



Minutes
August 22-23, 2019
Frisco Day Lodge, Frisco, Colorado

Attendees:

Tom Acre, Dillon	Mark Mathews, Keystone Neighborhood Company
Vanessa Agee, Frisco	Jeanne McQueeney, Eagle County
Andy Beerman, Park City, UT	Kathi Meyer, Steamboat Springs
Dean Brookie, Durango	Ann Mullins, Aspen
Jen Brown, Beaver Creek Resort Company	Sean Murphy, Telluride
Todd Brown, Telluride	Drew Nelson, Salida
Jessica Burley, Frisco	Larry Pardee, Jackson, WY
Dave Chapin, Vail	Jim Schmidt, Crested Butte
Thomas Davidson, Summit County	Gary Sears, Honorary member
Janet Farmer, Mt. Crested Butte	Matt Scherr, Eagle County
Joe Fitzpatrick, Mt. Crested Butte	Carolyn Skowyra, Dillon
Jonathan Godes, Glenwood Springs	Heather Sloop, Steamboat Springs
Shannon Haynes, Breckenridge	Karn Stiegelmeier, Summit County
Eric Heil, Avon	Jane Templeton, Salida
Rick Holman, Breckenridge	Nick Teverbaugh, Honorary Member
Ryan Hyland, Silverthorne	Torre, Aspen
Todd Jirsa, Estes Park	Jacque Whitsitt, Basalt
Kalen Jones, Moab, UT	Gary Wilkinson, Frisco
Liz Jones, Beaver Creek Resort Co.	P.T. Wood, Salida
Nancy Kerry, Frisco	Margaret Bowes, CAST
Elisabeth Lawrence, Breckenridge	
Dara MacDonald, Crested Butte	
Sonja Macys, Steamboat Springs	
Eric Mamula, Breckenridge	

Thursday, August 22 - Sustainable Tourism Panel

Inspiring Travelers to Visit Colorado Sustainably: Cathy Ritter, Exec. Dir, Colorado Tourism Office

Colorado set a new record of direct tourism spending for a 9th consecutive year and Colorado consistently out-performs the national average. 61% of these tourism revenues go to local governments. Per traveler expenditures have been on the rise.

The Colorado Roadmap is a result of listening sessions held around the state. The Colorado Tourism Office (CTO) repeatedly heard concerns about impacts of tourism on local communities, natural resources, and infrastructure. CTO knew that unchecked, these impacts could result in a tourism backlash. CTO is focused on increased traveler spending rather than increased visitor numbers. The

plan has a new pillar-stewardship- with efforts to disperse travelers, embrace sustainability and create an alliance with other organizations. CTO is being recognized as a national leader on tourism capacity planning.

The Colorado Tourism Office held the first zero waste Governor's conference last year and they are working on doing same thing with this year's conference in Denver. CTO staff is earning certifications from the Global Sustainable Tourism Council. They are talking to state about electrifying the scenic byways with charging stations.

CTO entered into a "first of its kind" partnership with Leave No Trace to create the Care for Colorado Principles. President Brookie announced that the CAST board decided that CAST will join the CTO/Leave No Trace alliance and actively promote these ethical stewardship principles. The campaign has brochures that can be adapted to a specific audience such as skiers, rafters, dude ranches, etc. CAST will join as a Level 1 member, but there is a Level 2 membership that includes Leave No Trace training to staff. Cathy Ritter showed the Care for Colorado video. 28% of Coloradans say they are aware of the Care for Colorado Principles after just one year. This year, 20% of Colorado visitors said sustainability practices are important to them compared to 15% the year before.

Harmony of Quality of Life & Quality of Place: Lucy Kay, CEO, Breck Tourism Office

Residents seem increasingly unhappy with the high volume of visitors. The Breck Tourism Office (BTO) engaged Chris Cares, RRC to put together a survey. They got 1100 (20%) responses from locals. The results said residents are generally OK with what was going on in Breckenridge, but said that sidewalks and streets are too congested. They took those "triggers" and decided along with the Town to do a Destination Management Plan. They hired Destination NEXT and also looked at the Longwoods Public Sentiment Survey. 40% of those polled said they didn't think they had a voice in tourism planning. They put most of their work into community engagement through focus groups and one-on-one interviews. Input was distilled down to key topics, town halls were held to further delve into topics, and then they did one final visioning session. This resulted in a Vision: Harmony of quality of life for residents and quality of place visitors. One of the goals is fewer cars with a target to get 10% of people out of their cars. One of most valuable things that came out of it was the process itself. They reached residents through mailers, ads in paper, tapped email databases, and asked employers to share with employees. They are continuing dialog by sending a postcard to residents asking if they want a resident-only newsletter about issue they care about. The whole process was a release valve for residents.

They know residents are interested in fiercely protecting the town's character. Many residents work in tourist-facing jobs so BTO has done lots around guest service training, and but also teaching new residents some principles. For tourists, they want people to learn these tactics and hope they will take them home with them so they become part of the culture. They invite guests to share our values as a community.

Loving Aspen to Death... Can We Really Make a Difference?: Debbie Braun, President/CEO, Aspen Chamber Resort Association

The Aspen Chamber Resort Association believes part of their mission is to be engaged in the sustainability of their community. Aspen started to see the population growth anticipated in Colorado and a large number of summer visitors were dispersing into the backcountry. Social media is having impacts as people share their locations and that prompts others to follow with no real knowledge about what they are getting into. Collaboration with businesses, governments and other stakeholders is imperative.

The Association and partners work to educate instead of just market. They use the CTO/LNT materials and have some short videos on topics such as accessing the Maroon Bells, hiking etiquette and wildlife awareness. They are working with Instagram to have their own tag. "Tag responsibly, Take the Responsibly Pledge" and asking visitors not to geotag places outside of downtown. Early results are positive.

Discussion:

- It is important for towns to be sustainable, not just preach sustainability to visitors.
- Lodging tax dollars is one avenue to fund sustainability efforts. In Aspen, the 2% lodging tax is used for transportation.
- Tourism offices have a huge platform.
- Durango has ambassadors that direct users to lesser-used trails.
- Old fashioned tourism offices in UT don't support this work. In CO, there was some reluctance back in 2016 out of concern of talking about the negatives (crowds). We just need to look to Europe as places where it is almost too late to turn the tide on tourism backlash.
- Talk directly to businesses to get buy-in that more, more, more isn't sustainable.
- Oregon is a good model where their sustainability message didn't hurt tourism numbers at all. The Sedona Chamber Resort Association in AZ is another leader.
- Moffat County is in need of an economic boost. They are considering tourism but fear attracting people that will change the community character.
- BTO is meeting with local nonprofit to consider how they can work together.
- Glenwood Springs is working with a private shuttle company and the USFS on Hanging Lake management.
- Summit County and towns got together to agree as a group to not do fireworks this summer. They advertised as a large group what else was going on in a coordinated effort. It was generally well-received by locals and visitor numbers did not seem to be impacted.
- Look at occupancy and shift visitation to "off season" is another tactic rather than saying, we have enough visitors.
- Over Capacity is the preferred term rather than Over Tourism.

Friday, August 23

I. Call to Order and Introductions, Dean Brookie, CAST President

II. Approval of June 2019 Meeting Minutes

Approved.

III. Welcome to Frisco, Mayor Gary Wilkinson

Gary showed Frisco's April Fools' Day video on the potential for a new ski area in Frisco as a result of the massive snow slide on Peak 1. The mayor reviewed the Main Street project, the Adventure Park, and the 2019 Strategic Plan. Frisco is focusing on renewables and committed to 100%. They also recently passed a \$.25 fee on plastic bags to encourage a reduction of disposable bags. The town also has workforce housing projects underway.

IV. Resort Spotlight: Copper Mountain Resort, Dustin Lyman, President & General Manager

The resort is owned by Powdr-Corp out of Park City and their mission is to have resorts that are “community gems”. As a result they have been developing Copper in a thoughtful way. They see over \$1M skier visits every year consistently. It is important to the resort that communities are strong and Dustin noted all the great things Frisco has underway. Dustin highlighted Copper Mountain's development projects: mid-mountain Solitude Station, a new lift, a \$10M workforce housing project, and two new hotels. They have a pedestrian village with parking further out so their Village is a great walkable place for events and visitors. The connected rec paths and trails are an amenity of the entire Summit County community and they want that local use to continue. Copper has employee housing for almost half of their workers. The workforce housing is a requirement of their PUD but Copper built housing units above and beyond what was required of them. In response to a question about support for transit, Dustin stated they are not ready to commit to the proposed Snowstang bus service. He said they want the State to figure out the congestion issue and not ask the resorts to pay for solutions. Woodward Action Sports is an indoor training facility for elite athletes and they plan to expand that facility.

V. Shape Your Future: The Census 2020

Brian J Meinhart, Partnership Specialist, Denver Region, U.S. Census Bureau

An accurate count leads to an appropriate number of state senate and house seats but is also important to distribution of federal dollars to states. These counts are also used for local planning. People will be mailed an invitation to respond electronically and will go to a residence, not a person. They will mail out a reminder, then a second reminder, and the third reminder will be a paper questionnaire. For those that don't want to complete it online, there is a number to call and ask for a paper version. They are really pushing online response. In areas with limited WIFI, people will get a paper questionnaire. If someone responds online, than no one is going to knock on their door. They cannot send info to a PO Box so in ski towns there will need to be a lot of hand delivery. This means they need to hire a lot of people and they are looking for locals to do the local work. Wage is \$16/hr in Summit County, for example, with very flexible hours and an ability to work around other work schedules.

Second homeowners can respond for their full time residence, even if they aren't physically located there when they get the invitation. There is some guidance with how a person can determine where there official residence is in reference to the Census. There are safeguards to try to limit double counting. Hard to county populations include the homeless, those that don't have English language proficiency, anti-government individuals, areas with poor internet service, and those with more people in a house than landlord knows about such as couch surfers.

They have “complete count” committees in most areas. Committees include local businesses, local governments, and other local organizations. No one can be personally identified by their response. This info is released after 72 years. There are data security concerns among members of the public. Only authorized personnel have access and data is encrypted and regularly monitored. There are multiple levels of security. Grants for Colorado counties available and are due Sept 15. Commissioner Lawrence offered to be a resource. Park City wrapped buses and that is an example of how cities can assist the census effort.

VI. Celebrating the Night – The Multiple Benefits of Dark Sky Protection

Kalen Jones, Council, City of Moab

Zacharia Levine, Director, Grand County Utah Community and Economic Development

Kalen and Zacharia have been working on dark sky designation for about four years. Three things that people treasure include quiet, dark, and solitude and the Intermountain West is the confluence of these three characteristics. Some recent studies say 60% of outside light is a waste. Dark Sky benefits are many: Wildlife is sensitive to it, energy savings, reduces carbon dioxide, and reduces impacts on human health, like sleep patterns. It is a myth that more lighting results in more safety so a more nuanced conversation about appropriate lighting for safety is needed.

There is great economic value in astro tourism. It tends to yield good spending as those visitors are likely to spend the night, it is not seasonally dependent, and the Intermountain West is well positioned to develop astro tourism. It is one of the more sustainable forms of tourism.

In getting public buy-in they found it was important to weave all these benefits together. Moab got support to adopt a lighting code based on best-practices, but there were technical aspects that were difficult to anticipate. Some old timers like light and link it to a state of prosperity. An initial effort at lighting codes failed 15 years ago but the increasing interest of astro tourism (spurred by eclipse) led to Moab picking up the effort again. The city joined with the National Park Service, the Dark Skies Association, Grand County, the utility provider, BLM, the tribal council and the local tourism entity to make it a broader effort. Utah University did a lighting inventory. Moab wanted to lead by example so they addressed their own lighting which created a baseline for future efforts.

The stakeholders performed lots of education and public engagement that led to the adoption of a new city and county lighting code to limit light pollution and nuisance, promote energy conservation, improve nighttime public safety working with police and emergency services, improve nighttime appearance and preserve a semi-rural atmosphere in the community. The code has three elements; shielding, color, and lighting levels. Signage might be the most impactful thing to address. Lighting curfews ask folks to turn lights off at certain hour, with certain exceptions. Code enforcement is the mechanism used to enforce the curfew. Flagstaff is the gold standard for dark sky designation.

Lessons Learned: They couldn't have done this without partnerships and collaboration. Having the power company actively engaged is a great benefit. Sustained education and advocacy was critical over a long period of time. Involve the business community, especially those already engaged in sustainability efforts. Start by looking at model codes from elsewhere to identify best practices.

Other lessons: You have to balance community desires with private property rights. LED offers great energy efficiency but is very bright. LED technology is improving to decrease glare. A fund was established to help lower income households comply. It is good to get a team that can understand the standards, like building codes. Put efforts in laymen's terms. Use graphics in public education. There is great potential among CAST communities. Local government can lead and set an example of action. Engage professionals and partner with academia.

VII. Community Engagement in Climate Action

Jacob Smith, Executive Director, Colorado Communities for Climate Action (CC4CA)

This organization was born because local jurisdictions found it hard to advocate for effective state and federal policy. They work mainly at the state level and many CAST members are members of CC4CA. The membership is 2/3 rural with a diversity of rural/urban/resort representation. They do some vetting of member applicants to make sure they are soundly aligned with the policy statement of CC4CA. In 2019 CC4CA accomplished essentially everything that they had on their list.

There was explicit climate legislation with carbon pollution reduction target goals now in statute. There were lots of bills on power generation that will be transformative. The PUC has to consider the social cost of carbon now.

Upcoming Issues:

- EV Rulemaking that determines implementation is upcoming.
- methane rulemaking for AQCC.
- PUC proceedings will have to take into account things that they didn't before.
- A newly established Colorado Just Transition Office will be responsible for supporting communities that are moving from a fossil-fuel economy.
- 2020 legislative sessions will likely bring more legislation.

Eagle County feels climate policy and action should be happening at a federal level. No single community should have to solve a climate crisis on their own. Eagle County gave kudos to CC4CA for the influence they have had.

Jess Hoover, Climate Action Director, High Country Conservation Center (HC3)

A Steering Committee was formed who put out an RFP for a consultant to draft the plan. It took over a year to complete the whole process. The Summit County Climate Plan has very lofty goals: 50% reduction in emissions by 2030 and 80% by 2050, based on 2017 levels. The goal is in line with what is deemed as needed to end the impacts. They inventoried greenhouse gas emissions for a baseline.

The plan aims to increase renewable energy and they signed up 70 new solar systems. Some towns and the county offered rebates and discounts were offered by the chosen solar vendor., they are working on building efficiency, including building without gas. In transportation there are goals around expanding EVs with residents and government fleets. Waste diversion improvements include a newly launched free community composting program. Forests sequester or store 10% of our county's emissions so we want to maintain forest health. The plan includes lots of outreach campaigns and regular events to get locals engaged.

What makes this plan unique is that there is a single plan for all jurisdictions and includes utility support and additional organizations such as resorts and the school district. This isn't rocket science but is a lot of hard work. Jess encourages CAST members to be bold in their climate actions!

Mountain Towns 2030-Net Zero Summit: Andy Beerman, Mayor Park City

Utah actually had some wins in the legislature last session. Park City representatives participated in Al Gore's training a few years back and then also attended Mayor Skadron's climate event in Aspen. In an effort to keep the momentum going, Park City will host the next conference. That will have three parts: inspiration, ideas exchange, collective goal setting. Jane Goodall will be the keystone. CAST members are encouraged to attend Oct 2-4, 2019. www.mt2030.org

VIII. Innovators Showcase

Telluride Workforce Housing: They are now housing 50% of regional workers in deed restricted housing. Last year they completed 18 units of rental deed restricted and a 46 bed boarding house. They are 400 housing units short now and are expected to need another 400 in ten years.

Meeting adjourned at 12:25 p.m.