



For Immediate Release

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2011 ANNUAL REPORT RELEASED

CartSMART Achievements and Grand Opening of Shoreway Environmental Center Featured

SAN CARLOS, CA - August 15, 2011 – RethinkWaste has released its 2011 Annual Report highlighting its accomplishments over the previous year. The report emphasizes the success of the CartSMART Recycle, Compost and Garbage collections services, which started in January 2011, the grand opening of the Shoreway Environmental Center in San Carlos, and RethinkWaste’s innovative recycling programs.

The report includes statistics on recycling and disposal figures for the RethinkWaste service area. Approximately 116,000 tons of material collected from residents was recycled and composted in 2011, while only 59,000 tons of garbage was sent to the landfill, resulting in a residential diversion rate of 66.18%, in comparison to a residential diversion rate of 55.83% for 2010 under the old collection services.

The significant increase in residential diversion is a result of the roll out of the CartSMART in program in 2011. The new program resulted in residents setting out for the first time ever more yard trimmings and food scraps for composting than garbage destined for the landfill.

“2011 was a year full of great accomplishments resulting from the hard work, dedication and vision of local elected officials, and the SBWMA Board of Directors to overhaul and dramatically improve our franchised collection services for local residents and businesses,” remarked Kevin McCarthy, Executive Director of RethinkWaste. “We are also very proud of the transformation of the Shoreway facility into a national model for environmentally and cost effective recycling and transfer operations.”

The report features the grand opening of the Shoreway Environmental Center, and the major improvements made to the facility, including a new Materials Recovery Facility (MRF, where the recyclables are processed), expanded transfer station and a new Environmental Education Center. It also highlights the significant efforts taken by RethinkWaste, its twelve Member Agencies and its contractors to roll out the new residential and commercial services in 2011.

A copy of SBWMA's 2011 Annual Report is available at www.RethinkWaste.org.

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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