



RUBBERSIDEWALKS, INC.

CASE STUDY: *City of Hawthorne, California*

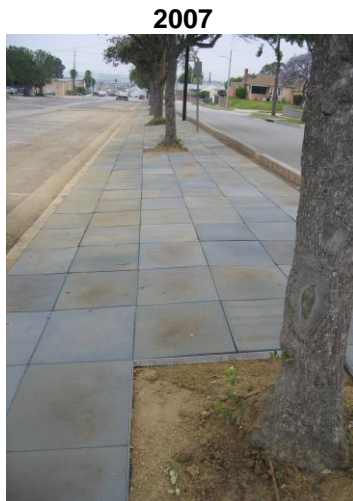
Located near the Los Angeles International Airport, The City of Hawthorne (incorporated in 1922) has a population of nearly 87,000 people living within an area of six square miles.

Problem: Doug Krauss, Hawthorne's Public Works Administrative Analyst, observed that Hawthorne's Holly Park Project included three blocks of aging asphalt sidewalks that needed replacement. However, this would require a significant investment of the town's limited resources.

Solution: Doug's research led him to the California Department of Resources Recycling and Recovery which offers several grant programs designed to "encourage activities that promote reducing the number of waste tires going to landfills for disposal." The programs are funded from a fee on each new tire sold in California. One such program is the Tire Derived Product ("TDP") grant program, whose goal is to "to promote markets for recycled-content products derived from waste tires generated in California."

Under the TDP grant program, a customer who purchases a product made from a California-generated waste tire receives a \$5.00 rebate per passenger tire equivalent diverted, or twelve pounds of tire rubber. For the 2010/2011 cycle, the program will award up to \$3.4 million of such grants. After Doug shared his findings with Hawthorne's Public Works, the city decided to replace asphalt with Rubbersidewalks™.

Ultimately, Hawthorne was awarded the \$5.00 per square foot rebate on the 11,000 square feet of Rubbersidewalks™ it ordered. This enabled Hawthorne to divert 9,180 waste tires from California landfills while replacing its asphalt sidewalks with Rubbersidewalks™. Therefore, Doug was instrumental in introducing Rubbersidewalks™ to the City.



Four years later the Rubbersidewalks look great without any additional maintenance.

Holly Park, located on W. 120th Street in Hawthorne, offers amenities including: formal picnic shelter, BBQ grills, lighted tennis courts, 2 baseball fields, and basketball court

"Rubbersidewalks™ is a good alternative to traditional concrete sidewalks. The TDP grant program mitigates the upfront investment required."

Doug Krauss

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