



## FEBRUARY 2026 RECYCLING PROGRAM UPDATE

### MEDIA ANNOUNCEMENTS

<b>FACEBOOK</b> 1,584 FOLLOWERS	<b>INSTAGRAM</b> 1,549 FOLLOWERS	<b>MAILCHIMP</b> 5,756 SUBSCRIBERS	<b>WEBSITE SESSIONS: 5524</b> 4,030 NEW VISITORS
15,955 VIEWS 559 INTERACTIONS	7,453 VIEWS 409 INTERACTIONS	- OPENS - CLICKS	WEBSITE CHAT BOT CONVERSATIONS: 135
<b>SOCIAL MEDIA</b>	<ul style="list-style-type: none"> <li>• Monthly Calendar – Where will you find us this month?</li> <li>• Recycling Compliance Series – Schools</li> <li>• Sustainable Swaps – Valentines Day</li> <li>• Recycle Right – National Battery Day</li> <li>• Celebrating National Skip the Straw Day</li> <li>• Community Spotlight: Kingston Organics</li> <li>• NYSAR3 K-12 School Composter Contest</li> <li>• Statement from the Executive Director</li> </ul>		
<b>RADIO</b>	None this month		
<b>PRINT /DIGITAL</b>	None this month		
<b>WEBSITE/BLOG</b>	<ul style="list-style-type: none"> <li>• New blogs: <i>EPR the Bold Change We Need</i>, <i>Community Spotlight Kingston Organics</i>, <i>Press Release: UCRRA Announces Big Reuse Partnership</i>, <i>Press Release: UCRRA Awards RFP to Global NRG</i> View all blog articles at <a href="https://ucra.org/blog/">https://ucra.org/blog/</a></li> </ul>		
<b>OTHER MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• +1 Media Kits this month from Woodland Pond Food Waste Task Force (1 kits YTD)</li> </ul>		

### OUTREACH EVENTS

<b>+190 CALLS / 9.23 HOURS</b> <b>HOTLINE (02/01- 02/28)</b> <b>(4333 CALLS/22.16 HRS YTD)</b>	<b>+7 ADULT PARTICIPANTS</b> <b>(7 ADULTS YTD)</b>	<b>+3 YOUTH PARTICIPANTS</b> <b>(3 YOUTH YTD)</b>	<b>0 HOURS</b> <b>(0 HRS YTD)</b>
<b>PRESENTATIONS</b>	None this month		

<b>FACILITY TOURS</b>	None this month
<b>EVENTS</b>	Skip the Straw Day at UCRRA
<b>SITE VISITS, CONSULTATIONS</b>	None this month
<b>NEW MEDIA OR TEACHING TOOLS</b>	<ul style="list-style-type: none"> <li>• 2026 MRDC List Update</li> <li>• 2026 Food Scrap Drop Off Site List Update</li> <li>• Rebrand Bokashi Composting and Vermicomposting presentations</li> </ul>
<b>MISCELLANEOUS</b>	<ul style="list-style-type: none"> <li>• 02/02 Tobacco Waste &amp; The Environment mtg.</li> <li>• 02/03 Bringing Agencies Together mtg.</li> <li>• 02/10 NYSAR3 Reuse Committee</li> <li>• 02/12 Ulster County Board of Elections mtg.</li> <li>• 02/11 Greensheen Paint Recycling mtg.</li> <li>• 02/11 Webinar Back to Basics Plastic Pollution 101</li> <li>• 02/24 Advocacy Day in Albany with NYSAR3</li> <li>• 02/26 NYS Organics Summit - Emerging Research Session Planning</li> </ul>

## REPORTS

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- 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