



Ulster County Recycles 2023 Program Review
UCRRA Recycling Outreach Team

(LEFT) Volunteer Training
(RIGHT) Ulster County Fair





Photo: Composting for Kids at Riccardi Elementary School



Photo: Chamber of Commerce Buy Local Expo

2023 PROGRAM IMPACT

43 PUBLIC SPEAKING EVENTS



386 adults // 1,007 youth // 84.5 hours

20 FACILITY TOURS



65 adults // 67 youth // 27.75 hours

16 TABLING EVENTS



1,037 adults // 146 youth // 115 hours



2023 PROGRAM IMPACT

4



**240.25
HOURS**



**1,488 ADULT
PARTICIPANTS**



**1,220 YOUTH
PARTICIPANTS**

**4,952
NEWSLETTER
SUBSCRIBERS**

+478 new subscribers
this year!



Photo: CCE Master Gardeners



Photo: Pollinators & Compost Seed Bombs Program



Photo: Oceans of Possibilities Program



Photo: Making Compost Seed Bombs

2023 Monthly Outreach Themes

January

Repairing Recycling Habits
Local Repair Cafes

February

National
Skip the
Straw Day

Valentines Day
Sustainability

March

Household Hazardous Waste
Eco-Friendly Spring Cleaning

April

Spring Events & Service
Highlights

May

International Compost
Awareness Week

June

Become a Master Composter -
Recycler



2023 Monthly Outreach Themes

July

Plastic Free July

Community Spotlight Launch

August

Summertime Sustainability Tips

September

Visualizing Litter

October

Go Green on Halloween

National Coffee Day

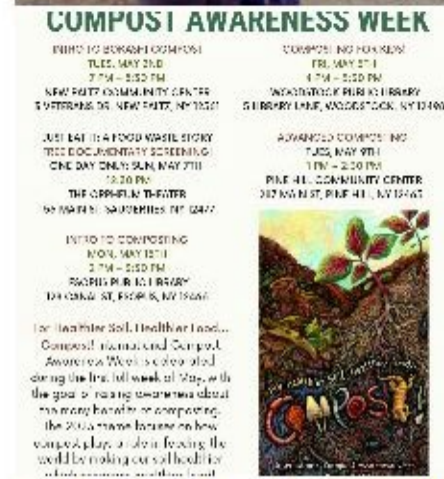
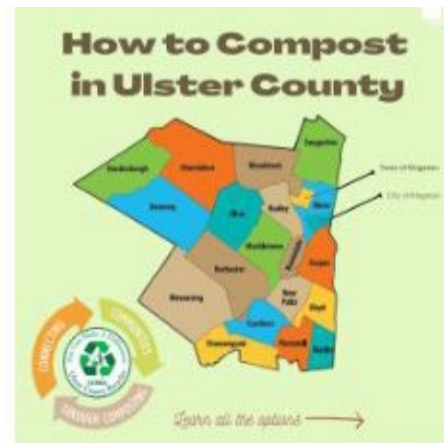
November

America Recycles Day

Reducing Wasted Food

December

Greening the Holidays





@UCRRA SOCIAL MEDIA METRICS



7

1500

1300

1100

900

700

500



2023 Audience Growth



Facebook
Instagram

December 2022'

1168

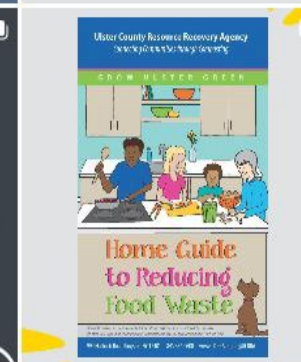
December 2023'

1263

1010

1175

Facebook Instagram

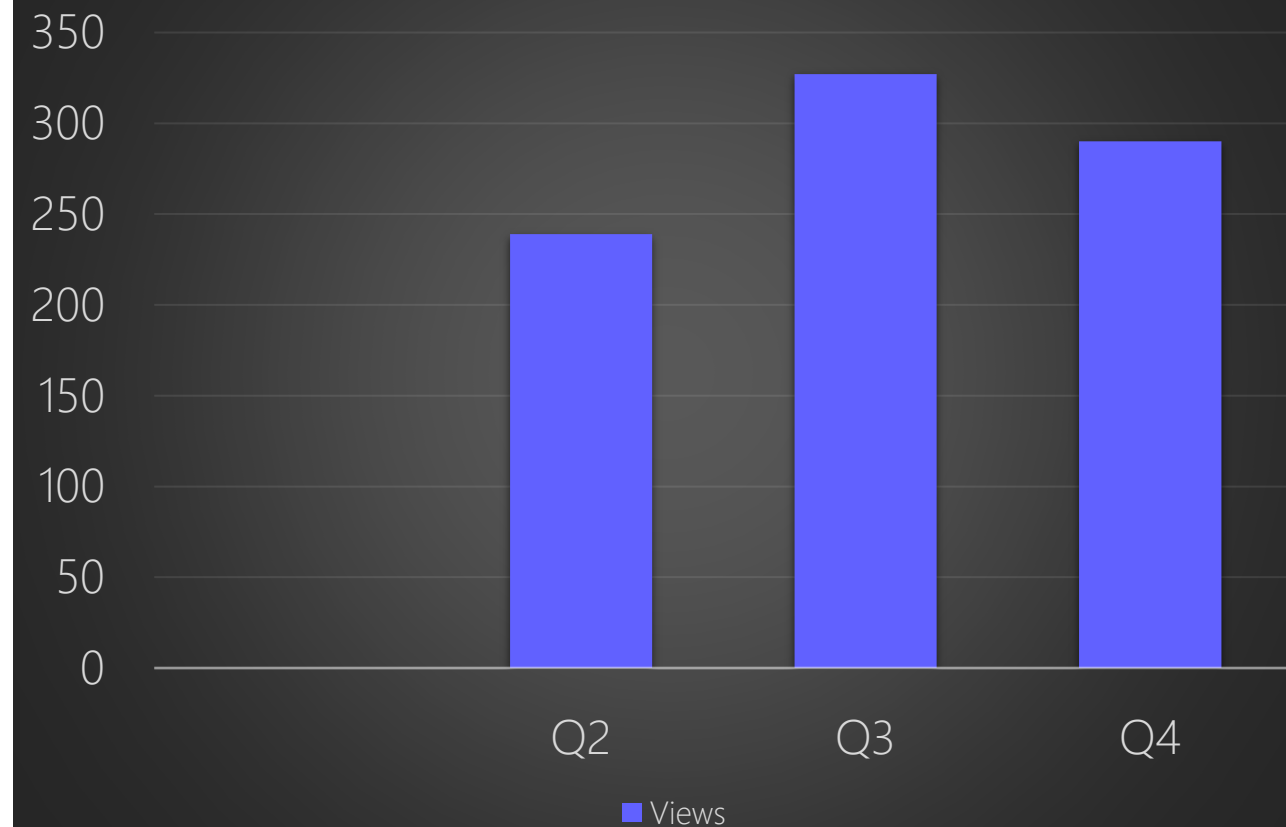




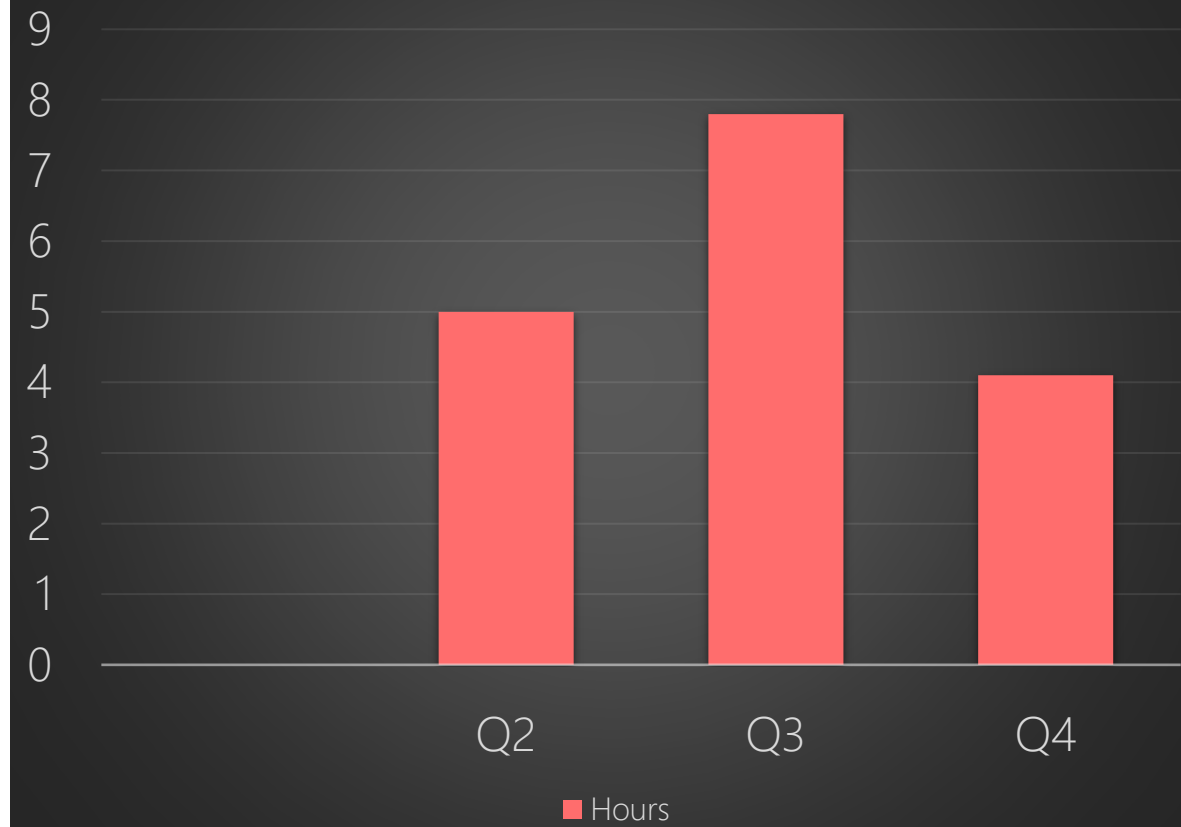
@UCRRA on Youtube

8

Views



Viewing Hours



37,000+ total views over 179 hours

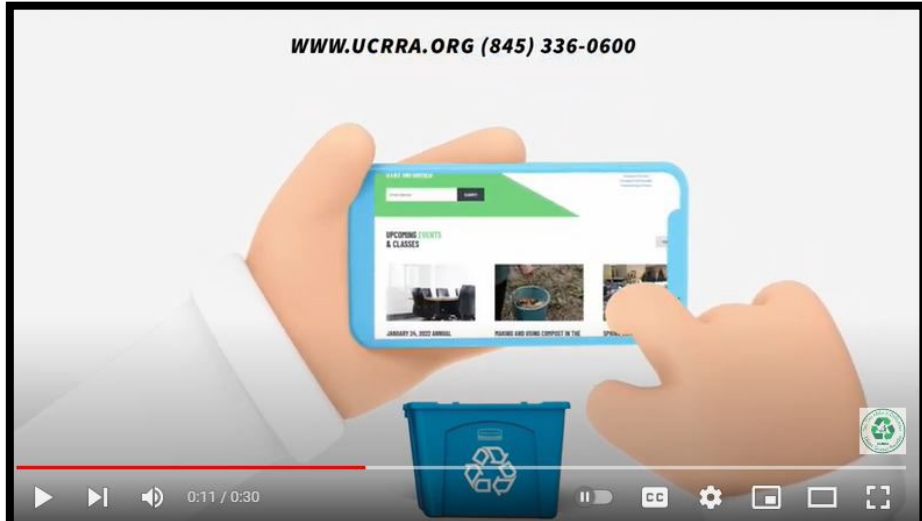
Q1 excluded for Youtube pre-roll campaign





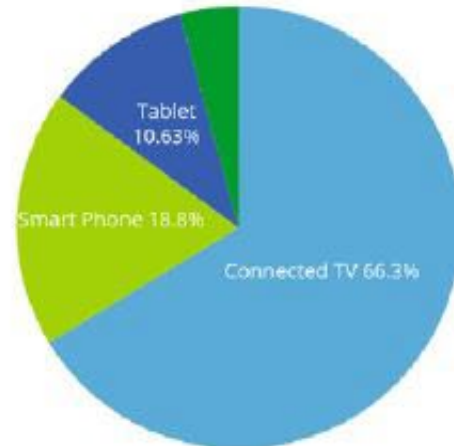
2023 Youtube Pre-Roll Campaign

Commercial was "unskippable" and aired for four weeks in February, targeting Ulster County residents age 20-65 who show an environmental interest.



Impressions by Device

Connected TV	46,276
Smart Phone	13,119
Tablet	7,421
Desktop	2,983

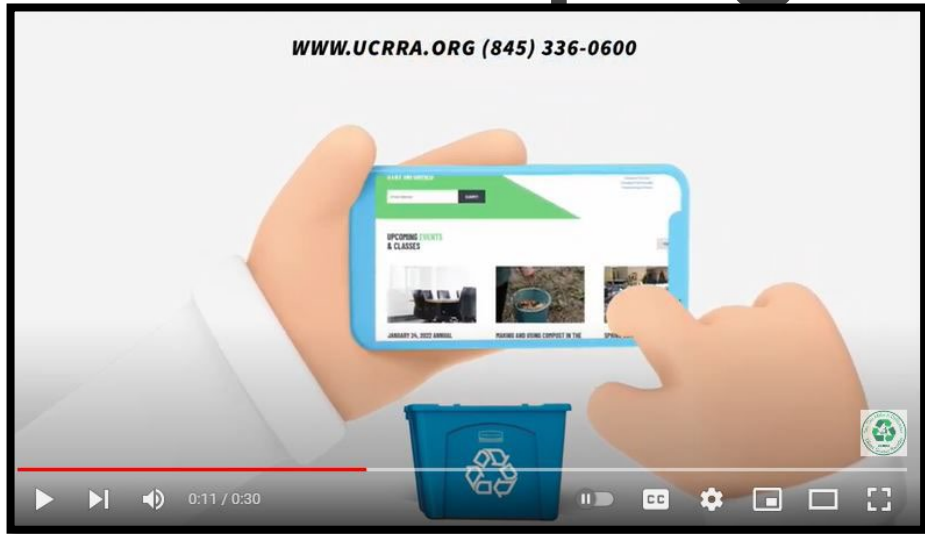


Clicks by Device

Smart Phone	10
Tablet	3
Desktop	0
Connected TV	0

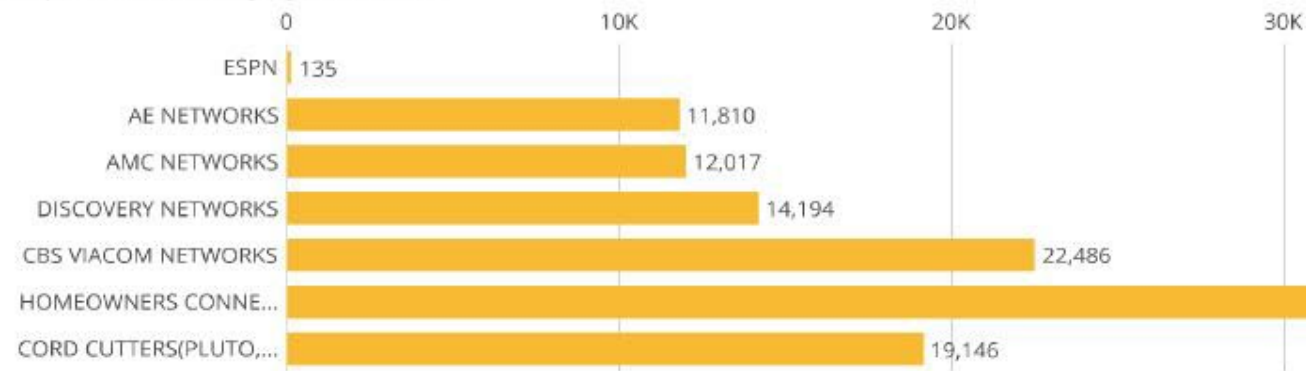


2023 Digital OTT Campaign



Placement Overview

Impression Delivery by Placement

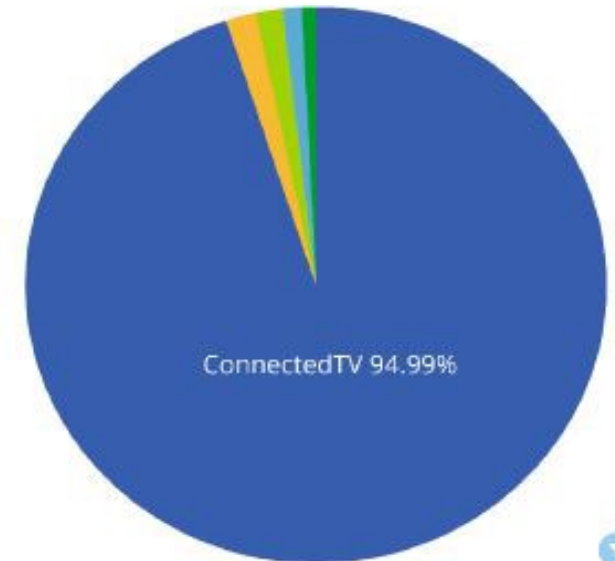


Commercial aired on unauthenticated platforms (connected devices such as Roku, Sling, Tubitv, Pluto tv) as well as authenticated cable subscriptions (HGTV, DISCOVERY, TRAVEL, CNN, etc)

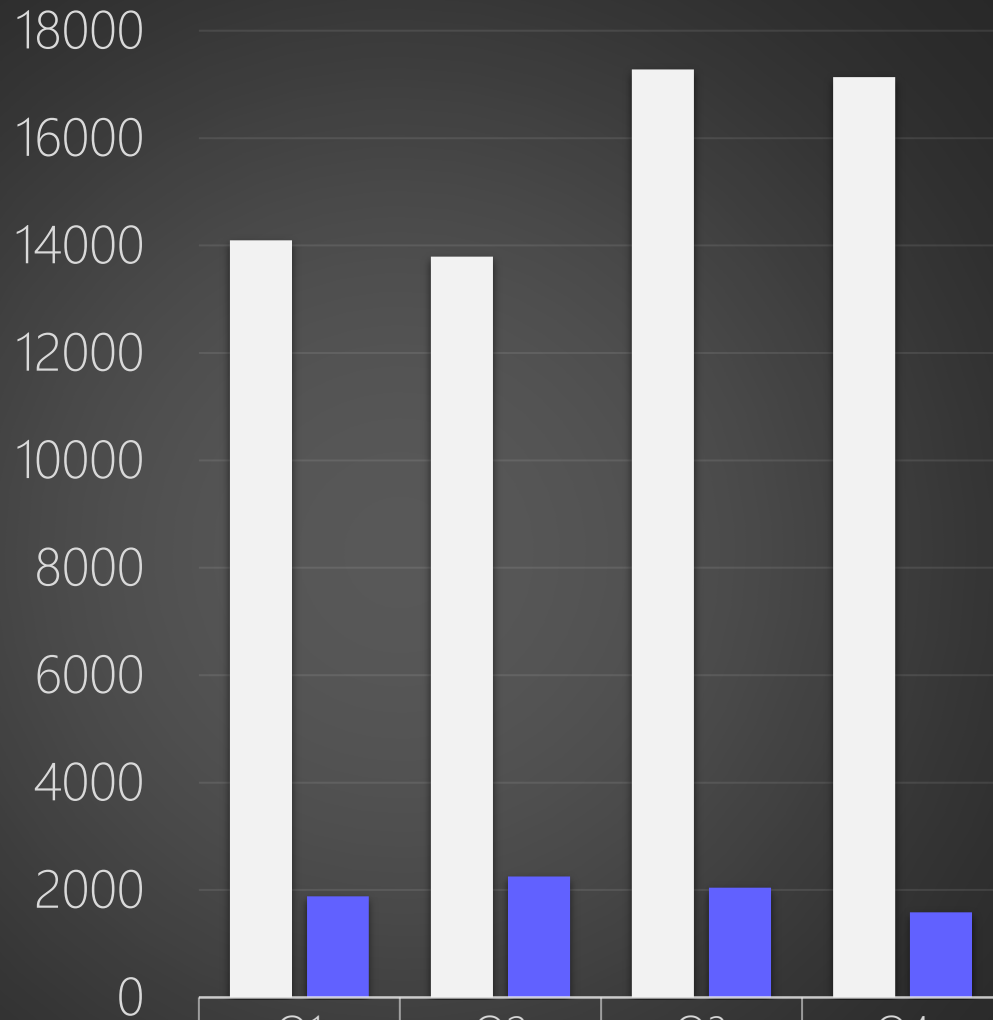


Impressions by Device

ConnectedTV	116,102
Mobile	2,017
PC	1,858
Tablet	1,301
Other	949



2023 Website Metrics



Website Sessions	Q1	Q2	Q3	Q4
	14101	13793	17281	17137
Visits from Google	1884	2253	2045	1584



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[RESOURCES](#)
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[BIDS & RFPS](#)
[RECYCLOPEDIA](#)
[EN](#)



COMPOST FOOD AT UCRRA

GROW ULSTER GREEN

& BUY FINISHED COMPOST

COMPOST FOR SALE



ULSTER COUNTY THROWS AWAY 40,000,000 LBS OF FOOD SCRAPS EACH YEAR

UCRRA QUICK LINKS



MISSION/VISION STATEMENT



HOURS AND LOCATIONS



FEE SCHEDULE



HAZARDOUS WASTE EVENTS



ELECTRONICS RECYCLING



TOWN TRANSFER STATIONS



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RECYCLOPEDIA

HOME / RECYCLOPEDIA

Thank you for viewing our A - Z Recyclopeda. Please note that this is not a complete list! If you'd like to add a location or item, contact UCRRA's Recycling Outreach Team at 845-336-0600. Please check with each location to confirm fees, hours, or recycling policies. This list was updated July 2020.

☐ Hazardous Waste
☐ HHW Event Item



Textile Recycling



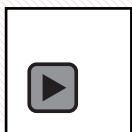
Website PSA

2023 RADIO ADVERTISING



RADIO WOODSTOCK
WDST

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



Plastic Free July



RADIO KINGSTON
WKNY

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



Reuse & Repair

January-February	Reuse & Repair
March	Textile Recycling
April	- Spring Compost Bin Sale - Earth Day Message
May	- Reduce Food Waste - Grow Ulster Green (business composting promo) - Spring Compost Bin Sale
June	- Recyclopedia - Grow Ulster Green
July	- Plastic Free July - What Happens to Trash? - Electronics Recycling
September	- Film Plastic - What Happens to Trash (30)
October	- Electronics Recycling - Recyclopedia
November	- America Recycles Day - Recycleopedia
December	Holiday Message

2023 NEWS ADVERTISING

Ulster County Resource Recovery Agency



Become a Certified
Master Composter
Master Recycler
Volunteer



FREE training offered in July

Learn more UCRRA.ORG/VOLUNTEER

ULSTER COUNTY RESOURCE RECOVERY AGENCY

**LET'S SIMPLIFY
PLASTIC RECYCLING**

RECYCLE BY **SHAPE**
NOT BY NUMBER



Bottle

Jug



Jar

Tub

QUESTIONS?
CALL UCRRA AT
845-336-3336

OR SEARCH
UCRRA'S
RECYCLOPEDIA

WWW.UCRRRA.ORG/RECYCLOPEDIA/

ULSTER COUNTY RESOURCE RECOVERY AGENCY

RECYCLING TIPS

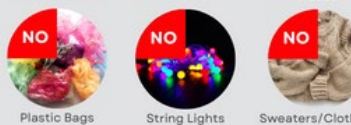
EMPTY, CLEAN & DRY!

DO NOT BAG YOUR
RECYCLABLES

PROTECT YOUR RECYCLABLES
FROM BAD WEATHER

NO TANGLERS

Tangles are items that become
entangled around recycling facility
equipment, causing breakdowns and
endangering workers.



When in doubt, **ASK!** Contact your
recycling service provider for guidelines.

QUESTIONS? CALL UCRRA AT 845-336-3336
WWW.UCRRRA.ORG/RECYCLOPEDIA/

ULSTER COUNTY RESOURCE RECOVERY AGENCY
999 FLATBUSH ROAD, KINGSTON, NY 12401

**UCRRA HOLIDAY
ELECTRONICS
RECYCLING
POP-UP**

SAT, DEC 30TH, 2023 &
SAT, JAN 6TH, 2024
8 AM - 2 PM

FREE

**TWO
DAYS
ONLY!**



VIEW ACCEPTED ITEMS:
WWW.UCRRRA.ORG/EVENTS-CLASSES/



**ULSTER COUNTY RESOURCE RECOVERY AGENCY
CELEBRATES COMPOST AWARENESS WEEK**

999 Flatbush Road, Kingston 845-336-3336 @UCRRA

**SPRING COMPOST BIN
& RAIN BARREL SALE**

PRE-ORDER ONLINE BY MAY 19TH:
WWW.UCRRRA.ORG/EVENTS-CLASSES/

PICK UP ONE DAY ONLY:
SAT MAY 20TH 2023
9AM - 1PM
UCRRA MAIN OFFICE
999 FLATBUSH ROAD,
KINGSTON, NY 12401

SPECIAL OFFER FOR ULSTER
COUNTY RESIDENTS:

INCLUDED WITH EVERY BIN
PURCHASE IS OUR **FREE GIFT** - A 2
GALLON KITCHEN COLLECTION
CADDY TO HELP MAKE HOME
COMPOSTING CLEAN AND EASY.



ULSTER COUNTY RESOURCE RECOVERY AGENCY

999 Flatbush Road, Kingston 845-336-3336 @UCRRA



**NOW OFFERING
BAGGED COMPOST
\$5 PER BAG**

PRE-ORDER & PAY ONLINE

WWW.UCRRRA.ORG/SHOP/

PICK UP SATURDAYS ONLY

8 AM - 2 PM

Orders received before 12 PM on Fridays are available on the
upcoming Saturday. Orders received after 12 PM on Friday must
be picked up on the following Saturday. All sales are final.



SCAN ME



Certified Compost*
USDA Seal of Testing Assurance

This Compost Product has been
sampled and tested as required by
the STA Program of the United
States Composting Council. Test
results are available online at
www.UCRRRA.org or upon request by
calling UCRRA at 845-336-0600.
The US COMPOSTING COUNCIL
makes no warranties regarding this
product or its contents, quality, and
suitability for any particular use.



**ULSTER COUNTY
RESOURCE RECOVERY
AGENCY (UCRRA)**

Let's Rethink Waste!

UCRRA MANAGES:

- ✓ Municipal Solid Waste
- ✓ Construction & Demolition Debris
- ✓ Dual Stream Recyclables
- ✓ Source-Separated Organics
- ✓ Electronic Waste and more!



Kingston Facility



New Paltz Facility

For over 30 years, UCRRA has been actively pursuing its mission to protect
public health and the environment, promote sustainable practices and
manage solid waste with a focus on resource conservation.

UCRRA OFFERS:

- ✓ Free Educational Tours of UCRRA's
Recycling and Composting Facilities
- ✓ Free Electronics Recycling
- ✓ Recycling Outreach Team Services
- ✓ Free Guidebooks, Recycling
Posters, Bin Stockers, & more!
- ✓ Recycling Hotline and Recyclopeda

999 Flatbush Road, Kingston 845-336-3336 @UCRRA

Ulster Publishing Circulation ~45,000
Daily Freeman print circulation ~ 9-14,000
Daily Freeman online ~ 360,000 hits/month
Shawangunk Journal print circulation ~ 10,000
Shawangunk online ~ 250,000 hits/month

2023 New Program Media

UCRRA Partners in Composting Program

These guidelines pertain to residents whose food scraps are composted at the UCRRA Organics Recovery Facility. These guidelines do not pertain to backyard composting or to other local composting services as guidelines may vary.

ACCEPTABLE ITEMS

All food scraps and food residuals: uneaten food and food waste residuals including peelings, shavings, ends, cores, cooked or uncooked food scraps

- BREAD & PASTRIES
- DAIRY
- FRUIT
- EGG SHELS
- COFFEE GROUNDS & FILTERS
- MEAT & BONES
- PASTA
- TEA BAGS (NO STAPLES)
- VEGETABLES
- FISH & SEAFOOD

NOT ACCEPTABLE ITEMS

Non-food items including plastics, glass, metal, cardboard, papers, waxed paper, produce stickers, rubber bands, twist ties, mesh food bags, condiment wrappers, grease, cooking oil, etc.

- SINGLE USE PLATES, CUPS, UTENSILS & STRAWS
- PRODUCE STICKERS
- RUBBER BANDS & FOOD LABELS
- PIZZA BOXES & CARDBOARD
- NON-FOOD ITEMS
- COMPOSTABLE BAGS OR BIN LINERS
- BULK LIQUID & GASES
- YARD WASTE (WOOD WASTE)
- PET WASTE
- CHARCOAL OR FIREPLACE ASH

When in doubt, ask! Call 845-336-3336

999 FLATBUSH ROAD, KINGSTON, NY 12401
WWW.UCRRRA.ORG • @UCRRRA

UCRRA NOW OFFERING BAGGED COMPOST \$5 PER BAG

PRE-ORDER & PAY ONLINE
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PICK UP SATURDAYS ONLY
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SCAN ME

COMPOSTABLE PRODUCTS
The Good, The Bad, The Ugly

The Good News
Often, compostable products can replace other types of single use packaging that are more problematic environmentally. In this way, compostables help start an important conversation about our throw away culture.

The Bad News
There is little claims such as which leads to... Some products access to the being land. When products they don't resist longer periods of scale or...

The Ugly
Some forewarn pack these other...

CLASS CATALOG
Ulster County Resource Recovery Agency
999 Flatbush Road Kingston, NY 12401 • 845-336-3336

Angela Brandt (right), Director of Sustainability
APEO@UCRRRA.org
Tanesia White (left), Recycling Educator
TWH@UCRRRA.org

RECYCLING OUTREACH TEAM

The Agency recycles and free educational sustainability to people, or the Agency's board group, to collaborate with community groups. Many class topics are specific interests. Depending on depth, all public programs are available.

Waste & Recycling Topics

Recycle Right!
Why can't ALL plastics be recycled? What does the recycling process mean? Are pizza boxes in or out? Should you recycle broken dishes? Putting unaccepted items in the recycling bin can damage the value and environmental benefits of recycling. In this class, participants learn: How does recycling 'work' in Ulster County? What are the benefits of recycling correctly? What makes something 'recyclable' or not? How does 'wish-cycling' affect the recycling process?

Plastic Pollution & Its Impacts
wonder where plastic comes from, how it's made, and how it's broken down. Plastic waste lingers in the environment for centuries. It can also harm wildlife and the environment. Simple swaps and smart shopping can reduce plastic waste and lessen our environmental impact. Save money, and reduce waste by rethinking consumption habits and rethinking consumption.

Understanding the Waste - Climate Change
offers a deep dive into the world of solid waste, and where does it go in NY and how it impacts the environment. This is a foundational understanding about the waste management system, with some introductory topics about the top materials management and the most impact.

RECYCLE

RECYCLAR

You Can Make A Difference
Ulster County Resource Recovery Agency

RECYCLABLES

- Bottles (glass, plastic)
- Aluminum cans
- Milk jugs
- Cardboard boxes
- Crushed metal
- Plastic jugs
- Styrofoam cups
- Water jugs
- Laundry detergent

GLASS CONTAINERS ONLY
Glass bottles and jars

Recycle Right!

ITEMS BELOW ARE NOT ACCEPTED

- No plastic or metal containers
- No mirrors or windows
- No ceramics or dishes
- No lightbulbs

MIXED PAPER ONLY
News, office paper, junk mail, boxboard, etc.

Recycle Right!

ITEMS BELOW ARE NOT ACCEPTED

- No corrugated cardboard
- No paper or beverage cartons
- No paper plates, cups or napkins
- No pizza boxes

ACCEPTED ITEMS

- CELLPHONES & CHARGERS
- GPS OR NAVIGATIONAL DEVICES
- COMPUTERS
- LAPTOP & DESKTOP
- MONITORS
- KEYBOARDS
- ELECTRONIC MOUSE/POINTING DEVICES
- SMALL SCALE SERVERS
- OFFICE EQUIPMENT
- FAX MACHINES
- PRINTERS & SCANNERS
- OFFICE PHONES
- AUDIO/VISUAL EQUIPMENT
- RADIO & DIGITAL DEVICES
- VHS/DVD PLAYERS
- VIDEO GAME CONSOLES
- DIGITAL VIDEO CAMERAS
- TELEVISIONS
- CATHODE RAY TUBE (CRT TV's)
- NON CRT TV's
- CABLE/SATELLITE RECEIVERS
- DIGITAL CONVERTER BOXES
- ALL WIRES - CABLES ASSOCIATED WITH THESE DEVICES

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REPAIR RECYCLING HABITS
AVOID WISH-CYCLING

Wish-cycling is the act of putting items in the recycling bin without knowing what is accepted by your local recycling program or service provider, and hoping someone will figure out what to do with them. Putting the wrong items in the recycling bin:

- DAMAGES RECYCLING EQUIPMENT AND INJURES WORKERS
- SLOWS THE RECYCLING PROCESS AND DECREASES EFFICIENCY
- INCREASES THE COST OF COLLECTING AND SORTING MATERIALS
- DECREASES THE VALUE AND MARKETABILITY OF RECYCLABLES

THE LIFECYCLE OF RAW MATERIALS

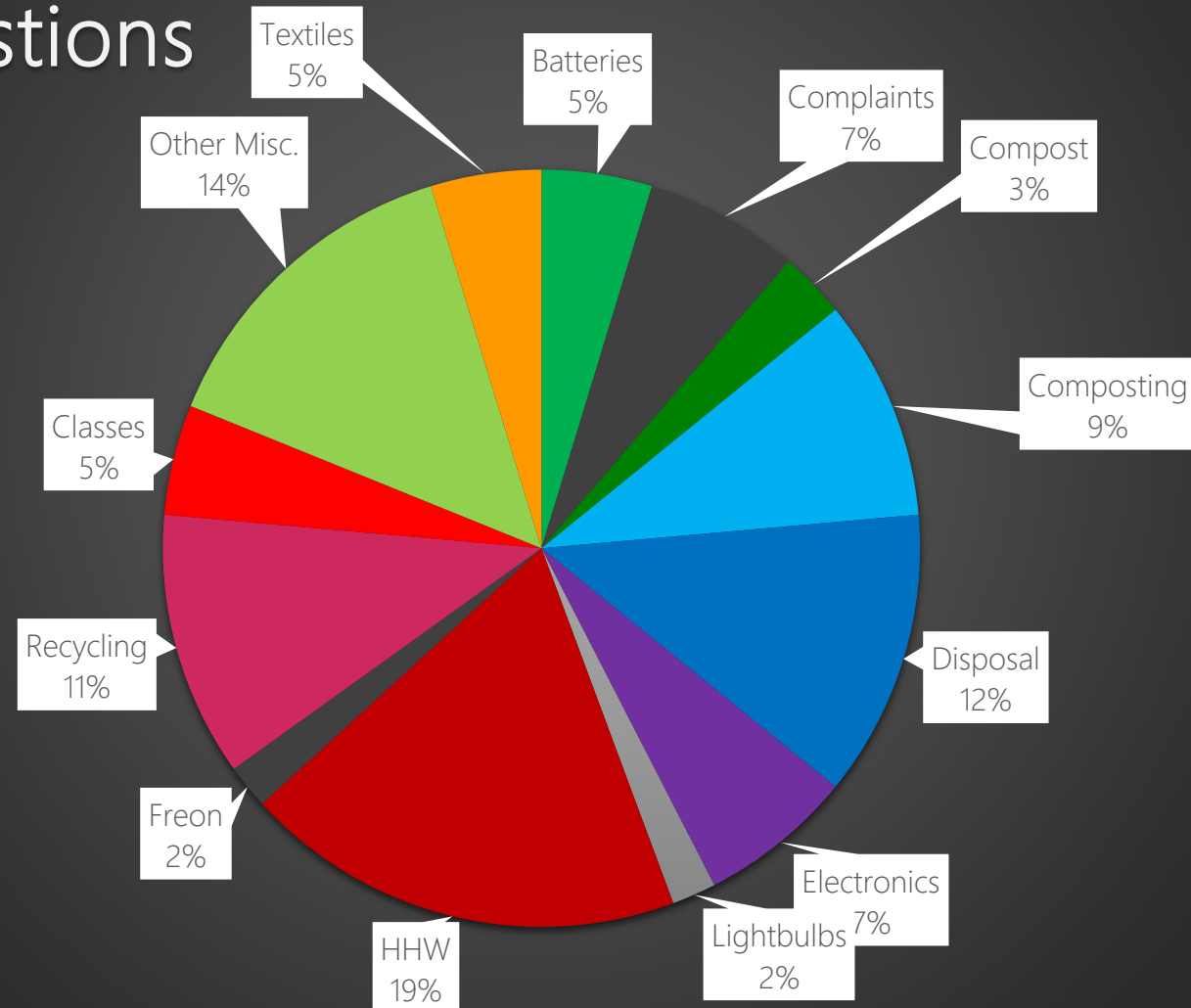
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“Contact Us” via UCRRA website

Total:
110 Questions



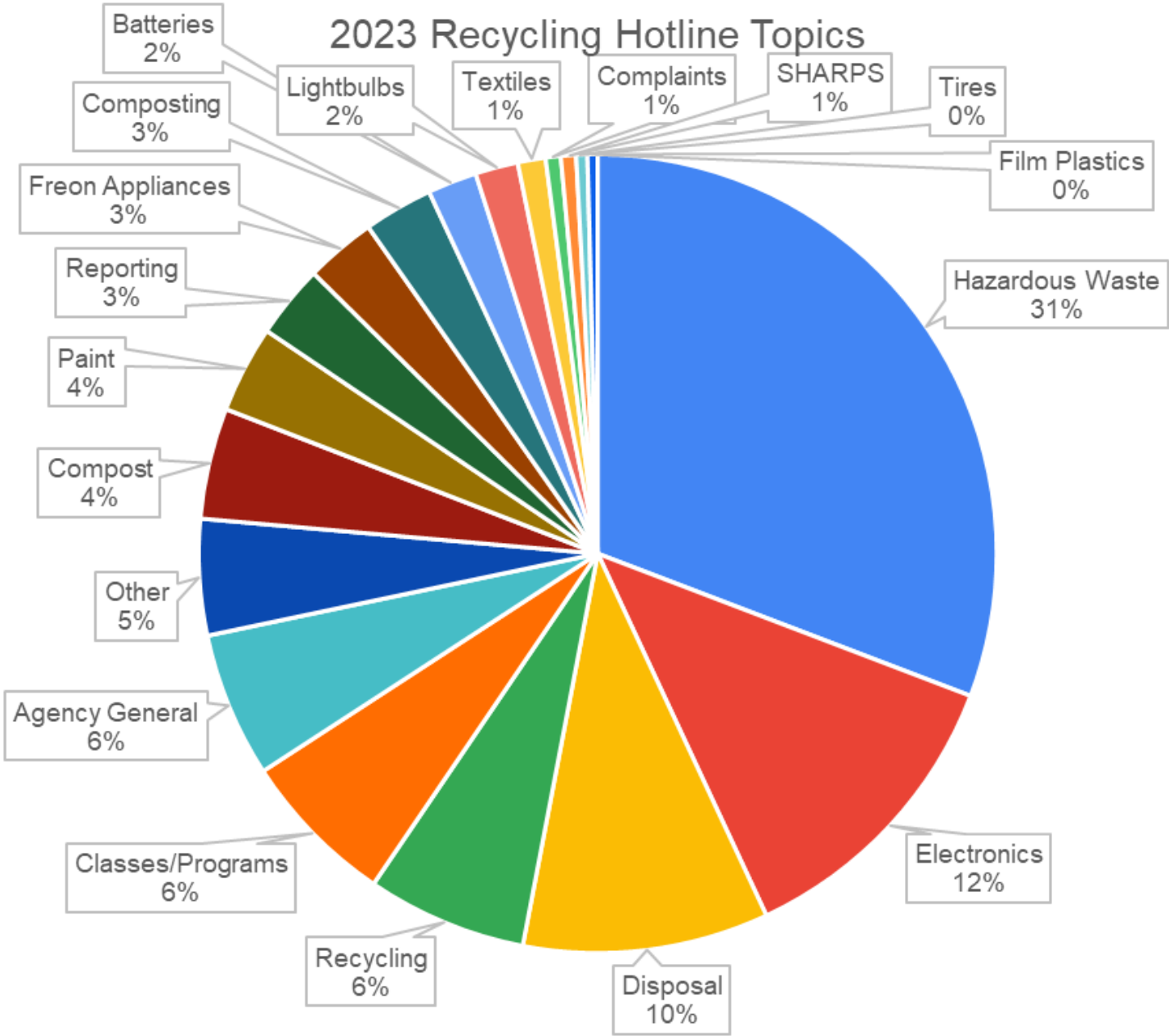
Recycling Hotline

January 1st – December 20th*

Total Calls



Total Hotline Hours





ABOVE: Organics Summitt Compost Facility Tour
BELOW: Compost Seed Bombs at Riccardi Elementary



(ABOVE) Stock the Fridge Game, Tour for the Town of Bethlehem Compost Operators
(BELOW) Angelina Brandt presents the NYSAR3 Leadership Award to Karen Hadley,



2023 Recycling Outreach Team Executive Summary

- The UCRRA Recycling Outreach team completed **over 240 hours** of direct community programming in 2023: including **43 classes/public speaking engagements**, 20 facility tours, and 16 tabling events.
- These programs reached over **1400+ adults and 1200+ youth participants**.
- The program grew indirect outreach strategies as well; **4,952 newsletter subscribers** received quarterly e-news. @UCRRA social media audience grew to **over 1200+ followers on Facebook and 1,100+ followers on Instagram**. @UCRRA on Youtube had **37,000+ total views** over 179 hours of streaming.
- Public Service Announcements were aired across two local radio stations (reaching **over 70,000 estimated listeners**) and print and digital advertising reached hundreds of thousands of local readers. In Feb-March a digital streaming OTT campaign targeting Ulster County viewers on Roku, Sling, Tubi tv, Pluto tv, as well as authenticated cable subscriptions reached **122,000+ impressions**. In February, a Youtube pre-roll campaign reached out **69,000 impressions**.
- The team responded to **100+ questions** through its website contact us form, **1,995 questions** through the Recycling Hotline, totaling 118 hours of community engagement over the phone.
- New initiatives included MRDC sign project, Repair Café booths, Tree and Shrub Giveaway for Earth Day, new Stock the Fridge Game, the Master Composter Recycler Volunteer Training Program, festival/event recycling, the Agency's bagged compost launch, and more!