



Building Bridges to Net Zero



Green Purchasing Guides for Multifamily Operators

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Green Purchasing

The Good

- Abundance of green products
- Organizations want to do the right thing

The Bad

- Hard to know **GREEN** from **GREENWASHING**
- First generation green products didn't perform → skepticism
- Difficult to ensure consistent purchase & use of preferred products



Agenda

- Client
- Challenges
- Process
- Lessons Learned



Client Profile

- Non-profit affordable owner/operator
- Based in San Francisco Chinatown
- Motivated to make greener purchases
 - Environmental stewardship
 - Health impacts on residents and maintenance staff
- Grant funding to develop Green Purchasing Guide



Client Challenges

- Significant variability in available “green” products and proclaimed environmental/other benefits
- Difficult to determine what product really is the best choice

How do I know this is really green, and not just advertising?

I tried a ‘green’ product once and it didn’t work as well as our standard. Why should I believe this one will perform?



Our Goal

To break the cycle and enable maintenance and purchasing staff to confidently and consistently choose healthier, more sustainable, and durable products that have been vetted by organization staff and experts in sustainable products



Deliverable

Comprehensive guide covering all categories of commonly purchased products

- Focus: cleaning, maintenance, and unit turns

Products selected with staff input for maximum buy-in

Living document that can be updated overtime



Multi-Step Process









COMMERCIAL **Zep**

UNIVERSAL FLOOR FINISH

FINITION UNIVERSELLE POUR SOLS
ACABADO PARA PISO UNIVERSAL

• Versatile — Fits any floor maintenance procedure
• All polished in a single pass • Detergent resistant • Scuff resistant

KEEP OUT OF REACH OF CHILDREN AND PETS
CAUTION
See back panel for additional precautions.
NET CONTENTS 1 Gallon (3.78 L)

ETAPE PASO
3
DEJES FUERA DEL ALCANCE DE LOS NIÑOS Y DE LAS MASCOTAS
PRECAUCION
Ver precauciones adicionales y precauciones en la parte de reverso.



On an'On

High-Solids Metal Interlock Floor Finish

25% solids...brilliant shine that lasts 'On an' On'...needs only one coat

CAUTION: MAY CAUSE EYE IRRITATION
Read carefully additional precautionary and first aid statements on shipping label.
FOR INSTITUTIONAL AND INDUSTRIAL USE ONLY
KEEP OUT OF REACH OF CHILDREN

Spartan Chemical Company, Inc., 1110 Spartan Drive, Marietta, GA 30067
NET CONTENTS: 1 U.S. Gallon / 3.79 Liters



Interview Key Personnel

Who: Sr Maintenance Manager, Sr Construction Manager

Recorded interviews, discussing every possible product type:

- What do they currently use? – Likes & dislikes?
- Products tried in past that failed? – Review Inventory findings
- What would ideal product be like? – Collect supplier info

Tease out preferences, challenges, and desires

Respect their time!



Research Green Products & Acquire Samples

- Use established labels & criteria
 - VOC levels
 - Green Seal
 - ENERGY STAR
- Start with current suppliers/vendors
- Propose new brands/suppliers only as necessary
- Provide small list of green alternates with clear criteria



PAINTS & COATINGS

Products described below apply to the ongoing maintenance and repainting of existing buildings. New Construction projects may use slightly different products, but the general characteristics will be the same.

KELLY MOORE ACCOUNT

Kelly Moore is CCDC's preferred paint manufacturer.

Kelly-Moore San Francisco - Harrison

1020 Harrison Street
San Francisco, CA 94103
Phone: (415) 552-1143
Fax: (415) 552-1194

INTERIOR PAINT

Finish: Semi-gloss

Color: Antique white

Applications: All Interior Areas

	Manufacturer	Cost	Details	Pro/Con	Supplier
🚫	Kelly Moore AcryPlex	\$168 /5 gal	Antique White, Semi-Gloss	Low VOC (<100 g/l)	Kelly Moore account
✓	Kelly Moore EnviroCoat	\$178 /5 gal	Antique White, Semi-Gloss	Zero-VOC Better for Indoor Air Quality	Kelly Moore account

Present Samples to Client for Testing

Product Samples:

- Requested product samples from go-to suppliers
- Used some of project budget to purchase product samples
- Borrowed samples from architects/ reps

Presentation to Client

- As many maintenance staff present as possible
- Answer questions and ease concerns
- Ensure maintenance staff buy-in – CRITICAL!



Review Results and Finalize Selections

- Be patient, but check in regularly
- Solicit product feedback individually
- Reconvene maintenance staff to discuss any contentious items
- Finalize selections agreed upon by the group



Train Staff & Integrate Into Operations

- Deliver training to review new purchasing guidelines
- Deliver digital guide in simple, editable format to client
- Print/blow up & laminate relevant sections
- Update any supplier lists
- Ensure suppliers know new standard products for client
- Budget time for periodic follow up in 6, 12 months



Review: Green Purchasing Guide Process



Questions?

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