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Alta Environmental Center News

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Idle Free Alta

The Alta Environmental Center, along with partners Town of Alta (TofA), Friends of Alta, and Alta Community Enrichment, have reached new heights with the Idle Free Utah campaign since joining in 2008. Initial efforts began with a joint purchase for Idle Free car decals to supply to the public free. Since then the partners increased their efforts to create a comprehensive and consistent program of awareness with posters, Alta Ski Area (ASA) employee education and newsletters.

Efforts became so well received that residents and employees of Alta were inspired to help spread the word and further encouraged the partners to increase visibility of the campaign and Alta's commitment to clean air. From this, special Alta Idle Free signs were designed and purchased by the partners and will be placed throughout the town in February. Additional response to resident support was made by the TofA when they "memorialize[d] their commitment to a voluntary anti-idling campaign through a resolution...passed on January 14, 2010" (Claire Runge, Assistant Town Administrator of Alta).

The Alta Environmental Center and partners of Idle Free hope other Utahans, skiers, and ski towns take the Idle Free message with some conviction. "There's no need to smell and breathe excess exhaust in an area that is suppose to take you away from it all. Hopefully this increased visibility and vocal stance shows how committed Alta is to a cleaner environment and will encourage others to rethink their habits and the consequences of their actions," said Maura Olivos, Sustainability Coordinator for the Alta Environmental Center.

To view the TofA's Idle Free resolution visit www.townofalta.com, to see more on Alta Environmental Center's efforts for ASA visit www.alta.com, and to learn more on the Idle Free Utah campaign go to www.idlefree.utah.gov.

Below: Alta Idle Free parking lot signs for idling “hot spots”



Above: Alta's Idle Free poster throughout ASA