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**MEET THE CONTRIBUTORS**

**KYLE KISSOCK**
Communications Manager, Jackson Hole Wildlife Foundation

Kyle worked as an educator for Teton Science Schools and a biological technician for Grand Teton National Park before joining the Jackson Hole Wildlife Foundation in 2018. He holds a M.S. degree from the University of Iowa.

**TIM O’DONOGHUE**
Executive Director, RiverWind Foundation

Tim O’Donoghue leads the Jackson Hole & Yellowstone Sustainable Destination Program and its coordination of collaborative community stakeholder sustainability efforts.

**LEAH ZAMESNIK**
Conservation Policy Manager, Jackson Hole Conservation Alliance

Leah Zamesnik leads the Alliance’s policy efforts related to conserving our area’s unique ecosystem and wildlife in hopes of creating a community living in balance with nature.

**CLEAN WATER COALITION**

The Jackson Hole Clean Water Coalition is a collaborative of agencies and nonprofits working together to reduce nonpoint source pollution in Jackson Hole’s surface and groundwater from anthropogenic sources.
Four million or so travelers venture to the Greater Yellowstone region yearly, many experiencing wilderness, wildlife, open spaces, and western hospitality for the first time. At some point in each of our own histories, whether that is three months ago or three generations ago, we too were once travelers persuaded to stay awhile by the dramatic peaks and quiet range. We walked the same trails as the moose, competed with bears for the ripest of huckleberries, and suffered through long winters alongside the elk herds. As settlements do, Jackson Hole grew, and continues to see more visitors more often every year. We still share this ecosystem with our resident wildlife, but our coexistence becomes increasingly strained as our carrying capacity as species – both human and otherwise – is stretched.

Advances in techniques, technology, and good ol’ awareness are helping to repair our bond with our native neighbors. Why did the moose cross the road? In our 6th issue of Green Matters in Jackson Hole we learn that it isn’t the ‘why,’ but the ‘how,’ and what we as a community can do to help that moose and thousands of other migrating ungulates get safely to the other side. We discuss ways to keep your trash bear-safe and your lawn trout-friendly, and we even get the kids searching for eco-conscious elements found around the community via BINGO on Page 7.

We can all pledge to be better stewards: to act responsibly and safely, to set a good example for others, and to share our love of our wild places and all the things that make them special. The Yellowstone Pledge, found on Page 12, gives us these guidelines to remind us that we haven’t lost our ability to live in harmony with nature and wildlife. It might take a little more effort, education, and ingenuity, but it is our relationship with the natural world that keeps the soul of Jackson Hole firmly rooted.

We hope you enjoy!

Tim O’Donoghue, Executive Director, Riverwind Foundation
Crista Valentino, Editor

JH Reuse is a new, local exchange program for household items that aren’t recyclable but don’t necessarily have to become trash. Think egg cartons! Bottle caps! And toilet paper tubes! Creative reuse keeps material out of the landfill, minimizes waste, and conserves resources.

Visit www.jhreuse.com to find the items you need or rehome the ones you have. Contact us today to schedule a pick up or delivery. No fees. No fuss. Follow on Facebook and Instagram @jhreuse and thank you for reusing!
A report published by the Travel Foundation, Cornell University’s Centre for Sustainable Global Enterprise and EplerWood International describes how destinations must uncover and account for tourism’s hidden costs, referred to as the “invisible burden,” to protect and manage vital destination assets worldwide. Failing to do so puts ecosystems, cultural wonders, and community life at increasing risk, and places the tourism industry on a weak foundation that could crack under its own weight.

The range of costs not currently accounted for include those needed to:

- Upgrade infrastructure, beyond resident needs, to meet tourism demand
- Manage and protect public spaces, monuments, the environment and natural habitats
- Mitigate exposure to climate change risks; and
- Address the needs of locals affected by rising real estate prices, driven by the demand from tourism.

Either residents are left to pay these costs, or they are simply not paid, increasingly leading to environmental crises, spoiled tourism assets, and growing dissatisfaction among local residents. Destination authorities urgently need access to new resources, systems and expertise to ensure that, as tourism grows, the true costs of every new visitor are fully covered.

Amid increasing concern about “overtourism” and calls from within the travel industry for improved destination management, the report, Destinations at Risk: The Invisible Burden of Tourism, was commissioned by the Travel Foundation to better understand the challenges and constraints that national and municipal authorities face. It provides a thorough review of the risks that destinations face and the solutions urgently needed, including:

- New local accounting systems that capture the full range of costs stemming from the growth of tourism, in place of an incomplete set of economic impact measures.
- New skills and cross sector collaboration, underpinned by data and technology, to achieve effective spatial planning, manage demand for public utilities and services, and evaluate the availability of vital, local resources.
- New valuation and financing mechanisms to redress debilitating underinvestment in infrastructure and local asset management and enable the transition to low-carbon destination economies.

“The invisible burden goes a long way to explain why we are now witnessing destinations failing to cope with tourism growth, despite the economic benefits it brings. It’s not enough to call on governments and municipalities to manage tourism better, if they don’t have access to the right skills and resources to do so. Destination managers need support to develop new...”

“...The earth’s greatest treasures are cracking under the weight of the soaring tourism economy. New data-driven systems to identify the cost of managing tourism’s most valued assets are required to stem the growing crisis in global tourism management. With the right leadership, finance and analysis in place, a whole new generation of tourism professionals can move forward and erase the invisible burden while benefiting millions around the globe.” – Megan EplerWood, Principal report author, EplerWood International

ARE JACKSON HOLE & YELLOWSTONE AT RISK?

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skills and new ways of working that will enable them to move beyond tourism marketing.” – Salli Felton, CEO of The Travel Foundation

The authors conclude that some destinations are more vulnerable to the invisible burden and should be prioritized. For instance:

- Where there is a high risk of climate change impacts (which would disproportionately affect a visitor economy)
- Where the rise of the global middle class is driving tourism growth at unsustainable levels
- Where there is a high percentage of economic dependence on tourism
- Where the ability of local government to manage tourism growth is low, in terms of budgets and human capital – a problem that has been found in both advanced and emerging economies.

The analysis draws upon academic literature, case studies, expert interviews and media reports, and provides a wealth of examples of the invisible burden. Cases are drawn from Thailand, Mexico, and the Maldives, as well as Europe, Africa, and Latin America. The report also gives insights into types of data-driven systems, such as GIS mapping tools and the Smart Cities concept, which can address growth issues and facilitate new forms of investment.

The free report is available at www.invisibleburden.org
We all know the feelings – trying to slow down your heart rate after swerving to avoid a collision with a deer, being stuck in traffic while a bear and her cub try to cross the road and knowing their distress, or the despair that comes with seeing another dead moose on the side of the road. Every year in Teton County, over 500 animals are struck in wildlife-vehicle collisions. As our community grows, so does our impact on the wildlife habitat in which we live. Our houses, fences, buildings, and roads act as physical barriers to wildlife moving throughout the Greater Yellowstone Ecosystem, threatening population resiliency.

While this is a seemingly daunting impact to mitigate, the good news is that our community has already recognized the ways in which we impede wildlife movement and has taken steps to reconnect the landscape. Almost a decade ago, a group of passionate citizens convened by Vance Carruth and Sandy Shuptrine met in Vance’s living room and began brainstorming ways to lessen the human impact on wildlife. And thus the Safe Wildlife Crossing for Jackson Hole community group was formed.

Today, we are honored to carry on the work started by these dedicated and passionate community activists to build wildlife crossings...and we are making great strides. In 2018, the Board of County Commissioners adopted the Teton County Wildlife Crossings Master Plan – a report that identifies hot spots of wildlife-vehicle collisions around the county and prioritizes them for wildlife crossing solutions. In July 2019, the Town Councillors and County Commissioners voted in favor of including a $10 million Specific Purpose Excise Tax (SPET) ballot measure for the November 5 election. If passed, these funds will go towards implementing the Master Plan through long-term solutions like underpasses and short-term solutions like improved lighting.

The great thing about wildlife crossings is that they work. We are asked a lot about lowering speed limits or adding signage, and while these efforts can increase community awareness about wildlife on roads, the most proven method to reduce collisions is to build a system of wildlife crossing over- and underpasses. In places like Montana, Canada and Pinedale, Wyoming, wildlife crossings implemented with the appropriate fencing have proven to be up to 90% effective in reducing collisions with wildlife. If we effectively and efficiently implement the Master Plan, we can achieve similar results.

This year, a vote in favor for the wildlife crossings measure is a vote in favor of living up to our community goals of protecting our area’s ecosystem while protecting our families.
Eco-conscious Bingo!

On your next road trip, search for the practices that are good for the environment.
Mark them off on the Bingo board below.

FREE

Instructions:
1. Take this out on your next trip. It can be a really fun way to explore new ideas.
2. Whenever you spot something good for the environment, cross it out.
3. The winner is the one with the most crossed-out ideas.
4. Jackpot: You get to start over with new ideas and improve your habits!
The Jackson Hole Airport and Jackson Hole Wildlife Safaris became the latest to reach the Business Emerald Sustainability Tier (BEST) level of sustainability performance. The standards in the BEST program are comparable to the world’s most rigorous and comprehensive environmental, community, and economic sustainability criteria. The Jackson Hole Airport and Jackson Hole Wildlife Safaris join a growing group of businesses and organizations including the Elk Refuge Inn, Flat Creek Ranch, Jackson Lake Lodge, and Jackson Hole Chamber of Commerce to achieve third-party sustainability certification by the Riverwind Foundation, the originator of the BEST program.

The BEST program was created to provide an opportunity and platform for those Reduce, Reuse, Recycle (RRR) Business Leaders that want to elevate their sustainability practices to higher levels of environmental stewardship, social responsibility, and economic vitality. “Our goal as the Airport Board is to steward our ecosystem through best practices on site at the airport, and messaging to locals and visitors the importance of respecting this special place we call home” says Jackson Hole Airport Board President Rick Braun. “Collaborating with organizations like the Riverwind Foundation provides a great opportunity to evaluate what our Board is doing well and how we can improve our goals to reduce our impacts on the environment.”

“The BEST Certification highlights the dedication of the Airport Board along with staff to be leaders in responsible environmental sustainability across the aviation industry,” says Jackson Hole Airport Executive Director Jim Elwood. The Jackson Hole Airport and Jackson Hole Wildlife Safaris have demonstrated a strong commitment to environmental, social, and economic responsibility. By achieving BEST certification, they have established themselves as verifiable leaders and models in their respective industries.

“Our entire team is really excited about achieving the BEST sustainability certification. Since our launch in 2007, Jackson Hole Wildlife Safaris has tried to operate in the most environmentally friendly and socially responsible way possible. Our sustainability goals have widened over the years to include all levels of our business but we know we can always do more. We truly believe that by investing in our staff, guests and community we will all be happier, more secure and protect this place for future generations. We hope this recognition will inspire other businesses to join us in these operating principles that are proven to protect the place we love while making the business more profitable,” says Jason Williams, Founder and CEO of Jackson Hole Wildlife Safaris.
ACCORDING TO A 2018 BOOKING.COM SUSTAINABLE TRAVEL REPORT, 87% OF TRAVELERS SAY THEY WANT TO TRAVEL SUSTAINABLY, YET ONLY 39% ACTUALLY MANAGE TO DO SO. POSITION YOUR BUSINESS TO GRAB THESE GREEN-GOERS BY BECOMING BEST CERTIFIED.

The Business Emerald Sustainability Tier (BEST) program certifies businesses who are committed to environmental, social, and economic sustainability comparable to the highest global standards. The program includes:

• Assessment of current business practices and tailored suggestions for improvements or expansions
• Networking with other BEST Certified businesses and organizations
• Access to the BEST Library of information resources and best practices
• The BEST Certification assessment and detailed findings report
• Promotional benefits upon BEST Certification and continued support

Learn more about the perks of being a BEST business and apply by contacting Tim O’Donoghue at riverwind@wyoming.com or (307) 690-3316.

PLEDGING TO BE THE RESPONSIBLE TRAVELER

In 2014, Yellowstone National Park experienced a large increase in visitation, totaling 3,513,484 recreational visits. In 2015, there were 4,097,710, a 17% increase in one year. Numbers have remained over 4 million since then.

The Yellowstone Pledge campaign was launched in 2016 to increase awareness of safe and appropriate visitor behavior in the park to reduce impacts on resources and improve visitor experience.

The Pledge is used to promote desired behavior through positive reinforcement rather than calling attention to negative behavior. It has been highlighted in news stories, social media platforms, and online on the park website. Its success and popularity has resulted in other parks adopting the Yellowstone Pledge to their own parks including Zion National Park, Rocky Mountain National Park, Point Reyes National Seashore, and Grand Canyon National Park.

TAKE THE PLEDGE ON THE NEXT PAGE
“I pledge to protect Yellowstone National Park. I will act responsibly and safely, set a good example for others, and share my love of the park and all the things that make it special.”

@YellowstoneNPS

TOP 10 WAYS TO PUT THE PLEDGE INTO ACTION

1. Give wildlife room, use a zoom.
The safest way to view wildlife is through a telephoto lens, a spotting scope, or a pair of binoculars. Park animals are wild and dangerous. Bison, bears, and elk have injured and killed people. Do not approach, encircle, follow, or feed any animal. Stay 100 yards (91m) from bears and wolves. Stay 25 yards (23m) from all other animals.

2. Follow the beaten path.
In thermal areas, boardwalks take you to amazing places, protect the park, and keep you safe. People have been severely burned and killed after leaving the boardwalk or reaching into hot water. Geyser basins, mud pots, and hot springs are delicate. Don’t throw anything into any hydrothermal features, touch them, or change them in any way.

3. Be bear aware.
Carry bear spray and know how to use it. Be alert, make noise, hike in groups, and stay on trails. If you encounter a bear, never run.

4. Watch out for water.
Use caution around rivers, lakes, and streams. They are cold and fast and people have died from hypothermia and drowning after accidentally falling into frigid water.

5. Practice safe selfies.
No picture is worth hurting yourself, others, or the park. Be aware of your surroundings whether near wildlife, thermal areas, roads, or steep cliffs.

6. Enjoy the ride.
Drive defensively and cautiously. This park has hazards on the road you aren’t used to at home (like 2,000-lb bison). Follow speed limits and stay with your car if you’re stuck in a wildlife jam. When you want to take a photo or look around, use pullouts to avoid blocking traffic and damaging vegetation. Turn off your vehicle when stopped in traffic.

7. Leave your drone at home.
Drones are not allowed in Yellowstone National Park. They disturb wildlife, interfere with park operations, and bother people trying to enjoy natural sounds.

8. Clean, Drain, Dry.
Help us prevent the spread of aquatic invasive species. Clean, drain, and dry your watercraft and fishing gear before you come into the park or move from one body of water to another.

9. Stash your trash.
Recycle what you can and put the rest in bear-resistant trash cans so animals can’t get to it. If a can happens to be full, find another.

10. Leave what you find.
Don’t take antlers, artifacts, rocks, plants or other objects from the park.

If you see someone, in person or online, whose behavior might hurt them, others, or the park, tell a ranger. If you’re in the park, dial 9-1-1.
Across the Jackson Hole valley, landscaping and irrigation practices are threatening the health of plants, insects, fish, wildlife, and humans that rely on clean water. A recent study by the U.S. Geological Survey found that residential landscaping is one of the major sources of nutrient pollution in the Fish Creek watershed, with an estimated 66,000 pounds of nitrogen being applied to lawns and parks in the Fish Creek watershed annually.

Landscaping, wastewater treatment facilities, septic systems, agriculture, and other sources of unintended pollution have led to algae and aquatic plant growth. With Jackson Hole’s drinking water aquifer often only a few inches below the ground’s surface, this can lead to serious drinking water issues. By committing to Trout Friendly landscaping practices, you can reduce your lawn’s impact on water quality:

**Limit Fertilization.** Use slow release or organic fertilizer only if needed, not to exceed two pounds of nitrogen per 1,000 square feet of yard per year. Do not fertilize within 20 feet of water. Do not overwater. Sprinkle at dawn and dusk every other day.

**Be Water Wise.** Stop watering when it’s raining. Raise the mower blade height to 3 to 4 inches so less water and fertilizer are needed.

**Plant Natives & Maintain Streamside Buffers.** Maintain 5-foot buffers of unmanicured landscaping around water.

**Use Herbicides and Pesticides Appropriately.** Only apply herbicide for state and county listed noxious weeds, using spot spraying or mechanical removal techniques where appropriate.

The Jackson Hole Clean Water Coalition is a group of agencies and organizations working together to address water quality issues and launched the Trout Friendly Lawns program to encourage water quality stewardship in local landscaping practices. Trout Friendly lawns attract more birds and wildlife, protect water quality and quantity, and are healthier for your children, pets, fish, and community. Certify your lawn and learn more at www.jhcleanwater.org.

In addition to a handful of businesses, three Teton County parks, four homeowners associations, and over 80 individuals have all committed to Trout Friendly landscaping practices. Join them by certifying your lawn at www.jhcleanwater.org.
The primary cause of conflicts between people and bears in Teton County is human food waste and it costs Teton County around $80,000 annually to deal with these conflicts.

It can be easy to forget, but all of Teton County is bear country. Bears need to move across large swaths of habitat to survive, so it’s not uncommon for wild bears to occasionally wander through Jackson Hole’s populated areas. Conflicts occur yearly when bears stumble across “food rewards,” such as food waste stored in overflowing or non-bear proof garbage containers. Wildlife officials in Teton County are forced to euthanize an average of four black bears each year after they become localized and habituated due to garbage-related incidents. As grizzly bear range expands, garbage-related conflicts with this iconic species are also likely to increase.

Teton County took positive steps to address garbage-related bear conflicts in 2008, when the county mandated bear-resistant trash containers in certain residential zones called “bear conflict priority areas.” These zones include residential areas on the West Bank of the Snake River, neighborhoods south of town, and homesteads near the Cache Creek trailhead. However, over the last decade, data shows that garbage-related bear conflicts are on the rise and frequently occur outside of the conflict priority areas. For example, in a two-week stretch of October, 2017, there were 32 verified reports of human-bear conflicts, some of which occurred outside of conflict priority areas where bear-resistant trash containers are not required.

We can be proactive in reversing this trend by encouraging town and county legislators to extend the current bear conflict priority areas to include all of Teton County. This would lay the groundwork for a countywide investment in bear-proof trashcans, saving the lives of black bears while putting us ahead of the game in preventing grizzly bear conflicts. Given the annual cost to the county of dealing with bear conflicts, going fully “bear-proof” could also make economic sense in the long-term. As a community shaped by its wild character, it’s our responsibility to be the best neighbors we can be to Wyoming’s wildlife!

Bear-proof trash cans are proven to be effective and can be ordered to accommodate the needs of households, businesses, and garbage haulers.
Keep it whole.

Wisdom
Care for and respect our pristine environment, treasured wildlife and landscape, and our western heritage and culture.

Health
Living in mind-heart-body-spirit balance as individuals and in harmony with our community and environment.

Waste
Refuse products that create waste and pollution; Reduce your consumption of materials, energy, fuel, and water; Recycle what you use, and Reuse. An old idea whose time has come again.

Community
Connect to this special place. Invest in our community. Buy local, buy green, and be of service.

Education
Seize the opportunity to share our values and learn perspectives for environmental stewardship, social responsibility, and economic prosperity.

Think We, Not Me.

The Jackson Hole Sustainability Code of Conduct is a Riverwind Foundation initiative
sustainabledestination.org

Sustainable DESTINATION
CALENDAR OF UPCOMING EVENTS

**WYLOASKA SALMON STOCKUP
THE PEOPLE’S MARKET**
Slow Food will be grilling Pride of Bristol Bay wild Alaskan Sockeye Salmon with local veggies as a fundraiser. Also sign up for salmon buying club, pickup September 21 at Jackson Whole Grocer.

**OLD BILL’S FUN RUN
TOWN SQUARE**
Run day – which includes a 5K fun run/walk and a 5K or 10K timed run accompanied by free breakfast and fun, informational nonprofit booths – is an annual celebration of philanthropy and Jackson’s passion for outdoor activity.

**FINAL PEOPLE’S MARKET
SNOW KING PARKING LOT**
The Final Slow Food in the Tetons People’s Market for the season. The Winter People’s Market will start in mid December.

**JACKSON WILD SUMMIT
JACKSON LAKE LODGE**
Jackson WILD presents engaging films, speakers and interactive events focused on science and nature. In 2019, the conservation focus is Living Oceans. Learn more and register to attend at jacksonwild.org.

**FARM - TO - FORK FESTIVAL
CENTER FOR THE ARTS**
Slow Food in the Tetons and Central Wyoming College present a day dedicated to local food education and celebration with a People’s Market, workshops, a community lunch and a film and speakers series.

**SHIFT FESTIVAL
VARIOUS LOCATIONS**
SHIFT is an annual festival exploring the issues at the intersection of outdoor recreation, conservation and public health. Learn more and register at shiftjh.org.

**TETON COUNTY MODEL UNITED NATIONS CONFERENCE
JACKSON HOLE HIGH SCHOOL**
TCMUN is the only Teton County Green Event primarily run by high school students. Local nonprofit InterConnections 21 organizes the event with help from the Students for Sustainability Club. Tours are available!