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RETHINKWASTE LAUNCHES REDESIGNED WEBSITE

New Website Easier to Navigate and Includes Innovative, Interactive Features to Increase Recycling and Composting Efforts

SAN CARLOS, CA - August 12, 2013 – RethinkWaste is excited to announce the launch of its dramatically redesigned website, www.RethinkWaste.org, to better meet the needs of its general public visitors and its Member Agencies. The redesigned site is easier to navigate and more visually appealing, and incorporates new innovative features, including: interactive carts to help educate residents with properly setting out recyclables, compost, and garbage using the CartSMART three-cart collection system; an interactive map of the Shoreway Environmental Center to help customers safely and efficiently utilize the many available services; a Home Diversion Calculator to help residents determine how much material they are diverting from the landfill on a weekly basis; and an online reservation calendar to help school groups, and public visitors schedule a tour of the Shoreway facility.

“This is one of several customer service initiatives we are implementing so we can provide local residents and businesses with easier, quicker access to high quality information regarding available recycling, composting and garbage services,” commented Kevin McCarthy, Executive Director of RethinkWaste. “In the next 60 days, we will also be rolling out a mobile phone application that will allow residents to quickly get program information and make service requests when they are on the go.”

Website visitors can quickly zero in on the information that they are looking for using the navigation menus across the top and side of the site. All program information related to single-family and multi-family residential customers can be found in the “Residents” section and businesses wanting to know about the programs and services available to them can find it all in the “Businesses” section. The “Shoreway Facility” section provides detail on the Shoreway Environmental Center, including accepted items, rates and hours of operation, and all information on its popular tour programs.

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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

The new “Interactive Carts” page provides a fun way for residents to figure which items go in their CartSMART carts by clicking and dragging an image of an item, such as a banana peel, to one of the carts at the top of the page. Residents will know if they have it right based on whether they get the “Correct!” or “Try Again!” message.

The “Shoreway Facility Map” is also interactive and enables visitors to hover over a photo of the Shoreway Environmental Center in San Carlos to learn more about all of the uses of the facility and where they are located.

The “Home Diversion Calculator” is a new effort being initiated by RethinkWaste to help residents determine how much recycling and compost materials they are setting out weekly in comparison to garbage. On the calculator page, residents simply select the size of each of their carts and how full each was when they set them out for collection during any given week. By clicking the “Go” button, they will receive that week’s diversion rate. Launching the web-based calculator is the first step in a grassroots campaign to recognize residents for their efforts and motivate even higher recycling levels.

Other key new features of the website include the ability for schools, organizations and the general public to schedule tours immediately through an online calendar that lists available dates and times, a “Who Do I Contact?” page with key contact information for programs and services, and a more powerful search engine to quickly find information on the site. There is also a dedicated “About Us” section on RethinkWaste, its Board of Directors, Board meetings and the service providers.

RethinkWaste’s website had last undergone a major redesign in late 2008. Due to changes in programs, services and technology, and feedback from site visitors, it was determined to be outdated and in need of being refreshed. The new redesigned site will continue to evolve over the coming months to create an even more seamless user experience for all visitors.

RethinkWaste

Rethink Waste 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 our website at www.RethinkWaste.org or follow us at www.Facebook.com/rethinkwaste or www.Twitter.com/rethinkwaste.