

# Capturing Organics Key to San José's Best in Class Approach to Greening Special Events

**Presented by:**

**Donna Thurmon**

*Environmental Services Department*

# Overview

## San José Green Vision Goals



- 25,000 new **Clean Tech jobs**
- **Reduce** per capita **energy use** 50%
- 100% **renewable** electricity
- retrofit 50 million ft<sup>2</sup> **green buildings**
- **Zero Waste** to landfill
- 100% **beneficial reuse** of **wastewater**
- **Sustainability** in General Plan
- 100% **alternative fuel** fleet
- 100,000 **new trees** planted
- 100 miles of **interconnected trails**

# Overview

- Zero Waste Event pilot launched 2008
- Two year pilot resulted in 94% landfill diversion
- City Council approved new policies for 2010 season



# Objective

Promote waste reduction planning in venue/event design & operation

- Enhance recycling
- Compostable material collection
- Green education, awareness and promotion

# Capturing Organics



# Current Program



- Policies
- Coordination with event planners
- Multi-level certification program
- Green event grants
- Partnership with the Conservation Corps
- Food & beverage vendor education
- Attendee education and collection systems
- Resources for event planners

# Policies

**Beginning on May 1, 2010, all events held on city-owned property with over 1,000 daily attendees are required to:**

- Eliminate polystyrene (#6) use by food vendors
- Use #1 plastic for cups 7 oz. or greater and paper cups for less than 7 oz.
- Collect, at minimum, plastics, glass, metals, and cardboard for recycling, and...
- Submit a waste reduction plan and post-event diversion report (SJMC 9.10.1445)

# Promotion through Certification



Multi-tiered

Criteria includes diversion level and additional requirements

25%, 50%, 75%

Certification available to all events, regardless of size

Events must meet policy & reporting requirements



# Green Event Grants

## Criteria

- Events on public property with over 1,000 daily attendees
- Funding for expenses related to event greening
- Requirements
  - ✓ Meet policy and reporting requirements
  - ✓ Assign or hire an on-site materials manager
  - ✓ Apply for green event certification
  - ✓ Implement product compliance policy for vendors
  - ✓ Environmental education before and during event
  - ✓ Send trash and compostables to a processing facility

# Eco-Station Loans

- Borrow & return
- Event assumes responsibility for setup, cleaning, and damage/loss



# Recycling Services

## Free to Qualifying Events

- San José Conservation Corps service
- Staffed and unstaffed services
- Criteria
  - 1,000 average daily attendees
  - Public street, facility, park
  - 30 day minimum notice



# Food Vendor Education

- Send letters to vendors six to nine months in advance
- Hold meetings to explain program eight weeks prior to each event
- Assist events with product compliance policies
- Write policies into contracts
- Compostable utensils provided to vendors free for grant recipients



# Program Resources

Website

Workshops

Technical Assistance

**City of San Jose**  
CAPITAL OF SILICON VALLEY

City Home City Services About San José Visitors Feedback Search

Monday, July 27, 2009

## Environmental Services

### Environmental Services Home

Jump to Business Links Go  
Jump to Resident Links Go  
Jump to School Links Go

**Service Areas**

- Recycling & Garbage
- Zero Waste
- Waste Prevention
- Reusable Bags
- Business
- Residents
- Events & Venues**
- Go Green Schools
- Construction & Demolition
- Energy
- Green Building
- Drinking Water
- Recycled Water
- Stormwater
- Wastewater
- Water Conservation

**Department Links**

- About Us

## EVENTS & VENUES

### Zero Waste Event Program

The Zero Waste Event Program was created to encourage waste prevention and reduction, recycling, and composting at events held in the City of San José. The program promotes the City's Green Vision to thrive as an environmentally sustainable city and conforms with California's Assembly Bill 2176 (AB2176), which sets guidelines for waste management at events.

Events are known to be one of the largest producers of waste in the U.S. However, most materials discarded at events are not waste. With proper planning and collection, most materials can be recycled or composted and diverted from landfill.

This website is designed to provide resources and information to help event planners:

- Understand the planning cycle for production of a sustainable event
- Successfully collect recycling and compostable materials
- Explore sustainable product options
- Comply with City and State reporting requirements
- Receive recognition for their efforts

San José's goal is to reach a diversion rate of 75% from the landfill by 2013 and zero waste by 2022. By greening your event or venue, you are helping the City achieve this goal.

### Green Your Own Event Workshops

The Environmental Services Department is now offering free, monthly workshops on "How to Green Your Own Event."

[Green Event Workshop & Training Schedule](#) (236 KB)

### Events & Venues Links

- [Events & Venues Home](#)
- [Certification Program](#)
- [Policies & Reporting Requirements](#)
- [Product & Material Information](#)
- [Recycling & Compost Collection](#)
- [Best Greening Practices](#)
- [Volunteer Information](#)
- [Additional Resources & Information](#)

### Zero Waste Event Team Contact Information

200 East Santa Clara Street,  
10th Floor  
San José, CA 95113

**Phone:** (408) 975-2532  
**Fax:** (408) 292-6212

[Email the Zero Waste Event Team](#)

# Technical Assistance

- Timeline and stakeholder checklists
- Material management planning & collection
- Site planning
- Sustainable product choices
- Vendor communication
- Certification and grant assistance

# Best Practices

- Establish greening policies and practices for organization and event
- Set goals & communicate to attendees & stakeholders
- Locate containers & signage for optimal participation

# The Opportunity

**Compost collection can divert 75%-97% of materials from landfill.**

**Three-pronged approach to success:**

- Pre-event planning & outreach
- Onsite collection
- Post-event processing and composting



# Contact Information



**City of San José**  
**Zero Waste Event Program**  
**(408) 975-2534**  
**[greenevents@sanjoseca.gov](mailto:greenevents@sanjoseca.gov)**  
**[www.sjrecycles.org/events-venues/](http://www.sjrecycles.org/events-venues/)**