



A Public Agency

For Immediate Release

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RethinkWaste Self-Guided Virtual Tour

SAN CARLOS, CA – May 14, 2026 - RethinkWaste is excited to launch its first ever Self-Guided Virtual Tour. This “tour” is a visually interactive representation of our in-person Shoreway Tours Program for community members who cannot attend in-person tours or existing staff-led virtual tours.

The Self-Guided Virtual Tour was developed using the Prezi software platform and includes a series of graphics interchange format (GIFs), videos, and images paired with detailed explanations to guide “visitors” through the RethinkWaste owned Shoreway Environmental Center facility. The content and style are intended to match what participants see and learn from agency tour guides during in-person facility tours. This multi-media approach ensures participants can experience processes, equipment, and operational highlights in a visually engaging way, enhancing both accessibility and comprehension.

“We have been wanting to make our award-winning tours program more accessible, and we are so excited to have this new format that gives not only our community members, but others from all over the ability to learn more about how a facility like ours operates,” said Executive Director Joe La Mariana.

To experience the RethinkWaste Self-Guided Virtual Tour, please visit the new webpage at RethinkWaste.org/SelfGuidedTour.

If you are interested in an in-person tour of our facility, you can always find available dates at RethinkWaste.org/Tours.

About RethinkWaste

RethinkWaste is a joint powers authority of eleven public agencies in San Mateo County (Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos, City of San Mateo, parts of unincorporated San Mateo County and West Bay Sanitary District). We own and manage the 16-acre Shoreway Environmental Center facility, located at 333 Shoreway Road in San Carlos, which processes all the collected trash, recyclable and compostable materials. This facility has a \$160 million-dollar annual operating budget, handles and processes almost 450,000 tons of materials annually--more than half are recycled and creates almost 400 jobs for our local community. See RethinkWaste.org and follow us on [Facebook](#), [X](#), and [Instagram](#).

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MEMBER AGENCIES:

**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**