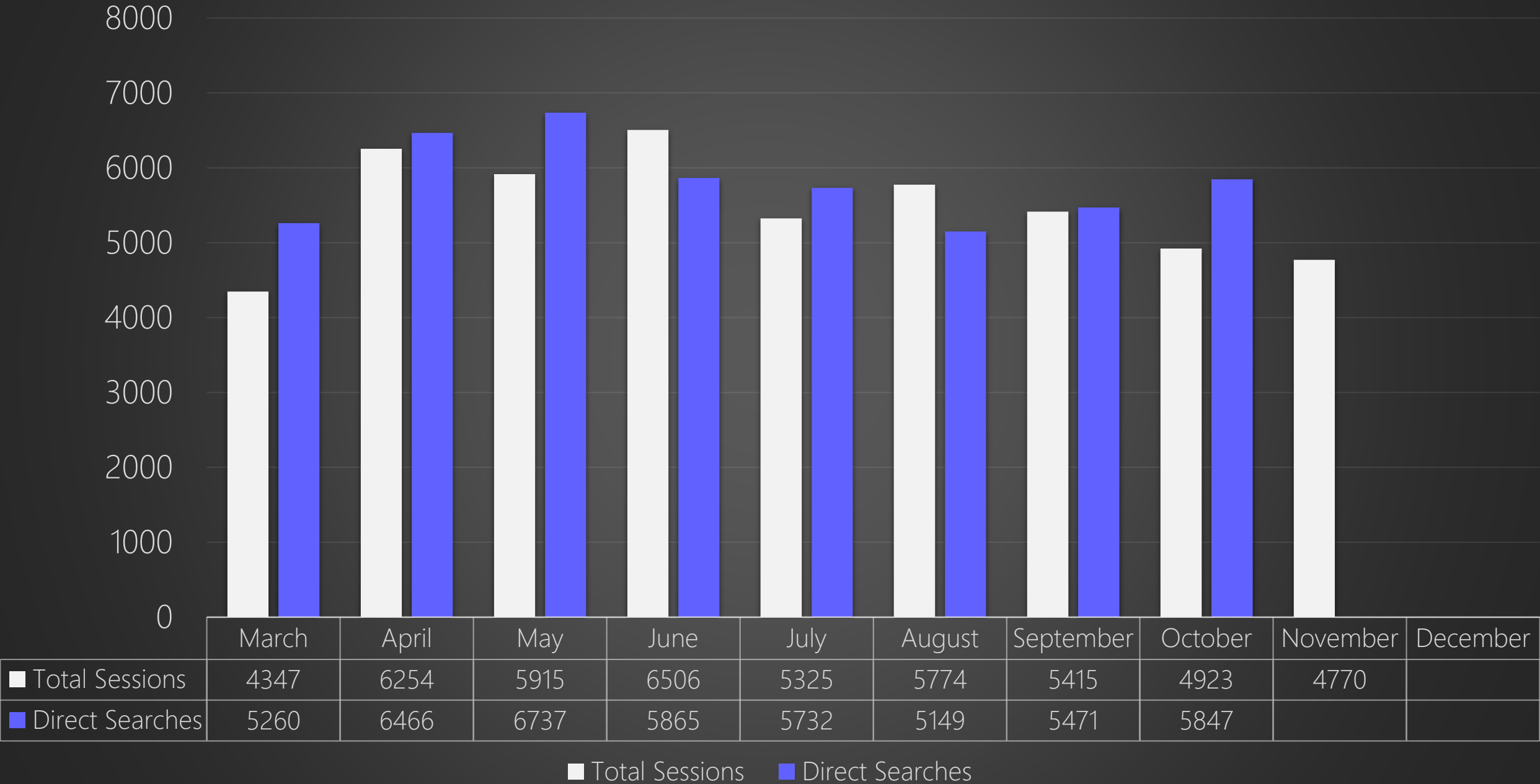


Viewing Hours



2,739 total views over 26.4 hours

WWW.UCRRR.ORG Metrics

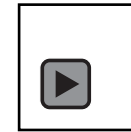




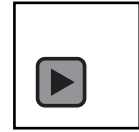
Composting PSA Reduce Food Waste



RADIO ADVERTISING



Website PSA



What Happens
To Your Trash?

10



**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



Plastic Bags
est. five trillion plastic bags used worldwide each year (UNEP)



Plastic To-Go Cups
est. 500 billion plastic cups and 16 billion disposable coffee cups used each year worldwide. Americans alone throw away around 25 billion styrofoam coffee cups each year (Earthday)



Plastic Takeaway Containers
Single-use food and beverage packaging account for around 269,000 US tons of plastic wastethat has entered the world's oceans (NRDC)



Plastic Utensils
est. 100 million plastic utensils used daily (National Geographic)



Plastic Straws
est. 500 million plastic straws used daily (USA)

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.UCRRRA.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.UCRRRA.ORG/EVENTS-CLASSES Questions? Call (845) 336-0600

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.UCRRRA.com 📱 @UCRRRA



2022 UCRRRA FALL CLASSES

Free workshops hosted by
ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road, Kingston, NY 12401 ☎ 845-336-0600 🌐 www.UCRRRA.com 📱 @UCRRRA



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

UCRRRA Kingston
Facility
PRE-REGISTER BY
MONDAY, OCT 3RD



RECYCLE
RIGHT!

WED, OCT 12TH,
6 PM - 7:30 PM

Walkkill Public
Library:
7 Bona Ventura Ave,
Walkkill, NY 12589



TOUR THE
UCRRRA!

THURSDAY, OCT 13TH
OPTION 1: 10 - 11AM
OPTION 2: 1 - 2PM

UCRRRA Kingston
Facility
PRE-REGISTER BY
MONDAY, OCT 10TH



INTRO TO
BOKASHI

FRIDAY, OCT 21ST,
1PM - 2 PM

UCRRRA Kingston
Facility
PRE-REGISTER BY
MONDAY, OCT 17TH



Ulster County Resource Recovery Agency

Proudly serving Ulster County for 30+ years

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

Let's Rethink Waste & Grow Ulster Green!

- Join UCRRRA 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 UCRRRA's Recycling & Composting Facilities
- Recycling Hotline, A-to-Z Recyclopeda
- ...and much more!



Contact the Recycling Outreach Team for your FREE Business Guide!

www.UCRRRA.org

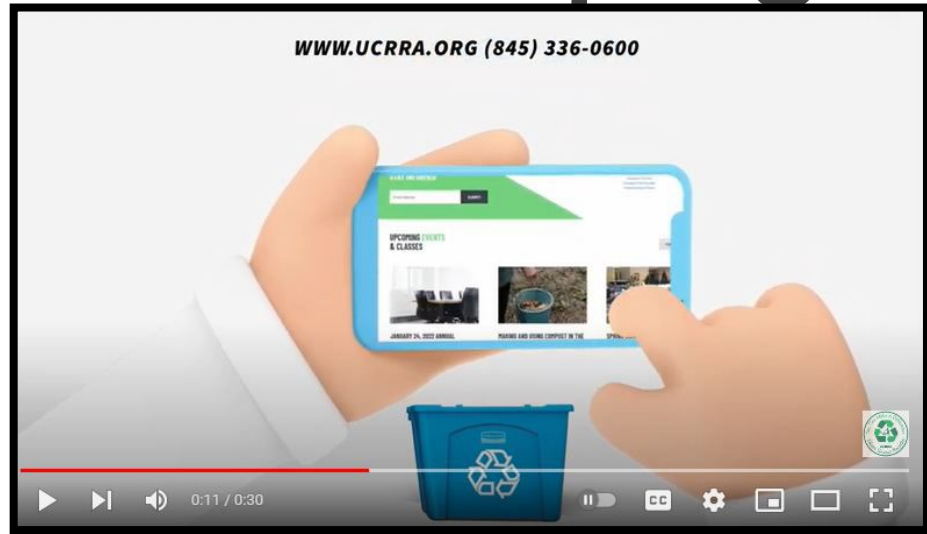
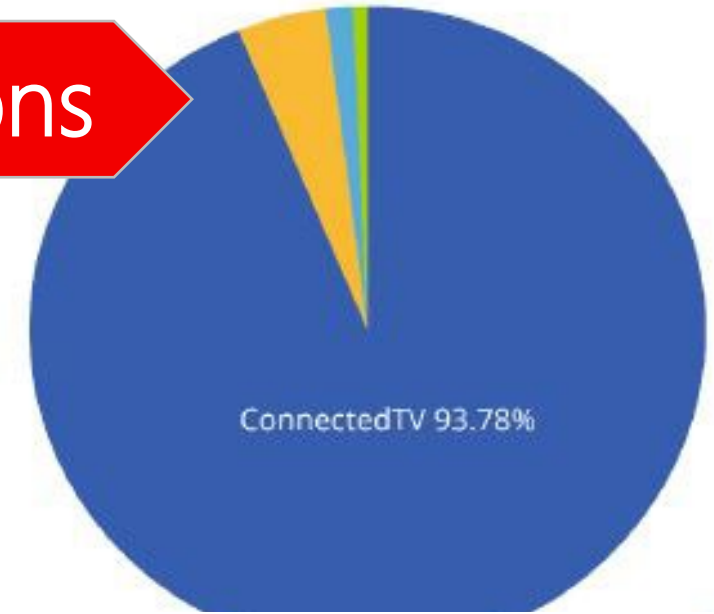
Digital Streaming OTT Campaign

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)

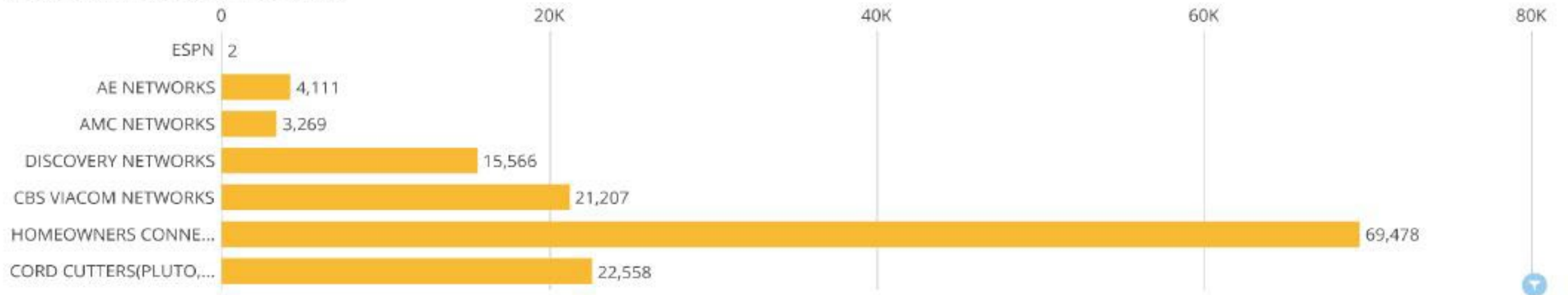
Impressions by Device

136,191 impressions

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



Impression Delivery by Placement



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 FOODSCRAPS AND DROP THEM OFF AT ONE OF THESE CONVENIENT LOCATIONS!

Greenway Environmental Services
Serving all areas of Ulster County.
205 Hurds Road, Clintondale, NY 12515
Contact Josephine Papagni
845-656-6071
greenway777@aol.com

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

Town of Saugerties Transfer Station
Open to any resident of Ulster County who has a composting permit.
212, Saugerties, NY 12477
Town Transfer Station
845-679-0514
cra@saugerties.ny.us

New Paltz Recycling & Reuse Center
Open to any resident of Ulster County who purchases a facility permit.
100 Airport Road, Rochester, NY 14624
Contact the Town Transfer Station
845-626-5273

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

Benefits vs Drawbacks

Benefits:

- Compost indoors all year-round
- Very low cost to build your own bin
- It's easy!
- Does not require yard waste

Drawbacks:

- Worms can't eat everything
- Harvesting castings can be

Ulster County Master Contacts List for Food Waste Management Services

UCRRA updated this list May 2022. To add/edit entries in this list, please contact apec@ucrara.org

Description	Business Name	Service Area	Address	Website	Phone	Email	Contact
Collection/Hauling (COMMERCIAL - ROLL OFF SERVICE ONLY)	Waste Management	Serving areas of Ulster, Dutchess, Orange County	100 Boat Street Albany, NY 12202	www.wm.com/ulster/vermicomposting-and-sustainability/food-and-organic-recycling	845-742-8635	jwille@wm.com	Jeff Bask Market Sales Manager, Eastern NY & Western MA
Community Compost Company	Community Compost Company	Serving areas of Ulster, Dutchess, Orange County, and Northern New Jersey	5941 Route 209, Katharston, NY 12446	www.communitycompostco.com	845-787-3478	info@communitycompostco.com	Molly Lindsay, Director of Operations
Collection/Hauling (COMMERCIAL AND RESIDENTIAL)	AgriCycle Energy	Serving the North East Corridor of Ulster County and N.Y. Capital District	95 Pleasant Hill Road, Suite 100 Southburgh, ME 04074	www.agricycleenergy.com	800-850-9560	info@agricycleenergy.com	Contact the company for more information
Collection/Hauling (COMMERCIAL ONLY)	Natural Upcycling	Serving all areas of Ulster County. Contact company for more information	1818 Linwood Road, Linwood, NY 14466	www.naturalupcycling.com	585-564-3124	amanda@naturalupcycling.com	Michael Boeman or Amanda Legdon
Collection/Hauling (COMMERCIAL ONLY)	Organic Recycling LLC	Contact the company for more information	13065 Hickory Creek Drive, Suite 240 Mokena, IL 60448	www.organicrecycling.com	708-326-3900	info@organicrecycling.com	Contact the company for more information
Collection/Hauling (COMMERCIAL ONLY)	Royal Carting / Webb Sanitation	Serving the North and South Eastern Corridor of Ulster County, Dutchess, Orange, Columbia, Putnam Counties	409 Route 82 Hopewell Junction, NY 12533	www.royalcarting.com	845-896-6000	info@royalcarting.com	Vincent Nunciatto
Collection/Hauling (COMMERCIAL ONLY - FESTIVALS/EVENTS)	Curbside Compost LLC	Serving the Southern and North East Corridor of Ulster County, and areas of Dutchess, Westchester, Putnam Counties, Western CT	Hedgefield, CT	www.curbsidecompost.org	914-646-6890	rick@curbsidecompost.org	Nick Skeados
Collection/Hauling (FESTIVALS/EVENTS)	Dirty Love Trash	Contact the company for more information	37 Cross St Beacon NY 12508	www.dirtylovetrash.com	845-425-4012	dirtylovetrash@gmail.com	Arturo Lenigan
Compostable Packaging	Biodegradable Products Institute	N/A	88B, 8th Ave #414, New York, NY 10019	www.bpiworld.org	1-888-8PI-1000	information@bpiworld.org	Visit website for more information
Composting Education	Cornell Cooperative Extension Ulster County Master Gardeners	Serving all areas of Ulster County	CCE Ulster County 232 Plaza Road (Hansford Plaza) Kingston, New York 12401	ulster.ces.cornell.com	845-340-3950	dm221@cornell.edu	Dore Crawford, Community Horticulture Program Coordinator
Composting Education	Cornell Waste Management Institute	Serving all areas of New York State	CWMI, Soil and Crop Sciences Section, 617 Bradford Hall, Cornell University Ithaca, NY 14853	www.cwmi.ces.cornell.edu	607-255-1187	cwmi@cornell.edu	Jean Borshoff, Associate Director

Ulster County Resource Recovery Agency
Conectando Comunidades a través del Compostaje

HAZ CRECER ULSTER VERDE

Guía de Compostaje para el Patio Trasero

YOUTH PROGRAMS
Ulster County Resource Recovery Agency

999 Flatbush Road Kingston, NY 12401 845-336-0600 www.UCRRA.org @UCRRA

Angeline Brandt (right), Director of Sustainability
Tanesia White (left), Recycling Educator
apec@ucrara.org TWIG@UCRRA.org

The Agency provides FREE professional youth programming to Ulster County schools, clubs, libraries, and youth community centers. Programs can be held in the Agency's board room, which seats a maximum of 30 people or the Recycling Outreach Team can come to you!

Many of the games include free prizes and reusable promotional items that youth can keep as a reminder to recycle, compost, and reduce waste! Please see the examples of programs below:

Tours
Tour UCRRA's Recycling and Composting Facilities by a 30 minute facility tour. At four participating schools, followed by a 30 minute facility tour. All four participants must wear closed-toe shoes and the provided hard hat (no sandals, flip-flops, etc.). Youth must be accompanied by an adult (5:1 youth/adult). Maximum 30 guests per visit. This is a seasonal weekday program available only by tour request from April to November.

Composting Programs
"Composting for Kids"
This 20-minute interactive discussion and activity can be adapted for groups of 10-30 students in grades 1-6. Participants will learn about how composting works, what can be composted, and why composting is good for the environment. This program can be supplemented with a compost story book or a hands-on composting activity, depending on the age group.
Program needs: depends on program request

Bokashi Composting
Ulster County Resource Recovery Agency
Angelina Brandt, Director of Sustainability & Tanesia White, Recycling Educator
99 Flatbush Road, Kingston, NY 12401 845-336-0600 www.UCRRA.org @UCRRA

How does composting work?

Composting is a natural process where organic materials are mixed together, broken down (decomposed) in a controlled way, resulting in a soil-like material called **compost**. **Soil microbes** (bacteria/molds/fungi) and other macro organisms create a mini ecosystem inside of a compost pile. Different microbes thrive at different stages of the process. As materials decompose, the pile heats up and progresses through distinct heat phases, cooling overtime, creating finished compost. Composting takes time, but certain management practices can help speed up the process.

Why should you try Bokashi composting?

PROS

- Manage food scraps that are harder to compost
- The method is simple and easy to follow
- The material is not smelly (deteriorates over time)
- Accepts almost all food scraps
- Does not require a large space
- For indoor use

CONS

- Not a stand-alone method of composting
- Requires additional solution to manage your compost

Ulster County Resource Recovery Agency
Proudly serving Ulster County since 1986
999 Flatbush Road - Kingston, NY 12401 (845) 336-0600 www.UCRRA.org @UCRRA

7R's to Rethink Waste
Simple acts and creative thinking can greatly reduce the amount of waste we make. Be mindful of your consumption and your relationship with things.

Refuse
Don't consume what you don't need! It's okay to say no to excess packaging and unnecessary plastic waste.

Reduce
Small acts make a big difference! Buy in bulk. Shop plastic-free at your local farmers' market. Make your own products! And try to avoid purchasing items whose packaging is not recyclable.

Reuse
Bring your own bottles, mugs, and shopping bags! Look for creative ways to reuse and upcycle unwanted items.

Repair
Fix broken items before you toss them! Visit a Repair Café for free! www.repaircafehr.org

Recycle
Don't throw away items that are still in usable condition! Furniture, home goods, clothing, toys, books, and more can be donated to charitable organizations!

Recover
Try home composting! Recover energy from wasted food and make gardeners black gold!

Recycle
Know your program and follow recycling rules! Contact your service provider or call 845-336-3336 (Recycling Hotline) for assistance.

Bags & Film Plastics
Plastic bags do not belong in the recycling bin. Recycle thin plastic films at a local grocery or retail store:

- Bread bags
- Newspaper bags
- Fresh produce bags
- Cereal bags
- Food storage bags
- Shrink wrap from paper products (paper towels, toilet paper, napkins, etc.)
- Bags must be clean, dry, & empty

New York banned single use bags in 2022! Visit www.ucrra.org/about-us/laws to learn about local laws that reduce single use plastic waste.

Fabrics & Textiles
New Yorkers throw away 1.4 billion pounds of textiles every year! Donate and recycle fabrics and textiles at a clothing drop-off bin near you:

- All types of clothing
- All types of shoes & boots
- Linens & bedding
- Towels & throw rugs
- Curtains & canvas bags
- Bookbags, purses, & more
- Fabric must be odorless, dry, and free of blood stains or grease

Recycle fabrics regardless of condition. Items can be stained, ripped, missing buttons, broken zippers, etc.

Find a clothing drop-off bin near you by visiting www.ny3.org/textile_recovery_locations.php

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 harm 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.
- Better for the Planet, Better for our Health, Better for our Wallet.
- Properly dispose of old or expired chemicals. Sign up for UCRRA's HHW Collection Events!

Read the label!
Look for labels such as Warning, Caution, Danger, Poisonous, Corrosive, or Flammable.

Understand the instructions for how to properly use the chemical.

Always keep chemicals in their original container.

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



Media Kits

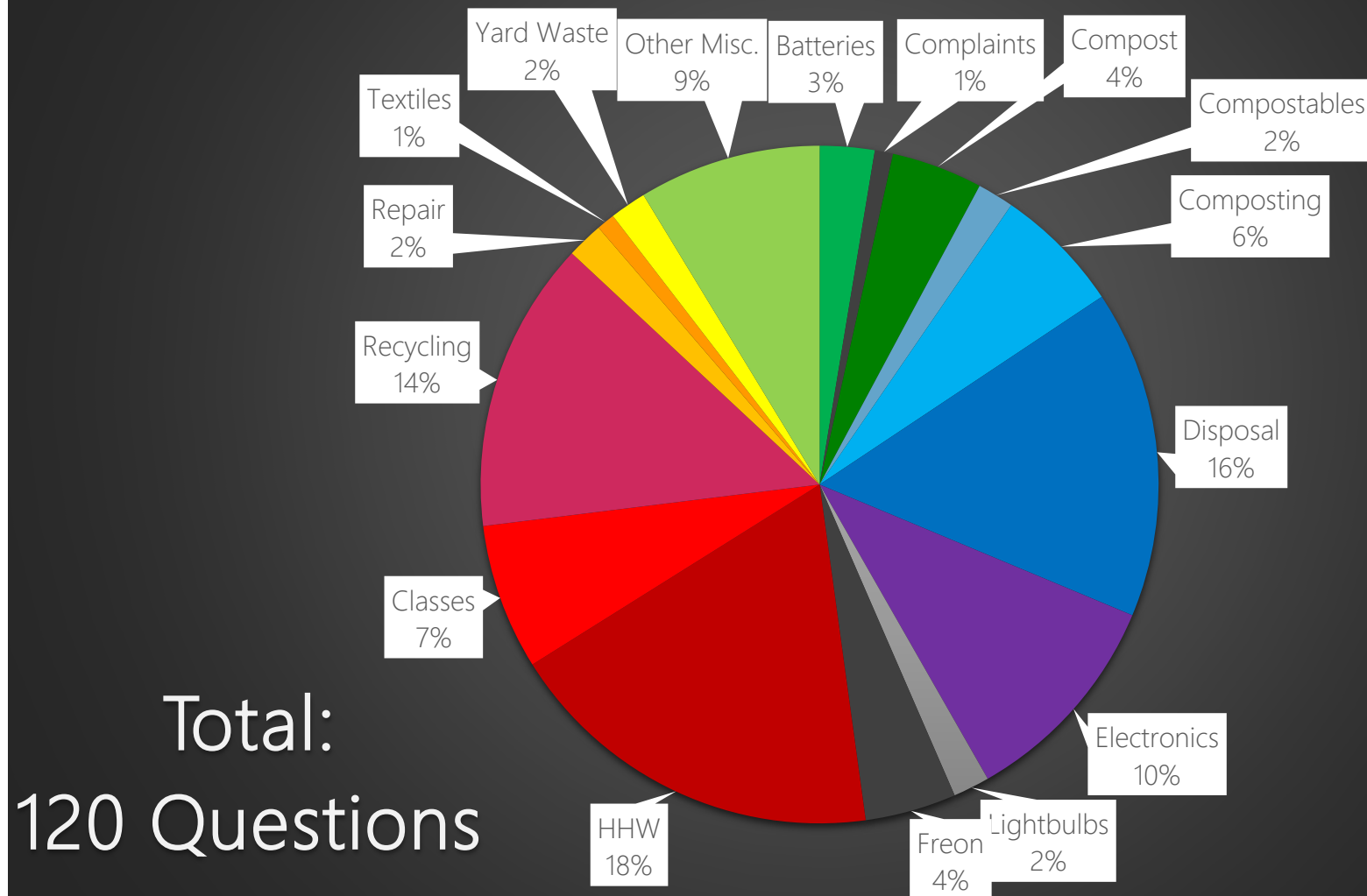
764 MEDIA KITS DISTRIBUTED
AT OUR EVENTS!!

56 MEDIA KIT REQUESTED

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

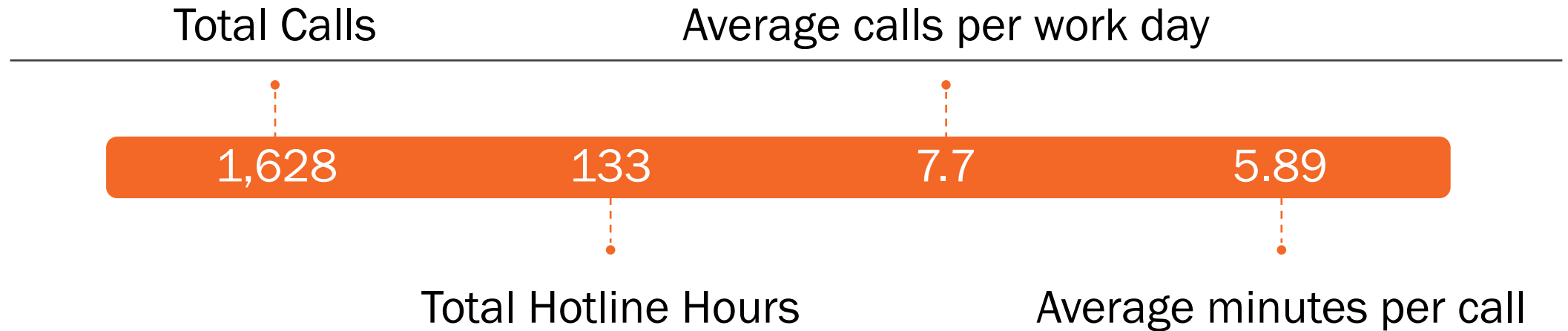


“Contact Us” via UCRRA website

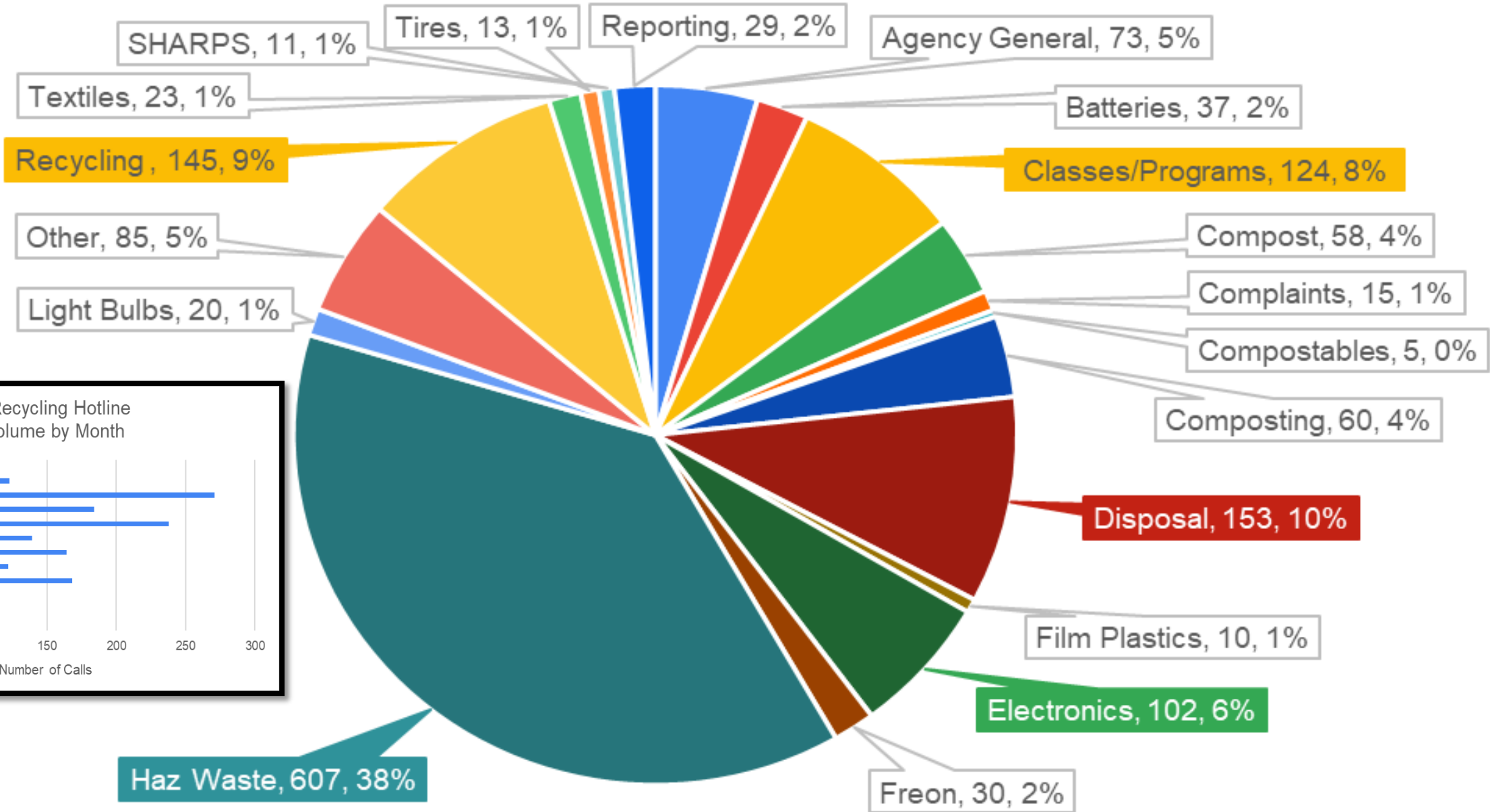


Recycling Hotline

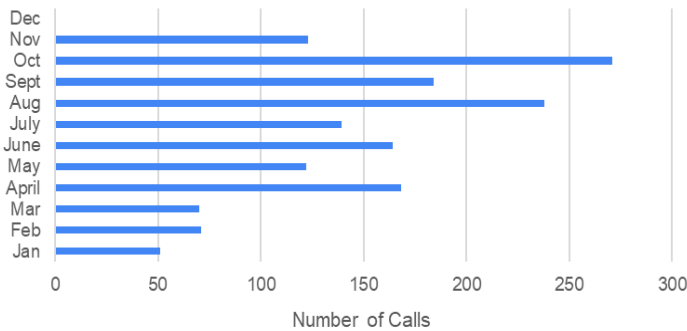
January 1st – November 30th*



2022 Recycling Hotline Topics Summary

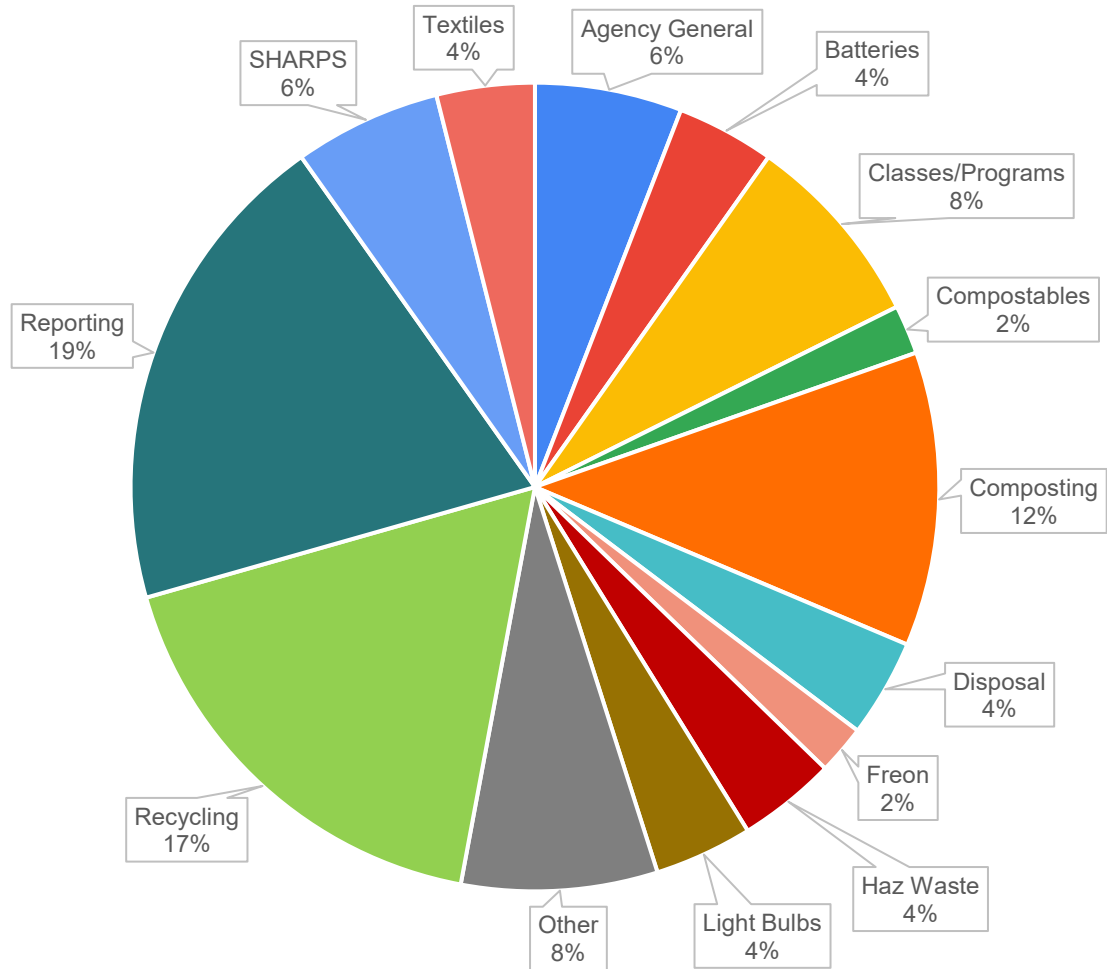


2022 Recycling Hotline
Call Volume by Month

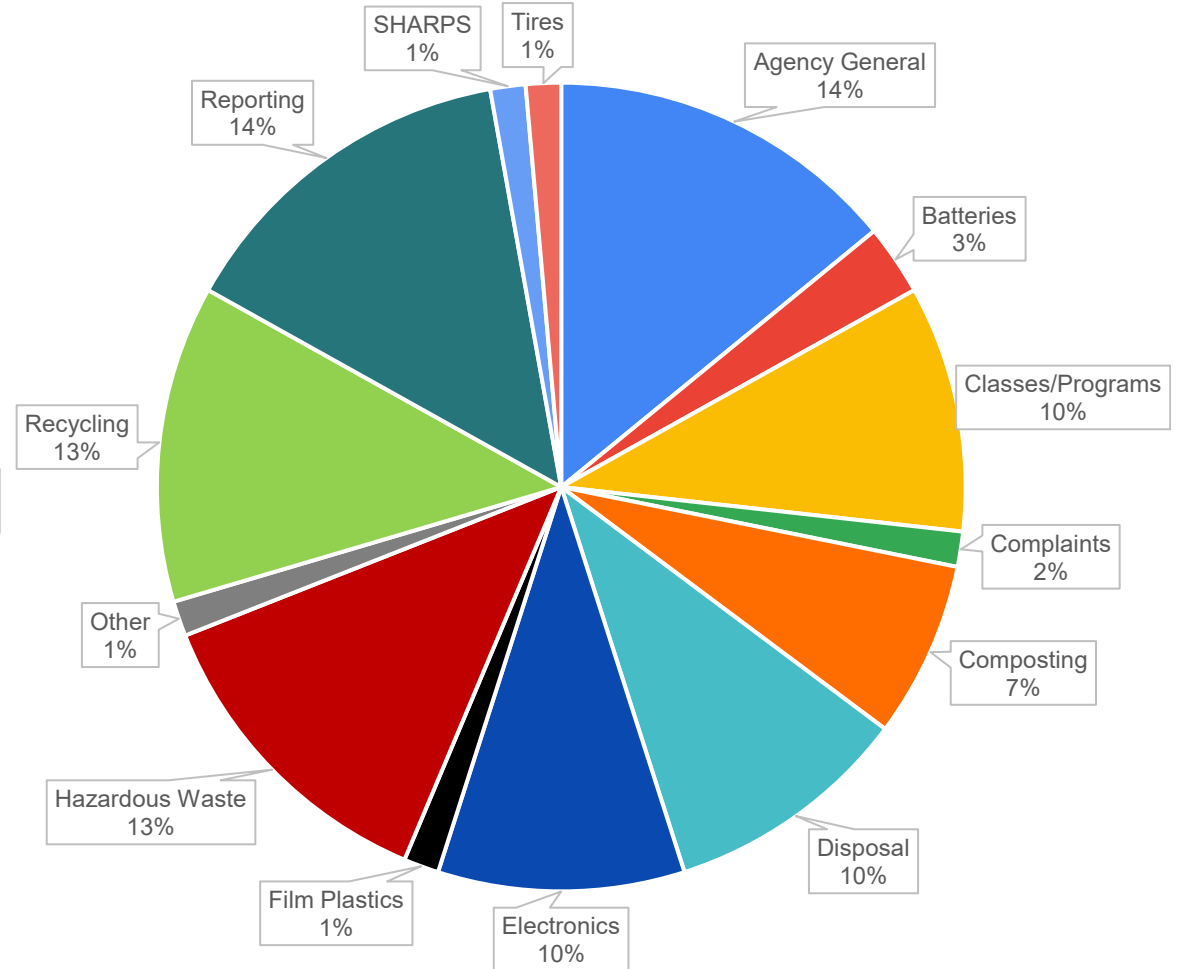


Recycling Hotline Monthly Stats

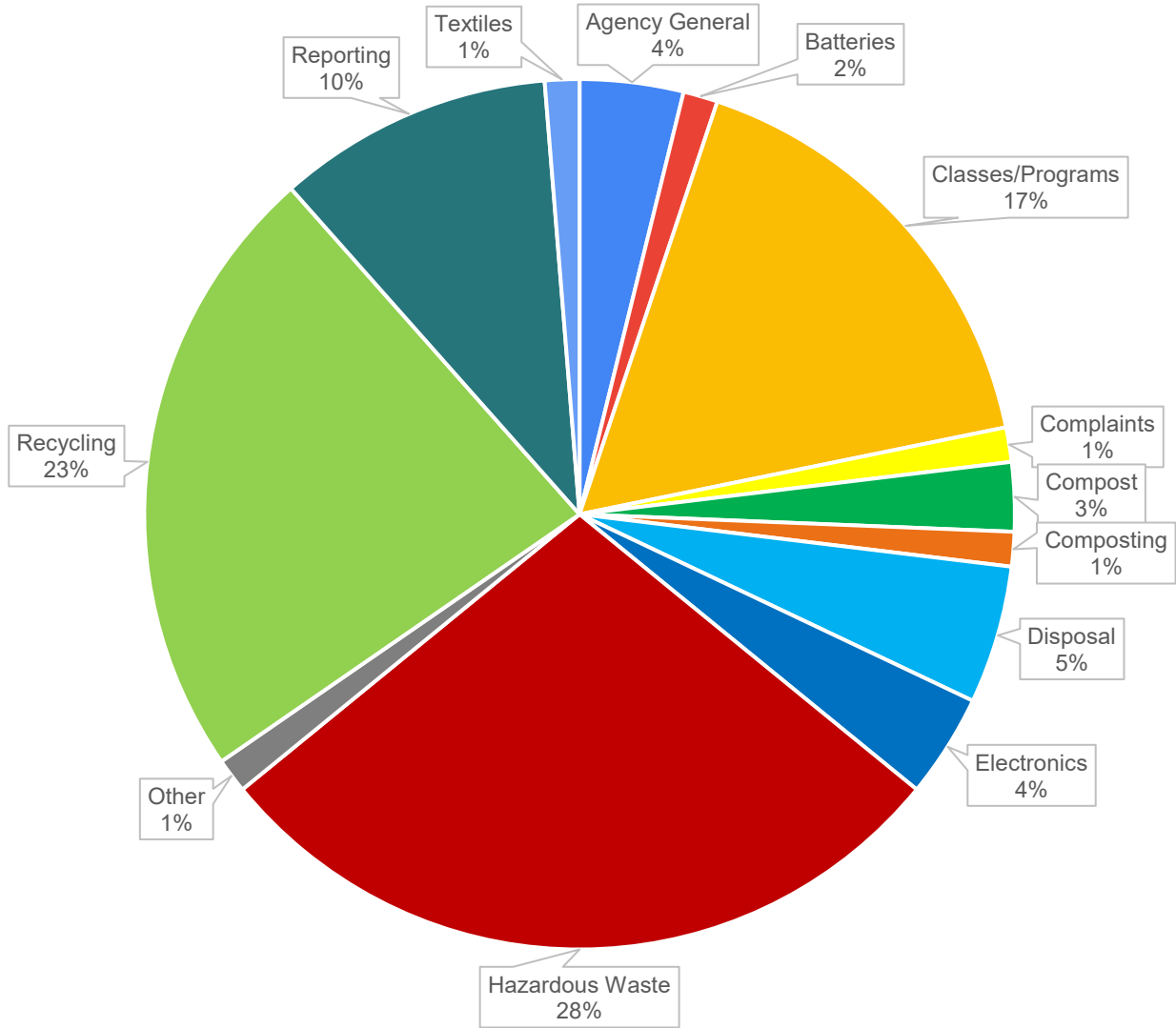
January 2022 Recycling Hotline Topics



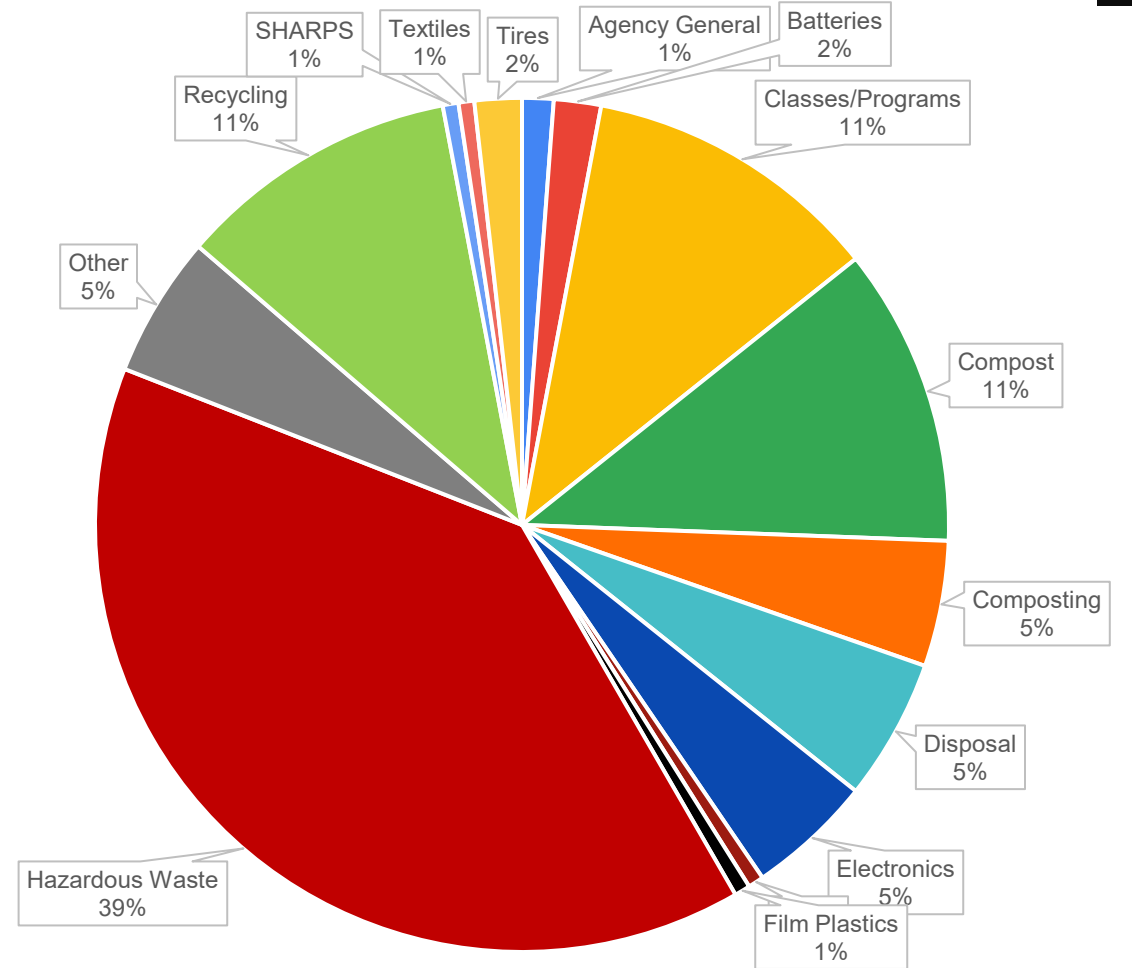
February Recycling Hotline Topics



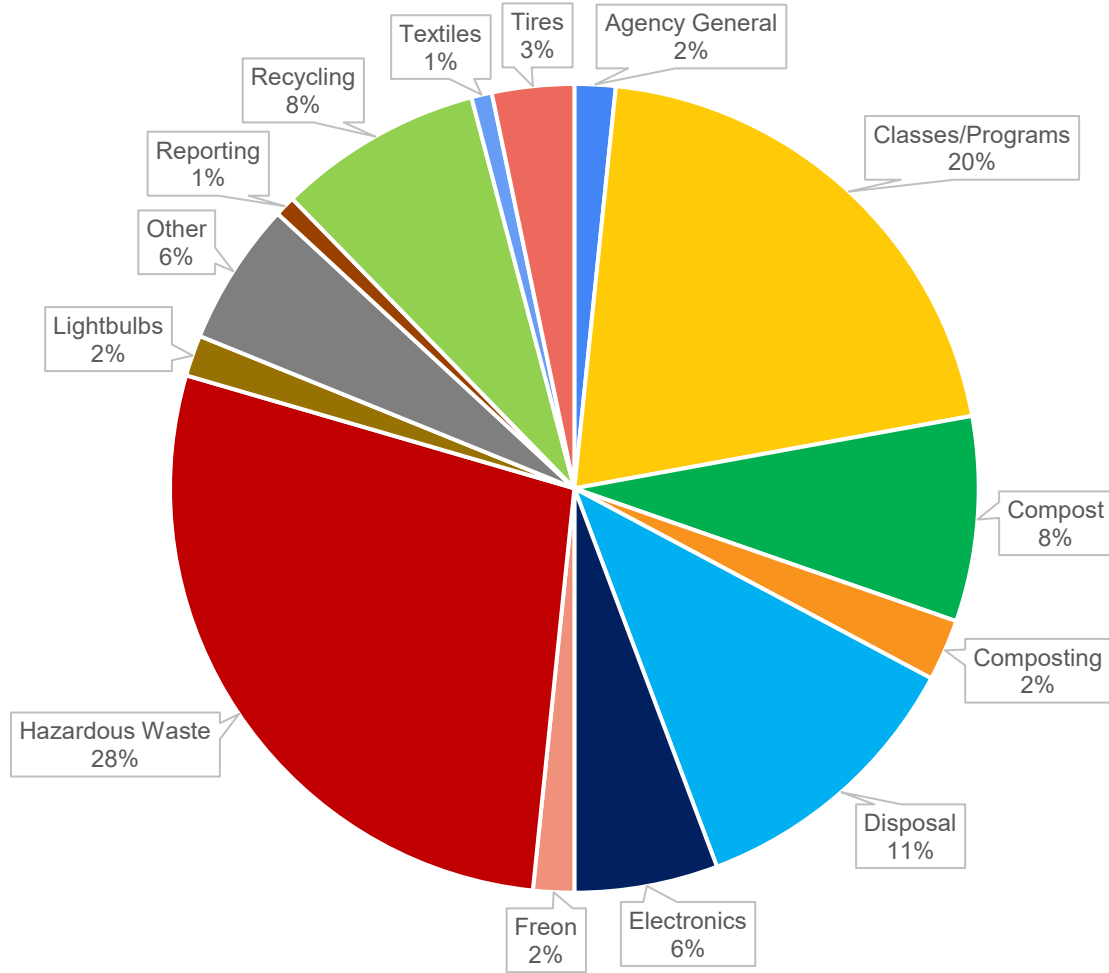
March 2022 Recycling Hotline Topics



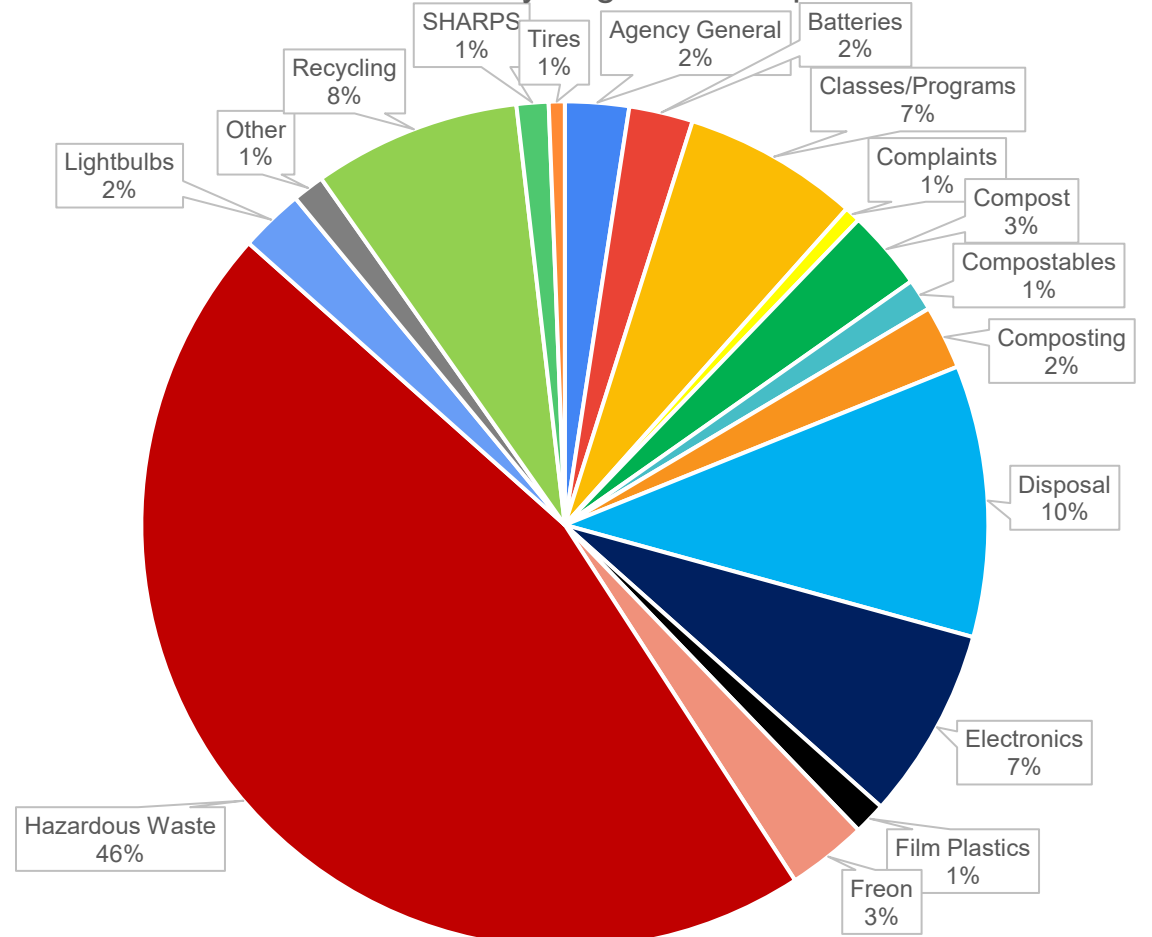
April 2022 Recycling Hotline Topics



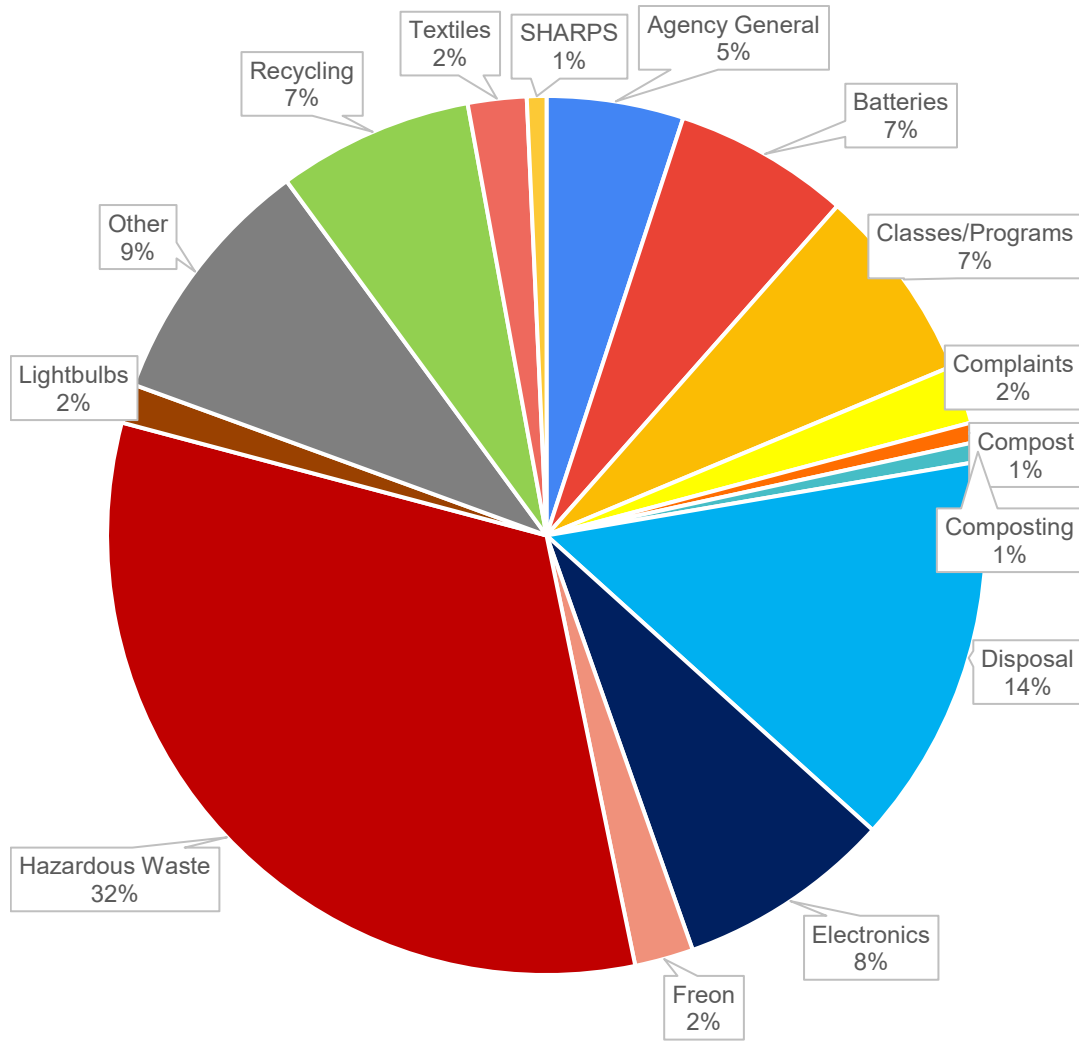
May 2022 Recycling Hotline Topics



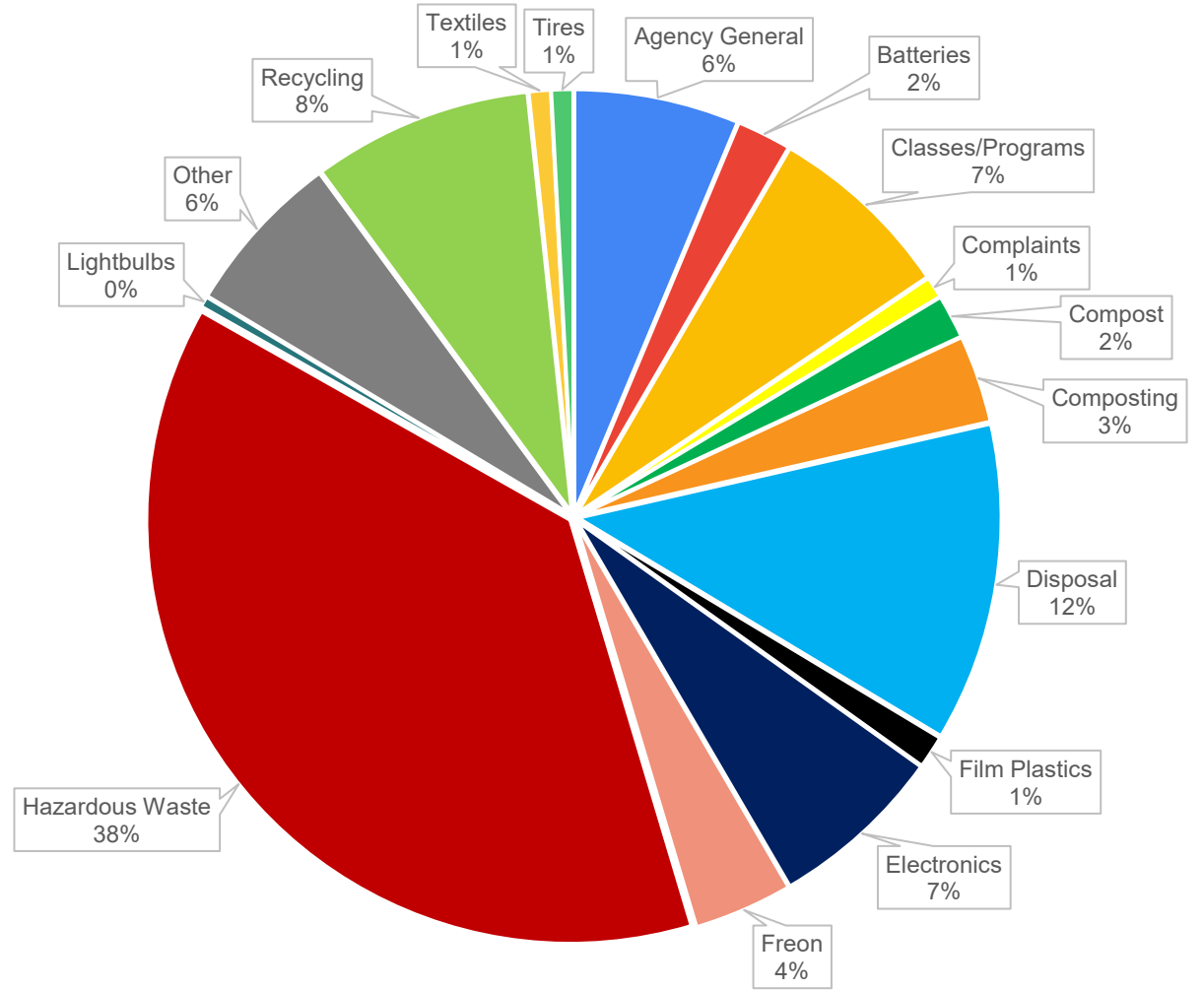
June 2022 Recycling Hotline Topics



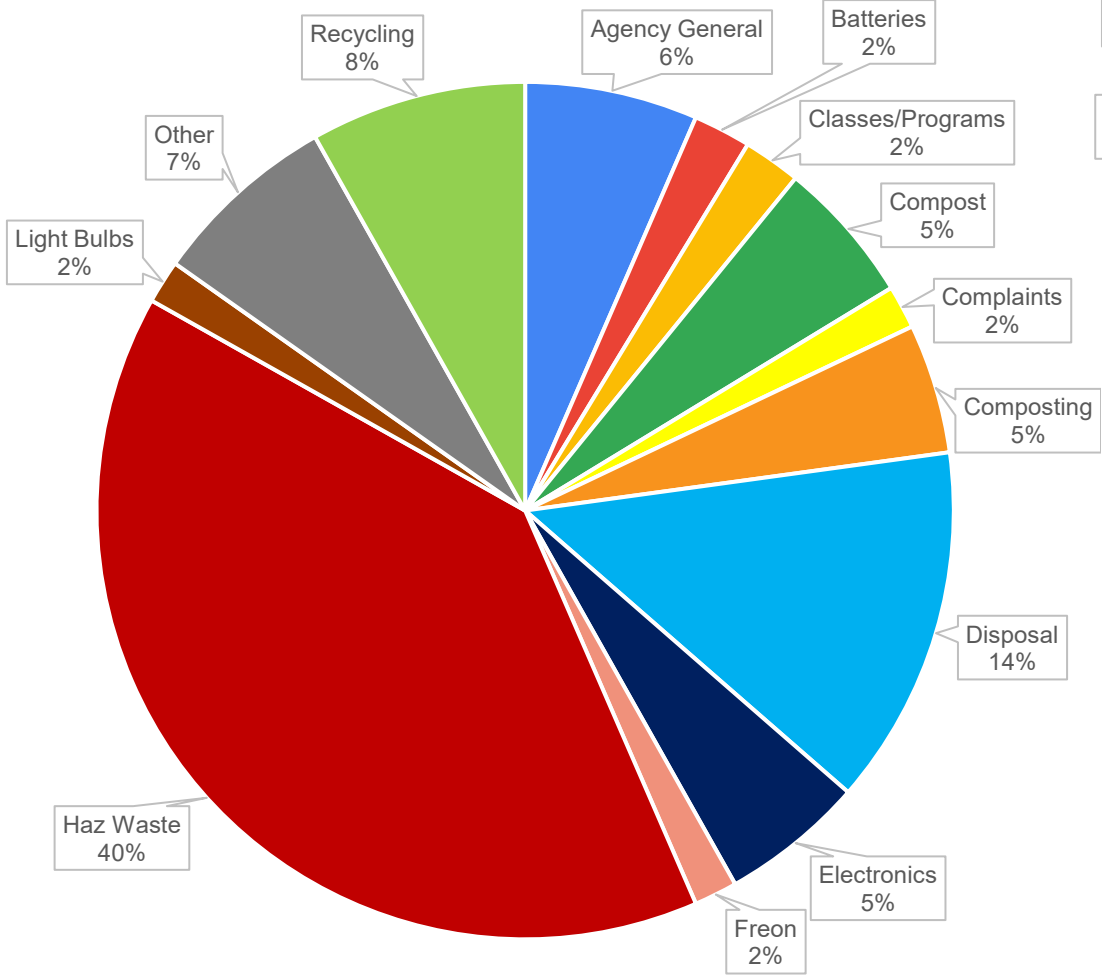
July 2022 Recycling Hotline Topics



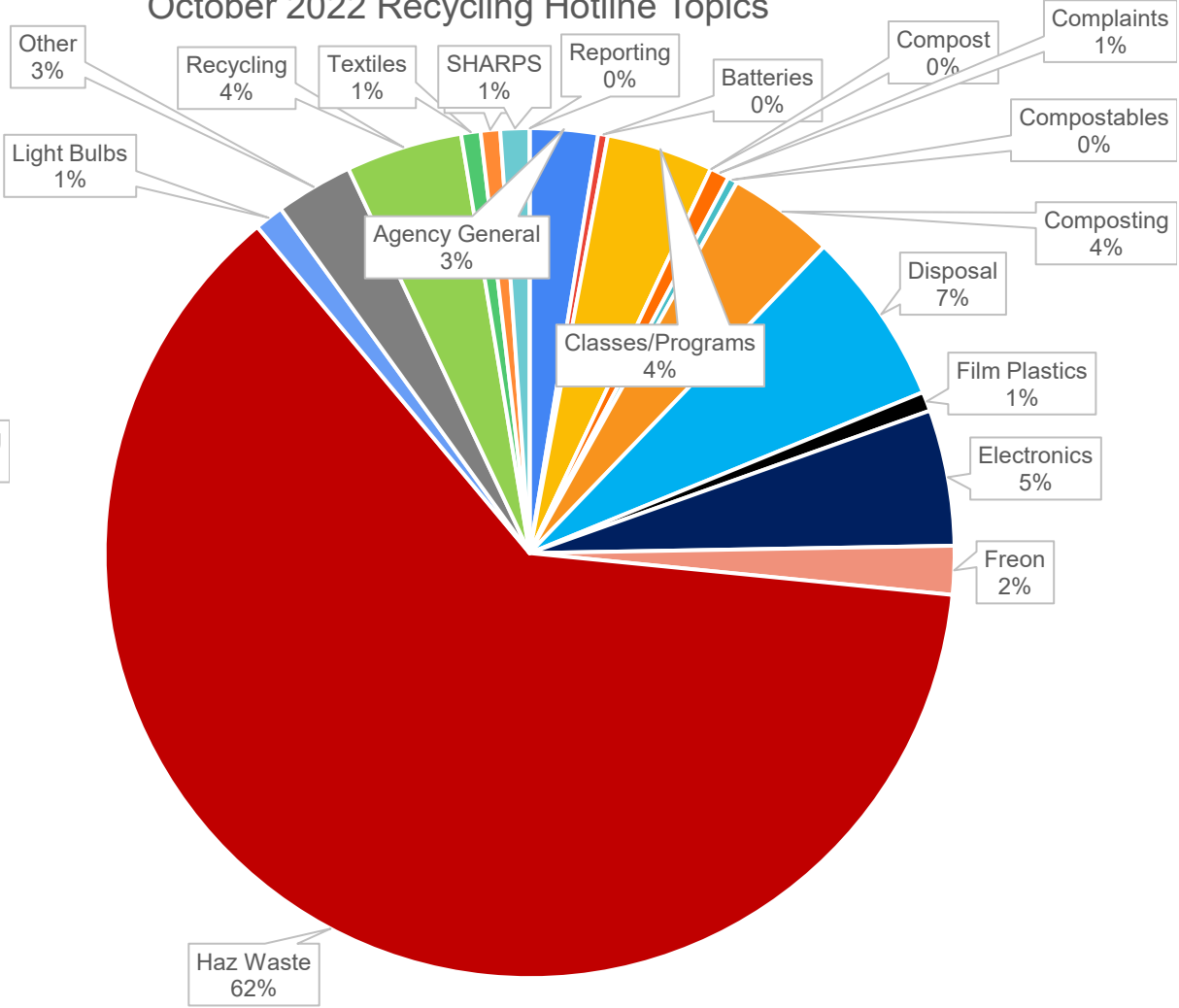
August 2022 Recycling Hotline Topics



September 2022 Recycling Hotline Topics



October 2022 Recycling Hotline Topics





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

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

Nora Goldstein (Biocycle Magazine) & Angelina Brandt (UCRRA)
At the NYS Organics Summit





New Paltz Climate Smart Task Force tours the UCRRA



UCRRA Household Hazardous Waste Collection Events



UCRRA 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, Tubitv, 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.