



newsletter

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The Facts on Idle Free

on January 7th the Salt Lake Tribune reported "EPA replacing Bush smog limit with stricter rule"; on the same day, front page, they detailed how "Hitting lower smog limits will take joint effort"; and on Saturday afternoon, January 9, 2010, the Utah Department of Environmental Quality for Salt Lake issued another **Red Air Quality Alert** through the 11th. All these events are driving us to realize efforts to reduce poor air quality must improve and soon. In order to tackle this crisis we must educate ourselves on the facts, work on changing our own bad habits, and lastly, support policy change and clean air campaigns like Idle Free Utah and the Alta Commute Program.

The Facts:

- Vehicle exhaust is one of the leading sources of air pollution in Utah. (www.idlefree.utah.gov)
- While sitting in an idling vehicle, drivers are exposed to higher levels of vehicle pollution than when the vehicle is in motion because exhaust enters the cabin. (www.idlefree.utah.gov)
- Smog is a respiratory irritant that has been linked to asthma attacks and other respiratory illnesses. Smog is formed when emissions from burning gasoline, power and chemical plants, refineries and other factories mix in sunlight. (Salt Lake Tribune, "EPA replacing Bush smog limit with stricter rule", Jan. 7, 2010)
- 4-8% of all deaths are attributable to air pollution (about 1000 premature deaths along the Wasatch Front annually). (www.utahmomsforcleanair.org)
- Vehicle exhaust is hazardous to human health, especially to children by limiting the growth of their lung capacity, thus permanently reducing lung function as an adult. (www.utahmomsforcleanair.org)
- Idling gets 0 miles per gallon. Cars with larger engines typically waste more gas at idle than do cars with smaller. (www.fueleconomy.gov)
- In order to balance the cost of starter maintenance with the benefits of idling reduction, studies suggest turning the vehicle off after 30-45 seconds of idling. (www.idlefree.utah.gov)
- Idling for 10 seconds uses the same amount of gas as restarting your car. (www.idlefree.utah.gov)

How to Help:

- Stay updated on Red Air Alerts. Try putting to not drive (carpool) or burn a wood fire on these days. You can subscribe by email with the Utah DEQ at this link <http://www.deq.utah.gov/ListServ/#subscribe>
- Turn Your Key, Be Idle Free. You may help by parking a car instead of using the drive thru. Use common sense and do not turn your vehicle off in a situation where you will need to restart constantly and do not drive if your windows are not defrosted. The best way to warm your car is by driving it.
- Reduce Driving, Carpool, Ride the Bus. This rule of thumb will be our main guideline as a community to combat our problem with smog.

The initiatives are in place (Alta Employee Carpool Program, Alta Commute Program, and season ski and bus passes), now we have to make the effort. We may have to wake up in the morning a half hour earlier, we may have to find patience in contacting other carpoolers, and we may have to arrive to work 15 minutes early to use the bus. The change to a cleaner and healthier environment is not an easy transition, but if we start now it will become more and more convenient for everyone.

Alta Commute Program

Don't Forget! Alta has an on-line commute program to help you get in touch with other Alta Carpoolers and let you know of all your bus options. We are also doing our best to offer preferred parking first thing in the morning in our wildcat and albion parking lots to customers that carpool. The program is designed to be user friendly for those coming to Alta on a regular basis or just one time. To register go to www.alta.com and under our "FRESH ALTA NEWS" click on "Alta Commute Program" or go to <https://alta.mycommuteoptions.com/login>. Help us decrease air pollution by carpooling or riding the bus and for those with Alta Season Passes, the bus is FREE.

Your Question Here

Do you have a question on recycling? Are you curious about eco-friendly cleaning solutions? Maybe you want to know more about Alta Ski Area's efforts. In every newsletter we will do our best to answer your question on sustainability. Just email your question to altaence@alta.com and put in the subject line "newsletter". We look forward to hearing from you.

