

Fall 2013

# rethinker



A Public Agency  
[www.RethinkWaste.org](http://www.RethinkWaste.org)

## rethinker

A newsletter dedicated to educating residents and businesses regarding waste reduction, reuse and recycling. With your help, we can achieve our goals of diverting waste from the landfill and maintaining healthy, livable communities.

### IN THIS ISSUE:

**What's Your (Diversion) Number?**

**"My Waste" Mobile App**

**Thanksgiving Day  
Collection Schedule**

**RethinkWaste**

610 Elm Street, Suite 202  
San Carlos, California 94070

PRINTED ON RECYCLED PAPER WITH SOY BASED INK

PRST STD  
U.S. Postage  
**PAID**  
Permit No. 2643  
San Francisco, CA

## Fun, Interactive Ways to Rethink Your Waste!

Technology is all around us and it's being used in so many ways to teach us things, make life easier and entertain us. RethinkWaste has been very busy these last few months taking advantage of all that technology has to offer and developing new interactive ways to promote our programs and services. Read on to see what we have been up to!

### What's Your (Diversion) Number?

Through the Home Diversion Calculator, you can now figure out how much material you are diverting (keeping out) from the landfill on a weekly basis.



The Home Diversion Calculator is a simple web-based calculator that allows you to enter the size of your carts and how full each of them are on any given week when you set them out for collection by Recology. Once you enter the information, it will give you your weekly diversion rate – it's that easy!

The idea behind the Home Diversion Calculator is to educate and empower residents so that you are recycling and composting as much as you can through CartSMART. Over the coming months we will be developing

a recognition program for those with high diversion rates. Give the Home Diversion Calculator a try at [www.RethinkWaste.org](http://www.RethinkWaste.org)!

## Redesigned RethinkWaste Website

We have dramatically redesigned our website, [www.RethinkWaste.org](http://www.RethinkWaste.org), to better meet the needs of our customers and Member Agencies. The redesigned site is easier to navigate and incorporates new innovative features, including:

**Interactive Carts** – Providing a fun way to find out which items go in your CartSMART carts by clicking and dragging items to the carts.

**Shoreway Facility Map** – An interactive map of our Shoreway Environmental Center to learn all about the facility.

**Home Diversion Calculator** – See the "What's Your (Diversion) Number" article in this newsletter.





## “My Waste” Mobile App Now Available!

Single-family residents in the RethinkWaste service area now have the convenience of using a mobile app for the CartSMART program. Through the “My Waste” mobile app, residents with smartphones can find their service day, access program information, make service requests (such as scheduling a Bulky Item collection appointment), as well as set reminders, and much more!

“My Waste” is available for both the Apple and Android operating systems. Look for the link to download the “My Waste” app on our website at [www.RethinkWaste.org](http://www.RethinkWaste.org).

## Statewide Award Winner!

RethinkWaste was selected as the 2013 Award Winner by the California Resource Recovery Association (CRRA) in the “Outstanding Recycling Program Award” category for the programs and services the Agency offers to reduce waste and educate residents and businesses. A great thank you to all our residents and businesses for making our programs a success!



## Dear Rethinker



### Dear *rethinker*,

*How do I get rid of items that are too big to fit in my CartSMART carts?*

— **Researching in Redwood City**

### Dear Researching,

For recycling and disposing of bulky and extra items that can't be reused, Recology offers an On-Call Bulky Item Collection service. Each household is entitled to two pick ups annually at no additional cost. This service is great for large items such as appliances or worn sofas, as well as electronics. Limits apply.

There is also an On-Call Bulky Item Collection program for apartments and other multi-family complexes.

Visit [www.RecologySanMateoCounty.com](http://www.RecologySanMateoCounty.com) for more information and great ideas for donating items before you decide to toss them.

If you have a question for the *rethinker*, please send it to: [rethinker@RethinkWaste.org](mailto:rethinker@RethinkWaste.org)

## Announcements

### Thanksgiving Day

Thursday, November 28

No change to CartSMART collection services by Recology. Set your carts out for collection as usual. Recology's administrative offices and the Shoreway Environmental Center will be closed.

### ENVIRONMENTAL EDUCATION CENTER Public Open House Days

Held the 3rd Thursday of each month

For more information email:

[tours@rethinkwaste.org](mailto:tours@rethinkwaste.org)

## Information & Resources:



The regional public agency that helps local communities reduce waste through innovative programs and partnerships and by managing service contracts.

Telephone: 650-802-3500  
[rethinker@RethinkWaste.org](mailto:rethinker@RethinkWaste.org)  
[www.RethinkWaste.org](http://www.RethinkWaste.org)

For questions about your bill and the CartSMART program:

**RECOLOGY SAN MATEO COUNTY**  
225 Shoreway Road • San Carlos, CA 94070  
Customer Service: 650-595-3900  
[carts@recology.com](mailto:carts@recology.com)  
[www.RecologySanMateoCounty.com](http://www.RecologySanMateoCounty.com)

For questions about the Shoreway Environmental Center:

**SOUTH BAY RECYCLING**  
333 Shoreway Road • San Carlos, CA 94070  
Telephone: 650-802-8355  
[www.SBRecycling.net](http://www.SBRecycling.net)



## Follow Us



Follow us on Facebook at [facebook.com/rethinkwaste](https://facebook.com/rethinkwaste) and Twitter at [twitter.com/rethinkwaste](https://twitter.com/rethinkwaste) to get the latest information on CartSMART, great information on sustainability and other environmental facts.

### Want to save paper?

Sign up to get the *rethinker* newsletter electronically by going to our website at [www.RethinkWaste.org](http://www.RethinkWaste.org).