



**For Immediate Release**

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**RETHINKWASTE ROLLS OUT NEW EDUCATIONAL SIGNS ON RECOLOGY TRUCKS**  
*Signs to Provide Information on Programs and Services Available to Local Residents*

**SAN CARLOS, CA – May 29, 2014** – RethinkWaste has rolled out new educational signs on many Recology San Mateo County residential collection vehicles highlighting key services available through the CartSMART Recycle, Compost and Garbage collection programs.

“Providing program information to residents on Recology’s trucks will make it easy for them to connect the information with the services,” said Monica Devincenzi, RethinkWaste Recycling Outreach and Sustainability Manager. “We are always looking for creative new ways to get information out to our customers.”

The truck sign program was developed to take advantage of the unique marketing opportunity provided by Recology’s collection vehicles being in neighborhoods on a daily basis nearly every day of the year. Other communities, including San Jose and Palo Alto, have long relied on truck signs as a key component of their educational efforts.

There are currently 10 trucks used to collect the materials from residents’ green Compost Carts that have the signs installed, with plans to install them on more trucks over the next year. Currently the signs encourage residents to download RethinkWaste’s free mobile app, “my-waste,” for added convenience to get information on CartSMART, to make a service request or report an issue. Future signs will promote the twice-a-year On-Call Bulky Item Collection service and the Door-to-Door Household Hazardous Waste Collection program, among others. Signs will be rotated on a quarterly basis so that the messaging stays fresh and is timely. Participation rates in the highlighted services will be tracked before and after the truck signs are rolled out to measure the cost effectiveness of this type of public education program.

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 award-winning 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

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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

Management Authority) was formed in 1982. For more information on RethinkWaste, please visit our website at [www.RethinkWaste.org](http://www.RethinkWaste.org) or follow us at [www.Facebook.com/rethinkwaste](http://www.Facebook.com/rethinkwaste) or [www.Twitter.com/rethinkwaste](http://www.Twitter.com/rethinkwaste).

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