Ulster County Resource Recovery Agency
Recycling Outreach Team Program Update
Prepared by Angelina Brandt, UCRRA Director of Sustainability

OCTOBER 2026 RECYCLING PROGRAM UPDATE

MEDIA ANNOUNCEMENTS

FACEBOOK 1,693 FOLLOWERS	INSTAGRAM 1,698 FOLLOWERS	MAILCHIMP 6,016 SUBSCRIBERS	WEB SESSIONS: 9,449 NEW VISITORS: 7,108
11,213 VIEWS 190 INTERACTIONS	7,197 VIEWS 254 INTERACTIONS	- OPENS - CLICKS	WEBSITE CHAT BOT CONVERSATIONS: 300
SOCIAL MEDIA	• Monthly Calendar – Where will you find us this month? • Halloween Costumes – Textile Recycling • UCRRA Celebrates 40 Years – 40 Things You Did Not Know Pt. 1 • MRDC Spotlight Series – Esopus Town Transfer Station • Celebrating National Prescription Drug Take Back Day • Recycling Compliance Series – • Know Before You Throw: Halloween Candy Wrappers • HHW Promo: Toxic Waste is Spooky! • ROT Chatbot Promo		
RADIO	• Electronics Recycling (Radio Woodstock) • Recyclopedia (Radio Woodstock) • October HHW Event (Radio Kingston)		
PRINT /DIGITAL	None this month		
WEBSITE/BLOG	New Blog/Press Release: UCRRA Board Takes Two Decisive Actions on Affordability		
OTHER MISCELLANEOUS	• +2 Media Kits for City of Kingston and Assemblymember Sarahana (23 YTD)		

OUTREACH EVENTS

+356 CALLS / 12.2 HOURS HOTLINE (10/01- 10/30) (3,350 CALLS/141.13 HRS YTD)	+88 ADULT PARTICIPANTS (1,950 YTD)	+133 YOUTH PARTICIPANTS (873 YTD)	19 HOURS (251.25 HRS YTD)

PRESENTATIONS	• 10/03 Bokashi Composting at New Paltz Community Center • 10/14 Intro to UCRRA for Radio Kingston Staff Meeting • 10/08 Compost Demonstration Garden for Highland High School • 10/19 Intro to Composting for Saugerties High School • 10/20 Recycle Right Class for Recycling Oversight Committee • 10/26 Vermicomposting Workshop for Saugerties High School • 10/27 Recycle Right Demo for SUNY New Paltz Sustainability Ambassadors • 10/30 Compost Demonstration Garden for Home School Group
FACILITY TOURS	• 10/14 Recycling Tour for Lloyd Seniors Group • 10/20 Tour for Recycling Oversight Committee
EVENTS	• 10/17 Taking the Temperature on Composting in Wawarsing • 10/25 UCRRA Household Hazardous Waste Collection Event
SITE VISITS, CONSULTATIONS	• Zero Waste Festivals – Bin Rental for Rosendale Chamber of Commerce, The Rosendale International Pickle Festival
NEW MEDIA OR TEACHING TOOLS	• Revised Waste Reduction & Recycling Guide for Businesses & Schools in development • Revised Bin Stickers in development
MISCELLANEOUS	• 10/10 Paint Recycling Event with Greensheen • 10/21 Tour of Rockland Green Experience new Education Center • 10/22 Website Events Page Planning Meeting. • 10/22 MCR Special Projects kick off meeting – Scraps & Squirms


Ulster County Resource Recovery Agency










COUNTYWIDE SERVICES
Rockland County
Rockland Green
OUR FACILITIES
WHERE WE DO OUR WORK


WHY DO WE RECYCLE?
KEEPS RECYCLABLES OUT OF LANDFILLS
IT FEELS GOOD TO RECYCLE
RECYCLING PROTECTS THE OCEANS
RECYCLING SAVES RESOURCES
RECYCLING CREATES JOBS
RECYCLING REDUCES WASTE
RECYCLING GENERATES REVENUE
RECYCLING CONSERVES ENERGY


JOBS IN RECYCLING


MADE FROM RECYCLABLES


GLASS BOTTLE
ALUMINUM
CARDBOARD
FOOD SCRAPS
GARBAGE
HDPE PLASTIC
PLASTIC, METAL, GLASS, CARTONS
TOSS IT HERE
PAPER & CARDBOARD
TOSS IT HERE
FOOD SCRAPS
TOSS IT HERE
NON-RECYCLABLES
TOSS IT HERE


EXIT