A Greener Office: Buying Less and Buying Better

Alameda County
Green Purchasing Roundtable
February 24, 2016
Agenda

- Introduction: Why a Greener Office?
- Buying Less, Buying Different
  *Karen Cook*
- Implementing a Paperless Office
  *Interview with Dorian Makres*
- Buying Better: Office Supplies
  *Sarah Church*
- Workshop: Applying It
Why a Greener Office
...to Shanghai ...and back
Paper Use Trending Up

Copy Paper Purchases (2006-2009)
With Paper Comes Office Supplies

Used to...

- File
- Sort
- Bind
- Route
- Mark-up
- etc.
Why Save Paper?

- **Save energy & water:**
  - Resource intensive industry
  - Contributes to climate change

- **Save trees:**
  - Healthy ecosystems
  - Forests absorb CO$_2$

- **Save time & money:**
  - Less file storage space
  - Searchable electronic files
County EPP Policy (2011)

Buy Less

1. Prioritize waste reduction and cost efficiency opportunities by identifying alternative options to the purchase of new products.

Buy Better

2. Procure products that contain the highest percentage of post-consumer recycled content material available in the marketplace and that are recyclable.

http://www.acgov.org/sustain/what/purchasing/policy.htm
Buying Less, Buying Different
Convene a Team

- Gain broad input and buy-in
- Identify stakeholders and champions

County Team Goal:
20% reduction in paper use
3 Strategies to Meet Goal

Countywide
Contract Change

Agency
Process Change

Employee
Behavior Change
Countywide Contract for Multi-Function Devices (MFDs*)

- New contract requires equipment set up to default duplex printing & copying

Benefits include:
- Less equipment needed
- Energy efficiency
- Cost efficient

*MFDs can print, copy, scan and fax
MFD Contract

- Two vendors, Konica Minolta and Toshiba
- Available for piggybacking

**Konica Minolta**
Contact: Michael Young
Phone: (510) 865-7200

**Toshiba**
Contact: Laurie Corral
Phone: (925) 277-2162

More Information at:
http://www.acgov.org/sustain/what/purchasing/bids/piggyback.htm
Agency Level Adoption of New Technologies for Business

Tools for improving the way business is done

Benefits:
- Increase speed and efficiency of business
- Allows for paperless business transaction
“…reduce off-site storage costs”

“…faster to retrieve stored documents”

“…3 days instead of 3 weeks to collect signatures”

“…sign anywhere, anytime, on any device”

**Bottom Line**

*More efficient from a time, resource, and cost perspective*
Employee Behavior Change

Community Based Social Marketing Techniques

- Norming
- Prompts
- Commitments
- Competition
Measuring Progress

Copy Paper Purchases (2009-2014)

19% reduction

# of Cases

0 2000 4000 6000 8000 10000 12000 14000 16000 18000 20000

2009 2010 2011 2012 2013 2014
Paperless Office

Contracts and Strategies for Buying Less Paper
Meet Dorian Makres

- Procurement and Contracts Supervisor
- 10 years at County
- **Achievement of Excellence in Procurement Award** from the National Procurement Institute
- **Sustainable Purchasing Leadership Council Award** for paperless strategies
- Paperless Office champion
An Interview with Dorian
"Let's do electronic records!"

**2006**
- **CONTRACT:** Web ID Archive

**2007**
- **PURCHASE:** Copier/Scanner

**2011**
- **CONTRACT:** FileNet

**2013**
- **CONTRACT:** MFDs

**2014**
- **STRATEGY:** PDF Handouts

**2016**
- **CONTRACT:** DocuSign
- **PURCHASE:** Tablets, etc.
- **PURCHASE:** Bigger Screens

**2017**
- **PURCHASE:**

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*Alameda County Sustainability: Local Action, Global Impact*
Hyperlinked Agendas

Training Program Planning
February 1, 2016 – 2:00 pm, GSA, Room 906

1. Expand current Procurement Module classes
   a) 101 – Government and Alameda County Specific Contracting
      requirements including SLEB, Sustainability, Nutrition, waivers, etc.
   b) 102 – Procurement Methods 1 and 2 sections of current 101 (101 required)
   c) 103 – Formal Bid Process (101 & 102 required)

2. Training Program Development:
   a) Prep for PCPC – procurement staff list
      \i:\PURCHASING\PurchContract\Word\D.Makres\Training\Procurement staff list\CHART Master - Procurement personnel contact list x BU.xlsx
   b) \i:\PURCHASING\PurchContract\Word\D.Makres\Training\Procurement staff list\Chart Master summary.xlsx
   c) Movement toward a Board resolution on universal training and certification. Plan steps to go from current commitment levels to submission of Board letter. Draft \i:\PURCHASING\PurchContract\Word\D.Makres\Training\Resolution Board Letter\Training and Certification Draft.docx
Example Handout – in PDF

How Can YOU Buy Green?

Office Supplies:
- Use the County login on Idlewild's to see contract pricing & green product choices.
  - Username: accgov
  - Password: accgov1
- Use the green search filter or include “recycled” with your search.

Catering:
- Use the Green & Healthy Events website to find tips on reducing waste:
  - http://acoweb/sustain/greenevents.htm
- Many caterers used by County departments are certified by the Green Business Program.

Multi-Function Devices (MFDs):
- Always print to MFDs when available
- MFDs can print, copy, fax, and scan — all in one
- Save money, paper, and ink!

Visit the County’s Green Buying Guide to find out more:
- http://acoweb/res/green/guide/

Print Services:
- Ask for recycled content paper when ordering your next print job.
- Many vendors are already certified Green Business Printers, which means they have committed to sustainable practices.

Green Purchasing @ Alameda County

Alameda County's fleet of Supervisors has a green purchasing policy. Green has an ongoing Green Buying Guide to help implement the policy.

Frequently Asked Questions:
- How does this policy apply to my office?
  - The policy applies to the purchase of all goods and services made with County funds for which there is a green alternative available in the marketplace.
  - The purchase is available at a reasonable and competitive price and within a reasonable amount of time and the alternative product is of equivalent or better quality.
- How do I know if there is a green alternative available?
  - In the County’s Green Buying Guide, the Green Buying Guide is available and has information about commonly purchased products with green alternatives, such as office supplies, computers, ballasts, and more.
  - If a product is not listed, ask your vendor to help you find a green alternative.
- I get more help?
  - For the 614 Green Purchasing program at (510) 208-0154 or greenpurchasing@acgov.org.
Favorite Take-Aways

- The Business Case
- Thinking Ahead
- Persistence

…and the groundwork was laid…
Bid Strategy to Optimize Price

- Only bid for 100% PCR
- 85% of contract value is 8.5 x 11 copy paper

Savings of $3.80/case

$120,000 net savings in 2014
We’re Protecting the Climate

Avoiding carbon pollution equivalent to removing 86 cars from the road for one year.

**100% PCR Copy Paper Contract**

- Available for piggybacking
- One contractor, Give Something Back
- Bid only available to certified Small, Local and Emerging Business

Give Something Back  
Contact: Louis Schuster  
Phone: (800) 261-2619

More Information at:  
http://www.acgov.org/sustain/what/purchasing/bids/piggyback.htm
Strategies to Buy Better: Office Supplies
Impact of Office Supplies

Toxic chemicals in your home and body

BPA is found in 9 out of 10 Americans

Phthalates and PBDE flame retardants are found in 99% of pregnant women

232 toxic chemicals were found in umbilical cord blood for U.S. newborns

SOURCE: 2012 Environmental Defense Fund

DESERET NEWS GRAPHIC
Bid Language

2. Environmentally Preferable Products / Service Plan: The County intends to partner with the Contractor to identify and promote the purchase of environmentally preferable products, also referred to as green products, and to identify opportunities to reduce the impact of office supply services, including but not limited to packaging, delivery, business operations and marketing.

   a. The County will collaborate with the Contractor to define green product criteria and identify products that meet those criteria. Exhibit F –

- Plan, developed in partnership with Contractor
- Based on our own list of criteria
Vendor’s “Green Filter”

County Specs and EPA CPG = 30% PCR
"Green Favorites" List

- Different from "Green Filter" – based on our specifications of minimum PCR, etc.
Green Product Suggestions

- Suggests green products when a category is searched

![Image of green product suggestions](image-url)
Consolidated Ordering

- Best Practices from one agency that was already doing it
- Cost savings (staff time savings)
- Vendor savings – partnered outreach to buyers
“Greened” Office Supplies Contract

- Available for piggybacking
- One contractor, Blaisdell’s
- Bid only available to certified Small, Local and Emerging Business

Blaisdell's Business Products
Contact: Margee Witt, Owner
Phone: (510) 483-3600

More Information at:
http://www.acgov.org/sustain/what/purchasing/bids/piggyback.htm
Resources
Alameda County Contracts

http://www.acgov.org/sustain/what/purchasing/bids/piggyback.htm
Piggybacking Tips

PIGGYBACKING FOR GREEN PURCHASING:
Tips and Resources for Local Agencies in Alameda County
To Leverage Purchasing of Environmentally Preferable Products

What is Piggybacking
“Piggybacking” or Leveraged Purchasing is when a public agency uses an existing public contract as a template to form their own contract directly with the vendor to purchase on the same or similar terms. Your agency does not become a signatory to, or participate in, the original contract but instead negotiates a new contract with the vendor based on the initial public entity’s contract.

Benefits of Piggybacking
You may be able to save time, money and resources by leveraging other government agencies’ successful competitive bidding processes. There is no need for repetitive bids for like products when contracts are already in place. For example, Alameda County’s volume pricing and policies for environmentally preferable purchasing and local procurement mean you may get best value while supporting a local green economy.

http://www.acgov.org/sustain/documents/PiggybackingResources.pdf
Copy Paper Case Study

Office Paper

With this new contract, Alameda County set out to move all purchases of regular white copy paper to 100% post-consumer recycled content. By doing this, we support local recycling markets and reduce the lifecycle impacts associated with making paper such as deforestation, greenhouse gas emissions, and water use.

How We Did It

When going out to bid, we moved all of the County’s volume to 100% recycled content for the most commonly used types of white copy paper. By doing this, we made sure the bidders would give us their most competitive price for the product we wanted based on our full purchasing power. Our strategy paid off with great pricing for the 100% recycled content products—even lower than our previous contract prices.

Challenge:

On the previous contract, the price premium for the 100% recycled content paper was a barrier for agencies to make the switch up from 30% recycled content paper. So for several years leading up to this new paper contract bid, we focused our efforts on reducing overall paper use as a way to neutralize any cost premiums. As we developed our bid strategy for this new contract, we gained support from our stakeholders by showing how the cost savings from paper reduction would off-set the move to.

http://www.acgov.org/sustain/what/purchasing/success/paper.htm
Workshop

Your next steps for greening your organization’s office
Self-Organize

- 100% PCR Copy Paper OR MFDs, Table 1 (Karen)
- Electronic files and signatures, Table 2 (Dorian)
- Green Office Supplies, Table 3 (Sarah)
Questions for Breakouts

1. **Intros:** Name, Organization, current state of purchasing in this area

2. **Opportunities/Resources:** What is happening in your context (contract expiration, organizational priorities) that could help you move forward?

3. **Barriers:** What might get in your way as you try to make these changes?

4. **Next Steps:** What is your first step after this Roundtable?
Report-back

Your next steps for greening your organization’s office
Thank You!

For more information:
Sarah.Church@acgov.org
Karen.Cook@acgov.org
www.acsustain.org