



**For Immediate Release**

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**NEW BUSINESS RECYCLING REPORTING ORDINANCE IN EFFECT FOR SOME BUSINESSES  
IN RETHINKWASTE SERVICE AREA**  
*First Quarter Reports Due May 1, 2015*

**SAN CARLOS, CA – April 23, 2015** – Businesses that provide recycling collection services to businesses and other businesses that back haul recyclable materials in the RethinkWaste service area are now required to report the amount of recyclables they collect on a quarterly basis starting this year. The first quarter reports are due May 1, 2015.

The new reporting requirements became effective January 1, 2015 through the passage of SBWMA Ordinance No. 0002 by the RethinkWaste Board of Directors on October 23, 2014. The intent of the ordinance is to gather recycling data that is currently unavailable to the Agency. The data is required to be provided on a quarterly basis, including weight and types of recyclables collected by city. RethinkWaste currently receives information from Recology San Mateo County which provides garbage collection services to businesses and multi-family dwellings under contract with RethinkWaste Member Agencies. While Recology may also provide recycling collection services, those services are not franchised under their contract, allowing businesses to make other arrangements for their recycling.

“Based on the information we received from Recology, businesses only recycled 31 percent of their waste in 2014, but we know that there is a lot more recycling activity taking place by businesses in our communities,” said RethinkWaste Recycling Programs Manager Cliff Feldman. “The State has a recycling goal of 75% by 2020 and has recently put in place several laws requiring businesses to recycle. Not knowing how much businesses are recycling outside of our programs makes it extremely difficult to assess our programs and services and determine what additional programs may be needed.”

Businesses that fall under the ordinance must now register annually with RethinkWaste. The registration fee is \$125 for 2015 to cover administrative costs. The reporting requirements are designed to be as simple as possible and RethinkWaste has developed a dedicated website to make the entire process user-friendly and accessible. Those that fail to comply with the ordinance may be subject to fines. These fines may be imposed on a case-by-case basis after consideration by the RethinkWaste Board of Directors.

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MEMBER AGENCIES: Town of Atherton • City of Belmont • City of Burlingame • City of East Palo Alto • City of Foster City • Town of Hillsborough  
City of Menlo Park • City of Redwood City • City of San Carlos • City of San Mateo • County of San Mateo • West Bay Sanitary District

Staff will be holding a stakeholder engagement meeting on Monday, April 27, 2015 from 6 to 7 pm in the San Carlos Library Conference Room (second floor), 610 Elm Street, San Carlos to answer any questions affected businesses may have. Attendees are asked to RSVP for the meeting by sending an email to [info@rethinkwaste.org](mailto:info@rethinkwaste.org). Previous stakeholder meetings were held earlier this year.

For more details on the program, to obtain a complete copy of the ordinance, to register and pay the administrative fee, businesses should visit <http://brr.rethinkwaste.org/>.

### RethinkWaste

RethinkWaste is a joint powers authority of twelve public 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, California and is a leader in the delivery of innovative waste reduction and recycling programs. RethinkWaste owns and manages the award-winning Shoreway Environmental Center which receives all the recyclables, organic materials, and materials (i.e. solid waste) collected in its service area. RethinkWaste's environmental education and tour program has also received state and national awards and hosts nearly six thousand visitors per year. RethinkWaste also provides strategic oversight, support and management of service providers that collect, process, recycle and dispose of materials for its Member Agencies. RethinkWaste (i.e., South Bayside Waste Management Authority) was formed in 1982. For more information on RethinkWaste, please visit our website at [www.RethinkWaste.org](http://www.RethinkWaste.org) or follow us at [www.Facebook.com/rethinkwaste](http://www.Facebook.com/rethinkwaste) or [www.Twitter.com/rethinkwaste](http://www.Twitter.com/rethinkwaste).

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