Increasing Waste Diversion – Beyond Recycling

Waste Diversion Strategy Resources & Contacts for Municipal Examples

NHDES - April 7, 2021

Calculating Diversion Rates

- Lancaster – Brian Patnoe, Solid Waste Manager, 603-788-3200, dumprat03584@gmail.com
- Littleton – Brian Patnoe, Former Solid Waste Manager – see above

Compacting C&D

- Lancaster – see above under Calculating Diversion Rates
- Littleton – see above under Calculating Diversion Rates

Composting Food Scraps

- [Overview of Composting Laws & Regulations in NH](NRRA Handout)
- [Food Waste Diversion](NRRA Webinar)
- Maine Compost School
  - Hollis – Joan Cudworth, Director of Public Works
  - Lebanon – Marc Morgan, Solid Waste Manager
  - Lee – Steve Bullek, Public Works Director
  - Rye – Rick Williams, Transfer Station Manager

Pay As You Throw

- [Pay as You Throw](NRRA Info Sheet)
- [Plastic Bag Sources - Pay As You Throw](NRRA Info Sheet)
- [Cutting Trash in Half: How New Hampshire Towns and Cities Can Secure Their Financial Future with Pay-as-You-Throw](NH Municipal Association Article)
  - Shelburne – Zach Wight, Director of Public Works
  - Littleton – see above under Calculating Diversion Rates
  - Concord – Adam Clark, Administration Division Manager
  - New London – Bob Harrington, Public Works Director
  - Lisbon – Fred Garofalo, Transfer Station & Recycling Supervisor

Full Cost Accounting

- [Tricks of the Trade](NRRA Webinar)
  - Gilford – Meghan Theriault, Director of Public Works
  - Littleton – see above under Calculating Diversion Rates

Swap Shops

- NRRA [Member Operations Marketing Meeting](April 14, 2021)
  - Special presentation about swap shops and liability concerns during pandemic
  - Speaker from Primex
  - Milford – Tammy Scott, Recycling & Transfer Station Manager
• Candia – Chuck Whitcher, Transfer Station Manager

Textile Recycling
• Textile Recycling (NRRA Info Sheet)
• The Basics of Textile Recycling (Article)
• Amherst – Perry Day, Building, Grounds & Transfer Station Foreman

Resident Education
• Educate, Don't Contaminate! A Toolkit to Clean up Recycling (NRRA Webinar)
• Refill Not Landfill (NRRA Webinar)
• Optimizing Our Recycling Education and Outreach Efforts (NRRA Webinar)
• Tricks of the Trade (NRRA Webinar)
• Littleton – see above under Calculating Diversion Rates
• Lee – see above under Composting Food Scraps
• Hollis – see above under Composting Food Scraps
• Gilford – see above under Full Cost Accounting
• Lebanon – see above under Composting Food Scraps
Increasing Waste Diversion – Beyond Recycling

NHDES - April 7, 2021

Reagan Bissonnette
Bonnie Bethune
Northeast Resource Recovery Association
Agenda

1. About NRRA
2. Intro to Waste Reduction
3. Waste Diversion Strategies
4. Group Discussion
Recycling non-profit that enables communities to manage their own recycling programs
Cooperative Marketing and Purchasing

• Connect municipalities selling recyclables to companies that purchase recyclables
• Returned $1.8 million to members in 2019
Education & Technical Assistance

- Meetings, site visits, annual conference
- Hands on technical assistance
- School recycling programs
Intro to Waste Reduction

Why it Matters & Measuring Progress
Total MSW Generated by Material, 2018

292.4 million tons

- Paper and Paperboard: 23.05%
- Textiles: 5.83%
- Wood: 6.19%
- Food: 21.59%
- Plastics: 12.20%
- Metals: 8.76%
- Glass: 4.19%
- Rubber and Leather: 3.13%
- Yard Trimmings: 12.11%
- Other: 1.56%
- Misc. Inorganic Wastes: 1.39%

National Numbers from the Environmental Protection Agency
NH Waste Reduction Hierarchy

- Source Reduction
- Recycling & Reuse
- Composting
- Waste-to-Energy
- Incineration (no recovery)
- Landfilling
Total MSW Landfill by Material, 2018
146.1 million tons

- Paper and Paperboard: 11.78%
- Plastics: 18.46%
- Metals: 9.53%
- Glass: 5.17%
- Yard Trimmings: 7.21%
- Food: 24.14%
- Wood: 8.32%
- Rubber and Leather: 3.42%
- Textiles: 7.73%
- Misc. Inorganic Wastes: 2.24%
- Other: 2.01%

National Numbers from the Environmental Protection Agency
Disposal of Solid Waste in NH

- 6 landfills, 1 incinerator
- 50% of trash disposed of in NH comes from out of state (mostly from MA)
Why Increase Waste Diversion?
Conserve Financial Resources

- Waste diversion can help avoid higher cost of municipal solid waste disposal.
- Though not always true with single and dual stream recycling when markets are down.
- Costs of landfilling and incineration will continue to rise.
Conserve Natural Resources

- Waste diversion saves energy and natural resources
- Saves valuable landfill capacity for waste that cannot be diverted
Aluminum Example

• Recycling aluminum saves more than 90% of the energy needed to create new aluminum
• Cheaper to recycle than extract more
• Nearly 75% of all aluminum produced is still in use today
Recycling versus Diversion Rates

Recycling Rate:
- How much tonnage is recycled versus tonnage thrown away?
- Easier to calculate

Diversion Rate:
- How much tonnage is diverted away from landfill or incineration?
- Includes recycling, plus more
- Harder to calculate, so must use estimates
Which is More Important?

- Diversion Rate!
- Why? Great to recycle more, but more important to reduce tonnage we send to landfills or incinerators
- Can reduce tonnage using techniques beyond recycling – focus of today’s workshop
Diversion Rate Calculation

- Diversion Rate % = Diverted Tonnage / Generated Tonnage
- Need to estimate:
  - How much tonnage diverted away from landfill or incineration
  - How much total tonnage of MSW generated (not just how much thrown away)
Determining Diversion Tonnage

- Could include the following:
  - Recyclables
  - Compostables like leaf and yard waste and food scraps
  - Swap shop materials or other items given away (ex. pallets)
  - Construction & Demolition Debris if recycled (though not part of MSW definition)
  - HHW collection totals
Calculating Diversion Rates - VT

VT requires municipalities to report waste disposed of per capita (per person).

Also gives municipalities clear guidance on how to estimate diversion rates.

Estimates must include tonnage of waste generation from businesses and others.
High Diversion Rate – Lancaster, NH

Diversion Rate: 60 – 65% (very high)

Reasons?

• PAYT (Pay-as-you-throw) bag system – residents pay per bag for what they throw away
• Extensive recycling program – baling of aluminum cans, cardboard, mixed paper, newspaper, office paper, plastics and steel cans (multi-baler system for efficiency)
• Compost leaf and yard waste, burn brush
• Give away pallets and plastic barrels
• Extensive public education
• Excellent customer service
High Diversion Rate – Littleton, NH

- Over 50% diversion using similar strategies as Lancaster, NH
- Diversion rates can be misleading
- For example:
  - Littleton, NH takes cardboard from neighboring businesses, but not trash
  - So artificially inflates recycling and diversion rates
Simplest Calculation

• Goal: reduce trash being disposed of in landfills or incinerators per person over time
• Calculate per capita disposal rate
• Easier to calculate and track over time
• Tons per person (disposal rate) = total population (including seasonal) / total tonnage MSW disposed
• Pounds per person = (tons per person / 365 days) x 2000
  – Ex. One VT District generates 1.39 lbs. per person per day
## Case Study

2.24 total lbs./day generated                  (.98 lbs./day recycled)

### Community #1 (2020)

<table>
<thead>
<tr>
<th>Population 742</th>
<th>MSW</th>
<th>C&amp;D</th>
<th>Commingled w/o Glass</th>
<th>Mixed Paper</th>
<th>Cardboard</th>
<th>Glass</th>
<th>Total Tonnage/Pounds</th>
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<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
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Landfill Rate 78%
Recycling Rate 22%
Waste Diversion Strategies

- Compacting C&D
- Composting Food Scraps
- Pay As You Throw
- Full Cost Accounting
- Swap Shops
- Textile Recycling
- Resident Education
Compacting Construction & Demolition Debris (C&D)

Lancaster, NH: 2 ways of handling incoming C&D

Both options densify the construction debris to cut down on haul fees to the landfill
1) Lancaster’s Auger for C&D

- Used for furniture and large wood items
- Get crushed by a screw auger
- Average load weight is 9-10 tons
2) Open-Top Containers

• For material that is dumped on a concrete pad from dump trucks
• Then put into the open tops with a loader
• Average load weight 5.5 – 6 tons
“Pre-crusher” for C&D

- Littleton, NH has a “pre-crusher” compactor for C&D
- Cost $50,000 and requires 3 phase power on site
C&D Disposal Fees

Lancaster charges $20 per cubic yard for material brought in.

Pays by the ton for material going out.

Important to understand costs to landfill so disposal fees from residents/businesses cover those costs.
Understanding Cost per Ton or Pound of C&D

$10/ton savings by using Auger to crush/densify C&D

<table>
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<tr>
<th>C&amp;D Method</th>
<th># TONS</th>
<th>TIPPING</th>
<th>TRANS</th>
<th>TOTAL</th>
<th>PER TON</th>
<th>PER LB</th>
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<tr>
<td>CRUSHER</td>
<td>8.24</td>
<td>$581.99</td>
<td>$262.35</td>
<td>$844.34</td>
<td>$102</td>
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<td>OPEN TOP</td>
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<td>$262.35</td>
<td>$666.47</td>
<td>$112</td>
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</table>
Know your material

Final thought on C&D:

What comes into your facility that could be separated from C&D and handled less expensively or in a more environmentally sound way?

• Ex. Pallets – separated as clean wood, given away to residents
• Asphalt Shingles
• Reusable 2 x 4’s or plywood
Composting Food Scraps
Leaf and Yard Waste

NH Bans Landfilling or Incinerating this Material
Food Scraps

- Food scraps are single largest component of material being landfilled (24%; EPA 2018)
- Only 4% of food scraps are composted in US (EPA 2018)
- Landfilling food scraps problematic for environmental, financial and moral reasons
Food Recovery Hierarchy

Source Reduction & Reuse
Reduce the volume of surplus food generated

Feed Hungry People
Donate extra foods to food banks, soup kitchens and shelters

Feed Animals
Divert food scraps to animal feed

Industrial uses
Provide waste oils for rendering and fuel conversion and food scraps for digestion to recover energy

Composting
Create a nutrient-rich soil amendment

Landfill / Incineration
Last resort to disposal
Limited Food Scraps Composting in NH – Why?

- 6 active food waste composting facilities in NH
- Only 2 compost meat and dairy
- Composting regulations need to be updated (in progress)
- Other states devote more resources for education, outreach, grant programs, and legislation
Composting Food Scraps in NH

• Without Meat & Dairy:
  – If have permit by notification, notify NHDES

• With Meat and Dairy:
  – Requires extensive permit process with NHDES
  – 2015 law directed NHDES to establish rules for composting meat and dairy
  – Not yet completed, but can request waiver of rules
Starting a Municipal Food Scrap Composting Program

1. Launch a backyard composting campaign
2. Check your permit & contact NHDES
3. Get educated - talk to someone who is already doing it, take a course
4. Identify your end markets for compost
5. Start small with a pilot project
Got Compost?
Hollis, NH

• Staff attended Maine Compost School
• Have permit by notification, so gave notice to NHDES
• Accept residential food scraps, no meat or dairy
• Fill three trash cans fully daily when open
Lebanon, NH – Getting Started

• Aggressive backyard composting campaign introduced concept to residents
• Pilot project in 2020, some participants notably reduced food scraps during pilot
• Estimated 20% of total disposal weight in Lebanon from food scraps
• Diverted 3,000 tons of food scraps in 2020
Lebanon, NH – Current Program

- Over 135 residents paid $15 for annual permit
- Commercial accounts pay $50 per ton
- Cost avoidance: $75 per ton for MSW
- Compostable products must be BPI certified (no PFAS); scraps must be bagged
- Diverting 400 pounds monthly
- Lack of carbon (ex. leaves) limiting factor
- Compost used as daily cover and at cemeteries, parks, and athletic fields in Lebanon
Lee & Rye, NH – Commercial Service

- Option to use commercial service to pick up scraps
- Would need to update operating plan
- Mr. Fox accepts residential food scraps in seacoast, including meat and dairy, then composes in Maine
- Rye fills up four 50-gallon trash bins weekly, residents bag scraps
Composting Resources

- **Overview of Composting Laws & Regulations in NH** (NRRA Handout)
- **Food Waste Diversion** (NRRA Webinar)
- **Maine Compost School**
Pay as You Throw (PAYT)

• Residents pay for municipal solid waste (MSW) by purchasing one of the following:
  – Specially marked/colored or clear bags
  – Stickers/Tags
  – Punch Cards
• Fits all size communities
PAYT is a unit-based fee system

- Once PAYT is instituted, mandatory recycling no longer applies
- Similar to a utility bill, one who uses a great deal of electricity pays for this per kilowatt; one who conserves electricity pays less
- Likewise, one who throws away a great deal of trash pays per bag; the person who recycles pays less
- Both pay for what they use in this unit-based fee system
Benefits of PAYT

- Provides resident incentives to throw away less when trash metered like other utilities (ex. electricity, gas, water)
- Encourages residents to use valuable resources more responsibly and increase recycling and other waste diversion methods
- Reduces MSW generated, saving money for municipalities by reducing disposal costs
Criticisms of PAYT

• Concerns about illegal dumping
  – Identify sweet spot for bag price
  – Enough to encourage reduction in waste
  – Not so high to encourage illegal dumping
• Disproportionally impacts people with lower incomes
Small Community Example

- Shelburne, NH
- Population 372
- Drop-off, Single Stream Program
- Package of five bags is $7.50
Medium Size Community Example

- Littleton, NH
- Population 5,928
- Drop-off, Source Separated Recycling Program
- 20 Gallon Bags - $2 each ($20/roll)
- 30 Gallon Bags - $3 each ($30/roll)
LITTLETON RECYCLES

Do You?

444-1447
Large Size Community Example

- Concord, NH
- Population 42,501
- Curbside and Drop-off, Single Stream
- Trash tonnage reduced by 40% since the PAYT Program began in July 2009
Ensuring Compliance – New London

- Give person one explanation of how to get sticker, allow them to dump that one time
- Then turn them away in future unless have a sticker
- Consistency and support from town administrator and town clerk essential
Ensuring Compliance - Lisbon

- If resident brings trash not using PAYT bag, staff charge them for a PAYT bag
- If large black construction debris bag, charge double or resident can weigh bag on scale
How to Get Started?

- Public education
- Decide on system want to use (ex. bags, tags)
- Decide on fee to be assessed
- Warrant article at town meeting
Pay As You Throw Resources

- [Pay as You Throw](https://example.com) (NRRA Info Sheet)
- [Plastic Bag Sources - Pay As You Throw](https://example.com) (NRRA Info Sheet)
Full Cost Accounting

• Way to understand what is making or costing money
• Includes past and future expenses, overhead costs (ex. salary, benefits), and operating costs
Solid Waste Programs Context

• Understand true cost of solid waste programs
• Helpful for budgeting
• Helpful for education - select board and town meetings
• Informs changes that can be made to reduce costs and increase revenue
Myth: If recyclables can’t be sold for a profit, then they should be thrown away

Truth: Recycling and other waste diversion methods can be a valuable cost avoidance strategy
Value of Cost Avoidance

- Compare all revenue and expenses against avoided disposal cost
- Lowering expenses can be more impactful than increasing revenue!
- Ex. Paying $40 per ton to recycle glass versus paying $85 per ton to throw it away
Determine Disposal Costs

Tipping Fee + Transportation Fee = Total Cost Per Ton

Example: $75 per ton tip fee + $25 per ton transportation = $100 per ton cost of disposal
Determine Recycling Revenue or Cost

– Don’t forget value from avoided cost
– Baled Cardboard Example:
  • $80 per ton revenue
  • $100 per ton avoided cost
  • Intrinsic value of $180 per ton
Recycling – Fibers Key

- If single or dual stream, easier to track revenue/cost and tonnages
- If source separated, individually track most common commodities your facility accepts
- Fibers (ex. cardboard, mixed paper) #1 most important to track
- Why? Over half of residential recycling by weight is fibers
Analyze Facility Fees

- Track fees collected from residents as revenue (ex. C&D, tires, trash if use PAYT)
- Compare to costs for each of those items
- Do your fees cover your costs?
Analyze Facility Fees - Example

- Gilford, NH C&D
- Data showed only 55% of their costs covered by fees
- Costing town nearly $40k beyond fees
- Why? Hard for staff to estimate volume brought in
- Used data to get town approval to purchase truck scale
Track Monthly Expenses & Revenue

Monthly data can reveal trends

Determine how often ship out MSW, C&D, and recyclables

Add staffing costs (ex. salary, benefits)

Ex. Littleton, NH – February lowest revenue month each year

Ex. Gilford, NH – cardboard rises notably over summer months
Analyze & Adapt

- Review data and trends
- Identify how to slightly increase revenue and decrease expenses
- Use staff downtime productively
  - Ex. Littleton, NH: Staff pick out metal from C&D during downtime and recycle metal
  - Decreases their disposal cost while increasing revenue
<table>
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<tr>
<th>YEAR</th>
<th>WEIGHT</th>
<th>INCOME</th>
<th>AVOIDED COSTS</th>
<th>NOTES</th>
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<tr>
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<td>ALUMINUM CANS</td>
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</tr>
<tr>
<td>PLASTIC</td>
<td></td>
<td></td>
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<tr>
<td>SCRAP METAL</td>
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</table>
Cost Accounting Resources

Tricks of the Trade
(NRRA Webinar)
Swap Shops

To Swap or Not to Swap....

• Even prior to COVID-19, Swap Shops have always been a love them – dislike them entity
• Some communities put great effort into giving useable items one more chance
• Other communities fear liability issues and shy away from the concept
Benefits of Swap Shops

- Encourages reuse, rather than disposal, of gently used items
- Model of Yankee frugality
- Can be very popular among residents
- Some generate revenue by charging fee or taking donations
Milford, NH’s “Still Good Shed”
Downsides of Swap Shops

• Requires staff or volunteer time
  – Keeping shop organized
  – Ensuring people don’t add items that should be disposed instead

• Some frustrated when residents resell items

• Most closed during COVID-19
  – concerns about people in close quarters
Candia, NH’s “Swap Shoppe”
April 14, 2021 NRRA Member Operations Marketing Meeting

– Special presentation about swap shops and liability concerns during pandemic

– Speaker from Primex
Textile Recycling

- Keeping textiles out of waste stream can be a challenge for many communities
- Most often, rely on local or national companies to provide containers
- Any fabric that is clean and dry is allowable in these containers and some companies offer revenue
Textile Recycling

- Textiles also find their way to local thrift stores
- Main goal is to keep textiles out of waste stream
- Collect clean & dry clothing, belts and shoes
- Items must be bagged
Have a Swap Shop?

• Do not collect clothing, belts or shoes in the swap shop
• Encourage residents to place in a designated and secure clothing bin

Amherst, NH
Textile Recycling Resources

- Textile Recycling (NRRA Info Sheet)
- The Basics of Textile Recycling (Article)
Resident Education

- Many creative ways to educate and engage your residents – can be overwhelming
- Will focus on some examples, from easiest to more time-consuming
Littleton, NH

Be Nice to People!

- Feed the dogs
- Talk with residents
- Joke around
- Help residents
Why Be Nice?

Per Former Littleton Solid Waste Manager:

- “We have never had anything voted down.. Usually one of highest % yes items"
- People respect you...less likely to screw you
- They enjoy going there...want to show off to friends/family...get donations, treats...
- Not Afraid to Ask Questions...Knowledge is key”
ALUMINUM CANS
$.42 A POUND
REVENUE MARKET DIRECTION STABLE

Used Beverage Containers ONLY
No Pet Food Cans, Please
Aluminum Drink Cans ONLY
Reduce, Reuse, Recycle
IN THIS COMMUNITY
RECYCLING IS MANDATORY

NEW HAMPSHIRE The Beautiful

MSW-LANDFILL
$67.00 A TON

COST

MARKET DIRECTION
STABLE TILL JAN 1
2021
Hollis, NH

- Clear signage
- Posters for resident education
- Creative ways to advertise services
- Simple techniques to share information
Recyclables – Clear Signage & Examples

ALUMINUM CANS SIMILAR TO THESE SAMPLES ONLY
EFFECTIVE FROM NOW ON

NO CAPS CLEAR BOTTLES THAT ARE SIMILAR TO THESE SAMPLES ONLY

ALL OTHER PLASTICS HAS TO BE THROWN IN TRASH NO EXCEPTIONS

CLEAR PLASTIC NO BOTTLES ONLY CAPS
Fun with advertising
PLEASE DON'T THROW AWAY SCRAP METAL. REVENUE FOR 2018 WAS $22,507.96
Gilford, NH – Recycle Right Campaign

- Social media
- Flyers & Signage (ex. sandwich boards)
- Public presentations (ex. at local library)
“Recycling Right Brings in Revenue”
Recycle Right Campaign Benefits

As cited by Gilford Public Works Director:

• Educating residents
• Making residents feel good about recycling
• Making town recycling staff feel good through recognition of their efforts
• Showing the town select board that recycling makes the community money
Lebanon, NH
Social Campaign Focused on Reuse

REFILL
NOT
LANDFILL
www.lebanonnh.gov/solidwaste
Campaign for Month of April

• Partnership between Lebanon & Coop Food Stores
• Residents Took Pledge:
  – To use a reusable coffee mug
  – To use a reusable water bottle
  – To use reusable grocery bags
  – To bring lunch from home
Participant Engagement

• Awarded prizes weekly to a selected pledge participant
• Programs included:
  – Community conversation events
  – Repair café
  – Green shopping initiative workshops
  – Reusable coffee cup program
• Educate, Don't Contaminate! A Toolkit to Clean up Recycling (NRRA Webinar)
• Refill Not Landfill (NRRA Webinar)
• Optimizing Our Recycling Education and Outreach Efforts (NRRA Webinar)
• Tricks of the Trade (NRRA Webinar)
Group Discussion
Let’s Take a Poll

1. Which of the waste reduction strategies does your community use?
   - If something is temporarily on hold due to COVID, include in the strategies you use

2. Which waste reduction strategies does your community not use that you’d like to consider implementing?
For each of the waste diversion strategies:
1. What are challenges you’ve faced?
2. What would be the first step to implement this strategy? What barriers might you face?
Want to Learn More?

Blue Skies Over Gilford, NH for Monthly MOM Meeting and Tour
Blue skies and a brand new recycling facility attracted NRRA members from near and far to attend the October 14th outdoor meeting. We were all eager to hear about what sparked Gilford to build this $1.4 million recycling center complete with horizontal baler and floor scale and what advice they...

Read More
Virtual Conference May 10 & 11
8 AM to Noon
FREE for Members

• Engaging Residents with Municipal Recycling
• Waste Reduction Strategies – Reduce, Reuse, Rot
• Recycling Safely During COVID-19
• National & Local Recycling Markets & Market Specifications
• Plastics with a Plan: Municipal Options
• Understanding End Markets – What Happens with Your Recycling?
June 2, 2021
9 AM to 12 PM
NHDES

Understanding Recycling Markets & Practical Tips
Questions & Thank You

Reagan Bissonnette
Executive Director
rabissonnette@nrrarecycles.org

Bonnie Bethune
Member Services Manager
bbethune@nrrarecycles.org