

SUSTAINABILITY & RESPONSIBILITY HIGHLIGHTS



Through partnerships with GrowNYC and NYC Compost Project, Zero Waste Stations were used at Bike Expo New York, Tour Rest Areas, and the Finish Festival to divert 91% of event waste from the landfill, including composting 6,000 lbs. of food waste.



Seventy percent of the food provided at the Tour was organic or locally sourced, including 24,000 apples from the New York State Apple Association and 90,000 Clif products including Clif Bars, Clif Organic Energy Food, and Clif Bloks.



Used bike tubes were collected at Rest Area Bike Repair Stations to be upcycled into wallets and messenger bags.



The Tour program was produced on paper that was sourced in an environmentally friendly, socially responsible, and economically viable manner, through the Forest Stewardship Council program.



10,000 Tyvek rider bibs were recycled through post-Tour collection efforts.



Proceeds from the Tour fund Bike New York's free bike education programs for kids and adults. In 2015, Bike New York taught more than 17,000 New Yorkers how to ride safely and confidently.



The Tour and the Bike Expo New York were ADA Accessible.



TD Bank sponsored performers along the route, many of whom operate as non-profit organizations. TD also provided electricity from their branches, which comes from Green Mountain Energy, a renewable energy company, to power the performances along the route.



Green Team volunteers managed the Zero Waste Stations, ensuring that participants followed signage to place waste in the proper recycling, compost, and waste receptacles.



29,000 lbs. of leftover food were donated to City Harvest.



The Start Line and Bike Expo New York were in transit-dense locations, making the events easily accessible by all.



With support from Clif Bar, more than 20,000 foil-lined food wrappers (otherwise bound for the landfill) were collected for upcycling through a program run by Terracycle.



Through a partnership with DEP's NYC Water Program, world-renowned New York City tap water was available for riders, eliminating the need for disposable water bottles.



Outreach Teams engaged with NYC Community Boards in the Tour planning process, promoted Bike New York's free bike education programs in their districts, and encouraged community members to participate in the Tour as riders, volunteers, or spectators.

