



# Recycling Outreach Team 2025 Impact Report



# 2025 in review

Dear Friend of the Ulster County Resource Recovery Agency,

Our Recycling Outreach Team is proud to present this annual report to our Board of Directors, elected officials, and other community stakeholders. The UCRRA Recycling Outreach Team proudly fosters environmental literacy about waste sustainability, so the Agency can help build resilient communities that can act on the environmental challenges of the future.

The programming featured in these pages would not have been possible without the continued support of the New York State Department of Environmental Conservation, the Environmental Protection Fund.

Another highly successful year, 2025 marked the third year of our bagged compost sales, an emphasis on festival waste and recycling, the growth of our volunteer program, a new Compost Book list, a revamp of our Reuse, Repair, & Resources Directory, the launch of a new Race to Zero Waste game, improved resources like our new 7Rs to Rethink Waste and other media. Staff participated in NYSAR3 Legislative Advocacy Day, the NYSAR3 Organics

Council, and other industry conferences and events that continuously deepen our expertise. We built new collaborations with Ulster County libraries through our innovative Compost Awareness Week campaign, hosted meet ups for the local municipal recycling workforce, and continued key programming like the Tree & Shrub Give-A-Way, Compost Bin & Rain Barrel Sale, Festival Bin Rentals, and other exciting projects.

The Recycling Outreach Team welcomes new team members Eva Barnett as Recycling Educator, and Ellie Reese as Administrative Assistant as well as 8 new Master Composter Recyclers; Denis C., Poppy C., Catherine B., Lee B., Joel Z., Elisa Z., Adele B., and Jessica O. bringing our total MCR cohort to twenty one (21) volunteers.

I hope you enjoy this reflection on the many accomplishments we celebrate at the end of another great year!

*Angelina Brandt, Director of Sustainability*





# Our teaching philosophies..

## Let's Cool the Climate

We seek the best research-based information and affirm that climate change is the greatest environmental concern of our future. Materials management contributes to climate change in measurable ways, and waste reduction is an essential form of pollution prevention.

## Small Acts Make a Big Difference

Environmental issues can feel overwhelming and complicated, but behavioral science tells us that when educators emphasize tangible solutions, people are more likely to act on positive reinforcement and positive social marketing.

## Recycle Right!

We don't just ask people to recycle more; we also ask them to think about how to recycle correctly. Contamination harms workers, damages equipment, and reduces the value of other recyclables.



## Rethink Waste

By educating people about safer, more environmentally friendly alternatives to wasteful habits, we can change the way people think about and interact with their waste and the environment.



## Learning Can Be Fun!

We believe that the secret to a memorable learning environment is fun experiences! We strive to make all aspects of our education programs engaging and interactive.

## Diversity, Equity, & Inclusion Matters

We strive to serve all residents of Ulster County and strive to offer equal program opportunities.

# Points of pride

Accomplishments we *love*



14

Facility Tours



28

Presentations



27

Tabling Events



adult program participants  
\*educational events only



youth program participants  
\*educational events only



245

direct hours of engagement  
\*educational events only



204

Volunteer Service Hours

3,910

Recycling Hotline Calls



170

hours on the Recycling Hotline



41

Media Kits Requested

& much  
more!

# Community Partners

Organizations that helped grow our **impact**



& more!

# Project Spotlight ICAW

## International Compost Awareness Week

The goal of ICAW is to raise awareness about the benefits of making and using compost. This year's theme is "Sustainable Communities Begin With Compost"

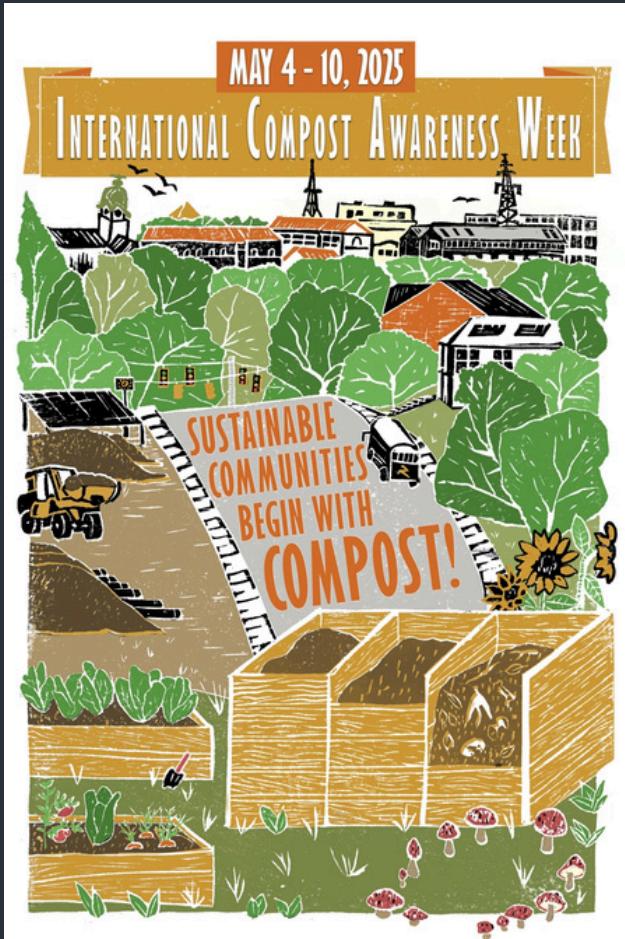
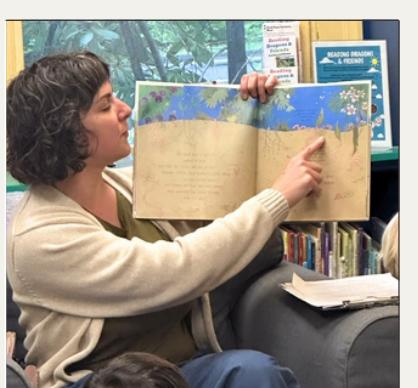


**87** customers at our Compost Bin and Rain Barrel Sale May 17th

44 compost bins, 47 rain barrels, 15 misc. tools sold

**271**

adults participated in compost-themed events and classes



**207**

youth learned about composting science



Digital & Print Advertising campaigns in three local publications reach tens of thousands of residents! Composting tips were featured all month long on UCRRRA social media.



10 libraries partnered with us, offering 9 hours of presentations, workshops, and compost themed book displays in one week!



# Project Spotlight MCR

## Master Composter-Recycler Program

The MCR Program is a 20 hour professional development course for citizens to become expert composters and recyclers and volunteer their service to assist with various Recycling Outreach Team programs. Visit [ucrra.org/volunteer](http://ucrra.org/volunteer) to learn more!



8

adults completed the training in June, bringing our total MCR cohort to 21 volunteers



204

volunteer Service Hours this year!



Thank you



for all



you do !

# Project Spotlight UCF

## Ulster County Fair



Each year UCRRA hosts an outreach booth in "Climate Row" to educate Fair-goers about waste-sustainability. This week-long, "all hands on deck" event is an impactful way of reaching hundreds of citizens. The new "Race to Zero Waste" game is an interactive sorting game that asks participants to consider the best options for how they would "depart" with various household items, with an emphasis on local reuse options.



64

Hours



39

Staff & Volunteer Shifts



748

adults

340

youth



## Race to Zero Waste

# Project Spotlight Festivals

## Bin Rental Program

UCRRA offers a FREE Festival Bin Rental Program to help events reduce waste and improve recycling and composting. Our zero-waste sorting stations make it easy for attendees to sort materials correctly and reduce contamination. Each station includes three clearly labeled bins—trash, recycling, and compost—complete with frames, color-coded lids, and simple, visual signage. Strategically placed and easy to use, these stations support cleaner events and better waste diversion.



7

events  
utilized our  
free bin  
rentals



25K+  
estimated  
festival goers



300+  
lbs of material  
diverted from  
the landfill



We created a  
new Festival  
Guide Book and  
a dedicated  
web page!



Ulster County's  
Green The Scene  
Program helped  
several events try  
zero waste  
practices



We created new  
professionally  
printed, durable  
bin signs!



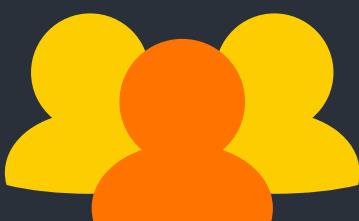
# Project Spotlight HHW

## Household Hazardous Waste Collection

HHW events are an environmentally-sound and convenient way for Ulster County residents to dispose of hazardous materials for free. Visit [ucrra.org/waste-recycling/hazardous/](http://ucrra.org/waste-recycling/hazardous/) to learn more!

# 76,173

total pounds of waste recovered



## 971

participants in our HHW events hosted in April, June, August, & October



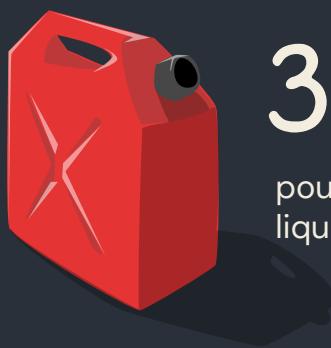
## 28,400

pounds of paint recovered  
8,900 lbs. oil based paint  
24,300 lbs. latex paint



## 2,180

pounds of mercury-containing lightbulbs



## 30,200

pounds of flammable liquids and waste fuels



## 8,500

pounds of liquid & solid pesticides

## 3,297

pounds of Acids, Bases, & Caustic Chemicals

## 3,550

pounds of Aerosols



47% of participants were first time attendees!

# Project Spotlight PIC

## Partners in Composting Program

The Partners in Composting Program is an outreach, education, and onboarding initiative for any prospective composting customers to provide technical consultation services and assist them launching a new composting program via UCRRA services.



9.9 million  
pounds

or 4,975 tons of food scraps  
composted at UCRRA

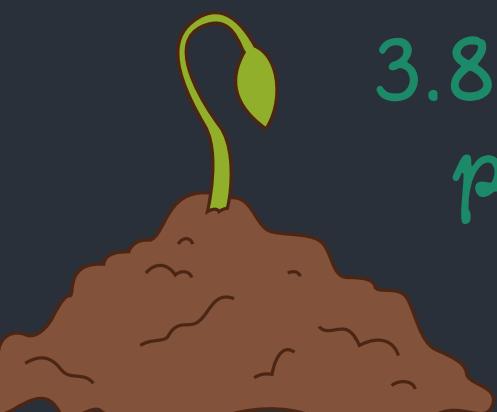


NYS DEC approves  
Agency to increase  
to 7,500 tons food  
scraps per year



1,238

residents participated in Kingston Organics Phase 1,  
collecting 38 tons of food scraps in 2025. City  
announces plans for Phase 2. Voluntary Curbside  
Collection coming 2026!



3.8 million  
pounds

or 1,098 tons of  
bulk compost sold!



2,465

bags of compost  
sold with 346 orders;  
188 returning and  
158 new customers!



STA Certified™  
COMPOST  
A program of the US Composting Council

Our compost has been sampled and tested as required by the STA certified compost program of the US Composting Council. The US Composting Council makes no warranties regarding this product or its contents, quality, and suitability for any particular use.

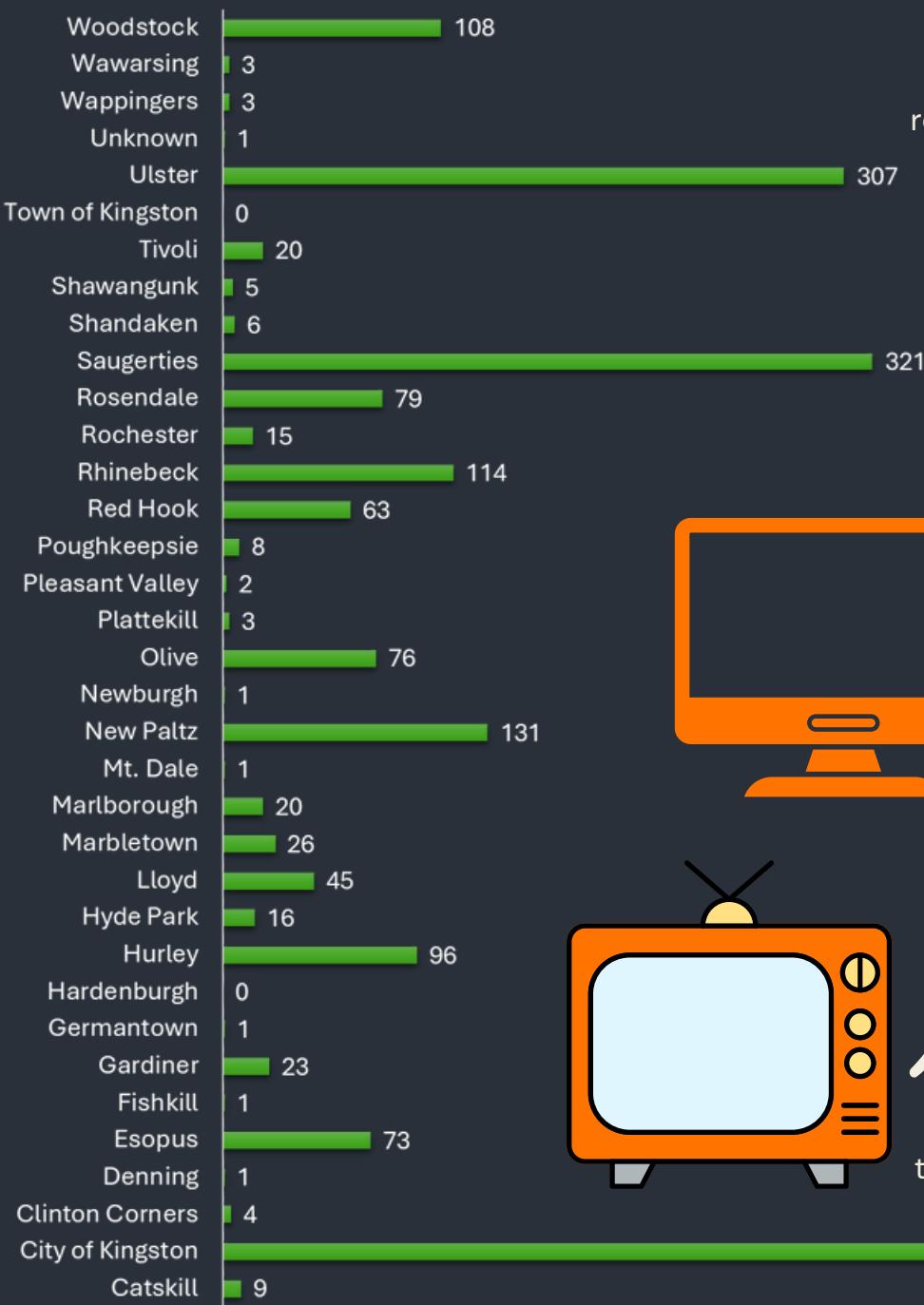
# Project Spotlight



## Electronics Recycling Program

The Agency's Electronics Recycling Program offers free and convenient drop off of covered electronic devices for residents, small businesses, and non-profit organizations. This seasonal program is open every Saturday, from 8AM to 2PM at UCRRA (999 Flatbush Road Kingston) from April - November. Visit [ucrra.org/waste-recycling/electronics/](http://ucrra.org/waste-recycling/electronics/) to learn more!

### 2025 Total Drop offs by Town



**2,003**

total drop offs, including 1984 residents, 5 non-profit organizations, 13 businesses and 1 Town Government.

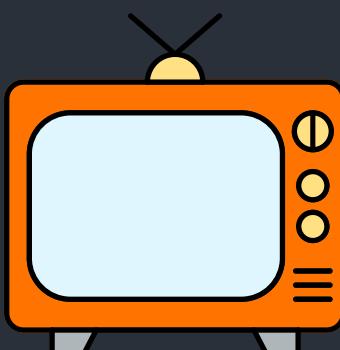
**7**

area counties participated in the program



**2,381**

computers tracked



**1,847**

televisions tracked





ULSTER COUNTY RESOURCE RECOVERY AGENCY

**ELECTRONICS RECYCLING POP UP**

2 DAYS ONLY! FREE

SAT. JANUARY 11TH (8AM-2PM)  
SAT. JANUARY 25TH (8AM-2PM)

UCRRA  
999 FLATBUSH RD  
KINGSTON NY  
www.ucrra.org

CLICK HERE FOR DETAILS & A LIST OF ACCEPTED ITEMS!

UCRRA RECYCLING OUTREACH TEAM  
NOW ACCEPTING VOLUNTEER APPLICATIONS!  
BECOME A CERTIFIED MASTER COMPOSTER  
MASTER RECycler

This year's 25-hour FREE volunteer training runs 4- 6:30PM Mondays, Wednesdays, & Fridays in June.

APPLY NOW

TEAM UP!

www.UCRRA.ORG/VOLUNTEER

Ulster County Resource Recovery Agency

**UCRRA Compost Sales**

Bulk Compost Sales  
\$40 per TON  
\$20 minimum fee  
Monday - Saturday  
6 AM - 3 PM

Bagged Compost Sales  
Online Pre-Order only  
Pick up on Saturdays  
\$5 per 1 cubic foot bag  
www.UCRRA.org/shop

Compost is available on a first-come, first-served basis. All sales final. Customer limits apply.

UCRRA MAIN OFFICE: 845-226-2236  
999 FLATBUSH ROAD KINGSTON, NY

ULSTER COUNTY RESOURCE RECOVERY AGENCY  
2025 Spring Compost Bin & Rain Barrel Sale

FOR A LIMITED TIME PRE-ORDER ONLINE BEFORE THURS. MAY 15TH: [UCRRA.ORG/EVENTS-CLASSES/](http://UCRRA.ORG/EVENTS-CLASSES/)

PICK UP ONE DAY ONLY:  
SAT. MAY 17TH 2025  
9AM - 1PM

UCRRA MAIN OFFICE  
999 FLATBUSH ROAD  
KINGSTON, NY  
845-336-3336

Let's Grow Ulster Green!

# @UCRRA on the Air

Our radio advertising, PSAs, and underwriting program helped to spotlight seasonal programs, Agency's services, and key outreach messages.



## WDST 42,000+ listeners

Approximately 314 commercials aired on Radio Woodstock on a monthly schedule, March through December. Seventy eight (78) 30-second ads (+23 bonus) and one hundred eighty (180) 15-second ads (+33 bonus) commercials aired. Topics included Reuse & Repair, Textile Recycling, Electronics Recycling, What Happens to Trash, America Recycles Day, Plastic Free July, Agency Compost Sales, Compost Bin Sales, and a Holiday message. Reach: Ulster, Dutchess, Columbia, Greene, & Orange County.



## RK 20,000+ listeners

UCRRA's Underwriting Partnership with Radio Kingston benefits the Radio Kingston Community Fund, as administered by Family of Woodstock. 200 announcements were read on the air, March through October. Topics included HHW service, Agency compost sales, Compost Awareness Week, and a general Agency mission message. Reach: Kingston, as far north as Catskill, as far south to New Paltz, east to Northern Dutchess.

# @UCRRA in the News

Our traditional print and advertising crosses three local publications helping to spotlight seasonal programs and Agency's services.

**DF** 14,000 print circ.  
360,000 hits/month

**hv1**



7,000 print circ.  
5,000 hits/day

10,000 print circ.  
250,000 hits/month



# @UCRRA on Social Media

Our social media campaigns follow monthly themes to inform, educate, and inspire waste sustainability and foster awareness of local recycling, composting, and reuse services.

## 1,533 followers



We shared 185 posts, 46 reels & 12 stories this year! @UCRRA Facebook page had over 87,000+ views (organic), 1,600+ content interactions, and a reach of 144,253 (organic and paid ads).

## 1,499 followers



We shared 158 posts & 208 stories this year! @UCRRA Instagram page had over 38,000+ views (99% organic), 1,200+ content interactions, and a reach of 17,762 (organic and paid ads).

## 58 subscribers



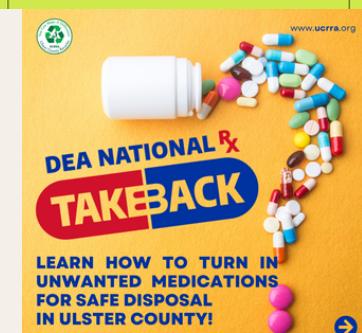
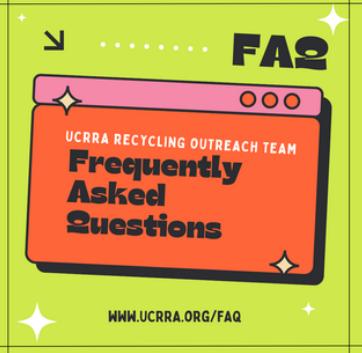
We shared 9 videos and 24 new shorts this year! @UCRRA YouTube page had 69,882 views, 379+ hours of streaming.

## Youtube Pre-Roll Campaign



Our YouTube campaign featured a short, un-skippable, pre-roll video about our online A to Z Recyleopedia. The campaign generated over 103,000 impressions and achieved an impressive View-Rate of 63%.





# @UCRRRA Newsletter

Our newsletter delivers recycling tips, class announcements, and important Agency service updates. Visit [mailchi.mp/ucrra/signup](http://mailchi.mp/ucrra/signup)



## 5,794 subscribers

We shared 14 newsletter campaigns this year, with an overall average open rate of 54.4% and click-through rate of 22.2% on most campaigns.

# @UCRRRA Website

Our website is an environmental clearinghouse of local recycling and composting information. In addition to general Agency service information, our website features upcoming events, blog articles and interviews, an A to Z Recycleopedia listing 150+ items, and resource pages for businesses, schools, haulers, composters, and more.



## 86,840 sessions

Our website tracked 86,840 total sessions this year. Our Google Business Profile had 142,597 total views (10,000-15,000 per month), 60,063 searches (1,000-1,300 per month), and 5,534 website clicks (400-700 per month) from our Google Profile.

## 2,173 conversations

Our website features an AI powered Virtual Assistant (chatbot). In 2025 the Virtual Assistant had 2,173 conversations with customers, providing general agency information and recycling guidance 24/7.

**EVENTS THIS MONTH WITH UCRRRA**

9.6	9AM TO 1PM	Kingston 285 W...
9.10	12PM TO 4PM	Ulster County Di...
9.11	6PM	Zero Waste DRA...
9.18	6:30PM TO 7:30PM	World Town...

[LEARN MORE](#)

# 2025 Monthly Outreach Themes

<b>JAN</b>	<b>FEB</b>	<b>MAR</b>
<ul style="list-style-type: none"><li>FAQ Friday - Agency Vehicle Policy</li><li>National Book Month</li><li>Sustainable Swaps - Winter Clothing</li></ul>	<ul style="list-style-type: none"><li>Make Every Bin Count</li><li>Recycling Tip Tues. - Valentines Day</li><li>National Battery Day</li><li>Skip the Straw Day</li><li>Community Spotlight FOLK Refillery</li></ul>	<ul style="list-style-type: none"><li>HHW Announced</li><li>Home Spring Cleaning Guide</li><li>FAQ Friday - Chemicals</li><li>Black Plastic</li><li>World Water Day</li></ul>
<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>
<ul style="list-style-type: none"><li>Bin &amp; Barrel Sale</li><li>MCR Volunteer Recruitment</li><li>Agency seasonal Programs open</li><li>Recycling Tip Tues. - Glass</li></ul>	<ul style="list-style-type: none"><li>Compost Awareness Week</li><li>How to Compost in Ulster County</li><li>How to Use Compost</li><li>Recycling Tip Tues. - Pesticides</li></ul>	<ul style="list-style-type: none"><li>Flag Day</li><li>Recycling Tip Tues. - Size</li><li>World Refill Day</li><li>National Recycling Workers Week</li><li>Cosmetics Bottles</li></ul>
<b>JULY</b>	<b>AUG</b>	<b>SEPT</b>
<ul style="list-style-type: none"><li>Plastic Free July</li><li>Sustainable Swaps on the Go, In the Bathroom, In the Kitchen, In the Closet,</li><li>Single Use Plastics</li></ul>	<ul style="list-style-type: none"><li>National Thrift Day</li><li>Leave no Trace</li><li>Be Festival-Ready</li><li>Renters Recycle</li><li>Clear Signs = Clean Recycling</li></ul>	<ul style="list-style-type: none"><li>Recycling Tip Tues. - Paper</li><li>FAQ Friday - Food Waste</li><li>Recycle Like a Good Neighbor</li></ul>
<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
<ul style="list-style-type: none"><li>National Coffee Day</li><li>FAQ Friday - Lightbulbs</li><li>Drug Take Back Day</li><li>Vermicomposting</li><li>Eco-tips for Halloween</li></ul>	<ul style="list-style-type: none"><li>America Recycles Day</li><li>Sustainable Swaps - Holiday Shopping</li><li>Recycling Tip Tues. E-commerce packaging</li><li>Waste Less for Thanksgiving</li></ul>	<ul style="list-style-type: none"><li>Recycle Right - Holiday Packaging</li><li>Green Businesses</li><li>Holiday UpCycling Challenge</li><li>Trash or Treasure - String Lights</li></ul>

# Meet the Team

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## **Angelina Brandt, Director of Sustainability**

Prior to joining the Agency in January 2019, Angelina was the Recycling and Composting Educator at Cornell Cooperative Extension, Schenectady County. Angelina holds a Bachelor of Technology from the Department of Agricultural Engineering at SUNY Cobleskill, where she studied Environmental Energy Technologies in Waste Management and Renewable Energy. In college, she was involved in a MSW gasification pilot project, spearheaded an award-winning college campus composting initiative, and completed internships with UCRRA, and with Community Compost Company. In her current role, she oversees the overall efficacy of waste sustainability programs at UCRRA, assists with technology research, supervises outreach staff and volunteers, and is sustainability liaison to elected officials, private industry, and other stakeholders. A life long local, Angie is happy to bring her passion to her hometown communities! She jokes that reduce-reuse-recycle is in her blood, having grown up in her parent's antique store in Saugerties as a kid! She still believes that one person's trash can be another person's treasure, and you'll often find her thrifting, yard sale-ing, upcycling, and stopping at the side of the road to rescue junked furniture or other cool vintage finds. There's something truly magical about recycling... her favorite trick is to transform food scraps into vermicompost!

# Meet the Team

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## **Eva Barnett, Recycling Educator**

After earning her BA in Film/Video from Evergreen State College in 2005, Eva moved to NYC to explore storytelling through dance and film. However, when she gained access to a small garden in Brooklyn, her focus shifted. In 2008, she moved to the Catskills to work on organic farms, deepening her connection to fresh, locally grown food. Her passion for sustainable food led her to work with renowned chefs, including Mary Cleaver, a leader in local sourcing and sustainability. In 2016, Eva opened her own café, Adella Dori, in Callicoon, NY, offering a menu based on what was available at the farmer's market. As the café grew in popularity, so did the waste it produced, prompting Eva to become a passionate advocate for recycling, composting, and sustainable waste management within her community. After selling the café in 2019, Eva furthered her knowledge by becoming a certified soil health analyst through Dr. Elaine Ingham's Soil Food Web School, where she studied the biology of healthy soils. In 2024, she joined the UCRRRA's Master Composter/Master Recycling Certification course as a volunteer, and officially joined the UCRRRA Recycling Outreach Team as Recycling Educator in March 2025. Eva loves connecting the dots between what we eat, what we waste, and how we can do better and is excited to help her community look at trash and see a valuable treasure trove of resources.

# Meet the Team

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## **Ellie Reese, Administrative Assistant**

Ellie is a seasoned community outreach and administrative professional, currently serving as the Administrative Assistant for the Recycling Outreach Team at UCRRA. With a rich background in community engagement and environmental education, Ellie has previously worked with the Wallkill Valley Land Trust and the Woodstock Land Conservancy, where she helped foster connections between local communities and conservation efforts. A lifelong resident of Ulster County, Ellie is deeply committed to both the region's environmental sustainability and its long-term growth. She is an alum of SUNY New Paltz, where she studied Communications with a focus on political communications, environmental justice, and community engagement. Over the past 15 years, Ellie has applied these skills in the nonprofit sector, working with a variety of organizations to support and uplift Ulster County communities. Driven by a passion for environmental advocacy and service, Ellie brings a unique, well-rounded perspective to her role at UCRRA, where she continues to make meaningful contributions to the region's sustainability initiatives.

# Professional Development

## New York State Association of Reduction Reuse & Recycling (NYSAR3)

The mission of NYSAR3 is to provide statewide leadership on waste reduction, reuse and recycling issues and practices. Angelina is a member of the Organics Council and the Annual Organics Summitt Planning Committee, acting as moderator and volunteer at the Annual Conference. Eva is an active member of the Women for Recycling Committee, helping to advance leadership and a spirit of collaboration within the team and greater recycling industry.



## U.S. Composting Council

The US Composting Council advances compost manufacturing, compost utilization, and organics recycling to benefit our members, society, and the environment. Angelina coordinates the Seal of Testing Assurance Certification Program for the Agency's compost and is Agency liaison for membership. She also volunteers to mentor Young Professionals in the composting industry through USCC.



## Solid Waste Association of North America

SWANA is an organization of professionals committed to advancing from solid waste management to resource management through their shared emphasis on education, advocacy, and research.



## Hudson Valley Regional Council - Materials Management Working Group

Angelina and Eva are active members of this Working Group which consists of materials management professionals from all seven counties in the Hudson Valley. They discuss and track issues involving solid waste, recycling, composting, materials reuse, circular economy, outreach, education, hazardous waste, and alternative technologies.



# Ulster County recycles!

## Acknowledgements

The Ulster County Recycles program is made possible with the support of funding by the New York State Environmental Protection Fund, as administered by New York State Department of Environmental Conservation.

