



RethinkWaste.org

South Bayside Waste Management Authority

Press Release

For Immediate Release: September 14, 2007

For Further Information:

Cliff Feldman, 650-802-3502 or cfeldman@rethinkwaste.org

South Bayside Waste Management Authority Launches New Curbside Recycling Program for Household Batteries and Cell Phones: New Program Starts October 1st

SAN CARLOS, CA – September 14, 2007 – The South Bayside Waste Management Authority (SBWMA) today announced the launch of a new curbside recycling program for household batteries and cell phones that commences on **October 1, 2007**. Residents in single-family homes of SBWMA member agencies (i.e., the cities of Atherton, Belmont, Burlingame, East Palo Alto, Foster City, Hillsborough, Menlo Park, Redwood City, San Carlos and San Mateo along with unincorporated portions of San Mateo County and the West Bay Sanitary District) can set out household batteries (rechargeable and disposable alkaline types, but no automotive batteries) in a clear plastic bag on top of their mixed paper recycling bin on recycling collection day. Cell phones should be wrapped in paper and placed inside the same clear plastic bag that contains the batteries.

“This is an extremely innovative and timely new recycling service for our member agencies,” remarked Kevin McCarthy, Executive Director of the SBWMA. “With batteries and cell phones banned from trash disposal, residents have been struggling to find a convenient recycling option and now they have one.”

This new curbside recycling program is being funded by the SBWMA. A highly successful pilot program commenced in the City of San Carlos in March 2007 and this service will continue as it is rolled out to all member agencies throughout central and southern San Mateo County.

Brian Moura, Assistant City Manager for the City of San Carlos and a Board Member of the SBWMA said that “The household battery and cell phone recycling collection service provided to residents of the City of San

Carlos, has been well received and over 3,000 pounds of batteries and cell phones were collected in the first six months. The interest in this new recycling service has clearly shown us the value and potential of a broader, SBWMA-wide program for Household Battery and Cell Phone recycling, which we're excited to now implement. Our member agencies are surely thrilled about the opportunity to team with the SBWMA to bring this recycling program to the homes of their residents."

Americans purchase nearly 3 billion dry-cell batteries every year to power radios, toys, cellular phones, watches, laptop computers, and portable power tools, and other home electronics. On average, each person in the United States discards eight dry-cell batteries per year. In California alone, there were 507,259,000 batteries sold in 2001, according to a California Integrated Waste Management Board. In addition, only 0.55% of these batteries were recycled.

About South Bayside Waste Management Authority (SBWMA)

Formed in 1982, the SBWMA is a joint powers authority of twelve member agencies in central and southern San Mateo County. The primary goal of the SBWMA is to provide cost-effective waste reduction, recycling, and solid waste programs to member agencies through franchised services and other recyclers to meet and sustain a minimum 50% diversion mandated by California State Law, AB 939. Currently, Allied Waste of San Mateo County provides collection services for 91,000 residences and nearly 10,000 businesses under franchise contracts through December 31, 2010.

The SBWMA also owns and manages the Shoreway Recycling and Disposal Center (SRDC) in San Carlos consisting of a permitted 3000 ton per day solid waste transfer station and Material Recovery Facility (MRF). Allied Waste provides operations services under contract through December 31, 2010.

To learn more about the SBWMA please visit our web site at www.RethinkWaste.org.

###