

MSIA Sustainability Certification Program Application for Ski Areas

The document, in hard copy or email, must be sent to MSIA. Email to: info@goskimichigan.com Mail to: MSIA, 7164 Deer Lake Court, Clarkston, MI 48346 for certification.

MSIA created its Sustainability Certification Program to enable our members to take part in ski industry sustainability efforts. MSIA's Sustainability Certification Program is designed to be a map for its members to achieve sustainability success down the trail that is right for them. All MSIA members – Ski Areas, Ski Retailers, Ski Industry Manufacturers Reps and Associate members – can become Sustainability Certified because we have created categories for ski area members and non-ski area members.

- **Applications are accepted annually and must be completed by April 1 each year.** The results will be for the prior winter season. As an example, applications received by April 1, 2024, will be valid to receive the certification for the 2023/24 winter. However, you don't have to wait until April to submit your application. We'll accept them anytime you're ready.
- **Ski areas receiving 50 points or higher receive certification. Those receiving 75 points or more are Black Diamond certified.**

Company: _____

Person completing application: _____

Signature of person completing application: _____

Phone: _____ **Email:** _____

Date Submitted: _____

Category 1: General

Possible Points		Points Earned
3	Yearly renewal of your Sustainability Certification through MSIA	_____
2	Establish a system for tracking your Greenhouse Gas Emissions	_____
5	Participate in the NSAA Climate Challenge	_____
1	Designate a person as the point person for your sustainability efforts	_____
4	Define a new reduction project your ski area took on for the year (Projects cannot be used more than once and it must have been completed in the recent year)	_____

Description:

Category 2a: Energy Efficiency – Facilities and General

3	Schedule an energy audit through your energy provider	_____
3	Utilize occupancy and light sensors, timers and natural lighting. (1-3 points, 100% of facilities = 3, 0% of facilities = 0)	_____

- 3 Utilize energy efficient or Energy Star, appliances
(1-3 points: 100%=3, 50%=2, any Energy Star appliances= 1) _____
- 5 Lighting converted to LED (1-5 points: 100%=5, 75%=4, 50%=3, 25%=2, any=1) _____
- 5 Invest in renewable energy through on-site projects, power purchase agreements, or purchasing Renewable Energy Credits that cover a measurable percentage of your ski area's energy use. (1-5 points: 100%=5, 75%=4, 50%=3, 25%=2 any=1) _____

Description:

- 1 Create closing process to ensure lights and select appliances are turned off as opposed to sleep mode. _____

Description:

Category 2b: Energy Efficiency – Lifts, Snowmaking, Slope Lighting

- 8 Set up a formal energy efficiency program for snowmaking operations. _____
- 3 Install Variable Frequency Drives on snowmaking pumphouses _____
- 3 Yearly audit all lift houses for energy efficiency; develop a plan to reduce energy usage. _____
- 5 Convert slope lighting to LED pilot (1-6 pts: 100%=5, 75%=4, 50%=3, 25%=2, any=1) _____
- 1 Upgrade to automated high efficiency snow guns for snowmaking operations. _____
- 1 Maximize use of dirt or other materials to pre-form slopes and terrain to minimize the amount of snow needed. _____

Category 3: Managing Waste

- 2 Establish a comprehensive recycling program (plastic, aluminum, glass, paper, cardboard) _____
- 2 Implement a composting program _____
- 1 Conduct a waste audit to see where waste could be reduced. _____

Description:

- 1 Change purchases from single-use products to bulk. Examples: large containers of shampoo and conditioner in hotel bathrooms, restaurant condiments in pumps. _____
- 1 Develop a waste reduction plan and set reduction targets. Consider activities such as purchasing policies, operational practices, and reuse programs. _____

Description:

- 1 Discontinue use of non-biodegradable single-use products, such as polystyrene, K-cups, plastic straws, plastic bags, etc. _____
- 1 Create a program to properly dispose of hazardous materials (batteries, fluorescent light bulbs, oil, chemicals, installation of an oil/water separator etc.) _____

Category 4: Environmental Protection

- 1 Commit to prioritizing buying local when the opportunity is possible and viable. Establish a program to purchase products and services from local Michigan companies whenever possible _____
- 2 Conduct a water audit, and then institute a water management program that focuses on water savings. This may include any or all the following: glasses of water only upon request at restaurants, installing efficient flush toilets/urinals/shower heads/faucets, drought-tolerant plantings, annual analysis, and maintenance of septic system (if you have a septic system), replace water pipes (for irrigation, snowmaking, hotel use etc.) that leak or are too small for energy efficiency, etc. 1pt - conducted audit, 2pts - implementing _____
- 2 Invest in new projects or improvements that integrate storm management practices to improve stormwater runoff quality and/or develop a system to collect precipitation to use for snowmaking or irrigation. _____
- 1 Plant regionally appropriate trees and vegetation to support healthy habitats, reduce erosion, and act as a carbon sink. _____
- 1 Develop a comprehensive wildlife management plan that establishes goals and strategies for protecting wildlife and reducing conflicts with wildlife at the ski area. _____

Description:

- 1 Conduct a forest and vegetation audit. Prioritize opportunities and target areas to reduce disturbance and/or improve forest health and habitat quality. _____
- 1 Minimize forest disturbance in future ski area development plans and/or implement new strategies to decrease forest disturbance within existing operations. _____
- 1 Develop and implement wildfire mitigation and forest management best practices in collaboration with local, state, or federal land management agencies, fire departments, and neighboring communities. _____

Description:

Category 5: Transportation

- 3 Install electric charging station(s) _____
- 2 Integrate electric vehicles (on-road or off-road vehicles and equipment) into your ski area fleet, whether through piloting EV vehicles or upgrading your current fleet. (1pt - pilot vehicles, 2pts - upgrade at least 20% of fleet.) _____
- 1 Install at least one electric vehicle charging station that is just for fleet vehicle and equipment use, not accessible to the public. _____
- 2 Upgrade most of your ski area snow cats to tier 4 models _____
- 4 Establish a no-idle policy for all fleet vehicles _____

Description:

- 2 Install a fuel tracking and/or fleet management system _____
- 1 Improve multi-modal transportation infrastructure within the ski area to make transit, resort shuttle, or other non-vehicular transportation modes easier and more convenient. This may include sidewalks, transit stops, enhanced shuttle service, bike racks, wayfinding or route signage and other improvements that facilitate walking, cycling and transit use by employees and guests. _____

Category 6: Educate/Advocate/Lead

- 1 Integrate your environmental/sustainability program and goals in your brand message. _____
- 1 Promote environmental issues internally by creating and establishing employee Sustainability training opportunities/activities that empower them to implement and devise Sustainability practices in their own departments and roles. _____
- 2 Tap employee interest, educational backgrounds, and expertise in sustainability by forming a green team for learning from and sharing with others within the ski area. _____
- 1 Encourage employee environmental community volunteer days and provide acknowledgment for their service. _____
- 1 Post signage to educate customers about sustainability efforts and to encourage their participation. Examples: building efficiencies, paper or no straw use, room towel reuse (in lodging facilities), glasses and water upon request (in restaurants) recycling/ Composting/reusing programs at your facility. _____
- 2 Contact your legislators about issues that deal with sustainability. _____
- 1 Join and/or support environmental/sustainability organizations that align with your goals _____
- 1 Encourage employees and customers to embrace sustainability by making it easy for them to participate. Examples: bike racks, bike commuter shower, water bottle refill station, etc. _____

Total Points Earned _____

Once finished, return completed form to: info@goskimichigan.com

Or mail to:

MSIA

7164 Deer Lake Court

Clarkston, MI 48346