

# **Roll out the GREEN carpet!**

**A guide to including sustainable transportation and  
other ideas for greening your festivals and events**



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## Introduction

Many communities are adopting sustainable or ‘green’ policies and practices. Consumer demand for sustainable products and services is growing. This demand provides an opportunity for showcasing local sustainable practices at local festivals and events. By increasing accessibility to events through programs like car-pooling and bussing, not only will attendance increase, but the overall environmental impact will be reduced.

Simple steps like providing recycling bins can reduce the amount of waste generated from the event. The benefits of this program are twofold— reduced environmental impact & event sponsors recuperate costs by collecting and returning recyclables.

Transportation is often over-looked when planning events—even when incorporating green features. The purpose of this guide is to provide ideas, information and tips for community event planners and committees. The focus of this guide is **active & sustainable transportation** for events, but we also provide other green ideas for event planning.

Implementing even a few of the tips from this guide will increase the overall sustainability of your event.

*-Brenda Kelley, Bathurst Sustainable Development*

## Increasing attendance at events

It is easy to forget the transportation challenges that event goers can face to attend an event. Some of the factors that limit attendance at events can include:

- Fuel costs
- Parking costs, and
- Distance of parking from event sites

Transportation costs to and from an event are high if a citizen lives in a community that does not have affordable public transport. Depending on the location of the event, even paying for a round-trip taxi fare can be equal to or exceed the entrance fee ! This high cost for transportation is both a deterrent and a barrier for many citizens.

Non-sustainable transport (ex. each attendee brings their own car to the event) also increases the event’s carbon footprint. Pollution and greenhouse gas emissions generated from individual cars traveling to and from the event, idling in the lineup while waiting to find a parking space or in bumper to bumper traffic along the highway route to get to or out of the venue, can mean that your event has a higher than necessary “carbon footprint”.

Many more citizens might be encouraged to attend your event if they could access alternate modes of less polluting, affordable and sustainable transportation options to get to and from the event.

## Barriers to Mobility and Accessibility

**M**any citizens in communities have physical or health challenges that require that the event coordinators remove barriers to access. It is important to ensure that event sites are fully accessible regardless of a person's physical ability—this ensures social inclusivity at an event.

Removing barriers can include providing affordable, accessible transportation options. As a result, your event will benefit from an increase in attendance, it will be environmentally friendly, and more inclusive of all community members—regardless of physical mobility.

Pedestrians are also at risk of being injured if they have to walk through a parking lot to get to a building or event entrance. Parking lots are usually designed solely for vehicle passage. Signage, traffic flows and entrances are designed to create ease of access for cars but this design often lacks safe pedestrian access lanes.

### **Pedestrians are at risk of injury in parking lots if:**

- They are elderly or move slowly
- They have young children with them
- They are visually or hearing impaired
- The pavement is covered in ice or rain
- The parking lot was designed only for vehicle traffic
- There is no designated pedestrian lane from the street to the door of the building
- There is no pedestrian crossing signage
- Curbs are not blended with the street level
- Pedestrian lanes and walkways are obstructed with snow and or other debris

### **When planning the set-up for special events to be held outdoors, incorporate these ideas:**

- Pedestrian access lanes should be clearly identified and marked with highly visible features
- Ensure visible signage to make motorists aware that pedestrians have the right-of-way
- Placing a temporary speed bump before a pedestrian crossing helps with traffic calming
- Use textured surface covers for pedestrian lanes
- Ensure that crossing signals allow enough time for seniors and physically challenged citizens to cross safely
- Incorporate blended curbs for safe access from varying grades and elevations
- Ensure audible crosswalk signals and brail are available at pedestrian crossings
- Highlight steps and crossing lanes with bright yellow paint assists with visibility of crossings

**Commercial or public building design and all public events should incorporate designated pedestrian access lanes from the street or roadway to one of the main entrances of the building or event grounds.**

## What are *Active* and *Sustainable* Transportation?

### **Active Transportation**

- A mode of transportation which requires physical human power. Includes walking, biking, running, rowing, paddling, skateboarding, rollerblading, cross-country skiing and wheelchair travel.

### **Sustainable Transportation**

- A mode of transportation that can (i) reduce carbon and other greenhouse gas emissions, and (ii) can transport many people with a single vehicle such as buses, trains and subways.

**T**ransport systems generally exist to provide social and economic connections. Often overlooked are the environmental cost of the transport system.

The environmental impacts of transport systems account for up to 25% of the world's energy consumption and carbon dioxide emissions. Greenhouse gas emissions from transport are increasing at a faster rate than any other energy-consuming sector. Road transport is a major contributor to local air pollution and smog.

The social costs of transport include collisions, air pollution, physical inactivity, and vulnerability to increasing fuel prices. Many of these negative impacts fall disproportionately on social groups who are also least likely to own and drive cars. Traffic congestion imposes economic costs by wasting individuals' time and by slowing the delivery of goods and services.

Traditional transport planning aims to improve mobility primarily for vehicular traffic. It usually fails when considering the wider impact. The true purpose of transport is access - to desired goods, services and activities - and there are proven techniques to improve access while simultaneously reducing environmental and social impacts, and managing traffic congestion. Communities which are successfully improving the sustainability of their transport networks are doing so as part of a wider program of creating more vibrant, livable, sustainable cities and communities.

Planning special events takes an enormous amount of time, organization and volunteer hours. The purpose of this guide is to provide assistance in incorporating active and sustainable transport systems into event planning.

## Active and Sustainable Transportation: Special Event Survey

- Would you like to know how your event ranks in terms of sustainable transportation and mobility options?
- Is your event committee interested in ideas that may help increase the number of visitors attending your event and lower the carbon footprint of the event?
- Would you like to know how to organize a green event?

If you answered 'yes' to any of the questions above, fill out the survey on the next page.

Instructions:

1. Circle the responses that best match the current sustainable transportation options available to your event goers (consider transport to and from the special event).
2. After answering all of the questions, add up your score to determine the level of eco-friendliness and active and sustainable transportation options at your event.
3. Finally, read the pages that follow to find hundreds of ideas, tips and examples from other organizations, researchers, and communities to help plan a green and sustainable event.

**Is your event 'on the bus' toward sustainable transport? Take the quiz to find out...**



### Planning Tip: Social Energy

Knowledge and experience (social energy) are valuable assets in event planning. Collaboration of 'social energy' can be a great way to improve your event.

Consider partnering with other programs, departments or organizations. Collaborating is fun & cost effective!

## Special Event Transportation Survey

Questions	Your Event Score	Questions	Your Event Score
Does the event offer incentives or discounts to event goers who travel to and from the event by “eco friendly” and sustainable transportation options? (Car pool, bike, bus etc...)	Yes (2) No (0)	Which type of sustainable transportation is available to event goers in your community?	Biking (2) Local bus (2) Train (2) Walking (2) Car Pool (2)
Which types of “special designation” parking spots are closest to the event entrance?	Handicapped (2) Bike racks (2) Carpool (2) Bus Parking (2) None of these (0) All of these (8)	Are these “special designation” parking spots within 30 meters of the event entrance clearly marked and identified?	Yes (2) No (0)
Does your event have someone on duty to ensure that the “special designation” parking spaces are used appropriately?	Yes (2) No (0)	Does the event offer priority parking services for “special designation” parking? (Example: Special entrances, parking areas close to entrances, valet service, designated lanes)	Yes (2) No (0)
Does the event have a transportation coordinator that event goers can call and register with for car pools, bus pick up areas and reserving designated parking spaces?	Yes (2) No (0)	Is there a safe, designated and clearly marked pedestrian access lane to and from the road ways and designated parking spots to the event entrance?	Yes (2) No (0)
Does the event charge a parking fee for cars and use the funds to support the eco friendly transportation services offered?	Yes (2) No (0)	Does the event charge for “special designation” parking?	Yes (0) No (2)
Does the event publicize the “eco friendly” transportation options available to the public?	Yes (2) No (0)	Does the event coordinate temporary local shuttle bus services for event goers?	Yes (2) No (0)

**Your score:**

**28-38: Excellent!** The event offers eco friendly transportation options and alternatives.

**18-28: Fair** The event could benefit from improved transportation options.

**0-18: Poor** The event needs to consider offering sustainable/ active transportation options!

## Green Transportation Tips

- Encourage participants to “carpool” or “ride share” with others from their area.
- Provide a contact list of other attendees who have registered for car pool groups to go to and from the event.
- Request for volunteers to coordinate the car pool program or hire a Green Transportation coordinator for your event.
- Consider offering an airport and hotel shuttle for transporting multiple guests.
- Offer participants tips sheets for maximizing fuel-efficiency such as reducing their speed, and turning ignition off if idling more than 20 seconds.
- Develop an incentive program for attendees who preregister for active and sustainable transportation services or options such as car pooling, biking, etc...
- Offer guaranteed reservations for bike rack parking close to entrance.
- Offer discounts on entrance fees or concession items for those who pre register for eco friendly transportation passes.
- Offer Event souvenirs as an incentive for those who register for active and sustainable transportation programs.
- Charge a premium for parking for cars at the event and use the proceeds to pay for renting local community or school buses to coordinate into a shuttle bus service during the festival.
- Conduct media stories to spread the word about the environmentally friendly transportation options.
- Create a “hero's” program and do publicity on citizens who traveled green to the event!
- Provide skateboard checks, bike racks bike valets at the venue.

### **Planning Tip: Provide educational tip sheets or posters for participants**

*This might include:*

- Shuttle bus and transit locations and routes
- Locations for bike rentals and parking
- Provide pocket maps that show walking or bike trails around the venue
- Provide VIP parking close to the main entrance for those who arrive by carpool or bike

## Incentives work!

Creating incentives for alternative forms of transportation can encourage event goers to explore various options. Here are some incentives to try:

- Arrange for shuttles buses or van service to transport guests to and from hotels.
- Provide maps and scheduling information for local public transit
- Provide skateboard checks, temporary bike racks at the event venue.
- Offer valet parking services and priority parking for those who car pool.
- Ensure those who have handicap parking tickets have parking priority.
- Offer discounts on passes and entrance fees for those who pre-register for sustainable transportation service.
- Offer draws for prizes for those who arrive using eco friendly transportation.
- Offer special color coded bracelets for the participants of the car pool and active transportation options!

### Planning Tip: Car-pool innovation

- Do you know how many people can squeeze into your car?
  - (1) Find out how many seat belts your vehicle has.
  - (2) Set up a group/invitation on Facebook, at the office, on on your street
  - (3) Plan a pickup location & time, then drive to gether to the event!
- Make sure that car-poolers are rewarded with choice parking spots, discounts, or valet parking!



## Calculating carbon footprints

Carbon emissions (and other greenhouse gases) are responsible for global climate change. The atmospheric temperature of the planet is increasing at an alarming rate. The creation of carbon dioxide is from the burning of fossil fuels for energy use. While carbon dioxide is a natural part of the respiration process for animals and plants, human energy consumption has generated carbon emissions beyond the atmosphere's ability to deal with it.

As noted in the *Green Event Source Book* ([www.greeneventsource.com](http://www.greeneventsource.com)): "For the meeting industry, the primary sources of greenhouse gas emissions are travel to and from the event, cooling and heating the venue and shipping of materials to and from the meeting site."

Carbon offsets or credits can be purchased to cancel the effects of burning fossil fuel by creating and sustaining methods to capture carbon emissions, such as planting trees or generating renewable energy.

Consider providing event participants with information about buying carbon offsets for their travel, or including the cost of offsetting the entire event in the overall registration fee. Either way, it is important to do your homework to ensure that the company's methods are reputable, transparent, and cost-effective.

Of course, the best way to cut carbon is the reduction of fossil fuel use. Most online maps include an "Avoid Highways" feature to navigate around major cities and busy highways.

### Planning Tip: Carbon offsets

- Major airlines offer a variety of carbon off-setting options.
- Think locally! Organize to plant trees locally in order to off-set an event's total emissions.
- Most carbon offset providers include "carbon calculators" on their websites. You can calculate event emissions on these sites.



## Example: Free Valet Bike Parking - Lands Festival in Golden Gate

Source: <http://www.flickr.com/photos/glasser/2789124238/>



**Host a Carbon Neutral Festival**



**Peddle  
Power for the  
Band**

**Bicycle Music  
Festival  
2007**

**San Francisco**

**Bike Parking St Werburgh's  
Farm Fair**

Source: Flickr

**And the beat goes on...  
Carbon Neutral Transportation at Music Festivals**



## Green Contract Services

<p><b>1. Transportation Partners</b></p> <p>Transportation partners assist in providing green transportation options .</p> <p><b>Be GREEN</b></p> <p><b>Participate in Active and Sustainable Transportation!</b></p> <p><b>CYCLING!</b></p> <p><b>Take the bus!</b></p>	Choose companies that focus on protecting the environment.	Many companies now have in place Sustainability Plans and Environmental Policies. Ask to read them.
	Include minimum environmental practices and green procurement policies	See the Bathurst Green Procurement Policy.  Don't have a Green Procurement Policy? Write your own and adopt it!
	Find out if transportation providers are environmentally responsible in their maintenance of vehicles.	Ask to read the company's policies and determine where products end up.
	Ask providers if drivers are trained to minimize idling and the use of air conditioning, especially when there are no passengers in the vehicle.	Provide them with a sample of an Idling Policy their company could adopt.
	Offer rental bicycles or contract contact bike rental services	Have valet parking and bike corals or rack close to venue entrance for cyclers.
	Local community buses could help with shuttle bus services	Help pay for gas and rental fees for the shuttle buses from the fees you charge for parking for individual cars.
<p><b>2. Catering and Food Service Partners</b></p> <p>Buying locally not only helps local farmers, but also helps support local economies and helps citizens to start thinking about where their food comes from.</p> <p>Local food is fresher and tastier, and reduces the distance from farm to fork reduces energy consumption and greenhouse gas emissions.</p>	<p>Here are some simple guidelines when making dining/catering decisions for your event that will help to reduce waste, energy and make your food service more sustainable.</p> <ul style="list-style-type: none"> <li>Choose washable instead of disposable dishes, silverware and glasses.</li> <li>If disposable is the only option, avoid styrene or plastic plates.</li> <li>Choose washable napkins rather than paper.</li> <li>Request that food be served on reusable trays rather than plastic disposable trays.</li> <li>Avoid single-serving condiments and beverages.</li> </ul>	<ul style="list-style-type: none"> <li>Provide bins for recycling and make sure they are in an easily accessible land visible location.</li> <li>Compost food/ organic waste when possible.</li> <li>Use live plants for table centerpieces.</li> <li>Consider serving foods that do not require utensils.</li> <li>Obtain local/ sustainable food whenever possible.</li> <li>Always offer vegetarian alternatives.</li> <li>.Ensure that food is served in a manner that minimizes waste</li> <li>Hire an organic chef!</li> </ul>

<b>Reduce * Reuse * Recycle</b>			
Use electronic communications and materials instead of paper whenever possible.	Compost food waste outdoors or indoors.  If composting indoors, set up worm composters!.	Produce reusable signage from recycled materials	Print on 100% post-consumer paper when necessary  Recycle all cardboard and used paper
Eliminate unnecessary waste by limiting the use of disposable containers	Dispose of e-waste properly.	Collect name tag holders and other program materials for reuse	Seek program materials made from recycled materials whenever possible
Encourage presenters/ exhibitors to minimize printed materials as well as packaging for shipping materials	Donate equipment and furniture to a second hand store or charity.	Offer reusable mugs or bottles for use at the event and at home	Do not use Styrofoam containers, instead use paper.
Maximize fuel-efficiency with environmentally preferable transportation.	Offer discounts to patrons who bring their own non breakable cups or mugs!	Collect recyclable materials in well-placed and labeled bins	

**Planning Tip: Eco-Judging Contest**

Add a new competition to your festival or event by having an Eco Judge who will choose the most environmentally friendly:

- Parade float entry or “green idea”
- Trade show booth or waste reduction idea
- Craft, food service or product at your event

## Green Ideas Checklists

Use these convenient checklists to ensure your event location, work place, festival office and venue are as eco-friendly as possible!

### Green Office Check List

- Purchase chlorine-free, high post-consumer-waste recycled paper.
- Use reusable inter-office envelopes.
- Purchase recycled and non-chlorine-bleached paper towels and napkins.
- Purchase unbleached or chlorine-free, high post-consumer-waste recycled paper products including binders, and envelopes.
- Purchase fair-trade, organic coffee.
- Avoid individually packaged sugar and cream in the kitchen.
- Work with printers who use responsible inks and papers.
- Purchase and use recycled and recyclable products.
- Consider products with minimum packaging; purchase in bulk.
- Use refillable pens and tape dispensers instead of disposable ones.
- Use non-toxic, biodegradable cleaning supplies.
- Purchase products from local suppliers (to avoid long distance shipping and packaging) and from suppliers committed to environmental issues.
- Buy locally grown organic food, and support caterers who do too. Visit the **Local Harvest** site to find organic foods grown near you.
- Buy rechargeable batteries and a charger.
- Look for EPA Energy Star certified options when purchasing new equipment or appliances.
- Use the reduction feature on a copier to fit more on a page.
- Print using lowest-quality print setting when appropriate to conserve ink and cartridges.
- Use postcards for mailings when possible and use the smallest size envelope required.

### Green Office Tips

- Keep mailing lists up-to-date and avoid duplicates.
- Use the double-sided feature to print and copy documents.
- Use the reduction feature on a copier to fit more on a page.
- Print using lowest-quality print setting when appropriate to conserve ink and cartridges.
- Use postcards for mailings when possible and use the smallest size envelope required.
- Avoid using colored paper when possible.
- Keep washable plates, mugs, glasses and silverware in the kitchen and avoid disposables.
- Hang hand-towels in the kitchen (and bathroom) and use cloth napkins in place of paper ones.
- Establish a system for washing cloth items.
- Bring lunches in reusable rather than disposable containers.
- Have a “used goods area” within the office and include binders, folders, padded envelopes, cardboard boxes, disks, etc. Use these before purchasing new supplies.
- Set up sorting and office recycling bins and program for paper, cardboard, glass, metals, and plastic; and clearly label all recycling bins.
- Recycle toner cartridges through the manufacturers’ recycling program.
- Dispose of hazardous materials properly which includes: cleaning products, fluorescent light bulbs, computers and electronics, drain cleaners, batteries, old cell phones, etc.
- Integrate indoor air quality concerns into your purchasing behaviors.
- Edit your documents on-screen as much as possible to avoid printing multiple drafts.
- Save paper by design: use narrower margins and smaller fonts when acceptable.
- Change air filters regularly.
- Save paper by design: use narrower margins and smaller fonts when acceptable.
- Start a trend! Encourage office staff to start using unique, fashionable and reusable lunch bags!
- Have an Energy Audit conducted by a licensed energy efficiency evaluator!

### Office Tip: Start a Workplace Environment Committee

- Help your office manage and organize the composting and recycling programs, car pool groups and other green office initiatives!
- Offer a friendly inter departmental competition and prizes to see which office department can reduce the most waste or carbon emissions!

## Ideas for Green Leaders

- Cancel junk mail and mailings you receive two copies of.
- Fix or donate broken furniture rather than sending it to a landfill.
- Support environmentally responsible hotels and meeting spaces.
- Ensure that meetings and trainings are held at locations served by public transportation. Include train or bus directions on the invite.
- Label local and organic foods at events.
- When evaluating meetings and events, ask how the event could be “Greener” in the future.
- Turn on "power-save" modes on equipment and appliances.
- Turn off all electronic equipment during nights and weekends. Attach TVs, radios, computers, copy machines, microwaves, telephones, etc., to power strips for ease in turning them off at the end of the day. (Appliances draw electricity even when not in use.)
- Turn the electric baseboard heaters off at the electrical panel in the warmer months. Left on, they still draw “stand by” power.
- For windows that receive direct sunlight, close the blinds after work and on weekends to prevent excess heating in the summertime.
- Use a ceiling fan or other fan in the summer time with or without air conditioning. Fans use 98% less energy than AC and make you feel up to 6 degrees cooler.
- Open the windows and turn off the air conditioning on nice days.
- Call to replace flickering fluorescent lights promptly.
- Turn off lights when exiting rooms.
- Use the double-sided feature to print and copy documents.

### Did you know?

- **E-waste** is the name for electronic products nearing the end of their "useful life." Computers, televisions, VCRs, stereos, copiers, and fax machines are common electronic products.
- Many of these products can be reused, refurbished, or recycled.

## Case Study: Hillside Festival (Guelph, Ontario)

### Reflection on the event

"The Hillside Festival is possibly the best example of how to do a big event well. For starters, it's small, there is no corporate sponsorship and it is run almost exclusively on volunteer labour. All of the food vendors are local businesses, there is a plethora of vegetarian options, and instead of disposable plates all of the dishes are reusable. You sort your garbage into recycling, composting, and dirty dishes that are washed by volunteers in a tent facing the Main Stage. The Main Stage has a green roof, one of the side stages is run off of photovoltaic's, and there are various workshops on environmental, social, and musical topics. To get people out of their cars there is a fee for parking cars but bike parking and shuttle buses from downtown park free. If you want a beer, you can get a local, organic, microbrew from one of the side stages, but only if you have a reusable Hillside beer mug. These mugs are seen as badges of honor, especially if you have an older mug from years gone by. If you want water you simply go to the milk truck beside the Main Stage that is filled with municipal tap water and fill up your bottle for free. This not only eliminates the waste from tens of thousands of water bottles (not to mention the bisphenol A), it also ensures that people stay hydrated in the hot Ontario summer, which is really smart. So is their pricing. Weekend passes are about \$100 but free if you're over 60 or under 12. As a result, there is a wonderful diversity in ages at the fest. Weekend passes sell out within hours of going on sale, which is usually before the line up is fully announced."

*Dave Steffler, Garand River Carshare*

### Bus Service for Special Events

- The Hillside Festival charges a fee for parking cars and uses the money to support the rental of local school buses to operate a shuttle bus service during the festival.
- Most communities have local organizations that have community size 24 passenger buses or vans. Schools also have buses that they use during the school year to transport sporting teams. Many Municipalities have a Community bus that they allow seniors groups and others to rent for day trips.
- In communities without public transit bus service, festival and special event committees could coordinate this same shuttle bus service by replicating this brilliant idea for their festival by making partnerships with organizations that own small buses and coordinating them into a fleet of buses to bring event goers to and from the event venue.
- Many hotels and corporations might be willing to make a donation as well if the shuttle buses were able to pick up and drop off hotel guests staying at the hotel who would like to attend the event.
- The Hillside Festival also builds their own bike racks and hand and dish-washing stations for the festival.

Photographs from the festival



Left:  
Homemade Bike  
Racks and Super-  
vised Bike Park-  
ing Corral, Hill-  
side Festival:  
Photo by Chris  
Tiesse



Above: Hillside Festival: Reduce, Reuse and Recycle- Photo by Chris Tiesse



Above: Hillside Festival Dish Washing Station: Photo by Chris Tiesse

## Case Study: Bluesfest (Ottawa, Ontario)

This example from the Ottawa Bluesfest includes the Active and Sustainable Transportation Handout distributed to visitors. Use this handout as a guide to make one for your event. Inform event goers of eco friendly transportation options.

### Walking

For walking directions to Bluesfest, it's best to picture a landmark. If you can see yourself in front of the Parliament buildings, imagine a short walk west on Wellington Street. This will provide a view of the Canadian War Museum, about a kilometer away. Walk toward the museum and you can't miss the front gate and the main box office.

### Cycling

What a beautiful way to get to the 'fest! The festival site is bordered by the Trans-Canada Trail, a fabulous tree-lined bike path that runs through Ottawa, along the Ottawa River. Bluesfest organizers will provide secure parking for bicycles right beside the festival site.

### Bus

Due to the convenient proximity of the LeBreton transit station, Bluesfest organizers *highly recommend* the use of public transit. From Orleans to Kanata, or anywhere in between, all main east-west bus routes stop at LeBreton Flats. For more on Ottawa bus service, please visit: <http://www.octranspo.com/>

### PickupPal - An eco-rideshare program

With hundreds of thousands of music fans going to the Cisco Ottawa Bluesfest, someone is definitely going your way! If you're looking for a ride to Bluesfest (or to offer one), check out PickupPal: <http://www.pickupal.com/pup/erp/ottawabluesfest>

Here's how it works

Step 1: A Passenger contacts PickupPal at the link above and says they want to go to the Cisco Ottawa Bluesfest. Drivers tell PickupPal they are going to the Cisco Ottawa Bluesfest. PickupPal matches up Passengers with Drivers who are going to the Cisco Ottawa Bluesfest.



Step 2: PickupPal informs Drivers of potential pickups. They can make an offer to the Passenger based on how much they want to charge for a ride. PickupPal informs the Passenger that Drivers have offered rides. The Passenger reviews the offers and chooses the driver with whom they want to ride based on price and Driver rating. When a Passenger accepts a Driver's offer, PickupPal contacts the Driver and issues a "ticket to ride" with all the necessary information.

Step 3: Passenger pays the Driver the agreed amount in cash (or otherwise, if agreed upon) at the end of the ride. The Driver keeps the cash.

### Driving

Due to the lack of parking for Bluesfest patrons on site, Bluesfest organizers *highly recommend* the use of public transit, taxis (there will be a taxi stand on site) or parking at one of the convenient locations listed below. These parking lots are all a short walk from the festival site (approx. one km) from the Bluesfest site) or patrons can arrive by taxi.

- 
- **For two consecutive years, the Ottawa Bluesfest organization has been recognized by the Recycling Council of Ontario with a 'Gold Award for Waste Minimization'.**

In response to the positive feedback from the public for greening efforts over the past few years, Cisco Ottawa Bluesfest organizers have decided to continue working with sponsors—specifically **Molson Canada, Rothsay Biodiesel** and, most recently, the **Plasco Energy Group**—to maintain specific initiatives for upcoming events.

In addition, an important new greening tactic for the Cisco Ottawa Bluesfest in 2008 is the use of an innovative recycling receptacle, known as the **ClearStream CycleMax**. Field studies have proven that the ClearStream is extremely successful in the recovery of recyclable materials and greatly reduces the amount of litter sent to landfill sites.

The ClearStream CycleMax utilizes a clear bag that is re-usable. The transparency of the bag eliminates confusion with trash containers and discourages contamination by non-recyclable items.



## Active and Sustainable Transportation Infrastructure



Photo: Bathurst Sustainable Development

### Bathurst Bike Rack Program (2008) - Downtown Waterfront

Bathurst Sustainable Development and the City of Bathurst are partnering to implement the **Bathurst Bike Rack Program** as part of the City of Bathurst Sustainable Transportation Action Plan (STAP). The high quality racks, placed along transportation, employment and shopping corridors, encourage citizens to cycle more often and also provide the capacity and infrastructure for citizens to participate in cycling by providing safe and secure and universal bicycle parking facilities.

## Eco-friendly Event Policies: An example

You can adapt this one-page “eco friendly” policy for your event! Encourage your committee and municipality adopt a similar policy.

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### Excerpt from the Guiding principles of the 5th World Environmental Education Congress

*Whereas environmental education is at the very center of the work of the Eco-responsibility Committee.*

*Whereas a large-scale event like the 5th World Environmental Education Congress has significant social and environmental impacts.*

*We commit to adopting measures to help mitigate the negative and enhance the positive impacts of this Congress on the environment and on society.*

*We commit to fostering social inclusion and responsible consumption.*

*We will ensure these commitments are taken into consideration at every stage of the planning, organization and presentation of this Congress and in all decisions regarding the procurement of products and services.*

*We will seek to reduce energy and water consumption, atmospheric emissions and waste to the greatest extent possible.*

*The work of this committee will be conducted in accordance with these stated principles and with a view to achieving concrete action.*

### Eco-Responsibility

*The following guiding principles will underpin the planning, organization, presentation and evaluation of this Congress in a spirit of transparency and ethical responsibility.*

#### 1. Ecological footprint

*Limiting resource use and water and energy consumption*

*Reducing waste at source and ensuring ecological waste management*

*Limiting and off-setting greenhouse gases by targeting Zero-Carbon emissions*

#### 2. Social responsibility

*Collaborative approach*

*Social inclusion through the promotion of cultural diversity and accessibility to persons from developing countries*

*Redistributing surpluses to the community*

*Respecting the host environment*

*Promoting a safe and healthy environment for all stakeholders*

*Buy locally produced souvenirs or gifts.*

## Example: Green Procurement Policy (Bathurst, NB)

Use this example from the City of Bathurst to create a green procurement policy for your festival or event.



CITY OF/VILLE  
DE BATHURST

### POLICY

#### TITLE: PURCHASING POLICY

Policy No.: ..... 004-08  
AUTHORITY: ..... City Council  
EFFECTIVE DATE: ..... 92 08 24  
Supersedes: ..... 02-92  
APPROVAL: ..... Various  
AMENDED: ..... March 17, 1997; April 21, 2008

#### POLICY STATEMENT

1. The City of Bathurst will employ Municipal Purchasing activities that demonstrate our commitment to moving Bathurst towards our sustainability goals.
2. The policy will align our purchasing decisions with our vision and commitment to enriching community life, protecting the environment, ensuring economic viability and partnering for success.
3. To leverage purchasing practices to make positive contributions to social and environmental systems. As such, it is the intent of this policy to align purchasing activities of the City of Bathurst with municipal commitments to sustainability as defined by the Natural Step Framework listed below:
  - a) Eliminating our contribution to progressive build up in concentration of waste derived from the earth's crust
  - b) Eliminating our contribution to progressive build up of materials produced by society

### POLITIQUE

#### TITRE: POLITIQUE D'ACHAT

Politique no. .... 004-08  
AUTORITÉ: ..... Conseil de Ville  
DATE D'ENTRÉE EN VIGUEUR: ..... 92 08 24  
Remplace: ..... 02-92  
APPROUVÉE: ..... Divers  
MODIFIÉE: ..... 17 mars 1997; 21 avril 2008

#### ÉNONCÉ DE POLITIQUE

1. La Ville de Bathurst exercera ses activités d'achat de façon à démontrer son engagement à atteindre ses objectifs de développement durable.
2. La politique alignera nos décisions d'achat avec notre vision et notre engagement à améliorer le niveau de vie de la communauté, à protéger l'environnement, à assurer la viabilité de notre économie et à promouvoir le succès par le partenariat.
3. Utiliser les pratiques d'achat comme levier de changement des systèmes sociaux et environnementaux. Dans cette optique, le but de la présente politique vise à aligner les activités d'achat de la Ville de Bathurst avec les engagements de la municipalité en matière de développement durable basé sur la démarche de « The Natural Step » dont les principes sont énoncés ci-dessous :
  - a) Éliminer notre contribution à l'augmentation systématique de la concentration des substances extraites de la croûte terrestre;
  - b) Éliminer notre contribution à l'augmentation systématique de la concentration des substances produites par la société;

Example: Green Procurement Policy (Bathurst, NB) continued...

	2	
<p>c) Eliminating our contribution to ongoing physical degradation of nature</p> <p>d) Eliminating our contribution to undermining other people's ability to meet their needs</p> <p>4. To communicate the City's commitment to sustainability to all suppliers and contractors as a means of encouraging upstream improvements in product development and availability.</p> <p>5. Increase the knowledge of the community by sharing purchasing guidelines and product evaluation with the public.</p> <p>6. The City of Bathurst will endeavour to use a carbon offset tool and guideline to reflect the community's commitment to conserve energy and reduce greenhouse gas emissions.</p>		<p>c) Éliminer notre contribution à la dégradation systématique de la nature par des moyens physiques;</p> <p>d) Éliminer notre contribution à la création de conditions qui diminuent systématiquement la capacité de chacun à pouvoir répondre à ses besoins, partout dans le monde.</p> <p>4. Informer tous les fournisseurs et entrepreneurs offrant leurs services à la Ville de notre engagement en matière de développement durable afin de susciter des améliorations à la source dans le développement et la disponibilité des produits.</p> <p>5. Sensibiliser davantage l'ensemble de la collectivité en partageant avec le grand public les directives relatives aux achats et à l'évaluation des produits.</p> <p>6. La Ville de Bathurst s'efforcera d'adhérer à un programme de compensation des émissions de dioxyde de carbone pour confirmer la volonté de la communauté à réduire sa consommation d'énergie et ses émissions de gaz à effet de serre.</p>

**Planning Tip: Offer Free Valet Parking**

- Offer free valet parking service for event goers who arrive by either pre-registered car pool or bicycles
- Door-side service will encourage people to car pool or bring their bikes to the event— no more waiting in traffic or walking a kilometer to reach your vehicle if you car-pool!
- Offer 'Hybrid Only' parking!



## GREEN PROCUREMENT CHECKLIST

This checklist should be used in procuring goods and services for an event. The relative importance of the following questions will vary among product categories, but generally, you should select goods and services that meet a higher number of these criteria.

### Products

- Is the product really necessary? Yes \_\_\_ No \_\_\_
- Have you checked surplus supplies to ensure that no comparable product is already on hand? Yes \_\_\_ No \_\_\_
- Have you investigated the feasibility of short-term rental, leasing or borrowing the product as an alternative to purchasing? Yes \_\_\_ No \_\_\_
- Is the quantity requested appropriate and sure to be used? Yes \_\_\_ No \_\_\_
- Will the product be used to the end of its useful life? Yes \_\_\_ No \_\_\_
- If not, can it be easily reused/recycled? Yes \_\_\_ No \_\_\_

### Acquisition

- Is a complete list of the product's ingredients available on request? Yes \_\_\_ No \_\_\_
- Is the product free of WHMIS-controlled substances that would require special labeling, handling and/or waste disposal practices? Yes \_\_\_ No \_\_\_
- Is the product less polluting during its use than competing products (e.g., non-toxic, biodegradable)? Yes \_\_\_ No \_\_\_
- Can the manufacturer assure that the health of humans, other animals and plant life is not endangered in any way due to the manufacture, use and disposal of the product? Yes \_\_\_ No \_\_\_
- Is the product more energy-efficient or water-efficient during use and operation than competing products? Yes \_\_\_ No \_\_\_
- Is the product free from banned substances and resources that come from environmentally sensitive regions? Yes \_\_\_ No \_\_\_
- Has the product been certified under a recognized eco-labelling program? Yes \_\_\_ No \_\_\_
- Is the product designed to minimize waste? Yes \_\_\_ No \_\_\_
- Does the product contain post-consumer recycled materials? Yes \_\_\_ No \_\_\_
- Is the product available from a local supplier? Yes \_\_\_ No \_\_\_

Survey continues on next page...

**Operation, Utilization and Maintenance**

- Is the product easy to maintain? Yes \_\_\_ No \_\_\_
- Is it economical to repair? Yes \_\_\_ No \_\_\_
- Allowing for possible future needs, can the product be easily upgraded? Yes \_\_\_ No \_\_\_
- Are replacement parts recycled, recyclable or reusable? Yes \_\_\_ No \_\_\_
- Have you ensured that components required for maintenance of the product are not environmentally damaging? Yes \_\_\_ No \_\_\_

**Disposal**

- Is the product recyclable in the locale where it is to be used? Yes \_\_\_ No \_\_\_
- If the product is made of several components, can it be dismantled so as to recycle parts? Yes \_\_\_ No \_\_\_
- Can the product or its parts be reused, reallocated, sold or donated to others? Yes \_\_\_ No \_\_\_
- Can the product or its parts be returned to the supplier for reuse, recycling or recovery? Yes \_\_\_ No \_\_\_
- Can the product or its parts be contributed to a waste exchange program? Yes \_\_\_ No \_\_\_
- Have you ensured that there are no special costs involved in disposing safely of the product or its component parts? Yes \_\_\_ No \_\_\_

Source: *Environment Canada Green Meeting Guide, 2007*

**Did you know?**

Up to 70% or more of all emissions from a concert are the product of audience travel to and from the venue?

That's not good!

Why not encourage your audience to take the most efficient and sustainable means of transportation available to reduce emissions?!

## Example: Green Contracts

### Verification of Environmentally Sound Attributes of Product(s)

This document forms part of our quotation number: \_\_\_\_\_

*This form is intended to establish environmentally appropriate characteristics of your product(s). This form is also to be used to verify certification of your product(s) through the Environmental Choice (EcoLogo) program. For clarity and continuity, when making claim statements regarding your product(s), please refer to and abide by the definitions on the back of this form. The firm assumes all responsibility for the integrity of the information provided.*

Product Name: \_\_\_\_\_

Supplier: \_\_\_\_\_

1. Product carries EcoLogo: YES ECP No.(s) \_\_\_\_\_  
 NO Complete Item 2 and 3 as applicable

Applied for EcoLogo: \_\_\_\_\_ Date: \_\_\_\_\_ ECP Guidelines No.: \_\_\_\_\_

Plan to apply for EcoLogo: \_\_\_\_\_ ECP Guidelines No.: \_\_\_\_\_

If answer is No, briefly state reasons: \_\_\_\_\_

2. Product: *If answer to Item 1 is No, please complete and submit relevant information. See definitions overleaf.*

Environmentally sound attributes could include reusability, recyclability, energy efficiency, degradability:

Characteristics	Environmental Benefit
_____	_____
_____	_____
_____	_____

Please attach any test or other pertinent information: \_\_\_\_\_

3. Does the product's packaging contain recycled material: Yes \_\_\_ No \_\_\_  
 Does the product contain recycled material: Yes \_\_\_ No \_\_\_

Please list post-consumer recycled <u>packaging</u> materials only		Please list post-consumer recycled <u>product</u> materials only	
Type of Material	Composition (%)	Type of Material	Composition (%)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

I have knowledge to certify and do so certify that our product's content, certification, environmental attributes and effects are as indicated on this form and that, where applicable, our product's content conforms with the definitions as shown on the reverse of this form.

Firm Name: _____	Telephone #: _____
Mailing Address: _____	Postal Code: _____
Title of Signatory: _____	Name of Signatory (please print): _____
Date: _____	Signature: _____

## References and Additional Resources

### References

- **Bathurst Sustainable Development;** Bike Rack Program photo's
- **Bluesfest;** [www.ottawabluesfest.ca](http://www.ottawabluesfest.ca)
- **California Institute of Technology Sustainability Committee**  
<http://sustainability.caltech.edu/transportation> <http://liveearth.org/2008/09/checklists/>
- **City of Bathurst:** Excerpt from the City of Bathurst Purchasing Policy, April 21, 2008
- **Environment Canada's Green Meeting Guide;** <http://www.atl.ec.gc.ca/greenman/index.html>
- **Green Event Source Book;** [www.greeneventsource.com](http://www.greeneventsource.com)
- **Hillside Festival;** [www.hillsidefestival.com](http://www.hillsidefestival.com)
- **Icarpool;** [www.icarpool.com](http://www.icarpool.com) <http://sustainability.caltech.edu/transportation>
- **Intergovernmental Panel on Climate Change (2007).** "IPCC Fourth Assessment Report: Mitigation of Climate Change, chapter 5, Transport and its Infrastructure" (pdf). Intergovernmental Panel on Climate Change. <http://www.ipcc.ch/pdf/assessment-report/ar4/wg3/ar4-wg3-chapter5.pdf>.
- **Live Earth:** <http://liveearth.org/2008/09/checklists/>
- **National multipollutant emissions comparison by source sector in 2002".** US Environmental Protection Agency. 2002. <http://www.epa.gov/air/emissions/multi.htm#multinat>.
- **Sierra Club of Canada;** [www.sierraclub.ca](http://www.sierraclub.ca)
- **"The global demand for motorized mobility".** Transportation Research. 1998. [http://econpapers.repec.org/article/eeetrans/v\\_3a32\\_3ay\\_3a1998\\_3ai\\_3a6\\_3ap\\_3a455-477.htm](http://econpapers.repec.org/article/eeetrans/v_3a32_3ay_3a1998_3ai_3a6_3ap_3a455-477.htm).
- **The Natural Step;** <http://thenaturalstep.org/>
- **Todd Litman (1998).** "Measuring Transportation: Traffic, Mobility and Accessibility". Victoria Transport Policy Institute. <http://www.vtpi.org/measure.pdf>. [http://en.wikipedia.org/wiki/Sustainable\\_transportation](http://en.wikipedia.org/wiki/Sustainable_transportation)
- **World Energy Council (2007).** "Transport Technologies and Policy Scenarios" (HTML). World Energy Council. <http://www.worldenergy.org/publications/809.asp>.
- **World Health Organization, Europe.** "Health effects of transport". [http://www.euro.who.int/transport/hia/20021009\\_2](http://www.euro.who.int/transport/hia/20021009_2).

## Additional Resources

### **Alternative Transportation Resources**

- Example of a Rideshare Program in Caltech; <http://www.parking.caltech.edu/rideshare.html>
- Example of a Transit Guide in Caltech; [http://transitguide.caltech.edu/quick\\_guide\\_to\\_public\\_transit/](http://transitguide.caltech.edu/quick_guide_to_public_transit/)
- Example of a Map of Bus and Shuttle Route; [http://sustainability.caltech.edu/uploads/Image/transit\\_info\\_map.pdf](http://sustainability.caltech.edu/uploads/Image/transit_info_map.pdf)
- Example of a Map of Bike Rack; [http://sustainability.caltech.edu/uploads/Image/transit\\_info\\_map.pdf](http://sustainability.caltech.edu/uploads/Image/transit_info_map.pdf)

### **Temporary Bike Rack Rentals**

Inadequate bike parking can result in trees, shrubs and street signs, being damaged by cyclists who will use them for parking and bike security if nothing else is available. A metal guard basket around the tree can protect the tree and also accept a bike lock. However, it is much better to either purchase, rent or build your own temporary bike racks and place them close to the festival or venue entrance.

**Metal Bike Rack Ltd., Florida, <http://www.metalbikerack.com/>**



### **Green Procurement and Purchasing Resources**

#### **Google these documents:**

- **The Natural Step - <http://thenaturalstep.org/>**
- **Whistler Purchasing Policy**
- **The Path to Sustainable Procurement: A New Approach to Procurement in the Government of Nova Scotia**
- **Seven Steps to Procurement Heaven**
- **A Guide to Developing a Sustainable Food Purchasing Policy**
- **Local Food Procurement Policies: A Literature Review**

## Feedback

Did you find this booklet useful?

Yes \_\_\_\_\_ No \_\_\_\_\_

Are you using any of the tips and suggestions mentioned in this booklet?

Yes \_\_\_\_\_ No \_\_\_\_\_

What new actions have you taken to help incorporate active and sustainable transportation into your events or life?

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Suggestions and comments?

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Returning this feedback form to the following address will help us to better serve our community!

**Mail to:**

**Bathurst Sustainable Development**  
Climate Change Action Center,  
237 Main Street, Bathurst, NB, E2A 1C9

Tel: (506) 548-2106  
E-mail: [rosewood@nbnet.nb.ca](mailto:rosewood@nbnet.nb.ca)



Visit Bathurst Sustainable Development Saturday mornings  
at our **Environmental Resource Center** at the Bathurst  
City Farmer's Market on Main!

[www.bathurstsustainabledevelopment.com](http://www.bathurstsustainabledevelopment.com)