



DATE: January 14, 2019

TO: Council Sustainability Committee

FROM: Director of Utilities & Environmental Services

SUBJECT: Sustainability Guidelines for Special Events

RECOMMENDATION

That the Committee reviews and comments on this report.

SUMMARY

This report provides a summary of the City's existing sustainability-related rules and regulations for special events. Currently, the sustainability-related rules and regulations are primarily focused on trash diversion.

Staff is proposing an expansion of the sustainability-related rules and regulations to include signage, purchasing, and transportation. Requirements for the Committee's consideration include appropriate signage on the waste, recyclables, and organics receptacles, strengthened wording around the purchase of compostable or recyclable food and beverage serving ware by vendors, and outreach language regarding travel to the special events via public transportation. Staff has also drafted for the Committee's review a more expansive Sustainability Guide for Special Events, which includes minimum requirements as well as optional ways event organizers can further green their special event.

BACKGROUND

In 2004, the State of California passed AB 2176,¹ which requires special events with over 2,000 attendees per day to implement a solid waste management plan and have convenient recycling available to attendees. Additionally, there are several sustainability-related rules and regulations for all special events and food vendors in Hayward (see Attachment 2). The primary focus of these rules and regulations is the diversion of trash from the landfill.

DISCUSSION

¹ http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=200320040AB2176

Solid Waste – According to waste audits conducted by the California Integrated Waste Management Board in 2005, the majority of waste at special events can be recycled or composted (see Figure 1). These waste audit results show that at most special events approximately 25% of waste could be recycled, 64% could be composted, and only 10% is landfill trash. Therefore, emphasis placed on efforts to divert waste could have a significant impact.

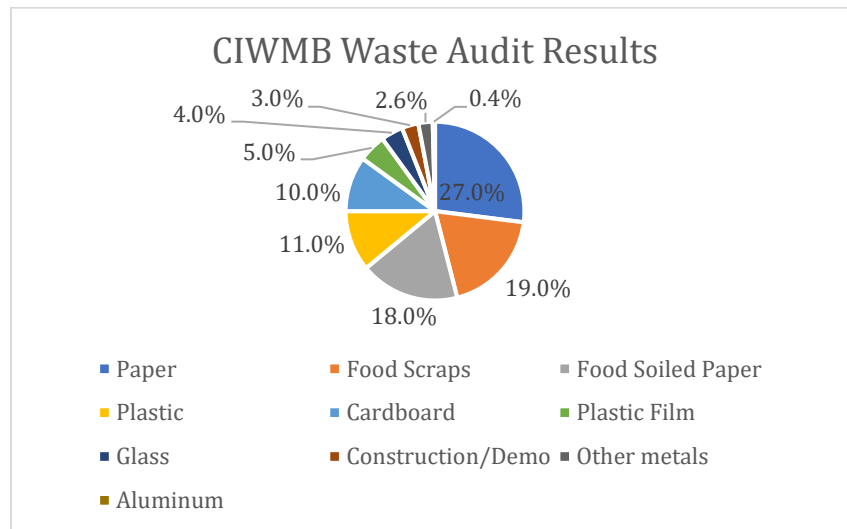


Figure 1

The current rules for food vendors require the use of reusable, recyclable, or compostable food ware. Staff recommends additional language to strongly encourage the use of either reusable or paper-based compostable food ware.

StopWaste provides sample contract language for vendors to promote recyclable and compostable food service ware and packaging. Below is proposed language recommended by StopWaste, modified for the City of Hayward:

Potential Option A: Promote Compostable Packaging and Food Service Ware and Containers – The City of Hayward prohibits the use of all polystyrene (Styrofoam) containers and promotes the use of only recyclable or compostable food service ware and packaging, *with compostable service ware and packaging strongly preferred*. Several companies offer alternative products that are environmentally safe. Contact the City’s Environmental Services Division at recycling@hayward-ca.gov for a listing. Violators will be assessed a daily fine of \$50 until the situation is corrected.

Potential Option B (more specific, as it recommends specifically paper-based compostables, as some of the biodegradable plastics don’t actually break down in our composting facilities): Promote Compostable Packaging and Food Service Ware and Containers – The City of Hayward prohibits the use of all polystyrene (Styrofoam) containers and promotes the use of only recyclable or compostable food service ware and packaging, *with paper-based compostable service ware and packaging strongly preferred*. Several companies offer alternative products that are environmentally safe.

Contact the City's Environmental Services Division at recycling@hayward-ca.gov for a listing. Violators will be assessed a daily fine of \$50 until the situation is corrected.

Staff recommends modifying the waste and recycling plan requirements to address waste sorting signage. StopWaste's sample language is modified for the City of Hayward below:

Effective signage is essential for clarifying which materials can be recycled and where to put them. Make sure signage is easy to read and informs visitors of recycling procedures. Place signs high so that event attendees can see them from a distance. Signs may be borrowed from the City's Solid Waste Program Manager.

Transportation

The City of Hayward does not currently have any language regarding sustainable transportation for special events. The attached proposed Guidelines include language to require the inclusion of nearby public transit lines to the special event on any collateral that provides driving and/or parking instructions to the event.

ECONOMIC IMPACT

Compostable items are often more expensive than less environmentally friendly options. Depending on the products currently used by food and drink vendors, they could see either a decrease or increase in their food service ware costs when they are making the switch to recyclable or compostable products.

FISCAL IMPACT

The proposed Sustainability Guidelines may require some additional staff time to monitor and enforce. This effort can be absorbed by existing staff and will not result in a significant impact to the General Fund.

STRATEGIC INITIATIVES

This agenda item supports creation of a more sustainable community but does not relate directly to any of the Strategic Initiatives.

SUSTAINABILITY FEATURES

Solid Waste: Solid waste management involves the safe and responsible management of discarded material from generation through processing to disposal. Reducing waste landfilled by maximizing the reuse, recycling, and composting of materials increases diversion, conserves natural resources, and plays an important role in making a community sustainable. Reducing the amount of hard-to-manage solid waste (i.e. straws, forks, etc.) also reduces the opportunity for material to enter waterways and the Bay.

Transportation: Raising awareness of public transit options can encourage the community to utilize public transit. Getting people out of their cars and using public transportation can help reduce greenhouse gas emissions and improve local air quality.

PUBLIC CONTACT

No public contact has been made regarding this agenda item.

NEXT STEPS

Upon direction from the Committee, staff will prepare sustainability guidelines for special events in the City of Hayward and edit relevant pages on the City's website.

Prepared by: Nicole Grucky, Sustainability Specialist

Recommended by: Alex Ameri, Director of Utilities & Environmental Services

Approved by:

A handwritten signature in black ink, appearing to read 'K. McAdoo', is positioned above a horizontal line.

Kelly McAdoo, City Manager