



CREDIT UNION CHERRY BLOSSOM TEN MILE RUN

2015 SUSTAINABILITY REPORT

Overall Summary

In 2015, the Credit Union Cherry Blossom Ten Mile Run directors, volunteers and participants were focused on attaining Gold Certification from the Council of Responsible Sport. Our sustainability sub-committee includes five individuals, each focused on expanding a wide variety of efforts aimed at conducting a responsible event. The five areas of focus are Planning & Communications, Procurement, Resource Management, Access & Equity and Community Legacy. The Sustainability Team focused not only on the Washington Monument Grounds on race day but also the National Building Museum, site of the Expo. The team spent time sorting and recycling all materials that were produced during the Expo and the race.

Sustainability Highlights from the 2015 Event

- Over 20,000 participants, friends and families descended on the Washington Monument Grounds April 12, 2015 along with thousands of tourists during peak cherry blossom viewing.
- According to our economic impact study, over 59% of people interviewed utilized public transportation.
- The Sustainability Team set up and manned 10 recycling stations throughout the grounds directing participants as to the proper sorting of recyclable materials
- 50 volunteers assisted in the task of sorting and recycling over 16,000 pounds of waste material.
- 68 bags of clothing abandoned at the start line were collected and recycled.
- The Sustainability Team met with the National Building Museum (site of the Expo) housekeeping staff to increase awareness of CUCB's recycling goals and objectives for the event and through this interaction increased the community involvement for the project. The Sustainability Team sorted the waste collected by housekeeping staff at the National Building Museum.
- Shoe Donation – 195 Shoes were collected at the Expo this year. This is up from 125 pairs of shoes from two years ago.
- Nearly 90% of the food and beverages provided by the race were local, organic or sustainably produced.
- Over 300 people used the bike valet provided by Two Wheel Valet.
- The Cherry Blossom Run purchased carbon offsets from Native Energy which helped support the Southern Ute Indian Tribe Natural Methane Capture and Use

Project Clinton County, which is located on tribal lands within the San Juan Basin in southwestern Colorado. This basin is rich in fossil fuel resources and has been a source of coal, uranium, and natural gas for many decades. In certain areas of the San Juan Basin, coal seams emerge from the surface of the ground. Methane once adsorbed to the coal seeps into the atmosphere at these outcroppings. This release of methane, a potent greenhouse gas, has been observed since the 1800s. Capturing this “fugitive” methane and putting it to good use is an effective way to address climate change.

- More than \$525,000 was donated to local charities.
- Race entry was provided to 100 youth through our partnership with Teens Run DC.

Thank you to our participants for assisting in our sustainability efforts by:

- Bringing old running shoes to the expo (**195 pairs donated**)
- Reducing the carbon footprint on race day by taking public transit, biking or sharing a ride with friends and family (**59%**)
- Volunteering for a shift with the sustainability team during race weekend to help with our recycling and composting efforts (**50 volunteers dedicated to sustainability, 2158 overall**)
- Purchasing a carbon offset during registration (**over \$5,000 donated**)
- Providing feedback through our survey online and at the expo (**more than 200 responses**)

Waste Diversion

A major effort was made to reduce waste, also known as waste diversion (diverting it from the landfill). Some of our efforts to reduce waste include:

1. Implementing paperless registration for both race participants and volunteers
2. Providing virtual goodie bags
3. Providing medals only if participants request them and pay an extra fee
4. Collecting used running shoes at the expo for donation
5. Encouraging expo and race vendors to minimize and recycle packaging
6. Donating unused food to local food banks
7. Collecting and donating all discarded clothing on the course to local organizations
8. Upcycling heat sheets through Blankets to Boards: (<http://afminc.com/green.asp>)
9. Composting all food waste and other organic materials, including cups
10. Recycling water bottles

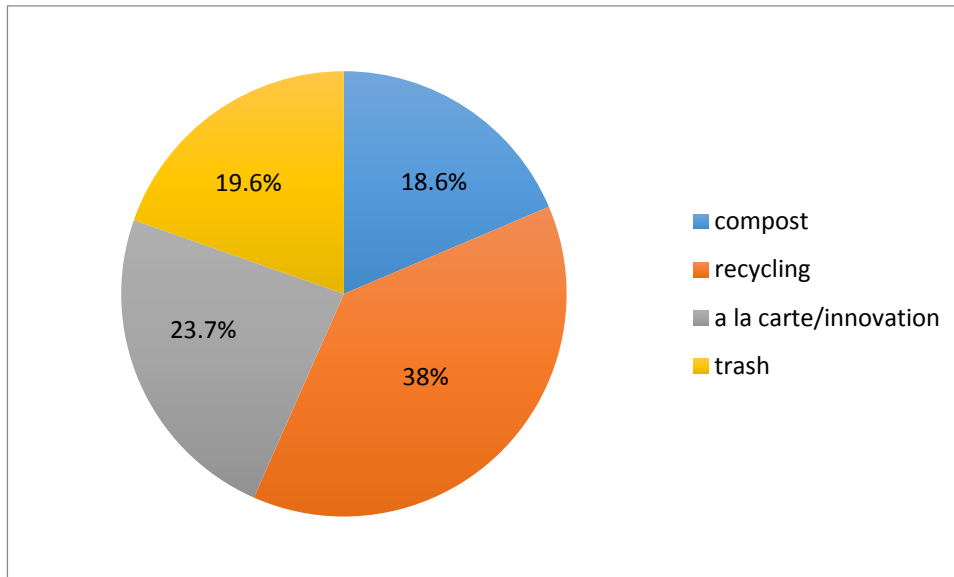
Our goal was to divert a minimum of 75% of waste on race weekend. We actually diverted 80.4%

Diversion Rate

The diversion rate was 80.4% and the disposal rate was 19.6% this year. Emphasis was placed sorting material at both events, which helped increase the diversion rate. Last year the diversion rate was 67.2% and the disposal rate was 32.8%, focusing on the National Building Museum helped tremendously with increasing the rate.

	Compost	Recycling	Ala Carte & Innovative	Trash	Total
Pounds	3100	6336.5	3958	3271.5	16666
Tons	1.55	3.17	1.98	1.64	8.33
%	18.6%	38%	23.7%	19.6%	100%

Total Diverted	80.4%
Total Disposed	19.6%



The diversion rate is calculated by adding all the diverted items (compost, recycling, clothes, wood pallets, cardboard) and dividing that amount by the total amount generated (compost, recycling, clothes, wood pallets, cardboard and trash). Diversion includes reuse, donation, recycling and composting.