



R.I.D.E.
THE BANDWAGON

The reasons folks flock to the Bird every year: unrivaled terrain, pristine powder, the friendly atmosphere and clear mountain air. For the 2017-2018 season, Snowbird renews its commitment to green initiatives and clearing the air for the Reducing Individual Driving for the Environment (R.I.D.E.) program's second year. By incentivizing guests and employees, Snowbird aims to educate the people who appreciate recreating in the Wasatch about the value and benefits of carpooling.

Snowbird was the first ski resort in Utah to implement an innovative system to reward employees, skiers and boarders who are willing to work toward Snowbird's goals of combating canyon congestion, improving air and water quality, and reducing emissions. Last year, Snowbird eliminated over 224,000 miles of single-occupancy vehicle trips by encouraging employees and guests to carpool, vanpool or take the bus. This is equivalent to saving 15,000 gallons of gas and preventing over 290,000 pounds of greenhouse gas emissions. Based on the success of the previous year, Snowbird has set its sights on loftier goals for the season ahead with big improvements to the R.I.D.E. program.

Evolving R.I.D.E. this season, Snowbird encourages visitors and employees to download the new Snowbird R.I.D.E. app to track bus rides and log carpools with three or more people. The app logs riders' trips and rewards while increasing the ease of participation. By syncing with the contact list on a user's phone or by inviting friends through Facebook, the Snowbird R.I.D.E. app can also identify friends interested in coordinating a carpool. Carpoolers with three or more riders enjoy priority parking at Entry 1 and 2 for faster access to the mountain. For every five occasions when users carpool or ride the bus, they earn a pocket-size water bottle that helps reduce plastic waste at Snowbird and supports Protect Our Winters. For every 10 occasions when users carpool or ride the bus, they earn a half-price, transferrable Snowbird day ticket.

These R.I.D.E. participants are entered into a monthly drawing for pre-public rides on the Gadzoom chairlift at 8:15 a.m. To ride the lifts before anyone else has a chance to trace lines in the powder is truly a once-in-a-lifetime privilege.

Employees of Snowbird can participate in a slightly different program, earning \$10 gift cards for every 20 trips logged. Employees are entered into a monthly drawing to receive \$100 cash and a free night's stay at the luxurious Cliff Lodge.

Snowbird has worked with the other resorts in Big and Little Cottonwood Canyons to promote the R.I.D.E. program, in an effort to amplify environmentally responsible behavior. Snowbird's Director of Sustainability and Water Resources Hilary Arens states, "It is important to Snowbird to identify tangible and significant ways to help improve air quality and reduce traffic congestion. We think incentivizing people to carpool and take the bus is a move in the right direction. We want people to come to Snowbird, while providing solutions to reducing their carbon footprint." Snowbird is introducing free electric vehicle charging stations in The Cliff Lodge parking structure on Level 2 this season and has also added zero-emission electric vehicles to their fleet.

By creating a fun program and reducing the effort required to jump on the carpooling bandwagon, Snowbird is directly addressing numerous issues and challenges associated with its close proximity to a large metro area. When you take a moment to enjoy the clean air and lofty peaks of Little Cottonwood, thank the R.I.D.E. program and the many employees and guests who are committed to a greener future at the Bird.

Since its founding in 1971, Snowbird has held environmental stewardship as a priority for the resort. As our planet now faces the ever-growing affects of climate change, the ski industry is particularly vulnerable. In order to maintain the Greatest Snow on Earth, we must take significant actions to reduce our resource use, while creating opportunities for others to as well.

To address the long-term challenges presented by climate change, Snowbird's goals are to:

REDUCE CO₂ emissions and waste from resort operations.

IMPROVE air and water quality.

ENGAGE the community through education and advocacy on meaningful actions that positively impact the environment around Snowbird and beyond.

2016 -2017 SEASON BY THE NUMBERS snowbird.com/ride



