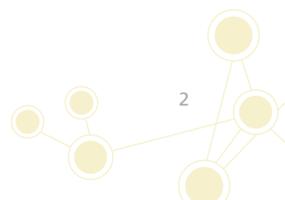


Municipal White Paper



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Introduction – Responsible Events

Responsible event: an event that is aligned with the long-term public good, based on triple bottom line sustainability goals.

Large events are an important and growing fixture on the calendars of cities across the nation. While there is often an economic upside, these events can create sustainability and community issues that at minimum create local disruption, and are sometimes materially in conflict with goals, objectives and policies of municipalities and their citizens. A responsible event, as defined for this paper, is one that measures its success based on the concept of triple bottom line sustainability – balancing the environmental, social, and economic impacts of events in order to achieve long-term benefits for the local community.

As city budgets become more constrained, it is important that every investment of public resources produce long-term public benefits. Responsible events seek to create an additive framework to align the goals of all players in the “event ecosystem,” the collection of public and private sectors that influence how events are managed. In doing so, the responsible event framework promises to deliver environmental protection and restoration, and social equity and long-term community benefits, while better utilizing existing municipality funding and staff time. By considering incoming events as vehicles to deliver on long-term public benefits, cities can better capitalize on the influx of resources to realize long-term goals.

This white paper outlines the ways in which municipal governments have supported responsible events, demonstrating how the outcomes of events can be influenced at the city level.

Key Takeaways

- **It starts with leadership.** Council or Mayor’s Goals, city codes, policies and plans that reference responsible event practices and triple bottom line sustainability communicate that successful community events must balance their environmental, social, and economic impacts and strive to achieve long-term benefits for the local community.
- **Measure the impacts you want to see.** Responsible events require reporting standards. Without any kind of reporting process that collects data on the event, there is no way to determine net impacts. If the city does not have an event reporting standard, third-party responsible event certification can provide reporting data and further support to make responsible events happen.
- **Provide the roadmap to success.** Event standards give event organizers, event sponsors, city tourism partners, and educational institutions the tools and direction they need to meet community expectations around responsible events. A variety of models exist including enforceable standards created through code or the permitting process, optional standards supported by incentive programs, or contracts that encourage collaboration between the city and its event partners.

Other Program Resources

This paper is part of a larger body of work, including resources for educational institutions, destination marketing organizations, event rights holders, and sponsors. All of these resources were collated together to create the National Responsible Event Guidebook, which outlines why responsible events should matter to everyone. Find them at <http://www.eugene-or.gov/responsibleeventframework>.

Outlining the Municipal Framework for Responsible Events

Municipalities have a unique role in managing events, in that they often have a legal jurisdiction over the physical space of the event. If an event uses a public resource such as a park or a street, builds a structure, or requires public services like fire marshals or police, the municipality has the right to permit that event. Those permit criteria are informed by the plans, programs, and policies of a municipality, which direct where time and resources are spent in the pursuit of public safety, health, and prosperity. Some events may need more direct assistance from a city in order to achieve their event goals, opening another avenue for city plans and policies to have a more direct impact on how that event is managed.

All of this depends on the city having a system in place to ensure that the outcome of all its actions can guide events towards a responsible framework. Cities can support a responsible event framework in several ways.

- Elected officials and department managers can signal their support for triple bottom line sustainability by making it a foundational part of their tenure in government, or by committing to agreements that ensure the city is reaching for triple bottom line goals. A public commitment to triple bottom line sustainability from high-ranking city officials will move the city towards adopting triple bottom line sustainability overall, including at events.
- Comprehensive plans and department-specific plans outline the goals of the city. By ensuring that triple bottom line sustainability is embedded in those goals, either by implementing a formal triple bottom line decision-making framework for city planning or through including triple bottom line considerations in the planning process, cities and departments are pushed to address the impacts of all their activities, including event permitting.
- These plans can then support the development of municipal code and city policies that describe how the city will reach those goals, and the metrics used to determine progress on those goals. In the hands of department managers and other city leaders, these plans, codes, and policy become event permits, standards, and incentives that support city goals.

While event organizers may never read a comprehensive plan or know about a mayor's commitment to triple bottom line principles, they will certainly be aware of what holding an event in a city will require of them. The following sections describe how each of the above strategies work to establish a responsible event framework, and outline some ways that cities have implemented responsible event practices in their jurisdiction. The plans, programs, and policies described below are not intended to be comprehensive – rather, they outline examples of how triple bottom line principles have been integrated into event permitting, and serve as examples of how municipalities can create an additive framework that supports successful public events as well as community goals and environmental health.

It is important to note here that establishing a municipality-focused responsible event framework is the responsibility of the municipality. This paper takes for granted the existing potential for economic, environmental, and equity impacts, both positive and negative, stemming from large public events. In practice, recognizing this and then doing something about it must come from elected officials or department managers. The information below represents the evidence and support needed for municipalities to make the decision and move forward with a responsible event framework.

Commitment from Public Officials

This paper is part of a larger body of work, including resources for educational institutions, destination marketing organizations, event rights holders, and sponsors. All of these resources were collated together to create the National Responsible Event Guidebook, which outlines why responsible events should matter to everyone. Find them at <http://www.eugene-or.gov/responsibleeventframework>.

Mayors, City Council, and other elected public officials are the face of city government. They have the enormous privilege of shaping the city's priorities during their tenure. In doing so, city officials can directly or indirectly influence how events are managed in the city.

City officials can commit to agreements with other cities or with organizations promoting a specific goal. These agreements require that the city devotes time and resources to complying with the terms of the agreement. For example, the mayors of all of the US cities involved with this project are part of the Climate Mayors Agreement, which commits each of them to pursuing the carbon emission standards laid out in the 2015 Paris Climate Agreement. Additionally, several cities involved with this project are participating in programs like C40 or 100 Resilient Cities, both of which set specific goals for cities to reach. While these programs also provide some information for cities to take advantage of, they still represent a commitment of city time and resources. These specific commitments move cities towards a more thorough and rigorous consideration of their carbon emissions across the board, which can include the events that take place in the city.

Plan Language and Municipal Codes

Comprehensive Plans and Department Plans

Like how the commitments of public officials direct how the city uses resources, planning documents signal a commitment of the city government to follow a particular path towards meeting its goals. The comprehensive plans or equivalent documents for each of the primary cities researched used the pillars of triple bottom line sustainability in some way. Some plans stated outright that the environmental, social, and local economic impacts of city planning must be considered as part of the process, while others included distinct environmental, social, and local economic goals. Some cities have created more specific plans, covering sustainability, climate action, racial equity, and local economic growth.

A city's capacity for internal plan consistency can also have a large impact on meeting city goals. Where a city department's goals align with the city's overall goals, there is a greater capacity for program support and innovation. For example, in Minneapolis, MN, City Council's goals are integrated into each department's four-year plan. The four-year plans include an analysis of each department's potential impact on each goal, and metrics for the departments to target in order to support the goals overall. In doing so the city creates a governing framework that can more accurately measure progress and demonstrate the value of its actions towards meeting city goals.

Regarding responsible events, city comprehensive plans and other plans set triple bottom line sustainability goals that city government can use to promote changes to the event landscape. Whether they are sourced from overarching city goals or simply on triple bottom line sustainability principles, establishing specific and strong environmental, social, and local economic goals translates over time into specific and strong environmental, social, and local economic policies.

Model Municipal Codes and City Policies

Where plans are forward thinking and aspirational, municipal codes and city policy are the active law of the land. Municipal codes are enforceable, requiring compliance by any person or organization in the city, where city policy directs the actions of city departments to meet established goals.

Code and policy are the backbone of a responsible event framework. Codes such as San Jose's event recycling requirements for large events create more responsible events directly, while Minneapolis' more general Minority and Woman Owned Business ordinance can indirectly affect the makeup of local businesses chosen as vendors for events. Ordinances and policies supporting triple bottom line sustainability will work their way into the impacts events have on a city.

The codes and policies that follow are illustrative of some of the standard practices cities can enact, as well as some of the more unique programs that can support a responsible event framework.

Environmental Purchasing

Environmental purchasing is an internal municipal process, where cities commit to purchasing products that best meet pre-determined environmental standards. Environmental purchasing in any form directly meets city environmental and human health goals by reducing both environmental impacts (carbon goals, water quality, etc.) and related human health impacts (litter in waterways, air quality, etc.). They can also meet economic development goals if there are locally-based providers for these goods.

Generally, environmental purchasing policies include the following:

- A requirement to purchase items that minimize environmental and human health impacts "to the maximum extent practicable" – placing the onus on the purchasing entity to do due diligence to support any purchase they make
- The criteria for judging the environmental impacts of an item
 - Existing standards to look for, such as EnergyStar for electronics, or;
 - A list of factors to research and consider, for example:
 - Compostable or recyclable materials
 - Reusable or able to be repurposed
 - Reduced toxicity or environmental hazard
- A requirement to add environmental considerations to subcontracts from the contract made with the city

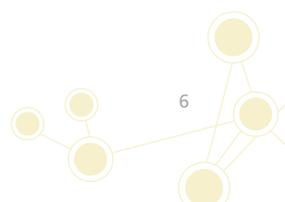
By committing government resources to environmental purchasing, municipalities directly support businesses that sell environmentally-focused products, while simultaneously raising the profile of those business, giving them opportunities to reach new markets and increase their overall impact. This in turn increases the opportunities for events to choose more responsible products for their events – especially if the municipality requires environmental purchasing for contractors, or makes an effort to publish their purchasing standards and to provide support for anyone looking to move towards environmental purchasing.

Phoenix, AZ

The City of Phoenix's 2007 Resolution on Environmentally Preferable Purchasing explicitly notes that:

- "promoting and practicing [Environmentally Preferable Purchasing] can stimulate more viable markets for products and services that meet both sustainability and economic goals," and that
- including environmental considerations in the procurement process can improve public and worker health, conserve natural resources, and safeguard the environment for future generations."

The EPP Resolution and addition 2012 guidance outline how the city will consider environmental, human health, and eco-



conomic factors in making purchasing decisions.

Washington, DC

Washington, DC's sustainable procurement policy was enacted in 2010, as part of a larger Procurement Practices Reform Act. Selected text from that act is below.

- Definitions
 - (30) "Environmentally Preferable Product or Service" or "EPPS" means a good or service that is less harmful to human health and the environment when compared with competing goods or services that serve the same purpose. The factors to be compared include raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance, or disposal of the product.
- Sec. 1101. Green procurement.
 - (a) Except for emergency procurements, before entering into any contract in excess of \$100,000, the District shall issue an environmental certification to demonstrate, to the maximum extent practicable, the purchase of an EPPS.

Zero Waste

Zero Waste Ordinances require the collection of recyclable materials, compostable materials, and remaining waste, with the goal of increase the number of reused materials in the local economy, and reducing the amount of waste going to landfill. The City of Boulder implemented a Zero Waste Ordinance in 2015 which includes the following requirements:

- Homeowners, residential property owners, and business owners meet three-stream (recycling, compost, waste) hauling standards
- Property owners and business owners post information about recycling and composting on their property, and, at a minimum, share information with residents or train employees on how to comply with the zero waste ordinance
- All events in Boulder must provide recyclables and compostables collection

The entirety of Boulder's Zero Waste Ordinance can be found in the Appendix.

Recycling and Composting Requirements

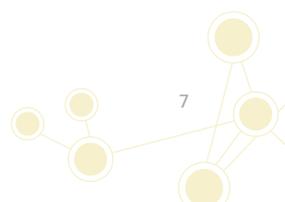
Recycling and Composting requirements mandate the use of recycling and composting services within the city. They differ from the Zero Waste Ordinance in that they only refer explicitly to waste stream collection services, though the stated goals of the Zero Waste Ordinance and the Recycling/Composting Ordinances may be similar.

Generally, recycling and composting code include:

- Requirements to place the appropriate materials in the appropriate bins, as defined by each city
- Requirements for residents, property owners, or business owners to pay for recycling and composting services
- Definitions or regulations surrounding hauler rights and responsibilities
- Tenant education of new recycling policies

Recycling and composting ordinances require the city to have access to the necessary infrastructure in order to enact them. If that infrastructure is present these ordinances can have a large impact on environmental quality and awareness of environmental issues. With the infrastructure in place and the public participating in recycling and composting, events can self-start or be required to have recycling and composting with a lower risk of contamination.

Examples from Portland, OR and Chicago, IL are below.



Portland, OR

The City of Portland implemented city-wide composting requirements in October 2011¹, shifting from a voluntary system that was established in 2006. Below is the introductory text of the policy.

“Portland Code 17.102.010 Declaration of Policy.

It is the policy of the City of Portland to reduce the amount of solid waste, both generated and disposed of, by promoting aggressive waste prevention and recycling activities. The City shall promote the development of environmentally and economically sound practices regarding the collection, processing and end use of solid waste, recyclable material and compostable material. In order to attain these goals and protect public health and the environment, the City shall regulate collection of solid waste, recyclable and compostable materials within the City.”

Chicago, IL

On January 1st, 2017, the City of Chicago clarified its recycling ordinance to mandate source-separated, single-stream recycling for multi-unit residential, office, and commercial properties.²

“11-5-010 Title.

... Effective January 1, 2017, source-separated recycling shall be deemed to be the method of recycling used in the City of Chicago. Source-separated recycling requires all persons citywide to place recyclable material in designated recycling containers and to keep recyclable material separate from waste until such time that the recyclable material is collected for delivery to a properly permitted facility.”

Anti-Idling

Anti-idling ordinances meet triple bottom line sustainability goals by reducing the amount of fuel used by all vehicles. This lowers carbon footprints, improves local air quality, and saves money for vehicle owners. To impact events, anti-idling ordinances need to be sufficiently promoted to visitors, and information should be shared with event organizers to disseminate to their staff and contractors. As events have the potential to bring in a large number of vehicles for construction, set up, transporting event participants and visitors, and take down, anti-idling ordinances can have a large impact on the total emissions related to the event.

Anti-idling ordinances generally include the following components:

- A specific amount of time that a car can idle for before being out of compliance
- Enforcement authority for certain department, generally several
- Exceptions for traffic, working vehicles, and human health

Examples from Minneapolis, MN and Houston, TX are below.

Minneapolis, MN

The Minneapolis, MN Anti-Idling ordinance went into effect in 2008.³ The general requirement is a three minute limit on idling in any one-hour period, for any vehicle, though there are exceptions in place for traffic, emergencies, and other specific situations.

Minneapolis Code 3.58.110. General Requirement. No person shall allow a motor vehicle to idle for more than

¹“Chapter 17.102 Solid Waste & Recycling Collection.” City of Portland, 2011. <https://www.portlandoregon.gov/citycode/?c=28889>.

²“Amendment of Municipal Code Titles 4 and 11 Regarding Residential Recycling.” City of Chicago, June 22, 2016. https://www.cityofchicago.org/content/dam/city/depts/streets/supp_info/RecyclingPDFdocs/UpdatedRecyclingOrdinance.pdf.

³“CHAPTER 58. - IDLING.” City of Minneapolis, 2008. https://library.municode.com/mn/minneapolis/codes/code_of_ordinances?nodeId=COOR_TIT3AIP0ENPR_CH58ID.

three (3) consecutive minutes in any one-hour period. Houston, TX

Houston, TX

Houston implemented an anti-idling ordinance⁴ in 2015 for vehicles above 14,000 pounds. The ordinance does not include a “per hour” limit. It includes exemptions similar to those in the Minneapolis Idling ordinance.

Sec. 21-302. - Idling prohibited. It shall be unlawful for an owner or operator of a motor vehicle operated within the city limits to cause or allow the primary propulsion engine of a motor vehicle to idle for more than five consecutive minutes when the motor vehicle is not in motion.

Expanded Polystyrene Foam Bans

Expanded Polystyrene (EPS), often called by the brand name Styrofoam, is noted as a particular litter problem due to its persistence in the environment and its tendency to break down in small pieces that are mistaken for food by animals. Bans on EPS increase environmental health, and may also support local business that provide more environmentally friendly food storage containers. EPS bans extend to events by restricting the packaging that food vendors can use to more environmentally responsible options. By removing EPS materials from events, event organizers can achieve significant improvements in their waste stream.

Bans on EPS containers generally include:

- Specific language banning the use of EPS by food establishments
- A deadline by which no EPS food containers can be given to customers of food establishments

Examples from San Jose, CA and Washington, DC are below.

San Jose, CA

San Jose’s EPS Foam ban was enacted in September, 2013.⁵ It went into effect on January 1st, 2014 for “multi-state” food establishments, and January 1st, 2015 for all other food establishments in the city. San Jose provides educational resources and a list of foam food container alternatives.⁶

9.10.3110 - Polystyrene foam disposable food service ware prohibited.

A. No national food vendor shall sell or otherwise provide prepared food in polystyrene foam disposable food service ware on or after January 1, 2014.

B. No food vendor shall sell or otherwise provide prepared food in polystyrene foam disposable food service ware on or after January 1, 2015.

Washington, DC

Washington, DC implemented its EPS ban as part of the Sustainable DC Omnibus Amendment Act of 2014.⁷ The ban went into effect on January 1st, 2016 for all businesses and organizations that serve food. On January 1st, 2017, an additional requirement went into effect, stating that food packaging could only be made from recyclable or compostable materials.⁸

2301 - Expanded Polystyrene PROHIBITION

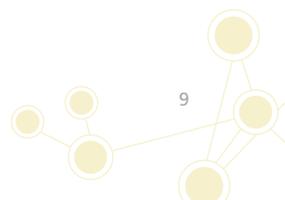
⁴ “Article X. - REDUCTION OF EMISSIONS FROM IDLING MOTOR VEHICLES.” City of Houston, 2015. https://library.municode.com/tx/houston/codes/code_of_ordinances?nodeId=COOR_CH21HE_ARTXREEMIDMOVE_S21-301DE.

⁵ “Part 17 - POLYSTYRENE FOAM DISPOSABLE FOOD SERVICE WARE.” City of San Jose, November 13, 2013. https://library.municode.com/ca/san_jose/codes/code_of_ordinances?nodeId=TIT9HESA_CH9.10SOWAMA_PT17POFODIFOSEWA_9.10.3100DE.

⁶ “Foam Food Container Ordinance.” City of San Jose, 2013. <http://www.sanjoseca.gov/eps>.

⁷ “Sustainable DC Omnibus Amendment Act of 2014.” City of Washington DC, July 29, 2014. <https://www.venable.com/files/Publication/d2666022-756d-429d-aa5a-115cfc9d9e1e/Presentation/PublicationAttachment/6b73998a-d657-4dee-9abe-142281140bb4/Sustainable-DC-Omnibus-Amendment-Act-of-2014.pdf>.

⁸ “Expanded Polystyrene Prohibition.” City of Washington DC, December 25, 2015. <http://www.dcregs.dc.gov/Gateway/ChapterHome.aspx?ChapterNumber=21-23>.



2301.1 - By January 1, 2016, no food service business shall sell or provide food or beverages in expanded polystyrene food service products, regardless of where the food or beverage will be consumed.

2302 - COMPOSTABLE OR RECYCLABLE PRODUCT REQUIREMENT

2302.1 - By January 1, 2017, no food service entity shall sell or provide food or beverages, for consumption on or off premises, in disposable food service ware unless the disposable food service ware is compostable or recyclable.

Event Specific Recycling Ordinances

Cities can directly influence waste diversion at events by mandating that they have recycling plans and that they provide evidence of follow through. Examples ordinances include:

- A requirement to have a recycling plan demonstrating how the event applicant will have recycling at the event

A requirement to submit evidence that recyclable materials went to a recycling facility. Example codes from San Jose, CA and Minneapolis, MN are below. More information on San Jose's event recycling programs can be found in the Incentives section.

San Jose, CA

California State defines a large event as any event attended by more than 2,000 people. San Jose created a stricter limit, and crafted their large event recycling requirements for events that surpass it.

9.10.152 - Large event.⁹

"Large event" means the temporary or periodic use or occupancy of a public street, publicly owned site or facility, or public park within the city for a civic, commercial, recreational, or social event attended by an average of one thousand or more persons per day of operation of the event.

9.10.1445 - Large event and large venue requirements.¹⁰

A. Any person seeking permission to conduct a large event where the event generates solid waste such as, but not limited to, paper, beverage containers, or food shall develop a waste reduction and recycling strategy and shall file a copy of the strategy with the city's director of environmental services. The waste reduction and recycling strategy shall include an estimate of the amount and types of waste anticipated from the event, proposed actions to reduce the amount of waste generation related to the event, and arrangements for separation, collection and diversion from landfills of reusable and recyclable materials.

Minneapolis, MN

Minneapolis has two event-specific ordinances. One deals specifically with Parades and Races, the other with block events. The language used in the two ordinances is nearly identical.

455.36. - Refuse and recycling. [Block Events]¹¹

- (a) All large block events shall provide for the collection of recyclable material separate from non-recyclable material,

⁹ "9.10.152 - Large Event, 9.10.153 - Large Venue." City of San Jose. Accessed August 17, 2017. https://library.municode.com/ca/san_jose/codes/code_of_ordinances?nodeId=TIT9HESA_CH9.10SOWAMA_PT2DE_9.10.152LAEV.

¹⁰ "9.10.1445 - Large Event and Large Venue Requirements." City of San Jose. Accessed August 17, 2017. https://library.municode.com/ca/san_jose/codes/code_of_ordinances?nodeId=TIT9HESA_CH9.10SOWAMA_PT9COSOWARE_9.10.1445LAEVLAVERE.⁶ "Foam Food Container Ordinance." City of San Jose, 2013. <http://www.sanjoseca.gov/eps>.

¹¹ "455.36. - Refuse and Recycling." City of Minneapolis, 2012. https://library.municode.com/mn/minneapolis/codes/code_of_ordinances?nodeId=MIC00R_TIT-17STSL_CH455BLEV_455.36RERE.

and shall thereafter arrange for the delivery of all recyclable material to a recyclable materials processing facility. ...

(b) Within ten (10) business days following a large block event, the event applicant must submit the following: a valid recyclable material processing facility weight ticket, photographs, or other written evidence acceptable to the city, verifying that all recyclable materials were delivered to a recyclable materials processing facility. ...

(c) When food and beverages are dispensed, all large block event applicants are encouraged: 1) to collect and deliver compostable materials to a processing facility; and 2) when composting, to use, collect, and deliver for processing supplies made of compostable materials including, but not limited to, cups, plates, flatware, napkins, and food packaging materials. (2012-Or-048, § 2, 7-20-12, eff. 1-1-13)

Climate

Creating explicit climate-focused ordinances brings triple bottom line sustainability goals directly into focus for cities, and therefore can have a direct impact on the event landscape. These goals can be general, targeting an overall percentage reduction in greenhouse gas emissions, or they can be more specific, prescribing certain ways to reach the goals or specific metrics to track.

Climate ordinances do not specifically address events because their purpose is broader. However, climate ordinances do touch the event space, either as justification for other ordinances (such as an anti-idling ordinance or an EPS ban), or as a required consideration for permitting departments.

Typically, these ordinances or policies include city organization or community-wide goals for reductions in greenhouse gas emissions, relative to a certain point in time.

Examples from Eugene, OR and Boulder, CO are below.

Eugene, OR

Eugene's Climate Recovery Ordinance went into effect in July 2014.¹² It codified four goals for the city and established targets and benchmarks, as well as assessment and reporting protocols. The goals and benchmarks were updated in 2016.¹³

Eugene Code 6.675 – Climate Recovery

- (1) By the year 2020, all city-owned facilities and city operations shall be carbon neutral, either by reducing greenhouse gas emissions to zero, or, if necessary, by funding of verifiable local greenhouse gas reduction projects and programs or the purchase of verifiable carbon offsets for any remaining greenhouse gas emissions.
- (2) By the year 2030, the city organization shall reduce its use of fossil fuels by 50% compared to 2010 usage.
- (3) By the year 2030, all businesses, individuals and others living or working in the city collectively shall reduce the total (not per capita) use of fossil fuels by 50% compared to 2010 usage.
- (4) By the year 2100, total community greenhouse gas emissions shall be reduced to an amount that is no more than the city of Eugene's average share of a global atmospheric greenhouse gas level of 350 ppm, which is estimated in 2016 to require an annual average emission reduction level of 7.6%.

Boulder, CO

¹² "Council Ordinance No. 20540 - Climate Recovery Ordinance." City of Eugene, July 29, 2014. <https://www.eugene-or.gov/DocumentCenter/View/19669>.

¹³ "Council Ordinance No. 20567 - Climate Recovery Ordinance Amendments." City of Eugene, July 28, 2016. <https://www.eugene-or.gov/DocumentCenter/View/31138>.

Boulder City Council approved the following three motions to adopt updated community climate goals in December 2016. ¹⁴ These goals originally emerged from the Boulder Climate Action Plan. Climate action goals are not codified – instead they reside in the rules and regulations of the Climate and Sustainability Division, which is funded by a voter-approved Climate Action Plan Tax.¹⁵

Boulder City Council – Adopted Climate Goals

- Motion to adopt a community-wide greenhouse gas emissions reduction goal of 80 percent below 2005 levels by 2050.
- Motion to adopt sub-goals and progress indicators related to energy system change, including a community-wide goal of achieving a 100 percent renewable electricity supply by 2030, with local renewable electricity generation objectives of 50 megawatts (MW) by 2020, 100 MW by 2030 and 175 MW by 2050.
- Motion to adopt a city organization greenhouse gas emissions reduction goal of 80 percent below 2008 levels by 2030.

Equity and Human Rights/Relations

Equity-focused ordinances, also referred to as Human Rights Ordinances or Human Relation Ordinances, set enforceable standards for equitable treatment. The language surrounding discrimination in public accommodation is most relevant to events, as it makes discriminatory practices illegal in essentially any public space. This language has roots in Title II of the Civil Rights Act of 1964, which states that “All persons shall be entitled to the full and equal enjoyment of the goods, services, facilities, and privileges, advantages, and accommodations of any place of public accommodation, as defined in this section, without discrimination or segregation on the ground of race, color, religion, or national origin.” ¹⁶

Human Rights Ordinances typically do the following:

- Establish protected classes
- Define discriminatory practices in:
 - Employment
 - Housing
 - Public Accommodation

Establish reporting and enforcement protocols. Using Human Rights Ordinances, cities can have enforceable standards to base permit approval or denial on. Furthermore, these ordinances can provide support for city representatives to push for practices that lower barriers to entry for people in protected classes.

Examples from Phoenix, AZ and Chicago, IL are below.

¹⁴ “Boulder’s Climate Commitment: Adoption of Emission Reduction Goal and Progress Indicators.” City of Boulder, December 6, 2016. https://documents.bouldercolorado.gov/WebLink/0,0,0,0/edoc/138045/6A_Climate%20Commitment.pdf.

¹⁵ “Chapter 12 - Climate Action Plan Excise Tax.” City of Boulder, November 7, 2006. https://library.municode.com/co/boulder/codes/municipal_code?nodeId=TI-T3RETA_CH12CLACPLEXTA.

¹⁶ “Civil Rights Act of 1964.” United States Congress, 1964. <https://www.ourdocuments.gov/doc.php?flash=true&doc=97&page=transcript>.

Phoenix, AZ

18-3 Definitions.

Places of accommodation means all public places of entertainment, amusement or recreation, all public places where food or beverages are sold, public places operated for the lodging of transients or for the benefit, use or accommodation of those seeking health or recreation and all establishments offering their services, facilities or goods to or soliciting patronage from the members of the general public. Any dwelling, any private club or any place which is in its nature distinctly private is not a place of public accommodation.

18-4 Prohibited acts.

B. Discrimination in public accommodations.

- (1) Discrimination in places of public accommodation against any person because of race, color, religion, sex, national origin, marital status, SEXUAL ORIENTATION, GENDER IDENTITY OR EXPRESSION, OR DISABILITY is contrary to the policy of the City of Phoenix and shall be deemed unlawful.

Chicago, IL

Chicago Human Rights Ordinance

Part 100 General Definitions

- (32) "Public Accommodation" means a place, business establishment, or agency that sells, leases, provides, or offers any product, facility, or service to the general public, regardless of ownership or operation (i) by a public body or agency, (ii) for or without regard to profit, or (iii) for a fee or not for a fee. ...

Rule 520.100 Prohibition of Discriminatory Conduct

- Pursuant to Section 2-160-070 of the HRO, no person that owns, leases, rents, operates, manages or in any manner controls a public accommodation shall withhold, deny, curtail, limit or discriminate concerning the full use of the public accommodation to any person due to that person's membership in a Protected Class. ...

Minority/Woman Owned Businesses

Minority or Woman Owned Business Ordinances directly support local businesses in recognition of past and ongoing discrimination.

These ordinances generally contain:

- Specific language citing past and ongoing discrimination as the purpose of the ordinance
- Definitions of minority or woman owned businesses
- Standard metrics for measuring both the number of minority and woman owned businesses and the impact of the program
- A requirement to utilize minority and woman owned businesses in subcontracts based on contracts with the city

Minority and Woman Owned Business Ordinances address city triple bottom line sustainability goals by supporting local disadvantaged businesses, by requiring that these businesses are selected as contractors and vendors, or incentivizing their selection. Taking Minority/Woman Owned Business Ordinances and Environmental Purchasing Ordinances together, cities can ensure that their projects and events are conducted responsibly.

Examples from Minneapolis, MN and Houston, TX are below.

Minneapolis, MN

The City of Minneapolis enacted their latest Small and Underutilized Business Enterprise Program in March 2011, which specifically requires them to provide equal opportunities, and to “redress the discrimination in the city's marketplace and in public contracting.”¹⁷ Language from the program ordinance is below.

“This chapter is enacted to remedy past and ongoing discrimination against women-owned and minority-owned business enterprises found in the city's marketplace, to ensure a “level playing field”, to foster equal opportunity in contracts with the City of Minneapolis and to reduce burdens on small businesses. (2011-Or-020, § 1, 3-10-11)”

Houston, TX

The City of Houston implemented their Minority, Women and Small Business Enterprises code in 2013, which states that the requirement is “intended to be remedial in nature.”¹⁸ The declaration of the policy from the ordinance is below.

“(a) It is the policy of the city to stimulate the growth of local minority, women and small business enterprises by encouraging the full participation of these business enterprises in various phases of city contracting, as set forth in this article.

The purposes and objectives of this article are:

- (1) To promote equal opportunity for participation amongst local minority, women and small business enterprises in all phases of city contracting;
- (2) To increase the utilization of such local firms in providing certain goods and services;
- (3) To provide opportunities to broaden and enhance local firms' ranges of capacities; and
- (4) To increase opportunities for such local firms to serve as contractors, in addition to acting as subcontractors to others, there applicable, in an effort to remedy discriminatory practices and eliminate statistical disparities in city contracting.”

Authority to enact regulations

For other initiatives, authority may be delegated by ordinance to allow city department managers or their designated staff representatives to enact rules and regulations that are not in conflict with existing ordinances. The rules and regulations are then treated as though they were ordinances.

This allows for flexibility and responsiveness in how departments are managed. Regarding events, these ordinances can provide support for updated department goals without requiring new ordinances – for example, under these ordinances department directors can implement responsible event standards to align event permitting and city involvement with triple bottom line sustainability goals that are outlined in city planning documents.

Examples from San Jose, CA and Portland, OR are below.

San Jose

9.10.3010 - Rules and regulations.

The director [of environmental services] shall have the power to establish rules and regulations consistent with the provisions of this chapter, such rules and regulations to have as their purpose the enforcement of the provisions of this chapter and the health and sanitary laws and ordinances of the city. Such rules and regulations shall have the effect of law.

Portland, OR

¹⁷ “CHAPTER 423. - SMALL AND UNDERUTILIZED BUSINESS ENTERPRISE PROGRAM.” City of Minneapolis, March 10, 2011. https://library.municode.com/mn/minneapolis/codes/code_of_ordinances?nodeId=MICOOR_TIT16PLDE_CH423SMUNBUENPR.

¹⁸ “ARTICLE V. - MINORITY, WOMEN AND SMALL BUSINESS ENTERPRISES.” City of Houston, May 8, 2013. https://library.municode.com/tx/houston/codes/code_of_ordinances?nodeId=COOR_CH15CO_ARTVMIWOSMBUEN.

20.04.040 Commissioner to Make Rules and Regulations.

The Commissioner [in charge of Portland Parks and Recreation] is authorized to make such rules and regulations not in conflict with the ordinances of the City as the Commissioner finds necessary for the better control and management of the Parks. If any person feels aggrieved by any such rule or regulation, the person may appeal to the Council for its amendment or repeal by filing with the City Auditor a petition which shall be presented to the Council at its next regular meeting. Until and unless amended or repealed by the Council, any rule or regulation made by the Commissioner shall be in full force and effect as if it were an ordinance.

Reporting

Reporting is a key piece of a responsible event framework. Without any kind of verification system or data tracking, the city cannot demonstrate whether the event had any kind of impact at all, much less how it impacted triple bottom line sustainability goals.

Some cities with reporting requirements for events follow a “checklist” format. Event organizers are given a menu of actions or activities to choose from, and they submit the checklist along with evidence that they met the given standards. This evidence can include weight tags from waste haulers, photos from the event, emails sent to visitors and volunteers, or a published sustainability plan, among other things. City staff may also visit the event and do an inspection to ensure that responsible event practices are being implemented.

Cities without the checklist format request specific information from event organizers in their sustainability initiatives, such as weight tags from waste haulers or event attendance. They may also have city staff do walkthroughs at events to ensure that only permitted activities are happening.

Eugene, OR’s Online Reporting Tools

The City of Eugene developed three reporting tools as part of their sustainable event framework.

- The Travel Emissions Calculator¹⁹ was developed alongside the Council for Responsible Sport. The calculator prompts users to input the event location and the zip codes of event attendees. It then calculates the amount of greenhouse gas produced using EPA standards and definitions.
- The Organics Recovery Greenhouse Gas Calculator²⁰ shows users their carbon offset for composting, based on the volume of compost produced.
- The Sustainability Report Generator,²¹ which produces a formatted report with graphics for event organizers. The generator asks for and produces the report using the following information:
 - Event Attendance
 - Food and Vendor Procurement
 - Carbon Footprint
 - Waste Diversion
 - Access and Equity Programs
 - Local Economic Impact
 - Integration with Local Businesses and Organizations

In support of the reporting process, the City of Eugene provides technical support to any event organizer looking to

¹⁹ “City of Eugene Travel Emissions Calculator.” City of Eugene. Accessed August 17, 2017. <http://pdd.eugene-or.gov/GreenBuilding/TravelEmissionsCalculator>.

²⁰ “City of Eugene Organics Recovery Greenhouse Gas Calculator.” City of Eugene. Accessed August 17, 2017. <http://pdd.eugene-or.gov/GreenBuilding/Love-FoodCalculator>.

²¹ “City of Eugene Sustainability Report Generator.” City of Eugene. Accessed August 17, 2017. <http://pdd.eugene-or.gov/GreenBuilding/SustainableEventReportStart>.

implement sustainable event practices, within reason. This mainly comes in the form of sustainable event guides that are passed on to event organizers in the City of Eugene, as part of the event permitting process. These guides help event organizers prepare for and find the information they need in order to successfully complete the Sustainability Report Generator, or other reporting standards they may fulfill.

Issuing reporting tools rather than relying on event organizers to make their own estimates keeps the assumptions built into the reporting tools consistent from event to event. Due to the highly variable nature of the assumptions of different reporting tools, this consistency allows Eugene to accurately track sustainability trends at events over time.

Waste Diversion Reporting

Cities with recycling ordinances often have a waste diversion reporting requirement as part of those ordinances. For example, the City of San Jose requires event organizers to provide the city with receipts of their weight tags from the recycling center waste transfer station, as part of their recycling incentive program with the San Jose Conservation Corps and their “large events” recycling ordinance. The City of Minneapolis has a similar requirement in their code. Language examples can be found in the Codes sections of the Appendix.

For cities that operate their own waste hauling services, such as the City of Chicago, the diversion numbers can be reported directly to the city for each event, as part of standard operating procedure for events.

Narrative Reporting

A narrative reporting process has event organizers outline the major successes and challenges of the event, and specify areas for improvement for following years. These reports can be used to show shifts over time in how the event is managed and whether it is improving year to year, or if it is aligned with city goals at all. These reports can be supported with photographs of the events, earned media, or by staff walkthroughs of events. Taken collectively, a season’s worth of narrative reports can summarize event trends and direct city resources to programs or initiatives that align events with city goals.

Global Reporting Initiative

The Global Reporting Initiative (GRI) has developed formal Sustainability Reporting Guidelines.²² These guidelines describe why reporting on sustainability initiatives is important, who and what these reports can serve internally and externally, and what factors a standard sustainability report should include and how to best show those factors. The guidelines are flexible, always deferring to the needs of the reporting entity, while demonstrating that meeting the guidelines will have a positive impact on the reporting entity.

GRI additionally created an Event Organizers Sector Supplement (EOSS) that catered the reporting guidelines to the requirements of event organizers. It covers reporting on sector-specific issues such as:

- Site selection
- Transport of attendees
- Recruiting and training of the event workforce, participants and volunteers
- Sourcing of materials, supplies and services
- Managing impacts on communities, natural environments, and local and global economies
- Planning and managing potential legacies
- Accessibility of an event

While the EOSS is related to a now outdated version of the GRI standards, GRI still suggests that event organizers use the

²² “Sustainability Reporting Guidelines.” Global Reporting Initiative. Accessed August 29, 2017. <https://www.globalreporting.org/standards/gri-standards-download-center/>.

supplement as a resource.²³

Using this formalized framework, a city can request event organizers to submit specific reporting information in a standardized format, which will give the city a higher volume of higher quality data to use when analyzing the impacts of events.

Certification Systems

Certification systems provide verification and support for responsible events. An independent, third-party certification will require thorough reporting and evidence, supporting city initiatives where the certification standards and city goals align. Certification systems follow two formats: they either lay out the process to achieve a certain outcome, or they lay out the outcomes themselves.

The Council for Responsible Sport

The Council for Responsible Sport started consulting and providing independent event sustainability certification in 2008. The standards have evolved over the last decade, resulting today in their version 4.2 standards.

The standards fall into five categories:

- Planning & Communications
- Procurement
- Resource Management
- Access & Equity
- Community Legacy

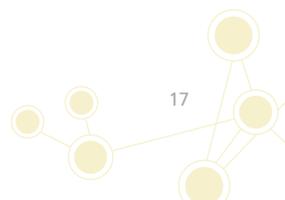
Each category describes specific outcomes that must be demonstrated in order to receive credits towards certification. Complementing several optional outcomes that allow events some flexibility in achieving certification, there are mandatory outcomes that every event must achieve to earn certification, which cover four of the five categories and ensure that triple bottom line sustainability is considered in every event certified through the Council:

- Developing a formal plan to create positive environmental and social impacts
- Publicizing the plan
- Soliciting stakeholder feedback on sustainability efforts
- Notifying the community and soliciting feedback on how to mitigate any negative impacts
- Establishing a sustainable procurement policy
- Developing a waste diversion plan and tracking waste diversion
- Calculating the carbon footprint of the event
- Developing a written access and equity policy

These standards have been applied to small local events like Old Bill's Fun Run in Jackson Hole, Wyoming, to large national sport events like the NCAA Final Four Tournament in 2016 and 2017, to international competitions like the IAAF Junior World Championships held in Eugene in 2014.

Chicago Park District actively uses Council certification in its Green Events initiative, giving events that achieve certification a 10% discount on their permit fees. Additionally, the City of Eugene developed its own sustainable event standards in partnership with the Council.

²³ "Event Organizers Sector Supplement." Global Reporting Initiative. Accessed August 29, 2017. <https://www.globalreporting.org/information/g4/sector-guidance/sector-guidance/event-organizers/Pages/default.aspx>.



International Organization for Standardization (ISO)

ISO standards are developed by international committees, made up of national standards organizations such as the American National Standards Institute (ANSI). The standards are documents containing practical information and best practices surrounding the given topic. The standards can be definitions of a particular topic, or they can be processes demonstrating how to achieve an end-goal.

ISO standards are generally focused at a management level, requiring engagement from top officials in the organization in order to ensure compliance with the standard. It is focused on processes and systems, instead of outcomes. Because of this, implementing ISO standards for responsible events can fundamentally change an organization, as the entire management chain is impacted by new policies or procedures that better align the organization with its event management goals. The ISO does not certify standardization for any of its standards, but does provide certification criteria for other organizations that can then independently verify that ISO standards are being met.

ISO 20121 Sustainable events

The “ISO 20121 – Sustainable events” standard defines the use of a sustainable event management system. It was developed for use at the 2012 Olympics in London, and is primarily supported by two other ISO standards: “ISO 14001 – Environmental management,” and “ISO 26000 – Social responsibility.” Like other ISO standards, ISO 20121 does not focus on the event itself; rather, it focuses on the organization and the event management process, aiming to ensure that events emerging from that process are reaching triple bottom line sustainability goals and supporting sustainable development. From the standard itself, “The success of the system depends on commitment from all levels and functions, especially from top management. ... [It] needs to be flexible and integrated within the event management process and not just regarded as a component to be added on.”²⁴

The processes of the standard are grouped into four broad categories:

- **Planning:** identifying stakeholders, setting the scope of the management system, defining governing principles, establishing and documenting policy, assigning roles and responsibilities, identifying issues and setting objectives
- **Doing:** providing resources and trainings, maintaining internal and external communications, creating and maintaining documentation, implementing operational controls and supply chain management
- **Checking:** monitoring performance, including audits and management review
- **Acting:** moving non-compliant management systems into compliance

Cities can adopt this standard internally, which would ensure that city staff working with events have good policy to follow and support and are looking to increase stakeholder participation. Additionally, cities can include the structure of this standard into the information given to event organizers, providing an optional opportunity for events to move towards more responsible practices.

Summary

It is up to cities to determine what reporting requirements are important for their needs, what they can ask of event organizers, and what support they can give to events to help acquire this data. A city that acquires more data on events will have an easier time identifying trends and issues related to triple bottom line sustainability, which can in turn lead to long-term community growth, environmental health, and economic stability.

²⁴ “ISO 20121:2012(En) Event Sustainability Management Systems — Requirements with Guidance for Use.” International Organization for Standards, 2012. <https://www.iso.org/obp/ui#iso:std:iso:20121:ed-1:v1:en>.

Event Standards

A necessary piece of permitting authority for events is the dissemination of event standards. Either included in the permit or attached to the permit should be the specific standards that each event must meet in order to be permitted by the city. These standards can be required of events, meaning they come directly from city code or policy and are legally enforceable, or they can be optional, supported by city plans or department initiatives but otherwise not legally mandated. Taken together, these standards represent the bulk of the responsible event framework, explicitly outlining requirements and community goals related to events and aligning events with stated city goals.

Required Event Standards

A majority of published event standards relate directly to the permits required to host an event on public property. The standards outline tent canopy placement and size, noise limitations, and fire safety planning, among other things. Regarding responsible events, event standards often address things like ADA accessibility, waste hauling, and stormwater management requirements.

As these standards must be followed, they are typically either attached to the event permit as an addendum, or are located in a separate event planning document that is provided to event organizers. Below are some examples of language for required event standards, published by city event permitting departments.

Waste Disposal

Generally, planning for the overall waste disposal strategy is the sole responsibility of the event organizer, though most cities will provide guidance if requested.

Houston, TX

“CLEAN UP – must be handled by event producer. Ongoing clean up during the event and intensive clean up at close of event is required. Information regarding clean up and removal of trash is REQUIRED.”

San Jose, CA

“Events that generate waste in San José must make arrangements for materials to be safely stored and removed from the event. It is the responsibility of every event organizer to determine adequate service for each event held on public or private property.”

Recycling

Recycling is often highlighted separately from waste disposal in event standards, generally because there are recycling ordinances that operate concurrently with general waste management ordinances. Additionally, there are often more city resources dedicated to support recycling – San Jose provides one example in their Special Event Guidelines document. More details on their program are located in the “Incentives” section.

Chicago Park District, Chicago, IL

“Recycling is REQUIRED at all events that occur on Park District property or in a Park District facility. Green waste containers or blue recycling containers are located throughout parks. Inside facilities, blue recycling containers are available. Any material that can be recycled should be recycled during an event.”²⁵

San Jose, CA

“...large events (1,000 attendees are more) that occupy a public street, publicly owned site or facility, or public park within the City for a civic, commercial, recreational, or social event are required to submit material management plans for waste reduction, reuse, recycling, and composting to the City of San José’s Environmental Services Department prior to the event. To streamline and simplify the reporting process, event organizers comply with this

²⁵ “Chicago Park District Special Event Permit Application.” Chicago Park District, 2017. http://www.chicagoparkdistrict.com/assets/1/23/2017_S.E._Permit_Application_Draft_Fillable.pdf.

requirement by completing an online form on the City's website at sanjoseca.gov/one-stop-shop. This form also is an application for event organizers to request City owned recycling and composting equipment such as eco-stations and participate in the other voluntary elements of the program."

"Events are also required to submit weight tags to report materials recycled, composted or landfilled to ESD within 10 days following the event."

Minneapolis, MN

- "All events are REQUIRED to recycle all recyclable waste"
- "All events are required to provide trash/recycling removal services."
- "All events must provide recycling containers for event attendees in a 1:1 ratio of recycling containers to garbage containers"

Composting/Zero Waste

For the eight main cities researched for this paper, none had composting requirements for events, except for Boulder which has recently implemented its mandatory city-wide Zero Waste Ordinance. The language below is from Boulder's Park Event Planning Guide²⁶ – the city also has a dedicated website for planning zero waste events.

Boulder, CO

"The City of Boulder requires all events held on public property to be zero waste. The goal at a Zero Waste Event is to plan ahead and distribute only materials that are recyclable or compostable (not materials that will be sent to the landfill). A Zero Waste goal is simple to attain if you plan the materials you will be providing to the public ahead of time. Events should have a 65% waste diversion rate. Your event plans must include a three-bin container system for recyclables, compostable products and trash."

Expanded Polystyrene Bans

These event standards spread awareness of EPS bans to event organizers. The language reflects the codified language that supports the ban through the city.

Washington, DC

"The Sustainable DC Omnibus Amendment Act of 2014 bans the use of food service products made of expanded polystyrene, commonly known as foam or StyrofoamTM, by all District businesses and organizations that serve food. Effective January 1, 2017, businesses and organizations that sell or serve food or beverages in the District must only use recyclable or compostable food service products. Learn more at doee.dc.gov/foam"

Stormwater Management

Specific stormwater management requirements in event standards detail how events

Houston, TX

"State and Federal regulations prohibit the disposal of "gray water" (water used during cooking, cleaning utensils and hand washing) into storm sewers. Your waste disposal contractor may have the special units needed to comply with these regulations in their inventory. If not, we will be happy to provide potential contractors who carry the units."

²⁶ "Boulder Park Event Planning Guide." Boulder Parks and Recreation, 2016. https://www-static.bouldercolorado.gov/docs/Event-Planning-Guide-1-201603031005.pdf?_ga=2.249564614.1548379472.1503698448-156942274.1501283611.

Public Access

In interviews, representatives from both Boulder, CO and Houston, TX explicitly mentioned that all events held on city property must be open to the public, at least for viewing or access to the space. Boulder mentions this requirement in their Event & Street Closure application.

Boulder, CO – Event & Street Closure Application

“The event must be free and open to the public.”

ADA Accessibility

Following federal laws, events are generally required to follow the same ADA accessibility regulations as all public spaces.

Boulder, CO Parks Event Planning Guide

“As an event organizer, you are required to comply with all Federal, State, County and City ADA laws applicable to your event per the Americans with Disabilities Act. All event venues, structures and activities shall be accessible to persons with disabilities. If a portion of your event cannot be made accessible, an alternate area must be provided with the same activities that are in the inaccessible area.”

Optional Event Standards

While many event standards are required, others are optional, suggested, or provided simply as information for event organizers. These standards lack any explicit enforceability, but allow cities to give preferential treatment to events that align with their goals and values. The optional standards are often provided alongside the required standards. The following are three examples where cities explicitly provide information on optional sustainable event standards.

Chicago Park District’s Green Event Guidelines

Chicago Park District offers a checklist of green event guidelines that can be followed to make an event more environmentally sustainable. These guidelines also support the Green Event Permit which offers event organizers a permit fee discount for documenting their sustainability initiatives. Additionally, these guidelines, and the Green Event Permit, are similar to the requirements used for Council for Responsible Sport event certification.

From the CPD Green Event Guidelines (Addendum E of their Special Event Permit Application):

“The Chicago Park District is committed to being a good steward of the environment both through the over 8,100 acres of greenspace that we manage as well as our policies and practices. When you host your event at the Park District, you can be a good steward of the environment by following some simple green practices. Some practices are required while others are optional.”

Example suggestions include:

- Using reusable dishes and cups, or if that is not an option, disposable plates and cups made from sustainable or recyclable materials
- Providing food and beverages that are local, organic, fair trade, and/or free range
- Minimizing printed materials
- Creating a waste minimization plan
- Encouraging the use of public transportation
- Using local vendors to limit transportation requirements

[Eugene, OR: Environmental Impact and Sustainability, and the Sustainable Events website](#)

The City of Eugene specifically highlights environmental impacts in their Special Event Planning Guide. While there is no code or rule enforcing this event standard, its presence in the planning guide along with hyperlinks to a Sustainable Events website encourage event planners to considering their environmental impacts.

From the City of Eugene Special Event Planning Guide:

“Measures should be taken to protect the storm water system, trees, turf and landscaping in public areas. The City of Eugene also encourages event planners and sponsors to invest in sustainability and incorporate sustainable event management practices when producing events. Many local events provide recycling and food waste collection stations, and require their food vendors to provide compostable cups, utensils, and plates. You’re encouraged to be “green” too.”

The Sustainable Events website was created in partnership with the Council for Responsible Sport, and outlines how to achieve triple bottom line sustainability at events using the same “five pillars” as the Council: Planning and Communications, Procurement, Resource Management, Access and Equity, and Community Legacy. The website also highlights sustainable event resources available to event organizers.

[Minneapolis, MN Events Go Green Guide](#)

In 2013, an AmeriCorps member with the City of Minneapolis developed a Green Event Certification program. The program covers waste management, energy and transportation, food and packaging, supplies and vendors, and education. Examples of items on the list include:

- Providing recycling monitors
- Encouraging bicycling
- Using a city-provided water filling station
- Creating reusable signage
- Providing environmental education

Currently Minneapolis has no AmeriCorps member or other staff directly supporting this program, but the information remains on the website and city staff are available to assist events that want to go green.

Summary

Whether drawn directly from municipal code or established using community plans and goals, stated event standards define the relationship between cities and events. They are the roadmap that an event organizer uses to bring their event to the city. Cities can use this roadmap to ensure that events are doing more than simply showing up.

Incentive Programs

Several cities have implemented programs that encourage event organizers to reach responsible event goals, whether they are required by the city or initiated by the organizers. These programs work by complementing existing event standards and providing resources to help event organizers meet the standards, or by simply providing the information and equipment necessary for event organizers to reach more sustainable outcomes on their own.

Recycling Services

San Jose, CA

The City of San Jose provides free recycling services for events with an expected attendance over 500 people, through the San Jose Conservation Corps.²⁷ These recycling services meet citywide and statewide recycling requirements for events. Specifically, San Jose offers the following services for free:

- Event recycling equipment (Eco-stations) and staffing
- Recycling and combined waste/compost dumpster services
- Covers for public litter cans (use of public cans is generally prohibited at events)
- Pre-event consulting on event recycling programs

In return, event organizers must:

- Comply with event planning and post-event reporting requirements
- Ensure that vendors are using acceptable food and beverage service containers
- Use city dumpsters and Eco-stations
- Publicly share three announcements from the City of San Jose regarding recycling at the event

These services are funded by grants that San Jose receives from the State of California, which in turn funds the grant program through the state's bottle bill legislation.²⁸

Minneapolis, MN

The City of Minneapolis provides rental recycling, compost, and garbage bins for events within city limits. The rental includes a hauling service for waste in the bins, while a surcharge is added for any bags outside of the bins at pickup. Recycling and organics bins cost \$5 per bin, while garbage bins cost \$15, incentivizing waste diversion at the event. The city can also track collection weights and give that information to event organizers for reporting purposes.²⁹

The city additionally provides contact information for the Hennepin County government, which also runs a robust event recycling station rental program.³⁰ The two governments collaborated to develop signage for the rental bins, in English and in Spanish, so that regardless of where event organizers rented the bins from, the educational impact on the public would be the same.

²⁷ "San Jose - Free Recycling Equipment and Staffing." City of San Jose. Accessed August 30, 2017. <http://www.sanjoseca.gov/index.aspx?NID=2252>.

²⁸ "Beverage Containing Recycling Grant and Payment Programs." CalRecycle, 2013. <http://www.calrecycle.ca.gov/BevContainer/Grants/default.htm>.

²⁹ "City of Minneapolis Container Rentals." City of Minneapolis, May 17, 2017. <http://minneapolismn.gov/solid-waste/EventContainers/WCMS1P-142278>.

³⁰ "Recycling at Events - Hennepin County." Hennepin County, MN. Accessed August 28, 2017. <http://www.hennepin.us/eventrecycling>.

Water Stations

Eugene, OR

The City of Eugene provides drinking water stations for any event that would like to use them. These water stations can help event organizers replace bottled water at their events, reducing the overall amount of waste at the event. The water stations also come with educational banners highlighting the environmental benefits of the stations.

In exchange for the use of the water stations, event organizers are required to fill out and submit an event sustainability report, which is available online on the City of Eugene website. The sustainability report covers the environmental impacts of the event, as well as local economic and social impacts. Though the impact of the water stations is primarily environmental, by attaching use of the water stations to the sustainability report, events are introduced to more responsible event reporting metrics and are encouraged to consider those metrics in their planning.

Dish Rentals

Lane County, OR

Lane County provides rental dishware for events in the county. The Lane County Master Recyclers program put together four sets of dishware, including plates, bowls, cups, napkins, and silverware that are available for free for any event. The sets are mismatched and are primarily targeted at smaller events – the website notes that local companies can provide more formal dishware rentals for larger or more formal occasions.

Financial Support

Eugene, OR

In 2015 the City of Eugene started a Sustainable Sports Event Pilot program that provided a financial incentive to event organizers in exchange for reporting on triple bottom line sustainability metrics. Measuring these metrics were contractual requirements, closely following or explicitly using the Council for Responsible Sport's certification standards. Incentives for events went up to \$2,500.

The program was phased out after 2016, due to low utilization. Anecdotally, the reporting requirements were too difficult for event organizers to complete, given that most events focus the majority of their staff capacity on making the event actually happen. The sustainable event metrics are now available to event organizers as an event sustainability guide, which can help event organizers to achieve the sustainability goals they have capacity for.

Boulder, CO

The City of Boulder provides a \$250 reimbursement for events that purchase recyclable or compostable materials for the event, event recycling and composting services, or public education. This incentive started soon after Boulder began implementing recycling guidelines for events in 2007, and continues now to support Boulder's Zero Waste Ordinance. The incentive objective is as follows:

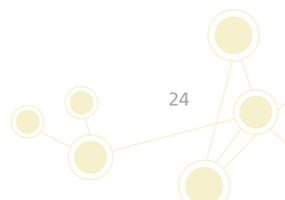
"The City of Boulder is committed to helping special event organizers create zero waste events. For events that serve food and/or drinks, the incentive is designed to assist event organizers to get compostable and recyclable containers, collection services or educational materials that facilitate zero waste. This \$250 incentive is designed to help event organizers go above and beyond the City's recycling requirements for special events."

³¹ "Sustainable Event Resources - City of Eugene." City of Eugene. Accessed August 28, 2017. <https://www.eugene-or.gov/2755/Sustainable-Event-Resources>.

³² "City of Eugene Sustainability Report Generator." City of Eugene. Accessed August 17, 2017. <http://pdd.eugene-or.gov/GreenBuilding/SustainableEventReportStart>.

³³ "Reusable Dishware Program - Lane County, OR." Lane County, OR. Accessed August 28, 2017. http://www.lanecounty.org/government/county_departments/public_works/waste_management/recycling/event_recycling_bins_and_durable_dishware_program/.

³⁴ "Eugene Sustainable Event Checklist." City of Eugene. Accessed August 25, 2017. <https://www.eugene-or.gov/DocumentCenter/View/30993>.



Chicago Park District Green Event Permit Discount

The Chicago Park District offers a 10% discount on event permit fees for event organizers that satisfy their Green Event standards. For larger events, where the permit fees reach into the thousands, this can be a sizable amount. The standards vary depending on the type and size of event, but generally focus on environmental standards, which include:

- Offering water fountains for water bottle refills
- Providing fair-trade or organic food items
- Using non-print media
- Developing a waste minimization plan
- Locating the event for multi-modal transportation options
- Using biodiesel generators
- Donating a tree to be planted in a park

For sporting events, achieving certification through the Council for Responsible Sport can satisfy the requirements for the 10% discount.

Chicago Park District has found, similar to Eugene, that the discount initiative is underutilized. Staff know from event organizers and from visiting events that there are green initiatives undertaken at many events in the city's parks, but there are not enough of them to satisfy the requirements of the green permit. Chicago Park District is considering changing the model to requiring certain green initiatives that are already widespread among events in the city, and removing the permit fee discount.

Contracts with Events

For many events, city permits are the closest things they have to a contract with the city. The permit lays out the basics of every event, and is generally a one-way relationship between the event and the city. Contracts between the event and the city expand on the requirements of permits to meet more specific goals, arranged through a two-way relationship to provide more mutual support. Through entering a contract with an event, a city can turn optional responsible event programs or goals from a planning document into real and enforceable actions, potentially precipitating more substantial and widespread responsible event practices.

Boulder, CO

For some of the larger reoccurring events in Boulder, the City of Boulder enters into contracts with the event organizers, sometimes multi-year contracts. This allows event organizers the ability to plan long-term and achieve some level of organizational stability year-to-year, and also allows Boulder to ensure that city goals are being addressed. These contracts include sections that specify:

- plans and policies that must be incorporated into the event's sustainability plan
- training and support that events must provide to key staff members
- particular goals that the event must consider in their planning process
- reporting metrics for the event organizers to measure and report

By doing so, the City of Boulder has metrics to determine what events are meeting the standards the city has set, and can be more proactive about choosing to permit events that will align with those standards.

Example text from event contracts in the City of Boulder can be found in the Appendix.

Eugene, OR

The City of Eugene has entered into contracts with events typically by following a sponsorship model. In exchange for direct funding of the event, the city gets its logo on promotional materials before and during the event, receives free tickets to the event, and other “perks.” The city additionally adds other requirements to the contract that support a more responsible event, such as requiring the event to promote city programs such as Love Food Not Waste or to complete the city’s online sustainability report generator.

These contracts with events are related to the “Sustainable Sport Pilot” program described above – though the Pilot program is no longer actively promoted, the city still uses funds to support existing programming and promote responsible events.

Example text from event contracts with the City of Eugene can be found in the Appendix.

Returning Events

Several cities include in their event permitting a “returning event” policy, which generally states that an event that wishes to return the following year can request the same date or weekend within a certain timeframe, ahead of when a new event would be able to reserve that particular date or time.

- Minneapolis uses a separate “Returning Event Application” for returning events, which allows them to submit applications for the same date and venue 30 days ahead of new events.
- Phoenix allows returning events to book the site and date 13 months in advance, while new events can submit applications 11 months in advance.
- Events in San Jose that have occurred on the same date and location for three consecutive years can submit applications two years in advance.
- While this permitting system is not quite a “contract” with an event, it does provide a stronger relationship year-to-year between the event and the city and gives the city access to the event planning process sooner, both of which can support changes towards more responsible event practices.

Summary

Where event standards give event organizers a roadmap to follow, incentives can give them more of a reason to work towards triple bottom line sustainability – even if that isn’t one of their goals. Financial incentives or contractual obligations for meeting certain standards are explicit, with their purposes clearly explained. Water station or dish rentals, in contrast, may simply appear to be services provided by the city, though they do help an event meet triple bottom line sustainability standards. Along with event standards, these implicit and explicit incentives help to move event organizers towards more responsible event practices.

Conclusion

For many cities, the municipal framework that supports responsible events is already in place. City plans set triple bottom line sustainability goals that will influence every aspect of how the city operates. City code and policy take those goals and make them real for city residents and visitors alike, creating sustainable changes in day-to-day life. Finally, city staff take code and policy and implement them, inventing programming, creating standards, and providing incentives to reach those standards, all further supporting sustainable change. At each step, all city processes become better aligned with city goals.

Responsible events are not the only thing cities can do to address the environmental, social, and economic challenges they face. They are, however, one of the things that can address all of those challenges at once. Prioritizing a responsible event framework is a straightforward way for cities to create specific and targeted change for their citizens.

Case Studies

Eugene, Oregon

We Can!

Eugene's We Can! activation began in 2012, as part of the 2012 US Olympic Track and Field Trials. The City of Eugene partnered with local marketing company AHM Brands to create a campaign that would help the City promote and meet its sustainability goals, as part of a certification effort with the Council for Responsible Sport. The activation included videos, social media posts, and physical branding and information at the event that highlighted the ways the City of Eugene was supporting sustainable events. Since then, activations have expanded to include a smartphone web application that supports a sustainability scavenger hunt using public transportation, and activations at events via the We Can! booth promoting green energy and active lifestyles. These activities both promote and accomplish the City of Eugene's goals, establishing sustainability as a part of the event, a part of the visitor experience, and a part of everyday life for Eugene residents. We Can! branding can be seen now on the city's rental water stations, and promoted on the city's "Sustainable Events" webpage.

20x21 EUG Mural Project

The 20x21 EUG Mural Project is an ongoing activation ahead of the 2021 IAAF World Championships, which will be held in Eugene. Eugene plans to commission at least twenty new murals across the city ahead of the event, inviting artists from all over the world to leave their mark on the city. The program is led by the City of Eugene Department of Cultural Services, and has so far led to volunteer events, integration with street fairs, and eleven new murals located in or around downtown Eugene.

Boulder, Colorado

The City of Boulder develops its comprehensive plan cooperatively with Boulder County, called the Boulder Valley Comprehensive Plan. The first section of the BVCP describes the core values of the plan, and establishes the Sustainability Framework that the region uses in all of its decision-making

BVCP Core Values

Quoted from the first chapter of the BVCP: "Many of the key policies in the Boulder Valley Comprehensive Plan stem from long-standing community values and represent a clear vision of our community and our commitment to:

- sustainability as a unifying framework to meet environmental, economic and social goals
- A welcoming and inclusive community
- Culture of creativity and innovation
- Strong city and county cooperation
- Our unique community identity and sense of place
- Compact, contiguous development and infill that supports evolution to a more sustainable urban form
- Open space preservation
- Great neighborhoods and public spaces
- Environmental stewardship and climate action
- A vibrant economy based on Boulder's quality of life and economic strengths

- A diversity of housing types and price ranges
- An all-mode transportation system to make getting around without a car easy and accessible to everyone
- Physical health and well-being”

Sustainability Framework

Every decision made in the Boulder Valley by either the City of Boulder or Boulder County is measured by whether it works to support creating:

- Safe Community
- Healthy & Socially Thriving Community
- Livable Community
- Accessible & Connected Community
- Environmentally Sustainable Community
- Economically Vital Community
- Good Governance

By creating and requiring the use of standard metrics surrounding triple bottom sustainability, the Boulder Valley ensures that those values are ingrained in all city and county activities.

San Jose, California

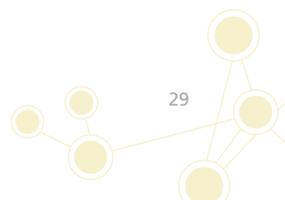
The City of San Jose has developed a partnership with the San Jose Conservation Corps (SJCC) to deliver their free recycling program at events. The City of San Jose applies for and receives annual state grants that are dedicated to recycling and waste management, and then contracts with the SJCC to provide recycling services. Prior to their partnership, the Corps was providing event waste management services on their own; San Jose saw an opportunity to incorporate those services into city sustainability goals, specifically waste diversion policies enacted in the city in the early 1990s that needed support.

Event organizers submit permits as well as zero-waste plans to the city in order to hire the SJCC for their event. The SJCC delivers waste and recycling bins to the event, helps to manage them throughout the day, and then removes the recyclable materials from the site. Those are brought back to SJCC’s facilities, where they are sorted and the diversion numbers reported to the city. Contracted garbage haulers deal with other waste materials; the haulers also report their numbers to the city, providing a full picture of waste diversion at the event. San Jose additionally restricts access to permanent city garbage cans, which forces event attendees to use bins provided by the event, which then results in better diversion tracking.

Phoenix, Arizona

Phoenix has been host to a number of responsible events, namely the 2017 NCAA Final Four tournament, which was certified Evergreen by the Council for Responsible Sport, and the Waste Management Phoenix Open, which has been certified at a higher level, Inspire Evergreen, by the Council for Responsible Sport. These two events demonstrate the capacity of Phoenix to reach responsible event goals, and in light of that, the city is developing its own “greening events” guidelines for all events.

The guidelines are currently in draft form, but include several pieces aligned with a responsible event framework, such as setting criteria for the greening process, outlining the benefits of green events to event organizers, and defining the expected outcomes of a greener event. Phoenix intends to provide these guidelines to event organizers to first see what practices are widely feasible or already being implemented, after which the city will start to require or incentivize the practices it sees as necessary for events in Phoenix.



Chicago, Illinois

The Chicago Park District encourages event sustainability through a “green initiatives” discount of 10% off the cost of the event permit, if certain sustainability targets are met. These goals focus mainly on waste streams, including a requirement for recycling and a ban on Styrofoam. The goals also include options like sourcing food products from within a 200-mile radius of Chicago. Athletic events may pursue Council for Responsible Sport certification to receive the discount instead of meeting the Chicago Park District’s requirements; the 10% discount is approximately equal to the cost of Council certification for larger events.

The green initiatives discount is the “front of house” method that CPD uses to encourage sustainability. At venues where CPD staff interface with the public, CPD enacted “back of house” methods to meet sustainability goals. For example, canned beer sales at Soldier Field are poured by staff, who hold on to the cans for recycling. As such a large organization, the Chicago Park District is capable of implementing significant sustainability goals and adding them to the costs of doing business for event organizers without necessarily making those costs a burden.

Mexico City, Mexico

Mexico City is in the process of finalizing a Green Event Ordinance that will require all events held in Mexico City to meet certain responsible event standards. The ordinance was created following the Mexico City Marathon’s successful certification by the Council for Responsible Sport. The Ministry of Environment in Mexico City believed it could use part of the Council’s standards to mitigate the impacts of the more than 300 events that take place each year in Mexico City. Though the ordinance itself is still making its way through government processes, several event organizations are already following the standards it sets. Additionally, the city demonstrated that the standards can be met even for large events, by following the ordinance in putting on the Festival de México en el Centro Histórico, an annual, two-week long cultural festival.

The success of the ordinance came from internal government support, particularly from the mayor, and from public participation in the process of developing the ordinance. Sporting events and participants, in particular, like this ordinance because it applies city goals surrounding things like healthy living and cleaner air to events.

Washington, DC

While Washington DC does not have formal responsible event requirements, the city is very interested in sustainability overall and has been able to support some events in implementing responsible actions. Washington DC first published a sustainability plan in 2012, which now outlines eleven goals with specific targets to be met by 2032. The plan specifically defines sustainability as triple bottom line sustainability, and the goals and targets reflect that definition. With these goals in place, the city has great justification to support sustainability, even if it lies outside of their day-to-day work.

For example, the Kingman Island Bluegrass Festival held in Washington DC independently decided to implement a zero-waste goal. The event organizers reached out to the Washington DC Department of Energy and Environment (DOEE) for support. While the department has no formal program for zero waste, they were able to provide some guidance and support, including helping the event create zero-waste signage to help educate event-goers. The event achieved a waste diversion rate of 79%.

Minneapolis, MN

The City of Minneapolis supports city-wide sustainability initiatives through strong government goal setting. Minneapolis holds City Council elections every four years, and with each election cycle the City Council sets new goals for the city. These goals are then incorporated into each city department’s four-year plan, referred to as a “business” plan. At a minimum, these plans incorporate the city’s overall goals into the department’s objectives, outlining how the two are aligned.

Some plans also include specific metrics that show how the department's objectives meet city goals, or they include a description of the resources necessary for the department to reach those goals.

One example to come from this process is the Minneapolis's Green Zone Initiative, which went into effect in 2017. With the city's strong focus on triple bottom line sustainability in its goals, departments were looking specifically at racial equity alongside environmental quality and economic development. The Green Zones Initiative combines those three factors, specifically acknowledging the disproportionate environmental impacts and lack of economic opportunity in communities of color in Minneapolis, and proposing that these areas receive higher attention and focus.

Houston, TX

Pursuing responsible events paid off for Houston with the 2016 NCAA Final Four Tournament. With support from the organizers of the Chevron Houston Marathon (a Council for Responsible Sport-certified event) and the City of Houston's Sustainability Division, the event's local organizing committee put together a bid with sustainability at its core. As the NCAA has been pursuing sustainable event standards since 2011, their goals aligned and Houston was awarded the bid. In addition to hosting a successful Final Four event, some responsible outcomes of the event included a free concert featuring performances by leading national musicians, 7,000 third-grade students participating in a literacy program, and 3,348 pounds of e-waste collected and recycled.