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City Manager's Office

# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Kerrie Romanow

**SUBJECT:** GREENING HOLIDAY EVENTS

**DATE:** November 19, 2012

Approved

Date

11/20/12

## INFORMATION

Environmental Services Department (ESD) is assisting three of San José's signature holiday events to recycle at least 75 percent of event waste and achieve Zero Waste Event certification:

- Applied Materials Silicon Valley Turkey Trot 2012 on Thanksgiving Day, November 22 at the Arena Green (<http://svturkeytrot.com/>)
- Christmas in the Park running November 23 through January 1 at Plaza de Cesar Chavez (<http://www.christmasinthepark.com/>)
- Winter Wonderland running November 21 through January 6 on Park Avenue between Almaden Boulevard and S. Market Street (<http://www.winterwonderlandsj.com/>)

In alignment with the City's Green Vision Zero Waste goal, the Zero Waste Events Program helps event organizers comply with State and Municipal Code requirements for event recycling while also increasing attendee awareness of waste reduction where we "live, work, and play." Program support is provided from existing personal and non personal budgeted resources in the Integrated Waste Management Fund; these expenses are offset by State Public Area Recycling program payments provided annually to the City and Landfill AB939 fees for waste diversion efforts. Tactics and environmental messaging to ensure these events divert at least 75 percent of their waste stream include:

- **Eco-Stations** - Eco-Stations are color-coded collection containers that replace trash cans for capturing recyclables, compostable material, and waste. The Turkey Trot event is partnering with San José Conservation Corps to ensure materials are properly recycled and composted. This year, Christmas in the Park is piloting "Super Eco-Stations" that include festive signage to encourage attendees to put waste in the right place. Winter Wonderland is using Eco-Stations for the first time this year.
- **Reusable Litter Can Covers** - During events, public litter cans are usually covered with plastic bags to discourage their use and encourage the use of Eco-Stations, thus enabling maximum waste diversion. This year, ESD, the Office of Cultural Affairs, and the Parks, Recreation and Neighborhood Services Department collaborated to replace the plastic

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bags with colorful, reusable covers made from outdated street banners that otherwise were destined for landfill disposal.

- ***Selection of Sustainable Food and Beverage Products*** - Municipal Code prohibits events from using expanded polystyrene food and beverage products and requires that cups of a certain size be made of #1 (PET) plastic which is the most readily recyclable material. ESD and event staff are coordinating with vendors to ensure the products they use are code-compliant and will be recyclable or compostable.

Through these efforts, the City not only works toward its Zero Waste goal, but demonstrates its environmental leadership and increases public awareness about the importance of recycling and composting,

ESD encourages you to bring your family and friends and be a part of our greener San José holiday traditions.

/s/

KERRIE ROMANOW

Director, Environmental Services

For more information, please contact Jo Zientek, Environmental Services Deputy Director, at (408) 535-8557.