

Marketing Tire-Derived Products to Governments

Presented by
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Presentation Overview

- Santa Monica's Sustainable City Plan Overview
- What is Environmentally Preferable Purchasing (EPP)?
- Tire-derived Products Used in Santa Monica
- Challenges Facing EPP Programs
- Opportunities



Challenges Facing California

- Population increases 600,000/year
- Creates more demand:
 - Water, Energy, Materials
 - Products/Services
- Also creates more:
 - Pollution
 - Greenhouse Gas Emissions
 - Waste



Santa Monica Sustainable City Plan

Purpose

The Sustainable City Plan was created to enhance our resources, prevent harm to the natural environment and human health, and benefit the social and economic well-being of the community for the sake of current and future generations



Sustainable City Plan – Goal Areas

Goals represent commitments for both municipal operations and the community as a whole



www.smeprd.org/scpr



Resource Conservation

Goals: Decrease consumption of non-local, non-renewable, non-recyclable energy, water, materials and fuels and promote renewable resource use

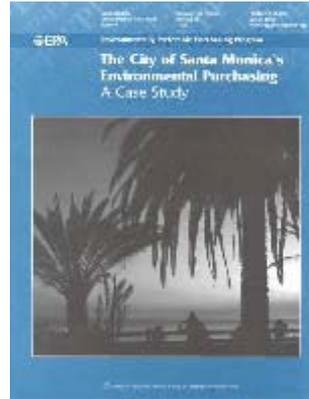


- Solid Waste
- Water Use
- Energy Use
- Renewable Energy
- Greenhouse Gas Emissions
- Ecological Footprint
- Sustainable Procurement
- Green Construction



Sustainable Procurement Indicator

- **Indicator** – Number of categories of city purchased products that meet established purchasing criteria and standards.
- **Target:** By 2010, 20 purchased product categories converted from “conventional” to environmentally preferable.
- **Transition average of 5 products per year.**



Trends in Government Green Purchasing

- “Going Green” continues to build momentum
- Government wants environmentally responsible products
- Government adopting green purchasing policies and practices
- Green certifications and standards are growing – both government and businesses benefit



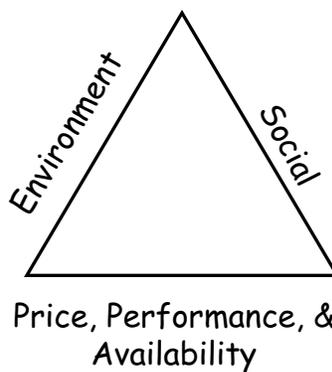
What is EPP?

Environmentally preferable products are goods and services that have a lesser or reduced effect on human health and the environment when compared with other products that serve the same purpose. -

Federal Executive Order 13101



Responsible Purchasing



Product-Specific Attributes

- Reduce
- Reusable
- Durability
- Recycled Content
- Energy and water efficiency
- Biobased
- Low toxicity
- Renewable resources
- Packaging
- End of Life issues
- Low-VOC
- PBT-free
- Locally sourced
- Others



Rubberized Asphalt Concrete



- Santa Monica used 300,000 tons this year – more in past years
- Only CA crumb rubber used
- 15% premium – grants received to offset costs
- Santa Monica also uses rubberized emulsion aggregate slurry for projects



Why is RAC Environmentally Preferable?

- 60,000 tires last year did not go to landfill
- Noise is reduced
- Stays dark longer – contrasts with yellow lines improves driving safety
- Lasts longer than alternative
- Reduced labor and maintenance
- Materials are recovered from CA waste stream



Sidewalks with Recycled Rubber



- Santa Monica will install 12,000 square feet this year
- Great in areas with Ficus trees
- Reduced maintenance and labor costs
- Avoid disposal of concrete
- Initial cost offset by state grants



Sports Fields and Playgrounds



- Used in LEED-certified park and new Airport Park
- Fall protection for children
- ADA compliance
- Low maintenance
- Uses recycled material



Challenges Facing EPP Programs

- Greenwashing
- Cost
- Performance
- Lack of information/data
- Workload and managing priorities
- Defining green
- Others



Greenwashing

Green-wash (grēn'wōsh', -wōsh') –
verb: the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service



To Avoid Greenwashing



Greenwashing Examples

- 95% marketing is green vs. 5% of product line
- Brake cleaners
- Trex and recycled content of plastic lumber
- Product safety and health claims - OSHA compliant
- Know your terminology and what the real issues when making environmental and human health benefit claims
- Industry should participate in stakeholder standards and certification processes



Examining Product Costs

- Low bid vs. best value
- Life-cycle and cost analysis
- Relate to maintenance and labor costs
- Some jurisdictions put a high value on environmental and human health benefits
- Spoon-feed grant information
- Industry needs to help government identify best value



Performance

- Perception of inferiority – e.g. recycled paint and biodiesel
- Durability
- Governments are big on piloting or conducting demonstration projects
- Relate to maintenance and labor costs
- Bottom line – it has to work!



Environmental and Public Health



Goals: Minimize/eliminate the use of hazardous and toxic materials and the levels of pollutants entering the air, soil and water

- Santa Monica Bay Health
- Waste Water
- Vehicle Miles Traveled
- Air Quality
- Household Hazardous Waste
- City Purchase of Hazardous Materials
- Toxic Air Contaminants
- Urban Runoff
- Local Produce @ City Facilities
- Farmers Market
- Restaurant Food
- Food Choices



Data, Safety and Technology Gaps

- Access to environmental and human health information inhibits informed decision making
- Public agencies are overly constrained in their capacity to assess chemical risks and control those of greatest concern to public and environmental health
- Recycled tire mulch - “Non-harmful to children, pets or animals” and “environmentally safe”
- Global supply chain
- Precautionary principle – we don’t know is not an acceptable answer



Sports Fields and Playgrounds



- Google “recycled tires, play areas, children’s health”
- Impact on human health?
- Impact on water quality?
- Play areas – safety vs. health
- Special interest groups



Rubber Mulch from Recycled Tires



- Durability
- Cost
- Leaching of toxic materials
- Zinc and plant health
- Aesthetics
- Flammability
- Water quality and marine life



Other Barriers and Overcoming Them

- Neophobia
- Random reception of audience
- Private vs. public – government typically requires more levels of approval and has greater restrictions in procurement requirements
- Government must please their constituency



What is Green?



- Environmental and human health trade-offs (CFLs)
- Tires – recycled content vs. human health exposure
- Incineration vs. recycling
- Emphasize environmental benefits – recycled material
- Locally sourced and manufactured are green
- Climate change anyone?



Appealing to Government Procurement

- Understand that procurement folks are busy
 - Identify target market for product
 - Develop target-specific message
 - Be clear about the environmental and other benefits
 - Be clear about the applications for the product
 - Compare to competing products or technologies
 - Provide references - Civil Engineers talk to Civil Engineers
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Marketing Tire-Derived Products to Government

- Must get on purchaser's bidder list
 - Review examples of tire-derived products and how they might be introduced to the city
 - Showcase successful projects
 - Be willing to do a pilot project
 - Increase credibility – independent studies, certifications, etc.
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Final Thought

We are all part of the tire disposal problem and should all accept reasonable solutions to burning and burying them



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