



## ***THE TRICKY TRIANGLE***

### **2018 Pocono Raceway Sustainability Report**





### Statement from CEO

Going green is, and will continue to be, a staple here at Pocono Raceway.

Our renewable energy efforts begin in 2010 upon the completion of our three-megawatt solar farm. The solar farm has yielded more than 28 million kilowatt hours of electricity. In comparison, this amount of energy produced would be the equivalent of approximately 771,000 gallons of gasoline. The sun provides us with all the electricity we need to power our entire facility. Any energy not being used by the track is sent directly back to the grid to power area homes and business.

Recycling is another key part of our sustainability efforts. In partnership with Coca-Cola, Safety-Kleen, Anheuser-Busch and Penn State University, race weekend guests see a significant amount of recycling containers throughout our facility. We utilize our video boards, public address announcements and social media to encourage fans to seek out those containers and recycle their items during our race weekends. Our messages are working and we continue to see more campers and tailgaters using recycling bags, which we provide to them free of charge, throughout the weekend. And that is not all.

We have set an ambitious goal to divert 75% of all waste from the track by 2019. We are on our way to achieving this feat thanks to continued support from NASCAR Green and several area partners.

What is diversion and what steps are Pocono Raceway taking to accomplish a 75% diversion rate? We, along with our vendors, contractors, suppliers and others are making conscious efforts to ensure every piece of waste from our facility is either recyclable or compostable. This way, little to no waste will be taken to a landfill. We aggressively began our diversion efforts several years ago, teaming up with American Biosoils for composting and Rock & Wrap It Up to donate surplus food from our events.

What does the future of sustainability look like at Pocono? Well, this is question I continually ask myself and our friends at the Green Sports Alliance. Hitting our 75% diversion rate goal next year will be a huge success, not just for Pocono, but for motorsports as a whole. We intend to lead the industry into the next decade as true trailblazers. We promise to increase the number of recycling and compost receptacles around 'The Tricky Triangle,' all while reducing the number of trash bins. There will be a sustained effort to upgrade the facility with energy and water saving components. Every new building, old building upgraded and overall facility changes will be done with sustainable practices driving the plan.

The Pocono Mountains of Pennsylvania is a wonderful area in which to live. A place of diverse flora and fauna, a place of undiscovered beauty and a respite from the busy pace of life. Recycling is key to ensuring its beauty is preserved. If it can be done, it will be done. It is what needs to be done. Not simply for our generation, but for our kids, our grandchildren and the Earth.

Finally, I would like to salute my brother, Brandon Igdalsky, for championing Pocono Green and leading our team and business towards a more sustainable future. Thank you for all you have done, Brandon. It is now up to me, our staff and our fans to carry this torch forward.



**Nick Igdalsky**

CEO  
Pocono Raceway

# PennState



**We** are honored to be working closely with Pocono Raceway on their long-term sustainability plan. The Raceway's team have been leaders in "going green" for many years and it's been an exciting experience to assist the organization go even further. Pocono led the racing world into more sustainable operations in 2010 when they built the Pocono Raceway solar farm next to the track, but they had even bigger goals and realized they needed external, third-party support to meet them.

The goal of being one of the most environmentally responsible tracks in the entire sports world led to the conception of this project in 2015 when they contacted Penn State about helping move closer to "zero waste" at the events. At Penn State we strive to make our own academic and sports operations as sustainable as possible and have learned many lessons as we moved to the forefront of collegiate greening efforts.

In 2015 we began by reviewing operations and having graduate students survey fans at NASCAR and IndyCar events. Some people were skeptical that the average race fan would care about things like recycling, but our surveys proved that fans not only cared but wanted the Raceway to be "greener", which aligns perfectly with the third-party data NASCAR has also collected in their analysis around sustainable behavior and aspirations of race fans.

During our first-year analysis, we also took a comprehensive look at waste generated during race weekends with an eye toward recyclable and compostable waste. Pocono stated a public goal of 75% diversion from landfill so it was important to quantify what was generated by fans, vendors and race teams, and best understand how much might be captured for diversion. The 2016 race season brought major advancements to Pocono's sustainability programs. The Raceway placed many new recycling collection containers across the grounds and made it easier for infield camping fans to properly dispose of their waste materials. In alignment with NASCAR Green, we also piloted a program in the suites to capture compostable materials like food waste, and partnered with Rock and Wrap it Up to donate uneaten foods to local food banks.

We applaud Pocono Raceway for all its efforts to be sustainable and benefit the local environment.

They are living proof that you can "Go Green! It's not that Tricky!"



**Judd H. Michael**  
Professor  
Agricultural & Bio-Engineering



On behalf of the Green Sports Alliance, we congratulate Pocono Raceway, as you issue a first-of-its-kind report on your commitment to sustainability, efforts thus far, and plans going forward. This is a watershed moment for the auto racing industry. It demonstrates both the raceway and NASCAR's leadership in the sports greening movement.

From your 3-megawatt solar farm completed in 2010, which provides 100% of the raceway's power - to your compost and food donation programs begun in 2016 - to your commitment to diverting 75% of all waste generated at the racetrack away from landfills by 2019, Pocono Raceway is leading the way both on and off the track. We encourage other tracks to follow suit and **PLAY GREENER™**.

We'd also like to personally applaud former President and CEO, Brandon Igdalsky for his early involvement in the sports greening movement. As a member of the Green Sports Alliance Board, Brandon was an early advocate for eco-friendly improvements in the auto racing industry and continues to be an industry-wide sustainability champion.

Finally, we'd like to recognize NASCAR Green's dedication to environmental leadership. Through your various sustainability programs including recycling, food waste, biofuels, tree planting, and more, your platform helps racetracks like Pocono Raceway as well as teams, drivers, and industry partners alike to conduct business in the most environmentally friendly manner possible.

As we look forward to the future, the milestone in auto racing that this report represents encourages us. For Pocono Raceway - this is only the beginning.

Pocono Raceway and NASCAR are constantly striving to do more. We fully expect them to succeed and we offer the Alliance's full support. Auto racing is already helping to lead the way to a greener future. With continued efforts like this report, Pocono Raceway creates a shining example of how sports can help create a better future for us all.

**Leveraging the cultural & market influence of sports to promote healthy, sustainable communities where we live & play.**



**Scott Jenkins**  
Chairman  
Board of Directors



**Justin Zeulner**  
Executive Director



**This** report is the product of many hours of input from a variety of sources directed by leaders at Penn State University in partnership with Pocono Raceway over the last two years. It reflects the dedication of Pocono Raceway's leadership in reducing their operation's environmental footprint while also helping their local communities. We hope readers will find the report to be both informative and motivational.

Sustainability reports are increasingly prepared by organizations seeking to highlight their environmental and social achievements; this report seeks to inform its readers on Pocono Raceway's efforts to improve the environment and reduce its impact and emphasize areas where the track has experienced success.



More than 80% of Fortune 500 companies now publish a sustainability or corporate responsibility report.<sup>1</sup> These reports serve multiple purposes: they provide transparency to external stakeholders; they are an internal management tool to help guide decisions and strategies; and they document the organization's sustainability journey over time.

As the corporate world has put more attention and focus on being "greener" so too have many professional and collegiate sports programs documented their own achievements at improving sustainability and social impacts. Teams ranging from the New York Yankees to the Philadelphia Eagles to the Seattle Mariners now make significant efforts to report on their environmental achievements. NASCAR Green has made great strides in bringing sustainability to the forefront for its fans, events and participants.

The 2015 season was used to conduct fan interviews and surveys, which found that race fans do care about the environmental impact of racing at the track and were likely to participate in recycling programs. During the 2016 race season we shifted our focus to collect data on operations and began to compile those data into this report. This report contains data and insights from both the 2015 and 2016 seasons.

With many sustainability projects, the positive outcome can be two-fold. While the benefits of lowered pollution and a healthy environment are immediate and apparent, the benefits of educating people on the issue can be just as beneficial. Exposure to methods such as recycling, composting, and the use of water-saving devices at our Raceway can encourage people to take up similar practices in their own lives. In a similar fashion, this report exists to encourage others to bring environmentally sustainable mindsets and methods back to their personal lives and businesses. If we can do it at the 'Tricky Triangle,' so can you.

This report, in addition to serving as an educational tool, also serves to keep Pocono Raceway accountable. Promoting sustainability has become a popular marketing tool for many businesses, although in many cases it fails to become anything more serious than

a marketing gimmick. At Pocono Raceway, our sustainability program is much more than skin deep, it is integral to the way that we operate. This report is a way to show that we not only talk the talk, we can walk the walk, and provide a benchmark of progress as we work towards a greener future.

Many people were involved in preparing and writing this document. Penn State MBA student Joel Perkins served as a graduate sustainability intern at Pocono during 2016 and collected much of the data. Will Lush also worked as a graduate intern and wrote the initial draft of the report. Doctoral students Maryam Shahri and Ashley Stadler Blank conducted surveys in 2015 and 2016 to help understand fan attitudes toward issues like recycling. Penn State professor Judd Michael provided overall guidance during the previous two years. The Green Sports Alliance and NASCAR Green contributed throughout the framework process and corporate partners noted in this report, such as NatureWorks and Safety-Kleen, provided additional expertise and materials. Without the valuable work of Pocono Raceway employees however we wouldn't be talking about these impressive achievements.

Sustainability has been described as a journey, and we recognize that Pocono Raceway is only beginning on its journey toward reducing its negative environmental impacts. This report is an initial step in formally documenting progress toward Pocono Raceway's goals. It shows there is still plenty of improvement to be made, but that positive impacts are indeed being achieved.

<sup>1</sup> Governance & Accountability Institute, Inc.:  
<http://www.ga-institute.com/press-releases/article/flash-report-eighty-one-percent-81-of-the-sp-500-index-companies-published-corporate-sustainabi.html>



**A CLEAN RACE PAYS  
OFF IN THE FINISH.**

[www.NASCAR.com/Green](http://www.NASCAR.com/Green)

Each weekend from February until November, NASCAR races to the green flag at tracks across the United States. As one of the largest and most popular spectator sports in the country, NASCAR's fast-paced, close racing packs the grandstands and attracts millions to television sets and social media for 38 weekends a year.



The sustainability efforts showcased by NASCAR and the racing industry to millions of fans each week presents a major shift in the way things have been done even as recently as 10 years ago.

From industry-wide recycling efforts to food waste diversion, racing on a 15% ethanol blended biofuel called Sunoco Green E15, solar powered tracks, providing organic food to fans in the hospitality suites, faster and more energy efficient track sweeping technology, and even recycling used racing oils and fluids, NASCAR and its industry partners are doing

business with an eye toward being as environmentally responsible as possible.

Since 2008, NASCAR, the industry, and fans have partnered with groups like the Arbor Day Foundation and the Virginia Department of Forestry to plant trees and offset their carbon emissions. Through these efforts, enough trees have been planted to offset emissions from all national series races for 46 years. Since the program's inception, the sport has eclipsed more than 10 million competition miles on Sunoco Green E15, and has recycled more than 35 million bottles and cans, every Goodyear racing tire used in its three national series, and more than a million gallons of automotive fluids with partner Safety-Kleen.

"Pocono Raceway has been an industry leader in implementing innovations that help offset its carbon footprint, most notably the groundbreaking installation of a 3MW solar farm powering the entire facility throughout the year. Our track partners continue to push the envelope by applying and testing green technologies such as source reduction, waste diversion and tree planting. For years, Pocono Raceway has been an exemplary partner in the collective effort to reduce our impact on the environment."



**Catherine Kummer**  
Senior Director  
Green Innovation





*Go Green! It's not that "Tricky"!*

**Since** the first race held on its three-quarter mile track in 1968, Pocono Raceway has grown to become a major national sporting center. Starting with 'The Tricky Triangle's' first INDYCAR race in 1971, followed three years later by its first NASCAR 500-mile race, it is now home to seven major races, including two Monster Energy NASCAR Cup Series events and a Verizon IndyCar Series race as well as numerous local races and community events.

Situated in the quiet woods and beautiful hills of the Pocono Mountains near Long Pond, Pennsylvania, the track is within easy driving distance of both New York and Philadelphia, providing convenient access to premier races for fans across the northeast. This idyllic setting has inspired the development of environmentally friendly business practices at Pocono Raceway, which has become a prime example of successful sustainable practices not only in the racing industry, but throughout the professional sports world. Pocono Raceway looks at these practices as an investment not only in the future of racing, but the future of the planet as a whole.





**Auto** races can have an outsized impact on the environment. Vehicles race around tracks for hundreds of miles while hundreds of thousands of fans may drive long distances to attend the races. All of this activity produces a large carbon footprint and tons of waste at the venues. Pocono Raceway understands these impacts and is striving to be a leader in the efforts to reduce those impacts while educating fans on ways to become more environmentally friendly.

The entire Pocono Raceway team, including its partner firms, works hard to reduce the impact its races have on the environment. Through efforts such as source reduction, responsible waste management via composting and recycling programs, solar electricity generation, charitable giving, and even simple steps such as planting trees, we want to show the world that it's not 'Tricky' to go green!

Detailed below are some of the key areas that Pocono Raceway is focusing on to reduce its environmental footprint.

## POWER

Pocono Raceway has taken an industry-leading step towards reducing its environmental impact through the operation of an onsite three megawatt solar farm, which has taken the raceway completely off of the grid.

Solar power is a natural choice as a renewable energy resource for racing venues. Peak power use, which generally occurs during races, coincides with good weather for solar power generation.

In August 2010, Pocono Raceway became the first major sports venue in the country to be powered entirely by solar power. Made up of 39,960 American-



made ground mounted thin film photovoltaic modules, the raceway's three megawatt solar farm took only three months to construct. It covers an area of 25 acres adjacent to the track, and generates enough electricity to fully power the track during events, meeting the increased power demand from NASCAR operations during races. As of this report, the solar farm has produced over 28 million kilowatt-hours and is expected to generate over 72 million kilowatt-hours over the first 20 years of operation. To date, Pocono Raceway's solar farm has offset over 28,838 metric tons of carbon dioxide, equivalent to the annual greenhouse gas emissions from around 4,462 passenger vehicles. In an effort to reduce emissions further, a small herd of sheep is employed to keep the grass trimmed in the solar farm during the summer.

## MATERIALS MANAGEMENT

Managing waste responsibly is extremely important to reducing the environmental footprint of a large sports venue like Pocono Raceway. Many sports

venues around the country have already become 'zero-waste,' meaning that they send little to no waste to landfills. Food is composted or donated if uneaten, and all other waste is recycled. NASCAR races offer a unique set of challenges, due to the high number of fans as well as the tailgating that occurs around race weekends. Despite these challenges, Pocono Raceway is committed to a goal of diverting 75% of all waste generated at the racetrack away from landfills by 2019. To achieve this goal, Pocono is working together with corporate partners to recycle waste generated both on the track and by fans in the stands, as well as composting food waste from suites and skyboxes.

## OILS AND AUTOMOTIVE FLUIDS

Race vehicles need to be very well maintained to race at peak performance. The oil in these cars needs to be changed frequently, and vehicle parts need to be cleaned and lubricated to function properly. Pocono Raceway and NASCAR Green have partnered with Safety-Kleen to collect and process these automotive fluids so that they can be reused. In the 2016 season, Safety-Kleen recycled and repurposed 1040 gallons of waste oil, 199 gallons of cleaning compounds, 270 pounds of absorbent, 150 pounds of used oil filters, and 400 pounds of miscellaneous other solids to be recycled from Pocono Raceway. In 2017, 1,060 gallons of waste oil were recycled.

## CAR BATTERIES

Most cars on the road and on the track use lead-acid batteries to power their onboard electrical systems. These batteries contain lead and sulfuric acid, and are extremely toxic if they are dumped into landfill. However, if disposed of properly, they can be easily recycled and reused. Exide Batteries has partnered

with NASCAR Green and Pocono Raceway to help facilitate this recycling process. In lead-acid battery recycling, over 99% of lead from plates inside of the batteries can be recovered for reuse in batteries or elsewhere.



"Safety-Kleen is proud to be a sustainability partner of Pocono Raceway and a founding partner of the NASCAR Green program," stated Drew Patey, Director of Safety-Kleen Motorsports. "Safety-Kleen has been providing environmental fluid recycling services to Pocono Raceway since the early 1990's - long before being Green was cool. In the course of a year, Safety-Kleen recycles over 3,000 gallons of used motor oil produced from the race teams competing at Pocono. Their dedication to the NASCAR Green program and all of their sustainability efforts are to be commended."



### ALUMINUM AND PET

Through a partnership with Pennsylvania State University, Anheuser-Busch, and Coca-Cola, Pocono Raceway provides fans the opportunity to recycle used aluminum cans and plastic (PET) bottles. Using recycling receptacles provided by partner companies and NASCAR, recycling has become more visible in fan areas around the track. Over the 2015 season, 24.7 tons of recycled material were recovered from these receptacles, and over the 2016 season, we recovered 13.29 tons of material. In 2017, 17.5 tons of materials were recovered.

### TIRES

In the course of a NASCAR Cup Series Race, a track can see as many as 600 tires used and discarded. All Goodyear tires used at Pocono Raceway are recycled by Liberty Tire Recycling, the official tire recycler of NASCAR Green. Liberty Tire Recycling recycles these tires into a number of products:



**Crumb Rubber** - Crumb rubber is utilized in a number of rubber products, such as portable speed bumps, anti-fatigue mats, and railroad ties. It is also used in rubberized asphalt, as an infill for sports fields, and as a paving surface for tracks.

**Industrial Feedstock** - Smaller rubber crumb sizes are used in manufacturing, and go into automotive parts, paint, and coatings.

**Rubber Mulch** - Rubber mulch is used to replace wood-based mulches on playgrounds, offering long life, better shock absorbance, and better drainage.

**Tire-Derived Fuel (TDF)** - Used tires can also be processed and used as fuel for power generation. Recycled rubber can actually contain more energy than coal.

**Tire-Derived Aggregate**- Tire-derived aggregate is used as fill in civil engineering applications, offering better drainage and mechanical properties

### COMPOSTING AND FOOD DONATION

In an effort to reduce food waste sent to landfills and increase knowledge and understanding of the practice, Pocono Raceway has begun a composting program in its skyboxes. “Green Drop” bins were placed in all skyboxes as a trial during the 2016 season, to be used for both recycling and composting. For the June 2016 race weekend, 370 pounds of compostable food waste were recovered and picked up by American Biosoils and Composting in Easton, PA. While the program showed promise, there were issues of contamination from non-food waste items, as well as a general lack of education surrounding compostability.

Pocono Raceway is committed to achieving zero landfill waste from its skybox facilities in future seasons, and is working to address these issues through improved visibility, labeling, and instruction on waste receptacle use as well as through the use of compostable cups and flatware in food service areas.

Another important method for reducing waste comes in the form of food donations. A large amount of food made for race day events goes uneaten and some of that food can be donated to local groups. Efforts during the first June 2016 race yielded 1,000 pounds of food that was donated to various groups around the Stroudsburg area through Rock and Wrap It Up. Donating food keeps it out of landfills, and gets it into the hands of those who need it. 2,200 pounds of food were donated in 2017.

### EMISSIONS

An inescapable aspect of automobile racing is the generation of greenhouse gas (GHG) emissions such as carbon dioxide from the cars themselves. Pocono Raceway is committed to doing its best to reduce the impact of these emissions through a number of programs, from its solar farm to support of the fuel used in the race cars themselves.

**Solar Power** - Pocono Raceway is powered entirely by electricity generated on-site through a three megawatt solar farm. Annually, this solar farm offsets around 2,600 metric tons of carbon dioxide. It has produced more than 28 million kilowatt hours of electricity to date and prevented more than 20,838 metric tons of carbon dioxide from being released into the atmosphere.

**Trees** - One of the simplest ways to offset carbon emissions is to plant trees, which use atmospheric

carbon dioxide to grow. As part of NASCAR’s Tree Planting program, over 400,000 trees have been planted with partners Arbor Day Foundation and the Virginia Department of Forestry. This results in the offset of carbon emissions from on-track racing at Pocono Raceway as well as other NASCAR events. Pocono Raceway, in cooperation with UPS and the Arbor Day Foundation, donated 8,000 trees to be planted at the Flight 93 National Memorial in Shanksville, PA in 2013.

**Biofuel** - All cars that compete in NASCAR national series events use Sunoco Green E15. This fuel is partially made from American-grown corn in addition to traditional fossil fuels. As part of an official partnership between NASCAR, Sunoco, and Growth Energy, this biofuel is a 15% ethanol fuel blended in Pennsylvania to reduce on-track GHG emissions by 20% according to the United States Environmental Protection Agency’s Renewable Fuel Standards. This fuel can also be purchased by fans for use in their own vehicles, taking the lessons learned from the track back home.

- 1 Pocono Raceway Solar Farm - Real Time Monitoring: [http://live.deckmonitoring.com/?id=pocono\\_raceway](http://live.deckmonitoring.com/?id=pocono_raceway)
- 2 EPA Equivalency Calculator: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>
- 3 Exide battery recycling: <http://www2.exide.com/us/en/recycling-centers.aspx>
- 4 Recycling numbers provided by Waste Management - See Appendix I
- 5 Automotive fluid recycling numbers provided by Safety-Kleen - See Appendix I
- 6 EPA Equivalency Calculator: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>
- 7 EPA Equivalency Calculator: <https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>
- 8 <http://www.poconoraceway.com/pocono-raceway-solar-energy/nascar-tree-planting-initiative-hits-figures.html>
- 9 <https://www.epa.gov/renewable-fuel-standard-program>





**The** sustainability efforts of Pocono Raceway would not be possible without its business partners, employees, fans, local community and volunteers.

#### **BUSINESS PARTNERS**

**NASCAR** - NASCAR and Pocono Raceway work together closely on sustainability issues. Pocono Raceway is a leading supporter of the NASCAR Green program.

**The Green Sports Alliance** - The Alliance leverages the cultural and market influence of sports to promote healthy, sustainable communities where people live and play. Members represent nearly 500 organizations across 15 leagues in 14 countries.

**Exide Batteries** - As NASCAR's official battery supplier, Exide provides all batteries used on the track at Pocono Raceway. They also provide battery recycling services at Pocono Raceway, keeping highly toxic lead-acid batteries out of landfills.

**Safety-Kleen** - Safety Kleen provides cleaning stations, equipment, and fluids, as well as waste oil recycling services.

**Liberty Tire Recycling** - Liberty Tire Recycling recycles all of the used Goodyear racing tires at Pocono Raceway, reducing landfill waste.

**Anheuser Busch** - Anheuser-Busch provides receptacles for fans to recycle cans and bottles within the Pocono Raceway stands.

**Monster Energy** - As the main sponsor of the Monster Energy NASCAR Cup Series, Monster Energy supports recycling efforts through both NASCAR as well as its motocross events across the country.

**Mountain Concessions** - Pocono Raceway works with Mountain Concessions to provide food and hospitality services. They work closely together to also reduce food waste while increasing the ease of recycling and composting at Pocono Raceway.

**Rock and Wrap it Up!** - Rock and Wrap it Up! is a non-profit organization that seeks to fight poverty and reduce food waste through donating surplus food from events and venues. In addition to Pocono Raceway, Rock and Wrap it Up! has worked with a number of professional sports teams, high profile musical acts, hotels, and schools.

**Tork** - Tork provides sustainably-sourced and recycled paper hygiene products for restrooms and food service areas around the track.

**NatureWorks** - NatureWorks LLC is a company dedicated to meeting the world's needs today without compromising the earth's ability to meet the needs of tomorrow. Today, NatureWorks is a world leading biopolymers supplier and innovator with its Ingeo portfolio of naturally advanced materials made from renewable, abundant feedstocks with performance - and provide brand owners new cradle-to-cradle options after the use of their products.

**The Pennsylvania State University** - Penn State works closely with Pocono Raceway to research and develop strategies for sustainability.

**Chevrolet** - Through a partnership with Pocono Raceway and the Pennsylvania State Game Commission, Chevrolet created bat houses from repurposed Chevrolet Volt components and placed them around the track's solar farm. These houses provide habitat for local bats, which help control pests around the track.



**The Arbor Day Foundation** - The Arbor Day Foundation is committed to helping improve the environment through planting trees, one of the simplest ways to offset and sequester carbon emissions. ADF provided saplings donated to the Shanksville, PA planting in 2013.



**Waste Management** - Waste Management provides solid waste management services for Pocono Raceway. WM is responsible for recycling all fan waste as well as waste generated by track operations.

#### FANS

An active and enthusiastic fan base is vital to Pocono Raceway's continued success. Fan engagement is also integral to Pocono's efforts to become more sustainable. As an industry leader in green initiatives, Pocono Raceway constantly looks for ways for fans to become involved in sustainability efforts without

negatively impacting the fan experience. A 2015 survey from Penn State explored Pocono Raceway fan attitudes towards sustainability efforts at the track and showed that fans are indeed supportive of the Raceway's sustainability efforts. Studies done by NASCAR through third party research firms also shows that nearly 90% of NASCAR fans believe the Earth is going through a period of climate change, and more than two out of three NASCAR fans who believe it feel a personal responsibility to do something about it.

#### EMPLOYEES

Employee participation is another vital aspect of Pocono Raceway's sustainability efforts. Employees are the front line in ensuring that the track is actively meeting its goals and standards for sustainability. Educating employees and staff on proper methods for recycling, composting, water use, and waste management is important to make sure that day-to-day sustainability goals are met.

#### VOLUNTEER WORKERS

Pocono Raceway works with volunteer groups to act as experienced workers on race days, when a larger workforce is needed. Pocono Raceway would like to work with these groups to help further its efforts on sustainability, hopefully utilizing them to educate fans and reduce contamination of compost and recycling bins.

#### COMMUNITY

Pocono Raceway has been an active community member in Northeastern PA since its founding. As part of its sustainability efforts, Pocono Raceway has worked to promote sustainability in the region through education and outreach.

The Mattioli Foundation, created by the Pocono Raceway's founding Mattioli family, routinely donates to local, state, and national causes. Funding from the Mattioli family has gone to groups with a commitment to the community and the environment such as the Kettle Creek Environmental Fund, which supports environmental education in the Monroe County Conservation District, as well as a number of other local groups such as the United Way and the Minsi Trails Council.

#### EDUCATION EFFORTS

Pocono Raceway strives not only to make its business as environmentally friendly as possible, but also to educate the community on how they can help with sustainability efforts as well. It has held events to raise the visibility of electronics waste recycling in the local community and uses the track as a showcase for renewable energy, composting and recycling efforts, and environmental stewardship.

#### GOVERNMENT

Pocono Raceway works hard to make sure that its sustainability efforts meet, and in many places, exceed, government environmental regulations.







**Nick Igdalsky**  
CEO  
Pocono Raceway

Nick Igdalsky, grandson of Pocono Raceway founders Dr. Joseph and Dr. Rose Mattioli, was named Sr. Vice President of Pocono Raceway in July of 2007. In August 2011, Dr. Mattioli retired naming his eldest grandson Brandon President and CEO, & Nick COO and Sr. Vice President. In July of 2017, Nick was promoted to his current position as the CEO of Pocono Raceway.

Igdalsky worked and observed every aspect of the operation at Pocono Raceway since he was thirteen years old. He started off in the maintenance department and worked in the facilities sewer plant before making the rounds to nearly every other department within the organization. Over the course of the years his duties included maintenance, hospitality, PR, sales and marketing.

Nick attended Elon University from 1995-1999 where he graduated alongside Pocono Raceway's current President and close personal confidant, Ben May.

Nick has also been overseeing operations at the family's other track, South Boston Speedway since 2004. He helped return South Boston to one of the nation's premier short tracks and over the past few years has taken the lead in designing and implementing South Boston's million-dollar renovation, which was completed in 2017. SoBo, as it is affectionately known to locals, has consistently ranked among the top NASCAR's short track in attendance and car counts over its historic 60-years run.

Nick's experience as a driver in NASCAR Whelen All American Series, SCCA Pro Racing, ARCA Racing Series and IMSA has given him the ability to see the motorsports business from multiple perspectives. He has taken the lead at Pocono in facility design changes and safety improvements. Nick personally designed and championed the upgrades of Pocono's expansive road course complex. Pocono now houses 22 course designs ranging from .5 – 3.5 miles in length. The new design increased Pocono's rental capacity 1/3 and there has been a waiting list on dates since project was completed in 2013.

In addition, Nick has also been the Director of the families Mattioli Foundation since 2010. Nick and his wife, Brandy are proud parents of daughters Payton and Kennedy.



APPENDIX I: MATERIAL MANAGEMENT METRICS

FIG. 1: RECYCLING AND LANDFILL WASTE, 2015 AND 2016 SEASONS\*

	2015 SEASON	2016 SEASON
RECYCLING OPEN TOP	13.29 TONS	13.29 TONS
TRASH OPEN TOP	23.65 TONS	23.65 TONS
COMPACTOR	104.27 TONS	104.27 TONS
RECYCLING FRONT LOADING	5.76	5.76
HAND PICKUP/REAR LOAD TRUCKS	68.75 TONS	68.75 TONS
OFFICE RECYCLING	1.2 TONS	1.2 TONS
METALS	5 TONS	5 TONS

FIG. 2: WASTE OIL RECOVERED\*\*

PICKUP DATE	WEIGHT (LB)	VOLUME (US GAL)
05/03/2016	4550	650
08/18/2016	2730	390
TOTAL	7280	1040

FIG. 3: DRAINED OIL FILTERS RECOVERED\*\*

PICKUP DATE	WEIGHT (LB)
05/11/2016	60
07/12/2016	40
08/09/2016	50
TOTAL	150

FIG. 4: ABSORBENT COMPOUND RECOVERED\*\*

PICKUP DATE	WEIGHT (LB)
05/11/2016	80
07/12/2016	90
08/09/2016	100
TOTAL	270

FIG. 5: AQUEOUS CLEANING SOLUTION RECOVERED\*\*

PICKUP DATE	WEIGHT (LB)	VOLUME (US GAL)
05/03/2016	373.5	45
07/12/2016	498	60
08/09/2016	498	60
TOTAL	1369.5	165

FIG. 6: DEGREASER RECOVERED\*\*

PICKUP DATE	WEIGHT (LB)	VOLUME (US GAL)
02/24/2016	113.9	17
07/12/2016	113.9	17
TOTAL	227.8	34

FIG. 7: MISCELLANEOUS OTHER TRACK WASTE RECOVERED\*\*

PICKUP DATE	WEIGHT (LB)
07/12/2016	300
08/09/2016	100
TOTAL	400

\* NUMBERS PROVIDED BY WASTE MANAGEMENT

\*\* NUMBERS PROVIDED BY SAFETY-KLEEN  
(A SUBSIDIARY OF CLEANHARBORS, INC.)

APPENDIX II: SOLAR POWER DATA

SOURCE: POCONO RACEWAY SREC DATA

FIG. 8: YEARLY SOLAR POWER GENERATION

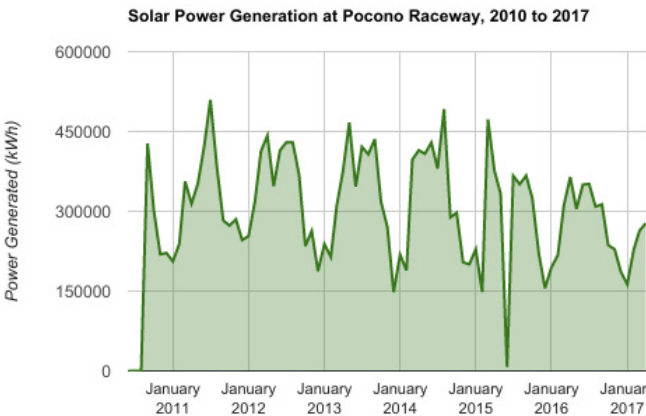


FIG. 9: CUMULATIVE SOLAR POWER GENERATION

