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Recology and RethinkWaste Report Record Tonnage Collection in Service Area
CartSMART Increases Recycling Volumes 56%

SAN CARLOS, CA—Recology San Mateo County, RethinkWaste's new service provider, today reported record volumes of material being collected in its first week of service to over more than 92,000 residences in the service area. By the close of business on Thursday, roughly 74,300 of those residences will have been serviced with the remaining to occur on Friday.

"We are very excited about the increased recycling volumes we are seeing," said Kevin McCarthy, Executive Director, RethinkWaste. "The success in recycling experienced thus far exceeds our expectations and is exactly why we created the CartSMART system."

In the first three days of service, the Company has seen a 78 percent increase in the daily average of organic materials collected and a 31 percent increase in the daily average of recyclable materials collected. The introduction of the CartSMART Program, a three-cart system that allows residents to combine all recyclables into the blue cart without sorting and adds the acceptance of food scraps to the green cart, producing a far easier and more convenient experience for customers.

Recology, which took over the service on Monday, January 3, 2011 from Allied Waste and has been servicing households throughout the 12 Member Agency service area, is addressing a limited amount of service issues attributed to incomplete data provided by the former service provider. The company is asking any customers with previous backyard service or special handling instructions to contact the Company to ensure proper collection.

The Company has added additional customer service representatives to handle increased calls quickly and has added 11 trucks to the service area. Most missed pickups that have arisen are due to changed service schedules and faulty data. Customers who have experienced missed service by 6 pm on their service day should email inquiries@recology.com to report the condition, including which cart was missed. Any missed service will be picked up within 24 hours of being reported.

“We are very pleased by how things are going thanks to the hard work of our employees,” said Mark Arsenault, Vice President and Group Manager, Recology. “We have successfully serviced more than 97 percent of our customers without issue and we are working through the service issues reported to us and will make all necessary adjustments to ensure that our customers are fully serviced.”

About Recology San Mateo County

Recology San Mateo County was chosen in 2008 by RethinkWaste to provide Recycle, Compost and Garbage collection services for its 12 Member Agencies. Recology’s roots in recycling go back to 1920 in San Francisco, when garbage men, known then as “scavengers,” actively sought out alternative uses for refuse. Recology is now the largest employee owned company in the solid waste industry, parent to two dozen subsidiaries that provide solid waste services to more than 75 communities, and serves more than 660,000 residential and 65,000 commercial customers. Recology recycling facilities serve as national models, and the company is known as a pioneer in waste reduction, often exploring new technologies to facilitate landfill diversion. For more information, please visit www.RecologySanMateoCounty.com.

About 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.

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