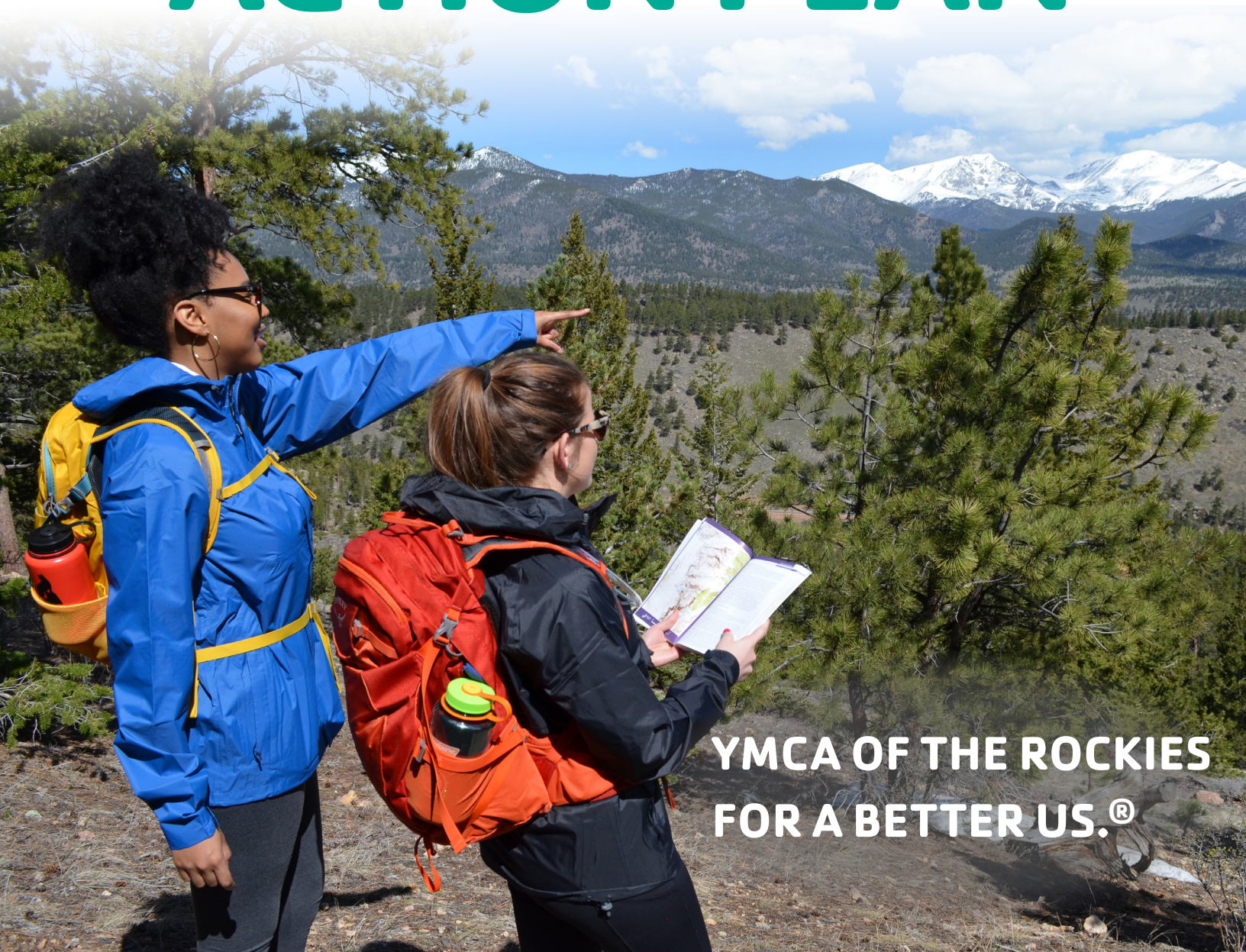




FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# SUSTAINABILITY ACTION PLAN



YMCA OF THE ROCKIES  
FOR A BETTER US.®



# ACKNOWLEDGEMENTS



**THE FOLLOWING PEOPLE WERE PIVOTAL IN THE CREATION OF THIS PLAN. THANK YOU FOR YOUR DEDICATION TO ENVIRONMENTAL SUSTAINABILITY.**

- › Julie Watkins, President/CEO
- › Carrie Rossman, Chief Advancement Officer
- › Amy Wolf, Environmental Sustainability Director
- › Shannon Jones, General Manager, Estes Park Center
- › Michael Ohl, General Manager, Snow Mountain Ranch

## FOOD SERVICE

- › Michael Kingston, Food Service Director, Estes Park Center
- › Dominick Marchionda, Food Service Director, Snow Mountain Ranch

## BUILDING AND GROUNDS TEAMS

- › Chris Eshelman, Buildings and Grounds Superintendent, Estes Park Center
- › Troy Husler, Buildings Maintenance Supervisor/HVAC Technician, Estes Park Center
- › Nat Sullivan, Project Manager, Snow Mountain Ranch
- › Kelly Wilkerson, Grounds Supervisor, Estes Park Center
- › Neil Willems, Buildings and Grounds Superintendent, Snow Mountain Ranch

## HOUSEKEEPING

- › Robert Berry, Housekeeping Director, Snow Mountain Ranch
- › Emily Pullen, Housekeeping Director, Estes Park Center
- › Nick Whittemore, Housekeeping Crew Lead, Estes Park Center

## PROGRAMS

- › MaryAnn Degginger, Program Director, Snow Mountain Ranch
- › Ashley Heelein, Youth Programs Director, Estes Park Center
- › Susan Taylor, Program Director, Estes Park Center

## MARKETING & COMMUNICATIONS

- › Megan Dryden, Association Social Media Strategist
- › Mariah Hughes, Director of Operations, Snow Mountain Ranch
- › Katie Kosmerl, Marketing & Communications Manager
- › Josh McReynolds, Guest Service Director, Estes Park Center

## ENVIRONMENTAL SUSTAINABILITY ADVISORY GROUP (ESAG)

- › ESAG Chair – John Mennel, YMCA of the Rockies Board Member
- › Deborah Meinke, YMCA of the Rockies Board Member
- › Steve Moomau, YMCA of the Rockies Board Chair
- › David Barahona, Senior Director of Sustainable Investing, PepsiCo, Inc.
- › Christine Berg, Senior Policy Advisor for Local Government, Colorado Energy Office
- › Bob Delves, Accenture (Retired)
- › Laura Derks, Director, Nature, Culture, and Human Health Network Northwestern University
- › Margaret Emmerich, Internationally Board Certified Lactation Consultant
- › Harvey Haines, Volunteer Hikemaster at Estes Park Center
- › Seth Portner, Self-employed, 25 years working in climate change mitigation and adaptation
- › Heidi Pruess, Climate and Sustainability Program Manager, Larimer County
- › Kimberly Swift, Rocky Mountain National Park, Division Lead for Interpretation, Education, Volunteers & Museum Program

# ACKNOWLEDGEMENTS

## YMCA OF THE ROCKIES BOARD OF DIRECTORS, FALL 2023



- › Steve Moomau, Board Chair
- › Larry Parsons, Vice Chair
- › David Stutts, Treasurer
- › Alejandro Hernandez, Secretary
- › Casey Tourtillott, Executive Committee
- › Stacy Zerr, Executive Committee
- › Jim Adams
- › Kelly Barnhill
- › Bruce Benbrook
- › Steve Enger
- › Mark Fulmer
- › Jean Greos
- › Micah Hildenbrand
- › Curt Lanham
- › Jonathan Liebert
- › Brent McVay
- › Deborah Meinke
- › John Mennel
- › Narmada Morris
- › Mark Nelsen
- › Jennifer Salyer
- › Kristin Schell
- › Gary Schlessman
- › Laura Schmaltz
- › Victoria Scott-Haynes
- › Gary Siler







# EXECUTIVE SUMMARY



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YMCA of the Rockies has been a steward of Rocky Mountain regions of Colorado for generations, providing a unique experience deeply intertwined with the natural beauty at Estes Park Center (EPC) and Snow Mountain Ranch (SMR). Our stewardship journey continues through our 2022 Strategic Plan that identifies Environmental Sustainability as one of the top 5 strategic priorities for the organization. Acknowledgement of this priority has driven YMCA of the Rockies into a new generation of stewardship activities, for which our work will extend beyond the present and benefit future generations.

## STRATEGIC PLAN ALIGNMENT

Aligned with the World Alliance of YMCA's 2030 values, we've embraced our Environmental Sustainability strategic pillar through the following six initiatives:

GOAL 1:	GOAL 2:	GOAL 3:	GOAL 4:	GOAL 5:	GOAL 6:
<b>GHG ASSESSMENT + SUSTAINABILITY PLAN</b>	<b>COMPLETE IGA</b>	<b>CREATE ADVISORY GROUP</b>	<b>GREEN TEAM + STAFF ENGAGEMENT</b>	<b>COMMUNICATION PLAN</b>	<b>PARTNERSHIPS</b>
Engage an outside consultant to create an environmental sustainability action plan that includes a greenhouse gas assessment which compliments and incorporates recommendations from the Investment Grade Audit.	Complete Investment Grade Audit and identify proposed action steps and plan.	Evaluate volunteer structure to support and achieve desired environmental sustainability outcomes.	Identify and implement operational tactics to advance our environmental sustainability efforts that engages all levels of staff in the work.	Create communications and branding plan for environmental sustainability efforts.	Engage strategic and likeminded partners in environmental sustainability efforts in which our collective work will serve to protect the natural environment in which we operate.

In 2022, we hired an Environmental Sustainability Director, resulting in swift progress on the six initiatives. Even before formalizing our strategic direction, our staff championed sustainability through initiatives such as energy efficiency improvements, single-use plastics reduction, and forest stewardship.

At YMCA of the Rockies, our commitment to sustainability is holistic. With the adoption of an emissions reduction goal that aims to cut our greenhouse gas emissions by a minimum of 50% by 2050, we are setting a benchmark for ourselves, as well as striving for a broad approach that reduces our impact on the local environment and fully engages staff and visitors in our efforts. Our Sustainability Action Plan reflects this approach, emphasizing environmental stewardship, community engagement, and a sustainable future for all.

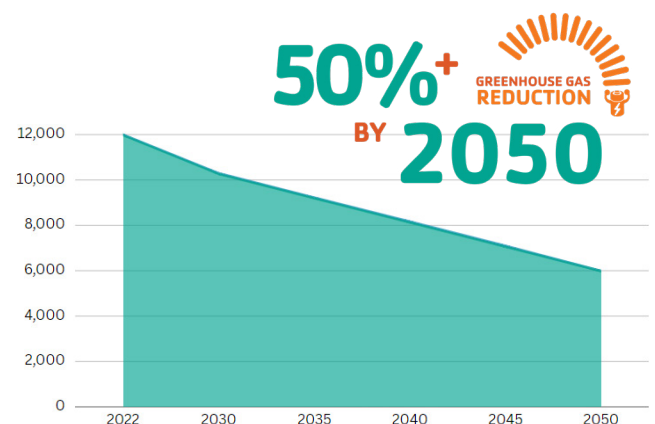






Figure 1. Projected greenhouse gas emissions reductions of 50%+ by 2050.

# EXECUTIVE SUMMARY

## OBJECTIVES INCLUDED IN THE PLAN ADDRESS EIGHT SUSTAINABILITY SECTORS



Those that have the most impact on **reducing emissions** to reach our goal of a minimum 50% reduction by 2050 include:

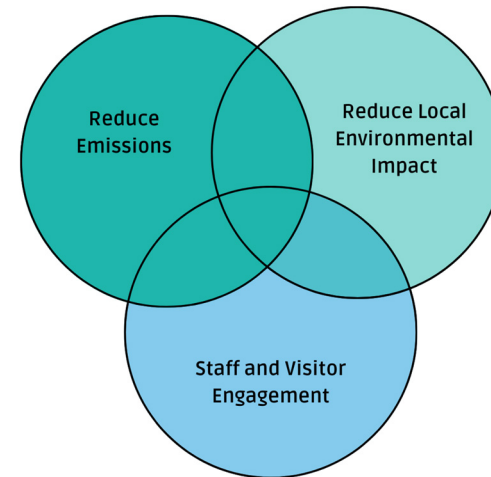
-  **Building Energy Use:** Reducing energy consumption, installing new electric technology.
-  **Renewable Energy:** Utilizing renewable energy resources.
-  **Waste:** Expand recycling, divert food waste from the landfill, and reduce overall waste generation.
-  **Transportation:** Work to reduce staff commuting emissions and electrify YMCA Fleet vehicles.

The sectors that reduce our overall impact on our **local environment** include:

-  **Water:** Maximize water efficiency and water quality of local streams and waterways.
-  **Resilience & Land Management:** Increase resilience and fire preparedness through sustainable land stewardship practices.

The sectors that engage our **staff and our visitors** in our sustainability journey include:

-  **Human Centered Design:** Promote sustainability education and training for staff, empower and encourage participation, and use progress reports to share our achievements.
-  **Visitor Education & Engagement:** Engage guests in campus sustainability opportunities and education, and continuously share our story with guests and visitors through our marketing efforts.



## YMCA SUSTAINABILITY ROADMAP

