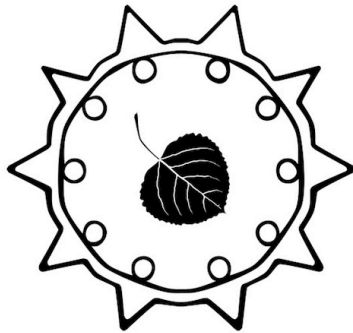


Riverwind Foundation  
1% for the Tetons  
Sustainable Destination Inventory



Grant Final Report  
September 2014

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## INTRODUCTION

### Grant Award:

1% for the Tetons awarded the Riverwind Foundation a grant in August 2013 for \$9,500 to inventory the sustainability assets of Teton County, Wyoming.

### Sustainability Definition:

“Meeting the needs of the present without compromising the ability of future generations to meet their own needs.” – 1987 UN Bruntland Report

### About the Riverwind Foundation:

The Riverwind Foundation is a nonprofit, 501c3 education organization incorporated in 1999. The mission of the Riverwind Foundation is to empower individuals, organizations, and communities to explore, experience, and exchange perspectives of economic, personal and social, and environmental sustainability. The Jackson Hole & Yellowstone Sustainable Destination Program is a specific program of the Riverwind Foundation supported by a Program Steering Committee of key community sustainability stakeholders and sustainability subject matter experts.

### About the Jackson Hole & Yellowstone Sustainable Destination Program:

The purpose of the Jackson Hole & Yellowstone Sustainable Destination Program is to strengthen, sustain, and balance the programs, policies, and practices for environmental stewardship, social responsibility, and economic vitality in and of Teton County, Wyoming. The goals of the Program are to:

- a. Create, implement, and maintain an action plan to fulfill the purpose and vision of the Program
- b. Facilitate the networking and collaboration of stakeholders
- c. Serve as a source of information, training, and programming for stakeholders
- d. Create and maintain a platform for integrating and providing information on the sustainability programs, policies, tools, and practices in Teton County, Wyoming
- e. Educate and promote the principles of sustainability to the public, governmental organizations, nongovernmental organizations, private industry, and visitors
- f. Serve as an interface and liaison between the Program and programs and organizations outside of Teton County, Wyoming

Central to the purpose and goals of the Jackson Hole & Yellowstone Sustainable Destination Program is an understanding of the scope and character of sustainability activities in Teton County, Wyoming. The significance of the 1% for the Tetons grant is to support the conduct of an inventory of our community’s sustainability assets, including community stakeholder programs, projects, policies, and practices. Community stakeholders include federal, state, and local government; businesses, nonprofit organizations, and schools.

## INVENTORY APPROACH & RESULTS

The sustainability inventory is comprised of two stages:

1. Conducting an online survey of sustainability stakeholder activities
2. Following up with online survey responders to obtain detailed information on sustainability activities

### Stage 1, Online Survey:

A link to an online survey was distributed to the email network of the Jackson Hole & Yellowstone Sustainable Destination Program, the Jackson Hole Chamber of Commerce's business listserv, and the Community Foundation of Jackson Hole's nonprofit listserv. The combined distribution of these email networks is greater than 3,000. The intention of this survey was to create a large net in which to capture information on a wide spectrum of sustainability activities conducted by community stakeholders. The online survey can be found in Appendix A, Sustainable Destination Program Survey.

As of the date of this report, 127 businesses, nonprofit organizations, and governmental organizations located and operating in Teton County, Wyoming have responded to the online survey as follows:

- 71 Businesses
- 44 nonprofit organizations
- 12 federal, state, and local government organizations

According to the Town of Jackson business license list, over 2,100 businesses are operating with the town. According to the Community Foundation of Jackson Hole, approximately 230 nonprofits are located in Teton County, Wyoming. The probability is high that there are many more businesses and nonprofit organizations that have not yet taken the online survey but have implemented one or more sustainability measures in their operations or built environment. Additionally, while all federal and local governmental organizations operating in Teton County, Wyoming have responded to the survey, there are more state governmental organizations that have not responded to the survey that are probably actively implementing sustainability measures. As shown in Appendix B, Sustainability Stakeholder Activity Summary, the online survey responders indicated the sustainability area in which they are active. The following is the percentage of responders that indicated they were active in each sustainability area (listed from highest to lowest) and those that weren't active but interested:

- 86% active in Waste Management (reducing use of, recycling, and reusing materials) + 9% more are interested
- 71% active in Responsible Purchasing (having a policy or practice of buying local and/or environmentally friendly products and services) + 23% more are interested
- 71% active in Energy Efficiency (reducing energy usage, reducing greenhouse gas emissions, energy conservation, and/or use of renewable sources of energy) + 22% more are interested
- 62% active in Ecosystem Preservation (stewardship of public or private lands, wildlife, fisheries, etc.) + 28% more are interested
- 60% active in Interpretation and Education (creating information resources for residents and/or visitors on attractions, natural resources, cultural and arts, history and heritage, recreation) + 27% more are interested
- 58% active in Marketing & Communications (generating information on environmentally and/or socially responsible parties, policies, programs and projects, and practices) + 34% more are interested
- 57% active in Economic Development/Destination Management (providing leadership and integration of environmentally and/or socially responsible programs and projects for the community) + 34% more are interested
- 56% active in Health & Human Services (promoting and supporting the physical, mental, emotional, and spiritual health of the community) + 35% more are interested
- 56% active in Community Impacts & Philanthropy (providing or promoting opportunities for residents and/or visitors to contribute to environmentally and/or socially responsible causes) + 30% more are interested
- 53% active in Water Conservation (reducing usage of & reusing water) + 40%
- 43% active in Transportation/Fuels (using or promoting forms of transportation other than cars and/or types of fuel and propulsion other than gas or diesel) + 46% more are interested
- 20% active in Foods (locally and organically produced and prepared foods) + undetermined (food was not part of the original online survey)

These results are probably a reflection of the relevance and applicability of sustainability measures to all community stakeholder groups and individuals, the prevalence of communications and media concerning each sustainability area, and the duration of programs promoting each sustainability area. These results are probably not a reflection of the return on investment in measures in these sustainability areas since ROI on sustainability measures is not widely understood and acted upon, yet.

In addition to asking community stakeholders which areas of sustainability that they are active in, the online survey also asked questions about the level and kinds of experience community stakeholders have in sustainability. The following are the results of this part of the survey according to the percentage of responders that responded positively and those that had no experience but are interested:

- 47% have received sustainability training + 44% more are interested
- 60% have attended one or more sustainability seminars/presentations + 32% more are interested
- 30% have received a sustainability certification + 57% more are interested
- 35% have received recognition or awards for their sustainability activities + 53% more are interested

While the majority of survey responders have attended one or more sustainability seminars and presentations or are interested in doing so, and close to half have received sustainability training or are interested, it is understandable that these are the businesses and organizations also interested in completing the survey. The percentage of responders that have received sustainability certifications and/or received recognition and rewards initially appears high (approximately 1/3 of survey responders). It is probable that these businesses and organizations are also interested those in participating in certification and recognition programs such as our local RRR Business Leaders program. The purpose of the survey was not to identify the percentage of community entities that are active in sustainability measures, but to identify those community entities that are active and the nature of their sustainability activities.

#### Stage 2, Survey Follow Up:

The Riverwind Foundation with the assistance of two college interns contacted each responder to the online survey to obtain further information on their sustainability activities. In addition, there were other community stakeholders (approximately 18) that did not complete the online survey that were contacted to obtain information on their sustainability activities in order to better complete the inventory. More detailed information on community stakeholder sustainability practices were obtained in the form of links to web pages, documentation, email responses and notes. Once email responses and notes were formatted as documents, these web links and documentation were uploaded into Google docs. A spreadsheet, which consolidates the location of these links to web pages and documents, was created on Google docs. With access given to this spreadsheet on Google docs, the information received from any community stakeholder can be viewed. As shown in Appendix C, the information in this spreadsheet is organized according to stakeholders listed in alphabetical order.

As of the date of this report, more detailed information on sustainability activities has been received from over 40% of the survey responders. The survey follow up effort will continue beyond the date of this report as will encouraging community stakeholders that have not yet taken the online survey to do so.

## CONCLUSIONS & RECOMMENDATIONS

While the number of responders to the online survey and those that have provided more detailed information is encouraging, the effort to comprehensively inventory the sustainability assets of Teton County, Wyoming will need to continue. More community stakeholders that are actively implementing sustainability measures will be identified over time and effort as the Jackson Hole & Yellowstone Sustainable Destination Program progresses. These additional community stakeholders will be requested to complete the online survey and provide further information on their sustainability activities.

The results of the survey demonstrate that our community and destination has a diversity of stakeholders active in one or more areas of sustainability. Collectively, Teton County, Wyoming represents a community that continues to value the importance of environmental stewardship and social responsibility in addition to economic vitality as part of its history of protection and stewardship of its natural resources, including the world's first national park, the establishment of two world class national forests, the National Elk Refuge, Grand Teton National Park, and Wild & Scenic River designation for the Snake River. Comparatively, Jackson Hole & Yellowstone represent a destination that has made strides towards becoming "a world leading sustainable destination". This is the vision of the Jackson Hole & Yellowstone Sustainable Destination Program.

The Riverwind Foundation recommends that the inventory be used to further the mission and goals of the Jackson Hole & Yellowstone Sustainable Destination Program and our community's efforts to strive towards greater levels of sustainability, including for the following purposes:

- Create a directory of organizations and businesses active in sustainability efforts. This purpose will be satisfied by access to the Sustainability Stakeholder Activity Summary in Appendix B and Sustainability Stakeholder Activity Details shown in Appendix C and downloadable on [www.sustainabledestination.org](http://www.sustainabledestination.org). Additional information on organizations and businesses active in sustainability can be found on the Participants page of the Program's web site, <http://sustainabledestination.org/sustainable-business-participants/>
- Assist in the education and networking for all stakeholders on who and what is involved in local sustainability efforts. In addition to educating the public on what sustainability is and what opportunities there are locally to engage in sustainability activities, the information contained in the inventory will be helpful to stakeholders to become further aware of who is actively engaged in sustainability with whom they may exchange information and ideas on best practices.

- Identify possible partnerships and leveraging of resources. The Program's Steering Committee and staff will use the inventory information to identify and facilitate possible collaborative efforts. This is especially important in cases where individual stakeholders that do not have enough resources to achieve their sustainability goals or optimize sustainability outcomes by themselves. It is recommended that to more completely fulfill this purpose, an additional information gathering activity be conducted to identify individual and community sustainability challenges. Information on challenges and best practices in other communities will also be very useful in identifying possible partnerships and establishing collaborative projects within and outside of Teton County, Wyoming. Such an effort is a candidate for additional financial and in-kind support.
- Identify gaps in overall community sustainability efforts. The inventory indicates that there is significant activity in all sustainability areas surveyed. However, the information from this inventory and additional information gathering projects will be further analyzed by subject matter experts to determine what gaps may exist within each sustainability area, particularly in approaches to meet shared challenges.
- Provide a basis for generating content for communications and promotions by local destination marketing entities and educators. The information contained in the documents generated from this inventory serves as raw data and information that can be reviewed and used by local marketing entities. However, this information is more likely to be used for marketing and promotions if it is summarized and formatted to be readily incorporated by local marketing entities in their messaging and media. The Program's Steering Committee and staff will be working with key destination marketing entities such as the Jackson Hole Travel & Tourism Board and the Jackson Hole Chamber of Commerce to develop content that they can readily use.
- Serve as a basis for providing recognition of local sustainability efforts. A tactic for educating the community stakeholders on sustainability and encouraging them to more actively engage in sustainability activities is to reward those stakeholders that have demonstrated a commitment toward sustainability. The information generated from the inventory can be used by different entities to identify case studies and examples that help promote their sustainability missions and provide recognition to committed stakeholders. One such entity is Teton County Integrated Solid Waste & Recycling which can use the inventory information to identify candidates and encourage their participation in the RRR Business Leaders program



- Increase interest and participation in local sustainability efforts. An outcome of the previous purposes for the inventory is a more aware and engaged public in the sustainability activities in Teton County, Wyoming. These sustainability activities include:
  - The Sustainability Series and sustainability training workshops offered through the partnership of Teton County Integrated Solid Waste & Recycling, Energy Conservation Works, Yellowstone-Teton Clean Energy Coalition, Slow Food of the Tetons, and the Riverwind Foundation.
  - Programs for deepening sustainability education such as the RRR Business Leaders program and the Riverwind Foundation’s sustainability technical assistance project
  - Organizations offering financial and other support to sustainability projects, such as 1% for the Tetons and the Riverwind Foundation’s Jackson Hole & Yellowstone Sustainable Destination Program
  - Other sustainability stakeholders who offer services and products that contribute to the individual and collective sustainability efforts in Teton County, Wyoming

APPENDIX A, Sustainable Destination Program Survey – please see the attached document

APPENDIX B, Sustainability Stakeholder Activity Summary – please see the attached document

APPENDIX C, Sustainability Stakeholder Activity Details – please see the attached document