

Construction Projects and Products Database Review and Recommendations

Introduction

R.W. Beck identified, researched and evaluated eight separate databases for potential future use by the California Integrated Waste Management Board (Board) and/or tire-derived product (TDP) manufacturers to increase the specification and utilization of California TDPs in public and private construction projects.

The results of the evaluation of the sales-lead and product catalog databases are provided below.

The eight databases evaluated are grouped into two broad categories:

1. Sales lead or project information databases
2. Product catalog databases

These two database types serve different purposes for TDP manufacturers and the Board. The project or sales-leads databases provide information on commercial and public construction projects from the initial planning and development stages through the project bidding and award process. The product-related databases act as an online catalog for products used in construction of buildings. The two types of databases and a recommended approach for the Board and TDP manufacturers are discussed below.

Sales-Lead Databases

Sales-lead databases are compiled by various companies in an effort to provide information on commercial, private and governmental civil and vertical building design and construction projects. These databases typically gather information on projects from the pre-planning or pre-development stage through awarding of the contract for construction with the general contractor and the related subcontractors. Sales-lead database services provide for development and tracking of sales leads for architects, designers, engineers, contractors, and product manufacturers. For example, a TDP sales representative or manufacturer could use the database to develop potential sales leads in multiple ways, such as:

- Contacting the architect of a project pursuing Leadership in Energy and Environmental Design (LEED) certification to get their TDPs specified.
- Contacting a contractor constructing a LEED-certified building to provide additional support for LEED criteria points by using their TDPs.
- Identifying projects that would use their specific product (i.e., a school playground, synthetic turf or civil road application).
- Developing and marketing TDPs to a list of the architects who routinely design LEED buildings for future inclusion in project specifications.

- Developing and marketing TDPs to a list of the architects and contractors who routinely design and construct projects that would utilize a manufacturer's specific TDPs (i.e., a school playground, synthetic turf or civil road construction application).

These databases offer varying levels of information and services. In addition to the general project and tracking information, the sales-lead databases typically offer an additional service to view the project drawings and specifications online. However, it is not anticipated that the Board would need access to the plans and specifications online. These companies offer the sales-lead database services nationally, and tailor the information and database to the users' needs with the database prices varying with those user needs.

Board staff would be able to use such databases to support their own outreach and marketing activities and to support TDP manufacturers' marketing and sales efforts by supplying the manufacturers with potential sales leads and contacts. Each of the sales-lead databases offer flexibility and customization to meet the Board's specific uses for the database. R.W. Beck also confirmed the licensing requirements, costs and constraints related to the database services, in order to allow the Board to disseminate the database information to the TDP manufacturers in California. These databases are web based, available online and provide varying levels of detailed project searches and automated report generation capabilities. The most viable, applicable and widely used sales-lead databases are analyzed and discussed below.

Reed Construction Data – Reed Connect Database

The Reed Connect database was developed by Reed Construction Data (Reed) which is a well known construction information company. From the Reed website:

“Reed Construction Data, headquartered in Atlanta, is a subsidiary of Reed Business Information, North America's largest business-to-business information provider. With more than 80 market-leading publications and 55 websites, Reed Business Information's wide range of services also includes research, business development, direct marketing lists, training and development programs and technology solutions.

Reed Business Information is a member of the Reed Elsevier PLC—a leading provider of global information-driven services and solutions in the science and medical, legal, education and business-to-business industry sectors.”

Reed Connect provides a portfolio of design and construction related products and services such as national, regional and local construction data, building product information, construction cost data, market research and analytics and product or company advertising to the design and construction industry. In addition to the Reed Connect sales lead database, Reed produces the well-known RSMeans product line of cost estimating reference books and tools and the SmartBuilding Index product catalog which is discussed later in this memo. Reed is also an American Institute of Architects (AIA) strategic partner which may provide additional architect information and

opportunities for TDP manufacturers through the database. A review and description of the Reed Connect database is included below:

- To use the database, the Board would purchase an annual license. The cost of the database license is directly related to the area of the U.S. that the user wants information, the number of different project types (i.e., Civil, Commercial, Government or Residential) and the ability to access project plans and specifications online. The annual fee would include commercial, industrial, and civil project listings for the entire state of California, while excluding residential projects and all forms of online plans and specifications. The price may be reduced by removing civil projects from results, if the Board wishes to do so. This price also includes an unlimited amount of training sessions to be performed by Reed's Technical Support Team.
- The database results may be obtained by the Board in two forms, both of which are included in the price. The first is through printed monthly or quarterly reports which are prepared by Reed. The second method is to access the database interactively through the Internet and perform customized or general queries.
- The Reed Connect database provides basic and detailed project information such as: a general project description, project type, value, location, owner information, status, bid date, if the project is pursuing LEED ratings, and a list of the project participants and bidders with their contact information.
- The Internet database search allows for filtering of results by county or the entire state of California. The same may be done with the printed reports, as they are available on the statewide basis or on a county-by-county basis.
- The database reports and queries may also be filtered by the type of construction project. This is particularly helpful in identifying specific types of projects that would utilize TDPs such as LEED, playground, or athletic field projects.
- Any information, results, or publications obtained by the Board may be redistributed and shared under the license agreement with the TDP manufacturers and companies.
- According to a Reed representative, Reed Connect has more commercial and industrial project information than the Dodge Reports (described below) but less information on civil engineering related projects. As of November 2008, Reed Connect had a total of 6,230 projects (5,599 vertical and 631 civil) listed in various stages of design or construction for California.
- After a trial of the database, it was found to be very user friendly, easy to find LEED and green¹ projects in California, and easy to generate customized reports. It was also easy to obtain architect and contractor contact information, as well as a history of the type of projects each company was involved with, which would

¹ As used in this report, "green" reference projects that are pursuing or designed with environmental and sustainable attributes, but may or may not pursue a specific design or construction certification such as Energy Star or LEED.

allow the Board to identify the architects and contractors in the state who focus or specialize in LEED or other specific types of projects that would be applicable to TDPs.

McGraw Hill Construction Network – Dodge Reports

The Dodge Reports (Dodge) are another well-known construction sales-lead database product. Dodge is a service provided by McGraw Hill Construction Networks. McGraw Hill Construction is a large collection of information services and a subsidiary of the larger McGraw Hill Publishing Company. McGraw Hill Construction serves the design and construction industry by providing industry and product information in addition to industry news, trends and forecasts. From the McGraw Hill Construction website:

“Backed by the power of Dodge, Sweets, Engineering News-Record (ENR), Architectural Record, GreenSource, Constructor and Regional Publications, the company provides information, intelligence, tools, applications and resources to help customers grow their business. McGraw-Hill Construction serves more than 1 million customers within the \$4.6 trillion global construction community.”

McGraw Hill Construction and Reed provide very similar services and are competitors. McGraw Hill Construction also provides a product database (Sweets) which is discussed later in this memo. A review of the Dodge product is included below:

- As with the other sales-lead databases, the Board would purchase an annual license for access, and costs vary depending on which options are chosen. For Dodge, the options that determine the license cost include the geographic areas in state of California to which the Board requires access (i.e., all of California or just Northern California), types of projects, and whether specifications and drawing plans would be included in the online access. Projects listed would include commercial, industrial, and civil project listings, but would exclude residential projects.
- The primary means of accessing the data is through the website; however, Dodge does provide automated e-mail updates of projects on a daily, weekly, or bi-weekly basis. These e-mails include new projects and updates to existing projects. These could be forwarded to the TDP manufacturers as applicable.
- As with Reed Connect, Dodge provides information on projects in all phases of construction from pre-planning through construction completion. The Dodge database provides basic and detailed project information such as: a general project description, project type, value, location, owner information, status, bid date, if the project is pursuing LEED ratings and a list of the project participants and bidders with their contact information.
- As of November 2008, Dodge had approximately 6,000 total projects (vertical and civil) listed in various stages of design or construction for California.
- As with Reed Connect, the online Dodge database reports and queries may also be filtered by the type of construction project.

- Per a Dodge sales representative, any information, results, or publications obtained by the Board may be redistributed and shared under the license and Access Fee agreement with the TDP manufacturers and companies.
- After a trial of the Dodge database, it was found to be user friendly and easy to locate LEED projects; however, it was more difficult to identify more general green design or construction projects.

Onvia Government Database

The Onvia Government Database is similar to the Dodge and Reed databases; however, the Onvia database's main focus is local, state and federal government contract opportunities. From Onvia's website:

“Onvia provides access to in-depth information on government contract opportunities. Publishing over 3,500 new opportunities each day for our over 8,100 paid subscribers, we are known for being "best in class" for electronic government contract notification.”

While Onvia does not provide information on non-governmental projects, the database is widely used by contractors and architects due to its comprehensive list of government jobs. A review of the Onvia product is included below:

- Onvia offers licenses for multiple states. The recommended license agreement with Onvia would be the two- to five-state access license. California is counted as two states (Northern and Southern), and the price does not change for adding three more states.
- With the purchase of a license, 10 users are granted access to the database. The results of a search may be distributed, although a special contract would be written for the Board by Onvia.
- The database includes a search by which projects are filtered to identify only LEED certified or green building projects, which is important because an increasing number of governments are seeking LEED certification for their capital construction projects.
- The database does not have the option of viewing project plans and specifications online as with the other two databases; however, the database is updated on a daily basis.

Product Databases and Online Catalogs

In addition to sales-lead databases that provide a means to identify customers and specific projects that could use TDPs, product databases and online catalogs can be used to accomplish similar results by listing California-made TDPs. There are many different online product databases or catalogs, which architects and contractors can access for free or for a fee. Many of these more generic product databases can also handle marketing and direct mailings of product information to specific audiences if desired. Two of the sales-lead database companies discussed previously also provide a product database service.

In addition to the more general product databases, there are also specific green product databases that provide a way for manufacturers to market their products to architects and contractors who design and construct green or LEED projects. These green product databases are growing in importance and use due to the increased general demand for green products and for green products to be used in LEED projects specifically.

It is unlikely that the Board would use these product databases as they would the sales-lead databases. However, the Board could recommend or identify databases that TDP manufacturers could use to market their products effectively to the proper end-users to increase demand for their products. There are many online product catalogs available via the Internet. R.W. Beck reviewed five services thought to be the most applicable to the Board and TDP manufacturers. Two green product databases and three larger, more general databases are reviewed below. Where applicable and available, the website visit statistics are included to understand the level of use of the online catalogs and databases.

BuildingGreen.com

www.buildinggreen.com

BuildingGreen is a website dedicated to green building and construction. It states its mission is “to facilitate transformation of the North American building industry into a force for local, regional and global environmental protection; for preservation and restoration of the natural environment; and for creation of healthy indoor environments — while promoting the well-being of its employees, owners, and associates.” The site has green product listings under its GreenSpec brand, but also includes other green resources, case studies, and much more. The GreenSpec product database is provided online in addition to making a print version available. A review of the BuildingGreen.com website and GreenSpec product database is included below.

- BuildingGreen.com does not have advertisements and is funded strictly through fees charged to users that utilize the database, and sales of their product catalogs.
- Product manufacturers are not charged a fee to list their products; however, the products must be approved by GreenSpec before they are listed.
- There is an annual registration fee for users with numerous discounts available including bulk licensing. Registered members will often receive product discounts and special offers through the website. A published catalog is also available.
- The website adds only products that they deem to be green and label them as GreenSpec certified. BuildingGreen has certain criteria they judge products by and are constantly revising their standards and definitions. Products can either be submitted for approval or editors will pick products they see in magazines or trade shows and put them through their approval process for listing.
- There are many different ways to view the products on the database including text searching, viewing by CSI divisions, viewing by possible LEED certification divisions, design strategy, or green attribute. When a search for “tire” was done, 616 results were returned. A search for “recycled tire” returned

143 results, while a search for “recycled rubber” returned 322 results. Fifty-five of the 143 “recycled tire” search results were actual products, while 89 of the 322 “recycled rubber” results were actual products. The non-product results include articles, case studies, and bibliographic items.

- GreenSpec verifies all product claims and content. This could potentially be a rigorous product listing process for TDP manufacturers which would include identifying and/or calculating the appropriate and required product data, such as recycled content, for the site.
- BuildingGreen.com currently has 3,000 subscribers and has an average of 95,000 unique visitors to their website and more than 500,000 pages viewed monthly.

SmartBuilding Index by Reed, Formerly First Source

www.reedconstructiondata.com/smartbuildingindex

In addition to the Reed sales-lead database, Reed also provides the SmartBuilding Index (SBI) product database. Reed is also an exclusive partner with the AIA, which Reed feels differentiates their product database from others as it potentially would generate more interest and use from architects due to the partnership.

- The SBI is a large product database with 11,000 manufacturers listed on the site. It is fairly expansive, but ease of use and strong search capabilities make it manageable.
- There is a basic free listing that includes a company description, which Construction Specifications Institute (CSI) divisions the company’s products fit within, and a link to the company’s website. More comprehensive listings are available at a cost. Costs vary with the amount of extra information desired.
- The site is searchable in two ways: the first is through word searches for products or attributes, and the second is through the specific CSI divisions (i.e., division 12 is Furnishings).
- A search for TDPs returned zero results and a search for recycled products returned only two results. The low number of results is likely due to the limited information that manufacturers can post on the site for free. The free level listing is not comprehensive enough to include details such as recycled content and recycled tire.
- SBI had 175,000 unique visitors and 480,000 pages viewed in September 2008. Per the web visitation statistics the website provided, the traffic to their website has increased by 400 percent since early 2008.

Sweets Network, A Division of McGraw Hill

<http://products.construction.com>

The Sweets Network is published and maintained by McGraw Hill, the same company that produces the Dodge reports discussed previously in the sales-lead database section.

Sweets is a very well known product catalog that has been used by architects, engineers and contractors for more than a century.

- Sweets is a very large product database and catalog with thousands of manufacturers listing their information on the site.
- Unlike the other databases, product manufacturers must pay a fee to be included and listed in the Sweets catalog and database. The database is relatively costly compared to other databases.
- The Sweets product database is similar to the SBI in terms of the ways a user can search the database. However, Sweets provides for more specific and detailed searches. A user can view the actual product “cut sheets” after they have completed a free registration process.
- Green products are identified in the database; however, the green identification is self-reported and not checked by Sweets. Sweets does provide a link to the manufacturer’s product description with the green product attributes. Users can specifically search for green products in the database as well.
- In addition to the green product search, there is a unique product listing called Sweets Green within the full Sweets database. This is a basic summary of manufacturers for each CSI division that has self-reported some green product attributes in their product listing. The listing does not contain any actual product information.
- Searching for “recycled rubber” products returned 88 companies, while 29 results were returned for “recycled tire” companies. The 29 companies returned for “recycled tire” included 66 different products.
- Sweets had 170,000 unique visitors with 829,000 pages viewed for September 2008.

4Specs

www.4specs.com

4Specs is an independent product database and catalog. It is not a subsidiary of, nor associated with, another larger company such as McGraw Hill or Reed.

- 4Specs does not have advertisements and the website is designed to be focused on the products.
- The cost to search and view products is free, as is a basic product listing which includes up to a 15-word product description which will lead the user to the manufacturer’s website. To complete a more advanced listing which would include longer descriptions, larger text and the ability to post pictures. Users are charged an annual fee.
- Products are listed by CSI division and there is a key word or text search capability as with each of the other databases. If a manufacturer provides information or states that a product is green or will support LEED certification, a small LEED icon appears next to the description. This LEED icon is only

available on those products whose manufacturers have purchased advanced listings.

- According to the owner and operator of the site, 4Spec has a very loyal customer base and attracts more design and construction professionals who specify products than Sweets or SBI.
- When searching for recycled tire products, the 4Specs search directs the results to product categories, and then the user must look within each category. A search for “recycled tires” returned products from nine categories. A search for “recycled rubber” returned products from 14 categories.
- 4Spec had 96,000 unique visitors, 673,000 total visits and 180,000 visits redirected to product sites in September 2008.

GreenFormat

www.greenformat.com

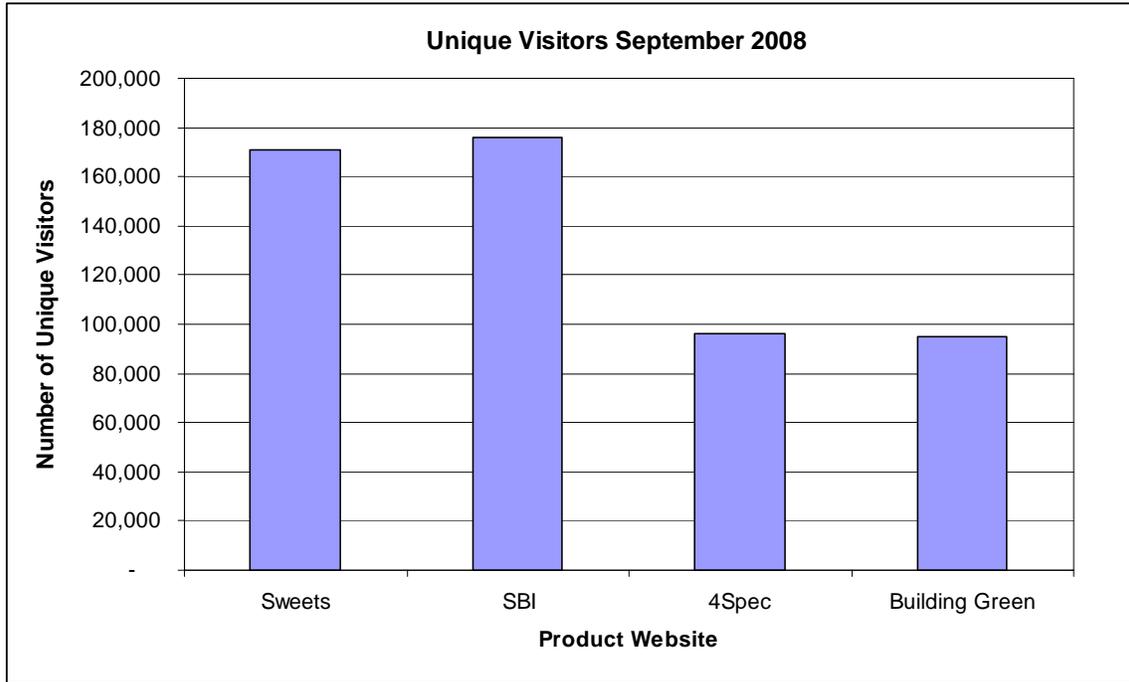
GreenFormat is a product database currently under development that will be hosted by the CSI. It will follow the CSI’s MasterFormat for listing construction products, which is the most widely used listing format for construction projects. The difficulty that many architects, contractors and consumers have with selecting green products is that no single standard or certification exists for products. Due to the lack of standard certifications, the CSI is creating a product database to “allow manufacturers to report sustainability measuring properties of their products, and provide designers, constructors and building operators with basic information to help meet ‘green’ requirements.” A review of the database is included below.

- When completed, the GreenFormat database will be free for searching purposes by registered members; however, there is a fee for manufacturers to list their products. This fee has not yet been established.
- There will be a standard form for submitting products to GreenFormat in an effort to make searching for users easier and to keep listings standardized. There are 14 categories that GreenFormat will use for product listings. Examples of these categories are Sustainable Certifications, Life Cycle Information, and Composition Information.
- Currently there are plans for ranking products on their greenness. There will be shades of green to represent how sustainable GreenFormat feels a product is based on its qualities.

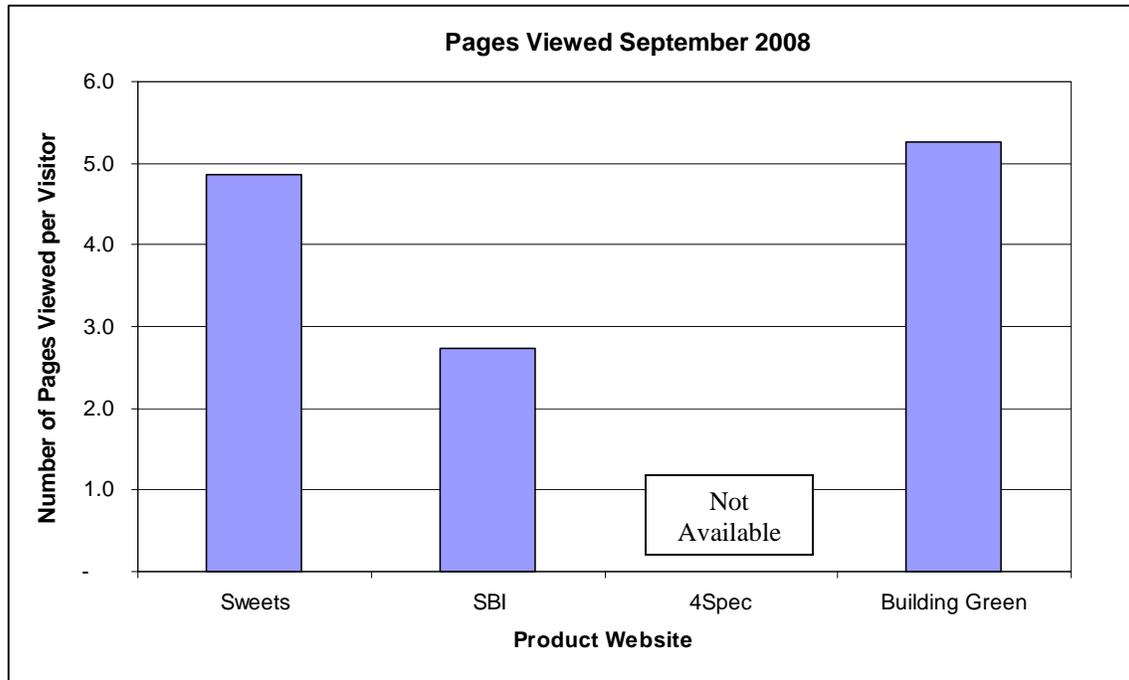
Product Database Website Statistics

Since each of the product databases is an online tool, the amount of traffic to each website is an important indicator of its effectiveness. These statistics could also help TDP manufacturers select which website or product database to invest additional time and money for detailed listings and options, if desired. Each of the four active product databases provided search and user traffic information related to their online product databases. The figure below shows the consolidated results for the databases for the

month of September 2008. These numbers represent the total unique visitors to the website; this is not specific to the number of California visitors.



Sweets and SBI had the largest number of unique visitors. Each of these sites is free to search; however, Sweets charges a fee to product manufacturers to list on the website. The visits to the BuildingGreen website are lower because it requires a fee for searching the database, which limits the number of visitors. While the number of unique visitors to the websites is a way to compare the overall customer traffic between the product databases, it should not be the only metric used to compare and evaluate the websites. The extent to which the unique visitor utilizes the website is an indicator of how well or how often the product website is utilized. The visitor's utilization of the websites, in terms of number of pages viewed per visit, is seen in the next figure.



The number of pages per unique visitor indicates how much a visitor utilizes the database to select or gather information on products. Assuming the website is easily navigable and searchable, the higher the number of pages viewed typically means a higher engagement and utilization of the website by the visitor. For example, while BuildingGreen had fewer unique visitors (likely due to their subscription fee for viewing the information), they were the most highly utilized database, at more than five pages viewed per unique visitor. This is an indication that the users of this site find it highly useful and engaging in identifying and gathering information on products. While the Sweets product had both high overall traffic and a high level of utilization in pages viewed per unique visitor, TDP manufacturers would have to pay a substantial fee to list their products on the Sweets database.

Conclusions and Recommendations

Having analyzed and evaluated several sales-lead and product databases on the basis of increasing the sales and awareness of TDPs, and interviewing Board Staff to determine their needs and interests with respect to database information, R.W. Beck has developed the following recommendations for Board implementation:

1. Authorize purchase of the Reed Connect sales-lead database, through R.W. Beck's contract, and disseminate the project information to the TDP manufacturers on a periodic basis, i.e., weekly or bi-monthly, as well as use the database for outreach efforts undertaken by the Board directly.
2. Promote and facilitate the use of product databases by informing TDP manufacturers about their availability and means of use, and by developing

- general marketing information that would help the manufacturers position their products in the databases, i.e., the recycled content and green attributes.
3. Develop a process by which to automate the reporting and dissemination of information gathered by the Board from the Reed Connect sales-lead database, in addition to disseminating information related to marketing opportunities with the product databases, online catalogs, and other marketing tools available to TDP manufacturers.
 4. Work with R.W. Beck in implementing the pilot project specified in the Project A2 Work Plan that will involve testing methods of addressing the above three recommendations.

More detailed discussion of these recommendations is provided below.

Reed Connect Sales Lead Database Recommendations

The sales-lead and project database provides the Board with the ability to identify and disseminate beneficial project, architect, contractor, and owner information to TDP manufacturers. This information would be used by the TDP manufacturers to improve the awareness, availability and variety of TDPs to these targeted markets. This targeted marketing would eventually lead to increased specification and purchases of TDPs, thus increased diversion and recycling of California waste tires.

To evaluate the use selection of the sales-lead databases, we reviewed:

- Types and aggregate number of projects tracked;
- Ability to track or identify LEED or green projects;
- Area(s) or state(s) tracked by the database;
- Ability to disseminate the information to TDP manufacturers;
- Cost.

Through our evaluation of the sales-lead related databases and understanding Board's goals related to the TBAP project and program, we recommend the Board purchase the Reed Connect database. The Board would likely be able to use the database and disseminate the information and reports easily without significant allocation of resources to the effort. The dissemination of information could become automated with the related queries of the database, posting of the information and reports online and/or e-mailing or faxing of the information to TDP manufacturers participating in the program. While our initial discussions with Reed revealed that the Board would be able to disseminate the information from the databases at no additional cost to the TDP manufacturers, it is recommended that the exact dissemination process be coordinated and approved by the database provider under the license agreement.

The Reed Connect database service should include the following options:

- Listings for the entire State of California, and
- Commercial, civil and public construction project listings.

We do not recommend that the Board purchase the added online specifications and drawings option. Of the three sales-lead databases in wide use, the Reed Connect and Dodge databases would best serve the Board's needs and goals, and were very similar in terms of their services and value to the Board. However, the Dodge database is significantly more expensive and would only cover a portion of the state of California, while the Reed Connect database would cost less and provide a very similar level of information and cover the entire state. While Dodge states it would likely have more civil project information available, in our opinion the marginal value provided by the additional civil information would likely not justify the significantly higher cost of the database. Both of the databases would provide similar amounts of private, government and commercial construction project sales leads.

In the future, the Board could consider including neighboring states or areas that would be available through the Reed Connect to increase the potential market size focused on by the Board. The cost of the Reed Connect database includes training for the Board on the database and setting up automated reports that would identify the TDP sales leads opportunities.

In using the Reed Connect database, there are several searches and reports the Board would use to develop the potential sales leads for the TDP manufacturers. Below are a few of the specific searches and reports that we would recommend the Board use to develop leads and assist TDP manufacturers in pursuing market opportunities.

1. LEED Projects—Identify the projects at any stage of development or construction that are pursuing LEED certification or some other green certification or attributes. TDPs support the achievement of specific LEED criteria, and TDP manufacturers can market their products to the architect for inclusion in the specifications or the contractor for purchase and installation on the project.
2. LEED Architects—Identify the architects who specialize in or have completed several LEED projects. The Board and TDP manufacturers can then market products to these architects and increase awareness of them for potential inclusion in future LEED project specifications the architects pursue and design.
3. LEED Contractors—Identify the contractors who have completed or pursue LEED projects so that TDP manufacturers can market their products to them as “approved equals” for competitor’s products that also support LEED criteria.
4. General Projects—Identify the general types of projects while in early stages of development that could use TDPs in their construction for the manufacturers to market to the architects, contractors, or owners of those projects. For example, for rubber mulch used for playgrounds or TDP athletic fields, the Board would search for school, athletic field, and park projects, and then disseminate the information to the manufacturers so they could market their products to these projects and architects and contractors who typically pursue them. This could be done for several, if not all TDP categories.

Product Database Recommendations

The Board would not likely take an active roll in the product databases as they would with the Reed Connect sales-lead database; however, it is recommended that the Board provide the information on the product databases included in this memo to the TDP manufacturers. The purpose of this Board-supplied information will be to support TDP manufacturers in developing effective marketing plans and to help increase customer awareness and demand for TDPs. More specifically, it is recommended that the Board encourage TDP manufacturers to:

- List products on the free databases and online catalogs such as 4Spec, SBI and BuildingGreen;
- Investigate additional listing requirements for their products on the BuildingGreen database and pursue if a reasonable cost to the manufacturer;
- Consider fee related services offered by 4Spec, SBI and BuildingGreen to include additional product information such as LEED supporting criteria (for larger, differentiated or multiple product manufacturers); and
- As additional information becomes available regarding GreenFormat, pursue listing, if the costs and requirements are reasonable.

Since many of the product databases do not require a fee to list the general information about products, TDP manufacturers can easily list their products on these databases and online catalogs that are in wide use by architects, engineers and contractors. There is no fee required for product manufacturers to list their products on three of the databases reviewed: 4Spec, SBI and BuildingGreen. However, some additional work would likely be required for some TDP manufacturers to list their products in the BuildingGreen database.

In addition, with these three free product databases, some of the larger or aggressive TDP manufacturers should consider the fee-related services offered which would allow for product differentiation by being able to list how a product supports LEED or the green attributes. For example, if a manufacturer listed their product on the 4Spec website, they should consider the relatively nominal annual fee to identify their product as supporting LEED certification.

Sweets has a relatively high annual fee. Consequently, we would not recommend that a TDP manufacturer list their product with Sweets unless they are a very large and/or national manufacturer with significant marketing budgets.

When it is completed and released, GreenFormat will likely be widely used by architects and contractors who focus on green and LEED construction. GreenFormat would target the same users and specifiers that the TDP manufacturers would be targeting. GreenFormat's goal is to become the standard green product database for architects and contractors. GreenFormat has yet to disclose the potential fee for a product listing; however, if the fee is reasonable to the TDP manufacturers, perhaps less than \$500 to \$1,000 per year, the value provided by listing the TDPs could be worth the cost of listing the products.

Pilot Project Recommendations

The pilot project includes facilitating the implementation of the Reed Connect database, coordinating the TDP manufacturer's use of product databases and creating and testing the dissemination of project and sales lead information. In addition, as a part of the pilot project, R.W. Beck recommends following a two-pronged strategy in order for the Board to achieve the full value of the recommendations and goals of Project A2. This two-pronged strategy includes outreach to targeted architects and TDP manufacturers.

Outreach to Target Architects

1. Purchase the Reed Connect sales-lead database.
2. Coordinate training of Board staff on how to access and utilize information in the database to support current outreach activities.
3. Work with staff to develop and implement the specific reports discussed previously and the means of distribution.
4. Utilize the database to identify architects who are involved in LEED or green projects and select three to five architects for the focus of outreach efforts.
5. Work with the Board staff to determine specific Board and/or other state representatives to perform the pilot outreach to the architects identified in Task 4.
6. Prepare outreach messages and materials and decide on the outreach strategy (most likely luncheon presentations with follow-up contact work).
7. Monitor and assess the outcome of outreach efforts.
8. Prepare summary report.

Outreach to TDP manufacturers

1. Prepare a presentation and handout summarizing information on the product databases, the information available through the Reed Connect database, and the sales lead reports initially identified for dissemination.
2. Prepare a presentation on how to develop and submit effective listings in the available product databases (to include training on how to define green attributes, document product ability to meet LEED criteria, etc.).
3. Conduct a telecourse for TDP manufacturers.
4. Obtain commitment of telecourse participants to report activities and associated outcomes with respect to using the database information and submitting listings in product databases.
5. Monitor and assess the outcome of Task B efforts.

Conclusion

The Board has the opportunity to provide a very valuable service to the California TDP manufacturers. By providing sales lead information via the Reed Connect database, the Board will provide valuable and specific sales lead information that the manufacturers

individually would likely not have had without the Board's support. As a much larger organization, the Board has the resources, ability and budget to purchase and manage the sales-lead database, where many of the individual manufacturers likely do not have the internal capacity or perhaps budget to purchase the database and use it effectively. In addition, by providing the manufacturers with the online product database information and strategies to position and market their products on these databases, the Board will create a much easier path for the manufacturers to raise awareness of their products and increase demand. Utilizing the product and sales lead databases together will increase the awareness of TDPs and will, in all likelihood, lead to increased demand for TDPs, thus increased recycling of used tires in California.