



# Park City, Utah's Save Our Snow Campaign

A theme-based approach to climate-action messaging

Second Annual Conference of  
The Colorado Climate Network

Moderator: Kristen Bertuglia, Environmental Sustainability Coordinator, Town of Vail

Speaker: Seth Jansen, Engineer for Brendle Group, consultant to Park City



*Engineering Sustainable Change*

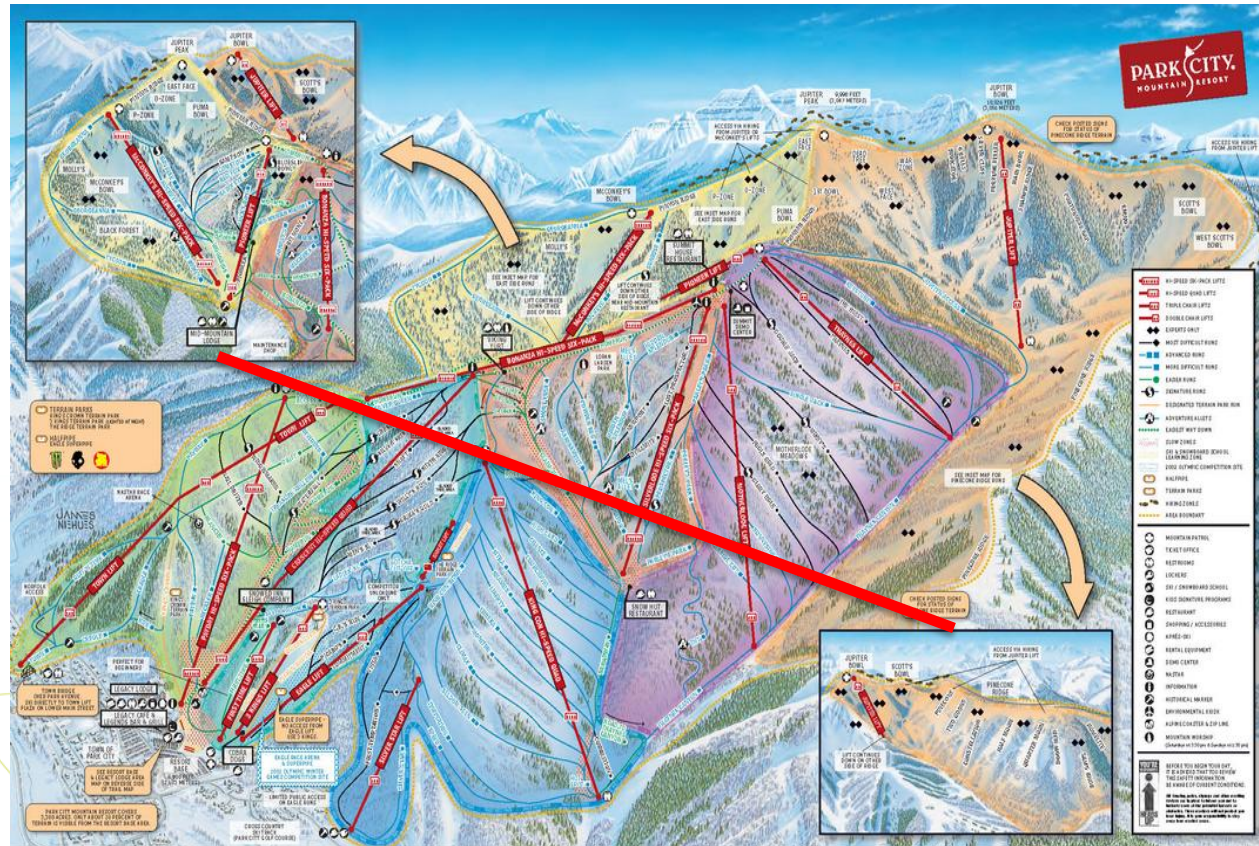


Engineering Sustainable Change

Photo Credit: Mark Maziarz and Dan Campbell

# Save Our Snow as a Theme

- Understandable
- Resonates
- Linked to other impacts
- Tied to economics
- Targeted



# Why is snow so key?

- 3 ski areas: Park City Mountain Resort, Deer Valley, The Canyons
- Over 1.8 million skier days last winter
- One of the sites for the 2002 Salt Lake City Winter Olympic Games



# The Risks

- 4 week snowpack delay
- 15 to 65% decline in mid-season snow depth
- 2050 regional loss of \$160 million to \$392 million in economic output
- 2050 regional loss of 1,520 to 3,717 jobs



## Park City tackles climate change

*For a Western mountain resort town, it's all about saving snow*

Park City residents share their ideas for reducing local carbon emissions. Photo by Judy Dorsey.

by Dave Wortman, Fort Collins, Colorado



Engineering Sustainable Change

## DISCUSSION BREAK

What are the climate impacts in your community that are, or could be, a central theme?

Water scarcity, stream flows, insect infestations (e.g. pine beetle), wildfire, impacts to tourism



## Education

- Identify impacts
- Local contribution
- Opportunities

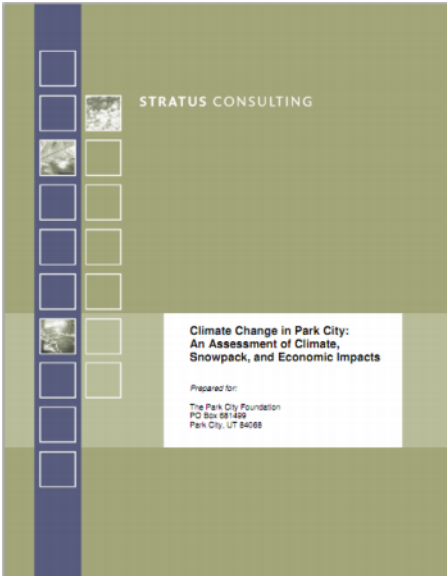
## Outreach

- Engagement in identifying solutions
- Tools for the individual and business

## Voluntary Action

- Individual action, community impact

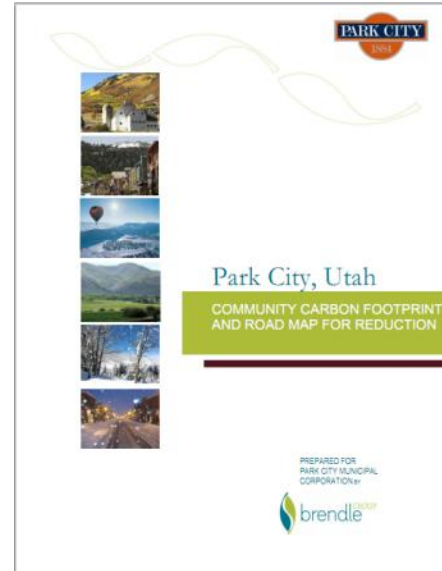
# Education



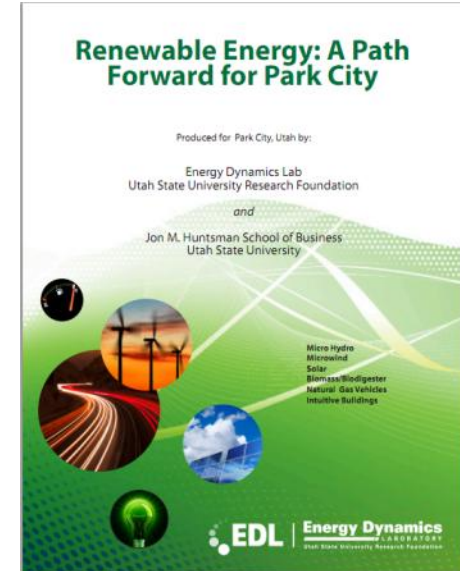
Impacts



Government  
contribution



Community  
contribution



Renewable  
energy  
opportunities



Engineering Sustainable Change

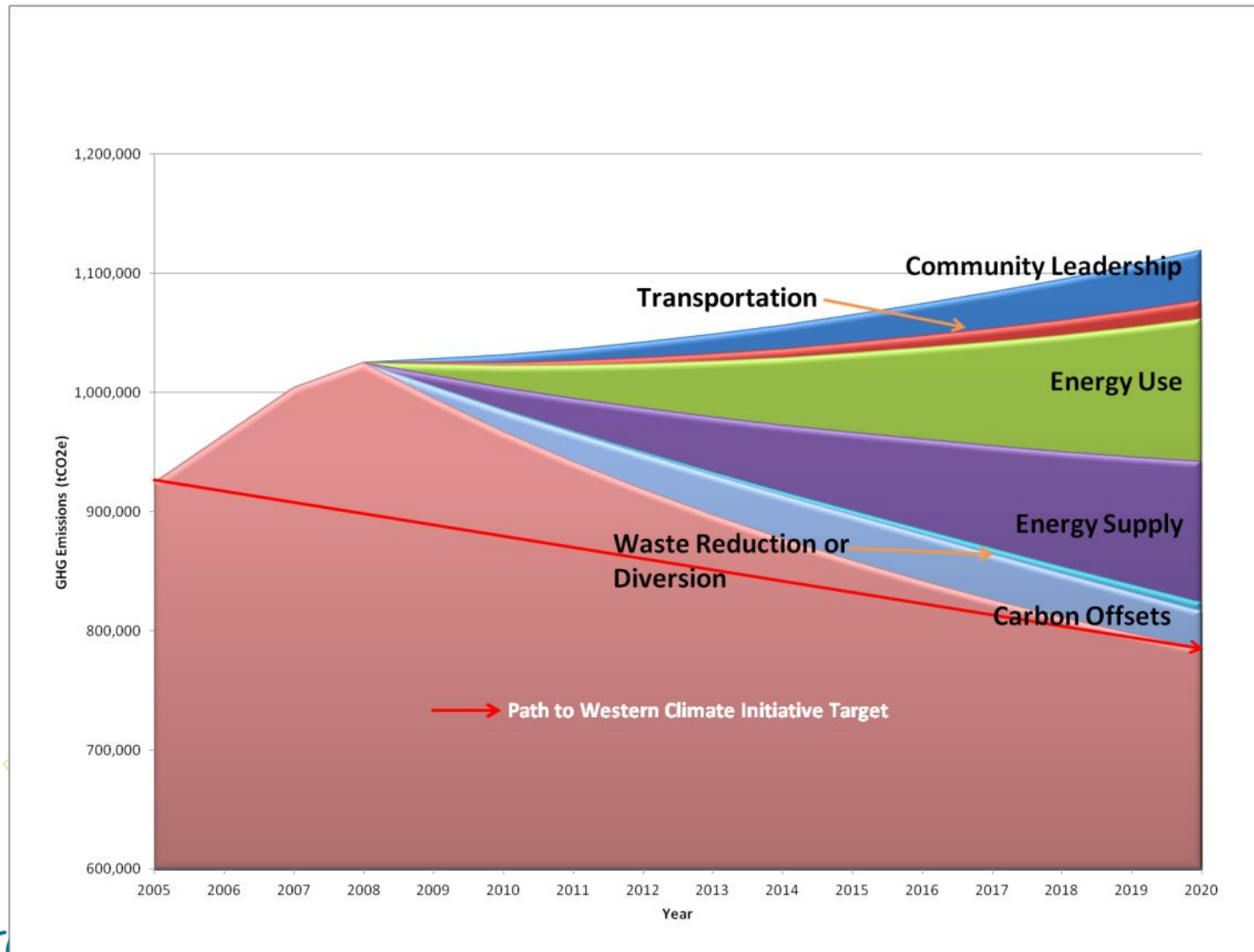
# Park City's Vision with Respect to Climate Change

*“The Park City community is committed to applying significant effort to combat the causes of climate change and to reduce its greenhouse gas emissions. Reducing our carbon footprint is our responsibility as citizens of the nation and the world. Working together, using our community spirit, innovation, and environmental passion, we will ensure for future generations the environmental protection, economic prosperity, and quality of life that makes Park City unique.”*

# Guiding Principles

- *The municipality will be a strong partner in efforts to reduce community GHG emissions, leading by example and providing policy guidance while promoting personal accountability and community responsibility.*
- *Park City should explore a range of regulations and incentives to reduce GHG emissions.*
- *Transparency and technical credibility should be maintained throughout the process.*
- *Park City should be a leader to help other ski communities address climate change.*
- *Education is key in determining what level of commitment Park City makes to reducing its impacts on climate change.*

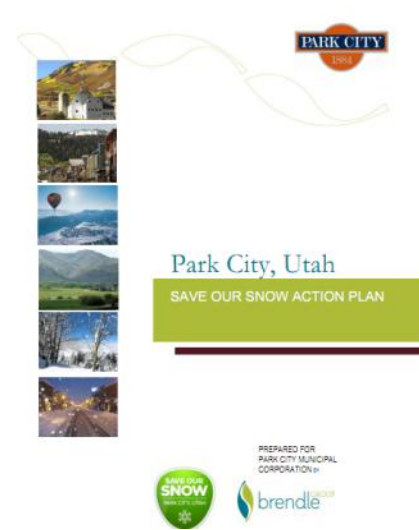
# The Roadmap



# Outreach



Events



Engagement in a plan



# Outreach – parkcitygreen.org

The screenshot shows the website's header with the logo, search bar, and navigation links. Below the header is a main content area with a large image of a child and a blue footprint graphic. The main content area is divided into three columns: Environmental News, a rocket launch announcement, and a book promotion. The footer contains navigation links and copyright information.

**parkcitygreen.org** Search  [Join](#) | [Login](#)

[Calculators](#) [Ways to Save](#) [Community](#) [Low Carbon Diet](#) [Kids Zone](#) [About](#)

**Teach Your Children**  
Reduce your footprint and save money with parkcitygreen.org helping you along the way. How? Start right here!

**Environmental News**  
courtesy of scientificamerican.com

- [Simmering Planet Keeps Heating](#) - Sun, 04 Dec 2011 13:00:08 EST
- [Whales Win, Walruses Lose in Warmer Arctic](#) - Fri, 02 Dec 2011 10:00:00 EST
- [Readers Respond to "How New York Beat Crime" and Other Articles](#) - Fri, 02 Dec 2011 08:00:00 EST

**Get Ready to Launch - 12/1/2011!**

Join us on Thursday, December 1st as we launch the Low Carbon Diet community challenge at a public event. Park City has ambitious sustainability goals, but they won't be accomplished without participation from citizens like you. Something special is about to launch....are you on board?!

**Be Part of the Solution...Today!**

Your household can be part of the solution - start by participating in the new Low Carbon Diet program with your neighbors. Click on the book to learn why everyone is excited about this new Park City initiative!

**Low Carbon Diet**  
A 30 Day Program to Lose 3000 Pounds  
Book by David Gershon

Home | Site Map | Terms of Use | Contact Us | ©2009 ParkCityGreen

# Voluntary Action



## My Sustainable Year

**What if a whole city  
went on a  
Low-Carbon Diet?**



## DISCUSSION BREAK

Would these approaches work in your community?

If not, why not, what would you change?

# Challenges

Issue	Park City Approach
Some policies from the State or utility not supportive	Join forces with other communities; seek locally-based solutions
Tourism carbon intensity	Minimize travel emissions, focus on lodging, progressive ski areas
Implementation funding limitations	Focus on education and tools that individuals can use; leverage partnerships

# Measurement and Monitoring

- Increases accountability
- Generates interest
- Better management of projects and programs
- Decision making tool
- Measuring benefits of individual initiatives (program-level)
- Maintenance of the community and municipal GHG inventories (system-level)
- Tracking participation in education, planning and action efforts

# Lessons Learned in Park City

- Understandable, unifying theme
- Persistent process
- Localized understanding
- Multiple opportunities for engagement
- A solid communication platform
- Focus on individual actions
- Lets talk adaptation



# Spread the Word

- Workshop through Sonoran Institute Community Energy Futures: Community Energy Planning Framework
- Story in The Western Planner (December 2011)
- Rocky Mountain Climate Organization's Save Our Snow



*Engineering Sustainable Change*

## OPEN DISCUSSION

What challenges have you faced in your education or outreach efforts?

Do any of Park City's lessons learned resonate with you?

Others questions or comments?



brendle <sup>GROUP</sup>

*Engineering Sustainable Change*

Seth Jansen  
sjansen@brendlegroup.com

970.207.0058 P

970.207.0059 F

212 W. Mulberry St.  
Fort Collins, CO 80521

[www.brendlegroup.com](http://www.brendlegroup.com)

Tyler Poulson  
Sustainability Coordinator  
Park City Municipal Corporation  
435.615.5204 (Office)  
801.898.3235 (Cell)  
tyler.poulson@parkcity.org