

IMPACT IN PROGRESS

CASE STUDY



Larger Recycling Carts Deliver Over 400% Increase in Capacity in Omaha

Omaha, Nebraska



What Happened

In fall 2020, Omaha rolled out larger, lidded recycling carts and launched automated collection, marking a major system upgrade. Automated collection improves worker safety, allowed residents to recycle more, and kept valuable materials from becoming litter or entering the environment.

Through a grant from The Recycling Partnership, more than 135,000 new 96-gallon carts replaced 18-gallon open bins—expanding recycling capacity by over 400%. The grant funded both the carts and education to help residents adapt to the new system.

The Results Were Clear

The impact was immediate. **In the first year, Omaha's recycling tonnage increased by 67%.** Lidded carts protected materials from weather and pests, improving quality and keeping streets cleaner. Automated trucks streamlined operations while safeguarding workers. The result: more capacity, cleaner streams, safer collection.

Keys to Success

Carts and funding alone don't drive change. Community engagement does. Omaha and The Recycling Partnership ensured residents understood the new system through coordinated mailers and media outreach. Infrastructure created the opportunity. Engagement delivered the results.

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THE CITY IS VERY APPRECIATIVE OF THE SUPPORT WE'VE RECEIVED FROM THE RECYCLING PARTNERSHIP. IT HELPED US IN OUR TOP TO BOTTOM OVERHAUL OF WASTE COLLECTION IN OMAHA, AND FOR A RECYCLING PROGRAM WITH ORIGINS BACK TO 1976 WHEN SEPARATE CURBSIDE NEWSPAPER COLLECTION BEGAN.

Paul Dunn

Solid Waste Program Coordinator, City of Omaha



PARTNER WITH US.
LET'S SOLVE RECYCLING'S
TOUGHEST CHALLENGES, TOGETHER.