City of Richmond UCI 2015 Sustainability Report

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RICHMOND, VA

UCI ROAD WORLD CHAMPIONSHIPS
RICHMOND 2015 | USA

UCI ROAD WORLD CHAMPIONSHIPS
SUSTAINABILITY REPORT

Virginia Green Travel Alliance

City of Richmond RVAgreen

MAYOR'S LETTER

Dear Richmond Community,

I was so proud to be the Mayor of this great city during the spectacular 2015 UCI Road World Championships this past September. Richmond 2015, the city of Richmond, Henrico and Hanover counties, the Commonwealth of Virginia, and many strategic and corporate partners and a host of dedicated volunteers worked together to make the event a success and the Richmond region was celebrated as the wonderful place we all know it to be.

Sustainability was key to the event's success and to providing athletes and spectators with a positive experience. Thanks to the leadership of Alicia Zatcoff, the City's Sustainability Manager, and Tom Griffin, Executive Director of Virginia Green Travel Alliance, the 2015 Road World Championships was the first ever Road World Cycling Championships to receive the official UCI reCycling eco-label for sustainability. The event was also certified as a Virginia Green Travel event and is in the process of being certified by the Council for Responsible Sport.

Richmond 2015, the city of Richmond, Henrico and Hanover counties, the Commonwealth of Virginia, strategic and corporate partners also worked together to take full advantage of the opportunities that hosting this major international sporting event provided to the region. One of those opportunities was to show how sustainability can be used as a driver to positively impact tourism and economic development in our community. For example, by engaging local vendors to provide goods and services for the event, whenever possible, we build the capabilities to deliver goods and services required by future events and festivals in the community.

The excitement from the Worlds has faded and soon the event will be a distant memory. What won't be forgotten are the new bike lanes, bike racks, street signs, sidewalks, beautification and urban greening projects throughout the city. These enhancements support the city's community-based RVAgreen Sustainability Plan and will continue to benefit our community long after the UCI Worlds are over.

After the undeniable success of the 2015 Road World Championships, I'm often asked what international event we're looking to host next. I don't know what it will be but I do know that it will be a sustainable event. We're taking steps to make sustainable events the new standard in our community. It's where we need to be with or without another big bike race to get us there.

Sincerely,

Dwight C. Jones
Mayor

SUSTAINABILITY MANAGER'S MESSAGE

I had the privilege to lead the sustainability efforts for the 2015 UCI Road World Championships and am proud to have done so in partnership with the Virginia Green Travel Alliance (VGTA). Throughout our multi-year planning process preceding the event, the goal my colleagues in this endeavor and I shared was to leverage the opportunities presented by the UCI Worlds to make our community a better place. We were able to accomplish that goal thanks to the help of so many including our dedicated volunteers who were invaluable to our effort.

We used a systems approach in our sustainability planning for the Worlds so that what we developed and implemented for the event along with our lessons learned helped build capacity in our community to enhance the sustainability of future events and festivals. We also leveraged the 2015 UCI Road World Championships to support the City's community-based RVAgreen Sustainability Plan. We did this by aligning the focus of our sustainability activities for the Worlds in four key areas that were designed to move the broader RVAgreen sustainability initiatives forward: reduce waste, reduce emissions, be healthy and leave a positive legacy.

Finally, we showed how sustainability can be used as a driver to positively impact tourism and economic development in our community. We were opportunists in the best way possible. We took advantage of the once in a lifetime opportunity that the 2015 UCI Road World Championships presented and used the event to make our community a better place. We hope that by sharing the outcome of our efforts and some of our experiences through this report, we will help others do the same for their communities.

Sincerely,

Alicia Zatcoff
Sustainability Manager
City of Richmond

VIRGINIA GREEN TRAVEL ALLIANCE MESSAGE

The Virginia Green Travel Alliance (VGTA) is incredibly proud to have partnered with the City of Richmond's Office of Sustainability to help plan and lead the sustainability efforts for the 2015 UCI Road World Championships.

The VGTA is a 501c3 non-profit organization whose mission is to promote sustainable practices in Virginia's tourism industry. In particular, the VGTA supports the state's Virginia Green program, which administers a process for certifying green tourism operations. To date, Virginia Green has certified more than 1600 green tourism partners, including hotels, conference centers, attractions, restaurants, and major festivals and events. The VGTA routinely works closely with festivals and events to lead volunteers, recycle and assist with food waste collection efforts.

The occasion to work on the 2015 UCI Road World Championships was an opportunity for the VGTA to help showcase "how green an event can actually be" when the proper planning takes place and adequate resources are made available. We plan to showcase the environmental achievements of this event so that event planners statewide can learn from our combined efforts. Hopefully, that will make significant strides towards reducing the environmental impact of future events.

The sustainability efforts related to the 2015 UCI Road World Championships have truly changed the level of environmental awareness and raised the expectations of the Richmond community. Furthermore, our efforts have enabled us to create tools for continuously improving future events and green tourism efforts statewide.

Sincerely,

Tom Griffin
Executive Director

INTRODUCTION

The UCI Road World Championships Sustainability Report delivers a comprehensive break down and assessment of the event's sustainability actions. The Report is organized into five sections. About the Worlds provides an overview of the event and relevant sustainability certifications. This background offers context to the information and data contained in the balance of the report. The next four sections align with the four key areas of sustainability activities for the event: Reduce Waste, Reduce Emissions, Be Healthy and A Positive Legacy.

In each of the five sections, we report on data collected and analyzed from the 2015 UCI Road World Championships. We also provide meaningful highlights that help tell the sustainability story of the event.

City of Richmond RVAgreen Sustainability Program
For more information about the City of Richmond's RVAgreen Sustainability Program please visit www.richmondgov.com/sustainability

Virginia Green Travel Alliance
For more information about the Virginia Green Travel Alliance please visit www.virginiagreentravelalliance.org

Richmond 2015
For more information about Richmond 2015 please visit www.richmond2015.com

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Graphic Design by Ethan Pope
Cover Photo Credit: Mobilus in Mobili

About the Worlds

The 2015 UCI Road World Championships (Worlds) was held in Richmond, Virginia Sept. 19-27, 2015. The Worlds is one of cycling's pinnacle events. It's held annually in an international city chosen by the Union Cycliste Internationale (UCI) through a competitive bidding process. The last time the event was held in the U.S. was 1986. During the Worlds, athletes compete in three different disciplines including the traditional Road Race, the Individual Time Trial and the Team Time Trial. World Champions are crowned in each discipline.

The City of Richmond Sustainability Office and the Virginia Green Travel Alliance (VGTA) championed the effort to make the 2015 UCI Road World Championships a sustainable event with support from Richmond 2015, many city departments, event sponsors and community partners. The focus of sustainability activities for the Worlds was concentrated in four key areas designed to move the City's broader RVAgreen sustainability initiatives forward: reduce waste, reduce emissions, be healthy and leave a positive legacy.

GOAL

- ✓ Host a successful and sustainable world class cycling event

OBJECTIVES

- ✓ Obtain the UCI ReCycling eco-label certification
- ✓ Obtain the Virginia Green Events sustainability certification
- ✓ Obtain the Council for Responsible Sport sustainability certification
- ✓ Move the City's broader RVAgreen sustainability initiatives forward

ECO-CERTIFICATIONS

UCI RECYCLING ECO-LABEL

The 2015 UCI Road World Championships was the first ever Road World Championships to receive this international certification which recognizes cycling events that have submitted an Environmental Management Plan documenting intended actions in transportation, energy and water conservation, recycling and waste management, accommodations, catering and supplies.

VIRGINIA GREEN EVENTS

The Worlds was certified as a Virginia Green Travel Event. The Virginia Green program is Virginia's voluntary program to encourage green practices in all aspects of its tourism industry including festivals and sporting events. The program is run through a partnership between the Virginia Department of Environmental Quality, the Virginia Tourism Corporation and the Virginia Hospitality & Travel Association.

COUNCIL FOR RESPONSIBLE SPORT

The Worlds is in the process of receiving certification from the Council for Responsible Sport. This certification provides objective, independent verification of the socially and environmentally responsible aspects of sporting events. The Council for Responsible Sport is an Oregon-based 501(c) (3) nonprofit organization.

The 2015 UCI Road World Championships

The Worlds is a 9 day event, featuring 12 Championship races for Elite Men and Women, Under 23 Men and Junior Men and Women. The Olympics and Worlds are the only times cyclists race for their country and not their trade teams. Except for several hospitality areas with ticketed admission, the majority of courses were open and free for spectators.

9 days

12 races

70 countries represented

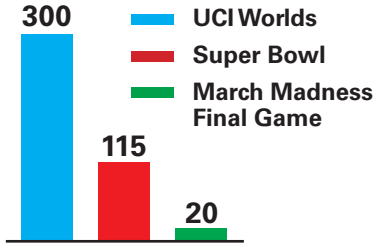
1,000 athletes

645,000 on-site spectators*

*on-site spectators for 9 days (including the opening ceremony). An on-site spectator is considered a fan over the entirety of the event. So a fan who watched the race for 9 days, counted 9 times toward the 645,000 figure

Coverage

The Worlds was televised nationally and internationally. Event organizer Richmond 2015 also broadcasted the races online and through its mobile app created specifically for the Worlds.



Global TV audience (millions)

500 media outlets

HIGHLIGHTS

SCOPE OF SUSTAINABILITY EFFORT

In order to effectively implement sustainability actions for the 2015 UCI Road World Championships, the scope of operations included only: official fan zones, VIP and hospitality areas, Fan Fest & Expo area within the Convention Center and the Start/Finish Line area. These zones were designated after taking into consideration the level of available personnel, volunteers and resources.

GREEN EVENT GUIDELINES

Although not included in the official scope of operations for the Worlds sustainability efforts, all remote start areas and unofficial race-related events were provided Green Event Guidelines to follow.

RVA GREEN THE SCENE

The City of Richmond Sustainability Office launched RVA Green the Scene during the 2015 Worlds to communicate how sustainable events support the City of Richmond's broader RVAgreen Sustainability initiatives by reducing waste, reducing emissions, and encouraging healthy lifestyles. RVA Green the Scene messages were communicated via social media during the event and signage displayed at key points around the event site.

BY THE NUMBERS:

56 RVA Green the Scene Signs

88 RVA Green Twitter messages sent during worlds

33 photos posted

121 times RVA Green tweets were retweeted

481,888 Twitter accounts reached*

*based on how many followers each person had who retweeted RVA Green tweets

Reduce Waste

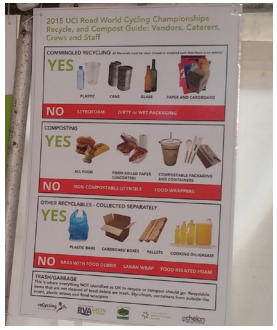
A key component of making the 2015 Road World Championships a sustainable event was reducing the amount of trash from the event sent to landfills. To accomplish this, the City's Sustainability Office and the VGTA developed and implemented a comprehensive Waste Diversion Plan that included recycling, composting, reusing event materials and recovering and donating food. Green volunteers and an innovative bulk purchasing program for compostable serve ware were also crucial to the event's successful waste reduction efforts.

GOAL

- ✓ Divert at least 60% of event waste from landfills

OBJECTIVES

- ✓ Develop resources to support waste reduction and sustainability efforts
- ✓ Recruit, train and deploy dedicated green volunteers
- ✓ Work with caterers and food vendors to successfully implement waste reduction initiatives



HIGHLIGHTS

GREEN VOLUNTEERS

Recruiting, training and deploying green volunteers was a critical component of the Waste Diversion Plan for the Worlds. Friendly and knowledgeable volunteers helped vendors, spectators and athletes sort their trash, recycling and compost in order to divert as much event waste as possible from landfills. The City Sustainability Office and community partners received a grant for a team of Americorps NCCC volunteers who functioned as Green Team Leaders during the event.

BY THE NUMBERS:

6 community leaders

357 green volunteers

5,124 total volunteers for the Worlds

CATERERS AND VENDORS

3 caterers and 31 food vendors were crucial to the success of the Waste Diversion Plan for the Worlds. The City Sustainability Office, the VGTA and Echelon Events: required the use of approved compostable serve ware during the event; conducted pre-event meetings and daily check-ins during the event with caterers and vendors; worked together with vendors and caterers to compost and divert as much pre-consumer food scraps as possible; developed detailed maps showing locations of vendor/caterer eco-stations and staging areas and developed a new bulk purchase system that lowered the price of compostable serve ware for the event.

Waste Diversion Rate

The waste diversion rate measures the total amount of material diverted (composted + recycled) divided by the total amount generated (composted + recycled + landfilled). Diversion includes reuse, donation, recycling, mulching, composting, digestion or other strategy generally accepted as diversion by the US EPA (excluding waste-to-energy).

HIGHLIGHTS

ECO-STATIONS

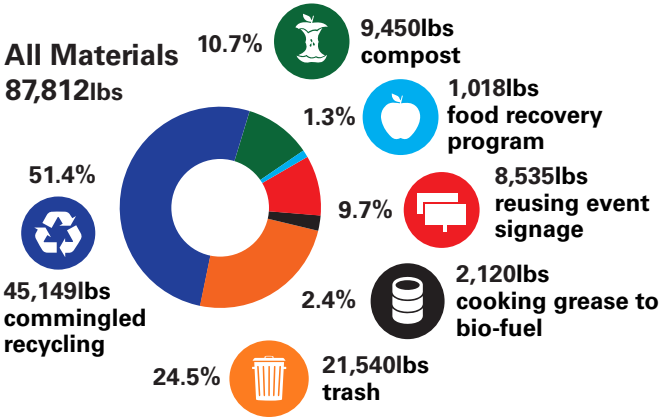
To advance waste reduction efforts during the 2015 Road World Championships, eco-stations for vendors and spectators were located throughout key event sites. Eco-stations included a system of three bins-96 gallon commingled recycling, 96 gallon compost and 96 gallon trash-with color coded and coordinated signage, banners and flags.

PET WASTE STATIONS

The City of Richmond Department of Public Utilities Stormwater Division located 4 temporary pet waste stations in high traffic sites during the Worlds along with signage and social media. This effort was part of the Department's "Pick Up the Poop-Don't Pollute" campaign to reduce the negative impact of pet waste on stormwater runoff.

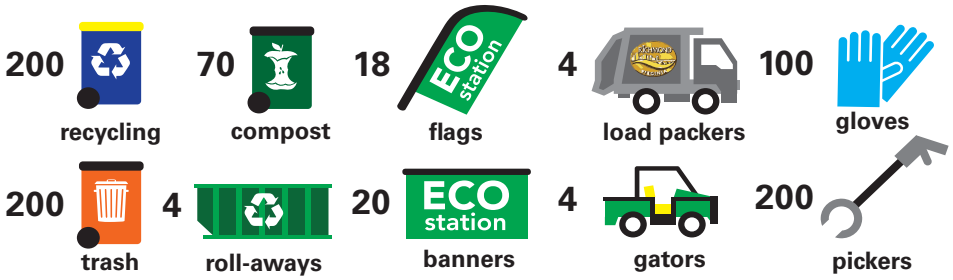
Materials and Breakdown

Weighing recyclables, compostables, reusables and trash can provide valuable information to improve waste diversion efforts for future events. The City Sustainability Office and VGTA held pre-event planning meetings with haulers, recyclers, and composters in order to develop the waste diversion plan for the Worlds and ensure the servicers would provide weight slips post-event.



Waste Diversion Resources

Having ample resources are essential to a successful waste diversion effort. For the Worlds, resources included eco-stations with bins for compost, recycling and trash, educational labels and banners, flags for visibility of eco-stations, and supplies for green team volunteers to sort materials into the correct bins.



Water Filling Stations

The Worlds was the first event in the community to benefit from water filling stations provided by the City of Richmond Department of Public Utilities. The stations connect to a fire hydrant and have spigots like a water fountain and dispensers to fill cups and water bottles. The water that flows from the stations is the same clean, great tasting water that flows from the tap. The stations reduce the cost and waste associated with disposable bottled water.

9 **water stations***

14,028 **lbs. of single-use plastic water bottle waste avoided**

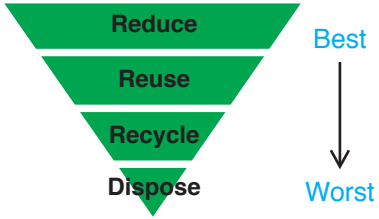
**The Worlds used 9 of 10 available stations*

Reusable Beer Cups

Spearheaded by Echelon Events, the Worlds was the first event in the community to sell reusable beer cups and it was a big success! Spectators who bought the reusable cups got a great souvenir and helped reduce the amount of plastic beer cups being used during the event. On the waste reduction hierarchy-Reduce. Reuse. Recycle. Dispose-reusing an item is better than recycling it.

10,000 **reusable cups sold**

500 **lbs. of waste cups avoided**



HIGHLIGHTS

FOOD RECOVERY

The City Sustainability Office and the VGTA worked with a representative of Virginia Community Capital to coordinate a food recovery program as part of the Waste Diversion Plan for the 2015 Worlds. VIP caterers, Mosaic Catering + Events and Mama J's, monitored attendance numbers throughout the 9 day event to ensure supply was tailored accordingly to avoid as much waste as possible. At the end of the event, Mosaic donated 1,018 lbs. of unused food to local charities the Healing Place and FeedMore.

GREASE TO BIO-FUEL

Working with caterers, food vendors and RECO, the City Sustainability Office and the VGTA collected 2,120 pounds of cooking grease during the Worlds that was converted into bio-fuel.

EVENT COMMUNICATIONS

Richmond 2015 developed a free interactive mobile app for the UCI Worlds that provided live streaming of all races, race schedules, team rosters, course information as well as Fan Zones, key viewing areas, community events, tourist attractions and information to help visitors navigate around the city. Through sponsor Owens & Minor, Richmond 2015 also issued the Race Daily, a daily e-mail update on all the happenings at the Road World Championships. The app and e-mail helped reduce the amount of programs, brochures, maps and other materials printed for the event.

Reduce Emissions

Reducing greenhouse gas emissions was a key focus of making the 2015 UCI Road World Championships a sustainable event. Sporting events like the Worlds produce greenhouse gas emissions from a variety of sources: event operations, purchased energy, local travel to/from the event and often long distance travel to/from the event. For the Worlds, event operations and local travel were the focus of measuring and reducing greenhouse gas emissions because these two areas are the most likely sources of emissions reductions for future events and festivals in the community.

GOAL

- ✓ Develop methods to reduce the carbon footprint of future events and festivals during the Worlds

OBJECTIVES

- ✓ Determine the carbon footprint for event operations
- ✓ Offset 100% of the carbon footprint of event operations
- ✓ Implement a bike valet and measure its impact on reducing greenhouse gas emissions
- ✓ Implement an event shuttle and measure its impact on reducing greenhouse gas emissions

HIGHLIGHTS

GREATER RICHMOND CONVENTION CENTER

The Greater Richmond Convention Center (GRCC) was the center of activity during the 2015 UCI Road World Championships. It housed the Fan Fest and Expo as well as all official UCI and Richmond 2015 operations. The GRCC is a Virginia Green certified facility. It contributed to the success of the event's sustainability initiatives through its leadership in energy conservation, as well as recycling and composting actions.

TRANSPORTATION PLAN

Richmond 2015, local and state law enforcement, local and state transportation officials, local and state public works officials and community partners worked together for over 3 years to develop a comprehensive transportation plan to maximize safety considerations and minimize traffic congestion. This included developing event courses and schedules to take into account morning and afternoon travel patterns and peak travel times.

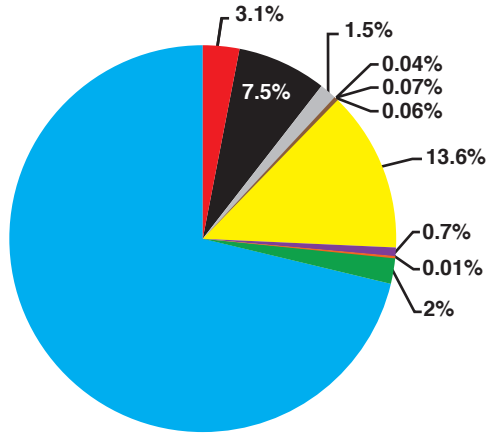
NAVIGATING THE WORLDS

Richmond 2015 created an online navigation resource Navigate.Richmond2015.com to clearly convey day by day event information related to: traffic and commuting, parking, transit, Amtrak and a pedestrian/cyclist guide. It included mapping tools, detailed daily guides and FAQs. The resource was prepared for and helped citizens whether or not they attended the Worlds.

2015 UCI Road World Championships Event Operations Carbon Footprint

The carbon footprint for an event can be defined as the amount of greenhouse gases produced by the event, usually expressed in equivalent tons of carbon dioxide (CO2). The carbon footprint for the Worlds was derived by calculating the greenhouse gas emissions from event operations. First, sources of emissions were identified and measured. Then metric tons of CO2 equivalent were calculated from each source.

total greenhouse gas emissions = 336 (MTCo2e)

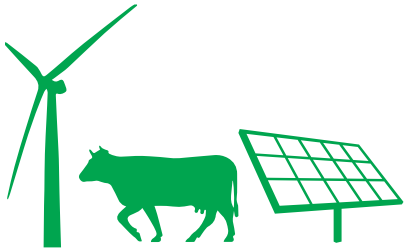


- convention center - electricity
- vendor and caterers cooking - propane
- official event vehicles - gasoline
- shuttle buses - diesel
- waste hauling - diesel
- recycling hauling - diesel
- compost hauling - diesel
- generators and equipment - diesel
- generators and equipment - gasoline
- shuttle buses - CNG
- vendors & caterers generators - diesel

Carbon Footprint Offset

100% of the carbon footprint from event operations was offset by Renewable Energy Certificates (RECs) provided by the City of Richmond Sustainability Office via its participation in the Dominion Green Power Program. Dominion Green Power RECs come from wind, solar and biomass facilities in the mid-Atlantic and Southeastern regions. Dominion does not make a profit from the Green Power program.

100% **carbon footprint of event operations offset by RECs (Renewable Energy Credits)**



What is a REC?

A REC represents the property rights to the environmental, social, and other nonpower qualities of renewable electricity generation. As renewable generators produce electricity, they create one REC for every 1000 kilowatt-hours (or 1 megawatt-hour) of electricity they place on the grid. As renewable generators produce electricity, they have a positive impact, reducing the need for fossil fuel-based generation sources to meet consumer demand. RECs embody these positive environmental impacts and convey these benefits to the REC owner.

Event Shuttles

Richmond 2015, Winn Transportation, the City of Richmond in partnership with TowneBank and other collaborators including Anthem developed satellite parking with complimentary shuttles at regular intervals throughout the day during the 2015 Road World Championships. Daily shuttle service to satellite lots began 2 hours prior to race events and stopped operations 2 hours after the podium ceremony. Satellite parking was a great option for spectators that wanted to park and walk or cycle to the race courses or event venues.

3 satellite parking lots and complimentary shuttles

8,869 shuttle passengers

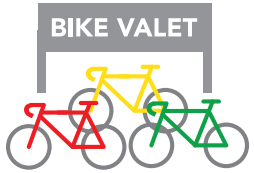
3,601 vehicles taken off the road

29,415 less vehicle miles traveled (VMT) during event

15.2 MT CO2E reduction

Bike Valets

Richmond 2015 in partnership with TowneBank offered bike valets in convenient locations throughout the 2015 Road World Championships. The bike valets were operated by friendly volunteers and helped reduce the event's greenhouse gas emissions by taking vehicles off the road. To create awareness about bike valets and encourage people to ride bikes as an alternative mode of transportation, Richmond 2015 operated bike valets at multiple community events before the Worlds.

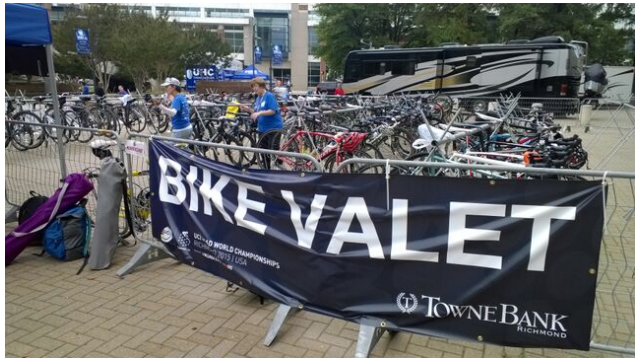


3 bike valets

1,700 bikes parked

5,100 less VMT during event

2.6 MT CO2E reduction



HIGHLIGHTS

BIKE SHARE
Richmond 2015 arranged for temporary bike share stations during the 2015 UCI Road World Championships. The stations provided rental bikes for use by citizens whether or not they attended the Worlds. The temporary stations functioned as a pre-cursor to the City of Richmond's plan to implement a bike share program in 2016.

BIKES ON TRAINS
Amtrak and the Virginia Department of Rail and Public Transportation (DRPT) offered enhanced walk-up bike service on select trains and at select stations during the 2015 UCI Road World Championships. This enabled out of town visitors to conveniently bring their bikes with them on Amtrak service to Richmond for the Worlds. Passengers were able to disembark at either the Staples Mill Station or Main Street Station in downtown Richmond using the service.

GRTC RIDE PASS
Richmond 2015 and the City of Richmond worked with the Greater Richmond Transit Company (GRTC) to offer a special $35 unlimited ride pass during the 2015 Road World Championships. The pass enabled purchasers to travel anywhere the bus system provided service during the Worlds.

Be Healthy

Encouraging healthy lifestyles was a key factor in making the 2015 UCI Road World Championships a sustainable event. Offering local and healthy food options, promoting bicyclist and pedestrian safety and promoting the incorporation of physical activity into daily routines were actions the event took to encourage healthy lifestyles. These actions also supported the Mayor's Healthy Richmond Campaign to actively engage the public in getting healthy and staying healthy through health promotion and health education activities.

GOAL

- ✓ Leverage the excitement generated by an international cycling event to encourage healthy lifestyles

OBJECTIVES

- ✓ Offer healthy and local food options
- ✓ Promote bicyclist and pedestrian safety
- ✓ Promote the incorporation of physical activity into daily routines

HIGHLIGHTS

GREEN CATERING

One way caterers and food vendors for the 2015 UCI Road World Championships supported the event's sustainability goals was by offering local and healthy food options. Mosaic Events + Catering, VIP caterer for the Finish Line Area, was a true leader in this area. 66% of the food Mosaic served during the event was sourced from locally owned businesses. Mama J's, VIP Caterer for Libby Hill, and Mosaic served healthy options and both caterers used compostable disposable serve ware (plates, forks, napkins, cups, etc.).

HIGHLIGHTS

DRIVE SMART VIRGINIA

Richmond 2015 partnered with DRIVE SMART Virginia to deliver an important safety campaign to pedestrians, bicyclists and motorists before and during the 2015 UCI Road World Championships. Called "Be Aware. Be Safe. Share the Road," the campaign was about sharing Virginia roadways and encouraged road users to be respectful of each other. The initiative was funded by a grant from the Virginia Department of Motor Vehicles (DMV).

CAR MAX KIDS ZONE

The Car Max Kids Zone in Fan Fest offered interactive and educational activities on bike safety and active living. It included a mini-bike course, a bike powered smoothie station, and a pledge wall where children could sign a pledge to eat well and exercise regularly.

CONQUER THE COBBLES

Richmond 2015 partnered with Sports Backers to organize Conquer the Cobbles, a cycling event that gave the public the chance to ride the road circuit course during the 2015 UCI Road World Championships the evening before athletes started racing on the course. It was a fun event to encourage healthy activities and lifestyles.

RIDE LIKE A CHAMPION

Richmond 2015 developed a bike safety program to educate K-5 students called Richmond 2015 Ride Like a Champion. The program includes a Ride Like a Champion bike safety booklet, a school flag, an online curriculum targeted at parents called "Mike & The Bike, Richmond 2015 Ride Like A Champion" and an online curriculum for educators. The program was developed in partnership with the Virginia Department of Education and funded through a grant from DMV.

BY THE NUMBERS:

75,000 booklets sent to every elementary school in City of Richmond and Chesterfield, Hanover and Henrico counties

300 Richmond 2015 flags sent to every elementary, middle and public school in those jurisdictions

100 Richmond 2015 flags sent to Richmond area private schools

A Positive Legacy

Leaving a positive legacy in the community was a key focus of making the 2015 UCI Road World Championships a successful and sustainable event. Creating the legacy began by taking actions to ensure that the community was prepared to host the event. It continued by using a systems approach during the Worlds to reduce waste, reduce emissions and encourage healthy lifestyles in a way that has made it easier for future events in the community to be more sustainable. Next, opportunities created by the Worlds were leveraged to support the City's community-wide RVAgreen sustainability goals and resulted in new infrastructure and enhancements that benefited the community. Finally, sustainability was highlighted as a driver for tourism and economic development.

GOAL

- ✓ Leverage opportunities presented by the UCI Road World Championships to improve the community

OBJECTIVES

- ✓ Ensure that the community is prepared to host the Worlds
- ✓ Build capacity to enhance the sustainability of future events and festivals
- ✓ Highlight sustainability as a driver for tourism and economic development.

HIGHLIGHTS

GREEN TOURISM

More than 285 tourism related operators including hotels and restaurants in the Richmond region are certified Virginia Green Travel Partners that have made voluntary commitments to reduce their environmental impact. Richmond Region Tourism hosts a dedicated website to promote green tourism opportunities for visitors who want to "go green" while in Richmond. During the UCI Road World Championships, the website was linked to the tourism website for the Worlds to highlight local green tourism.

RVA GREEN TEAM VOLUNTEER NETWORK

The City Sustainability Office, VGTA and HandsOn Greater Richmond partnered to create the RVA Green Team Volunteer Network as a resource to help make events and festivals in the community more sustainable. The Network recruits, trains and deploys volunteers whose activities include monitoring eco-stations and helping event participants recycle and compost.

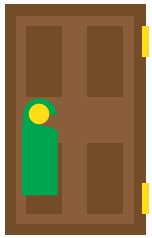
SOCIETE 2015

Richmond 2015 created Société 2015 and helped local businesses in the community maximize the opportunity presented by the UCI Road World Championships. Members engaged in a number of free resources including a Learning Series Program, a community calendar of events and a directory of services on the Richmond 2015 website.

Getting Ready For the Worlds

Community Outreach*

Richmond 2015 worked with the City of Richmond and community partners to proactively and frequently reach out to residents, community groups, local business owners, faith based organizations and others well in advance of the 2015 Road World Championships. They shared information, let people know what was being done to consider and minimize potential impacts and spent countless hours working with the people who lived and/or worked near the event to identify and address concerns.



10,000 door hangers
255 community presentations
12 race information meetings
1,430 door hangers
5 community presentations
3 media briefings

**Richmond 2015 with support from City of Richmond*

Community Clean-Ups*

MPACT, Mayor's Participation, Action & Communication Team, is an initiative of Mayor Dwight Jones that encourages community participation, drives city action, and fosters communication to develop a shared vision for Richmond's future. In preparation for the 2015 Road World Championships, MPACT led a Community Clean Up initiative that engaged city residents in cleaning up litter in their neighborhoods. These clean-ups are continuing. Keep Virginia Beautiful partnered with MPACT, Neighbor to Neighbor and the Clean City Commission on RVA Community Improvement Blitz, a coordinated clean up and recycling effort to prepare for the Worlds.

51 clean ups
83.6 tons of trash collected
1,063 lbs. recycling collected
556 volunteers

**City of Richmond MPACT, City Department of Public Works, Clean City Commission; RVA Community Blitz*

HIGHLIGHTS

RIC AIRPORT GOES GREEN

Ahead of the 2015 UCI Road World Cycling Championships, the Richmond International Airport (RIC) became a certified Virginia Green Travel Partner. To qualify, RIC made major commitments and progress in the reduction of energy and water use and in diverting waste generated at the facility via recycling. RIC had already implemented many initiatives to make its facility and operations more efficient and sustainable including converting its shuttle fleet to CNG, converting major runway and taxiway lights to LED, putting sensors on urinals, toilets and sinks in all public areas to conserve water and using Green Seal certified cleaning supplies.

I AM TOURISM AMBASSADORS

In preparation for the UCI Road World Championships, Richmond Region Tourism offered its I Am Tourism Ambassador Program to engage, educate and activate members of the community to become knowledgeable and influential representatives of tourism for the region. The Ambassador workshops helped participants gain a visitor's perspective of the region and knowledge of the many tourism products and offerings. During the Worlds, Richmond Region Tourism hosted Informational Kiosks where 74 I Am Tourism Ambassadors volunteered.

PRUNING CITY TREES

Tree Stewards, a non-profit dedicated to the health of the city's urban tree canopy volunteered many hours of labor to prune street trees on 290 blocks and in 2 city parks in preparation for the UCI Road World Championships. Trees were suggested by city arborists and no trees were pruned that did not already need to be pruned.

New Infrastructure and Improvements

Bicycle Infrastructure

Ahead of the 2015 Worlds, the City of Richmond met its goal to build new bike infrastructure to start make cycling a safer, more attractive transportation option for residents and visitors. The completed bridge improvements, bike lanes and trails all stem from detailed work that went into creating the city's first Bike Master Plan. The projects are the first step toward building a robust network of bikeways throughout Richmond. The city is continuing to develop additional bike infrastructure.

23.5 **miles of bike lanes***

2.57 **miles of bike trails***

52 **mile Capital Trail**

**completed by City of Richmond*

Public Infrastructure*

The new infrastructure and improvements to existing infrastructure that the City of Richmond made in preparation for the UCI Road World Championships will benefit the community for years to come. The City's Department of Public Works (DPW) led the effort to ensure public infrastructure was ready for the Worlds. Since July 2012, DPW staff and 15+ stakeholders met monthly to plan, budget, develop, coordinate and implement infrastructure projects.

43 **lanes paved**

180 **street trees planted**

8 **miles of sidewalks completed**

275 **ADA ramps installed**

950 **signs installed**

83 **intersection markings finished**

4 **new gateway signs completed****

**City of Richmond*
***Virginia Department of Transportation (VDOT) & City of Richmond*

Bike Racks

In preparation for the Worlds, the City of Richmond installed new bike racks throughout the community. The racks were crafted by City of Richmond Center for Workforce Innovation program participants who made the racks while developing their career path. "Go Bike!" an initiative of the Greater Richmond Chamber of Commerce (GRCC) and City of Richmond worked with local artists who created unique artistic works mounted on functional bike racks throughout the city ahead of the Worlds. Altria was the arts sponsor of "Go Bike!"

420 **bike racks**

30 **Go Bike! racks**

**Installed by City of Richmond*

HIGHLIGHTS

RICHMOND REGIONAL RIDE CENTER

The Richmond Regional Ride Center (RRRC) was the 1st legacy project of the Worlds. Ride Center is an official designation of the International Mountain Biking Association (IMBA) for a large-scale group of bike trails for all skill levels. RRRC is certified as Bronze level, is the only Ride Center located in an urban environment and the only Ride Center to include facilities for individuals with disabilities.

BY THE NUMBERS:

- **37** IMBA Ride Centers around the world
- **70** total mi. of trails for RRRC
- **35** mi. trails in James River Park System
- **20** mi. new trails + 15 mi. rehabilitated trails at Pocahontas State Park
- **$12.2** M ann. economic activity on City of Richmond and Chesterfield County
- **$19.5** M ann. economic activity on Commonwealth of Virginia

BIKE REPAIR STATIONS

Ahead of the Worlds, the James River Park System installed 3 bike repair stations in the Park-1 at North-bank, 1 at Belle Isle Skills area and 1 at Reedy Creek. Riverside Outfitters paid to put in a bike repair station on Browns Island. The stations are permanent improvements for the community.

FUTURE SUSTAINABLE EVENTS

The City Sustainability Office and VGTA used a systems approach to plan and implement sustainability initiatives for the Worlds in a way that created new resources to enhance the sustainability of future events in the community.

BY THE NUMBERS:

- **200** eco-stations
- **24** eco-station banners + 18 eco-station flags
- **10** water filling stations
- **2** training videos for green team volunteers

URBAN GREENING

ARTS DISTRICT BOTANICAL MAKEOVER

A collaboration between Venture Richmond, the City of Richmond, Lewis Ginter Botanical Garden and local businesses produced a botanical makeover in the Richmond Arts and Cultural District. Volunteers transformed 13 blocks of the area in preparation for the 2015 Worlds as part of the $100,000 RVA Arts District Beautification Plan.

BY THE NUMBERS:

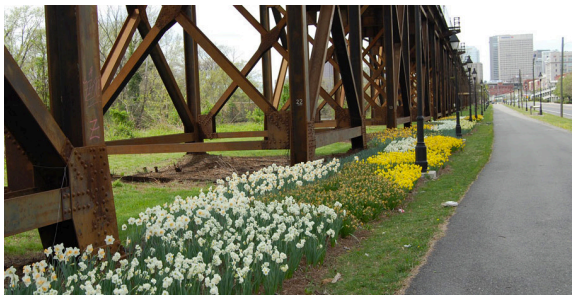
- **13** blocks
- **1,200+** plants
- **49** planters
- **526** bags of mulch + **460** bags of soil

3RD AND 5TH STREET GATEWAY BEAUTIFICATION

Ahead of the 2015 UCI Road World Championships, Venture Richmond, the City of Richmond, Maymont Foundation and Virginia Biotechnology Research Park businesses joined forces to complete a botanical makeover of 2 key gateways into downtown Richmond from heavily traveled I-95. The project included planting in medians and adding planters along multiple blocks of both gateways.

BY THE NUMBERS:

- **767** plants
- **104** planters
- **147** trees



CANAL WALK

Venture Richmond partnered with Lewis Ginter Botanical Garden, HandsOn Greater Richmond, and Altria to complete a botanical makeover of a key area of the Canal Walk in Richmond's Shockoe Slip area before the Worlds. ValleyCrest, Kinfolks Community, Richmond Community Toolbank and students from the Mayor's Youth Academy also provided support to the project.

BY THE NUMBERS:

- **4,000** plants
- **260** ft. railing painted
- **250** volunteers

LOW LINE

In preparation for the Worlds, Capital Trees, along with the City of Richmond and CSX completed a portion of the Low Line trail, an environmental and beautification enhancement project along Dock Street adjacent to the Virginia Capital Trail, on the historic James River and Kanawha Canal. The entire Low Line project is expected to take 5 years to complete and will remove invasive weeds, create an attractive landscape with primarily native trees, shrubs and perennials, add storm water mitigation amenities, educational signage and space for interpretive public art.

ALTRIA GRANT IMPROVES RIVER ACCESS

A $90,000 grant from the James River Association via funding from Altria enabled the Richmond Department of Parks and Recreation to improve the 22nd Street Tower entrance to the James River Park System in preparation for the 2015 UCI Road World Championships. Improvements included stormwater management features, new entry steps, new planting beds with native plants, new walking paths and new signage.

PUBLIC PARK BEAUTIFICATION

Enrichmond Foundation parks and public spaces developed a beautification partnership with the Richmond Department of Parks and Recreation. Through Enrichmond's Friends groups, HandsOn Greater Richmond, Tree Stewards, the City's Richmond Grows Gardens volunteers and community partners, the program beautified key areas of 4 regional parks: Bryan Park, Forest Hill Park, Byrd Park and Chimborazo Park.

BY THE NUMBERS:

- **4** parks
- **431** plants
- **9** trees
- **5** gardens
- **11** cu yd mulch
- **46** volunteers

TREE BOX LOVE CHALLENGE

Ahead of the Worlds, Page Bond Gallery and 3north Architects sponsored this contest for locals to spruce up tree wells, the tiny lots surrounding street trees. The mission of the challenge was to build a community interested in making the city beautiful by sprucing up small but important areas and making them sustainable.

HIGHLIGHTS

ART

RICHMOND MURAL PROJECT

In 2012, the founders of Art Whino launched the Richmond Mural Project with the goal to create over 100 murals in the first 5 years. They believe that the project will help establish Richmond as a landmark destination for internationally recognized murals and drive tourism. Over 60 murals had been created before this past July when 10 muralists were in Richmond from various parts of the world. The muralists completed 18 murals before the 2015 UCI Road World Championships.

WELCOMING WALLS

Welcoming Walls was created ahead of the Worlds to bring large scale murals to walls facing interstates and major exits running through Richmond to create a visual identity for the city while attracting newcomers and promoting the city's reputation as a hub of creativity.

FIRST FRIDAYS ART WALK

The Arts District hosts First Fridays, the city's long-standing monthly art walk on the first Friday of each month. During the UCI Road World Championships, the Arts District hosted a special second Art Walk on Sept. 25th so visitors and residents could experience the monthly art walk.

MUSEUMS AND ART GALLERIES

During the Worlds, many museums and art galleries in the Richmond area hosted bike themed art displays and exhibits including the Virginia Museum of Fine Arts (VMFA), the Science Museum of Virginia, the Valentine Museum, Lewis Ginter Botanical Garden, Branch Museum of Architecture and Design, and the Gallery at UNOS.

POP UPS

MANCHESTER POP UP

During the Worlds, Plant Zero in Manchester hosted a curated shopping and dining experience to connect Richmond-made products to a global market.

BY THE NUMBERS:

- **8,000** sq. ft. outdoor market
- **7,000** sq. ft. indoor shopping area
- **40+** vendors
- **25** local vendors

NEW NORMAL

New Normal Apparel held a pop up shop that featured 6 local vendors, 2 local non-profits, special events and fund raisers to show off what Richmond had to offer during the 2015 Road World Cycling Championships.

ARTS DISTRICT POP UPS

Storefront for Community Design, HandsOn Greater Richmond, City of Richmond and corporate volunteers from Altria and other organizations worked together to prepare key locations in the Richmond Arts and Cultural District for pop up retail during the 2015 UCI Road World Championships. 5+ storefronts were leased for temporary retail by local and national businesses during the Worlds. As a result, efforts are underway for future pop up retail in the Arts District.

Green Event Toolkit

The City Sustainability Office and VGTA successfully used the 2015 UCI Road World Championships as a proving ground to show how sporting events and festivals can fully integrate green practices from the onset of planning. They did this by applying a systems approach to planning, preparing and implementing sustainability initiatives for the Worlds. A tangible outcome of this systems approach is the Green Event Toolkit. It is being developed as a free on-line resource to impart lessons learned from the environmental achievements of the Worlds and to share information to help organizers reduce the environmental impact of future events. For events held in the Richmond community, the toolkit will also provide access to supplies such as recycling and compost bins to help these events be more sustainable.

GOAL

- ✓ Develop a Green Event Toolkit

OBJECTIVES

- ✓ Communicate lessons learned from the sustainability effort for the UCI Worlds
- ✓ Develop and share free resources
- ✓ Help reduce the environmental impact of future sporting events and festivals

TOOLKIT: ON-LINE RESOURCES

LESSONS LEARNED
Based on experiences from the 2015 Road World Championships, Lessons Learned explains how to apply a systems approach to fully integrate green practices from the onset of planning an event or festival

CHECKLISTS
Checklists in the Toolkit identify key steps and action items in the planning and implementation of a sustainable event or festival including:

Green Event Checklist
Waste Diversion Strategy
Recycling
Compost
Food Recovery Program

TEMPLATES
Templates in the Toolkit are valuable documents that can be customized to use in the planning and implementation of a sustainable event or festival including:

Sustainable Purchasing Policy
Waste Diversion Plan
Vendor Contract with Compostable Requirement
Vendor Recycle & Compost Guide
Communications & Messaging

EDUCATION AND TRAINING MATERIALS
The Toolkit provides materials to educate and train key contributors to a sustainable event or festival including volunteers and vendors

Green Volunteer Training Information
Green Volunteer Training Videos
Vendor Training Information

TOOLKIT: RESOURCES TO GREEN RICHMOND EVENTS AND FESTIVALS

RVA GREEN TEAM VOLUNTEER NETWORK
RVA Green Team Volunteer Network via HandsOn Greater Richmond-recruits and deploys volunteers to help with an event's waste diversion activities

ECO-STATIONS
200 eco-stations*-3 bin stations with 96 gallon commingled recycling, 96 gallon compost, and 96 gallon trash bins that are marked w/color coded and coordinated labels
**Made available by the City of Richmond Department of Public Works*

20 eco-station banners*
18 eco-station flags*
**Available for use at Virginia Green certified events only*

RVA Green Team Volunteer Eco-station Orientation Video*
-trains volunteers how to monitor eco-stations
**Available on RVA Green Team webpage*

WATER FILL STATIONS
10 water refill stations to help organizers minimize plastic water bottle waste
**Made available by the City of Richmond Department of Public Utilities*

RVA Green Team Volunteer Water Filling Station Orientation Video*-explains how water filling station works
**Available on RVA Green Team webpage*

2015 UCI ROAD WORLD CHAMPIONSHIPS SUSTAINABILITY ACHIEVEMENTS AT A GLANCE

This section contains an overview of all sustainability achievements for the 2015 UCI Road World Championships. For easy reference, the achievements are organized into the four key areas of sustainability activity for the Worlds: Reduce Waste, Reduce Emissions, Be Healthy and Leave a Positive Legacy.

Achievements to Reduce Waste

76% of event waste diverted from landfill

Comprehensive Waste Management Plan that included compost, commingled recycling and food recovery

All food vendors and caterers were required to use compostable serve ware

New bulk purchase system developed to lower price of compostable serve ware for event

All food vendors and caterers composted/diverted as much pre-consumer food scraps as possible

Recycling of traditionally difficult materials including pallets, plastic bags and cooking grease

Food recovery program to donate unused food from event to local charities

City Sustainability Office, Virginia Green Travel Alliance (VGTA) and HandsOn Greater Richmond created the new RVA Green Team Volunteer Network to recruit, train and deploy green volunteers

City of Richmond, HandsOn Greater Richmond and VGTA received a grant for 6 Americorps NCCC volunteers to serve as green team leaders during event

Green Team volunteer training included pre-event e-mails, a video on compost and recycling during the event, a short pre-shift training session and on the scene training from a team leader

Green Team volunteers encouraged, educated and involved attendees in separating items into proper bins

City of Richmond Dept. of Public Utilities provided 9 water refill stations

10,000 reusable beer cups sold in beer gardens to minimize use of plastic beer cups

Achievements to Reduce Waste

Public eco-stations: 3 bin stations with 96 gallon commingled recycling, 96 gallon compost, and 96 gallon trash bins. Located throughout key event areas. Marked w/color coded and coordinated system of flags and signage for high visibility

Vendor Eco-stations: 3 bin stations with 96 gallon commingled recycling, 96 gallon compost, and 96 gallon trash bins. Located conveniently near caterers and food vendors. Also included collection of: cardboard, plastic bags and cooking grease

Staging Areas: were placed in strategic locations to collect recycling, compost and trash from eco-stations as well as cardboard, pallets, plastic bags and cooking grease until materials taken off-site

Eco-station banners and signage created to educate attendees and encourage waste reduction efforts

Detailed maps showing locations of eco-stations and staging areas developed for caterers and vendors

Conducted pre-event meetings and daily check-ins with caterers and food vendors

Caterers monitored attendance numbers to ensure their food supplies tailored accordingly to avoid waste

Recycled packaging material from event

Event app created that provided event details and information to reduce the need for printing

100% online registration for athletes and volunteers

Event communications and marketing conducted electronically to minimize printed material

Encouraged reduction of give-away items at event

Rented, borrowed, or reused a majority of event equipment20

Achievements to Reduce Greenhouse Gas Emissions

Measured greenhouse gas emissions and developed a carbon footprint for event operations

Offset 100% of the carbon footprint from event operations by Renewable Energy Credits (RECs) provided by the City of Richmond Sustainability Office

The main event site, the Greater Richmond Convention Center (GRCC), is a Virginia Green Certified facility

Navigate.Richmond2015.com website created to convey day by day event information related to: traffic and commuting, parking, transit, Amtrak and a pedestrian/cyclist guide. Included mapping tools, detailed daily guides and FAQs

A comprehensive Transportation Plan maximized safety considerations and minimized traffic congestion-included developing event courses and schedules to take into account morning and afternoon travel patterns and peak travel times

"RVA Green the Scene" campaign and signage encouraged public transport, walking or riding to the event

Multiple temporary bike share stations provided rental bikes for use during the event

Multiple bike valets encouraged people to ride to the event

Shuttle buses to/from event were available where people could park/ride from convenient locations

Event venues were conveniently accessed by public transport

Event partner GRTC offered a special $35 unlimited ride pass during entire event

Event partner RideFinders provided carpooling and other alternative mode resources

Amtrak offered enhanced walk-up checked bike service on select trains and at select stations

Achievements to Be Healthy

Caterers and food vendors served healthy food options

Event encouraged healthy activities by engaging the community in “Conquer the Cobbles” which gave the public a chance to ride the race course

Car Max Kids Zone in Fan Fest offered interactive and educational activities on being healthy and bike safety

Richmond 2015 partnered with DRIVE SMART Virginia on a “Be Aware. Be Safe. Share the Road” campaign

Richmond 2015 promoted September as Virginia Bicyclist and Pedestrian Awareness Month with partner DRIVE SMART Virginia

Richmond 2015 developed Richmond 2015 Ride Like a Champion, a bike safety program funded through a grant from DMV, Virginia’s Highway Safety Office

Achievements to Leave a Positive Legacy

City Sustainability Office & VGTA ran "UCI Worlds Sustainability Champion" a campaign to engage attendees in sustainability activations during the Worlds and educate them on broader city sustainability initiatives

City Sustainability Office & VGTA is developing a Green Event Toolkit with free information and resources to help events and festivals adopt sustainable practices

RVA Green Team Volunteer Network will continue to serve as a resource to help future events and festivals in the community become more sustainable

200 eco-stations available from the City of Richmond for free to help organizers in the community make their events more sustainable

10 water refill stations available from the City of Richmond to help organizers in the community make their events more sustainable

Bulk purchase system to lower the price of compostable serve ware for event organizers, caterers and food vendors

"RVA Green the Scene" campaign and signage to inform attendees about sustainability initiatives and encourage adoption at future events

Green team volunteer video, eco-station banners, signage, and flags are available for use at future events

Event organizers used local caterers and food vendors

Virginia Green Program developed a new category that enables food trucks and mobile food vendors to apply for certification

We offer our sincerest gratitude to so many who contributed their time, talents, and resources to make the 2015 UCI Road World Championships a sustainable event and without whom an endeavor of this scope and complexity would not have succeeded. Our special thanks go out to the numerous volunteers who made this event a success as well as the following organizations:

City of Richmond
- Office of Sustainability
- Special Events
- Department of Economic & Community Development
- Mayor's Participation, Action & Communication Team (MPACT)
- Minority Business Development
- Neighbor to Neighbor
- Department of Parks, Recreation and Community Facilities
- Department of Planning & Development Review
- Police Department
- Department of Public Works
- Department of Public Utilities

Council for Responsible Sport
EPA Region 3 Mid-Atlantic
Virginia Department of Environmental Quality
Virginia Green Travel Alliance

Altria
Americorps NCCC
Anthem
Bonner Center for Civic and Community Engagement
Car Max
Dominion
HandsOn Greater Richmond
Kings Dominion
Lewis Ginter Botanical Garden
Owens & Minor
RVA Green Team Volunteer Network
Second Presbyterian Church
Sports Backers
Towne Bank
UCI Green Team Volunteers
UCI Sustainability Committee
University of Richmond
WestRock
Virginia Commonwealth University
Virginia State Parks-Pocahontas State Park

American Public Works Association (APWA) Mid-Atlantic Chapter
Vanasse Hangen Brustlin Inc. - Richmond Office

Aramark
Artspace & Planet Zero Art Center
Echelon Events
FeedMore
Greater Richmond Convention Center
The Healing Place
Mama J's
Mosaic Catering + Events
Natural Organic Process Enterprises (NOPE)
Performance Food Group
RECO Biotechnology
TFC Recycling
TREX
Sysco
Virginia Community Capital, Inc.
Whole Foods