

**RECYCLE RIGHT
NORTH COUNTRY**



**Lancaster, NH
EPA Recycling Education &
Outreach Grant
Feb. 18, 2026**



RECYCLE RIGHT NORTH COUNTRY



Agenda

1 - Introductions & Grant Overview

2 - Phase I Results

3 - Phase II Recommendations

4 - Next Steps





About NH Recycles

Partnering to make recycling strong through economic and environmentally sound solutions, NH Recycles is the oldest and largest cooperative-model recycling nonprofit in the US. We support small, rural communities with cooperative marketing, education, and technical assistance.

**90% of NH municipalities
are NH Recycles Members!**



RECYCLE RIGHT NORTH COUNTRY



EPA Recycling Education & Outreach Grant

Recipient: NH Recycles

Locations Served: 30 communities

- 20 Coös County towns
- 10 Grafton County towns

Partner Communities: Lancaster, Littleton, and Northumberland

Project Title: Recycle Right North Country

Grant Funding: \$440,000

Timeframe: 2024-2027



RECYCLE RIGHT NORTH COUNTRY



EPA Recycling Education & Outreach Grant

Goal: to increase residential recycling rates and decrease recycling contamination in 30 North Country communities.

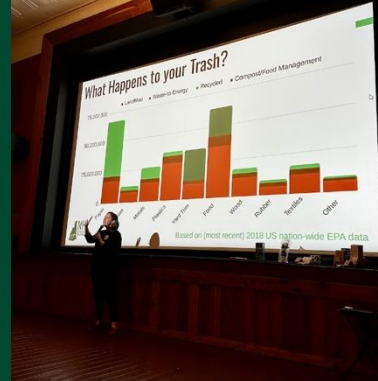
The campaign has four objectives:

- Resident outreach
- In-person education
- “Train the trainers” programming
- Summit to reinforce the other three goals



Anticipated Outcomes

Measurable objectives according to EPA REO Grant proposal



Goal 1

10% Increase in recycling rate



Goal 2

Improved resident confidence in recycling



Goal 3

5% Increase in recycling participation



Goal 4

10% Decrease in recycling contamination



Phase I:



30 rural communities reached over the course of the campaign.

Resident Outreach

- 7,145 magnets mailed
- 8-Weeks of PSA-style Radio Ads on 4 stations, 13 times per day
- 3 recycling videos watched in full 30,000 times through social media
- 50 facility recycling signs updated
- 175 residents reached through door-to-door outreach

Train the Trainers

- 11 Recycling 101 Presentations with 304 participants
- 40 Recycling Summit attendees
- 24 stipends given to trainers for Recycling conference
- 46 bus tour attendees

In-person Education

- 53 Recycling education events and check-ins with 961 participants
- 8 transfer stations visited
- 160 gift cards distributed

What We Heard Before Recycling 101:

Does it really get recycled?

Worry that materials placed in recycling bins ultimately end up in the landfill

Confusion about what's recyclable

Plastics are confusing seems like the rules are changing.

Skepticism about plastics

Are plastics being recycled?

Concern about program changes

Reduced or eliminated local recycling programs raised doubts

Effort vs. Impact

Is recycling worth the time, cost, and effort?

Big picture waste concerns

Recycling alone can't solve overconsumption

What Changed? After Recycling 101:

Greater confidence in the recycling system

Most participants believe recyclables are mostly or often turned into new products.

Clarity about limits & realities

Understand contamination, markets, and why not everything is recycled.

Stronger belief that recycling is worth it!

Agreement the recycling benefits their community and makes a difference.

Informed—not blind—confidence

Some concern remains, relativistic mindset rather than mistrust.

Clear Takeaway:

*Doing the right thing—clean, correct materials—**does make an impact!***

Changing perspective

Skepticism shifted into understanding, confidence, and practical action.

Before:

“I want to recycle, but I’m not sure it matters or works.”

After:

“I understand the limits of the system—and I still believe recycling is worth doing.”



Lancaster



Lancaster Video



<https://www.youtube.com/watch?v=J9Ndl4hYBzM>

Lancaster Benefits:



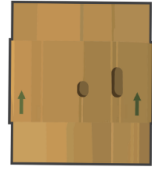
RECYCLE!
THANK YOU FOR RECYCLING THESE:



Glass



Aluminum
Cans



Corrugated
Cardboard



#1 Plastic



#2 Colored



#2 Clear



Steel Cans

Lancaster Transfer Station

www.lancasternh.org/town-government/transfer-station/

121 Water Street
Lancaster, NH
(603) 788-3200

Tuesday, Thursday
Saturday
8am - 5pm



This recycling education was paid for by your recycling nonprofit, NH Recycles at www.nhrecycles.org



Resident Outreach:

- 2,046 magnets mailed
- 4,263 watched full video on social media & YouTube
- 6 facility signs updated
- 41 residents reached through door-to-door initiatives
- 85 recycling totes distributed by door-to-door outreach
- 30 Recycle Right Reward gift cards to local businesses

Staff Support & Training:

- 4 operators received 36 hours of NHDES SWOT credits
- Full-Cost Accounting Support
- Recycling Participation and Contamination Studies



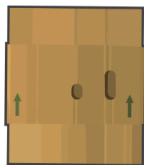
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Lancaster Direct Benefit

Total \$18,304

- ✓ Signs
- ✓ Stipends (individual & town)
- ✓ Magnets (production & postage)
- ✓ Gift Cards
- ✓ Advertising (radio & social media)
- ✓ Recycling Totes
- ✓ Video Production

Lancaster Resident Feedback

Positive

- Curious about glass recycling
- Loved the free totes
- Loved the support of local businesses through gift cards
- Appreciated NH Recycles' work



Concerns & Challenges

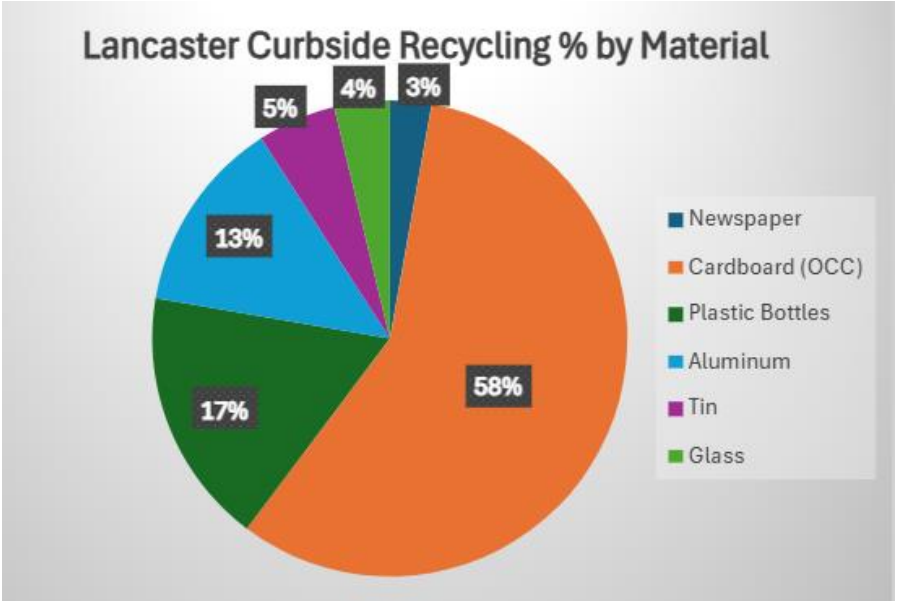
- Participants asked about why mixed paper is no longer accepted
- Confusion about whether cardboard is recycled, because did not understand term “corrugated”
- Did not understand that recycling is shipped out of state
- Wanted to be able to recycle more plastic packaging
- A few doubted materials were recycled

Lancaster Baseline Data

Curbside Collection Study

April 18 & May 2, 2025

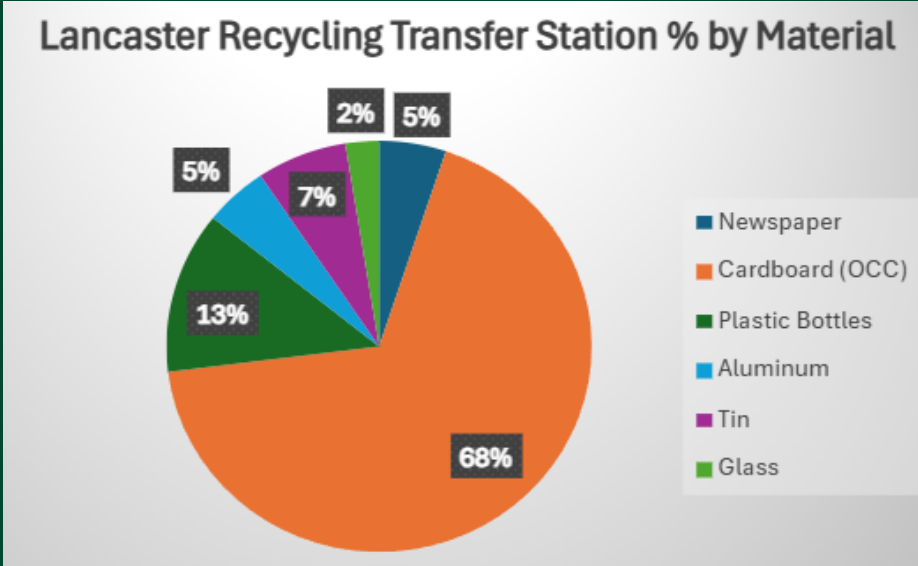
- 67% participation rate
- 108 stops in curbside study
- 72 recycling participants



Transfer Station Participation Study

April 4, 2025

- 75% recycling participation rate
- 169 est. residents
- 73 vehicles



Lancaster Baseline Data

Transfer Station Contamination Study

April 18, 2025

169 est. residents

73 vehicles

75% recycling participation rate

15.28% recycling rate

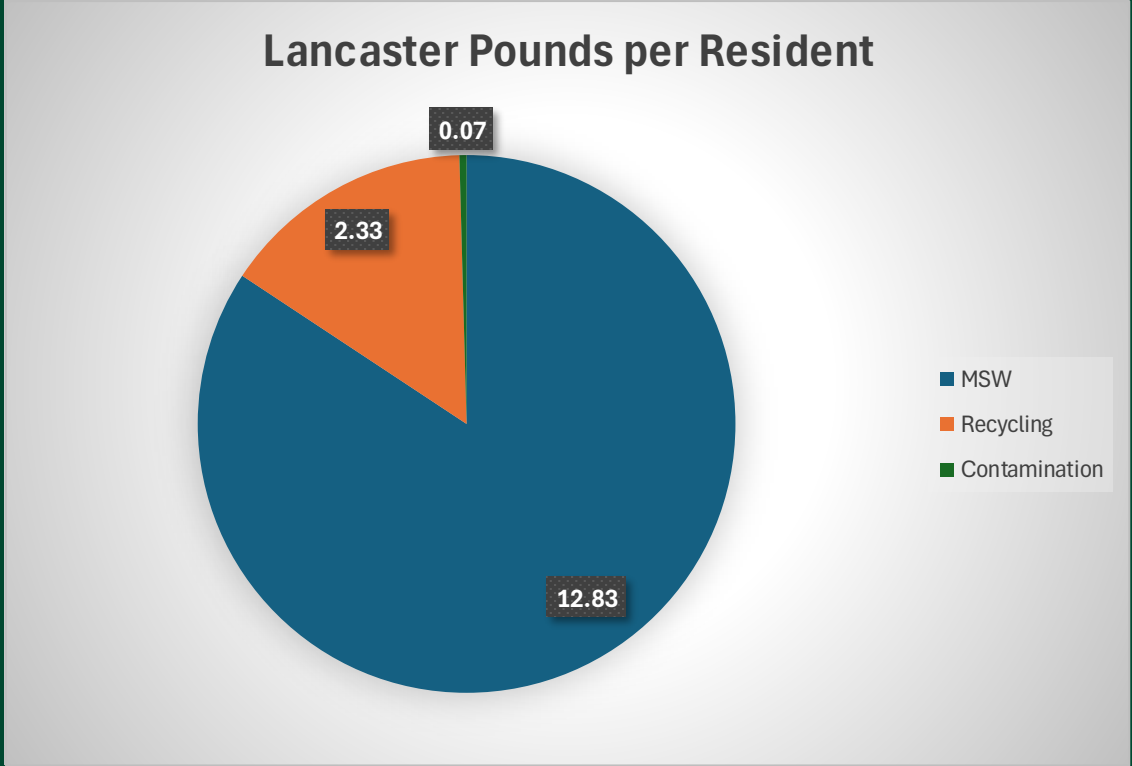
3% overall contamination

15 Total Pounds per resident

Less than 1 lb. of contamination (0.4%)

Nearly 2.5 lbs. of recycling (15%)

Nearly 13 lbs. of garbage (MSW) (84%)



Lancaster Outcomes

Measurable objectives according to EPA REO Grant proposal



Goal 1

10% Increase in recycling rate

- Increase recycling by 1.5 pounds per resident

Goal 2

Resident recycling confidence improved

- Measured by increased training participation
- Improved qualitative feedback from residents

Goal 3

5% increase in recycling participation

- In Person =
 - 8 additional cars (80%)
- Curbside =
 - 5 additional stops (72%)

Goal 4

10% decrease in recycling contamination

- Decrease by .1 pounds per resident

Glass Recycling Opportunity

NH Recycles Recommendations

- Current pricing is \$0 per ton to recycle “clean glass” through NH Recycles
- Recycling glass could save roughly \$3,000 to \$3,750 (per 30 tons) in landfill fees
- Residents want to recycle glass

Impact on Goals:

Goal 1: Recycling Rate

Would increase recycling rate 6% to 9% (based on Littleton/Northumberland data)

Goal 2: Resident Confidence

Residents are asking for glass recycling, therefore would increase confidence

Goal 3: Participation Rate

Could increase participation rate

Goal 4: Contamination Rate

Slight increase expected but through grant, NH Recycles could help town with residential education to help lower rate.

Mixed Paper Recycling Opportunity

NH Recycles Recommendations

- Current pricing is \$20 to \$25 per ton to recycle mixed paper through NH Recycles.
- Recycling paper could save roughly \$6,000 to \$7,500 (per 60 tons) in landfill fees.
- Recycling mixed paper could generate \$1,200 to \$1,500 in revenue at current market pricing.
- Residents want to recycle mixed paper and have shown frustration over current practices.

Impact on Goals:

Goal 1: Recycling Rate

Would increase recycling rate 6% to 7% (based on Littleton data)

Goal 2: Resident Confidence

Residents are asking for paper recycling; reinstating program would increase confidence

Goal 3: Participation Rate

Would increase overall participation rate

Goal 4: Contamination Rate

NH Recycles could help town with residential education to help lower potential contamination rate to manageable level

Lancaster Website Example



Transfer Station

Home » Town Government » Transfer Station



Rusty Scott
Transfer Station Manager
Lancaster, NH

Lancaster, NH Transfer Station Contact Info.

Rusty Scott, Supervisor

Robert Blanchette, Assistant Supervisor

121 Water Street, Lancaster

(603) 788-3200

Tuesday, Thursday, Saturday 8:00am to 5:00pm

Email Transfer Station

LANCASTER **RECYCLE!**
THANK YOU FOR RECYCLING THESE:

Glass Aluminum Cans Corrugated Cardboard

#1 Plastic #2 Colored #2 Clear Steel Cans

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What's Recyclable?

Click the button below to view and/or download the Lancaster, NH Transfer Station brochure for details on what is recyclable. Thank you for your attention to this important program!

[View Recycling Brochure](#)

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Maximizing Lancaster's Direct Benefit in 2026

Recommendations - Lancaster Partnership Steps:

1. Add mailer art on your Transfer station webpage to create messaging consistency
2. Post Branded Videos (coming soon) on website, YouTube and Facebook
3. Mailers with QR code connected to NH Recycles Lancaster landing page.
4. Host a Recycling 101 training
5. Update Full Cost Accounting data for comparison & benefit
6. Distribute new recycling postcards and recycling totes to new/current residents.
7. Add mixed paper and glass recycling to acceptable recyclables.
8. \$1,200 in available stipends for Lancaster



Phase II Timeline



Winter

Update assets
Launch Videos

Spring

Repeat
Baseline data

May 18 –
Recycling
Conference

Summer

Wrap Up and
reporting

Fall

Sept 2026
Grant Closing



Questions?

Thank You!

