



**For Immediate Release**

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**CARTSMART WEEKLY COLLECTION SERVICES OFFICIALLY START JANUARY 3 FOR 92,000  
PENINSULA HOUSEHOLDS**

***Recology San Mateo County Replaces Allied Waste as Franchised Service Provider***

**SAN CARLOS, CA - December 31, 2010** – Residents throughout the RethinkWaste service area will be kicking off the new year with the start of the new CartSMART weekly Recycle, Compost and Garbage collection services. Recology San Mateo County (Recology), who takes over as the franchised service provider on January 1, 2011 from Allied Waste of San Mateo County, will roll out its new fleet of 127 automated collection vehicles to service over 92,000 homes starting Monday, January 3.

The launch of the greatly expanded and more convenient collection services has been long awaited and has taken more than five years of planning and preparation to ensure that the transition is as seamless as possible for customers and the RethinkWaste Member Agencies. The transition is one of the largest in the nation of its kind, and the first for this service area. Recology has delivered nearly 440,000 new wheeled carts between August and December of this year to the 92,000 homes and 10,000 businesses that make up the service area. Recology’s capital investment for the new services totals nearly \$57 million, of which approximately \$37 million was used to purchase collection and support vehicles, and \$19 million for new carts and containers.

“This will long be remembered as a signature environmental event on the Peninsula as nearly 440,000 people will now enjoy the most modern, convenient and comprehensive recycling and composting services anywhere in Northern California,” remarked Kevin McCarthy, Executive Director of RethinkWaste. “Through years of planning and support by local elected officials, city and agency staff and Recology San Mateo County we’re excited to finally launch these new services.”

The new CartSMART program entails a convenient, three-cart system for residents for their recycle, compost and garbage needs: blue cart for Recycle, green cart for Compost and black cart for Garbage. It includes having single-stream recycling, where all recyclables are placed into one cart instead of having to separate them, and the ability to place food scraps and food- and beverage-soiled paper products with their yard trimmings for composting. What makes the program especially customer-friendly and easy to use is that all three carts will now be collected weekly, replacing an outdated

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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

system of every other week collection of recyclables and yard trimmings, using a combination of tubs, carts and customer-provided cans for the services.

Residents were given the opportunity to experience some of the convenience of the new program through a “soft launch” that began at the end of August of this year when Recology began delivering the three carts to each single-family home. So that residents would not have to store the new wheeled carts until the official start in January, RethinkWaste, Recology and Allied Waste negotiated a plan that enabled residents to use the carts as soon as they received them, with Allied Waste providing the service. This meant that residents could take advantage of the single-stream recycling right away, however, both the recycling and yard trimmings stayed on an every other week collection schedule. In addition, food scraps could not be added until January. Recology concluded its cart delivery to residents on December 16. Recology was back out in December delivering two-gallon kitchen pails to residents for in-home use in preparation for the launch of the food scraps collection.

“We are thrilled to finally arrive at this moment after five years,” enthused Mike Sangiacomo, CEO of Recology. “As innovators in waste reduction, we look forward to continuing our hard work with the Member Agencies and RethinkWaste to increase recycling and composting and significantly facilitate landfill diversion.”

Recology also took over the commercial recycling program from Allied Waste on July 1, 2010 in an effort to boost recycling activities at businesses, and multi-family complexes, which include apartments, condominiums and townhomes. Through the roll-out of the new BizSMART commercial program, businesses and multi-family complexes also received the new color-coded carts and the convenience of single-stream recycling. Recology has commercial recycling outreach team consisting of one manager and eight recycling coordinators.

In addition to purchasing new carts and pails, Recology acquired new trucks that will be used to service residents and businesses, including 127 new collection vehicles and 22 support vehicles. The trucks that will be used to service the carts are automated, using a mechanical arm to lift and empty the cart.

RethinkWaste and Recology also launched an extensive public outreach and education campaign on the new services that included information sent to homes and delivered with the carts and kitchen pails, instructional videos, movie theater and TV commercials, bus signs and bus shelter ads, banners in downtown areas and print advertising, among others. Representatives from both were also at over 100 community events, meetings and presentation to help spread the word about the changes to the services.

Recology, formerly Norcal Waste Systems of San Mateo County, was recommended to be the next service provider by RethinkWaste in October, 2008 following an extensive Request for Proposals process. Each RethinkWaste Member Agency holds its own individual exclusive franchise agreement with Recology for collection services, replacing Allied Waste whose contract expires on December 31, 2010. The term of Recology’s contract is 10 years, with the option of two five-year extensions.

The rollout of the CartSMART and BizSMART services includes the transformation of the Shoreway Recycling and Transfer Station in San Carlos into the future Shoreway Environmental Center. The Shoreway Facility, which is owned by RethinkWaste, is currently undergoing \$47 million in capital improvements, including a new 70,000 square foot Materials Recovery Facility (MRF), where the single-stream recycling will be processed, an expanded transfer station; a new education center; and significant traffic and customer service improvements. Construction is expected to be completed in late Spring 2011. South Bay Recycling (SBR) will be the new facility operator on January 1, 2011, taking over from Allied Waste whose operation contract also expires on December 31.

Visit [www.RethinkWaste.org](http://www.RethinkWaste.org) or [www.RecologySanMateoCounty.com](http://www.RecologySanMateoCounty.com) for more information on CartSMART.

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](http://www.RethinkWaste.org).

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