



One City Marathon: A Sustainable Event

A Case Study of the Inaugural Newport News One City Marathon's
Sustainability Initiatives

CITY OF NEWPORT NEWS
DEPARTMENT OF PUBLIC WORKS
SUSTAINABILITY DIVISION

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ONE CITY MARATHON: SUSTAINABILITY

Newport News: A Sustainable Community

Overview of the Marathon

- Over 2,600 individuals participated in the Inaugural Newport News One City Marathon races with more than 1,100 in the marathon and marathon relay, 700 in the Maritime 8K and almost 800 in the Nautical Mile. Over the course of the weekend almost 800 volunteers assisted with the events
- The weekend long event included: a kickoff party on Friday evening at Downing-Gross Cultural Arts Center, Saturday's Field Day at King-Lincoln Park, and the two-day Riverside Health & Wellness Expo at the Marriott at City Center where an estimated 4,000 people were in attendance. The finale was Sunday's Marathon races and the One City, One Celebration at Victory Landing Park

About the Sustainability Initiatives

- **Virginia Green Certification (Appendix A-1)**
 - The One City Marathon was a certified Virginia Green event. Virginia Green is a partnership among the Virginia Department of Environmental Quality (DEQ), the Virginia Tourism Corporation, and the Virginia Hospitality and Travel Association
 - Virginia Green events are those which have been thoughtfully planned in order to minimize environmental impacts and help increase environmental awareness
 - The Marathon event received the Virginia Green certification by implementing the following sustainability initiatives
- **Waste Reduction and Recycling**
 - Eco Stations consisting of trash, recycling and composting containers were placed at the One City, One Celebration event. Bay Disposal & Recycling, an event partner, provided 25 each of the 95-gallon trash and recycling totes placed strategically throughout the venue. Bay Disposal also provided one each of the 8-yard trash and recycling dumpsters to empty the totes. Christopher Newport University (CNU) student volunteers served as waste patrols to reduce contamination and empty full trash and recycling totes (Appendix A-2)
 - Natural Organic Process Enterprises (NOPE) provided composting services for the One City, One Celebration Event including the delivery of 12 carts and liners, bin monitoring, collection, and transportation services. NOPE works with "companies and institutions throughout central and eastern Virginia to develop food scrap and organics recycling programs" and "facilitates the collection and transportation of organic materials." Composting/Eco stations were placed strategically at the Post-Race Celebration (Appendix A-3,4)

- The Todd Stadium volunteer station also had an Eco Station. The Eco Station collected food service items (pizza boxes, plates) and pizza scraps for composting
 - Flat-Out Events provided 22 each of trash and recycling containers at the water and wave stations. Recyclable plastic cups were used for the runners at the water stations. Station volunteers were trained to direct or place used cups in the recycling containers (Appendix A-5,6,7)
 - Bulk local water in 10-gallon (68) and 7-gallon (25) coolers provided by Waterworks was located at 14 water stations (Appendix A-8)
 - Waterworks personnel connected eight water bottle filling stations to fire hydrants and Newport News Public Schools' (NNPS) wall hydrants (Appendix A-9)
 - Nike Factory Store in Williamsburg loaned the Nike Reuse-A-Shoe Program display to collect discarded athletic shoes at the 2-day Expo (Appendix A-10). "The collected shoes are recycled into playgrounds, track fields, and football turf additive for protection of athletes. [Its] a great program we've done for years and years" – Lenny Vawter, Manager of Nike Williamsburg
 - The Living Interfaith Network (LINK) of Hampton Roads collected discarded clothing from the runners. LINK was part of the convoy of cleanup vehicles that followed behind the runners. Discarded clothing was collected for the first 4 miles. The mission of LINK is "to increase the organized capacity of the Greater Virginia Peninsula to address and reduce the causes of poverty through collaborative partnerships, advocacy, and maximization of effective resources"
 - Mass transit was used to transport runners to the Marathon starting line, reducing vehicular traffic and greenhouse gas emissions
 - CNU art students recreated Newport News landmarks that existed along the marathon path using primarily recycled materials in order to give the otherwise waste a "new life" (Appendix A-11)
- **Pollution Prevention**
 - Public Works placed 48 Curb Inlet Filters at storm drains along Marathon route to prevent sediment, debris and other pollutants from entering waterways (Appendix A-12)
 - **Education and Outreach**
 - The Newport News One City Marathon website displays a sustainability tab promoting the Virginia Green certification and links to the VirginiaGreenTravel.org, nnva.gov/nngreen, the city's sustainability page, and Virginia.org (Appendix A-13)
 - NNGreen, the city's sustainability program, exhibited at the 2-day Health and Wellness Expo, educating participants and spectators about the city's sustainability initiatives and the Marathon's Virginia Green certification (Appendix A-14,15)
 - Multiple publications with sections about the Marathon Virginia Green certification such as the City Manager's Weekly Briefing (the Briefing advises Council, Department Directors, Staff and various other individuals of the happenings, i.e. openings, developments, status reports, etc., within the department and in the City); the Public Works Director's Really Simple Syndication (RSS) feed

that provides information about Public Works related current news; and Flat-Out Events, the Marathon planning organization, electronic newsletter

- Ask Hampton Roads Green Trailer (HR Green) – Exhibited at the One City, One Celebration event and provided educational resources about “everything green in Hampton Roads—from earth-friendly landscaping ideas and pointers for keeping local waterways ‘debris-free’ to recycling tips and simple steps to make local living easy on the environment.” (Appendix A-16)

Amount of Diversion

Commodity	Weight (lbs.)	Percentage
Cardboard/ Paper	167.50	5.30%
Plastic	250.00	7.91%
Aluminum	137.50	4.35%
Compost	750.00	23.73%
Comingled Recycling	1,100.80	34.82%
Trash	755.20	23.89%
Total	3,161.00	100%

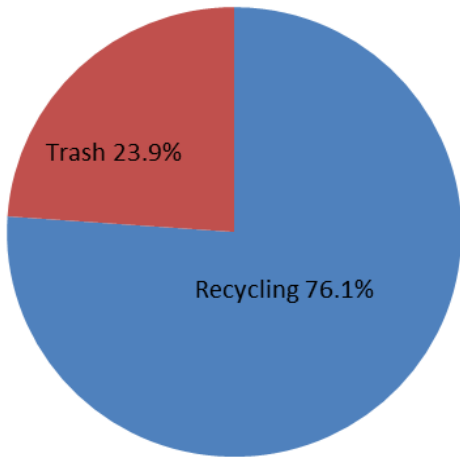


Figure 1: Percentage of Waste and Waste Diversion

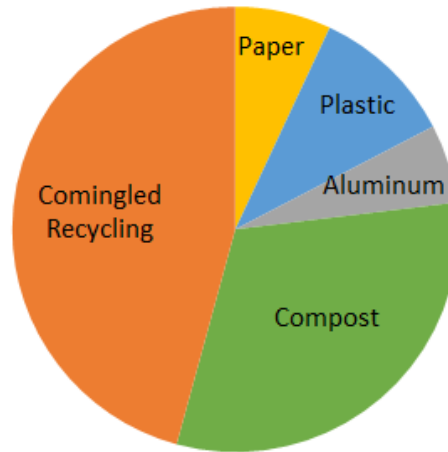


Figure 2: Comparison of Recycled Material

Other

- Number of athletic shoes → ~ 60 pairs
- Amount of clothing → 2 garbage bags full

Lessons Learned

- Waste:
 - Incorporate automation with the trash/recycling service. Use smaller trash/recycling containers at the Celebration and use golf carts to transport full containers to and from the dumpsters. This will minimize the number of volunteers/workers needed to manually service the containers and improve the execution of waste removal
 - Locate 30-yard recycling container by the volunteer trailers, which are in close proximity to the majority of waste containers and makes emptying the cans more efficient
 - Use the existing permanent trash containers in the park to create an Eco Station site
 - Improve signage at the Eco Stations where waste patrols are not present to ensure people place waste in its proper place
- Expo:
 - Nike Reuse-A-Shoe Program display to collect discarded athletic shoes was very successful, the Nike display is heavy and requires a wall or like support to keep it upright
 - Multi-departmental participation was very successful, created an overall city government perspective of sustainable initiatives
- Water Stations:
 - Water stations that have multiple beverages cups (i.e. Gatorade and water) should have specific instructions to the volunteers to ensure the waste/ recycling is not contaminated
 - Trash and recycling bins along the race routes need to be clearly marked so runners, volunteers and crowd use the correct container for their waste
 - Move water bottle filling stations closer to the route for easier access to runners

Next Steps

- Reduce the amount of waste generated from event
- Expand the Eco Station waste program to all the Marathon weekend events
- Explore refillable water bottle options (e.g. Hydra Pour)
- Partner with food vendors to provide sustainably and/or locally produced food and drinks for the athletes, volunteers, and spectators
- Maximize the use of food service products that are recyclable or compostable
- Provide additional recycling options for hard-to-manage items such as chip bags and heat sheets
- Incorporate signs at the event registration and other key venues listing all sustainable activities

Appendix A



A-1: Certificate from VA Green



A-2: CNU students helping with waste diversion



A-3: Eco-stations at the One Celebration



A-4: Signage for the composting



A-5: Recyclable water cups at a water station



A-6: Recycled cups at a water station



A-7: Water station volunteers passing out water



A-8: Container for dispensing local water



A-9: Water refill station at Todd Stadium



A-10: Nike bin for shoe collection




A-11: Sculpture by CNU art students




A-12: Curb Inlet Filter

ONE CITY MARATHON, A CERTIFIED SUSTAINABLE EVENT




Virginia Green events are those which have been thoughtfully planned in order to minimize environmental impacts and help increase environmental awareness.

[Visit their Website](#)



Newport News: a sustainable community. NNGreen is a public awareness campaign aimed at engaging the community, promoting successes, and inspiring simple green practices citizens can do at home, work, or play to make Newport News a sustainable community.

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Virginia is for Lovers supports and shares different attractions and events around Virginia on their website. They are one of the key supporters for Green Events, such as the Newport News One City Inaugural Marathon and its sustainability initiatives.

[Visit their Website](#)

A-13: Marathon webpage



A-14: Expo attendee writes what NNGreen means to her



A-15: Table at the Expo



A-16: HR Green Trailer