



Executive Committee - Tehama County Solid Waste Management Agency
September 7, 2017
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Tehama County Recycled Market Development Zone Marketing Plan Update

Requested Action:

This item is for informational purposes. No further action is required.

Financial Impact:

Background Information:

Tehama County is one of 38 recognized Recycling Market Development Zones in California. The RMDZ program offers low interest Department of Resources Recycling and Recovery (CalRecycle) loans and free marketing to businesses located in a zone that reduce the waste stream. The TCRMDZ program is a collaborative effort between CalRecycle and the Agency. The program aims to establish local markets for recyclables, increase waste diversion, expand existing businesses, and assist in new business and job development in Tehama County. To accomplish this, the Tehama County Sanitary Landfill Agency Board of Directors approved the Tehama County Recycled Market Development Zone Marketing Plan (included in your agenda packet).

The TCRMDZ Marketing Plan accentuates unique selling properties with a defined marketing strategy. Successfully marketing the TCRMDZ is based on achieving four goals:

1. Increase knowledge of the program among potential businesses or stakeholders
2. Identify S.W.O.T. (Strengths, Weaknesses, Opportunities and Threats)
3. Determine and evaluate potential incentives available
4. Identify businesses that may benefit from the TCRDMZ

Integrating program awareness with industry insight is an approach that ensures the TCRMDZ program excels in the marketplace. The TCRMDZ targets manufacturers in the region that currently handle organics, paper, and construction and demolition priority materials, address problematic materials, and/or could potentially incorporate recycled content material in their manufacturing process.

One of the goals of last fiscal year was to complete the implementation of the TCRMDZ

marketing plan. All goals have been completed.

Goal 1: Increase knowledge of program among potential businesses or stakeholders.

Objective 1.1: Improve web presence to be search engine friendly.

Status: Complete. www.greenloansupport.com has been redesigned. The redesigned site tallies site visits monthly by counting hits to evaluate the effectiveness of the web presence over time. Site performance for 2017 is as follows:

Month	Unique Visitors	Number of Visits	Pages Visited	Total Number of Hits
Jan-17	232	446	882	1630
Feb-17	474	668	818	1230
Mar-17	390	650	1171	1890
Apr-17	385	618	1165	1955
May-17	2485	2877	5783	6688
Jun-17	2182	2748	6228	6704
Jul-17	2356	2581	13014	16425
Aug-17	2032	2172	13360	15524

Objective 1.2: Meet with at least two local economic developers and/or institutions of higher education to identify local collaborative opportunities to advance the program.

Status: Complete. Staff met with members of Tehama County Economic Development and Shasta College to discuss opportunities available to businesses and students through the TCRMDZ.

Objective 1.3: Develop program marketing material.

Status: Complete. Rachel worked with Deep Sky Marketing to develop a half-page at-a-glance full-color informational flyer and a full-color tri-fold program guide.

Objective 1.4: Compose and send program notification letter to the four prime manufacturing associations listed in the marketing plan, and local businesses identified in Objective 4.1 and 4.2.

Status: Complete.

Objective 1.5: Hold a booth or attend a manufacturing association conference for target materials in northern California.

Status: Complete. The Agency has developed a booth specific to the TCRMDZ. Staff attended the California Green Summit in Sacramento in April.

Goal 2: Identify strengths, weaknesses, opportunities and threats.

Objective 2.1: Conduct RMDZ comparison and prepare a report.

Status: Complete. *The report was submitted to the Tehama County Sanitary Landfill Agency Board of Directors in 2014.*

Objective 2.2: Conduct phone surveys with at least two manufacturing and agricultural association representatives each.

Status: Complete. *A summary of the phone surveys was submitted to the Tehama County Sanitary Landfill Agency Board of Directors in 2014.*

Objective 2.3: Develop a S.W.O.T. Analysis Report using the information provided in Objectives 2.1, 2.2, 3.1, and 3.2.

Status: Complete. *An analysis of the S.W.O.T. was submitted to the Tehama County Sanitary Landfill Agency Board of Directors in 2014.*

Goal 3: Determine and evaluate potential incentives not already in place.

Objective 3.1: Use the survey in Objective 2.1 to compile a report of additional incentives and loans.

Status: Complete. *This information was submitted in the S.W.O.T. analysis.*

Objective 3.2: Conduct a phone survey with at least four local manufacturers, two of which produce different materials, a local economic developer, and two local financial institutions.

Status: Complete. *This information was submitted in the S.W.O.T. analysis.*

Goal 4: Identify businesses that may benefit from the TCRMDZ.

Objective 4.1: Identify potential manufacturers in Tehama, Butte, Glenn and Shasta counties that may benefit from the program. Make direct contact.

Status: Complete.

Objective 4.2: Identify established RMDZ manufacturing businesses in California and throughout the West Coast. Make direct contact with three.

Status: Complete.