

PARKCITY

MAGAZINE

WINTER/SPRING 2011

No Drought About It

Parkites band together to expand Save Our Snow.



In Park City, snow is more than just pretty white stuff. It represents our tourism economy, much of our water supply, our recreational culture, and our community identity. This past year, Park City residents from the government, nonprofit, and private sectors banded together to reduce the community's carbon footprint and thereby help preserve our vital snowpack for years to come.

Capitalizing on the original Save Our Snow initiative from 2007, Park City Municipal Corporation and the Park City Foundation received a grant in 2009 to create a community water-use and carbon-footprint website that would serve as a pilot program for cities and towns across the country. The resulting site, parkcitygreen.org, is an interactive tool designed to engage, educate, and empower citizens of all ages to reduce carbon emissions and water consumption.

Parkcitygreen.org provides diagnostic calculators so that people can track their energy consumption and waste habits, and then offers tools for changing those habits. It also provides information about the benefits of reducing one's carbon footprint, detailed resources about rebates, a kids' section, and multiple resources for educators.

Planned in tandem with the interactive site was a location-specific snowpack and economic impact study presented to the public as part of the fall 2009 Save Our Snow II event. The study revealed some sobering data: By 2075, Thanksgiving and Spring Break snow depths at Park City Mountain Resort are predicted to be zero. By 2100, according to emissions projections presented, Park City's year-round climate will resemble that of Salt Lake City today.

Building up to the launch of the parkcitygreen.org site and the Save Our Snow II event was a grassroots awareness campaign that gained momentum under the umbrella of 350.org, the international climate-change action initiative. Locally, the campaign included the gathering of over 250 Parkites at the top of Park City Mountain Resort's Payday Lift (the predicted 2050 snowline) to demonstrate the potential severity of the snowpack situation and to reinforce the community's commitment to saving our snow.

To join the conversation, visit facebook.com/saveoursnowparkcity. And to learn even more about the move toward sustainable living in Park City, check out parkcitygreen.org. —Alexandra Fuller