

REQUEST FOR APPROVAL

To: Cara Morgan
Branch Chief

From: Terry Brennan
Supervisor, Local Assistance and Market Development

Request Date: October 16, 2010

Decision Subject: 2010 Waste Reduction Awards Program Winners

Action By: November 16, 2010

Summary of Request:

This request is to approve the proposed 2010 Waste Reduction Awards Program (WRAP) winners. This year, the WRAP program received 301 applications, including 242 single applicants and 59 applications with 1392 multiple sites, totaling 1634 sites. Staff reviewed all of the applications on a pass/fail basis. Staff is recommending that awards be given to 285 applicants with a total of 1605 sites (see Attachment 1).

The WRAP applicants reported significant cost savings through their diversion efforts. 2010 applicants reported over \$190,000,000 in cost savings through source reduction, recycling and composting efforts. This represents an increase compared to the \$180,000,000 in savings reported by 2009 applicants.

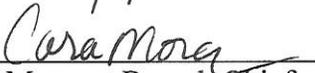
Recommendation:

Based on staff review of the applications, staff recommends approval of the 2010 WRAP winners (see Attachment 1).

Branch Chief Action:

On the basis of the information and analysis in this Request for Approval and the background information and findings set out herein, I hereby approve the 2010 WRAP winners.

Dated: 11/8/10



Cara Morgan, Branch Chief
Local Assistance and Market Development

Attachment 1: 2010 Waste Reduction Award Program Winner List

Staff Analysis

Background

The WRAP program was established in 1993 by the California Integrated Waste Management Board to annually recognize California businesses that have made outstanding efforts to reduce non-hazardous waste by implementing resource-efficient practices, aggressive waste reduction, reuse and recycling activities, and the procurement of recycled-content products. Businesses and private nonprofit organizations are eligible to apply for WRAP. Local, state and federal government entities (including public schools and universities, and military facilities) are not eligible to apply.

Prior WRAP winners are encouraged to reapply each year to update their information and receive consecutive WRAP awards. If the staff recommendation for this item is approved, 19,553 awards will have been given since 1993.

WRAP winners receive a letter of recognition from CalRecycle, a window decal, a personalized award certificate, and local and statewide media promotion. Winners also receive an electronic WRAP Winner logo that can be used on products, websites, advertising, and promotional materials to show the State applauds their waste reduction efforts.

2010 Applicant Pool

CalRecycle received a total of 301 WRAP applications compared to 268 applications in 2009, including 242 single-site and 59 multiple-site applications. Multi-site applicants submit a single application for multiple facilities. These applications included 1634 individual sites. The 1634 total sites in 2010 are a significant increase from the 1454 total sites reviewed in 2009. Some of the larger multi-site applicants include Safeway, SaveMart, and Southern California Edison, which have multiple or hundreds of sites. When a multiple-site application is scored as a winner, each of the individual sites is considered a winner as well.

This year's WRAP application period was open from April 15 through June 15, 2010. To apply for WRAP, applicants completed the application on-line. The applicants do not compete against one another, but instead must adequately address the breadth of waste reduction activities represented by the application questions. The four required components to receive the award include demonstrated efforts in:

- Waste prevention;
- Reuse, recycling and composting;
- Purchase of recycled-content or environmentally preferable products; and,
- Education.

In addition to these questions regarding the four required program components, the application also includes information and questions about greenhouse gas reductions resulting from the business' waste reduction programs, cost savings for waste reduction practices, and employee training and incentives.

Applicants were disqualified if the applicant did not adequately address the four required components outlined above, were ineligible, or had outstanding compliance issues with CalRecycle. Out of 301 the applications received, 285 were determined to be passing, twelve did not adequately address the four required components, three were determined to be ineligible, and one was disqualified for compliance issues.

Media Outreach

Program staff works closely with the Office of Public Affairs (OPA) to promote the WRAP Winners. The winners are announced, along with their business media profile, on the WRAP website (www.ciwmb.ca.gov/WRAP/). This outreach helps achieve a larger goal of promoting the concepts of business resource efficiency and waste reduction.