



# sustainability report

## Alta Environmental Center 2010 Spring Sustainability Report

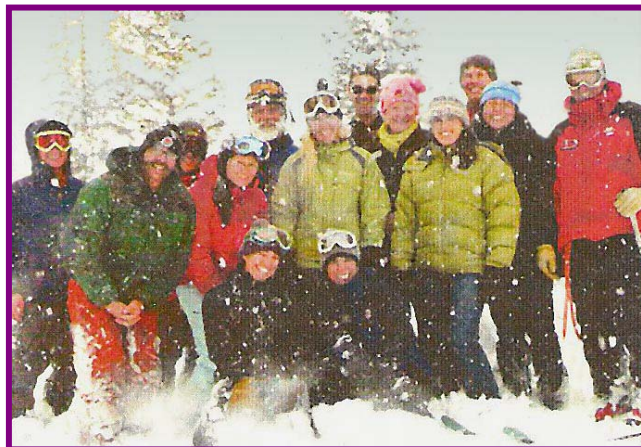
Another fun-filled ski season is coming to a close at Alta and it's a perfect opportunity to review the Alta Environmental Center's progress over the winter and learn about their 2010 summer plans. The winter brought many challenges and concerns to light for the Environmental Center, but their guiding principles and tremendous community support has helped the Environmental Center remain steadfast with its efforts and focused on sustainability. As programs, stewardship and public relations develop; the Environmental Center is well on its way to increasing economic efficiency and reducing Alta Ski Area's (ASA) carbon footprint.

### Our Mission is Sustainability...

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

### Alta's Driving Force – The Green Team

This winter has brought more than snow to Alta; it has brought the Alta Environmental Center's Green Team together. The team of 19 people, representing every department in ASA, has met at least once a month over the season. Their meetings included discussing and brainstorming internal sustainable progress and their support included increased communication and action on annual goals. The Green Team's input, insight and dedication were vital in increasing internal support and credibility for the Environmental Center.



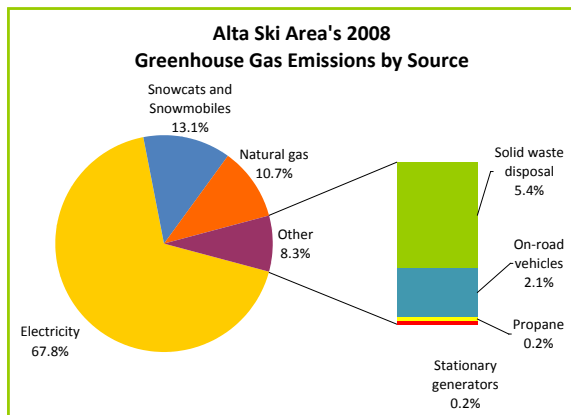
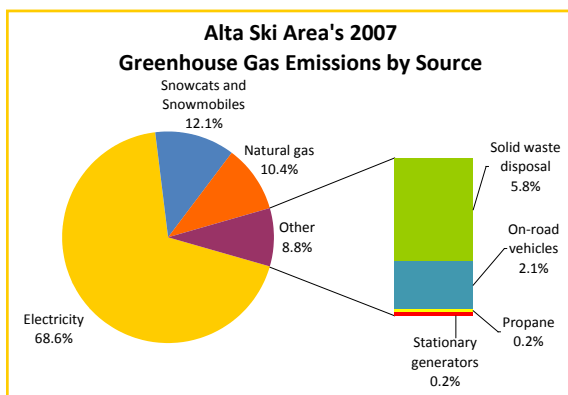
Alta Ski Area extends many thanks to: Ryan Brueggeman—*Patrol*, Josh Cattoan—*Buckhorn*, Shannon Corey—*Lifts*, Dawn Davis—*Watson Shelter*, Angie Egan—*Ski School*, Kristine Ereneta—*Catcrew*, Kris Heiser—*Building Maintenance*, Jessie Kimmel—*Lifts*, Roger Marble—*Ski School Tickets*, Connie Marshall—*Marketing*, Elise Morgan—*Tickets*, Caroline Olson—*Ski School*, Mark Pollish—*Patrol*, Tim Rogers—*Alfs*, Melissa Smalley—*Ski Shop*, Polaris Sullo—*Buckhorn*, Niall Wade—*Catshop*, Andy White—*Alta Skier*, and Hannah Whitney—*Athlete*. Lastly, Alta Ski Area also extends many thanks to its sustainability guide, Brendle Group ([www.brendlegroup.com](http://www.brendlegroup.com)). The Environmental Center would not have been able to achieve all it did in one year without Brendle Group's knowledge, patience, expertise and keen awareness of Alta's Dynamics.

### Re-Calculating 2007's Baseline Carbon Footprint

In preparing 2008's greenhouse gas (GHG) inventory, the Environmental Center noticed corrections needed in 2007's inventory. As a result, the source percentages and total emissions have changed and Alta Ski Area's total GHG emissions for 2007 is 7,264 tons.

### 2008 GHG Inventory Complete

In January, The Environmental Center completed the extensive task of gathering electrical, fuel and waste data for 2008. The final calculation of



ASA's carbon footprint for 2008 is 7,764 tons of GHG emissions. This is an increase of 500 tons in one year. However, the percentage ratio of emissions by source remains similar to 2007. The Environmental Center will be completing 2009-2010 inventory this summer and the staff hopes that once it is completed, the results will shed light on the basis for the increase in emissions.

There are many questions to ask and factors to take into consideration in analyzing the inventory results from year to year.

*Continued on other side....*



# sustainability report

## 2008 GHG Inventory Complete continued...

For example, what were the number of days of operation each year? How many days did ASA operate snowmaking and how much water was used each year? What were the annual snowfalls? What were the average annual temperatures? What were skier number visits each year? All of these questions must be considered and analyzed before any assumptions can be made on the reasons for increases in emissions. The Environmental Center hopes to have this analysis completed mid-summer for the 2010 Environmental Report.

### The Season in Review

The Alta Environmental Center has taken on many tasks through the winter including filling out grant applications, networking and establishing an infrastructure. However, how has the Environmental Center done on their three main objectives? Below is a review of the objectives and major winter accomplishments.

### Sustainability Objectives for Winter 2009-2010

1. Decrease GHG emissions through an emphasis on improved energy management, by increasing education and campaigning with local partners.
2. Increase public transportation and carpooling among skiers and employees, by promoting the new Alta Commute Program (to view the program visit the Alta Environmental Center website through [www.alta.com](http://www.alta.com)).
3. Determine areas to improve current practices in waste management by improving methods for tracking waste generation and recycling costs and volumes. Set a quantitative goal based on current diversion rate and waste volume.

### How did we do? Winter Accomplishments

- Organized, replaced and placed recycling cans throughout Alta to be one color—blue-- and attached description signs to make the recycling system cohesive, consistent and easier for visiting skiers, employees and the community.
- Increased collaboration with local waste services and departments to better track ASA's waste output.
- Partnered with Town of Alta, Friends of Alta and Alta Community Enrichment to design and produce unique Alta Idle Free outdoor signs and place them in idling "hot spots" throughout town.
- Gained 100 Green Alta commuters on the Alta Commute Program, reducing at least 500 tons of GHG emissions in Little Cottonwood Canyon.
- Organized Alta Ski Area's first sustainable education event in February, "Dirty Little Secrets of the Greatest Snow on Earth." University of Utah professors Jim Steenburgh and Tom Painter presented the real reasons why Utah powder skiing is so incredible and evaluated the threats posed to Utah snow by climate change, dust and pollution deposition.
- Assisted and participated in the "Community of Alta's 1<sup>st</sup> GHG Inventory Open House" and helped to earn \$403 towards the community's 1<sup>st</sup> Sustainability Project—installing an exterior outlet to keep the Alta Clinic's ambulance warm for emergencies and reduce idling in town.

### Learn More

This report provides just a snapshot of the many ongoing projects and programs of the Alta Environmental Center. To learn more and to sign up for their newsletters, visit the Center's web site at [www.alta.com](http://www.alta.com).

### Turn Your Key - Be Idle Free



**Help Keep  
Alta's Air Clean**

Thank You



### What to Expect This Summer

The end of one season brings excitement and a list of things to do for the next season; and the Alta Environmental Center has a busy summer ahead. Here are just a few projects they will be implementing for the summer of 2010:

- Native Plant Restoration Projects
- Increased Public Tree Planting Days
- Sustainable Awareness Seminars
- Implementation of new techniques in the Vegetation Management Plan
- Alta's 2<sup>nd</sup> Environmental Report