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For Further Information:  
Monica Devincenzi, RethinkWaste  
Phone: 650-802-3509  
Email: [mdevincenzi@rethinkwaste.org](mailto:mdevincenzi@rethinkwaste.org)

### **RETHINKWASTE WINS STATEWIDE AWARD FOR RECYCLING SERVICES, THE SHOREWAY ENVIRONMENTAL CENTER AND NEW TOURS PROGRAM** *Agency Take 2013 Award in "Outstanding Recycling Program Award" Category*

**SAN CARLOS, CA - August 7, 2013** – RethinkWaste is pleased to announce that it 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 its residents and businesses. The award will be presented on August 13, 2013 at the 37<sup>th</sup> Annual CRRA Statewide Conference & Tradeshow at the Langham Huntington in Pasadena.

The award reflects RethinkWaste's complete recycling, composting and solid waste collection and processing system redesign efforts, including the launch of the comprehensive CartSMART and BizSMART Recycle, Compost and Garbage collection services in January 2011; a redesigned LEED® Gold certified Shoreway Environmental Center with new state-of-the-art single-stream processing equipment and expanded public recycling services; and a new Environmental Education Center and tour program to educate and engage students and the general public on all aspects of sustainability.

"It's very gratifying to receive statewide recognition for our strong recycling and composting efforts here in San Mateo County," remarked Kevin McCarthy, Executive Director of RethinkWaste. "This award recognizes efforts that were over five-years in the making, encompassing incredible complexity and outstanding work by our Agency staff, Board of Directors, and contractors with strong support throughout from elected officials in our service area."

In 2012, RethinkWaste also received the Recycling Systems Excellence Gold Award given by the Solid Waste Association of North America (SWANA), the top national award for a recycling facility.

610 Elm Street, Suite 202 | P: 650-802-3500 |  
San Carlos, CA 94070 | F: 650-802-3501 | [RethinkWaste.org](http://RethinkWaste.org)

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

Since the start of the new services in 2011 through the end of 2012, residential recycling has increased by 26 percent, compost has increased by 35 percent, and garbage has decreased by 21 percent. The Shoreway Environmental Center, which includes a Materials Recovery Facility (MRF, where the recyclables are processed), Transfer Station, Public Recycling Center and Environmental Education Center, has been integral to the success of the collection programs through providing greater efficiency, opportunities to divert materials away from the landfill and customer safety and convenience. In addition over 5,000 students and general public visited the Shoreway facility in 2012 through the new School Group and Public Tour programs to learn what happens to the materials once they are picked up from their homes and businesses, and other sustainability-related information.

“The Awards Committee acknowledges the commitment and initiative that your organization has made to develop a comprehensive recycling program,” said Jacy Bolden, CRRA Awards Chair 2013. “RethinkWaste’s overall efforts and proven results provide a leadership example we all look forward to acknowledging.”

CRRA, founded in 1974, is California’s statewide recycling association and one of the largest non-profit recycling organizations in the United States. Comprised of local governments, solid waste collection service providers, recyclers, organizations and private industry, it is dedicated to achieving environmental sustainability through product stewardship, waste prevention, reuse, recycling and composting activities.

### 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](http://www.RethinkWaste.org) or follow us at [www.Facebook.com/rethinkwaste](https://www.Facebook.com/rethinkwaste) or [www.Twitter.com/rethinkwaste](https://www.Twitter.com/rethinkwaste).

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