



For Immediate Release

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RETHINKWASTE WINNER OF SAN CARLOS CHAMBER AWARD
Beautification Award for Shoreway Environmental Center to Be Presented at Recognition Gala

SAN CARLOS, CA – January 18, 2012 – RethinkWaste will be recognized as a winner of a 2011 Business Beautification Award for new construction for its Shoreway Environmental Center at the San Carlos Chamber of Commerce’s Recognition Gala on January 19, 2012. The \$47 million in capital improvements resulted in the transformation of the previously existing and outdated Shoreway Recycling and Disposal Center into California’s Greenest Recycling Center and Transfer Station.

“We are excited to receive this award in recognition for our Shoreway masterplan improvements,” remarked Kevin McCarthy, Executive Director of RethinkWaste. “These improvements have resulted in lower operating expenses at the facility, a much improved customer service experience with no traffic back-ups and more unloading space all the while providing nearly 100 local jobs.”

The Shoreway Environmental Center construction encompassed the following improvements:

- New 70,200-square-foot Materials Recovery Facility (MRF), where the recyclables from residents and businesses in the RethinkWaste service area are processed. The new MRF houses state-of-the-art processing equipment specifically designed to handle single stream recyclables (commingled bottles/cans/paper), and replaces the previously existing 48,000-square-foot building.
- A 14,780 square-foot expansion of the existing 62,000 square-foot transfer station building to increase unloading spaces for public customers.
- New Environmental Education Center housed in the MRF building, featuring museum quality exhibits promoting resource conservation and RethinkWaste programs. The Environmental Education Center is now available for tours for schools, community groups and the general public.
- New Public Recycling Center, for the free drop-off of materials for recycling, and a buy-back center for redeeming bottles and cans for their rebates.
- New scale house and related traffic enhancements; and green building features such as the use of photovoltaic (solar) panels to generate renewable energy to power site operations, rainwater capture and reuse, translucent panels to maximize day lighting, use of native and low-water plants, among others.

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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 Business Beautification award recognizes property owners for making an investment that improves the overall appearance of the community, thus making San Carlos a more attractive and compelling place to do business and to locate a business,” said David Bouchard, Chief Executive Officer of the chamber. “The new Shoreway Environmental Center is a great example. Highly visible from the Highway 101 freeway, it took the previous, tired facility and built a sleek, modern, attractive introduction to San Carlos for all the passersby.”

RethinkWaste owns the Shoreway Environmental Center, which receives all of the residential and commercial recyclables, organic materials and solid waste collected in the service area by Recology San Mateo County. The facility is permitted to receive 3,000 tons per day, and is operated by South Bay Recycling (SBR) on the agency’s behalf. Construction began in November 2009 and a grand opening was held on September 27, 2011 to mark the completion of the project.

“The new Shoreway Environmental Center is a major step forward in many ways. It allows residents and businesses in San Carlos and all of the RethinkWaste agencies to enjoy much easier and better ways to recycle more and put less into the landfill. Topping it off, it is a very modern, attractive and green facility for transferring garbage and processing recycled material. When you visit the Shoreway Environmental Center, sometimes it’s hard to believe that you are at a solid waste facility. Everyone who had a hand in its design, construction and operation deserves kudos for their efforts,” said Brian Moura, Assistant City Manager of the City of San Carlos and Chairman of the RethinkWaste Board of Directors.

The Shoreway Environmental Center is located at 333 Shoreway Road in San Carlos. Please visit www.RethinkWaste.org/shoreway-facility for more information on the Shoreway Environmental Center.

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.

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