

ROCKY MOUNTAIN GREENER VENUES PARTNERSHIP FOR SUSTAINABLE COMMUNITIES

Final Charter – 3/19/09

INTRODUCTION, OVERVIEW OF THE PARTNERSHIP

The Rocky Mountain Greener Venues Partnership (RMGVP) for Sustainable Communities is sponsored by the United States Environmental Protection Agency Region 8 (EPA) and several state and local agencies and organizations to assist venues in improving the sustainability of their facilities and home communities. Under this partnership, participating venues will pledge to practice environmental stewardship in key areas, achieve and document their successes, and lead their communities to make them more sustainable. The partnership is a one year pilot which will be evaluated at the end of a year to see how it can be improved and refined, and whether it should be continued and expanded to other parts of the hospitality sector.

This document outlines how the sponsors and the venues will work together to achieve the goals of this partnership. The foundation of the partnership is found in the three basic components of sustainability: environment, economics and societal values. In the RMGVP, these basic goals have been translated into a set of nine (9) sustainability principles under which venues will assess, target, achieve and report on their efforts to improve the sustainability of their operations and their communities. To be recognized as a participant of this partnership, each venue will make a pledge to join specific national, state, and local sustainability programs, and to achieve specific goals within those programs.

The partnership programs and activities that are the core of this approach offer the partners a wide variety of valuable services and resources to help them succeed in their goals to reduce environmental impacts. These include benchmarking and goal setting, recognition for results, a national forum for problem solving and collaboration, and technical support and resources.

VENUES PARTICIPATING IN THIS PARTNERSHIP

The RMGVP is open to any venue or facility that hosts events and is willing to pledge to observe the 9 sustainability principles and meet the basic expectations listed below. Even though the launch event is mainly focused on Denver metro venues, facilities from anywhere in Colorado are encouraged to participate in the partnership. The partnership plans to develop a strategy on how to include more state-wide participation from other venues and the overall hospitality industry after the launch event.

There are 10 Charter Members of the RMGVP, and many of them have worked with the sponsoring agencies from the planning stages of the partnership. These are:

Red Rocks Amphitheatre
Colorado Convention Center
Denver Performing Arts Complex
Denver Coliseum
Denver Zoo

Pepsi Center
Dick's Sporting Goods Park
INVESCO Field at Mile High
Coors Field
Folsom Field – University of Colorado

These Charter Members bring to the RMGVP special and unique qualities that make the success of the partnership more likely. They are facilities that have strong relationships with their customers and the general public. They bring a high profile and name recognition that will magnify their successes in sustainability and transfer them back into their communities. They have high capabilities for public relations, advertising and messaging (Jumbotron, signage, endorsements by players/coaches, etc.) They have also agreed to take on extra leadership responsibilities to develop and promote the RMGVP, and to be mentors to other venues.

THE SPONSORS

This partnership is being sponsored by a group of federal, state and local agencies and organizations that have sustainability as a key part of their mission. These agencies include:

- The Environmental Protection Agency – Region 8 (EPA)
- Office of Economic Development, a program of the City and County of Denver
- Greenprint Denver, a program of the City and County of Denver
- Connected Organizations for a Responsible Economy (CORE)
- Colorado Alliance of Sustainable Business Associations (CASBA), a program of the Alliance for Sustainable Colorado
- VISIT DENVER, the Convention and Visitors' Bureau
- Governor's Energy Office, a program of the State of Colorado

These sponsors bring expertise and resources to the partnership, and the ability to cover a broad range of topics in support of sustainable practices. Many of them already have existing sustainability oriented programs and activities in which venues may engage. Other sponsors may be added to the partnership as it expands to other parts of Colorado and other parts of the hospitality sector. For venues outside the Denver metro area, the sponsors plan to help to adapt some of the state and local initiatives to fit their local situation.

THE GOALS OF THE PARTNERSHIP

The RMGVP has an overall goal of making Denver and Colorado sustainability leaders among cities and states in the U.S. Participating venues expect to make measureable improvements in energy use, water consumption, materials and waste management, air quality and other environmental areas. They also expect to strengthen their economic sustainability with reduced operating costs and with a green reputation that makes the region a more attractive location to

visitors. And, they expect to engage with their communities to strengthen the social ties that will help Denver and surrounding communities thrive for the future.

THE ELEMENTS OF PARTICIPATING IN THE PARTNERSHIP

The Sponsors and Charter Members have developed a set of nine (9) principles or areas in which participating venues expect to improve the sustainability for their facilities and the community:

1. Energy Conservation and Efficiency
2. Water Conservation and Efficiency
3. Responsible Materials and Waste Management
4. Transportation and Air Quality
5. Green Buildings
6. Local Food and Agriculture
7. Environmentally Preferable Purchasing
8. Green Economy
9. Community Connections

The first seven of the principles relate directly to environmental impacts, and the participating venues expect to target specific improvements in energy consumption, water use, materials management/waste generation, and air quality. A key benefit of addressing these seven principles will be direct reductions in greenhouse gases that cause global warming.

The facilities also plan to address the two other principles that address environmental impacts more indirectly and that address both economic and societal sustainability. For example, a part of the program is also raising community awareness of the principles and encouraging the surrounding community to participate in sustainable practices.

The attached table provides examples of various programs and activities under each of the principles that a venue can engage in to improve its sustainability.

EXPECTATIONS OF VENUES IN THE PARTNERSHIP

The Charter Members pledge to achieve the stated expectations in the following four (4) areas during the first pilot year of participating in the partnership:

1. **Each Venue pledges to join or commit to the activities of at least three (3) of the following five (5) national partnership programs** that relate most directly to venues:
 - *Green Power Partnership* – Venues join this program to encourage the development of new, domestic renewable energy capacity. This program includes a commitment to purchase a certain percent of green power based on the amount of energy used at the venue.

- *EnergyStar Commercial Building* – Venues join this program to become more energy efficient and reduce the amount of emissions associated with the burning of fossil fuels. This program includes a commitment to establish a baseline for energy use and set energy reduction goals and design energy reduction plans tailored to the venue.
- *WasteWise* – Venues join this program to promote responsible materials and waste management. The program includes a commitment to establish a baseline and set waste reduction goals and design waste reduction plans tailored to the facility.
- *Best Workplace for Commuters* – Venues join this program to help improve air quality and improve employee job satisfaction. This includes a commitment to offer employees traffic-reducing commuter benefits such as free or discounted passes, vanpool services, or telework programs/options.
- *Smartway Transport Partnership* – This program helps improve air quality and improve energy efficiency. RMGVP venues will commit to use all or a certain percentage of freight industry customers who are SmartWay partners.

Joining or committing to these partnership programs will generally involve setting goals and measuring progress and success as follows:

- Establishing a baseline for generation, consumption or performance under the relevant principle(s).
- Setting a goal for the next year (e.g., Kwh, gallons, greenhouse gases reduced). Each venue will set their own goal based upon the venue's individual circumstances.
- Working toward meeting a goal for at least 1 year.
- Measuring the results at year's end.
- Sharing the results with each other and the public. The national partnership programs include recognition for achieved goals.

2. **Establish an Environmentally Preferable Purchasing Policy.** Under such a policy, the participating venues will pledge to buy only or a certain percentage of EnergyStar labeled energy efficient products, WaterSense labeled water efficient products, Electronic Product Environmental Assessment Tool green electronic products, vehicles listed in EPA's Green Vehicle Guide, and products that are made with recycled content or from renewable resources and that can easily be recycled or composted.

3. **Participate in at least four (4) of the following ten (10) State and local initiatives** listed on the attached table under green economy, green building, air quality/ transportation, and local food and agriculture:

- Join the Denver Office of Economic Development (OED) Greener Denver Business Program.

- Work with Greenprint Denver to establish a community-wide bicycle sharing program.
 - Commit to buying a certain percent of locally grown agricultural products with the Colorado Proud Logo through the State Agricultural Program.
 - Recruit and mentor another venue as part of the RMGVP.
 - Work with the Denver Office of Environmental Health to implement the Denver County/Local Anti-Idling Program at the participating venue.
 - Contribute to a community tree planting project, e.g. the Denver Parks and Recreation Mile High Tree Planting Project.
 - Help to establish a community garden on-site or nearby with Denver Urban Gardens.
 - Join the Colorado Association for Recycling (CAFR) and partner with them to strengthen materials management related programs and infrastructure.
 - Offset the carbon emissions from your organization's energy consumption through the Colorado Carbon Fund.
 - Propose and implement your own local projects for implementation.
4. **Participate in at least two (2) of the following five (5) activities** listed on the attached table under Community Connections:
- Help develop and implement a partnership branding and communication strategy.
 - Help develop group and individual public messaging events and capabilities in support of sustainable practices using methods such as signage, special events, Jumbotron messages etc.
 - Work with local agencies, e.g. Visit Denver, to make Denver a green convention and tourism destination.
 - Develop, promote, and broadcast success stories individually and for the partnership through the Internet and recognition events.
 - Offer tours of your green building or sustainability efforts.

Under areas 2, 3, 4 listed above, many of the initiatives and activities that address such sustainability principles as green buildings, local food and agriculture, environmental purchasing, green economy, and community connections do not have associated national

partnership programs or tools to provide clear guidance and direct measurement of results and impacts. In these cases, the participating venue will need to develop some type of quantitative or qualitative measurement tool to capture the impact of the activities and initiatives they select as part of their program. In some of these cases, there are co-sponsoring state or local organizations that will be able to provide assistance with both implementing that particular activity, and measuring its success. EPA's source of measurement for the success of venues implementing this program will rely primarily on the national partnership programs with their individual base line and goal setting programs.

The above expectations are the minimum pledge for belonging to the partnership for the first year. The Sponsors encourage the participating venues to establish realistic goals that can be met. However, based on the individual circumstances of each venue, some venues may have the ability and desire to go beyond the minimum. The participating venues expect to challenge themselves to be as aggressive as they can in their individual programs.

The partnership will be evaluated after its first year to help develop additional goals and targets for subsequent years.

THE SPONSORS' ROLE IN THE PARTNERSHIP

The Sponsors of the RMGVP plan to contribute the following to assist in achieving the goals of the partnership:

- Overall organization, promotion and coordination of the group and its goals, including scheduling and facilitating periodic meeting.
- National, state and local perspective for environmental issues.
- Group recognition for the partnership.
- Communication of success stories.
- Provide program and technical support and resources, which may include:
 - Technical support through the National partnership programs;
 - Support in assessing current or "baseline" activities;
 - Contractor support for specific projects (dependent on funds availability);
 - Provide guidance for measuring and reporting results and impacts;
 - Press releases/community relations support;
 - Recognizable labels: EnergyStar, WasteWise, Watersense, etc.

VENUES PLEDGE

As members of the RMGVP for Sustainable Communities, each participating venue pledges to fulfill at least the minimum first-year requirements for the program described above.

More specifically:

1. Each venue pledges to develop and submit a draft action plan to EPA within two (2) weeks of signing the pledge. In this initial plan, the venue will identify the programs and activities in which they intend to engage to promote the sustainability principles.
2. The venues pledges to join or commit to the selected national, state or local partnership programs within one (1) month of signing the pledge.
3. Within two (2) months of signing, the venues pledges to review and document baseline activities, establish targets to achieve sustainability goals, and develop any needed measurement systems or techniques.
4. By March 19, 2010, the venues pledge to report to EPA and the other sponsors on their progress in meeting targets and goals.

Successes for the partnership will be reported for the partnership as a whole, rather than for individual venues. Individual venues may report their individual successes on their own.

ADDITIONAL TERMS AND CONDITIONS

1. This partnership charter is not a contractual or a financial obligation instrument. Nothing in this partnership charter obligates the venues or sponsors to expend appropriations or to enter into any contract, assistance agreement, interagency agreement, or incur other financial obligations that would be inconsistent with their budget priorities or, for EPA, the Antideficiency Act, 31 U.S.C. 1341 and 13442.
2. The RMGVP discussed in this charter is not a legal entity with powers to enter into contracts, incur liabilities, own or create intellectual property, or otherwise make binding commitments of funds or other assets of the venues or sponsors.
3. The RMGVP and this charter do not create any right or benefit, substantive or procedural, enforceable by law or equity against the venues and sponsors, their officers or employees, or any other person. This charter does not direct or apply to any person outside the venues and sponsors signing below. If other venues wish to join the RMGVP, they will need to sign a similar pledge.
4. The RMGVP pilot program discussed in this charter will remain in effect for a period of one (1) year from the date of signing. This document may be modified at any time per the mutual written consent of the entities, venues and agencies signing below.

Additionally, an entity, venue or agency may terminate its participation in the RMGVP at any time by providing written notice to the other signing parties.

5. Terms specific to EPA:

- a. Under Federal ethics rules, EPA may not endorse products or services provided by private entities. Nothing in this document constitutes an endorsement by the signing parties of the products, services, and/or fundraising activities of the other signing parties. Each signing venue agrees not to make statements to the public at workshops or meetings, promotional literature, on their web sites or through any other media or means that imply that EPA endorses that venue or any service or product offered by that venue. In addition, each signing venue agrees not to make statements that imply that EPA supports that venue's efforts to raise public or private funds. Any statements or promotional materials prepared by a signing entity, venue or agency that describe the RMGVP and specifically mention EPA must be approved in advance by EPA.
- b. This partnership charter does not authorize any signing entity, venue or agency to use any EPA logo, trademark or other intellectual property without prior consultation with EPA.
- c. EPA enters into this charter under the authority of section 102(2)(G) of the National Environmental Policy Act, 42 U.S.C. 4332(2)(G); sections 6604(b)(5) and (b)(13) of the Pollution Prevention Act, 42 U.S.C. 13103(b)(5) and (13); section 8001(a) of the Solid Waste Disposal Act, 42 U.S.C. 6981(a); section 324A of the Energy Policy and Conservation Act, 42 U.S.C. 6294a; and section 103(a) of the Clean Air Act, 42 U.S.C. 7403(a). Among other things, these statutes provide EPA the authority to undertake cooperative efforts with private organizations to promote the coordination and acceleration of research, studies, training, and other efforts to prevent, reduce and eliminate pollution, and to make available advice and information useful in restoring, maintaining and enhancing the quality of the environment.

ROCKY MOUNTAIN GREENER VENUES PARTNERSHIP PLEDGE
Signing Event on March 19, 2009

As charter members of the Rocky Mountain Greener Venues Partnership for Sustainable Communities, we hereby pledge to fulfill at least the minimum first-year expectations for the program described in the charter document.

The Venues:

Red Rocks Amphitheatre,
Denver Performing Arts
Complex, Denver Coliseum:

Jack Finlaw, Director of Theaters & Arenas

Colorado Convention Center:

John Adams, General Manager, SMG

Denver Zoo:

Kyle Burks, Executive VP, COO

Pepsi Center:

Dave Jolette, VP, Venue Operations

Dick's Sporting Goods Park:

Allison Hamilton, Senior Director, Venue Operations

INVESCO Field at Mile High:

Andy Gorchov, Director of Stadium Operations

Coors Field:

Kevin Kahn, VP, Ballpark Operations

Folsom Field – University of
Colorado:

Mike Bohn, University of Colorado Athletic Director

ROCKY MOUNTAIN GREENER VENUES PARTNERSHIP PLEDGE
Signing Event on March 19, 2009

As Sponsors of the RMGVP, we hereby pledge to provide program and technical support to the participating venues to assist them in achieving the goals of the partnership.

The Sponsors:

Environmental Protection
Agency, Region 8:

Carol Rushin, Acting Regional Administrator

City & County of Denver: Office
of Economic Development and
Greenprint Denver:

John Hickenlooper, Mayor of Denver

Connected Organizations for a
Responsible Economy (CORE):

Graham Russell, Executive Director

Colorado Alliance of Sustainable
Business Associations:

Joanne Keys, Executive Director

Visit Denver:

Richard Scharf, President & CEO

State of Colorado, Governor's
Energy Office:

Tom Plant, Director