



APRIL 2026 RECYCLING PROGRAM UPDATE

MEDIA ANNOUNCEMENTS

FACEBOOK 1,633 FOLLOWERS	INSTAGRAM 1,594 FOLLOWERS	MAILCHIMP 5,762 SUBSCRIBERS	WEB SESSIONS: 10,432 NEW VISITORS: 6,702
39,526 VIEWS 329 INTERACTIONS	25,256 VIEWS 538 INTERACTIONS	1,385 OPENS 357 CLICKS	WEBSITE CHAT BOT CONVERSATIONS: 379
SOCIAL MEDIA	<ul style="list-style-type: none"> • Monthly Calendar – Where will you find us this month? • Press Release: UCRRA Seeks Community Members to Join Zero Waste Committee • Sustainable Swaps – Easter Edition • Know Before You Throw – National Clean Out Your Medicine Cabinet Day • International Stop Food Waste Day • MCR Promotions (Volunteer Recruitment) • Recycling Compliance Series - Parks & Public Spaces • Earth Day – April Shows (Rain Barrels 101) • Trash or Treasure – Paint Care Program / HHW Promo 		
RADIO	<ul style="list-style-type: none"> • April HHW Event (Radio Kingston) • Spring Compost Bin Sale (Radio Woodstock) • Electronics Recycling (Radio Woodstock) • MCR Volunteer Promo (Radio Woodstock) • April Earth Day Sponsorship Package (Radio Woodstock) 		
PRINT /DIGITAL	<p>Ad content: MCR Volunteer Promo</p> <ul style="list-style-type: none"> • April – 2x Boosted Facebook & Instagram Content • 04/12 – 05/01 -Digital Ad on Daily Freeman Website • 04/12 – Quarter Page Print Ad (Daily Freeman) • 04/19 – Quarter Page Print Ad (Daily Freeman) • 03/29 – Quarter Page Print Ad (Daily Freeman) • 04/10 – 05/01 Digital Ad on Ulster Publishing Website • 04/17 - Digital Ad in Hey Kingston Newsletter • 04/24 - Digital Ad in Hey Kingston Newsletter <p>Ad content: International Compost Awareness Week Events</p>		

	<ul style="list-style-type: none"> April – 6x Boosted Facebook Event Pages <p>Ad content: Agency Mission & Services (Spanish)</p> <ul style="list-style-type: none"> Quarter Page Print Ad (La Voz Media) Digital Newsletter Ad (La Voz Media) Social Media Insertions (La Voz Media) <p>Ad content: Compost Bin & Rain Barrel Sale</p> <ul style="list-style-type: none"> 03/06 – 4/10 – Boosted Facebook Event Page <p>See also: April Earth Day Sponsorship Package (Radio Woodstock)</p>
WEBSITE/BLOG	<ul style="list-style-type: none"> 04/03 Our Seasonal Programs Are Back! Newsletter View at https://mailchi.mp/ucrra/seasonal-programs-return-april-2026
OTHER MISCELLANEOUS	<ul style="list-style-type: none"> +5 Media Kits for Gardiner Transfer Station, Marbletown Transfer Station, Second Nature Refillery, MKAD Eco Arts Week, Ulster BOCES (10 YTD)

OUTREACH EVENTS

+473 CALLS / 18.9 HOURS HOTLINE (04/01- 04/30) (1,193 CALLS/53.8 HRS YTD)	+360 ADULT PARTICIPANTS (518 YTD)	+43 YOUTH PARTICIPANTS (129 YTD)	18.9 HOURS (57.25 HRS YTD)
PRESENTATIONS	<ul style="list-style-type: none"> 04/15 Animal Mortality Composting / Session: managing Meat Residuals - 2026 NYSAR3 Organics Summit (Syracuse, NY) 04/07 7Rs of Rethinking Waste for Wawarsing Environmental Conservation Commission 04/20 Recycle Right for Shandaken Conservation Advisory Council 04/23 School Composting 101 Class for Ulster Boces Class 04/24 Recycle Right & BINGO for Office of the Aging 04/28 Recycling BINGO for In the North Woods Home School Group 		
FACILITY TOURS	<ul style="list-style-type: none"> 04/01 Tour for Kingston Rotary Club 04/08 Tour for Marist College class 04/28 Tour for In the North Woods Home School Group 		
EVENTS	<ul style="list-style-type: none"> 04/11 Plattekill Electronics Recycling Event 04/11 Cornell Cooperative Extension Garden Day 04/18 UCRRA Earth Day Tree & Shrub Give-A-Way 04/22 FAMILY of Ellenville Earth Day 04/24 New Paltz Earth Fair 04/25 UCRRA Household Hazardous Waste Collection Event 		
SITE VISITS, CONSULTATIONS	<ul style="list-style-type: none"> Ulster Boces Class Composting Project Zero Waste Festivals - Bin Rental for the Women's Studio 29th Annual Chili Bowl Fest 		

	<ul style="list-style-type: none"> • Zero Waste Festivals - Bin Rental for the New Paltz Climate Action Coalition's New Paltz Earth Fair • (ongoing) Eagle Scout Project for Berean Park in the Town of Lloyd
NEW MEDIA OR TEACHING TOOLS	<ul style="list-style-type: none"> • Rebrand Recycle Right and School Composting 101 presentations • NEW Animal Mortality Composting presentation
MISCELLANEOUS	<ul style="list-style-type: none"> • 04/10 LIVE Radio Kingston Interview • 04/10, 4/27 UCRRA MCR ICAW Committee Meetings • 04/13-04/16 NYSAR3 Organics Summit in Syracuse NY • 04/24 Conf. Call w/ RRS & Dutchess County



AGENCIA DE RECUPERACIÓN DE RECURSOS DEL CONDADO DE ULSTER

¡Repensemos Nuestros Residuos!

Nuestra misión es proteger la salud pública y el medio ambiente y manejar los residuos sólidos con un enfoque en la conservación de los recursos.

SERVICIOS UCRA:

- ✓ Servicios del Equipo de Divulgación sobre el Reciclaje
 - Visits guiadas de grupos a nuestras instalaciones
 - Línea de atención sobre el reciclaje
 - Guías y consejos sobre el reciclaje
 - ¡Haga clic en el botón de la esquina superior derecha de nuestro sitio web para cambiar a español!
- ✓ Clases & Eventos Educativos
 - ¡Aproveche nuestra venta de primavera para cubos de compostaje y barriles de lluvia! Fecha límite para preventa: Mayo 8
- ✓ Eventos Gratuitos de Recolección de Residuos Domésticos Peligrosos
 - Solo para residentes del condado de Ulster
 - Solo con cita previa
 - 4 eventos entre Abril y Noviembre
- ✓ Reciclaje Gratuito de Electrónicos
 - Abril - Noviembre
 - Todos los Sábados de 8am -2pm
 - 999 Flatbush Road Kingston NY
- ✓ Venta de Compost
 - Compost al por mayor: \$40 por ton
 - Compost en bolsa: \$5 por bolsa (debe reservarse en línea)

📍 999 Flatbush Road, Kingston 📞 845-336-3336 📷 📺 @UCRRA



ULSTER COUNTY RESOURCE RECOVERY AGENCY

Let's Rethink Waste!

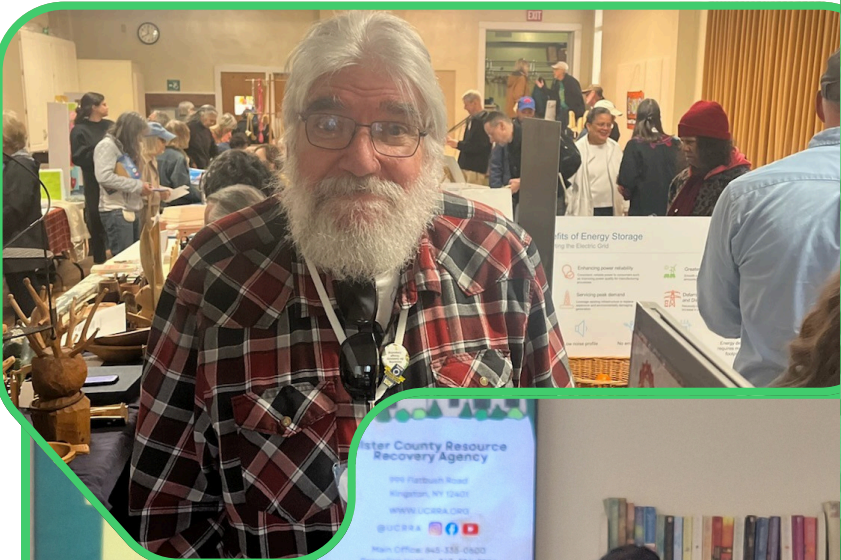
Our mission is to protect public health and the environment and manage solid waste with a focus on resource conservation.

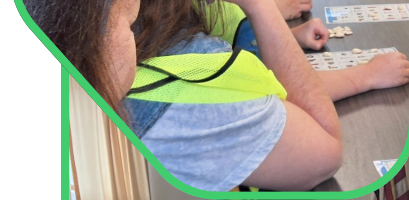
UCRRA SERVICES :

- ✓ Recycling Outreach Team Services
 - Facility tours for groups
 - Recycling Hotline
 - Guidebooks and recycling tips
 - Click the button in the top right corner of our website to switch to Spanish!
- ✓ Educational Classes & Events
 - Check out our Spring Compost Bin & Rain Barrel Sale! Pre-order deadline: May 8th
- ✓ Free Household Hazardous Waste Collection Events
 - Ulster County residents only
 - By appointment only
 - 4 events held April - November
- ✓ Free Electronics Recycling
 - April - November
 - Every Saturday 8am -2pm
 - 999 Flatbush Road Kingston NY
- ✓ Compost Sales
 - Bulk Compost: \$40 per ton
 - Bagged Compost : \$5 per bag (must be pre-ordered online)

📍 999 Flatbush Road, Kingston 📞 845-336-3336 📷 📺 @UCRRA







WHEN IN DOUBT, FIND OUT!
www.UCRRRA.org | 845-336-3336
ASK US ABOUT:
use and repair
ycling
posting
disposal
nics
is waste



THANK YOU FOR DOING YOUR PART!



LEARN MORE AT

WWW.UCRRRA.ORG/EVENTS-CLASSES

HHW DROP OFF

HOSTED BY ULSTER COUNTY RESOURCE RECOVERY AGENCY

- DRIVE SLOW
- CHECK-IN AHEAD
- STAY IN YOUR VEHICLE

