



RecologyTM
San Mateo County
WASTE ZERO

RETHINKWASTE TAC

MAY 8, 2025

EARTH MONTH 2025



37



Trainings, Presentations,
School Presentations,
Community & Tabling Events

2,000+



Community Members
Educated

Q1 2025 WASTE ZERO OUTREACH

112



New Organic
Commercial Customers

129



Onsite & Virtual
Meetings

1,574



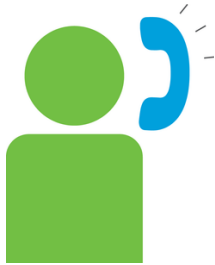
Doorhangers
Delivered

793



Community Members
Educated

1,363



Customer Outreach
(calls, voicemails, emails)

41



Trainings, Presentations,
Community & Tabling Events

Q1 2025 PARTICIPATION PERCENTAGES RETHINKWASTE SERVICE AREA

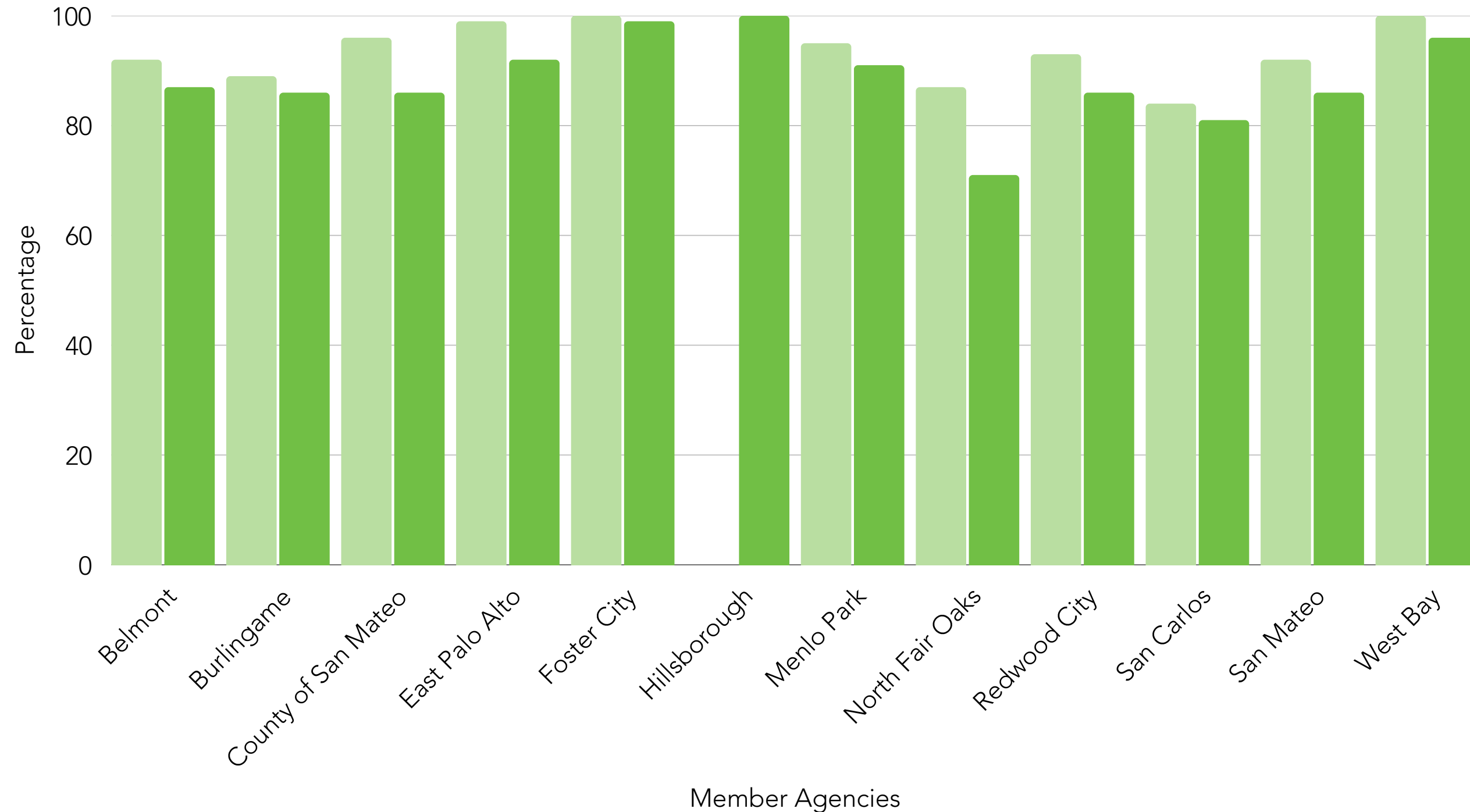


Commercial Business
2.3% increase from Q4



Multi-Family Dwellings
2.6% increase from Q4

Q1 2025 PARTICIPATION PERCENTAGES BY MEMBER AGENCY



SB1383 WAIVER REVIEWS



OUTREACH

Recology San Mateo County (RSMC) Waste Zero Specialists (WZS) contact non-compliant customers to establish SB1383 compliance.



WAIVER APPLICATION

Customers identified as low-volume generators or customers who request a waiver can apply online at RethinkWaste.org/waiver



RETHINKWASTE SHARES APPLICATIONS WITH RSMC

RethinkWaste receives waiver applications and shares them with RSMC to review.



WAIVER REVIEW

RSMC WZS perform site audits to determine if a customer qualifies for a waiver. RSMC provides recommendations to RethinkWaste.

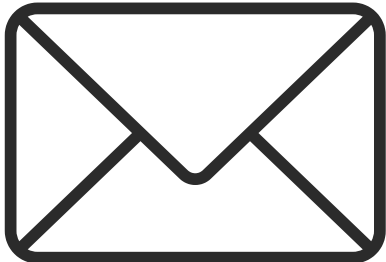


APPROVAL/DENIAL LETTER IS MAILED

RethinkWaste mails approval or denial letters to customers. Approvals are valid for 5 years.

Q1 2025 SB1383 WAIVER REVIEWS

WAIVERS
ISSUED IN Q1



114

RECOMMENDED
APPROVALS



72

RECOMMENDED
DENIALS



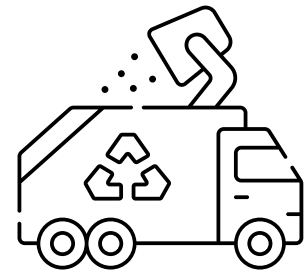
29

COMPLIANT
BY OTHER
MEANS



13

SB 1383 ROUTE REVIEWS



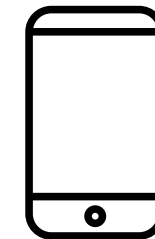
IDENTIFY ROUTES

There are approx 115 residential and commercial routes that need to be audited.



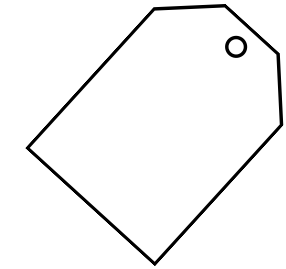
25 - 35 LID LIFTS PER ROUTE

Conduct number of lid lifts based on total stops on route. Accounts selected for lid lifts are random.



RECOLOGY APP OUT IN THE FIELD

All observations and contamination documented onsite in real time and saved for future data reports.



CONTAMINATION TAGS

OOPS! Tag is left on accounts that had contamination to educate customers on proper sorting

RSMC QUARTERLY REPORTS



**2025
QUARTER 1**

RECYCLING TECHNICAL ASSISTANCE PLAN STATUS REPORT
2024 - 2026



**2024
QUARTER 4**

RECYCLING TECHNICAL ASSISTANCE PLAN STATUS REPORT
2024 - 2026



THANK YOU!
