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**Buy
Quiet
Program**

A-96-01

II-A-629

**1. BUY QUIET — BUY-CLEAN — BUY-SAFE —
BUY ENERGY EFFICIENT. .**

- THE BUY QUIET PROGRAM INDUCES INDUSTRY TO PRODUCE QUIETER PRODUCTS THROUGH MARKET INCENTIVE PROCUREMENTS.
- LOCAL GOVERNMENTS AND LOCAL INDUSTRIES COOPERATE IN BRINGING PEACE AND QUIET TO LOCAL NEIGHBORHOODS BY BUYING QUIET PRODUCTS AND EQUIPMENT
- THIS VALUE BUYING CONCEPT CAN ALSO BE EXTENDED TO OTHER COMMUNITY VALUES, SUCH AS CLEAN AIR, SAFETY, AND ENERGY EFFICIENCY, SO THAT "BUY QUIET" HAS COME TO STAND FOR SOMETHING MORE THAN JUST QUIET.
- DON'T JUST "BUY QUIET" YOU CAN ALSO, BUY CLEAN, BUY SAFE, BUY ENERGY EFFICIENT. . .
- THE HORIZON EXTENDS IN MANY DIRECTIONS

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2. NEW PROCUREMENT METHOD

THE CORE OF THE PROGRAM IS THE BUY QUIET PROCUREMENT METHOD WHICH IS USED BY INSTITUTIONAL BUYERS. THIS METHOD INCORPORATES SPECIFIC INCENTIVES TO PRODUCERS FOR OFFERING QUIETER, CLEANER, AND MORE ENERGY EFFICIENT PRODUCTS, WHILE PRESERVING INCENTIVES FOR LOW PRICE BIDDING.

EXAMPLE INCENTIVE MECHANISM (BUY QUIET)

TO THE BIDDER: FOR EACH DECIBEL THAT YOUR PRODUCT IS QUIETER THAN THE NOISIEST PRODUCT BID (IN CONFORMANCE WITH THE SPECIFICATION, WE WILL SUBSTRACT % OF THE AVERAGE BID PRICE FROM YOUR ACTUAL BID PRICE. THIS WILL DETERMINE YOUR EVALUATED BID PRICE.

EVALUATED BID PRICES, RATHER THAN ACTUAL BID PRICES ARE COMPARED IN THE SELECTION OF THE CONTRACT RECIPIENT.

BID TABULATION TRASH COMPACTORS ALBANY, GEORGIA - (4/81)

BIDDER	NOISE LEVEL (dBA)	BID PRICE \$	EVALUATED BID PRICE
A	75	\$48,228	46,577
B	90	\$50,550	50,559
C	81	\$52,786	51,795
D	78	\$53,460	53,099
E	90	\$59,228	59,228
F	78	\$79,264	78,303

*2% REWARD FACTOR

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3. MARKETING STRATEGIES

THIS PROCUREMENT METHOD IS MARKETED BY THE PROGRAM SPONSORS TO INSTITUTIONAL BUYERS. INITIAL CUSTOMERS ARE STATE AND LOCAL GOVERNMENTS.

THIS MARKETING MESSAGE APPEALS TO THE GOVERNMENT'S CHARTER TO ENHANCE COMMUNITY VALUES. IN ESSENCE, GOVERNMENTS PROMOTE QUIETER, CLEANER, SAFER NEIGHBORHOOD ENVIRONMENTS BY PROCURING PRODUCTS EMBODYING THESE VALUES.

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4. MARKETING CHANNELS

DECISIONS AT THE LOCAL LEVEL TO USE THE BUY QUIET PROCURMENT METHOD ARE FOSTERED THROUGH COALITIONS OF LOCAL INTERESTS SUPPORTED BY A CORRESPONDING NATIONAL COALITION OF MEMBERSHIP ORGANIZATIONS.

NATIONAL

NATIONAL COALITION MARKETS
BQ METHOD THROUGH MEMBER-
SHIP CONTACTS AND OWN COM-
MUNICATION NETWORK.

LOCAL

LOCAL INTERESTS COALESCE
AROUND DECISION TO HAVE
A BUY QUIET PROGRAM.

NATIONAL LEAGUE OF
CITIES POLITICAL LEADER

NATIONAL INSTITUTE OF
GOVERNMENTAL
PURCHASING. PURCHASING AGENT

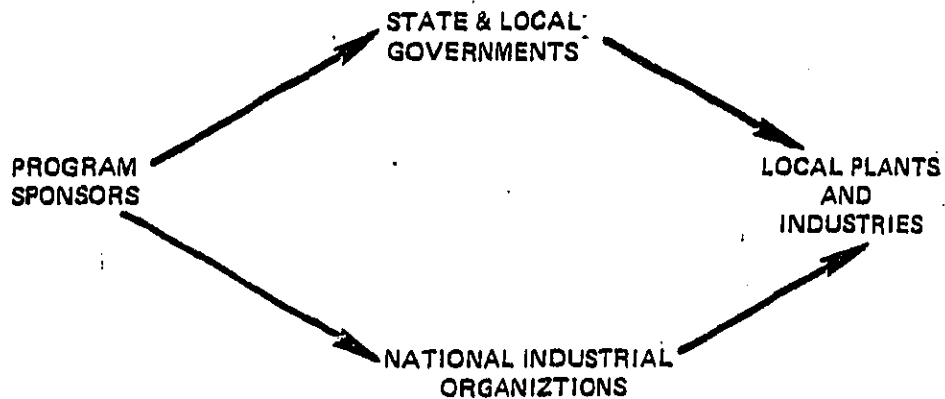
NATIONAL ASSOCIATION
OF NOISE CONTROL
OFFICIALS. ENVIRONMENTAL OFFICIAL

NATIONAL ASSOCIATION
OF NEIGHBORHOODS. NEIGHBORHOOD ASSOCIATION



5. PYRAMIDING - MARKET GROWTH

- PROGRAM SPONSORS MARKET THE CONCEPT TO STATES, LOCAL GOVERNMENTS, AND LARGE INDUSTRIAL ORGANIZATIONS.
- STATES MARKET THE CONCEPT TO OTHER STATES AND TO LOCALITIES AND INDUSTRIES WITHIN THEIR JURISDICTION.
- LOCAL GOVERNMENTS MARKET THE CONCEPT TO NEIGHBORING GOVERNMENTS AND FORM COOPERATIVES.
- LOCAL GOVERNMENTS ALSO MARKET THE CONCEPT TO LOCAL INDUSTRIES WITHIN THEIR JURISDICTION. THEY ASK INDUSTRY TO JOIN THEM IN A JOINT EFFORT OF PROMOTING IMPROVED COMMUNITY ENVIRONMENTS THROUGH COMMUNITY VALUED INCENTIVE PROCUREMENTS.



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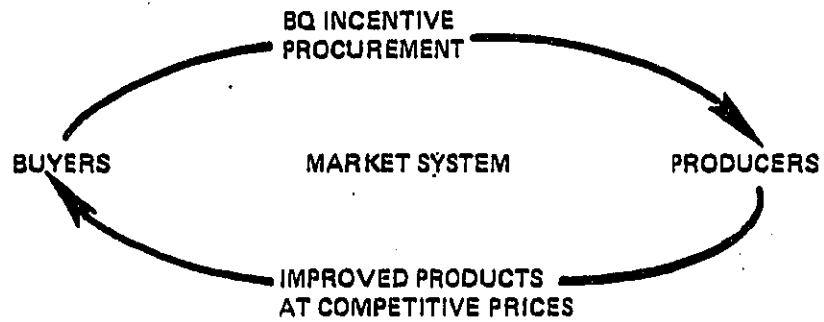
6. NEW MARKET ENTITIES –

- **AS GOVERNMENT AND INDUSTRY "BUY INTO" THE SYSTEM AND THEIR NUMBERS GROW, THEIR AGGREGATION CONSTITUTES A NEW MARKET ENTITY – A MARKET FOR QUIETER, SAFER, LOWER POLLUTING, AND MORE ENERGY EFFICIENT PRODUCTS.**
- **INDUSTRIAL SUPPLIERS FIND OPPORTUNITIES TO INCREASE THEIR MARKET SHARE BY COMPETITIVELY IMPROVING THE SOCIAL CHARACTER OF THEIR PRODUCTS, DIFFERENTIATING THEIR PRODUCT, AND MARKETING ITS IMPROVED CHARACTER.**
- **NOW INDUSTRY IS PRODUCING AND ACTIVELY MARKETING SOCIALLY VALUED PRODUCTS AS PART OF THEIR NORMAL BUSINESS OPERATION. THIS MARKETING ACTIVITY FURTHER STIMULATES MARKET GROWTH.**

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7. COMPETITION - MARKET DYNAMICS

COMPETITION AMONG PRODUCING FIRMS FOR MARKET SHARE AND SALES KEEPS SOCIAL VALUES HIGH AND PRICES LOW.



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8. STYLE OF OPERATION

THESE MARKET DYNAMICS ARE ACCELERATED AND MADE FEASIBLE THROUGH A WELL DEFINED STYLE OF OPERATION. THIS STYLE IS DICTATED BY TECHNIQUES INHERENT IN PUBLIC ORGANIZING STRATEGIES AND THE DECENTRALIZED NATURE OF MARKETS.

THE MANAGEMENT STYLE IS FACILITATIVE RATHER THAN DIRECTIVE, FOSTERS DECENTRALIZED INITIATIVES, AND THROUGH PYRAMIDING, IS DESIGNED TO PROMOTE AN ORGANIC STYLE OF GROWTH.

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9. CONTRASTING APPROACHES

THE BUY QUIET APPROACH TO PUBLIC POLICY CONTRASTS WITH THE REGULATORY APPROACH IN SEVERAL IMPORTANT WAYS.

REGULATORY APPROACH

COMPULSION – THREAT OF PENALTY

CENTRALIZED, HIERARCHIAL AUTHORITARIAN

GOVERNMENT AS ENFORCER

LEGAL, TECHNICAL STAFF

CONFLICT SYSTEMS – JUDICIAL (COURT) RESOLUTION

HIGH PROGRAM COSTS FOR DATA COLLECTION

HIGH PROGRAM COST FOR FEASIBILITY, COST/BENEFIT

HINDERS INNOVATION – FOSTERS "CAN'T BE DONE" PROFILE

BUY QUIET

INDUCEMENT – INCENTIVES AND MARKET COMPETITION

DECENTRALIZED, NON-HIERARCHIAL, ENTREPRENEURIAL

GOVERNMENT AS FACILITATOR, ORGANIZER

ENTREPRENEURIAL STAFF

MARKET SYSTEMS—COMPETITIVE (MARKET) RESOLUTION

DATA GENERATED AUTOMATICALLY IN BID REQUEST/RESPONSE PROCESS – NO COST

COMPETITIVE MARKET BALANCES COSTS, BENEFITS, FEASIBILITY – NO STUDIES PROGRAM COSTS

COMPETITION STIMULATES INNOVATION

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10. COMBINED APPROACHES

BUY QUIET PROVIDES INDUCEMENTS FOR PRODUCT IMPROVEMENT. IT CAN BE USED INDEPENDENTLY OF OR REGULATION OR IN COMBINATION WITH REGULATION. THE COMBINATION CAN PROVIDE A BALANCED, MORE COST EFFECTIVE APPROACH TO ENVIRONMENTAL PROTECTION.

BUY QUIET ALSO WORKS WELL IN COMBINATION WITH RESEARCH AND DEVELOPMENT PROGRAMS. AS NEW TECHNOLOGIES ARE DEVELOPED THROUGH R&D, BUY QUIET PROVIDES MARKET INDUCEMENTS TO INCORPORATE NEW TECHNOLOGY INTO PRODUCT DESIGN.

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