



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Recycling Market Development Zone Application

MEETING DATE: October 5, 1994

PREPARED BY: Kirk J. Evans, Administrative Assistant to the City Manager

RECOMMENDED ACTION: That City Council review and approve the Recycling Market Development Zone Application and authorize its submittal to the California Integrated Waste Management Board.

BACKGROUND INFORMATION: This application proposes the creation of a Recycling Market Development Zone comprising all of San Joaquin County. The primary benefit of this zone is that it offers low interest loans to expanding or new businesses which use recycled materials in the process of manufacturing new products. Traditionally, these businesses have a difficult time obtaining financing since they lack a track record. The great majority of products produced in California do not use recycled materials as feedstock. The obvious benefit of such a zone would be creation of new employment opportunities in this County. In addition, this zone would help "close the loop". AB939 has spurred the recovery of tons of reusable materials which were never generated before. Lathrop is about to implement a three cart system similar to Lodi's, and all other cities in San Joaquin County are embarking on new recycling systems. The creation of this zone will help create new markets for these materials.

One of the overall program goals listed in Lodi's SRRE is to "Develop local markets, wherever feasible and possible for the waste stream components comprising the City's landfill diversion targets". The establishment of a Recycling Market Development Zone would be a significant step towards accomplishing this goal.

Fred Patterson, Recycling Coordinator for the City of Stockton has compiled input from the cities and county in preparation of this application. He will be present to answer questions regarding the application.

FUNDING: None required.

Respectfully Submitted,


Kirk J. Evans
Administrative Assistant to the City Manager

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APPROVED: 

THOMAS A. PETERSON
City Manager



SAN JOAQUIN COUNTY RECYCLING MARKET DEVELOPMENT ZONE

EXECUTIVE SUMMARY

With the passage of the Waste Management Act of 1989 (AB 939), cities and counties throughout California have been forced to reexamine their solid waste management systems. Many new recycling programs have been implemented in San Joaquin County and there have been significant increases in the rates charged to residents for solid waste collection, transportation, diversion and disposal. In order to sustain the economic viability of recycling programs, additional end markets for diverted materials must be developed.

In San Joaquin County, we are fortunate to have manufacturers such as Newark Sierra, and Owens-Brockway. These companies use a great deal of secondary materials (waste paper and glass), that is generated in San Joaquin County, to produce new paper and glass products. However, these businesses do not use the amount of secondary materials required to be diverted from landfills over the next ten years.

The mission of the proposed San Joaquin County Recycling Market Development Zone (RMDZ) is to accomplish waste reduction requirements and create economic value of secondary materials through expansion and retention of existing businesses, primarily, or by attracting new businesses to the county that will utilize secondary materials, generated in San Joaquin County, to produce new "added value" products.

The San Joaquin County RMDZ provides an opportunity for local government officials, economic development specialists, solid waste management personnel, and private sector businesses, to implement a solid waste management plan that will focus on the development of job opportunities, new capital investment, and a diversification of the economic base of the region.

Due to budgetary constraints, the San Joaquin County RMDZ has been structured to give each jurisdiction flexibility in the amount of participation they will have in the Zone. This approach allows all jurisdictions to participate in the initial regional efforts, and implement their strategy as their governmental budget will allow. It is the intent of the San Joaquin County RMDZ Program to utilize existing organizations such as the local Chamber's of Commerce, the San Joaquin Partnership and the Stockton/San Joaquin County Enterprise Zone, to promote and market the Zone Program.

The following pages discuss the overall zone administration and the specific involvement of individual jurisdictions. The San Joaquin County RMDZ intends to coordinate existing solid waste and economic development functions to implement the plan without additional funding.

SECTION 2: RMDZ MARKET DEVELOPMENT PLAN

2.2 Zone Administration and Budget

Description of Lead Agency and Overall Zone Administration

The San Joaquin County Board of Supervisors will act as the lead agency for the San Joaquin County RMDZ. The City\County Integrated Waste Management Task Force (Task Force), which administers the regional Household Hazardous Waste Program, will add the San Joaquin County RMDZ program to their responsibilities. The Task Force was formed to administer solid waste programs on a regional basis, and is comprised of one elected representative from each city and the Board of Supervisors.

The City\County Integrated Waste Management Planning Committee (Planning Committee) is made up of staff from each of the cities and the county. Tom Horton, Solid Waste Manager for San Joaquin County is Chair of the Committee. The Planning Committee provides technical support to the Task Force. Fred Patterson, the Recycling Coordinator for the City of Stockton, and a member of the Planning Committee, will act as the Zone Coordinator.

The Zone Coordinator will be the lead contact in promoting the San Joaquin County RMDZ program, and will be responsible for:

- Administration of the RMDZ program, including outreach, referrals, tracking and reporting.
- Acting as a liaison to other city/county departments, regional entities, state/federal agencies, and local organizations on matters relating to the Zone.
- Refer project inquires to appropriate support organizations while remaining in contact with the project.
- Help co-applicants with the assessment of the needs of existing businesses to develop and implement Zone programs.
- Check to see if expedited permitting is carried out for SMBE's.
- Assist other agencies/companies with the securing of grants and/or funding for infrastructure development.
- Evaluate RMDZ success and prepare annual reports for public distribution as well as to the California Integrated Waste Management Board.

On going coordination between the co-applicants and the Zone Coordinator will take place during the City\County Integrated Waste Planning Committee meeting. A meeting is held at least once per month.

SECTION 2: RMDZ MARKET DEVELOPMENT PLAN

2.2 Zone Administration and Budget

Major Responsibilities of Specific Agencies

Within each jurisdiction, there will be a variety of personnel to coordinate zone activities, however, the agency representative of the Planning Committee will be the primary contact between local jurisdiction activities and the Zone Coordinator. Below is a description of each agency's activities.

CITY OF LODI

On April 12, 1994 the Lodi City Council adopted goals and objectives for promoting economic development in the City. Kirk Evans, Assistant to the City Manager, and a member of the Planning Committee, will coordinate RMDZ activities at the local level. Janet Keeter, Lodi's economic development coordinator will play an active role in business retention, expansion and new business recruitment. An economic development task force has been established with the primary goal of retaining existing Lodi businesses. The Industrial Group of the Lodi Chamber of Commerce and California Waste Removal Systems, the local contract waste hauler, will be involved in the promotion of the RMDZ.

CITY OF STOCKTON

The City of Stockton and portions of San Joaquin County have already received designation as an Enterprise Zone. The RMDZ program will integrate with existing Enterprise Zone activities, Fred Patterson, Recycling Coordinator in the Public Works Department, and a member of the Planning Committee, will coordinate RMDZ activities at the local level. Other City Departments besides Public Works that will be involved in RMDZ activities include: the Enterprise Zone Office and the Community Development Department. The Enterprise Zone Office currently has working relationships with the San Joaquin Partnership, the Stockton Chamber of Commerce, the Private Industry Council, and other organizations that assist in economic development in Stockton.

CITY OF ESCALON

The City of Escalon has created an Economic Development Task Force, comprised of representatives from City government, the Chamber of Commerce, local realtors and the downtown business community. Activities include discussion and implementation of strategies to attract new businesses and expand existing businesses.

The RMDZ program would assist Escalon in developing infrastructure to increase economic in the area.

CITY OF MANTECA

The City of Manteca already has several programs promoting economic development and business retention in the City. Promotion and coordination of the RMDZ can easily be incorporated into these existing activities. Katherine Holmes, Resource Conservation Coordinator, and a member of the Planning Committee, will coordinate RMDZ activities at the local level.

Manteca has two full time staff positions within the Manteca Redevelopment Agency: a Redevelopment Project Area Coordinator and a Business Assistant Services Coordinator. These individuals work regularly with agencies such as the San Joaquin Partnership, Private Industry Council, Economic Development Agency, and Small Business Administration. In the event that San Joaquin County is designated a RMDZ, Redevelopment Agency Staff would work with Manteca's Resource Conservation Coordinator as well as with other agencies to make industries using recycled feedstocks aware of the benefits of siting facilities in Manteca.

CITY OF TRACY

Bill Benner, Tracy's Recycling Coordinator, and a member of the Planning Committee, will coordinate RMDZ activities at the local level.

The City of Tracy and the Tracy District Chamber of Commerce created the Tracy Economic Development Committee (EDC) in 1982. The goal of the EDC is to promote Tracy's industrial, commercial and residential advantages and to bring together prospective customers with landowners and key people in city government.

Due to the extensive outreach program by the EDC, many businesses have located in Tracy. If San Joaquin County is designated as a RMDZ, the program will be included in the on-going promotional activities to encourage companies to relocate or establish a business in the Tracy community.

CITY OF RIPON

The City of Ripon already has several programs promoting economic development and business retention in the City. Promotion and coordination of the RMDZ can easily be incorporated into these existing activities. Debbie Fortino, Administrative Assistant, and a member of the Planning Committee, will coordinate RMDZ activities at the local level.

Ripon has formed the Economic Development Commission to individuals work regularly with agencies such as the San Joaquin Partnership, Private Industry Council, Economic Development Agency, and Small Business Administration. In the event that San Joaquin County is designated a RMDZ, the Economic Development Commission would work with Ripon's Administrative Assistant as well as with other agencies to make industries using recycled feedstocks aware of the benefits of siting facilities in Ripon.

CITY OF LATHROP

The City of Lathrop and the San Joaquin Partnership are working together to promote the City of Lathrop's commercial and industrial development and to bring together prospective developers with property owners and City government. When San Joaquin County is designated as a RMDZ, the program will be included in the City's promotional activities to encourage companies to locate or establish a business in the City of Lathrop.

Cathy Benenati, Public Works Management Analyst, and a member of the Planning Committee, will coordinate the RMDZ activities at the local level.

SAN JOAQUIN COUNTY (UNINCORPORATED AREA)

CITY OF LATHROP

The City of Lathrop and the San Joaquin Partnership are working together to promote the City of Lathrop's commercial and industrial development and to bring together prospective developers with property owners and City government. When San Joaquin County is designated as a RMDZ, the program will be included in the City's promotional activities to encourage companies to locate or establish a business in the City of Lathrop.

Cathy Benenati, Public Works Management Analyst, and a member of the Planning Committee, will coordinate the RMDZ activities at the local level.

SAN JOAQUIN COUNTY (UNINCORPORATED AREA)

The Solid Waste Division of the Department of Public Works will provide staff resources for implementation of RMDZ activities at the County level. The Division is managed by Tom Horton, the County's Integrated Waste Manager, who is also Chair of the Planning Committee. The Solid Waste Division is responsible for implementation of the County's waste diversion activities which include source reduction, collection of source separated recyclables and green wastes, composting, separation of recyclable materials at county landfills, operation of recycling centers and sanitary landfills, marketing of public materials, public education programs, quantitative reporting, and coordinating regional activities. Several members of the solid waste staff have been assigned these responsibilities.

The Community Development Division has put in place a streamlined permitting and plan approval procedure. Fee reductions will be offered to those persons locating in the Zone.

The Economic Development Agencies of the County have pledged to work closely with Zone Administrators to assure that there is full support provided for any businesses locating within the Zone.

RESOLUTION NO. 94-117

A RESOLUTION OF THE LODI CITY COUNCIL
APPROVING RECYCLING MARKET DEVELOPMENT ZONE APPLICATION
AND AUTHORIZING STAFF TO SUBMIT APPLICATION TO THE
CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD

WHEREAS, the California Public Resources Code provides for the establishment of a Recycling Market Development Zone Program throughout the State which provides incentives to stimulate development of secondary materials markets; and

WHEREAS, the designation of a zone in the cities of Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy and the unincorporated portion of San Joaquin County, dedicated to the expansion of secondary materials business enterprises is essential for market development and to assist in meeting landfill reduction goals; and

WHEREAS, the development of local markets for recycled materials would reduce the need to transport them out of the region in the future; and

WHEREAS, the cities of Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy and the unincorporated portion of San Joaquin County will be co-applicants in the submittal of this Recycled Market Development Zone Application to the California Integrated Waste Management Board;

NOW, THEREFORE, BE IT RESOLVED, that the Lodi City Council hereby approves submittal of a Recycling Market Development Zone Application; and

BE IT FURTHER RESOLVED, the City Manager and City Clerk are hereby authorized to execute said agreement on behalf of the City of Lodi.

Dated: October 5, 1994

I hereby certify that Resolution No. 94-117 was passed and adopted by the Lodi City Council in a regular meeting held October 5, 1994 by the following vote:

Ayes: Council Members - Davenport, Mann, Pennino, Snider
and Sieglock (Mayor)

Noes: Council Members - None

Absent: Council Members - None


Jennifer M. Perrin
City Clerk