

**RECYCLE RIGHT
NORTH COUNTRY**



Northumberland, 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





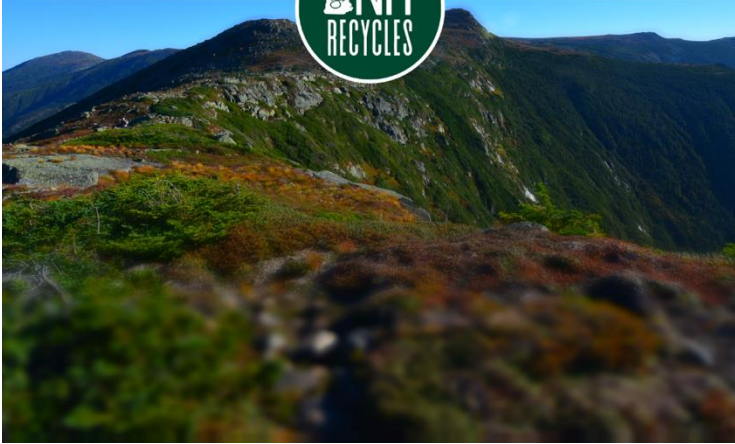
About NH Recycles

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.

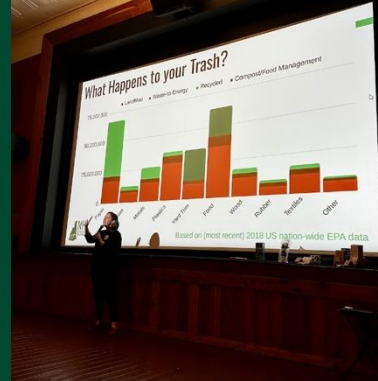
The campaign has four objectives:

- 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.”



Northumberland



Northumberland Video



Northumberland Benefits:



Resident Outreach:

- 1,308 Magnets mailed
- 22,000 watched full video on social media & YouTube
- 5 facility signs updated
- 37 residents reached through door-to-door initiatives
- 56 recycling totes distributed through door-to-door outreach
- 20 Recycle Right Reward gift cards to local businesses

Staff Support & Training:

- 2 operators received 10.5 hours of NHDES SWOT credits
- Full-Cost Accounting Support
- Recycling Participation and Contamination Studies



RECYCLE! THANK YOU FOR RECYCLING THESE:



Glass



Newspaper & Magazines



Box Board & Cardboard



#1 Plastic



#2 Plastic



Aluminum Cans



Steel Cans



Northumberland Transfer Station
northumberlandnh.gov/transfer-station/



PAID FOR
by your
recycling
nonprofit.

Northumberland Direct Benefit

Total \$16,037

Check in with the Transfer Station Attendant

This location also accepts the following materials for recycling:



Scrap Metal



Electronics



Rechargeable Batteries



Lightbulbs



(Freon) A/C & Refrigerators



Brush



Leaf & Yard Waste



Wood & C&D Debris



Tires



Propane Tanks

159 Brown Road
(603) 636-2456

Hours: Saturday 8am - 4pm
Tuesday & Friday 10am - 6pm

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



Northumberland Resident Feedback

Positive

- Recognized NH Recycles staff from the baseline data event
- Loved free small bins – easy to carry!
- Residents complimented Paul, Transfer Station Manager
- Residents appreciative of NH Recycles staff answering their questions

Concerns & Challenges

- Confusion on end markets for glass
- Curious about keeping caps on plastic bottles
- Skepticism on whether materials getting recycled
- Curious why recycling varies from town to town

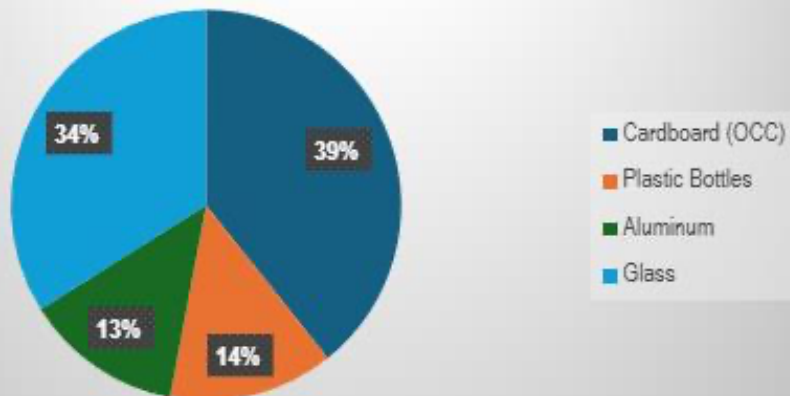
Northumberland Baseline Data

Transfer Station Participation Study

May 23, 2025

- 85% recycling participation rate
- 19.86% recycling rate
- 30 vehicles
- 3% of the population studied
- 2.5 lbs. Recyclables per resident

Recycling Percentage Breakdown

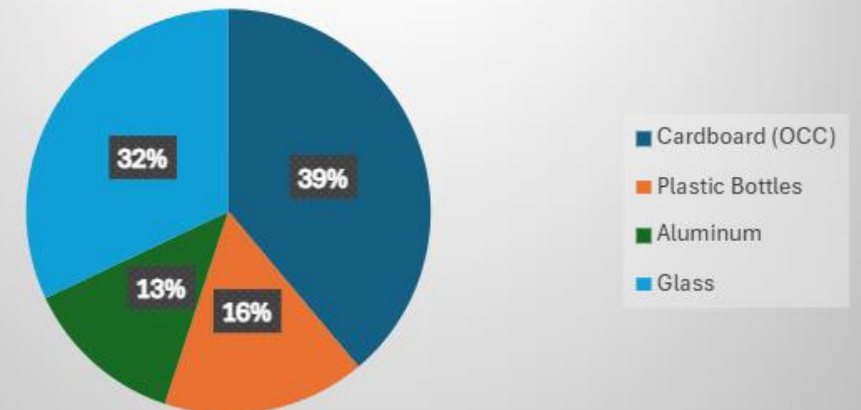


Curbside Participation Study

April 11, 2025

- 70% recycling participation rate
- 212 recycling stops in curbside study
- 4.74 pounds of recycling per stop

Curbside Recycling Percentage Breakdown



Northumberland Baseline Data

Transfer Station Contamination Study

April 11, 2025

85% recycling participation rate

67 est. residents

30 vehicles

20% recycling rate

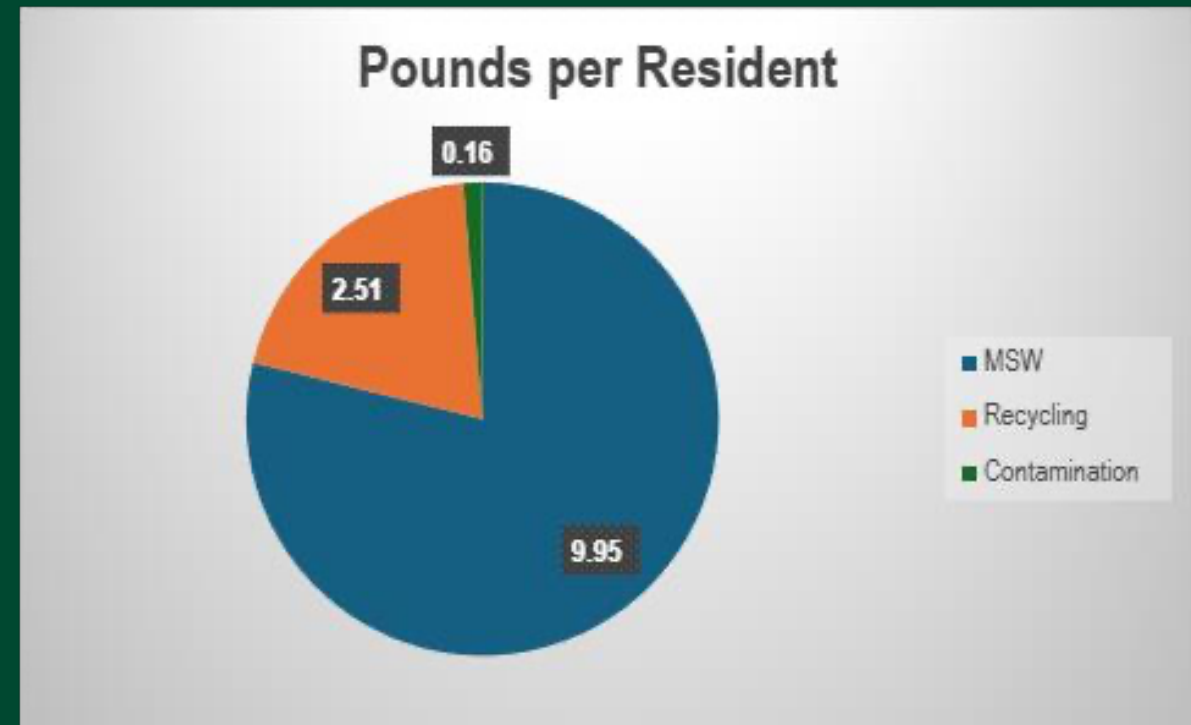
6% contamination rate

12.62 Total Pounds per resident

Less than 1 lb. of contamination (1%)

Nearly 2.5 lbs. of recycling (20%)

Less than 10 lbs. of garbage (MSW) (79%)



Northumberland Outcomes

Measurable objectives according to EPA REO Grant proposal



Goal 1

10% Recycling Rate Increase

- 1.25 lbs. increase in recyclables 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

- 3 additional cars
- 90% transfer station
- 15 additional curbside participants
- 75% curbside

Goal 4

10% decrease in recycling contamination

- Decrease by .02 pounds per resident

Reducing Contamination

NH Recycles Recommendations

- Focused residential outreach campaign on what can be accepted in the towns recycling programs.
- Could include what types of plastics are accepted as plastic recycling tends to be the most confusing

Impact on Goals:

Goal 1: Recycling Rate

Would increase with better understanding of recycling programs

Goal 2: Resident Confidence

Would increase with better understanding of recycling programs

Goal 3: Participation Rate

Would increase with better understanding of recycling programs

Goal 4: Contamination Rate

Campaign to lower contamination rate at facility and curbside pickup by focusing on what can and cannot be included in the recycling program.

Maximizing Northumberland's Direct Benefit in 2026

Recommendations Northumberland Partnership Steps:

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 connected to NH Recycles Northumberland 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/current residents.
7. Available \$1,200 in stipends for Northumberland



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!

