SUBJECT: PORTERVILLE RECYCLING MARKET DEVELOPMENT ZONE
NON-RENEWAL OF DESIGNATION

SOURCE: COMMUNITY DEVELOPMENT DEPARTMENT – ECONOMIC DEVELOPMENT

COMMENT: In 1992, the California Integrated Waste Management Board approved the City’s application for designation as a Recycling Market Development Zone. That designation is due to expire effective March 31, 2003.

The Greater South San Joaquin Valley Recycling Market Development Zone (GSSJV RMDZ) encompasses most of Tulare County and parts of Kings County. The Tulare County Economic Development Corporation and Kings County Economic Corporation jointly administer the GSSJV RMDZ. Initial contact with GSSJV indicates they would undertake the process of expanding their boundaries to include Porterville; however, there is no guarantee of approval. In addition, Tulare County Resource Management Agency indicates their support of the boundary expansion.

By allowing the Porterville RMDZ designation to expire, and combining resources with GSSJV, the City would benefit by:

- Ability to market benefits of the RMDZ regionally
- Added value for local producers of “feedstock” to be included in regionally marketed program
- More efficient use of staff and resources

The only disadvantage Staff has identified would be the non-approval of the expansion of the GSSJV RMDZ.

RECOMMENDATION: The City Council:

1) Authorize the City Manager to notify the California Integrated Waste Management Board that effective March 31, 2003, Porterville will cease to participate in the Recycling Market Development Zone program; and

2) Authorize staff to begin the expansion process for the Greater South San Joaquin Valley Recycling Market Development Zone to encompass Porterville within their boundaries.