

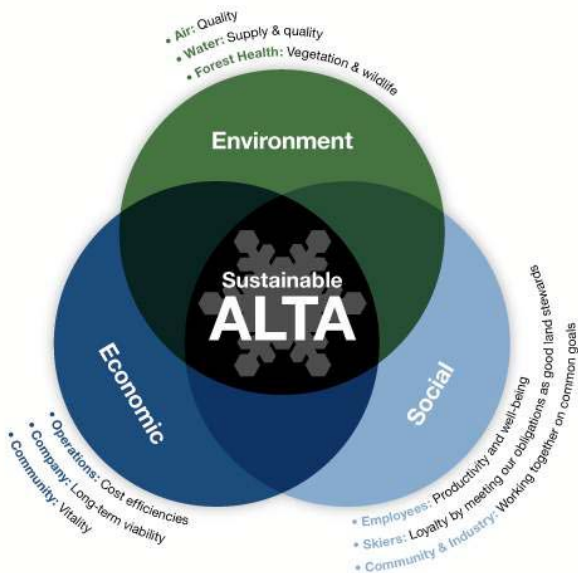


# fall sustainability report

## Alta Environmental Center 2009 Fall Sustainability Report

With 1 year's momentum behind Alta Ski Area's (ASA's) Environmental Center, it is a good time to reflect on the progress made to date and to share with stakeholders what we see as the work ahead. Since its launch last fall, the work of the Center has included developing a mission, philosophy, and strategic plan that will guide our ski area toward greater sustainability. Sustainability is an important journey that requires commitment, collaboration, communication, and continually improving environmental performance — all hard work. However, the rewards of the journey include an efficient and profitable company that demonstrates exceptional stewardship of the land in part by reducing its environmental footprint.

### OUR Mission is Sustainability



*...to protect and improve the well being of Alta's environment, ski industry, and community.*

### About the Alta Environmental Center

Building on a 70-year heritage of conservation, the Alta Environmental Center was created in 2008 to improve internal sustainability practices across departments, support research and collaboration with our external partners, and communicate progress with our skiers. As we work toward the goals of our 2009 Strategic Plan, we will focus on a triple-triple bottom line approach to address our environmental, economic, and social priorities.

The long-term priority of sustainability has particular relevance for the ski industry, and the Alta Environmental Center supports policies and action within the industry, starting with the National Ski Areas Association's (NSAA's) Climate Change Policy. We are adopting this policy, which advocates raising awareness of the impacts of climate change,

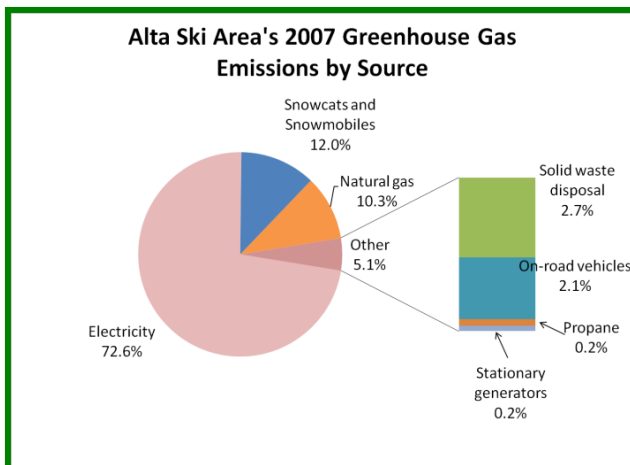
reducing greenhouse gas (GHG) emissions, and encouraging action (to see the policy in full, go to [http://www.nsaa.org/nsaa/environment/sustainable\\_slopes/Charter.pdf](http://www.nsaa.org/nsaa/environment/sustainable_slopes/Charter.pdf)). This fall report, employee orientation, open houses, and our web site are intended to inform and encourage our greatest assets — ASA employees, our skiers and the community — as we take on the challenges of the 2009 Strategic Plan.

Join us as we work toward our first objectives of increasing recycling, increasing public transit use and carpooling, and reducing our GHG emissions through improved energy management. You can read more about our Strategic Plan goals and priorities at [www.alta.com](http://www.alta.com).

### Calculating Our Baseline Carbon Footprint

In the winter of 2009, ASA and environmental engineering firm Brendle Group completed our first inventory of GHG emissions. The inventory includes emissions from electricity, propane, and natural gas consumption; snowcats and snowmobiles; on-road vehicle use; solid waste disposal; and generators. ASA's total carbon footprint for 2007 (most recent year of data) equaled 7,352 tons of GHG emissions. This inventory is helping us prioritize projects and offers a measurable comparison for continued efforts.

To better understand our impact and generate support for decreasing GHG emissions, the Alta Environmental Center partnered with the Town of Alta (TofA) and Friends of Alta (FofA) to complete a community baseline inventory. This is the first step for the community as a whole to identify opportunities to reduce GHG emissions.

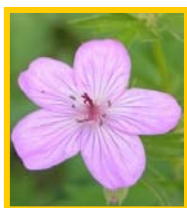




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## Resources To Back Up Our Commitment

Onno Wieringa, Alta's General Manager, is now the Director of the Environmental Center, illustrating management support for the work of the Center. In addition, Maura Olivos has been hired as Alta's Sustainability Coordinator. Maura came to Alta's Ticket Office in 2002 after graduating from Unity College in Maine with a B.S. Environmental Science-Ecology and a double emphasis in Environmental Education and Latin American Studies. Hooked on skiing and Alta, she returned every winter since, while continuing her experience in her field every summer. Now a year-round resident of Alta her role as Sustainability Coordinator puts legs to Alta's commitment to move forward on its environmental and sustainability initiatives.



## Alta's Vegetation Management Plan

In 2008 we began revisiting our Vegetation Management Plan in order to update our practices and evaluate our own efforts in restoration. We performed a survey evaluation on native revegetation progress in under-story growth (forbs and shrubs), created a Disturbance Protocol for ground disturbance projects to be revegetated, continued restoration with the annual native planting of 1000 Engelmann Spruce seedlings and planted an additional 400 spruce seedlings and 200 Silver Lupine. The results of our 2nd plant survey evaluation on revegetation efforts within ASA showed a general 5% increase since 2001 of native plant restoration throughout the ski area. This study, performed by Alta Ski Area, is a big step in identifying ways to upgrade our current practices, and will be added to our management plan.

In addition, we have been busy with the Forest Service addressing the recent concern of Spruce Bark Beetle and Mountain Pine Beetle inhabitation in Little Cottonwood Canyon. Both beetles have been found to be in Alta Ski Area and infected trees were appropriately discarded to prevent further infestation. As concern grows throughout the Cottonwood Canyons over the population influx of these naturally occurring beetles we are working diligently with the Forest Service to stay ahead of mass infestation by conducting tree surveys and increasing planting efforts. To learn more about both beetles you can visit <http://www.fs.fed.us/r6/nr/fid/widweb/wid-bb.shtml#bb-9>.

## Taking Action

The Alta Environmental Center continued to support established projects in 2009 and took on new initiatives. The lists of activities below illustrate where we have been and where we are going.

### Learn More

This report provides just a snapshot of the many ongoing projects and programs of the Alta Environmental Center. To learn more, visit our web site through [www.alta.com](http://www.alta.com).

## Sustainable Practices Since Fall 2008



- Partnered with TofA, FofA, and Alta Community Enrichment (ACE) to reduce vehicle emissions by joining with Salt Lake City's Idle Free Campaign.
- Implemented a glass recycling program for ASA employees.
- Implemented an ASA employee Carpool Program, which was well received and will continue for winter 2009-2010.
- Partnered with FofA and ACE to offer a "Gardening with Utah Native Plants Class" and "Utah Native Plants Gardening Guide."
- Continued support and partnership of FofA's 2nd Annual Land and Water Symposium.
- Partnered with FofA on a Research and Environmental Education Database Project – to learn more, visit [http://www.altaence.com/research\\_project.php](http://www.altaence.com/research_project.php).

## Sustainable Objectives for Winter 2009-2010

1. Decrease greenhouse gas emissions through an emphasis on improved energy management, by increasing education and campaigning with local partners.
2. Increase public transportation and carpooling amongst skiers & employees, by promoting our new [Alta Commute Program](https://alta.mycommuteoptions.com/login) (<https://alta.mycommuteoptions.com/login>) and measure results by comparing public transit use from winters 2009-2010 to 2008-2009.
3. Determine areas to improve current practices in waste management, by improving methods for tracking waste generation and recycling costs and volumes; and set a quantitative goal based on current diversion rate and waste volume.