

## **5.14 OFFICE OF THE MAYOR**

### **5.14.1 Introduction**

The Office of the Mayor guides the policy and programmatic direction for the City of Los Angeles. Responsibilities are delegated to various offices and personnel, each responsible for specific projects and policy development. Executive directives are developed by the Office to define policy for all city departments. In February 2001, the Mayor signed Executive Directive 2001-33, which increases the goal of diverting solid waste from landfills as mandated in AB 939 from 50% to 70% by 2020. Additionally, as part of the Mayor's Office of Economic Development, the LA Business Team's goals are to attract and retain businesses for the City of Los Angeles and expand an already healthy economic base. The effort of the LA Business Team to attract recycling-based manufacturing companies has been the primary programmatic approach by the Office of the Mayor to increase recycling in the City of Los Angeles.

### **5.14.2 Description of Executive Directive**

- Executive Directive No. 2001-33 – Departmental Recycling Programs

The City of Los Angeles has been a leader in reducing solid waste production. To prove its commitment to recycling, the City has set a goal of diverting from landfills 70% of the solid waste created by City Departments by the year 2020. This exceeds the 50% mandated by the California Solid Waste Management Act (AB 939). To attain this goal, the directive outlines elements to be implemented in conjunction with extensive efforts already established for solid waste diversion. They include:

- The designation of a high-level Department Recycling Coordinator for each city department to develop internal recycling programs.
- The collection of detailed recycling information by each coordinator to facilitate the filing of state-mandated reports.
- Use of collected information for an annual review of current programs and the development of new programs.
- A clear chain of communication and responsibility for each department that outlines departmental procedures so that staff can participate easily.
- Compliance with all Local, State and Federal laws, regulations or policies.

City departments produce roughly 31% of the City's total waste disposal. This bold initiative exemplifies the need for the City to set an example for all businesses and residents in the City.

Implementation Year: February 2001

### 5.14.3 Description of Selected Programs

- Mayor's Office of Economic Development – Business Outreach to Recycling-Based Businesses

The Mayor's Office of Economic Development actively attempts to recruit recycling-based organizations to the City of Los Angeles. Through LA's Business Team, the City offers a range of valuable services to recycling-based companies located in the City of Los Angeles and to those looking to start recycling-based companies. Through strategic industry and government alliances, the Team links organizations into a network of opportunities including technical assistance in site selection, permits, financing, tax incentives, real estate, low-interest loans and job-training programs. The Team uses the following tools to attract businesses:

- Federal Empowerment Zones.
- State Enterprise Zones.
- LA Tax Free Zone.
- Foreign Trade Zone.
- Redevelopment Zones (more than 20).
- Recycling Market Development Zone Loan Program.

Implementation Year: Ongoing

- The Los Angeles Recycling Market Development Zone Loan Program

Since 1994, the entire City of Los Angeles has been designated as a recycling zone, expanding the opportunities for recycling-based companies. The Recycling Market Development Zone (RMDZ) provides recycling-based businesses with a large array of economic benefits, including access to huge supplies of recyclable materials, low-interest loans, expedited permit application process, and state and federal tax credits. Additional technical services include market and business plan development, market conditions and evaluation of equipment and technology; however, the availability of financing for businesses located in a Recycling Zone utilizing post-consumer or secondary waste material in their production process is the primary benefit.

Businesses may borrow funds for acquisition of real property, equipment, leasehold improvements, working capital, or refinancing of onerous debts. Each eligible business may borrow up to 50% of the cost of any project, with a maximum loan of \$1 million. In the past five years, the City of Los Angeles has helped to create 34 new jobs, divert 21,280 tons of waste and assist four businesses in developing their recycling endeavors through the RMDZ loan program. Since 1994, 123 jobs have been created, over \$6 million has been given out in loans, and 42,025 tons have been diverted from landfills. **Table 5.14-1** provides information on the businesses assisted by RMDZ loans since 1996. This process is ongoing and several other organizations are currently in the application processes, with the possibility of diverting hundreds of tons of waste and creating dozens of jobs.

Implementation Year: Ongoing

**TABLE 5.14-1. BUSINESSES ASSISTED BY THE RMDZ LOANS: 1996 – 2000**

<b>Company Name</b>	<b>Company Type</b>	<b>Material Type</b>	<b>Loan Amount</b>	<b>Annual Tons Diverted</b>
Oak Paper Products, Inc., dba Acorn Paper Products Co.	Manufacture: corrugated packaging	Paper (OCC)	\$1,000,000	11,280
Marfred Industries (Loan #2)	OCC paper converter	Paper	\$1,000,000	3,000
Oak Paper Products, Inc. (Acorn Paper Products Co.)	Manufacture: corrugated packaging	Paper	\$900,000	4,500
Looney Bins, Inc.	Wood grinding	Wood	\$500,000	2,500
Grand Total			\$3,400,000	21,280