

ucts made from recycled materials...”). If you believe this is the case with you product, contact the appropriate end user department.

II. WHICH CITY DEPARTMENT HAS A MARKET FOR YOUR RECYCLED-CONTENT PRODUCT?

- a. Have you spoken directly to potential end users about your product?
- b. Have you offered demonstrations about or samples of your product?
- c. Have you determined who writes product specifications?
- d. Do you review list of soon-to-expire contracts for additional sales opportunities?

III. PROVEN PERFORMANCE OF YOUR RECYCLED-CONTENT PRODUCT

Some city bids list specific name brands and ask for “equivalent” products. Many often require testing of new products.

- a. Have you asked the end users to test your product, and provided free samples?
- b. Has your product been evaluated by independent agencies? Can you provide documentation?
- c. Is your product used by other government agencies? Will they provide testimonials?
- d. Are your product guarantees comparable with competing nonrecycled-content products?

IV. MANUFACTURING YOUR RECYCLED-CONTENT PRODUCT

- a. Is your production process reliable?
- b. Can you obtain obtain the recycled feedstock you need in adequate volume, on time, on a regular basis?
- c. Can you deliver your product on time in adequate volume?

V. THE CITY PURCHASING SYSTEM

- a. Have you determined who the purchasing agent is for your product?
- b. Have you signed up to be notified of relevant bids?
- c. Do you understand all the how-to-steps involved in the bidding, awarding, and purchasing process?

- d. Have you accessed the Department of General Services Supply Services Division, Internet address?
Visit: <http://www.lacity.org/gsd/sms/sms.htm>

WHAT’S NEXT?

As a natural progression to the Buy Recycled Program, the City recognizes that a more comprehensive Environmentally Preferable Purchasing (EPP) Policy is needed so its purchasing decisions are based on environmental factors including, but limited to, recycled content. As a result, the City adopted an EPP Policy and is in the process of establishing an EPP Ordinance that will incorporate the current Buy Recycled Ordinance. In addition to recycled content, the EPP ordinance will include environmental factors to be considered in selecting products such as pollutant releases, waste generation, energy consumption, depletion of natural resources, and potential impact on human health and the environment. For additional information, please contact the Department of General Services.

HAVE SPECIFIC QUESTIONS?

For more information about selling recycled-content products to specific departments, contact:

City of Los Angeles City Council-Controlled Departments

Department of General Services
Supply Services Division
(213) 928-9500 Fax: (213) 928-9518

Solid Resources Citywide Recycling Division
Bureau of Sanitation
(213) 485-2260 Fax: (213) 485-3671

Facilities Recycling Program
(213) 922-8300 Fax: (213) 922-8518

RMDZ Contact
(213) 485-3884 Fax: (213) 485-3671

Proprietary Departments

Department of Airports
Environmental Office
(310) 646-3853 Fax: (310) 646-0686

Harbor Department
Purchasing
(310) 732-3890 Fax: (310) 513-6234

Department of Water and Power
Purchasing
(213) 367-2252

State of California RMDZ Program
(916) 341-6538

IMPORTANT INFORMATION

Recycled-Content Products are the New City Standard

Effective April 22, 1997, recycled-content products became the new standard for the City of Los Angeles. Specifications for all new purchase requisitions and bids now allow only recycled-content for the products listed below. Other products will be phased in over time.

- | | |
|--|---|
| 1. Paper products | 7. Tires |
| 2. Compost and co-compost products | 8. Building insulation |
| 3. Glass | 9. Concrete and cement (containing fly ash) |
| 4. Lubricating oil | 10. Automobile parts |
| 5. Plastic | 11. Rubber |
| 6. Solvents and paint, including water-based paint | 12. Asphalt |
| | 12. Batteries |
| | 14. Aggregate rock |

EPA Recycled-Content Guidelines

Specifications for the above products will be written using, as a minimum, the total recovered and post-consumer recycled content listed by the Environmental Protection Agency (EPA) in its Recycled Materials Advisory Notice (RMAN) guidelines, even as those content levels increase.

Contract Renewals and New Bids

If a contract for a product falling under any one of the above product categories still has renewal options, the City shall, where feasible, modify specifications to require only recycled-content products. However, all new bids shall require recycled-content whenever possible.

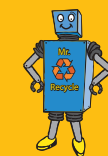


City of Los Angeles
Department of Public Works
Bureau of Sanitation



How to get into the Loop

Solid Resources
Citywide
Recycling Division
*Reduce, Reuse,
Recycle, and Buy
Recycled*



“Don’t just
stand there;
recycle
something”
-Mr. Recycle

THE RECYCLING LOOP, THAT IS...

SINCE THE CITY OF LOS ANGELES BUYS RECYCLED-CONTENT PRODUCTS, SHOULDN'T YOU BE SELLING THEM?

Q So what's the Recycling Loop got to do with me? I'm in the business of selling products.

A Since 1992, the City's Buy-recycled Ordinance has required that all City departments purchase recycled-content products. Although the proprietary departments of Harbor, and Water and Power are not governed by this Ordinance, they too are interested in and eager to purchase recycled-content products. The Department of Airports has a buy recycled policy that is nearly identical to the Ordinance.

Q Why are recycled-content products so important to the City?

A There are lots of reasons. First, the City needs to create markets to utilize all those materials we collect from 700,000 households in our curbside recycling program. Second, the only City-owned landfill closed in 1996, so city-generated waste must now be disposed at private landfills that costs the City about \$9-\$10 million additional each year. Third, recyclable materials represent opportunities for new technologies, new products, new businesses, and new jobs.

Q How do you define recycled?

A According to the City definition, a "Recycled material" means a material that can be utilized in place of a raw or virgin material in manufacturing a product of materials derived from post-consumer waste, secondary waste, or reusable products, all of which can be used in the manufacture of new products. In other words, new products that contain recycled material are considered "recycled-content products." Recycled-content products are not the same as second-hand or used products like those found in thrift stores; they're new.

Q What's post-consumer content?

A The City's definition: "Post-consumer Waste" means a finished material which would normally be disposed of as a solid waste, having completed its life cycle as a consumer item. "Post-consumer Waste" is part of a broader category, "Recycled Material."

Q Okay, so what's NOT considered "recycled?"

A In the arena of paper products, mill broke doesn't qualify as a recycled material. "Mill broke" is any paper waste generated in a paper mill prior to completion of the papermaking process. It is usually returned directly to the pulping process. Mill broke is excluded from the City's definition of "Recycled Material."

Ordinance Lists	Examples of Recycled-Content Products In These Categories
Paper Products	Copier and writing paper; storage boxes; janitorial papers
Compost & Co-Compost	Soil Amendments
Glass	Glassphalt, mugs, floor tiles
Lubricating Oil, Antifreeze	Same
Plastic	Lumber, fencing, desk accessories, Carpet
Solvents and paint including water-based	Recycled water-based paints, solvents
Tires	Re-treaded and recapped tires
Aggregate Rock Crushed	Miscellaneous Base
Building insulation	Same
Concrete and cement containing fly-ash	Same
Automobile parts	Same
Rubber	Mats, playground equipment
Asphalt	Recycled asphalt concrete
Batteries	Same

Although not listed in the Ordinance, the City also purchases remanufactured toner cartridges, and other materials.

WE BUY RECYCLED-CONTENT PRODUCTS FROM A TO Z

Q So what recycled-content products does the City buy?

A The ordinance requires that, at a minimum, we purchase recycled-content products and commodities in the fourteen product and commodity areas shown in the chart above. As you can see, we're looking for recycled-content for every department and application.

Q What if the recycled-content products I sell aren't on that list?

A The list isn't the end— it's just the beginning. If you offer quality, high-performance recycled-content products, the City's interested.

INCENTIVES FOR SELLING RECYCLED-CONTENT PRODUCTS

Q Does the City offer incentives to vendors selling recycled-content products?

A Absolutely. The Buy-Recycled Ordinance allows the City to pay up to 10 percent more for such products (compared to the equivalent non-recycled-content products), because we recognize that many of these items are manufactured in lower volume and may not have the same economy of scale.

The RMDZ is a State program designed specifically to assist manufacturers of recycled-content products, to encourage other businesses to begin manufacturing these products, and to assist other recycling-related companies through low-cost loans and other incentives. Most importantly, the RMDZ program can help Los Angeles use its own recycled materials to make new products locally. The entire city of Los Angeles is an RMD Zone. You can reach the RMDZ at: (213) 485-3884; Email rperez@san.org; www.lacity.org/san/. Or, call the State RMDZ office at (916) 341-6538.

Q Are there other incentives?

A The RMDZ, or Recycling Market Development Zone loan program.

Q What other kinds of help does the City offer?

A The City is actively working to remove barriers to recycled-content products, such as restrictive or outdated products specifications, contract language that mandates nonrecycled-content products, and other policies and procedures. We also educate City employees – your market – about recycled-content products through workshops and literature. SRCRD, or Solid Resources Citywide Recycling division can assist you in locating recycled feedstock, setting up meetings with city departments that are potential buyers, recycled-content products manufacturers, and with other related topics.

HOW TO SELL RECYCLED-CONTENT PRODUCTS TO THE CITY

Q I'm interested in selling recycled-content products. Where do I start?

A Here are the main points to consider:

I. Need For Your Product

- Are you offering a recycled-content version of a nonrecycled product that you (or another vendor) currently sell to the city?
- Have you researched all the department that could purchase your products?
- Is yours a new product that the City doesn't currently buy, but for which it could have a specific need? Is this a short or long-term need?
- The City's Buy-Recycled Ordinance allows the City to "default" to recycled-content products ("the specification shall allow the substitution of products made from virgin materials with prod-