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sustainability report 2014

2014 - 2015 winter continued efforts

Alta's Green Team

Alta Ski Area's progress toward our mission, sustainability, is attributed to the efforts by dedicated representatives from each department that makes up our Green Team. This group works hard to disseminate information throughout their department, as well as listen, learn, and bring back new ideas and concerns for Alta to address. To prepare our Green Team for success this group receives greater opportunity for professional development and essentially acts as an advisory committee for the Alta Environmental Center. As we move forward this season and toward our 2020 goals, the Green Team's support and continued work is crucial, but so is the effort by all of Alta's employees and community. Help make your impact a positive one by walking the talk, and talking to our in-house sustainability experts the Green Team.



Cutting Our Carbon Footprint & Pursuing Sustainability

In our continued effort to reach and maintain the 20% reduction goal as well as prepare Alta for long-term viability we have identified additional projects to aid in this effort. Every year Alta assesses and budgets projects that meet a triple bottom line standard, benefiting economics, the environment, and our community. The following describes our initiatives for the 2014-2015 season:

- Employee Housing LED Lighting Upgrade - this project is expected to save over 8,500 kWh a year
- Paperless Paystubs - this act will save over 300 lbs of waste annually
- Variable Frequency Drive Pump

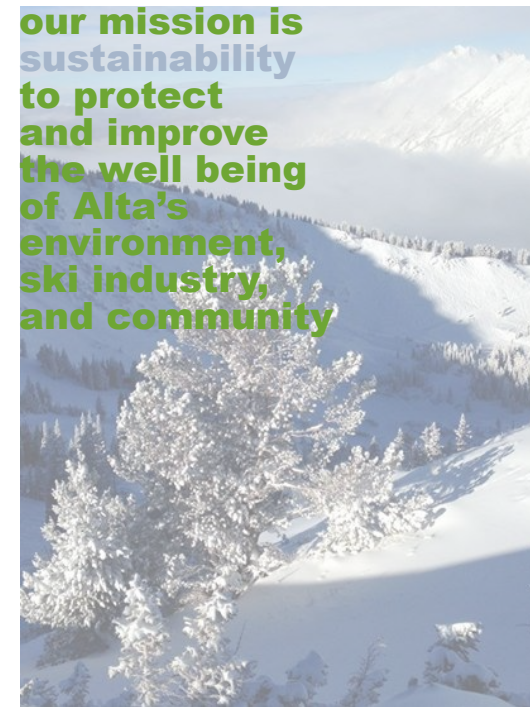
for Snowmaking - with this device we hope to decrease the electrical load at this point between 5-10%

- New Department – Albion Grill is now under the management of Alta Ski Area and with that comes a greater carbon footprint, but also additional goals to reduce. Stay tuned for our new department's goals to help meet our 2020 reduction goals.

Upcoming Events

The fun in Alta never stops, from the summer seamlessly into the winter. The following are our top sustainability events the Alta Environmental Center will be hosting this winter.

- **December 5 – Skiing & Trees:** An educational fundraiser with TreeUtah focusing on aspen. Learn more at www.treeutah.org.
- **April 17 - Alta Earth Day:** A community annual event geared to celebrate the environmental strides being taken by the ski industry and local friends.
- **Date TBD – Environmental Film:** We will be working with our local energy gurus Utah Clean Energy to bring a thought provoking film to Alta.
- **3rd Monday of the Month – Bird Surveys:** In partnership with Tracy Aviary and Friends of Alta we will be offering monthly surveys to get to know Alta's fine feathered friends. For more info email environment@alta.com.
- **Monthly – Snowshoe with a Naturalist:** For those looking for a short break from skiing, join Cottonwood Canyons Foundation for a winter land tour of Alta's natural wonders. For more info contact info@cottonwoodcanyons.org.



our mission is
sustainability
to protect
and improve
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Association (NSAA). Through Maura's leadership, the Center has improved sustainability practices at the ski area, enabled research and collaboration with partners, and helped spread the word of sustainability to guests. Alta's General Manager Onno Wieringa stated "through her persistent efforts, Maura has raised the bar on bringing environmental care into Alta's operations and serving as a valuable model for all departments of the ski area." SKI's Andy Bigford added, "We wanted to put a face on the amazing behind-the-scenes sustainability efforts that take place at ski areas, and Maura is the true embodiment. She's the face of Alta's Environmental Center, inspiring everyone to make changes toward sustainability big and small." *Reprinted from NSAA Press Release May 2014*



Department Highlight—Alf's Restaurant, By Liz Rocco

Alf's is committed to serving quality food in a family friendly atmosphere while increasing its ecofriendly efforts. Each year comes new sustainable improvements, changes and modifications to the time tested procedures of a seven-day a week operation for the duration of the ski season. Modifications have included everything from energy efficient upgrades, recycling more waste material, serving containers made from recycled products, to menu changes for accommodating diverse tastes and diets. This last year was no exception with slight modifications and additions to the menu, and environmentally friendly employees were setting good examples for the public. The following shows Alf's latest highlights:

- Automated heating and lighting controls
- 20 happy live-in employees providing clean and safe service
- 3 total salad options, specialty fry menu, and free drink refill policy
- 678 Lbs. of aluminum scrapped & 198 Gallons of fryer grease repurposed
- Public recycling of chip bags, candy and energy bar wrappers
- 1,000s of Lbs. of plastic, cardboard, tin recycled
- Employees sporting 'Please Recycle' logos on work shirts





Supporting Mountain Accord—The Central Wasatch is in Our Hands

Mountain Accord is a collaborative public planning process designed to make long-term decisions and take action regarding transportation, environment, recreation and economy in Utah's Central Wasatch mountains and surrounding communities. Public participation and input is critical to the success of this project, and we encourage you to visit www.mountainaccord.com to weigh in on the future of this important resource and sign up for email updates. Alta Ski Area and the Town of Alta have been supportive and a part of the process since the beginning and encourage your participation as well.

Experts from the Environment, Recreation, Economy, and Transportation arenas were asked to DREAM BIG and consider their system in a perfect world. No decisions have been made, and your feedback on these draft ideals is more important than ever. Next the project team will balance these ideas to create scenarios and ultimately a preferred blueprint for the future of the Central Wasatch mountains. Scenarios will be available for public review and comment on November 21, with public open houses scheduled on December 2 and 3.

Your participation in Mountain Accord in the coming months is more crucial than ever. Don't miss the opportunity to help conserve the legacy of the Central Wasatch.



Preparing for Future Summers

With the momentum of Mountain Accord, increasing summer visitors, and the need for summer economics, Alta Ski Area is doing its part to work with its partners to assist in the management of Alta's vital natural resources. We are in the process of developing a Summer Recreational Trails Master Plan for Alta Ski Area and the immediate surrounding area. In addition, the Alta Environmental Center is working on updating its Vegetation Management Plan to reflect more recent efforts that focus on ecological restoration and long-term data collection. Most visibly is the management of the Albion Grill and the opening of food, beverage and restroom services for the peak summer months. With these small projects comes great progress in protecting our watershed and National Forest.

Reforming & Revegetating Corkscrew & Nina's

This summer marked one of Alta's largest land projects, stretching about 4.7 acres, the job entailed widening Corkscrew, filling in Nina's curve, and removing a mine overburden. These efforts were done for the purpose of offering better intermediate options for skiers, dissolve a perpetual water erosion issue for watershed protection, and reclaim a riparian zone buried and rendered inoperable over 100 years prior from the mining era. With much planning, engineering, and good old fashion hard dirty work, the project was completed on time and on budget. However, the work does not end when the snow falls. For the next three years, Alta will be putting an equal level of revegetation efforts to facilitate in the native restoration of these two runs and the reestablishment of a riparian area at the bottom of the runs. To demonstrate the effort for the summers to come, the following is a rundown of the work completed this year:

- Hand collected native seed then grew and planted over 3,000 native flower plants
- Salvaged and transplanted over 2,500 individual plants removed by hand and large plugs by machinery
- Re-laid 85% of the area with native topsoil and about 25% of the area with about 20 pounds of handpicked seed
- Worked with over 40 volunteers to restore the riparian zone where the mine overburden once laid



A Summer Reflection - By Devon Wright

My internship with the Alta Environmental Center will be something that I look back on for the rest of my life as one of the best summers ever. Alta, a world class ski area for most of the year, takes on an entirely different feeling in the summer. I was amazed by the beauty of Albion Basin, and the importance of the Alta Environmental Center became blatantly evident. My position this summer included a lot of public outreach to both visitors and our volunteers.

Alta has an incredible number of summer visitors, Thousands of families, hikers, climbers, and bikers come up every weekend to escape the heat of the valley (the record high temperature in Alta is 86°F!). I never expected the volume of visitors, particularly the number of non-skier visitors. I heard countless children point in bewilderment at the chairlifts asking what they are for. In addition to their amazement of the chairlifts it was also clear that for many children the wildlife they were able to see up close was some of their only exposure to nature. These glimpses brought to mind a new perspective on the importance of summer visitors; it is an opportunity to create new skiers and environmentalists alike. Whether bumping into moose while hiking around, pulling invasive species, digging new trails, or planting trees on the mountain, my summer in Alta was one I will never forget as one filled with smiling faces, laughter, and incredible sights.

Devon Wright comes west from New Hampshire and is a student at Westminster College, Salt Lake City, majoring in Environmental Studies. Devon has an energy management background and is an expert skier sitting on the World Cup Telemark Ski Team. Thank you Devon!



Stewardship & Education - Building a Better Tomorrow

This was Alta's busiest summer yet with about 580 volunteers and 1,030 environmental educational visitors by way of 26 individual events. We got a lot done thanks to all our volunteers and the collaborative efforts of our partners: [ACE](#), [Cottonwood Canyons Foundation](#), [Friends of Alta](#), [Hawkwatch International](#), [Town of Alta](#), [Tracy Aviary](#), [TreeUtah](#), University of Utah, US Forest Service Salt Lake Ranger District, and Westminster College. The following features just a few of our proud summer accomplishments:

- Planted 2,650 Limber Pines and 500 Engelmann Spruce trees. Harvested over 650 Engelmann Spruce seedlings and planted over 1,000 native flowering plants grown from handpicked seed.
- Rerouted over 2,000 feet of trail on the Upper Albion Meadows and the Devil's Castle Loop Trails in Albion Basin - making progress in addressing and better managing the increasing volume of summer visitors.
- Bird watching was our educational event of the summer with Tracy Aviary, Hawkwatch, and over 100 participants. Winter birding opportunities will continue with Tracy Aviary, stay tuned.
- We were honored to be a part of the annual conference of the [International Union of Forest Research Organizations](#) touring over 250 visitors and sharing our vegetation management and sustainability efforts.

2014 summer update



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our mission is sustainability
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