

## EVENTS AND EVENT PERMITS – SUSTAINABILITY MEASURES

The gathering of people and resources for each special event in Hermosa Beach creates a significant environmental footprint which can be reduced when event planning is held to a high sustainability standard. The 'sustainability plan' represented in the table below is a first step toward answering the question: What makes an event in Hermosa Beach sustainable or 'green'?

### WHY SUSTAINABILITY MEASURES?

A 2006 study of 25 different venues and events in California indicated that on average 2.44 pounds of waste is generated per visitor, per day.<sup>1</sup> In addition:

- 60-90% of ocean litter, which is affecting species health and reproduction, is made from plastic. Plastics and Styrofoam photosynthesize into smaller and smaller particles and cannot be recycled economically.
- Public agencies in California spend more than \$375 million annually on litter cleanup.
- Californians use 165,000 tons of polystyrene (such as Styrofoam®) each year for food service packaging.
- 19 billion plastic bags are distributed in California annually. Fewer than 5% are recycled.
- Since 1960 the waste generated by packaging has increased more than 200%.
- Every ton of recycled paper (2000 pounds) saves approximately 17 trees, 4 barrels of oil, 3 cubic yards of landfill space, 7000 gallons of water and 4,200 kilowatt hours of energy – enough to heat and air condition the average home for almost 6 months.

AB 2176 (2004) amended State law by requiring waste management to be part of large events and venues with 2,000 people or more, and mandated planning for reduction of waste generated at venues and events. The law requires large venue and large event operators to meet with recyclers and solid waste handlers to select appropriate waste diversion programs, and if requested to report to the City. Waste reduction can help the City meet the current mandated 50% waste diversion targets. Requiring sustainability measures for all events, regardless whether addressed by AB 2176, will reduce their impacts.<sup>2</sup>

### HERMOSA BEACH EVENT PERMITS

For large and medium sized events, and recurrent events, the first step is to make a plan to progressively implement sustainable measures, including those to reduce greenhouse gas emissions. Measures in the table below, or alternatives that are at least as effective, are intended to be implemented by City government, event sponsors, promoters, vendors

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<sup>1</sup> California Integrated Waste Management Board

<sup>2</sup> Information and tools: <http://www.ciwmb.ca.gov/Venues/>

Quick Tips: <http://www.ciwmb.ca.gov/Publications/Reduce/31005005.pdf>

Stop Waste – Special Events: <http://www.stopwaste.org/docs/specialevents-swp.pdf>

AB 2176: <http://www.leginfo.ca.gov/cgi-bin/displaycode?section=prc&group=42001-43000&file=42648-42648.7>

and service providers over time as part of this ' sustainability plan'. This plan is a work in progress, and will evolve with our understanding of sustainability and marketplace response.

The following abbreviations are used in the table below:

- L Large events: 2000 or more people (no exceptions)
- E Extra large events: 5,000 or more people (no exceptions)
- S Small events: 500 up to 2000 people
- A All other event permits regardless of size
- \* Small recurrent events

Measure	Year		
	2010	2011	2012
<b>Recycling and Waste Reduction</b>			
<i>Waste diversion or reduction targets</i>	<i>50%</i>	<i>60%</i>	<i>70%</i>
1. Reduce waste and single-use items			
▪ limit single-use paper and plastic goods, packaging and décor items	E, L	E, L, S, A	E, L, S, A
▪ reduce size and bulk of plates, containers and cups; use paper rather than cardboard or Styrofoam	E, L	E, L, S, A	E, L, S, A
▪ when using disposable items, use products made from recycled materials	E, L	E, L, S, A	E, L, S, A
▪ restrict use of plastic bags	E, L	E, L, S, A	E, L, S, A
▪ provide free drinking water in large dispensers (adequate to provide an opportunity for people to refill their own containers, and provide small paper cups)		E, L	E, L, S
▪ avoid sale or give-away of plastic bottled drinking water		E, L	E, L, S, A
▪ at 'beer gardens', use biodegradable or recyclable drink containers with stations to dump liquids and recycle the cups	E, L	E, L	E, L
▪ recycle fry-grease for bio-diesel fuels	E, L	E, L	E, L
2. Flyers, handouts and printed media			
▪ limit and reduce size of handouts, flyers and give-aways (print several per page, double-side, do not use dark color inks)	E, L, S	E, L, S	E, L, S
▪ use paper goods, flyers, etc. with high recycled content (minimum 30% recycled/post-consumer content. 100% post consumer waste recycled paper is best)	E, L	E, L, S	E, L, S
▪ design flyers so that excess quantities can be used at future events or recycled	E, L	E, L, S	E, L, S
3. Staging			
▪ rent or reuse 'staging' materials: platforms, tents, ground covers, etc. Use "green" or natural materials (avoid petroleum or plastic based materials if possible)		E, L	E, L

Measure	Year		
	2010	2011	2012
▪ recycle or reuse construction materials		E, L	E, L
▪ use no emission / no VOC paints, sealants and lacquers; avoid spray paint	E, L	E, L, S	E, L, S
4. Recycling containers:			
▪ place well-marked recycle container (recycling containers to have differentiated top/opening from trash containers) adjacent to every trash container	E, L	E, L, S	E, L, S
▪ onsite 'monitors' to direct people to recycling at prime times/locations, or provide secondary sorters	E, L	E, L	E, L
<b>Transportation</b>			
▪ free shuttles	L	E, L	E, L
▪ sponsor free or reduced cost bus passes		E, L	E, L
▪ show use of hybrid, electric or CNG vehicles	E, L	E, L	E, L
▪ no-idling policy for all vehicles	E, L	E, L, S, A	E, L, S, A
<b>Energy</b>			
1. Energy-efficiency lighting and devices			
▪ use energy-efficient lighting		E, L	E, L, S, A
▪ turn lighting and devices off when not in use	E, L		E, L, E, L, A
▪ work toward using alternative energy (solar, wind, fuel cell) to supply some power			E, L
2. Generators			
▪ use alternative fuel generators (CNG, fuel cell) or biodiesel in diesel powered generators (minimum B20 [20% blend]; B99 is best)		E, L	E, L
▪ generators to be turned off when not in use for significant periods of time.		E, L	E, L, S, A
<b>Marine environment</b>			
▪ street, sidewalk and beach cleaning required	E, L	E, L, S	E, L, S
▪ no hosing surfaces unless according to city procedures	E, L	E, L, S, A	E, L, , A
▪ full containment of all wastes	E, L	E, L, S, A	E, L, S, A
▪ full containment/recycling of all six-pack plastic rings	E, L	E, L, S, A	E, L, S, A
▪ provide litter control	E, L, S, A	E, L, S, A	E, L, S, A
<b>Education</b>			
▪ event and vendors to make reducing waste and recycling a prominent theme	E, L	E, L, S	E, L, S
▪ provide one booth, kiosk or location for green public education sponsored by city or its designee	E, L	E, L	E, L
▪ advertise green measures and 'rules' in all event advertising and on websites	E, L	E, L, S	E, L, S
<b>Implementation</b>			

Measure	Year		
	2010	2011	2012
<ul style="list-style-type: none"> <li>create written plan detailing measures to be progressively implemented; events will provide responses as part of the event permit process' medium and large recurrent events will create a multi-year plan to progressively implement measures</li> </ul>	E, L	E, L, S*	E, L, S*
<ul style="list-style-type: none"> <li>demonstrate vendors and service providers will comply with green measures</li> </ul>	E, L	E, L, S*	E, L, S*
<ul style="list-style-type: none"> <li>complete a 'report card' documenting implementation progress/compliance</li> </ul>	E, L	E, L, S*	E, L, S*
<b>City obligations</b>			
1. Implement State laws	X	X	X
2. Plan for sustainable events			
<ul style="list-style-type: none"> <li>conduct a field survey of large medium and small/recurrent events to identify practices that are not green and possible solutions</li> </ul>	X	X	X
<ul style="list-style-type: none"> <li>create written event sustainability planning guide with objectives, targets and monitoring measures</li> </ul>	X	X	X
<ul style="list-style-type: none"> <li>ask adjacent/south bay cities to adopt similar measures</li> </ul>	X	X	X
<ul style="list-style-type: none"> <li>place information on the City's website</li> </ul>		X	X
3. Modify contracts, event permits and event procedures applicable to waste hauler and event sponsors, vendors and service providers	X	X	X
4. Provide reusable banners and other items as identified in support of waste reduction and green measures (refundable deposit required)	X	X	X
5. Provide information, facilities and assistance to event organizers so they can comply with guidelines	X	X	X
6. Use refundable deposits or other measures as carrot/stick for obtaining reporting and compliance	X	X	X
<b>City's Contract Waste Management Provider</b>			
1. Coordinate with city and event sponsors in timely and responsive manner.	X	X	X
2. Extend the provisions of AB 2176 to <u>all</u> large events and venues with more than 2,000 attendees, regardless whether otherwise exempt)	X	X	X
3. Provide well marked recycling containers located adjacent to trash containers; use biodegradable/post consumer insert bags	X	X	X
4. Report on waste diversion for all large venues and events (no exceptions)	X 50%	X 60%	X 70%

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