

# Sustainability Where We Live, Work and Play: Greening Our Communities

## 2015 WORLD CYCLING CHAMPIONSHIPS

Monica Callahan, Community Engagement Director, Richmond 2015

Alicia Zatcoff, Sustainability Manager, City of Richmond

2014 DEQ Environmental Excellence Conference



# RICHMOND 2015

UCI ROAD WORLD  
CHAMPIONSHIPS

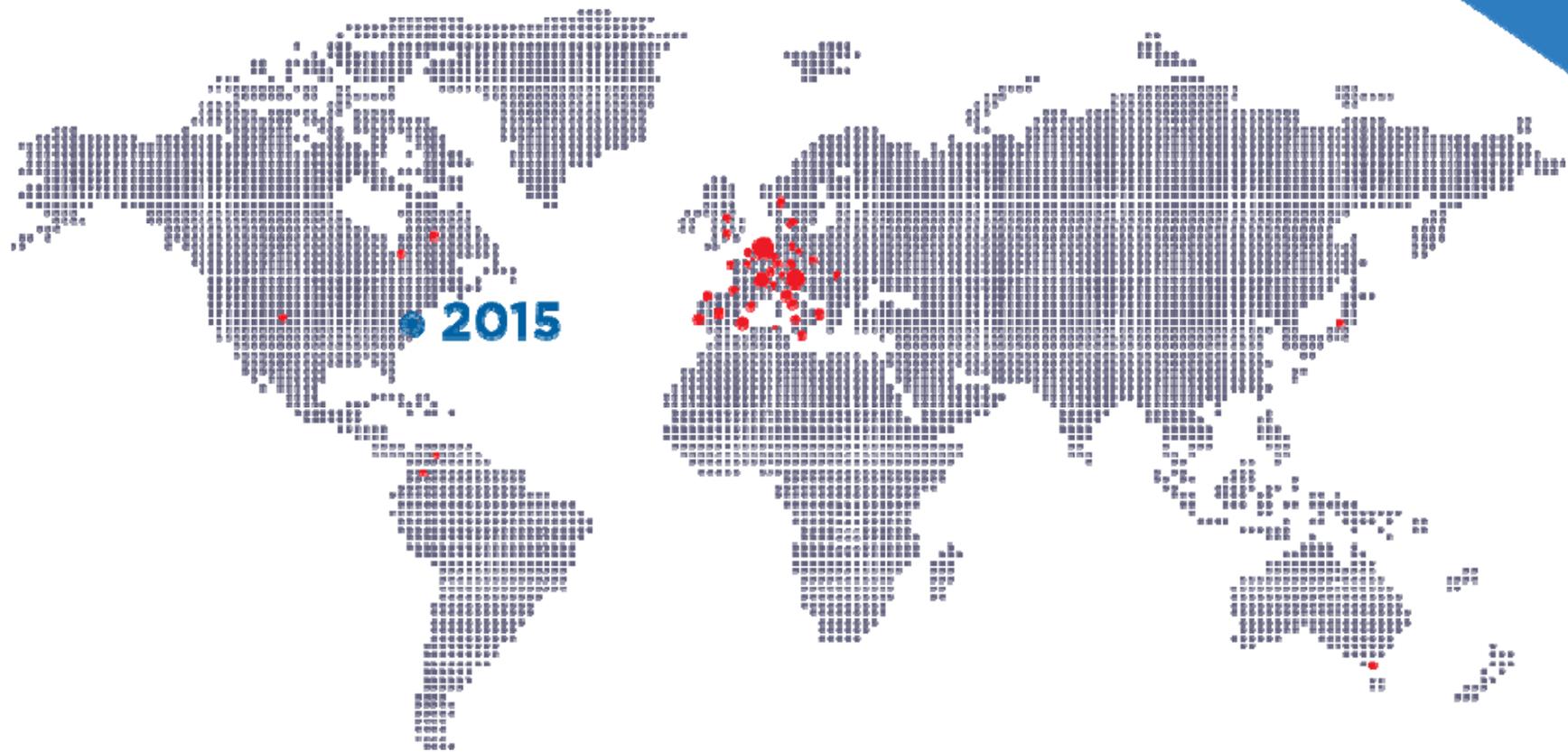
## Event Overview



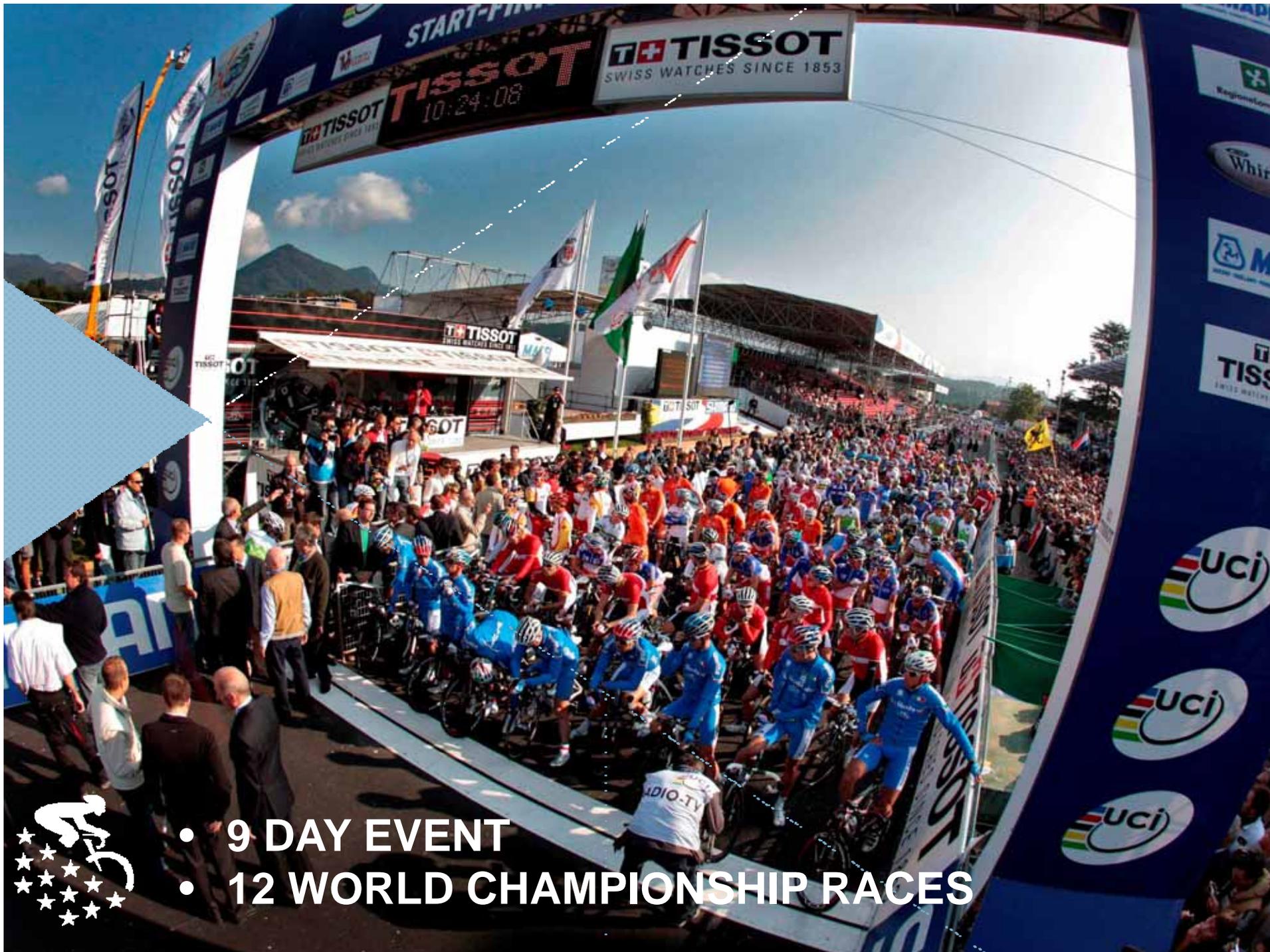
@richmond2015



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2015



- 9 DAY EVENT
- 12 WORLD CHAMPIONSHIP RACES





- 1,000 ATHLETES
- 75+ COUNTRIES

# Economic impact



\$158MM  
PROJECTED  
ECONOMIC IMPACT



450,000  
SPECTATORS



400 HOURS  
LIVE, GLOBAL  
COVERAGE



500 GLOBAL  
MEDIA OUTLETS



300 MILLION  
VIEWERS

CHMURA ECONOMICS & ANALYTICS





• VOLUNTEERS



• MORE THAN A BIKE RACE

# Purpose

UCI Eco-Label Recognition



Culture and Legacy of  
Sustainability

# First Steps

- Designate Green Leader, Green Team, Sustainability Subcommittee
- Create a "green brand"



# Short-Term Actions



## Sustainable transportation:

- Alternative/clean-energy vehicles
- Carpooling website
- Free or reduced-fare public transit
- Walking and biking - electronic information, maps, safety considerations

## Economic/tourism integration:

- Seasonal, healthy, local food and local vendors
- Local suppliers and subcontractors
- Local staff and volunteers





## Medium-Term Actions

- UCI and Virginia Green Events recognition
- Comprehensive plans for waste management and transportation
- Promote environmentally-friendly accommodations
- Sustainable Purchasing/Food Purchasing Policies



MAXIMIZES  
IMPACTS



# Legacy

- Health & Wellness/Advocacy Programs
- Cycling promotion



- Integrate sus  
policies into lo  
institutions

# Legacy

- Community engagement



acy

sharing

# Legacy

- Knowledge-sharing



Leg

- Commur



# Questions?

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