

REQUEST FOR APPROVAL

To: Cara Morgan
Branch Chief

From: Terry Brennan
Supervisor, Local Assistance and Market Development

Request Date: October 10, 2011

Decision Subject: 2011 Waste Reduction Awards Program Winners

Action By: November 15, 2011

Summary of Request:

This request is to approve the proposed 2011 Waste Reduction Awards Program (WRAP) winners. This year, the WRAP program received 284 applications, including 229 single site applicants and 55 multiple site applications totaling 2,113 sites. Staff reviewed the applications on a pass/fail basis, and is recommending that awards be given to 280 applicants (see Attachment 1). There are 4 applications not recommended for approval this year.

The 2011 WRAP applicants reported their diversion efforts for the 2010 calendar year. These WRAP applicants reported diverting almost 2.4 million tons of material and more than \$200,000,000 in cost savings through source reduction, recycling and composting efforts in the 2010 calendar year.

Recommendation:

Based on staff review of the applications, staff recommends approval of the 2011 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 2011 WRAP winners.

Dated: _____

Cara Morgan, Branch Chief
Local Assistance and Marketing Development Branch

Staff Analysis

Background

The WRAP program was established in 1993 by the California Integrated Waste Management Board to annually recognize California businesses making 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 apply each year to update their information and receive consecutive WRAP awards. If the staff recommendation for this item is approved, 21,666 sites will have been given awards since 1993.

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

2011 Applicant Pool

The 2011 WRAP award is given to businesses that qualify during the 2010 calendar year. CalRecycle received a total of 284 WRAP applications in 2011.

Multi-site applicants submit a single application for multiple facilities. These applications included 1788 individual sites. The 2,113 total sites in 2011 are an increase from the 1634 total sites reviewed in 2010, which indicates an increase in businesses applying for multiple locations or chains. Some of the larger multi-site applicants include Safeway, SaveMart, and Wal-Mart. When a multiple-site application is considered as a winner, each of the individual sites is considered a winner as well.

The WRAP applicants reported diverting 2,388,885 tons of material and saving \$203,849,678 in 2010, which is up from just over 2 million tons of diversion and approximately \$190,000,000 in savings reported for the 2009 calendar year.

This year's WRAP application period was open from April 22 through June 22, 2011. To apply for WRAP, applicants completed the application on-line. While the applicants do not compete against one another, they must adequately address the breadth of waste reduction activities represented by the application questions. The four required components to receive the award include efforts regarding their internal waste management practices in the areas of:

- 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 includes questions about cost savings from waste reduction practices, and employee training and incentives. The application also includes information about greenhouse gas reductions resulting from the business' waste reduction programs.

Applicants are 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 the 284 the applications received, 280 were determined to be passing, two did not adequately address the required components, and two were determined to be ineligible.

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.