



JULY 2026 RECYCLING PROGRAM UPDATE

MEDIA ANNOUNCEMENTS

FACEBOOK 1,657 FOLLOWERS	INSTAGRAM 1,626 FOLLOWERS	MAILCHIMP 5,900 SUBSCRIBERS	WEB SESSIONS: 11,171 NEW VISITORS: 8,617
6,855 VIEWS 85 INTERACTIONS	6,758 VIEWS 210 INTERACTIONS	- OPENS - CLICKS	WEBSITE CHAT BOT CONVERSATIONS: 304
SOCIAL MEDIA	- Monthly Calendar – Where will you find us this month? - Plastic Free July promo video - County Waste Facility Tour Video - White Feather Farm Tour Video - Join the Challenge – Plastic Free July - Sustainable Swaps In the Bathroom (Plastic Free July edition) - Sustainable Swaps On the Go (Plastic Free July edition) - Bulk Compost Sales reopen - Promo – Repair Café events this month - Promo – Midtown Make a Difference Day - Promo – Composting for Kids		
RADIO	- Plastic Free July message (Radio Woodstock) - Electronics Recycling (Radio Woodstock) - August HHW Event (Radio Kingston)		
PRINT /DIGITAL	None this month		
WEBSITE/BLOG	None this month		
OTHER MISCELLANEOUS	+2 Media Kits for Rotary Club of Kingston Mutt Strutt event and Oracle/Safe Program Outreach Event in Ellenville (15 YTD)		

OUTREACH EVENTS

+343 CALLS / 12 HOURS HOTLINE (07/01- 07/30) (2,308 CALLS/100 HRS YTD)		+119 ADULT PARTICIPANTS (1,133 YTD)	+112 YOUTH PARTICIPANTS (551 YTD)	20 HOURS (148 HRS YTD)
PRESENTATIONS	07/10 "Recycle Right" and BINGO for Highland Senior Club 07/15 "Composting for Kids" at Wrap Around Services School of Achievement 07/23 "Composting for Kids" at Wrap Around Services School of Achievement 07/30 "Composting for Kids" at Ulster Library			
FACILITY TOURS	07/13 Tour for MCRs 07/14 Tour for RCAL			
EVENTS	07/12 Marbletown Clean Power Picnic & Expo 07/17 Midtown Make a Difference Day			
SITE VISITS, CONSULTATIONS	- Zero Waste Festivals - Bin Rental for Rosendale Street Festival - Zero Waste Festivals – Bin Rental Friends of the Woodstock Library - Zero Waste Festivals - Consult for Hutton Brickyards Field & Supply - Zero Waste Festivals - Consult for High Falls Food Co-op - Zero Waste Festivals – Bin Rental for New Paltz Gardens for Nutrition - Zero Waste Festivals – Bin Rental for Ulster County Fair			
NEW MEDIA OR TEACHING TOOLS	- New Game – Zero Waste Fortune Teller – in development - New Game - Build the Future Waste System – in development - Master Contact List of Food Waste Management Services 2026 update in progress			
MISCELLANEOUS	07/01 MCR Field trip to White Feather Farm 07/08 MCR Field trip to County Waste Sierra Processing Facility 07/16 Recycle Right NY Stakeholders Scrapp Demo 07/20 Meeting with Kingston High School 07/29 MCR Volunteer Meet Up 07/29 Hudson Valley Regional Council Materials Management Working Group			



