

Utility Engagement Opportunities for the Ski Industry

- 1) Meet with the President of the utility (group of resorts and state association involvement is best) with the following message:
 - a. The ski and outdoor industries are an important part of your state's economy, and they are impacted by climate change.
 - b. [Optional: your ski area has set specific goals to reduce your carbon footprint]
 - c. The industry is interested in a quick transition away from fossil fuels to clean energy sources and would like ski resorts and the communities in which they are located to be powered by renewable energy.
 - d. The industry objects to any state regulatory or legislative actions that would result in any increase in your state's reliance on coal.

Find out in the meeting what plans your utility has to add clean energy to the grid, so you can support those plans in communicating with others.

- 2) Consider Hiring a regulatory attorney to intervene in Public Utility Commission (PUC) proceedings as a significant customer interest. The PUC is the regulatory entity with public interest oversight of utilities in the state. This will enhance the industry's leverage with the utility.
- 3) Meet with Governor to convey the same messages as to the utility and to support any utility plans to add clean energy to the grid. Indicate that the industry is interested (and wants to be involved) in any other efforts the state is making to address carbon emissions and climate change. Also meet with the following:
 - a. The Governor's Office of Economic Development
 - b. The Governor's Energy Office
- 4) Conduct a public outreach and education campaign with the message that the industry supports a quick transition to cleaner sources of energy, rapid reductions in carbon emissions, and a price on carbon in the US economy.
 - a. Coordinate with others in the outdoor and tourism industries to increase awareness of the economic impacts associated with climate change in your state and mobilize support for outreach/education campaign.
 - b. Share information about any plans your utility has to add clean energy to the grid so a common message of support can be conveyed.