

# JACKSON HOLE

## SUSTAINABILITY REPORT CARD

*FEBRUARY 2018*



Jackson Hole's progress toward being a world-leading sustainable community and destination

# OVERVIEW

The Town of Jackson and Teton County passed a resolution in April 2017 for Jackson Hole to be a world-leading sustainable community and destination. Our local government has approved previous sustainability resolutions, including reducing our energy usage and carbon emissions, promoting the use of renewable energy and alternative fuels, and striving toward zero waste. In addition, our elected officials have resolved to meet the Paris Climate Accord. Previously, the Mayor of the Town of Jackson joined the U.S. Mayor's Climate Protection Agreement. These commitments and private sector initiatives express our community's aspirations to be environmentally and socially responsible while sustaining the health of our economy.

These acts are important steps that help establish the foundation for action. A significant step toward measuring how well we are moving toward our sustainability aspirations and goals is to create a means for monitoring and tracking our progress. This first annual Jackson Hole Sustainability Report Card is intended for this purpose as well as to create an awareness of our sustainability status and be used as a tool for educating community stakeholders and the general public.

The set of indicators in this first report card are by no means comprehensive or an in-depth treatment of these subjects. These indicators will evolve as our community further matures its goals and data related to environmental, social, and economic sustainability. For more

details on the sustainability areas addressed by the report card, please contact the data sources shown. It is our intention that the information provided by the report card will support the outreach efforts of our partners and sustainability stakeholders, the planning and decision making of our community policy makers and destination managers, and the education of our students and general public.

The indicators that appear in this first report card serve as a baseline for measuring our progress in the future and show existing trends in our community's sustainability performance. The information of each area of sustainability reported herein is organized according to community goals and associated indicators, indicator interpretive information, and data source. The report card concludes with an at-a-glance dashboard of goals, status and trends.

On behalf of the Riverwind Foundation, thanks to all of our contributors to the Jackson Hole Sustainability

Report Card. The organizations identified as data sources have been invaluable partners in helping to create the design of the report card in addition to providing content. Thanks to the faculty and students at Summit High School, Jackson Hole Community School, and Journeys School for their participation in the survey of recycling, commuting, and food purchasing practices and preferences. The results of this survey provided helpful data for report card indicators. For once students get to issue, not receive, a report card! Many thanks to our sponsors and supporters who provided the resources necessary to bring together these diverse partners to create the Jackson Hole Sustainability Report Card.

Sincerely,

Tim O'Donoghue



Riverwind Foundation

Executive Director,  
Riverwind Foundation

*Thank you to our sponsors and supporters*

AMANGANI



THE INN at Jackson Hole



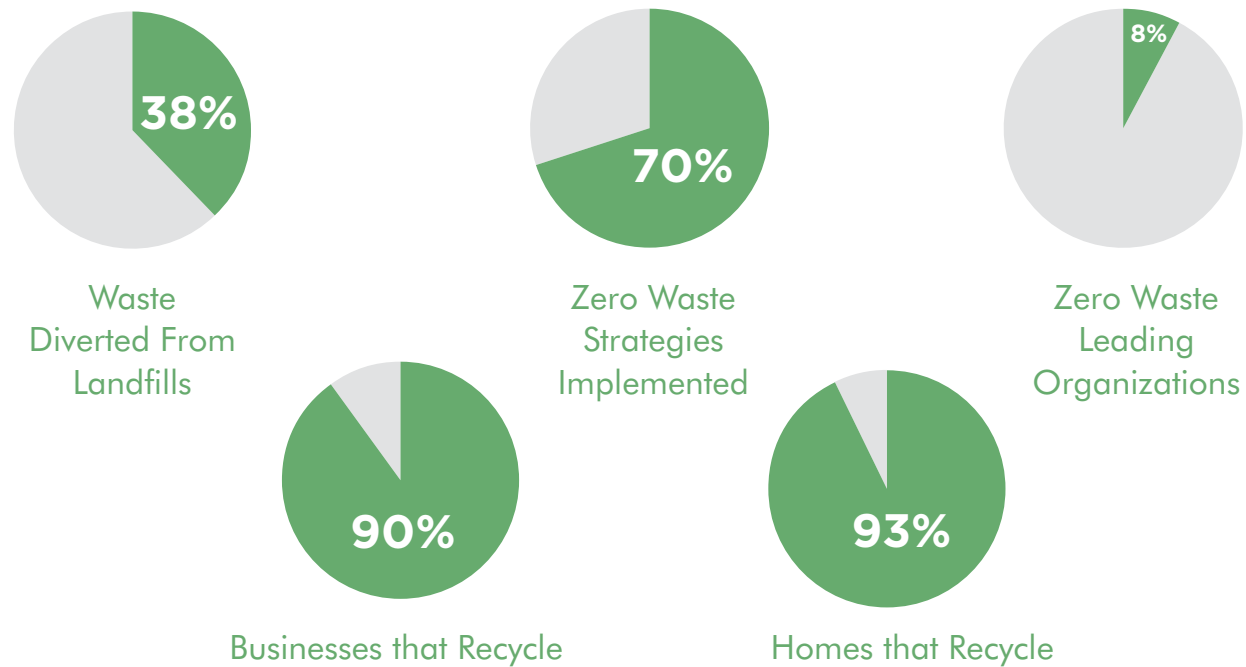
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# WASTE FOOD

## GOALS FOR JACKSON HOLE:

- Implement 2017/2018 Teton County Road to Zero Waste Strategies
- Divert 60% of waste from the landfill by 2030

## INDICATORS:



With 90% of households and 93% of businesses reporting that they recycle, Teton County is on track with other U.S. zero waste communities. Based on EPA estimates, current municipal recycling programs capture approximately 30% of common recyclable material. This means an opportunity for those already participating to do more! Integrated Solid Waste and Recycling (ISWR), with the help of community partners, works to implement local strategies that provide this opportunity to do more - a program referred to as the "Road to Zero Waste." Some initiatives planned for the near-term include food waste composting, an expansion of recycling programs, increased recycling of construction material, and enhanced zero waste education and outreach. These strategies are in support of a zero waste resolution, approved by county commissioners and the Town of Jackson in 2014, that calls for the increased diversion of 60% of discards from the landfill by 2030.

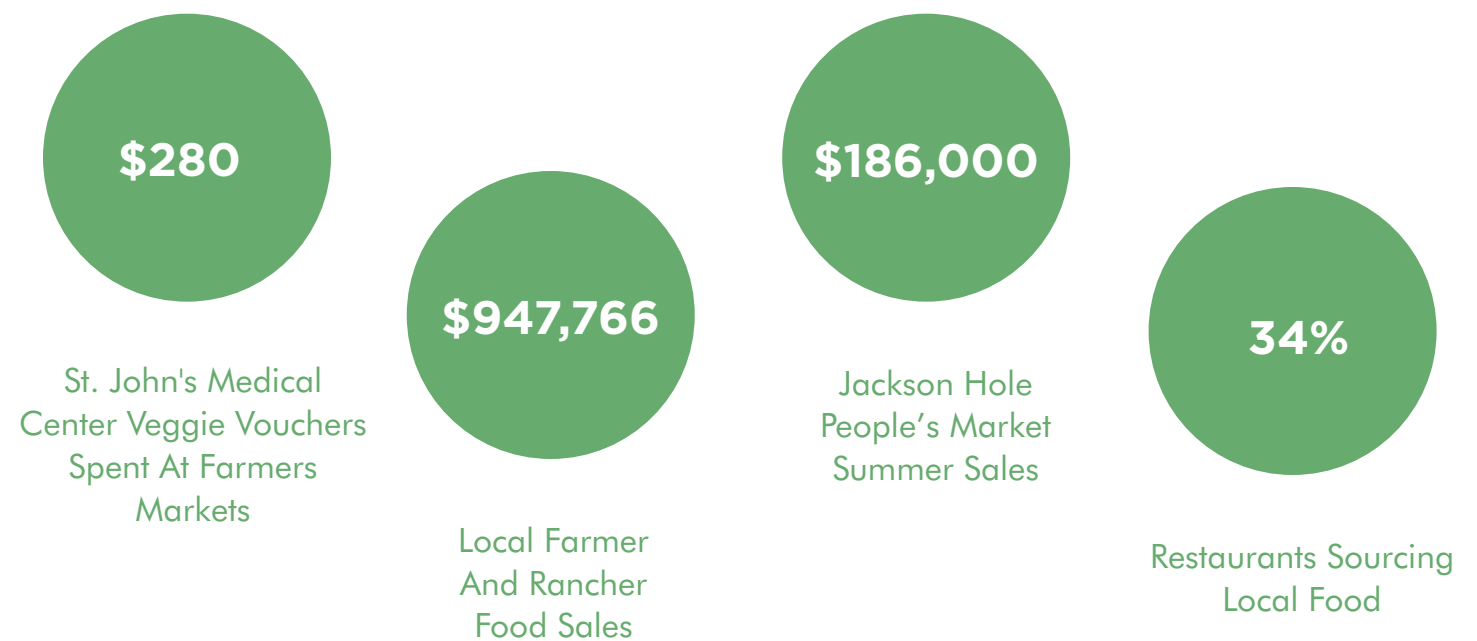


Data Source: Teton County Integrated Solid Waste & Recycling (2017), Riverwind Foundation (2017)

## GOALS FOR JACKSON HOLE:

- Increase access to local, healthy sustainable food
- Increase production of local food
- Increase consumption of local food

## INDICATORS:



Choosing to buy local food is choosing a healthier Jackson Hole. More local food means a cleaner environment, a stronger local economy and healthier people. St. John's Medical Center "Veggie Vouchers" is a measurement of accessibility to local, healthy and sustainable food for community members who suffer from food insecurity and diet-related chronic illnesses. In 2018, a new Slow Food program aimed at increasing access will double the value of USDA SNAP Benefits (Food Stamps) and Veggie Vouchers used at farmers markets. Local farmer and rancher food sales tracks total gross sales from ten local farms and ranches in Teton County WY and ID. The People's Market summer sales represents a 28% increase over 2016 sales. Twenty-eight restaurants source food from at least three local purveyors.



Data Source: Slow Food of the Tetons (2017), Riverwind Foundation (2017)

# ENERGY WATER

## GOALS FOR JACKSON HOLE:

- Mitigate 30 megawatts of electricity by 2030
- Increase the participation in the Green Power Program by 400% by 2020

## INDICATORS:

2,209

Annual Energy Use  
Per Residence (kWh)

18,491,834

Energy Savings Through  
Conservation Projects  
Since 2014 (mWh)

34,174,589

Electricity From Certified  
Renewable Sources (mWh)

7%

Total Electricity Consumed  
From Certified  
Renewable Sources



Through a combination of new and recurring energy conservation projects, along with increased participation in the Certified Green Power Program, ECW has exceeded the goal of offsetting 30 mWh of electricity by reducing growth in electricity consumption through conservation or the substitution of renewable sources. ECW seeks to make continual gains through conservation and efficiency projects, as supported by various programs providing technical and financial support for public, residential and commercial projects. In partnership with Lower Valley Energy, ECW will also seek to dramatically increase member participation in the Green Power Program through education, outreach, community engagement and incentives. 'Green Power' comes from local hydroelectric and wind projects that generate certified Renewable Energy Credits (RECs).

Data Source: Lower Valley Energy, Energy Conservation Works (2017)

## GOALS FOR JACKSON HOLE:

- Increase Town of Jackson energy efficiency of waste water treated by 40% by 2020
- Increase Town of Jackson energy efficiency of water consumed by Town facilities by 20% by 2020

## INDICATORS:

9.3

Energy Used To Treat  
Town Of Jackson Water  
(BTU/gallon)

6.8

Energy Used To Pump  
Town Of Jackson Water  
(BTU/gallon)

9,116

Town Of Jackson Per  
Capita Use (gallons)

The British thermal unit (BTU) is a traditional unit of heat. When we look at all the energy sources (electricity, natural gas, propane) used to pump our potable water and treat our wastewater, we must convert these energy sources to BTU's because it provides a practical way to compare different types of fuels/energy sources. These indicators show the amount of energy the Town of Jackson expends to pump one gallon of water into our potable distribution water system and to treat one gallon of wastewater at the Jackson Wastewater Treatment Plant. For 2018, the energy required to pump water and treat the Town's wastewater should decrease slightly, becoming more efficient. Comparing to our baseline year of 2006, the Town has increased efficiency pumping a gallon of water by 7.4%. Comparing to the same baseline year, the Town has increased efficiency treating a gallon wastewater by 70%. The gallons of water per capita used reflects not just water used by Town of Jackson residents, but also by visitors to Jackson and commercial uses.

Data Source: Town of Jackson (July 1, 2016 – June 30, 2017)



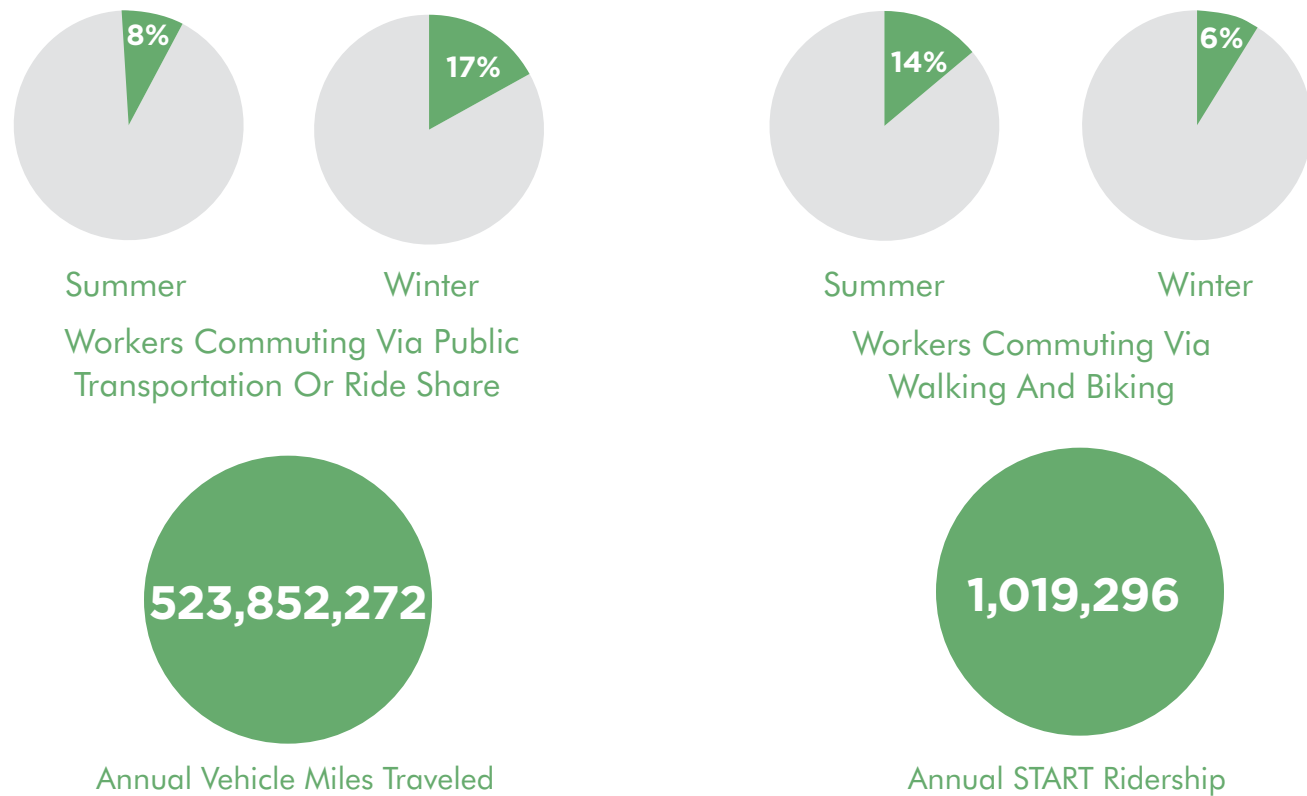
# TRANSPORTATION

# ALTERNATIVE FUELS

## GOALS FOR JACKSON HOLE:

- Active Transportation Mode Share is  $\geq 18\%$  by 2024 &  $\geq 20\%$  by 2035
- START Ridership is  $\geq 1,800,000$  by 2024 &  $\geq 3,600,000$  by 2035
- Annual Vehicle Miles Traveled are  $\leq 525,000,000$  in 2024 &  $\leq 560,000,000$  in 2035

## INDICATORS:



These indicators help us understand if we are achieving community goals of meeting transportation demands through active transportation modes such as transit, cycling, and walking. When more residents are walking, cycling, or taking transit (e.g. START Bus) to get to their destination, our community becomes less congested, our residents become more active, we have fewer wildlife-vehicle collisions, and we emit fewer CO2 emissions. Vehicle miles traveled is a measurement of how many miles are driven within Teton County on an annual basis.

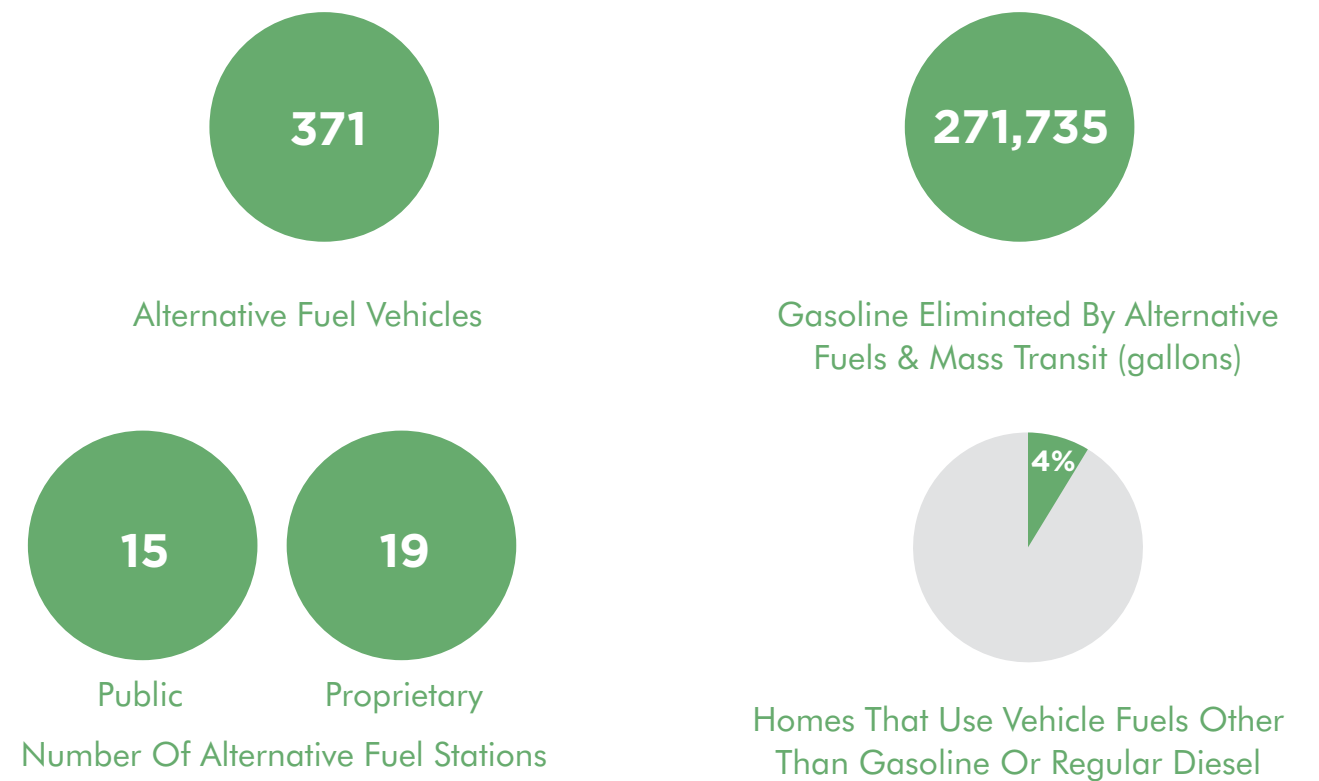
Data Source: Riverwind Foundation (2017), Teton County Public Health (2011-15), Jackson/Teton County Long-Range Planning Department (2016)



## GOALS FOR JACKSON HOLE:

- Increase the number of alternative fuel vehicles by 50% annually
- Increase the amount of gasoline eliminated by alternative fuels and mass transit by 20% annually

## INDICATORS:



These indicators provide an overview of alternative fuel use in Teton County. Using alternative fuels in place of gasoline or diesel is one of the best ways to reduce greenhouse gas emissions while still allowing the freedom to drive a personal vehicle. Increasing the availability of alternative fuel stations generally correlates to an increase in alternative fuel vehicles and gallons of gasoline eliminated. Yellowstone-Teton Clean Cities provides education, technical assistance and financial support for businesses, local government and individuals to purchase alternative fuel vehicles, use an alternative fuel or install an alternative fueling station.

Data Source: Yellowstone-Teton Clean Cities (2017), Riverwind Foundation (2017)



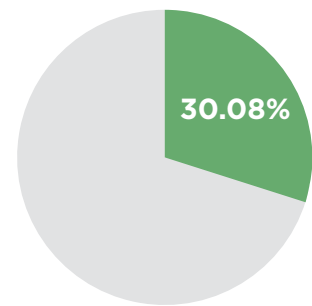
# LAND CONSERVATION

# WILDLIFE

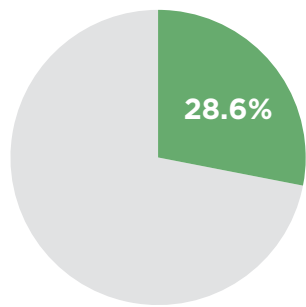
## GOALS FOR JACKSON HOLE:

- Overall increase in private land protection.
- Increase wildlife habitat acreage protected through conservation easements on private lands
- Increase riparian area acreage protected through conservation easements on private lands
- Increase private working ranchlands protected through conservation easements

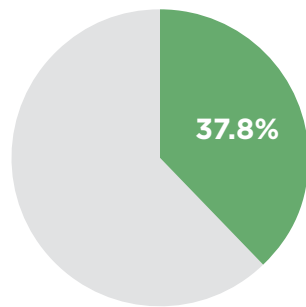
## INDICATORS:



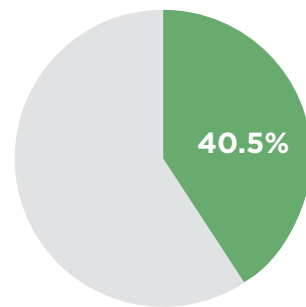
Private Land Currently Protected Under Conservation Easement (23,307 acres)



Private Big Game Crucial Habitat Protected Through Conservation Easements



Private Riparian Area Protected Through Conservation Easements



Private Working Ranchlands Protected Through Conservation Easements

A large percentage of land in Teton County is held by public entities including United States Forest Service, Wyoming Game and Fish, the National Park Service, and the state of Wyoming. These protected lands provide safe habitat and migration routes for wildlife, ensure our water and air supplies remain clean and clear, and provide unrivaled outdoor recreation opportunities. The private land parcels that lie between between these public lands are critical to maintaining the biodiversity and health of our ecosystem. Private land can be protected through conservation easements which consider the conservation values of land and provide thoughtful solutions to development customized to each parcel. An increase in private land protection means safer spaces for our wildlife to live and move, solutions for traditional ranching families, and preservation of the character of Teton County for the benefit of our community.

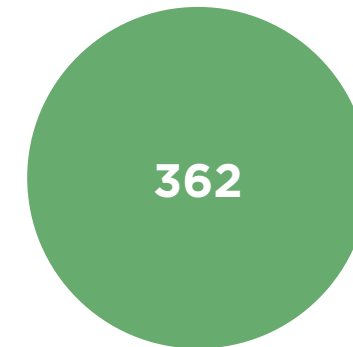


Data Source: Jackson Hole Land Trust (2017), Teton County (2017)

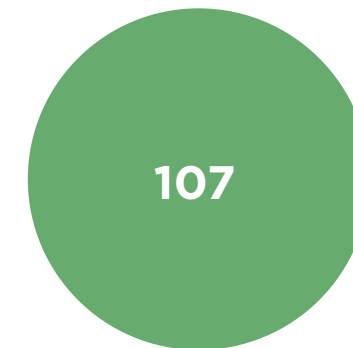
## GOALS FOR JACKSON HOLE:

- Decrease wildlife-vehicle collisions
- Decrease large carnivore conflicts

## INDICATORS:



Wildlife-Vehicle Collisions



Large Carnivore Conflicts

The Teton County Wildlife-Vehicle Collision (WVC) Database incorporates WVC observations collected by multiple sources, including Wyoming Department of Transportation (WYDOT), Wyoming Game & Fish Department (WGFD), and Jackson Hole Wildlife Foundation Nature Mapping citizen scientists. The summary report produced by the Jackson Hole Wildlife Foundation includes all Teton County roadways outside of Grand Teton National Park for the period of May 2016 - April 2017. The Wyoming Game & Fish Department reports recorded conflicts with all large carnivores (e.g. bears) in the Jackson



Data Source: Jackson Hole Wildlife Foundation (May 2016 – April 2017), Wyoming Game & Fish (2017)

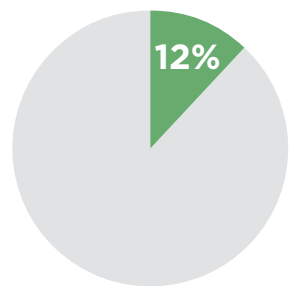
# COMMUNITY HEALTH

# PHILANTHROPY

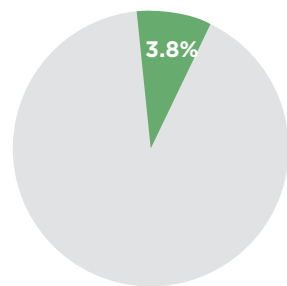
## GOALS FOR JACKSON HOLE:

- Food Insecurity (Percentage of the population who did not have access to a reliable nutritionally adequate source of food during the past year) = 0%
- Income Inequality = 0%
- Workforce Living Locally  $\geq$  65%
- Housing Insecurity (percentage of renters who are paying 30% or more of their household income in rent) = 0%

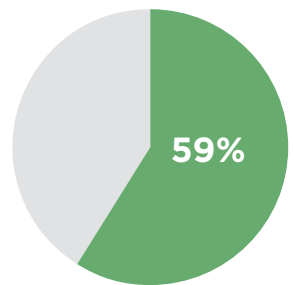
## INDICATORS:



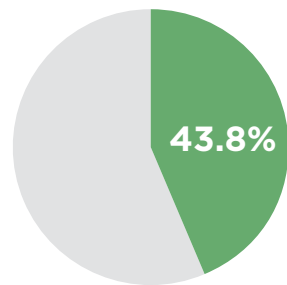
Food Insecurity (2014)



Income Inequality (2011-15)



Workforce Living Locally (2016)



Housing Insecurity (2011-13)

Food insecurity is defined as, "Lack of access, at times, to enough food for an active, healthy life for all household members, and limited or uncertain availability of nutritionally adequate food." Income Inequality is the ratio of household income at the 80th percentile to that at the 20th percentile. A higher inequality ratio indicates greater division between the top and bottom ends of the income spectrum. Workforce Living Locally refers to the percentage of workers who live locally within the community. The Jackson/Teton County Comprehensive Plan establishes a goal of ensuring 65% of the community's workforce lives locally. Housing Insecurity shows the percentage of renters who are paying 30% or more of their household income in rent. Spending a high percentage of your income on rent presents financial hardship, especially for lower-income renters.

Data Source: Teton County Public Health Department, Jackson/Teton County Long-Range Planning Department, Hole Food Rescue



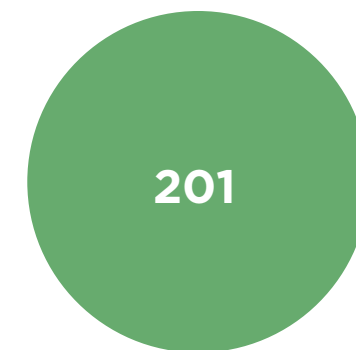
## GOALS FOR JACKSON HOLE:

- Strengthen the philanthropic support of community nonprofit organizations

## INDICATORS:



Old Bills Fun Run Donations



Old Bills Fun Run Participating Nonprofits

Old Bill's Fun Run is an annual community celebration benefiting our local nonprofits. Since it began in 1997, Old Bill's Fun Run has raised over \$146 million for the community. This collaborative event allows nonprofits to spend the rest of the year focusing on their missions rather than fundraising, and it has made philanthropy a household word in Jackson Hole where one out of every three households participates. The median gift size is \$300, and children as young as 3 will donate the entire contents of their piggy banks to a local nonprofit. Every year, Mr. and Mrs. Old Bill challenge the community with their donation of \$500,000 in matching funds. This selfless philanthropic couple is joined by Co-Challengers, with gifts ranging from \$25,000 to \$250,000, who collectively create a total matching fund of over \$3 million every year.

Data Source: Community Foundation of Jackson Hole (2017)



# THE DASHBOARD

## JACKSON HOLE SUSTAINABILITY REPORT CARD

GOAL	STATUS	TREND
<b>WASTE</b> <ul style="list-style-type: none"> <li>Implement 2017/2018 Teton County Road to Zero Waste Strategies</li> <li>Divert 60% of waste from the landfill by 2030</li> </ul>	70% Implemented 38% Diverted	Improving Improving
<b>FOOD</b> <ul style="list-style-type: none"> <li>Increase access to local, healthy sustainable food</li> <li>Increase production of local food</li> <li>Increase consumption of local food</li> </ul>	\$280 in Veggie Vouchers at farmers markets \$947,766 in local farmer and rancher food sales \$186,000 in People's Market summer sales 34% of restaurants source food locally	Improving Improving Improving
<b>ENERGY</b> <ul style="list-style-type: none"> <li>Mitigate 30 megawatts of electricity by 2030</li> <li>Increase the participation in the Green Power Program by 400% by 2020</li> </ul>	2,209 kWh Annual energy use/residence 18,491,834 kWh Cumulative Energy Savings 34,174,589 kWh from Certified Renewable Sources 7% from Certified Renewable Sources	Steady/Worsening Improving Steady/Improving Steady
<b>WATER</b> <ul style="list-style-type: none"> <li>Energy used to pump Town of Jackson water (BTU/gallon)</li> <li>Energy used to treat Town of Jackson water (BTU/gallon)</li> <li>Town of Jackson per capita use</li> </ul>	68 93 9,116 gallons	Improving Improving Steady
<b>TRANSPORTATION</b> <ul style="list-style-type: none"> <li>Active Transportation Mode Share is <math>\geq</math> 18% by 2024 &amp; <math>\geq</math> 20% by 2035: Walking or Biking</li> <li>Active Transportation Mode Share is <math>\geq</math> 18% by 2024 &amp; <math>\geq</math> 20% by 2035: Transit</li> <li>START Ridership is <math>\geq</math> 1,800,000 by 2024 &amp; <math>\geq</math> 3,600,000 by 2035</li> <li>Vehicle Miles Traveled are <math>\leq</math> 525,000,000 in 2024 &amp; <math>\leq</math> 560,000,000 in 2035</li> </ul>	14% Summer, 6% Winter 8% Summer, 17% Winter 1,019,296 523,852,272 VMT	Improving Improving Improving Improving
<b>ALTERNATIVE FUELS</b> <ul style="list-style-type: none"> <li>Increase the number of alternative fuel vehicles by 50% annually</li> <li>Increase the amount of gasoline eliminated by alternative fuels and mass transit by 20% annually</li> </ul>	371 271,735 gallons	Improving Improving

# ECONOMY

## GOALS FOR JACKSON HOLE:

- Increase Teton County revenue
- Minimize Teton County unemployment

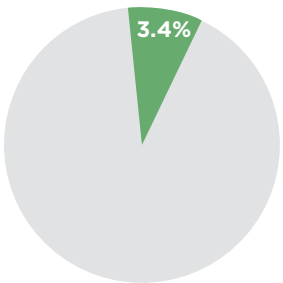
## INDICATORS:



Teton County Annual Sales & Use Tax Revenue



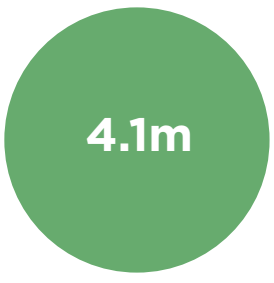
Teton County Annual Lodging Tax Revenue



Annual Average Unemployment



Grand Teton  
Annual National Park Recreation Visitation



Yellowstone





# THE DASHBOARD

## JACKSON HOLE SUSTAINABILITY REPORT CARD

GOAL	STATUS	TREND
<b>LAND CONSERVATION</b> <ul style="list-style-type: none"><li>• Increase private land conservation impact</li></ul>	30.8% of private land 28.6% of crucial big game habitat 37.8% of riparian habitat 40.5% of private ranchland	Threat of development increasing Threat of development increasing Threat of development increasing Steady
<b>WILDLIFE</b> <ul style="list-style-type: none"><li>• Decrease wildlife-vehicle collisions</li><li>• Decrease reported conflicts with large carnivores</li></ul>	362 107	Increasing Steady
<b>COMMUNITY HEALTH</b> <ul style="list-style-type: none"><li>• Food Insecurity = 0%</li><li>• Income Inequality = 0%</li><li>• Workforce Living Locally <math>\geq</math> 65%</li><li>• Housing Insecurity = 0%</li></ul>	12% 3.8% 59% 43.8%	Improving Steady Steady Worsening
<b>PHILANTHROPY</b> <ul style="list-style-type: none"><li>• Strengthen the philanthropic support of community nonprofit organizations (from Old Bills Fun Run)</li></ul>	\$12.2 million 3,798 donors	Improving Improving
<b>ECONOMY</b> <ul style="list-style-type: none"><li>• Increase Teton County Revenue</li><li>• Minimize Teton County Unemployment</li></ul>	\$29.7 million 3.4 %	Improving Steady