

Inside Stevens

Saturday, March 14, 2008



Overall Environmental Program

Realizing that the mountain environment is a winter resort's number one asset, Stevens Pass is committed to operate in accordance with set environmental standards. As a service-centric mountain, we believe that protecting the world we live, work, and recreate in not only serves our own philosophical interests, but our long-term business and financial interests as well.

In developing our current environmental program, we identified five core disciplines that serve as fundamental operating guidelines used across the mountain. Through innovation, sustainability, responsibility, integrity, and holistic stewardship, we have become an industry leader in environmental operating ethics for recreation in the Pacific Northwest.

Our programs include offsetting 100% of our carbon producing energy, including electrical and propane consumption through a partnership with the Bonneville Environmental Foundation. Additionally we have committed to recycling close to 25 tons of material every year, an aggressive fuel reduction program in our grooming and vehicle departments, an employee transit program eliminating the traffic from over 300 cars per day, a customer based transit program that keeps an additional 100 cars from driving, weekly summer garbage clean up, water conservation, watershed protection programs, a cooperative "Green Tag" sales program for our guests, as well as a purchasing policy encouraging the use of environmentally sensitive products such as post consumer recycled paper, power saving light bulbs, and little to no Styrofoam.

Environmental Initiatives

Since its inception over 70 years ago, generations of employees have watched the winter seasons come and go at Stevens Pass. Within the past two decades, a shift in the severity of individual storms and the variability of our seasonal winter weather has become evident not only in statistical snow pack data, but in the anecdotal recollections of many of our long term residents and employees.

Broad based environmental issues such as climate change are more easily overlooked when the effects of this change are not directly tangible over the short term. During the 04-05 winter season, Stevens Pass received only 204 inches of total snowfall. When compared to our 50-year average of 450 total inches, it was clear that a dramatic and potentially business altering change was taking place in our regional climate.

As a locally owned Northwest company, we felt that we had responsibility to the climate in which we conduct business. Over the past three years, we have taken a critical look at our operating processes and philosophies, and assembled the environmentally conscious operating model under which we do business today.

Stevens Pass' annual power consumption is currently around 4,700,038 kilowatt hours of electricity, nearly 100,000 gallons of propane, over 70,000 gallons of diesel and 20,000 gallons of gas. Stevens Pass is acutely aware of how much this contributes to our ecological and global impact.

In order for Stevens Pass to continue providing a winter recreational experience to the public, we must do what we can to slow the onset of global warming.

Attacking Climate change

Our comprehensive and continually developing operating policy addresses the tangible local affects of climate change, by confronting the larger issue of Global Warming head on. Through the reduction of our own ecological footprint we aim to serve as an example of environmentally conscious recreation in the Pacific Northwest.

In September 2007, Stevens Pass became the first winter resort in Washington State to offset ALL of its energy use with 100% green power. Working with the Bonneville Environmental Foundation, Stevens Pass has purchased 5,346 green tags to offset 100% of our commercial and residential electricity use, as well as our propane use. By purchasing these tags Stevens is able to support the greening up of the national power grid in addition to meeting our own energy goals of sustainability.

Through our fuel reduction programs including grooming pattern adjustments, employee transit, and overall vehicle fuel conservation efforts, we have reduced overall diesel, propane, and gasoline fuel usage by a projected 10%. This savings is directly proportionate to the carbon emissions we produce.

In focusing on our ecological footprint, we have also been able to recycle 25 tons of material thus reducing the amount of material being dumped in our local landfills. We currently recycle plastic, aluminum, steel, cardboard, and other mixed paper products.

Our current business-to-business practices also reflect this shift towards a more environmentally sensitive business model. Currently, all of our printed business materials utilize 100% post consumer recycled stock as well as non-toxic, soy based inks. These materials are produced by a Forest Stewardship Council (FSC) certified printer located in Vancouver BC.

All of these programs directly address the overarching issue of ecological climate change. Although we are pleased with the current results of our environmental operating policy, this program serves the essential foundation for further development and expansion of our continuing environmental commitment.

Accomplishments/Results

Through the commitment to 100% Wind Power, we have been able to offset the carbon emissions from both our electrical and propane consumption, yielding a combined total

reduction of 3,742 tons of CO₂ from entering the atmosphere. Through this long-term commitment, Stevens Pass hopes that other businesses will follow in the fight against climate change. This commitment to preventing climate change extends to the our guests as well through the sales of daily and season long "Green Tags" Each \$3 Green Tag represents enough wind energy to offset the global warming pollution created by driving an average car around 150 miles. Season Pass holders can also purchase a \$20 "Green Tag" which serves to offset their seasonal commuting to and from Stevens Pass. To date, we have sold 167 Daily Green Tags, and 227 Season Pass Green Tags.

Our fuel consumption reduction program resulted in a projected decrease of 10%. This will enable us to save 5,461 gallons of diesel fuel in the 2007-2008 season. This reduction in consumption will prevent an additional 121,234 pounds of CO₂ from entering the atmosphere.

Both Guest and Employee transit programs have been successful this year. Each day our transit programs prevent over 400 cars from traveling to and from Stevens Pass. This program is not only in line with our environmental operating plan, but is a great value and convenient option for employees and guests alike.

Our recycling program has prevented 25 tons of material from entering our regional landfills. This program has not only had positive benefits illustrated in our local landfills, but has had and associated positive effect on our local economy. As a large business and major contributor to our local recycling centers, we are contributing to the further development and expansion of our regional recycling infrastructure.

Although the use of 100% post consumer recycled stock has added additional costs to our printed material, we have received significant positive guest feedback. The vast majority of our first time and loyal guests appreciate this substantial commitment to creating a "greener" company, and will hopefully hold other businesses to the same standard in the future.

Through this aggressive environmental operating policy, Stevens has become a regional leader in the Pacific Northwest winter recreation industry. Through this commitment, Stevens Pass has set the example that maintaining and protecting our number one asset, the natural winter recreational environment, and hopes that other business not only in the Northwest, but nationally will follow.

John Meriwether
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