

# **RECYCLING MARKET DEVELOPMENT ZONE**

*For the 2009 DESIGNATION  
CYCLE*

# Today's Workshop

- **Background on the RMDZ Program**
- **RMDZ Loan Program**
- **Process for the Workshop**
- **Application Overview**
- **Questions & Answers**
- **What's Next**
- **Final Questions**

## **Background**

- **California Enterprise Zone Program**
- **Currently there are 33 RMDZs**
- **Covers about 85,000 square miles**
- **52 percent of California**
- **Represents almost 20 million Californians**

## **Benefits**

- **Attract/expand recycled-content product manufacturing into your community**
- **Help deal with decreases in commodity prices**
- **Help increase local markets for materials**
- **Decrease dependence on landfills**
- **Add jobs**
- **Increase local revenues**
- **Reduce green house gas emissions**

## **Partnership**

- **Offers a wide variety of local and state resources, as well as business incentives to recycling manufacturers**
- **RMDZ low interest loans**
- **Board staff work with Zone Administrators**

# **Commitment**

- **Provide resources and business incentives**
- **Dedicate a Zone Administrator**
  - **Promote the RMDZ program**
  - **Entice viable new businesses**
  - **Maintain adequate dedicated resources, including funding and personnel**

## **RMDZ Loan Program - General**

- **Target Audience:** Manufacturers in RMDZ's.
- **Amount:** \$2 million or 75% of project cost, whichever is less.
- **Interest Rate:** 4.00% fixed, as of April 2009.
- **Use of Funds:** Equipment, working capital (accounts receivable and inventory), leasehold improvements, and up to \$1 million for purchase of real estate.
- **Qualifications:** Ability to repay, collateralize, permits issued and new additional diversion.

# **RMDZ Loan Program - Project**

- **Reduce:** Waste prevention manufacturing reduces the materials use to make products.
- **Reuse:** Makes products reusable again by repair, reconditioning, washing.
- **Recycle:** Either takes solid waste to make a recycled raw material or uses a recycled raw material to make a final product.
- **Conversion Tech. & Biomass:** Waste to energy, fuels, etc. Excludes high heat processes.

If you are interested in becoming a Recycling Market Development Zone, please go to <http://www.ciwmb.ca.gov/RMDZ>. You will find the application and other important links under Program News on the right side of the page.

If you have any questions, please email us at: [mdelimage@ciwmb.ca.gov](mailto:mdelimage@ciwmb.ca.gov)

## **Process**

- **Up to the seven highest scoring applicants**
  - Receiving a passing score of 70 points
- **Application completeness review and scoring**
  - Oct-Dec 2009
- **Board considers designation requests**
  - Feb 2010

# APPLICATION INSTRUCTIONS

## Designation Cycle Timeline:

- Begins on July 1, 2009
- Ends October 29, 2009
  - Application and supporting documents must be submitted no later than 4:00 PM on October 29, 2009
  - May be submitted electronically to [mdelimage@ciwmb.ca.gov](mailto:mdelimage@ciwmb.ca.gov)



# APPLICATION INSTRUCTIONS

- **Cover Sheet(s) with the original signature(s) must be submitted in hard copy no later than 4:00 PM on October 29, 2009**
- **Electronic signatures will not be accepted.**



# **APPLICATION COVERSHEET**

## ***Applicant:***

- **Name of the agency, department, organization, or entity applying**
- **For multi-jurisdictional Zone applications:**
  - **Complete the Zone Participant Coversheet for each individual participating entity**
  - **Clearly identify which jurisdiction will be the lead**

# APPLICATION COVERSHEET

## *Mailing Address:*

- Provide the complete mailing address
  - Include the county in which the Zone will be located and any cities covered by the Zone.
  - If multiple counties are included in the Zone boundaries, list all cities/counties covered.



# **APPLICATION COVERSHEET**

## ***Primary Contact:***

- **Provide the name and title of the Zone Administrator**
  - **If multiple jurisdictions, list a primary contact for each jurisdiction participating in each Participant Coversheet.**
  - **Make sure that the person identified as the Zone Administrator is the contact person for the Lead Agency**
    - **Include phone, fax numbers, and e-mail addresses.**

# APPLICATION COVERSHEET

## *Proposed Name:*

Please create a name for your Zone. It should represent the city(ies) and/or county(ies) that it covers. You may wish to review existing Zone names to get ideas and to ensure you do not duplicate an existing name. (See <http://www.ciwmb.ca.gov/rmdz/ZoneContacts.asp> for existing Zones).

# APPLICATION COVERSHEET

## *Boundaries:*

Please clearly describe the proposed boundaries for your Zone. Include a detailed map and a narrative description of your Zone area. Remember your Zone should encompass an entire city or county or multiple jurisdictions rather than specific parcels of property.



# APPLICATION COVERSHEET

## *Mission Statement:*

Please develop and include the mission statement for your proposed Recycling Market Development Zone. Your mission statement should include:

- The Purpose of your Zone.
- The Zone's primary stakeholders.
- How the Zone will help these stakeholders.
- Products and services offered.



# **APPLICATION COVERSHEET**

## ***List Participating Jurisdictions:***

**If you are proposing a multi-jurisdictional Zone, please list all jurisdictions that will be included within the boundaries of the Zone. Make sure each participating jurisdiction completes a Zone Participant Coversheet. If you are the only jurisdiction in the Zone, please leave blank.**



# **APPLICATION COVERSHEET**

*Provide Demonstration of Compliance with the California Environmental Quality Act:*

**Provide a statement describing how you complied with the California Environmental Quality Act. In addition, submit with your application either a Notice of Determination or Notice of Exemption. Note: The Notice of Determination must be filed with the County Clerk and the State Clearinghouse prior to submitting your documentation. See the link in Attachment 2 describing how to file environmental documents.**

# APPLICATION COVERSHEET

*Provide a Statement Demonstrating the Zone's Commitment to Environmental Justice:*

Provide a statement demonstrating the Zone's commitment to environmental justice and to protecting the environment and public health and safety in a manner that does not unfairly affect any low-income and minority populations. *Note: See the Attachment 2 link to CalEPA's Environmental Justice webpage for more information on environmental justice.*



**Questions?**

# **SECTION 1: STATEWIDE OBJECTIVES**

**This section will be used to assess how implementing your Recycling Market Development Plan will address the four statewide objectives listed below.**



# SECTION 1: STATEWIDE OBJECTIVES

*Objective 1: Extend Landfill Capacity.*

Please describe how your Zone will divert materials from the landfill. You should include information about capacity and discuss how your Zone program will help extend capacity.



# SECTION 1: STATEWIDE OBJECTIVES

*Objective 2: Encourage Innovative and Emerging Technologies to Address Priority Materials.* Please describe your plans to seek out and work with businesses that are developing innovative approaches or emerging technologies to deal with identified priority materials. What incentives and assistance would you offer these businesses to help you divert these priority materials from the waste stream into useful products?

# SECTION 1: STATEWIDE OBJECTIVES

## *Objective 3: Distribute Zones throughout the State.*

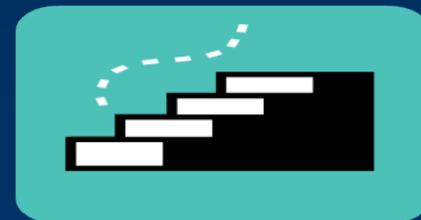
Please show how your proposed Zone fills a gap in the overall coverage of Zones within California. For instance, if you are a rural area, show how you can join nearby rural jurisdictions to cover an area that is not near any existing Zones. For urban areas, show how you can complement other Zones or fill in areas of the State that have no Zones.



# SECTION 1: STATEWIDE OBJECTIVES

## *Objective 4: Stimulate Regional Markets.*

Please describe what steps you will take to assess regional markets for recycled materials and feedstocks. Once you have assessed the existing market conditions, what incentives and assistance will you provide to help sustain and/or expand the regional market for these materials? What other measures would you take to stimulate regional markets, especially in light of exports and the current Economic downturn?



**Questions?**

## **SECTION 2: TARGETED/REGIONAL CRITERIA**

The emphasis here is demonstrating that:

- 1) you know your available waste material types and your existing infrastructure,
- 2) you have programs in place to sustain and/or expand your collection/processing infrastructure and secondary materials markets, and



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

3) you have ensured that your proposed Zone area is large enough to sustain itself. Again, it is important to consider how developing regional markets can help offset the issues associated with depressed export markets, greenhouse gas emissions, and the general economic downturn.



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

**Describe whether and/or how your proposed Zone reflects the following characteristics to ensure regions are represented that:**

- Have high potential to target existing manufacturing businesses to include more recovered materials and/or to assist them in staying viable, to help compensate for the current economic downturn;**



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

- Offer high potential to target new businesses that can be quickly established to use regionally available commodities; and,
- Have the capability to function as a Zone.



## SECTION 2: TARGETED/REGIONAL CRITERIA

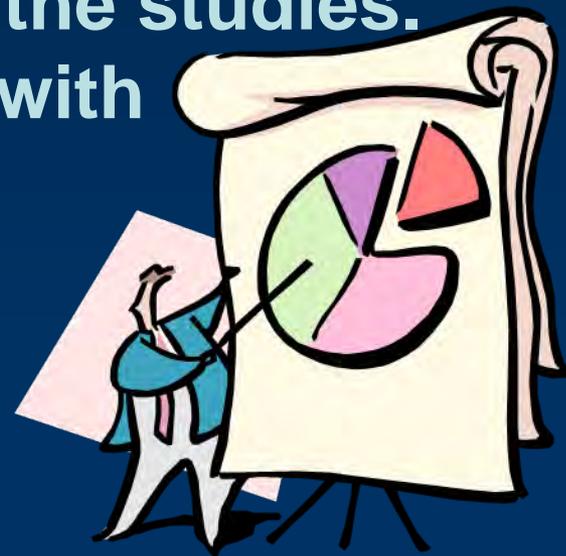
*Criterion 1: List the amounts and types of high-priority materials.*

Provide details about how you have assessed the wastestream within the proposed Zone. Your focus should be primarily on your high-priority targeted materials.



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

For instance, if you have performed a waste composition study or completed a waste flow/feedstock analysis, please provide a summary of the results, if available, and if available online, provide links to the studies. Additionally, if you have worked with other jurisdictions on identifying regional wastesheds, include a narrative on your regional waste flows.



## SECTION 2: TARGETED/REGIONAL CRITERIA



*Criterion 2: Describe your existing collection and processing infrastructure.*

For this, please provide us with a comprehensive picture of your existing collection/processing infrastructure that



either is located within or interacts directly with your proposed Zone area.

## **SECTION 2: TARGETED/REGIONAL CRITERIA**

Picture would include an overview of the following:

- Residential and commercial waste collection;
- Transfer stations, material recovery and composting facilities, organic materials handlers;
- Secondary processors; and,
- Recycled-content product manufacturers and distributors.



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

**Include a description of the material types and flows, how processors add value and prepare materials for transportation, and what products are/could be produced from these materials. How will you use the existing infrastructure to facilitate planned Zone activities? This discussion does not necessarily need specific details about each facility or service provider. However, it should provide a clear and comprehensive overview of the current infrastructure in the proposed Zone area.**



## SECTION 2: TARGETED/REGIONAL CRITERIA

*Criterion 3: Explain how you have worked with local businesses to build a recycling infrastructure.*

Please discuss what programs your proposed Zone has in place, and what assistance, incentives, and disincentives are provided to the local business community to encourage source reduction, recycling, composting, manufacturing and buying recycled-products.



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

For instance, do you:

- Have commercial recycling ordinances,
- Offer reduced fees or fee relief,
- Help with siting and permit processing,
- Assist with marketing and outreach,
- Offer economic development support,
- Ensure collection programs are available, and/or
- Have a program to attract recycling businesses, etc.



## **SECTION 2: TARGETED/REGIONAL CRITERIA**

If you are proposing a multi-jurisdictional Zone, please make sure you include all the information above for each participating jurisdiction.



## SECTION 2: TARGETED/REGIONAL CRITERIA

*Criterion 4: Does your proposed Zone encompass an entire city or county or multiple jurisdictions?*

While this is primarily a yes or no question, please be advised that no points will be given for Zones that do not encompass at least an entire jurisdiction and that more points will be given to multi-jurisdictional applicants.



**Questions?**

## **SECTION 3: RECYCLING**

### **MARKET DEVELOPMENT PLAN**

**In this section you should include a detailed Recycling Market Development Plan that shows how planned activities and tasks will promote manufacturing using recycled feedstock, will attract manufacturing businesses and will retain existing manufacturing businesses, especially in this economic climate. You should delineate activities and tasks and demonstrate that they are well thought through and are achievable with available resources.**

## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

**Please review all six components of this section so you can avoid duplicating information that may fit better in another component. Include an Executive Summary before you describe Component 1 and a clear and concise conclusion after Component 6.**



# **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

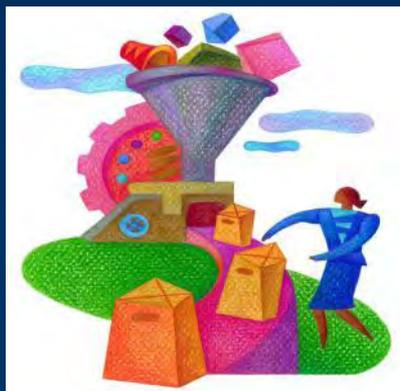
## *Executive Summary:*

**Provide a high-level summary of your plan that explains how you will attract manufacturing businesses to the Zone and how you will retain existing manufacturing businesses to strengthen local and regional markets.**

**Address how these efforts will help to create local/regional jobs, will reduce green house gas emissions, and will help to create new markets and strengthen existing markets.**

# **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

Also, describe how your plans will help to market recycled-content products to encourage consumers to purchase these materials and will create increased and sustained demand for these products, thus helping to increase the long-term viability of recycling-based manufacturers.



# SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN

*Component 1: Define your goals, objectives, and evaluation metrics.*

This component must include specific goals and objectives that support the overall mission. They must be measurable, time specific and identify the entity or person that will be responsible for implementing the objective.



## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

When developing short-term goals and objectives, you should think in terms of one-year increments. Midterm (five years) and long-range (ten years) goals and objectives can be more general in nature. Include a metric to determine the level of completion and success for each stated goal and/or objective.



# SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN

## GOALS AND OBJECTIVES:

Please define your long-term goals and objectives. These should be long range in the order of ten years. It is important to know the difference between a goal and an objective. A Goal offers the “why,” to explain the reasoning behind creating a Zone.



# **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

**Your Goal should:**

- 1) explain what you want to accomplish within your Zone,**
- 2) set the fundamental, long-range direction for your Zone.**



## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

Objectives then break down the broader goal into its smaller parts, and may provide guidelines for how the goal can be accomplished. A Program Objective is a specific statement that explains what Zone Administrators will accomplish to fulfill Zone goals. It may include measurable levels of achievement, clear expectations, specific short to long-range tasks, and a basis for long-term success.



## SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN

*Component 2: Describe how you will assess your local business infrastructure and how you will use this information.*

Please explain how you plan to gather and use information on your existing collection, processing, distribution, and manufacturing recycling infrastructure.



# **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

You will have much of this information already, but describe how you will:

- Fill in the data gaps regarding your existing infrastructure,
- Identify businesses that can diversify to include recycled commodities in their processes,



## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

- Evaluate the strengths and weaknesses of existing businesses with regard to recycling and waste diversion,
- Determine how best to assist manufacturing business to be more efficient and/or expand, and
- Seek out potential recycling businesses that can relocate to your Zone.



## SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN

*Component 3: Describe how you will involve local business organizations and agencies. Please discuss how you will involve local business groups like the local Chamber of Commerce, economic development organizations, and other business-oriented groups.*



## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

**Discuss how you will specifically involve these groups to attract and retain manufacturing businesses, market your manufacturer's products, etc. Include any groups that you have already worked with to help local businesses and any success stories that resulted from your efforts.**



# **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

*Component 4:* Discuss the secondary feedstock available in your area.

Please use this component to build on the information you provided in Criterion 1, Section 2. Once you have a good understanding of the available feedstock and flow in your area, how will you work with generators, haulers and processors to assure that the feedstock is consistent, reliable, and high quality/low contamination?

# **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

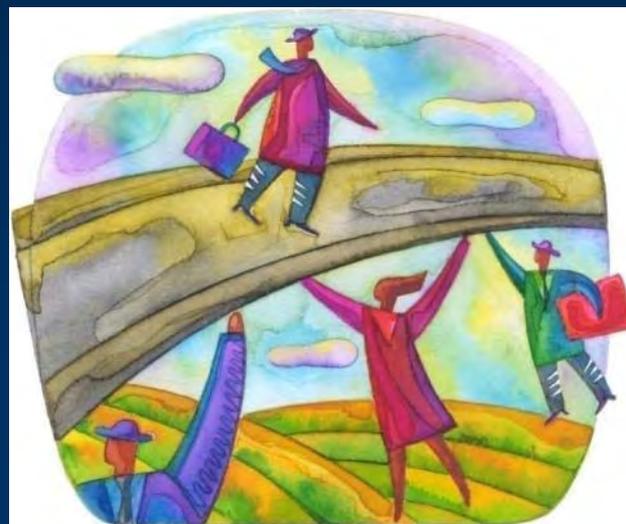
**How will you deal with feedstock supply as the need for additional feedstock becomes necessary? How will you approach quality issues if they arise? How will you help manufacturers identify and secure feedstock?**



## SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN

*Component 5: Talk about your planned assistance activities to help businesses in your Zone.*

This component should focus on your business attraction and expansion plans for your Zone.



## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

**Provide a comprehensive description of your planned:**

- **Marketing and outreach efforts to attract new businesses and/or strengthen existing businesses,**
- **Incentives (e.g., tax waivers, rezoning, free marketing),**



## **SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN**

- **Technical assistance (e.g. permit streamlining, energy audits, and siting help),**
- **Small business and economic development assistance, etc., and**
- **Efforts to market your manufacturers' recycled-content products both locally, regionally, etc.**



## SECTION 3: RECYCLING MARKET DEVELOPMENT PLAN

*Component 6: Give us an overview of available appropriately zoned real estate for new and expanding Zone businesses.*

Please provide a narrative of the existing industrial/commercial zoned areas in your Zone's boundaries. Discuss any plans you might have for rezoning certain areas to accommodate new or expanding businesses.



**Questions?**

## **SECTION 4: BUDGET AND RESOURCES**

**Please prove a detailed accounting of your planned resource expenditures. This information is important to demonstrate how the Zone will be sustained in the future.**



## SECTION 4: BUDGET AND RESOURCES

*Part 1: Describe the way you plan to administer your Zone.*

Please provide a detailed description of your planned Zone administration. Include a staffing chart with information about the staff, the percent of time devoted to Zone administration, the staff's responsibilities, and staff experience.



## **SECTION 4: BUDGET AND RESOURCES**

**Discuss whether the staff involved is primarily solid waste or economic development staff, and how you will augment any weaknesses in staff experience in either area.**

**If this is a multi-jurisdictional Zone, how the Zone administration will coordinate with all of the jurisdictions.**



## SECTION 4: BUDGET AND RESOURCES

*Part 2: Provide a line item budget for Zone administration.*

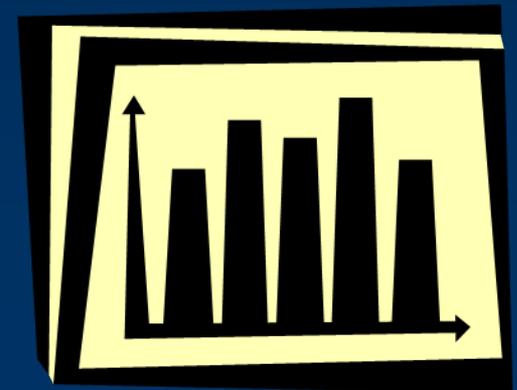
Please use the Zone Budget Narrative box to describe your overall budget. Include your source of funding (i.e., fees, general fund, ZIF, etc.) and how funds will be distributed over the program.



## **SECTION 4: BUDGET AND RESOURCES**

**For the Zone Itemized Budget table, include task numbers, descriptions of activities, staffing costs, and general expenses like:**

- **Technical assistance costs,**
- **Publicity and marketing expenses,**
- **Travel costs, and**
- **Any other expenses associated with administration.**



## SECTION 4: BUDGET AND RESOURCES

*Part 3: Supply an organizational chart for your Zone administration.*

Please give us a detailed organizational chart that shows who will be working on your team. Include lines of authority and responsibility. Also, provide organizational charts for the existing department from which you will draw your staffing.



## SECTION 4: BUDGET AND RESOURCES

*Part 4: Show us who, in your agency, will provide you with indirect assistance.*

Discuss how you will interact and gain assistance from other departments in your organization.

For instance, if you are the solid waste department, how will you involve the economic development department and vice versa.



## **SECTION 4: BUDGET AND RESOURCES**

**Another example, discuss how information technology, economic development, permit assistance groups may help you administer your zone.**

***Note: If this is a multi-jurisdictional Zone, describe all of the applicable indirect assistance to the Zone.***

# SECTION 4: BUDGET AND RESOURCES

*Part 5: Discuss any in-kind support you may solicit from outside organizations.*

Please use this part to expand on any information you have already provided regarding in-kind support, for example, other Zone Administrators, other jurisdictions with strong economic development or recycling program experience. Include any environmental or non-profit organizations that can help you.



**Questions?**

## **SECTION 5: EVALUATION**

**This section is very important to help us determine your success, as well as for you to use the information to modify your approaches to build on the strengths of your program and overcome any weaknesses. Please tie this information back to the goals, objectives, and evaluation metrics you identified in Section 3, Component 1.**

## SECTION 5: EVALUATION

*Measurement 1: Discuss how you will determine your baseline information.*

You must establish a firm baseline to understand the meaning of any metrics used to track your program. Therefore, please explain how you will assess baselines for any metrics you plan to use to measure the success of your program.



## SECTION 5: EVALUATION

*Measurement 2: Provide the specific metrics you will use to track your program.*

Please clearly define the metrics you identified in Section 3, Component 1 that will be used to track specific activities, outputs, and outcomes. Be sure your metrics are reasonable and time specific.



## **SECTION 5: EVALUATION**

**For the purposes of this application, use these definitions:**

- Activities are the tasks to implement various aspects of each Program Component,**
- Outputs are the completed results of implementing activities,**
- Outcomes are the short, medium, and long-term purposes or results of the outputs, and**
- Metrics are the measurement of outputs and outcomes, including a timing element.**

## SECTION 5: EVALUATION

*Measurement 3: Provide the specific metrics for using Zone Incentive Funds (ZIF).*

Please describe the metrics you will use to determine your successes using ZIF monies. Use the same criteria as above to develop your metrics.



**Questions?**

## **SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE**

Use this section to ensure that you have completed the application fully and included all necessary documentation and information. This section can be used to augment the rest of the application by including pertinent information or data that did not fit well in other sections.



## **SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE**

*Check 1: Provide a list of all the documents that you have included for our review.*

Please include a list of the documents you have included with your application. You can use this as your checklist to make sure you have included everything that is required. We will use it when we review your documentation.



## SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE

*Check 2: Be sure to review  
your application thoroughly.*

Please make sure you have  
completed everything  
completely and there are no  
spelling or grammatical errors,  
etc.



# SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE

*Check 3: Include letters of support  
and resumes.*



Please provide us with any letters of support you have received to support any statements you have made about in-kind support, working with other organizations, government entities, etc.

## **SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE**

**Make sure you have included the resumes of any individuals who will be working directly in your Zone administration. Include, if appropriate, resumes for staff that may be working indirectly, but contributing in a significant way.**



# **SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE**

*Check 4: Describe how you will coordinate with other entities.*

Please present a final overview of how other government entities, business and environmental organizations,

Zones, and consultants may help your Recycling Market

Development Zone to be a success.



## **SECTION 6: APPLICATION COMPLETENESS, LETTERS OF SUPPORT AND EXPERIENCE**

Make sure you include a copy of the resolution or ordinance, from each governing body having jurisdiction over any portion of the proposed Zone, which makes the findings required by [Section 42010\(b\)](#) of the Public Resources Code.



If you are interested in becoming a Recycling Market Development Zone, please go to <http://www.ciwmb.ca.gov/RMDZ>. You will find the application under Program News on the right side of the page.

If you have any questions, please email Mitch Delmage at [mdelimage@ciwmb.ca.gov](mailto:mdelimage@ciwmb.ca.gov) or call 916-341-6290.