

Green Dawn

The soon-to-be waste hauler in seven Peninsula cities will allow residents to recycle more.

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by [David Schmalz](#)

If you live in Sand City and have some old carpet to get rid of, or perhaps some polystyrene peanuts, for the first time ever you can put them in your recycling bin. Same goes for old shoes, bubble wrap and even small appliances.

GreenWaste Recovery, a San Jose-based recycling and waste diversion company, began its local rollout in Sand City April 1. By Aug. 1, it will be the new waste hauler in every Monterey Peninsula city except Monterey, which has its own hauler.

In some cities, residents will have the option to lower their bills by selecting smaller garbage carts, a greatly expanded list of recyclable items and a free cart for yard waste. (Each city has its own program and rate structure, according to GreenWaste spokeswoman Emily Finn.)

"It ushers in what are called variable rates," says Monterey Regional Waste Management District spokesman Jeff Lindenthal. "You pay for the service you need."

GreenWaste's arrival comes after the company successfully edged out competitors last year to win 10-year hauling contracts in the seven local cities and Pebble Beach, which is unincorporated.

Businesses, particularly restaurants, also stand to benefit from the transition. Previously, any restaurant that opted into a pilot program for food waste collection had to pay extra.

With GreenWaste, food waste collection will be 75 percent the cost of garbage collection.

"This rate structure will incentivize businesses to get on board," Lindenthal says. "We have had a lot of businesses that wanted to do it, but they couldn't justify it if it cost them more."



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When GreenWaste started recruiting Waste Management drivers, "everybody was interested," spokeswoman Emily Finn says.