



For Immediate Release

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BIG INCREASES IN CARTSMART CURBSIDE RECYCLING
Compost Tons Exceed Household Garbage for First Time

SAN CARLOS, CA – February 6, 2012 – New data shows residents in the RethinkWaste service area* set out record amounts of recyclables and compost through the CartSMART weekly Recycle, Compost and Garbage collection services launched one year ago in partnership with Recology of San Mateo County.

Total tons of residential recycling collected jumped 25 percent in 2011 compared to 2010. Compost collection increased a whopping 29 percent for the same period, and garbage decreased by nearly 18 percent.

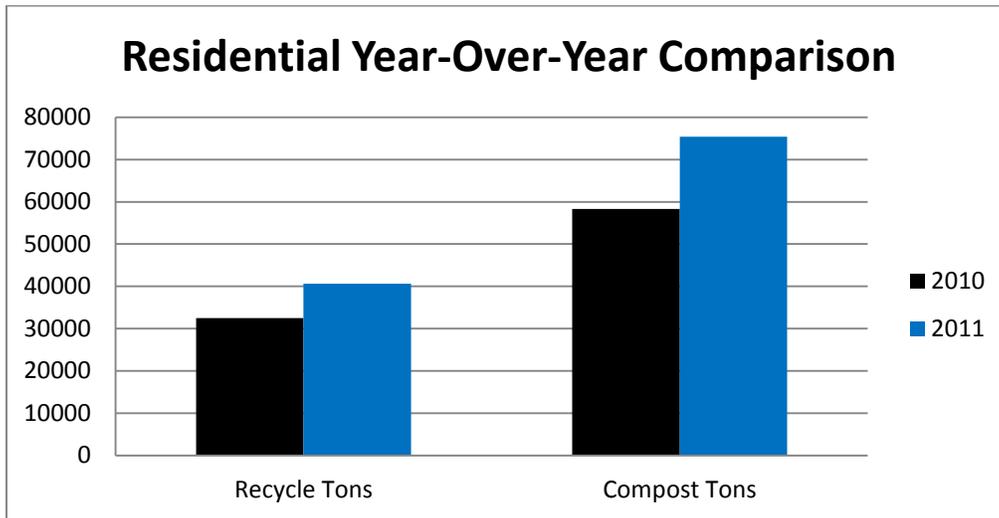
And 2011 marked the first time that residents set out more compost (food scraps and yard trimmings) than garbage; Tons collected totaled more than 16,000 tons higher for compost compared to landfill-bound trash.

The data comes from comparing the tonnages reported by Recology San Mateo County, the new service provider as of January 1, 2011, for the last year against the figures submitted by Allied Waste of San Mateo County for 2010. Allied Waste was the previous service provider whose contract expired on December 31, 2010. The actual tonnage figures are provided below:

<u>Residential Materials</u>	<u>2010 Tonnage</u>	<u>2011 Tonnage</u>	<u>% Change</u>
Recycling	32,507	40,655	+25.07%
Compost (Organics)	58,306	75,373	+29.27%
Garbage	71,840	59,300	-17.46%

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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



“We achieved a tremendous increase in recycling in one year and an even bigger increase in compost collection. Not only are we sending a whole lot less to the landfill, residents are now composting more material than they throw away. This is great news. These numbers are evidence that we have made major progress in our efforts to help protect the environment. The residents truly deserve a lot of credit for utilizing the upgraded recycling program,” said San Mateo County Supervisor Carole Groom.

The CartSMART program entails a convenient, three-cart system: blue cart for Recycle, green cart for Compost and black cart for Garbage. It includes having single-stream recycling, where all recyclables are placed into one cart, and the ability to place food scraps and food- and beverage-soiled paper products with their yard trimmings for composting. A significant contributing factor to the increase in participation in 2011 by residents was switching to a larger cart for recycling collection and to weekly collection for all three carts.

“The year-over-year increases in recycling and compost collection, and the decrease in garbage are unprecedented. We are so proud of how well residents have embraced the new CartSMART services and pitched in every day to make recycling and composting efforts a big success. This is a real community effort,” commented Kevin McCarthy, Executive Director of RethinkWaste. “These new collection services and our new Shoreway Environmental Center in San Carlos together comprise one of the biggest environmental success stories in years.”

While all communities in the service area experienced increases in residential recycling and compost amounts, some experienced it more than others. Those with the most significant changes in their respective recycling and composting levels are listed below:

Percentage Increase in Residential Recycling

- East Palo Alto: 80.47%
- North Fair Oaks: 56.31%
- Hillsborough: 34.77%

Percentage Increase in Residential Compost

- Atherton: 49.87%
- Burlingame: 48.15%
- West Bay Sanitary District: 43.39%

Overall Residential Diversion

- Atherton: 82.19%
- Menlo Park: 72.97%
- County Franchised Area: 70.77%

Overall Diversion (Residential and Commercial)

- Atherton: 79.12%
- West Bay Sanitary District: 69.94%
- Hillsborough: 67.88%

“These double-digit increases in recycling are really impressive. The credit for these achievements goes to residents. They have made recycling and composting a good, green habit, and those efforts help protect the environment for everyone,” said Mario Puccinelli, General Manager of Recology San Mateo County.

The transition to the CartSMART residential services and the parallel BizSMART program for businesses and multi-family complexes, including apartments, townhomes and condominiums, help establish a solid foundation toward meeting future diversion goals such as Assembly Bill 341 (AB 341). Passed at the end of last year by California Governor Jerry Brown, AB 341 establishes a statewide goal of 75 percent diversion by the year 2020. AB 341 includes mandatory commercial recycling provisions, affecting businesses and public entities that generate four cubic yards or more of garbage per week and multi-family complexes with five or more units. RethinkWaste and Recology offer several programs, including free waste audits, to help businesses and multi-family complexes boost recycling and comply with state and local recycling requirements.

About RethinkWaste

*RethinkWaste 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 www.RethinkWaste.org or follow the agency at www.Facebook.com/rethinkwaste or www.Twitter.com/rethinkwaste.

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 the largest employee owned company in the solid waste industry. Recology recycling and compost 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.