Alameda County’s Copy Paper Strategy: Buying Less and Buying Better

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Who We Are

Alameda County:

- 9,000 employees
- 20 agencies
- Serving 1.5M residents
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
First Step
Understanding Our Impact
Projected Cost Impact
2009 Baseline

17%
Strategies to Buy Less
Climate Action Plan
Adopted 2010

- Paper use identified as one of 80 measures
- Forms cross-agency structure to implement certain initiatives countywide

http://www.acgov.org/sustain/what/climate/plan.htm
Goal and Guidelines

20% reduction in paper use

Implement strategies at three levels

- Countywide
- Agency
- Employee
Countywide Strategy

New equipment installed with default set to duplex
Agency Changes

Technology solutions that focus on improving business processes and increasing efficiency
Employee

Community Based Social Marketing Strategies
- Competitions
- Commitments
- Norming
We’re Making Progress

4,001 fewer cases purchased in 2014
Strategies to Buy Better
Overcoming Quality Concerns

- Highlighting early adopters
- Pilot testing with key agencies
Bid Strategy to Optimize Price

- Only bid for 100% PCR
- 85% of contract value is 8.5 x 11 copy paper
- Open to certified Small Local and Emerging Businesses

Savings of $3.80/case
Results
We’re Protecting the Climate

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

Actual Cost Impact
2009 Baseline

2009 Cost

19% Savings
Leveraging our Experience

Tips for Piggybacking on Alameda County Contracts
Provided as a Resource for Public Agencies

What is Piggybacking
Piggybacking 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 and resources by leveraging Alameda County’s successful competitive bidding process. And our volume pricing and county policies for environmentally preferable purchasing and local procurement mean you may get best value while supporting a local green economy.

How to Piggyback
Each agency must evaluate the specific contract documents to determine if the competitive process and contract awarded allows piggybacking and meets your agency’s rules and regulations for contracting.

1. Identify contracts of interest to determine if the specifications are consistent with your need. Alameda County contracts are posted at:
   - www.acgov.org/ - Under Doing Business With Us
   - www.acsustain.org/ - Bid excerpts of select environmentally preferable contracts only.

2. Request the contract, award document and any other documents necessary for your evaluation. Contact the Alameda County Purchasing Department at (510) 208-9623.

3. Ensure the contract term is open for the time your agency requires. Most County contracts are issued for three years with the option of two one-year renewals.

http://www.acgov.org/sustain/what/purchasing/success/paper.htm
Leadership
## SPLC Solution Strategies

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<tr>
<th>Strategy</th>
<th>How We Did It</th>
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<tbody>
<tr>
<td>Efficiency</td>
<td>Set printer/copier default to duplex</td>
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<tr>
<td>Process Change</td>
<td>Implemented e-signature, electronic file storage, and other technology solutions</td>
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<td>Behavior Change</td>
<td>Competition and norming efforts to engage employees in efforts</td>
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<td>Supplier Engagement</td>
<td>Business practices E-Procurement</td>
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<td>Product Substitution</td>
<td>Switch to exclusively 100% PCR paper</td>
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<td>Combining Projects</td>
<td>Reduce paper use to offset cost increase of 100% PCR paper</td>
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Principles for Leadership In Sustainable Purchasing

**Understanding.** Understanding the relevant environmental, social, and economic (ESE) impacts of its purchasing.

**Commitment.** Taking responsibility for the relevant environmental, social, and economic (ESE) impacts of its purchasing by committing to an action plan.

**Results.** Delivering on its commitment to improve the relevant environmental, social, and economic (ESE) impacts of its purchasing.

**Innovation.** Actively promoting internal and external innovation that advances a positive future.

**Transparency.** Soliciting and disclosing information that supports a marketplace of innovation.
Thank You!

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