



Economic Gardening Demonstration Project

**California Integrated
Waste Management Board
2001-2003**

Demonstration Project

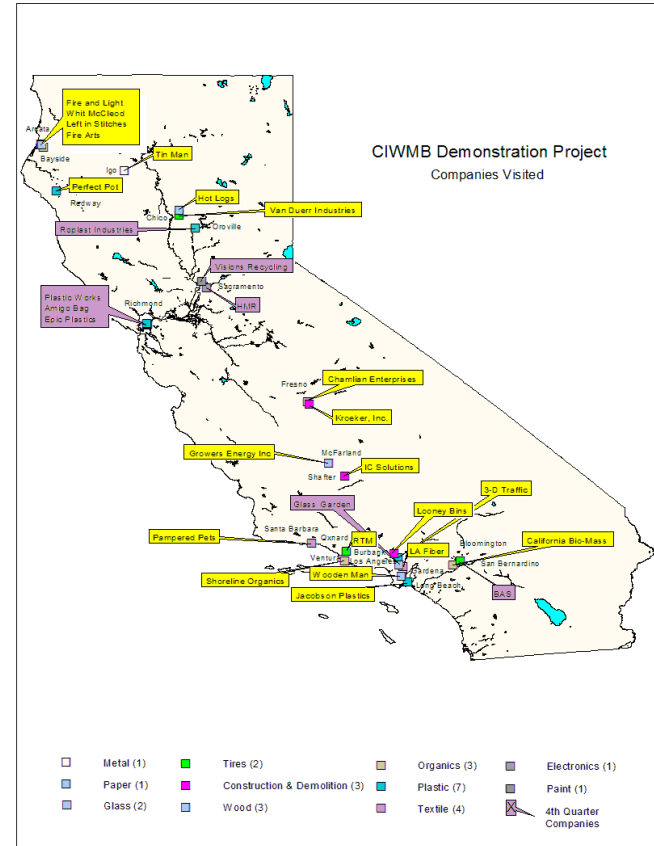
- **Premise: business growth = increased recycling & diversion**
- **Assess value of EG to RMDZ businesses**
 - Enhance existing program?
 - Provide additional incentives?
- **Consider in-house implementation**



● **33 companies selected**

- **14 RMDZs**

- **Wide variety of feedstock involved**



Types of Information Provided

- **Prospective customer contact information**
- **GIS maps and analysis of existing & prospective customers**
- **Web site “source code” analysis & recommendations**
- **Miscellaneous customized information**



Assessing Project Results

- **Only measured short-term impacts**
 - Presume long-term impacts
- **Based on company willingness to take action**
- **Success measured by: new sales contacts, new sales, increased diversion, hiring new employees**



Project Results – Sales/Employees

- **14 companies (58%) made new sales contacts**
- **7 companies (29%) reported actual or anticipated new sales**
 - From \$300 - \$1 million
- **4 companies reported they had or would be adding a total of 8 employees**



Project Results -- Diversion

- **9 companies (35%) reported actual or anticipated increased diversion:**
 - Tires – 5 tons/week (30 tons over 9 months)
 - Green waste – 100 tons/month
 - E-Waste – 50 tons over 9 months
 - Carpet – 3,500 tons/month
 - C&D – 5 tons/year
 - Wood – 1.75 tons over 9 months
 - HDPE – 150 pounds over 9 months
 - Latex paint – 150 gallons (one time)



General Results

- **Nearly all (95%) felt additional sales would result from EG project**
- **Most (74%) said EG project offered value to business**
- **Majority (67%) hoped Board would offer EG permanently**



Three D Plastics/Traffic Works LA County RMDZ



- Traffic control equipment
- Recycled tire rubber bases
- Identified new markets
- \$1 million new sales
- 5 TPW new diversion



Los Angeles Fiber Company

LA County RMDZ



- **Carpet recycler**
- **New markets for recycled nylon**
- **Asian market contacts**
- **US market contacts**
- **20% increase in sales**
- **3,500 TPM increased diversion**



Good EG Prospects

- **Committed company management**
- **Management values innovation and new ideas**
- **High growth company**
- **Local vs corporate subsidiary**
- **Company exports outside local market**

Implementing EG Program

- **Centralize data and research at Board offices**
- **Dedicate staff for GIS and research**
- **Start small and build**
- **Incremental approach:**
 - **Secure business databases**
 - **GIS mapping**
 - **Web site consultation**
 - **Other databases**



Final Comments

- **Economic Gardening can:**
 - Enhance RMDZ program
 - Support Zone Administrators
 - Increase support to RCP business community
 - Increase sales
 - Increase diversion
 - Increase goodwill



Recommended Reading/Resources

- **Richard Florida's "The Rise of the Creative Class"**
- **"Ten Tips for Implementing an Economic Gardening Project" by Christine Hamilton-Pennell**
- **Econ-Dev e-mail discussion list, sponsored by the City of Littleton, CO, <http://www.littletongov.org/bia/economicgardening/econdev.asp>**