



# JANUARY 2026 RECYCLING PROGRAM UPDATE

## MEDIA ANNOUNCEMENTS

FACEBOOK 1,568 FOLLOWERS	INSTAGRAM 1,540 FOLLOWERS	MAILCHIMP 5,782 SUBSCRIBERS	WEBSITE SESSIONS: 6522 4,609 NEW VISITORS
28,496 VIEWS 218 INTERACTIONS	6,009 VIEWS 262 INTERACTIONS	1,819 OPENS (31.8%) 546 CLICKS	WEBSITE CHAT BOT CONVERSATIONS: 167
<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>Recycling Program Impact Report</li> <li>National Have Fun at Work Day – Meet the Staff Series</li> <li>National Clean Off Your Desk Day – Office Recycling at Staples</li> <li>Local Holiday Tree Recycling Programs</li> <li>Service Updates – 2026 Fee Increases</li> <li>Service Updates – E-Waste Pop Ups</li> <li>Recycle Right – Bubble Wrap</li> <li>Trash or Treasure – Mattress Recycling</li> <li>Monthly Calendar – Where will you find us this month?</li> <li>Sustainable Swaps – New Years Resolutions</li> </ul>		
<b>RADIO</b>	<p>None this month</p> <p>Note: 2026 Radio Advertising Agreements Approved</p>		
<b>PRINT /DIGITAL</b>	<ul style="list-style-type: none"> <li>1/14/26 – 1/23/26 Boosted Facebook Event for the 1/24 Electronics Recycling Pop Up</li> </ul> <p>Note: The campaign had a Reach of 8,643 with 19,409 Impressions. There were 1,421 clicks on the ad.</p>		
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>New blog: UCRRA Executive Director Urges State Action on Plastics Reduction Act</li> </ul> <p>View all blog articles at <a href="https://ucra.org/blog/">https://ucra.org/blog/</a></p>		
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>+0 Media Kits this month (0 kits YTD)</li> <li>E-Newsletter sent 01/05/26</li> </ul> <p><a href="https://mailchi.mp/ucra/happy-new-year-january-2026-ucra">https://mailchi.mp/ucra/happy-new-year-january-2026-ucra</a></p>		

## OUTREACH EVENTS

+243 CALLS / 12.93 HOURS HOTLINE (01/01- 01/31) (243 CALLS/12.93 HRS YTD)		+0 ADULT PARTICIPANTS (0 ADULTS YTD)	+0 YOUTH PARTICIPANTS (0 YOUTH YTD)	0 HOURS (0 HRS YTD)
<b>PRESENTATIONS</b>	None this month			
<b>FACILITY TOURS</b>	None this month			
<b>EVENTS</b>	None this month			
<b>SITE VISITS, CONSULTATIONS</b>	None this month			
<b>NEW MEDIA OR TEACHING TOOLS</b>	<ul style="list-style-type: none"> <li>• Master Composter Recycler Volunteer SLACK Launch</li> <li>• 2026 MRDC List Update</li> <li>• 2026 Food Scrap Drop Off Site List Update</li> </ul>			
<b>MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• 01/13 NYSAR3 Reuse Committee</li> <li>• 01/21 HVRC Materials Management Working Group Mtg.</li> <li>• 1/28 Webinar NYS Food Waste Law Updates</li> </ul>			

## REPORTS

- MWRR Grant 2025 Quarterly Progress Report Q4 due 01/30
- Household Hazardous Waste Assistance Program Grant due 02/28
- Household Hazardous Waste Program Registration in progress
- Ulster County Annual Waste & Recycling Report submissions due 02/28
- Household Hazardous Waste Annual Report due 03/01
- Electronics Recycling Annual Report due 03/01
- Organics Recycling Annual Report due 03/01