

**RECYCLE RIGHT
NORTH COUNTRY**



**Littleton, 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





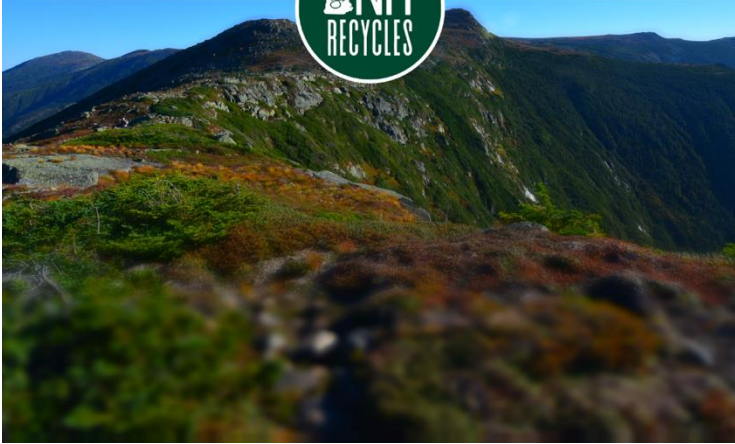
About NH Recycles

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.

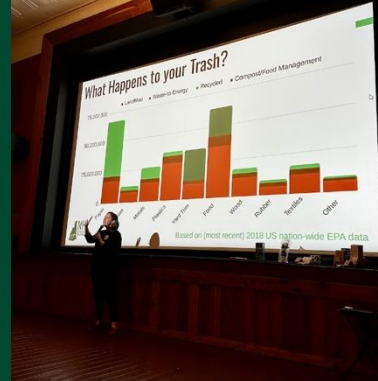
The campaign has four objectives:

- 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.”



Town of Littleton



Town of Littleton Video



Littleton Benefits:

Littleton
NEW HAMPSHIRE

RECYCLE!
THANK YOU FOR RECYCLING THESE:

Glass Mixed Paper Cardboard

#1-7 Plastic Aluminum Cans Steel Cans

Littleton Transfer Station
www.townoflittleton.org/transfer-station

1213 Mount Eustis Road Saturday 8am - 4pm
Littleton, NH Tuesday to Friday
(603) 444-1447 12pm - 4pm

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



Resident Outreach

- 3,791 magnets mailed
- 2,262 watched full video on social media & YouTube
- 6 facility signs updated
- 97 residents reached through door-to-door initiatives
- 125 recycling totes distributed by door-to-door outreach
- 60 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



Littleton Direct Benefit

Total \$22,656

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



Littleton Resident Feedback

Positive

- Overall, residents were very pleased to talk with NH Recycles staff
- Surprised to get a \$50 gift card for recycling right!



Concerns & Challenges

Residents asked questions about:

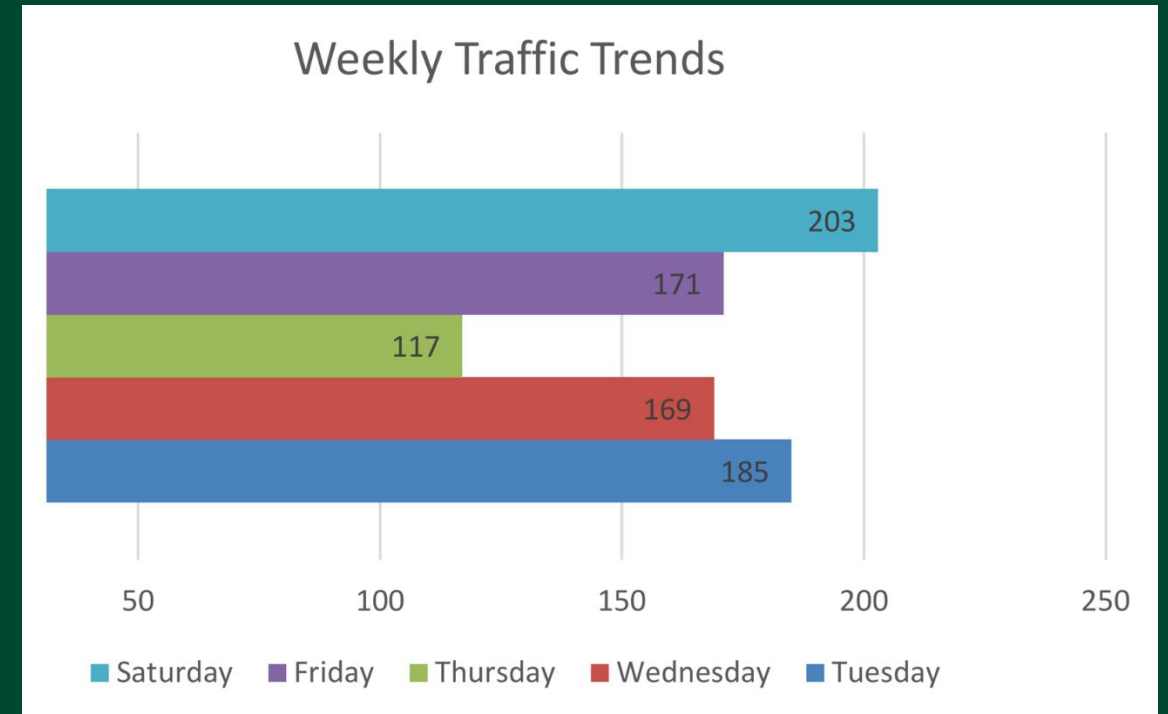
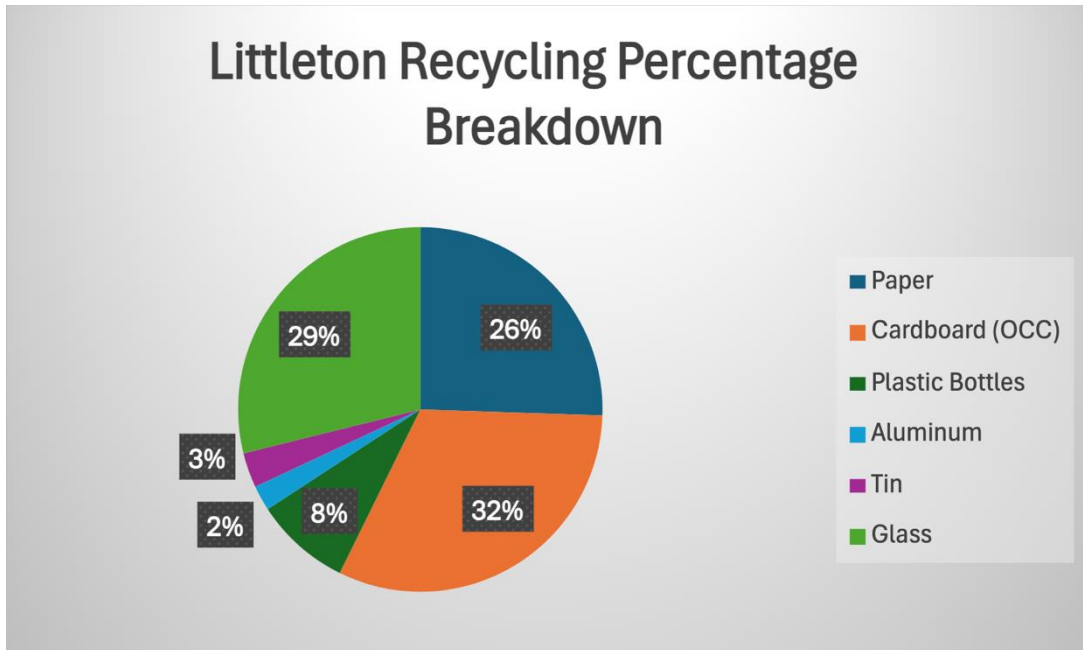
- Plastic recycling (13 questions)
- Batteries (7 questions)
- Hazardous waste (6 questions)
- Paper and cans (1 question each)

Littleton Recycling Transfer Station Study

Transfer Station Participation Study

April 4, 2025

- 87% recycling participation rate
- Recycling weight: 1,070 lbs.
- 266 residents in the study
- 30.70% Recycling Rate



Littleton Baseline Data

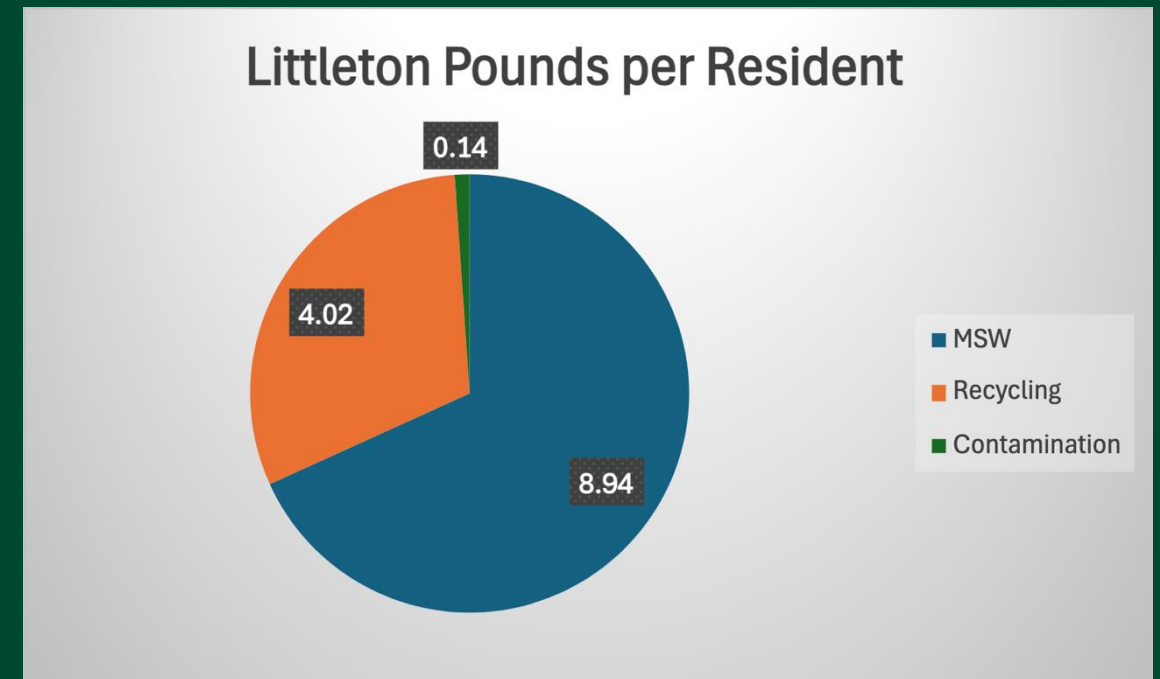
Transfer Station Contamination Study

13 Total Pounds per resident

Less than 1 lb. of contamination (1%)

More than 4 lbs. of recycling (31%)

Nearly 9 lbs. of garbage (MSW) (68%)



Littleton Outcomes

Measurable objectives according to EPA REO Grant proposal



Goal 1

10% Increase in recycling rate

- Increase recycling by 1.31 pounds of per resident



Goal 2

Improved resident recycling confidence

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



Goal 3

5% increase in recycling participation

- 92% transfer station
- 13 additional TS participants



Goal 4

10% decrease in recycling contamination

- Decrease by 0.01 pounds per resident

Reduce Plastic Contamination

Majority of contamination was from thermoforms

NH Recycles Recommendations

- Focused residential outreach campaign on what can be accepted in the plastic program



Impact on Goals:

Goal 1: Recycling Rate

Would increase when people better understand program

Goal 2: Resident Confidence

Would increase when people better understand program

Goal 3: Participation Rate

Making recycling easier to understand would convince people to recycle more

Goal 4: Contamination Rate

Since majority of contamination was unaccepted plastics, this would lower the contamination rate

Facility Changes

Price changes, facility stickers, etc.

Potential Impacts of Recent Changes

- Small changes could impact goals. Littleton has made numerous changes lately with some residents voicing frustration through social media.



Impact on Goals:

Goal 1: Recycling Rate

While increased PAYT fees could encourage some to recycle, it may also drive away customers who already recycle.

Goal 2: Resident Confidence

Frustrated users are more likely to draw in and spread misinformation, which lowers recycling confidence.

Goal 3: Participation Rate

May see a decrease in people using the facility, opting for other lower-cost or alternative options.

Goal 4: Contamination Rate

NH Recycles has noted at other facilities that frustrated residents can lead to an increase in contamination as program pride decreases.

Littleton Website Example

TOWN OF Littleton NEW HAMPSHIRE

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- Brush Pile Rules
- Hazardous Waste Days
- Pay-By-The-Bag System
- Transfer Station Hours
- How to Dispose of Batteries
- Recycling Basics
- Transfer Station Fees (As of 1/1/2026)
- What Happens To My...

Contact Info

Phone: (603) 444-1447
Address: 1213 Mount Eustis Road, Littleton, NH 03561, United States
See map: [Google Maps](#)

Home » [Departments](#) » [Transfer Station](#)

Recycling Basics

Littleton Transfer Station
www.townoflittleton.org/transfer-station

1213 Mount Eustis Road **Saturday 8am - 4pm**
Littleton, NH **Tuesday to Friday**
(603) 444-1447 **12pm - 4pm**

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#1 - #7 PLASTIC CONTAINERS
Water/Soda Bottles

TOWN OF Littleton NEW HAMPSHIRE

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Transfer Station

... getting revised, if you
emberlain via email below

... sfer station. Please
be aware of traffic speed and pedestrians. Patience may
need to be exercised during busy times.

Only Littleton Residents are allowed to use the facility unless prior approval is received by the Solid Waste Manager

Unload trash then please move up

Due to being more busy than usual, we are not able to answer the phone as often, please email me below (staff contacts) when possible

Staff Contacts

Name
Michael Chamberlain

Hours of Operation:
Tuesday - Friday: 12:00pm to 4:00pm
Saturday: 8:00am to 4:00pm
Sunday & Monday: Closed

Phone: (603) 444-1447
Address: 1213 Mount Eustis Road, Littleton, NH 03561, United States
See map: [Google Maps](#)

Frequently Asked Questions

Rolls of 10 Bags are sold at the following stores:

Does the Transfer Station sell town bags?

Does the Transfer Station accept asbestos?

Does the Transfer Station accept

Maximizing Littleton's Direct Benefit in 2026

Recommendations - Littleton Partnership:

1. Add mailer art on your Transfer station webpage to create messaging consistency
2. Post Branded Videos (coming soon) on website
3. Mailers with QR code directing to NH Recycles Littleton landing page
 - Contamination-focused trifold
4. Host a Recycling 101 presentation
5. Update Full-Cost Accounting (FCA) data for comparison & benefit
6. Distribute new recycling postcards and recycling totes to new and current residents.
7. Available \$1,200 for partner stipends for Littleton



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!

