



For Immediate Release

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SHOREWAY PUBLIC RECYCLING CENTER RE-OPENS APRIL 4
New Center Includes High-Tech Improvements and Greater Public Convenience

SAN CARLOS, CA - March 31, 2011 – RethinkWaste is excited to announce the grand re-opening of its Public Recycling Drop-Off and Buy-Back Center at the Shoreway Environmental Center in San Carlos on April 4, 2011. The Public Recycling Center (PRC) consists of a free drop-off area for such items as cardboard, electronics, household cooking oil, sharps, and fluorescent tubes, among others, and a buy-back area for California Redemption Value (CRV) bottles and cans. The PRC has been undergoing significant changes and a move to its permanent location at 333 Shoreway Road, accessible via Gate 1, to provide the general public a safer and more convenient experience.

A unique feature of the new PRC includes two new automated buy-back Reverse Vending Machines by TOMRA, where the public will insert their CRV glass and plastic containers, and aluminum cans for a cash redemption. Once the bottles and cans are fed into the machine, users will get a printed receipt for the value, and then take the receipt to the cashier to get their money. Recyclables from the Reverse Vending Machines are automatically fed directly into the new Materials Recovery Facility (MRF) thus eliminating any labor and saving money.

“We are extremely excited about the grand re-opening of Shoreway’s Public Recycling Center with new equipment and fresh look. Improved access and layout of the center, along with the newly installed beverage container Reverse Vending Machines, will expand convenient recycling opportunities for Peninsula residents,” said Duane McDonald, General Manager of South Bay Recycling (SBR), operator of the Shoreway Environmental Center for RethinkWaste. SBR took over operations of the entire facility on January 1, 2011 from Allied Waste of San Mateo County.

The changes to the Public Recycling Drop-Off and Buy-Back Center are part of the significant capital improvements that has been taking place at Shoreway since November 2009 to transform it into the new Shoreway Environmental Center. The Shoreway Environmental Center includes a new 70,200-square-foot MRF where recyclables from RethinkWaste’s residential and commercial customers will be processed. The MRF will also be operational starting April 4, 2011, a major milestone in RethinkWaste’s master plan for the facility.

Located directly behind the PRC, the MRF includes state-of-the-art processing equipment specially designed to separate single stream recyclables, where bottles, cans and paper products are mixed together. The building also houses the future Shoreway Educational Center currently under design, which will be open to schools, organizations and the public for tours.

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City of Menlo Park • City of Redwood City • City of San Carlos • City of San Mateo • County of San Mateo • West Bay Sanitary District

“Local residents will now have convenient, expanded recycling opportunities to supplement our new BizSMART and CartSMART recycling collection services,” noted Kevin McCarthy, Executive Director of RethinkWaste. “We are also pleased the new PRC incorporates automated equipment to reduce labor costs and save taxpayers money.”

In addition to the MRF, construction continues at the adjacent Shoreway transfer station to expand it by an additional 14,780 square feet from the previously existing 62,000-square-foot building. This will greatly increase the public unloading space and allow for a 30,000-ton-per-year increase in plant materials and food scraps collected from local residents and businesses. All construction is expected to be completed this summer and a grand opening of the Shoreway Environmental Center is being planned for late September 2011. The new Shoreway Environmental Center also includes major traffic improvements for customer safety and “Green Building” features.

The Public Recycling Drop-Off and Buy-Back Center will be closed Saturday, April 2, to complete final details for the April 4th re-opening. Normal hours of operation are Monday through Saturday, 8:30 am to 4 pm. For a complete list of accepted materials, visit www.SBRecycling.net.

To learn more about the Shoreway Environmental Center, the residential CartSMART curbside Recycle, Compost and Garbage collection program, and other RethinkWaste programs, visit www.RethinkWaste.org and www.facebook.com/rethinkwaste.

RethinkWaste

Formed in 1982, RethinkWaste is a joint powers authority comprised of 12 Member Agencies (Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, San Mateo, the County of San Mateo and the West Bay Sanitary District) in San Mateo County and is a leader in implementing innovative waste reduction and recycling programs. RethinkWaste also owns and manages the Shoreway facility in San Carlos consisting of a permitted solid waste transfer station and a recycling processing facility. The Agency’s legal name is the South Bayside Waste Management Authority (SBWMA.) For more information on RethinkWaste, please visit our website at www.RethinkWaste.org.

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