



AUGUST 2026 RECYCLING PROGRAM UPDATE

MEDIA ANNOUNCEMENTS

FACEBOOK 1,658 FOLLOWERS	INSTAGRAM 1,640 FOLLOWERS	MAILCHIMP 6,065 SUBSCRIBERS	WEB SESSIONS: 10,135 NEW VISITORS: 7,173
11,608 VIEWS 117 INTERACTIONS	13,059 VIEWS 233 INTERACTIONS	- OPENS - CLICKS	WEBSITE CHAT BOT CONVERSATIONS: 319
SOCIAL MEDIA	- Monthly Calendar – Where will you find us this month? - Know Before You Throw: Common Festival Waste Items - Visit us at the County Fair promo - Vote now for UCRRA's Sticker Design Contest - Repair Café promo - Celebrating National Thrift Store Day August 17th - What's Hot on the Hotline? Chemical Recycling (HHW promo)		
RADIO	August HHW Event (Radio Kingston)		
PRINT /DIGITAL	None this month		
WEBSITE/BLOG	None this month		
OTHER MISCELLANEOUS	+2 Media Kits for Gardiner MRDC, Plattekill MRDC (17 YTD)		

OUTREACH EVENTS

+324 CALLS / 15.6 HOURS HOTLINE (08/01- 08/31) (2,632 CALLS/115 HRS YTD)	+562 ADULT PARTICIPANTS (1,695 YTD)	+146 YOUTH PARTICIPANTS (697 YTD)	66 HOURS (214 HRS YTD)
PRESENTATIONS	08/20 SUNY New Paltz Sustainability Ambassador Training		
FACILITY TOURS	None this month		
EVENTS	08/04 Ulster County Fair 08/05 Ulster County Fair 08/06 Ulster County Fair 08/07 Ulster County Fair		

	• 08/09 Ulster County Fair • 08/22 UCRRA Household Hazardous Waste Collection Event
SITE VISITS, CONSULTATIONS	• Zero Waste Festivals - Bin Rental for Private Wedding • Zero Waste Festivals – Bin Rental for Ulster County Fair • Zero Waste Festivals – Bin Rental for Shadowland Stages
NEW MEDIA OR TEACHING TOOLS	• New Game – Zero Waste Fortune Teller • New Game - Build the Future Waste System • 2026 Master Contact List of Food Waste Management Services
MISCELLANEOUS	• 08/18-08/21 SUNY Stonybrook Waste Audit • 08/25 NYSAR3 Organics Council





