

IMPACT IN PROGRESS

CASE STUDY



Fayetteville's Next Chapter in Recycling Starts at the Curb

Fayetteville, Arkansas

Fayetteville's recycling culture is getting a modernized boost. With support from The Recycling Partnership (The Partnership), Fayetteville is investing in a new system designed to make participation easier, safer, and more effective as the city continues to grow.

What's Happening

Fayetteville is transitioning from an opt-in, 18-gallon bin program to a universal, cart-based system, delivering recycling carts to 27,500 households. At the same time, the city is shifting from manual sorting by drivers to bulk processing at a materials recovery facility which will improve efficiency, safety, and material quality.

A grant from The Partnership takes the project beyond carts. It funds targeted education and outreach, so residents know what's changing and how to participate. This program also supports smart-camera technology on collection vehicles to identify contamination and enable real-time engagement.

Why It Matters

Building on progress in [Springdale](#), this is the second project to launch from The Partnership's [Northwest Arkansas Recycling Roadmap](#).



The Roadmap outlines a path to increase participation and tons collected by 25% by 2030. Fayetteville is putting that plan into action by transitioning to a cart-based system that improves safety, efficiency, and performance while unlocking significantly higher participation.

What's Next

As [cart distribution began in early May 2026](#), [Fayetteville is also deploying outreach](#) built on proven methods to drive participation while protecting its already low 1% contamination rate. In parallel, The Partnership is developing messaging based on years of on-the-ground research, testing, and implementation across communities nationwide, reinforcing that consistent, clear communication is essential to behavior change and building trust in the recycling system. This approach will help align messaging across Northwest Arkansas and strengthen performance regionwide.

We measure what matters.
And we build systems that hold.

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