



# Recycling Success in the City of Roses

### Background:

City of Roses, a **family owned minority small business**, was established in 1996 by Al Simpson, who actively manages and operates the company with his son, Alando Simpson. From humble beginnings of one roll off truck and one drop box, the company has grown to be one of the most dependable and reliable drop box companies in Portland, Oregon. City of Roses began its work in the residential sector but as the years progressed, the business has successfully migrated to the commercial construction industry.

Alando Simpson is the Vice President & General Manager of City of Roses Disposal & Recycling where he is responsible for directing the company's current and future operations. By jumping into this role immediately upon graduating from Portland State University, Alando learned the business kinesthetically which has further informed his innovative strategies. As an advocate for sustainability in the N/NE Portland Community, he is referred to by many as ahead of his time. His interests and passion center on shifting the organization's focus toward sustainable business practices and most significantly, to redesigning the recycling program.

Alando has also been actively involved in the community serving on various boards and advisory groups advocating for the importance of small business, equity and sustainability. He is currently the Chair of the City of Portland's Small Business Advisory Council as well a member of the Oregon Sustainability Board and PDC's Neighborhood Economic Development Strategy Advisory Group.

### How the Edith Green-Wendell Wyatt Project Helped:

City of Roses supplies drop boxes and provides construction waste recycling services at EGWW. Alando shared that by being part of the EGWW project he has developed business relationships with GSA and Howard S. Wright that will lead to future opportunities to continue to grow City of Roses experience and reputation working on sustainable green projects.



*Father & Son, Al & Alando Simpson of City of Roses.*

### The Results:

City of Roses is starting a new division, CORE Recycling, which will be the first LEED Nucleus recovery center for construction waste in Portland, Oregon.

## FAST FACTS

**Project:** Renovate GSA's Edith Green-Wendell Wyatt federal building creating a high performance green building consistent with the American Recovery and Reinvestment Act (ARRA) intention.

**Location:** Portland, Oregon

**Impacts:** Opportunity for local small businesses, workers, families, commuters, and students.

**Contract Value:** \$201,259

**Company:** City of Roses Disposal and Recycling

**Partners:** Howard S. Wright, SERA Architects