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January 2012 Issue 27

Printed on 100% recycled paper

# Just Released – 2011 Alta Ski Area Sustainability Report



Cover By: Julie Willis and Kirsten Savage

Two significant initiatives have been instrumental in Alta’s recent sustainability progress. First, in 2008 ASA formally organized the Alta Environmental Center (AEC) to support and encourage Sustainability in its operations. The Sustainability Report shares the AEC’s many initiatives, which span from research and education to restoration and project accountability. More recently, ASA joined National Ski Areas Association’s Climate Challenge in May 2011. The program helps ski areas monitor their carbon emissions and set goals for reducing their carbon footprint. This program will be instrumental in helping Alta work toward the goals created in the Sustainability Report. To view ASA’s full 2011 Sustainability Report on-line go to: [www.alta.com/documents/AltaSkiAreaSustainabilityReport\\_web.pdf](http://www.alta.com/documents/AltaSkiAreaSustainabilityReport_web.pdf).

Alta Ski Area (ASA) today announced the release of its 2011 Sustainability Report. Building off its 2003-2004 Environmental Report, the Sustainability Report documents Alta’s many accomplishments in working toward sustainability over the past 7 years, from restoring vegetation to increasing the efficient use of energy and water in lodges, lifts, snowmaking and grooming operations. The Report also shares 12 goals developed by Alta’s departments for future progress - goals that address issues ranging from energy and waste reduction to transportation and water use.

**the future**

While we have made great strides in our sustainability efforts over the past 7 years, we know there's still much more work ahead. With the guidance of the Alta Environmental Center we have developed 12 goals for 2020. Across the areas of social engagement and operations, transportation, materials and waste, energy and resource conservation.

Each of these goals sets direction for an important aspect of sustainability. Many also support the important cross-cutting goal to reduce CO2e emissions. From this standpoint, we're a small ski area with relatively low emissions ranging between 6,000 and 6,500 tons CO2e for the years 2007 to 2010. For perspective, some larger ski areas and communities in our region are setting quantitative reduction goals greater than our total annual emissions. To us, the important commitment we can make is to keep implementing projects that we know will reduce our emissions, even if factors outside our control like the weather and the carbon intensity of our power supply cause fluctuations greater than our direct efforts. With these points in mind, our greenhouse gas emissions goal is an impressive project with a total emissions reduction of at least 100 tons CO2e in 2020. This goal represents approximately 5 percent of our current level of greenhouse gas emissions.

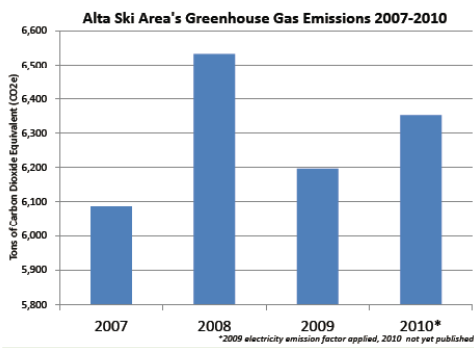
To support our greenhouse gas reduction efforts, in 2011 Alta was one of seven ski areas to sign on to the inaugural year of the National Ski Areas Association's Climate Challenge. Our pledge to the Challenge includes annually calculating and reporting our greenhouse gas emissions, setting our target for greenhouse gas reductions, and implementing one new project each year to meet our reduction goal. We invite you to follow our progress in our annual AEC newsletters and on AEC's web site, and to support our efforts where you can.

**Alta Ski Area's Expected Emission Reductions by Source**

Source	Percentage Reduction Goal
Direct reduction	0.2
Energy efficiency	0.2
Natural gas efficiency	0.2
Electricity efficiency	0.2

BY 2020, ALTA'S GOAL is to implement projects with a total emissions reduction of at least 100 tons CO2e.

## A Change in Reporting Alta’s Greenhouse Gas Emissions



With the new Sustainability Report, ASA turned to its local utility provider, Rocky Mountain Power (RMP), in computing its annual greenhouse gas (GHG) emissions. Each region in the nation has different GHG emission factors to use in computing its carbon footprint and each varying in carbon intensity depending on its power supply. Alta’s power supplier is RMP and using their emission factors most accurately portrays Alta’s carbon emissions. RMP has taken great measures to increase its power supply with more sustainable sources like wind, geothermal and natural gas, which has also altered Alta’s past carbon inventories. Due to this

change ASA’s carbon emissions will appear less (as seen in the chart above with inventory totals over the past 4 years under 6,600 CO2e tons). As RMP continues to decrease their carbon intensity it will directly effect ASA’s carbon emission, therefore Alta will be monitoring its progress by measuring the effects of individual projects.

## Alta Ski Shop Now Recycles Old Ski Gear



**RECYCLE Boots, Skis, Goggles, Helmets and Poles!** They are now recyclable thanks to Alta Ski Shop’s new partnership with [Snowsports Industries America](http://SnowsportsIndustriesAmerica.com) (SIA), a national not-for-profit for suppliers of consumer snow sports. All skiers are welcome to bring their old and damaged gear to the [Alta Ski Shop](http://AltaSkiShop.com) (located right next to the Wildcat Ticket Office at Alta Ski Area) with a **\$2 donation** to go to SIA. All donations are tax-deductible and support SIA’s efforts in preventing your old gear from going to the landfill by recycling gear for the manufacturing of USA made goods.

## Ske-Cology & Project Learning Tree Join Forces

Saturday, January 14<sup>th</sup> was the first SKE-COLOGY and Project Learning Tree workshop at Alta Ski Area (ASA). The [Alta Environmental Center](#) (AEC) partnered with the [Utah Society for Environmental Education](#) (USEE) to offer this and many more professional development workshops. The workshop highlights Alta's newly revamped SKE-COLOGY program, which has been updated to be a self-guided educational tour that explores the ecology and cultural history of Alta on skis in the winter and by foot in the summer. The joined workshop provides additional resources and lesson plans for teachers to use with students. Led by USEE and hosted by ASA and AEC they are available for formal and non-formal educators, as well as interested citizens. Additional workshops will be offered intermittently through the winter, summer and fall.



What animal does this track belong to?



K-12 educators, ski instructors, naturalist guides and more are welcome to Alta for this training or for fun family skiing experience!

- On-line print at home version of the [SKE-COLOGY brochure](#) available.
- Attention Teachers: Workshop eligible for 6 re-licensure points.
- Winter Cost: Materials + ½ off Adult Area Day Pass (Reload) = \$48.50.
- Participants must provide their own gear and be intermediate skiers.
- For more PLT info or to register contact Charice Bourdeaux at USEE – [charice@usee.org](mailto:charice@usee.org) or (801) 328-1549.

Answer: Mountain Lion

## January - February Sustainable Events

Start out the new year with fun, educational sustainable events for adults and the family. To view all events available visit our website.

- ★ **Mon, Jan 23: [Westminster College](#) – The Sustainability of Biofuels.** Presentation by Professor Emanuala Bozzini. Gore Business School Auditorium. FREE, 2:30 pm – 4 pm.
- ★ **Tue, Jan 24: [Green Drinks](#) – SLC 5<sup>th</sup> Anniversary.** Rana Yoga at Trolley Square, 602 E 500S. 6 pm – 8 pm.
- ★ **Tue, Jan 24: [ACE](#) – Mike Libeck.** Along the Silk Road from Bamiyan to Xinjiang. Our Lady of the Snows, Alta. FREE. 7:30 – 8:30 pm.
- ★ **Sat, Jan 28: [Cottonwood Canyons Foundation](#) – Snowshoe with a Naturalist.** Call to register 801.466.6418. FREE. East Upper Albion Parking Lot, Alta. 10 am – 11:30 am.
- ★ **Tue, Jan 31: [Red Butte Gardens](#) – Botany for Gardeners.** Classes Begin!! 300 Wakara Way. 6:30 – 7:30 pm.
- ★ **Thu, Feb 2: [Cottonwood Canyons Foundation](#) – Geology and the Making of Great Ski Terrain in the Cottonwood Canyons.** FREE. Our Lady of the Snows, Alta. 6 – 7 pm.
- ★ **Tue, Feb 7: [REI](#) – Science of Avalanches.** Author Bruce Tremper. 3300 S 3300 E. 7 – 8:30 pm.
- ★ **Thu, Feb 9: [University of Utah](#) – Electric Power in a Carbon Constrained World.** U of U S. J. Quinney College of Law Sutherland Moot Courtroom. \$75, 8 am – 4:30 pm.
- ★ **Sun, Feb 12: [ACE](#) – Savor the Morning.** Fundraiser Breakfast. Collins Grill, Alta Ski Area. 8:45 am – 10:30 am.
- ★ **Tue, Feb 14: [Natural History Museum of Utah](#) – Science Movie Night.** Film “Another Earth,” Director Mike Cahill. Salt Lake City Library. FREE. 6:30 pm – 9 pm.



**Happy New Year!**

*“I have never understood why the environment should be a left wing issue - in my view there is nothing as core to conservation beliefs – that what you inherit you should pass on to the next generation.”*

– **Connie Hedegard, Minister of Climate and Energy, Denmark**