



For Immediate Release

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RESIDENTIAL CUSTOMER SATISFACTION SURVEY RESULTS SHOW OVERWELMING MAJORITY SATISFIED WITH CARTSMART SERVICES *73 Percent Very Satisfied with CartSMART Recycling Program*

SAN CARLOS, CA - May 29, 2012 - Nearly 65 percent of single-family residents in the RethinkWaste service area responded as being "very satisfied" overall with the CartSMART Recycle, Compost and Garbage collection services during a survey recently conducted on behalf of the Agency by Godbe Research. A total of 88.2 percent said they were "very satisfied" and "somewhat satisfied," while only 6.4 percent said they were "somewhat dissatisfied" or "very dissatisfied on the same question.

"We have seen the success that the CartSMART program has had with keeping materials out of the landfill in the last year. These survey results further prove that our residents have embraced the improvements made to the collection services and see the value in doing the right thing to protect our environment," said San Mateo County Supervisor Carole Groom.

The intent of the survey was to better gauge resident sentiment and satisfaction with their CartSMART services, Recology San Mateo County as their service provider, general awareness and other related programs and services. A total of 2,450 telephone interviews were conducted by Godbe Research April 21 through May 6, 2012, representing single-family residents age 18 and older within the 12 Member Agencies that make up RethinkWaste.

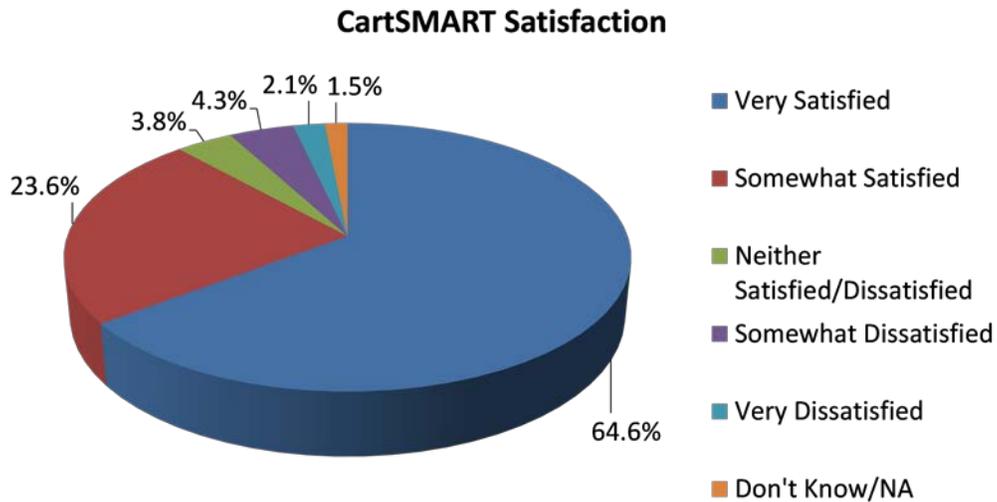
The average interview time was approximately 16 minutes, with an overall margin of error rate for the study of ± 2.0 percent. The survey was based on targeting 200 completed interviews for each Member Agency, as this provided for the lowest margin of error and the greatest number of interviews based on budget constraints. Some of the key survey results are shown in the charts on the following pages.

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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

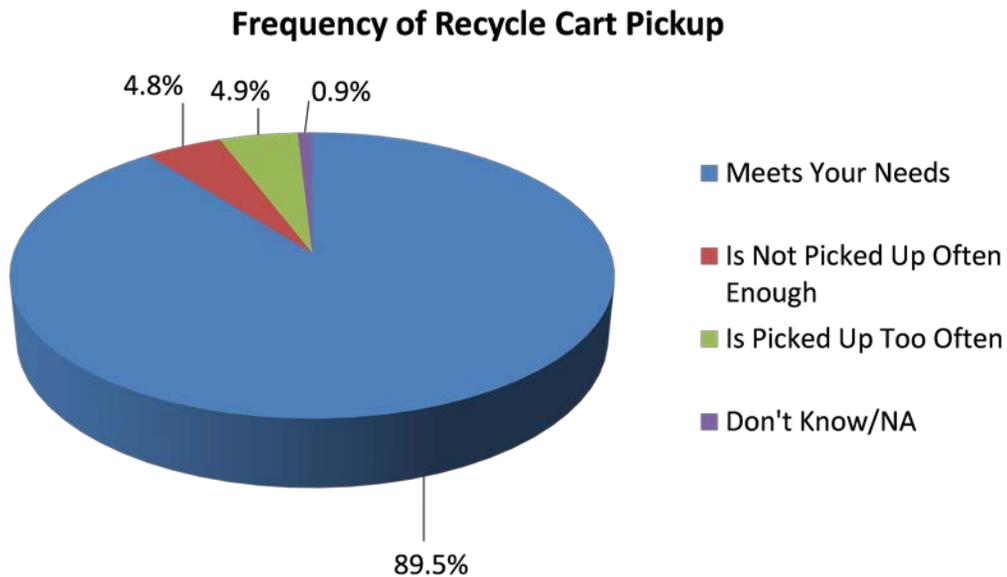
Key Survey Results

When residents asked whether they were satisfied or dissatisfied with the CartSMART program, the responses were as follows:



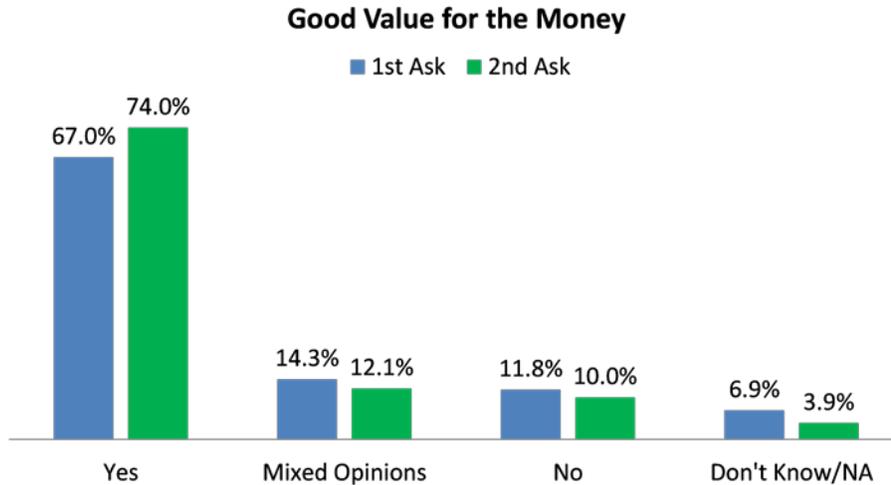
Nearly 65% stated they were very satisfied with the CartSMART program and a total of 88.2% were somewhat to very satisfied.

When asked about whether the frequency of their recycle cart pickup met their needs or not, the responses were as follows:



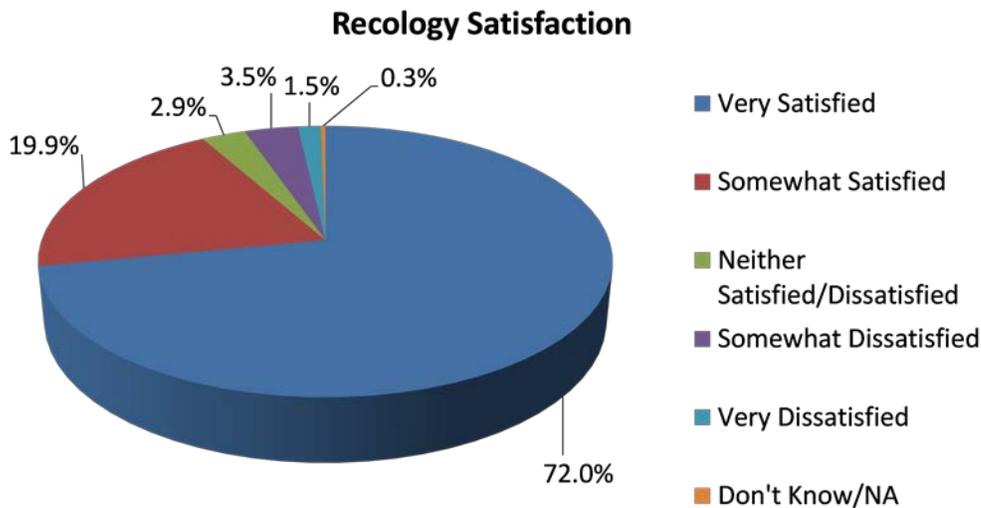
Nearly 90% stated that weekly recycling pickup met their needs with less than 5% stating such a frequency was too often.

Residents were also asked twice whether they thought the services were “a good value” for the cost. This question was posed once at the beginning of the survey and again near the end in an effort to gauge whether their opinion changed when they learned more about all the services available to them.



More than two-thirds of the residents felt their recycle, compost and garbage services are a good value for what they pay for the services with less than 12% stating it was not a good value. When asked this question a second time later on the survey, the percentage stating it was a good value rose to 74%.

When residents were asked whether they were satisfied or dissatisfied with the overall quality of service from Recology, the responses were as follows:



Overall, 72% of residents surveyed were very satisfied with the quality of service provided by Recology and nearly 92% were somewhat to very satisfied. Less than 5% were somewhat to very dissatisfied.

“The residents have spoken and we now know how happy they are with the weekly recycle, compost, and garbage services,” remarked Kevin McCarthy, Executive Director of RethinkWaste. “We also learned some valuable information on how to better focus some of our outreach efforts and do so in the most cost effective manner possible.”

The findings will be used to improve and better target outreach for increased public participation in the services offered by Recology and RethinkWaste. This survey will also be used by RethinkWaste to establish baseline data for conducting similar surveys periodically throughout the 10-year term of Recology’s contract.

“Recology San Mateo County is proud to be a part of the CartSMART, RethinkWaste collection service program, and we are very pleased to know that the residents are also happy to have Recology San Mateo County as their collection service provider,” said Mario Puccinelli, Recology San Mateo County General Manager.

About 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 Shoreway Environmental Center which receives all the recyclables, organic materials, and materials (i.e. solid waste) collected in its service area. 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 www.RethinkWaste.org or follow the agency at www.Facebook.com/rethinkwaste or www.Twitter.com/rethinkwaste.

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