

Government Procurement

Why do we care?

A stylized silhouette of a mountain range in a darker shade of teal, located in the bottom right corner of the slide.

Waste Diversion Requirements

- ◆ Local Governments
- ◆ State Agencies
- ◆ 50% Diversion mandates

LAGUNA BEACH
COASTLINE PILOT

POLITICS & GOVERNMENT

Published May 6, 2005

City to redouble its recycling efforts

- **Council acts after learning city could face steep fines for failing to divert waste from landfills.**

By Barbara Diamond, Coastline Pilot

Faced with the possibility of \$10,000-a-day fines, the City Council voted unanimously Tuesday to take actions to meet the state mandate for diverting waste from landfills.


The city has fallen behind on the state's 50% diversion requirement and has until the end of this year to catch up. Failure could lead to the hefty fines or forced implementation of state-dictated programs that have little consideration for local conditions.

It's Hard to Handle

- ◆ Compaction issues
- ◆ Increased labor
- ◆ It "Floats"



Resource Conservation Issues

- ◆ Valuable Resource—Why are we throwing this away?
 - ◆ Oil is how much?
 - ◆ Is it getting cheaper and more plentiful?
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Is it a significant
disposal issue?

Let's find out!

State-Wide Waste Characterization Study

- ◆ Counting carpet for the first time ever
- ◆ Statewide study
- ◆ Comprehensive waste sorts
- ◆ Still underway
- ◆ Previously lumped in with "*other organics*"

Highly Detailed and Labor Intensive



On this day, 14 loads sampled





How much carpet is available?



Quite a bit!



Actual Results?

- ◆ The 2003 results were published in December 2004

How much is there?

- ◆ MOU estimated 4.7 billion lbs or 2.34 million tons nationally
- ◆ At that time, California estimated 281,000 tons per year disposal—based on population

Our survey says:

- ◆ Carpet is 2.1% of California's 40.2 million tons of disposal
- ◆ 839,000 tons of carpet disposed in 2003
- ◆ 1.7 billion pounds!
- ◆ Almost 3x expectations!!!!!!

Nationwide Disposal?

- ◆ This implies 14.1 billion pounds disposal nationwide!
- ◆ Almost 3x the expected 4.8 billion pounds!

Why the disparity?

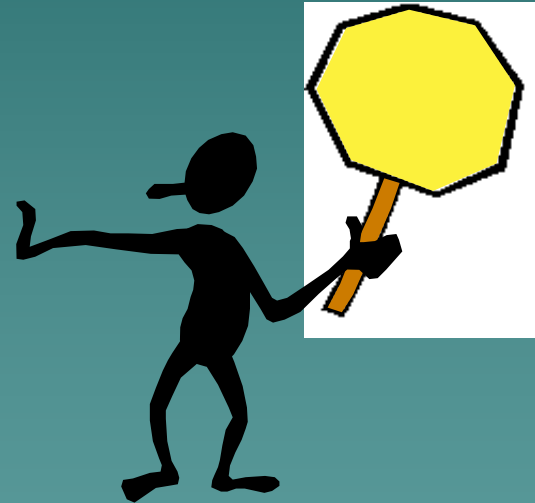
- ◆ Market Trends—shifts in consumer tastes
- ◆ Greater than expected product turnover
- ◆ Could be a bump
- ◆ Does disposal exceed industry production?

Impacts?

- ◆ Some say the MOU goals are too ambitious.
- ◆ Maybe they aren't ambitious enough!

Caution!

- ◆ One data point is not a trend!
- ◆ 2004 data may tell a different story.
- ◆ We'll have more data by the end of the year.



California Market Development Efforts



AP / Rich Pedroncelli, File

State Agency Buy Recycled Campaign

- ◆ State law requires the purchase of RCPs.
- ◆ 50 percent of dollars spent on products in certain categories must be RCP
- ◆ All agencies must report annually to CIWMB
- ◆ We report to Governor and Legislature

How much?

- ◆ California purchases around \$6 billion in products per year
- ◆ By state law, should be \$3 billion in recycled content products
- ◆ Only \$119 million RCP reported
- ◆ Only \$166 million total purchases reported
- ◆ Approx. \$26 million in plastics


Recycled Products Tradeshow

- ◆ The show connects government buyers with RCP/EPP manufacturers
- ◆ Most exhibitors see increased sales
- ◆ Most attendees purchase products they see at the show
- ◆ Over 100 exhibitors and 1,000 attendees—The West Coast's premier tradeshow!

RMDZ Program

- ◆ Economic Development Program
- ◆ Focused on recycling based businesses
- ◆ Low interest loan program
- ◆ \$10 million available

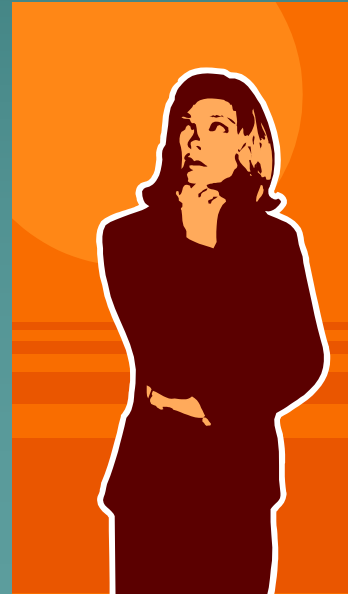
Carpet Procurement Specification

- ◆ Looking for more than recycled content
 - ◆ Chemical emissions
 - ◆ Performance
 - ◆ It works
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- A decorative graphic at the bottom of the slide consisting of a dark teal silhouette of a mountain range against a lighter teal background.

California Gold Standard

- ◆ CRI Green Label Plus™
- ◆ 3rd Party Certified
- ◆ 10 percent post-consumer plastic content
- ◆ Achieve Gold or Platinum EPP level in *Unified Sustainable Textile Standard*© 2.0

How can I learn more?



It's A Teach In!

- ◆ May 26th Sacramento, California
- ◆ 10:00 AM to 3:00 PM
- ◆ Cal/EPA Headquarters Building
- ◆ Be there or be square!
- ◆ See me for details.

