Town of Jackson

Sustainability Plan

July 2024

Land Acknowledgment

We recognize that the land we are gathering on is the ancestral homeland of the Mountain Shoshone people who stewarded it for thousands of years and that many other tribes also lived upon and cared for this area including the Bannock, Blackfoot, Crow, Eastern Shoshone, Gros Ventre, Nez Perce, Northern Arapaho tribes, and others. With gratitude, we honor Indigenous Peoples, past and present. We also acknowledge the sovereignty of the Native nations closest to Jackson whose land was taken through broken treaties that resulted in the creation of the Wind River and Fort Hall Indian Reservations. We recognize this acknowledgment is simply a first step. The Town of Jackson is committed to continued and informed action to connect with indigenous people.

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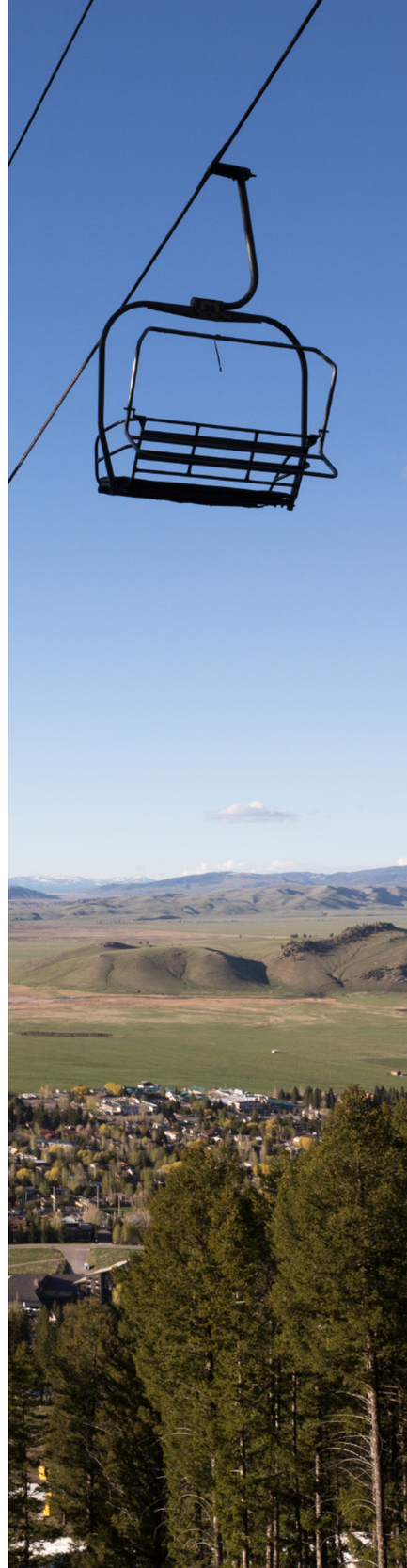


Rights of Nature

RESOLUTION 24-15
A Resolution to Recognize and Uphold the Rights of Nature

WHEREAS, the Town of Jackson is located on the ancestral homeland of the many indigenous tribes of the Northern Plains Regions, who have been stewards of this land since time immemorial, and the Town acknowledges and pays tribute to numerous tribal nations, including the Mountain Shoshone People, Bannock, Blackfoot, Crow, Eastern Shoshone, Gros Ventre, Nez Perce, Lakota, Northern Arapaho tribes, and others who have also lived upon and cared for this region; and

WHEREAS, the Town of Jackson recognizes the word Thíthuŋwaŋ, aka "Teton," derives from the Lakȟóta people, which means "dwellers of the prairie"; and

WHEREAS, the vision of the Town of Jackson/Teton County Comprehensive Plan is “to preserve and protect the area’s ecosystem in order to ensure a healthy environment, community, and economy for current and future generations”; and

WHEREAS, it is the responsibility of the Town of Jackson to preserve and protect our ecosystem because we are located in the heart of the Greater Yellowstone Ecosystem, the largest nearly intact ecosystem in the contiguous United States; and

WHEREAS, the Town of Jackson recognizes the imperative for human activities to acknowledge and support nature’s inherent right to exist and flourish both now and in the future; and

WHEREAS, the Town of Jackson passed a resolution committing to Net Zero emissions by 2030 and has developed a bold plan to achieve carbon neutrality, increase climate resilience, and improve environmental quality; and

WHEREAS, the Town of Jackson is a gateway community to Grand Teton and Yellowstone National Parks, the National Elk Refuge, and the Bridger Teton National Forest, and;

WHEREAS, our valley contains the headwaters of the Snake River, Wuhn Ruhn Duhn Ah Ohgwayv (Standing River (Winding)); Yampa Baa (Wild Carrot Water)- Shoshone, and numerous tributaries; and

WHEREAS, the land and water within and around the Town of Jackson provide essential biodiversity, wildlife habitats, and migration corridors; and

WHEREAS, the nearly pristine conditions of nighttime darkness near Jackson, among the last remaining in the continental United States, are tied intimately to the well-being of the nocturnal environment and the integrity of local cultural traditions, and;

WHEREAS, the natural ecosystem located within and around the Town of Jackson is the lifeblood of our community, providing air purification, water purification, flood mitigation, erosion control, shade and temperature control, pollination, photosynthesis, nutrient cycling, soil creation, decomposition, carbon storage, climate regulation, drinking water, food, timber, wood fuel, natural nighttime darkness, cultural production, and critical habitat for the full array of biodiversity native to this area, including several species that are listed as threatened or endangered; and

WHEREAS, the “Rights of Nature” resolution recognizes the Town of Jackson’s natural environment as integral and essential to the health of our ecosystem, our community, and our economy; and

WHEREAS, the Town of Jackson recognizes the wisdom and worldview of indigenous people that acknowledges a reciprocal and regenerative human relationship with nature, and is committed to ongoing and informed actions aimed at connecting with indigenous communities and embracing Traditional Ecological Knowledge; and

WHEREAS, it is the responsibility of the current generation to leave a thriving world for future generations; and

WHEREAS, existing laws and contracts governing our society safeguard the rights of individuals, corporations, and other entities, yet do not expressly protect the rights of nature; and

WHEREAS, humans have a right to clean air, clean water, and a healthy environment, then we must accept that humans are a part of the natural world and that human rights and the rights of nature are intertwined; and

WHEREAS, the Global Alliance for the Rights of Nature (GARN) establishes that in order to ensure an environmentally sustainable future, humans must reorient themselves from an exploitative relationship with nature to one that honors the deep interrelation of all life and contributes to the health and integrity of the natural environment; and

WHEREAS, the Town of Jackson recognizes that natural communities and ecosystems have intrinsic value and possess the inalienable and fundamental rights to be healthy, resilient, and respected; and
WHEREAS, the Town of Jackson manages its own land and shall consider rights of nature in its management of publicly held land; and

WHEREAS, the Town of Jackson has authority through land development regulations and ordinances to protect the rights of nature and shall therefore consider opportunities to use these tools to protect the rights of nature; and

WHEREAS, the “Rights of Nature” resolution affirms the intrinsic value of nature, recognizing its importance beyond its utility to humans, and underscores the commitment to uphold these rights for the sake of nature itself; and

NOW, THEREFORE, BE IT RESOLVED that the Jackson Town Council hereby supports the “Rights of Nature” movement, which acknowledges that nature has the right to exist and flourish now and in the future, recognizes the interconnectivity and reciprocity between humans and nature, accepts that it is our responsibility to respect, replenish, and repair the natural world we exist within, and supports initiatives that help bring this vision to fruition.

PASSED AND APPROVED this 1st day of July 2024.

Executive Summary

Vision: Preserve and protect the area's ecosystem in order to ensure a healthy environment, community, and economy for current and future generations.

The vision of the Town of Jackson/Teton County Comprehensive Plan is to preserve and protect the area's ecosystem in order to ensure a healthy environment, community, and economy for current and future generations. The vision is bold, and it recognizes both our dependence on the ecosystem for our existence, as well as our responsibilities as stewards of the ecosystem. The Town of Jackson Sustainability Plan provides a pathway to bring our community's vision to fruition.

Jackson Hole, the valley surrounded by mountain ranges, is located in the heart of the Greater Yellowstone Ecosystem, the largest nearly intact ecosystem in the continental United States. It contains the headwaters of the Snake River, is the gateway to Grand Teton and Yellowstone National Parks, is home to the National Elk Refuge and the Bridger Teton and Shoshone National Forests, and provides critical habitat and movement corridors for a wide array of native species. Indigenous people have used this area since time immemorial and continue to both depend upon the land and to steward it. The Town of Jackson is the only incorporated city within Teton County and is one of the only towns located within the boundaries of the Greater Yellowstone Ecosystem. Jackson Hole is an incredibly special place, and it is the responsibility of all who live, work, visit, and pass through this area to respect and steward it.

The Town of Jackson Sustainability Plan focuses on actions our local government can take to improve environmental quality, reduce greenhouse gas emissions, and increase community resilience. It incorporates municipal goals and strategies to reduce the impact of Town fleets, facilities, and capital projects; it also includes community goals and strategies that leverage infrastructure, policies, incentives, and education that will enable, encourage, and in some cases require residents, businesses, and visitors to adopt practices that promote ecosystem stewardship. The Town of Jackson functions as the heart of a much larger community, and our leadership can both improve the health of the environment regionally and inspire others to take action. We aim to drive systemic change; success will depend on individuals and groups joining the movement and embracing our communal responsibility to preserve and protect our natural environment. While this plan only has jurisdiction within the Town of Jackson's boundaries, strategies can be applied regionally. Implementation will require cooperation with Teton County and public lands managers, as well as support from community nonprofit organizations, businesses, agencies, and individuals. We look forward to working with all who join us as we embark on this journey!

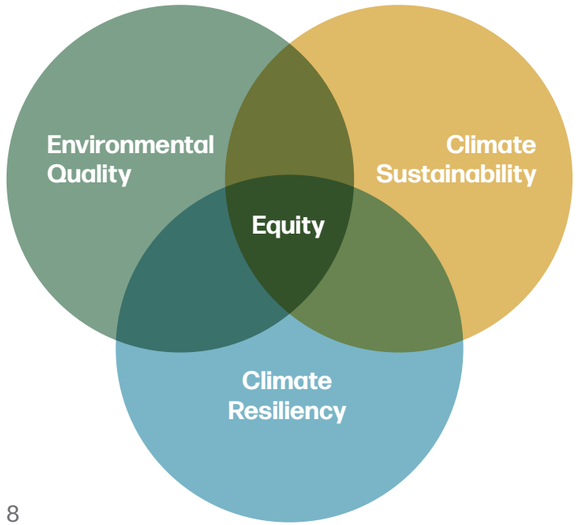
Introduction

Sustainability is a system of practices that are healthy for the environment, community, and economy, and can be maintained for current and future generations.

BACKGROUND

The Town of Jackson has pursued leadership in sustainability initiatives since 2006. To date, these efforts have saved the Town of Jackson more than $3 million in energy costs related to fuel, electricity, natural gas, and propane while avoiding more than 4,000 tons of carbon dioxide equivalent (CO2e). The 2024 Town of Jackson Sustainability Plan builds upon the work that has been done over the past two decades to meet and exceed ambitious goals for Town operations and expands it to one that also includes goals and strategies created for and in collaboration with the entire community. The 2024 plan expands the scope from climate action, which focuses primarily on greenhouse gas (GHG) emissions reduction, to one that embraces a broader definition of sustainability and prioritizes resilience and adaptation to the impacts of climate change. The world has changed since we first embarked on this journey in 2006, and our priorities and strategies have changed with it. We know that the world will continue to change, and that new technologies and solutions will emerge. This plan is intended to be updated every five years starting in 2030. While most targets are designed to be met by 2030, some strategies will require longer timelines and may span multiple iterations of the Town's Sustainability Plan.

OVERVIEW



The 2024 Town of Jackson Sustainability Plan defines ambitious goals and outlines a pathway to meet them. It is built upon three main priorities: environmental quality, climate sustainability, and climate resiliency, viewed through the lens of equity.

Plan Goals

The overarching goals of the plan are defined and guided by our Comprehensive Plan and our Net Zero Resolution:

- Achieve net zero emissions by 2030 in our municipal operations and community-wide
- Identify areas of vulnerability within our community and actively work to increase resilience
- Maintain healthy populations of all native species
- Preserve and enhance surface water and groundwater quality
- Reduce air pollutants produced in our community

Areas of Focus

Strategies for the plan are broken down into six areas of focus: Energy, Nature-based Solutions, The Built Environment, Mobility, Healthy Watershed, and Circularity. Each area of focus is tied to at least one principle from the Town of Jackson/Teton County Comprehensive Plan (Comp Plan), and Sustainability Plan priorities are embedded within each area of focus.

Energy

We will reduce the consumption of non-renewable energy, improve energy resilience, and minimize the impacts of renewable energy projects on environmental quality

Nature-based Solutions

We will value and use the ecosystem services provided by our natural environment to improve environmental quality, increase resiliency, and sequester carbon while maintaining the natural and scenic resources in our community

The Built Environment

We will reduce emissions associated with buildings and infrastructure, design for community resiliency, and improve human/wildlife coexistence

Mobility

We will prioritize multi-modal mobility and take action to reduce traffic congestion, pollution, GHG emissions, and collisions

Healthy Watershed

Our surface and ground waters will be unimpaired, resilient, support healthy populations of cold-water fish, and be valued by our community

Circularity

We will rethink systems to reduce waste, support regeneration, reuse and recovery of resources, and encourage our economy to be productive without being extractive

The sustainability actions we take locally should not create harm elsewhere, impair other community goals, or have negative impacts on vulnerable individuals or communities. We should avoid strategies with marginal benefits that would take significant funding or staff time away from strategies that will have a greater impact.

To avoid these pitfalls, all strategies are filtered through the following guiding questions:

Does it promote a healthy environment, here and everywhere?

Does it promote a healthy community?

Do the long-term benefits outweigh the economic impacts of implementation?

Is it equitable?

IMPLEMENTATION

The Town of Jackson Sustainability Plan outlines key strategies that can be deployed to help us meet our sustainability goals and targets. Some strategies, such as outreach and education, will not need additional approval by Town Council to implement. Any strategies that require capital purchases or changes to business permits, franchise agreements, municipal code, land development regulations, or other regulations will require future consideration by Town Council prior to implementation. Approval is not guaranteed; the presence of strategies within the plan should not be viewed as a promise that they will be implemented. Additionally, some strategies will require support from the larger community. Finally, this plan is intended to be a living document, providing flexibility to update strategies within this plan with new technologies and practices that may be more effective.

Strategies are divided into immediate, short, medium, and long-term strategies. Some long-term strategies indicate projects that will take longer than 6 years to complete, while others indicate programs that should continue indefinitely. Unless otherwise noted, targets will be measured against baseline data from Fiscal Year 2024.

Timelines are as follows:

- **Immediate:** 1-2 years
- **Short:** 1-4 years
- **Medium:** 1-6 years
- **Long:** 1-11 years

COMMUNITY ENGAGEMENT

Public input was critical to the creation of this Sustainability Plan. Input was gathered through interviews with representatives from government, business, and nonprofit sectors, a public community engagement workshop, and an online survey. A Spanish language community engagement workshop was conducted in partnership with Voices JH and supported by grant funding from the University of Wyoming and Western Water Associates. Additionally, ten interviews were conducted with community members whose first language is neither English nor Spanish. With the support of two Americorps members doing a term of service with Teton Science Schools, five classrooms in three different schools were visited (grades 8-12) and students were able to share their priorities and ideas. All feedback was considered by staff and top strategies were reviewed by experts at the International Council for Local Environmental Initiatives (ICLEI) for viability.

Guiding Documents

Goals and strategies within the plan are designed to align with and amplify other guiding documents within our community, including the Jackson/Teton County Comprehensive Plan, the Jackson/Teton Integrated Transportation Plan, the Flat Creek Watershed Management Plan, the Jackson Hole Sustainable Destination Management Plan, and others. Additionally, the Climate Action Roadmap for Jackson Hole, WY, published by the nonprofit Jackson Hole Climate Action Collective, served as inspiration and a model for the plan. It provides an overview of present conditions, future climate projections, and climate actions our community needs to take. There is a great deal of overlap between these two documents as the Town of Jackson's Sustainability Plan transforms ideas from the Roadmap into practical actions that can be incorporated into budgets and work plans for Town of Jackson staff. Finally, the Rights of Nature Resolution at the beginning of this plan serves as a reminder of why we created it: to honor, respect, and be good stewards of our natural environment. This resolution provides the vision and intent to move towards a more reciprocal and less extractive relationship with the natural world and is intended to be front of mind as we implement strategies within the plan. We are grateful to everyone who contributed to the documents that served as guideposts for our Sustainability Plan, and to all stakeholders who provided input.

Energy

We will reduce the consumption of non-renewable energy, improve energy resilience, and minimize the impacts of renewable energy projects on environmental quality

COMPREHENSIVE PLAN PRINCIPLE 2.1:
Reduce the consumption of non-renewable energy

The energy sources powering our community significantly impact our emissions, resilience, and health. Electricity and natural gas are the main sources, alongside propane, wood-burning stoves, and gasoline or diesel generators. While our local electric cooperative, Lower Valley Energy (LVE), largely relies on the Bonneville Power Administration (BPA) for 95% clean energy, during winter when solar and hydroelectric production is lowest and energy demand is highest, a greater proportion of fossil fuel-based energy is utilized. With potential shifts in climate affecting hydroelectric output and conservation efforts to save salmon and steelhead potentially reducing the number of large dams, finding clean energy alternatives is imperative to replace dwindling hydroelectric capacity and fossil fuels.

Reducing the environmental and health impact of energy use will require wide-ranging strategies, beginning with energy conservation. Energy conservation strategies are in the Built Environment section of this Sustainability Plan. We must also increase on-site and community renewable energy generation locally and encourage investment in both small-scale and large-scale renewable energy projects regionally. To reduce the need to supplement our energy demand during peak periods, we must increase renewable energy storage and reduce energy consumption during the seasons and times of day when fossil fuels supplement clean energy. Finally, we must balance the need for clean energy with the ecosystem values of our community by taking measures to ensure that renewable energy project siting does not damage or impede important wildlife habitat, migration corridors or flight paths, or have other detrimental environmental impacts.

Principle 2.1 of the Comprehensive Plan is to reduce consumption of non-renewable energy. Proposed policies include shifting community energy consumption behavior, encouraging energy conservation through energy pricing, increasing local use and generation of renewable energy, and allowing and encouraging onsite renewable energy generation. We can support these policies and more to meet our renewable energy goals.

Goals

Maintain a clean electricity supply

Increase local generation of renewable energy

Increase investment in Green Power

Reduce energy consumption during peak periods

Minimize the impacts of energy development on environmental quality

Expand energy storage capabilities

Targets

Target: 100% of electricity from the grid is clean or renewable energy

Target: 80% of electricity used in our community is Green Power

Municipal target: 100% of electricity used for municipal operations is Green Power

Municipal target: 30% of energy for municipal operations will come from Town-owned renewable energy sources by 2030

Municipal target: 35% of energy for municipal operations will come from Town-owned renewable energy sources by 2035.

Strategies

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

- **Support the development of community renewable energy projects**
  Installing solar panels on homes and businesses is a great way to increase renewable energy generation in our community, but it is generally only accessible to homeowners in single-family homes with enough disposable income to make a large purchase. However, more than 36% of the housing stock in Teton County consists of multi-unit dwellings (MUDs) where roofs are shared, and many residents in our community are renters. Community solar projects provide renewable energy that can be purchased in small shares by renters, residents in MUDs, residents whose homes have low solar energy production potential, and residents who do not have the capital to purchase a solar energy system. The Town of Jackson can support the development of community solar, wind, or geothermal projects through grant writing support, financial support, incentives, education, and other means.

- **Develop renewable energy project standards that minimize impacts to the environment**
  It is important to create standards that minimize the impact of renewable energy projects, ensuring that they are sited in ways that minimize impacts to wildlife migrations, critical habitat, flight patterns, and winter habitat.

- **Encourage Lower Valley Energy (LVE) to move to an opt-out system for their Green Power program**
  Lower Valley Energy offers a Green Power program, where customers can choose to purchase energy produced by renewable sources, like wind and solar. Currently, customers must opt-in to switch to Green Power and elect to pay 1.2 cents more per kilowatt-hour (kWh). At 6.8 cents per kWh, Green Power in our community costs a fraction of the national average electricity rate of 15.45 cents per kWh and is affordable for most households. Communities across the country are switching to opt-out models, where customers are automatically enrolled in Green Power programs and may choose to opt out at any time. A switch to an opt-out model, starting with new accounts, would increase the investments needed for a clean energy transition while still providing consumer choice. Alternatively, the Green Power rate could be the base rate for all customers, with a percentage of all energy bills supporting investments in renewable energy projects.

- **Support local production of renewable energy**
  Comprehensive plan strategy 2.1.S.5 directs us to update land use regulations to support renewable energy generation, while strategy 2.1.S.6 directs us to remove barriers in Codes, Covenants, and Restrictions (CC&Rs) that prohibit on-site renewable energy generation. The Town of Jackson can lead this process by examining our building codes and land development regulations to remove barriers to renewable energy development, implement voluntary codes that incentivize builders to incorporate renewable energy into projects, encourage building orientations that optimize active solar gain, and consider requirements such as a solar-ready ordinance requiring adequate wiring for future solar installations. We can then work with HOAs to revise CC&Rs to allow and encourage renewable energy generation.

Encourage energy pricing that incentivizes conservation

Strategy 2.1.S.5 of the Comprehensive Plan encourages energy pricing strategies where unit cost increases with total energy consumption. Energy pricing strategies can also charge more per unit during peak times of day, encouraging consumers to conserve energy during those times and utilize smart technology for consumptive activities, such as running washing machines and dishwashers. Peak energy use tends to occur at the beginning and end of the traditional workday, around the same time that solar energy generation wanes. This requires a backup source of power, which is often supplied by fossil fuels. Battery storage can be utilized to help cover energy needs during peak periods, while market-based incentives can reduce demand and flatten the energy consumption curve. Promotion of energy efficiency measures should be coupled with this strategy.

Incentivize electric vehicle charging during off-peak hours

One way the Town can help reduce energy consumption peaks is to incentivize electric vehicle (EV) charging during off-peak hours at public EV charging stations. This may require purchasing software or using more advanced EV chargers. This will be most impactful at DC fast charging stations. This strategy could be accomplished on a larger scale for all EV charging through energy pricing strategies.

Support regional production of renewable energy

Wyoming is an energy-producing state that depends on severance taxes imposed on the extraction of natural resources, federal mineral royalties, and mineral ad valorem taxes to fund the state government. The Town of Jackson can encourage our state government to think creatively about funding sources and support statewide policies that are favorable to renewable energy development.

Encourage our local utility to increase the percentage of renewable energy in their electric portfolio

Our current electricity supply that LVE purchases from BPA is approximately 95% clean energy, and about 85% hydroelectricity. We can encourage LVE and BPA to grow the percentage of renewable energy in their portfolio as they seek to replace waning hydropower facilities in the future.

Research feasibility of additional renewable energy sources for our community

To meet our joint goals of reducing emissions from energy consumption and increasing our energy resiliency, we need to add renewable energy production in our community. However, not all technologies are suitable for our environment, and poor siting decreases the effectiveness of the project. A feasibility study investigating the potential for additional solar energy, wind energy, and geothermal energy can help us to invest wisely. The study should include options for energy storage and emerging technologies, such as hydroelectric microturbine installations in water lines.

Develop an energy supply resiliency plan

Power outages occur regularly in our community and can range from a few minutes or hours to several days. This puts human lives at risk, can be devastating to local businesses, and can lead to increased waste of perishable items like food and medicines. An energy supply resiliency plan will help our community prepare for future outages and reduce the risk to health and our economy. It may include microgrids, energy storage, and on-site renewable energy generation among other things.

MUNICIPAL STRATEGIES

Continue to purchase 100% Green Power

The Town of Jackson purchases Green Power from LVE for our municipal operations, including buildings, water production, and wastewater treatment. Our commitment to Green Power supports a certified low-impact hydropower facility on Strawberry Creek near Bedford, Wyoming. The Town should continue to purchase Green Power to support the development of a clean and renewable energy supply.

Increase percentage of energy from renewable energy sources

The Town of Jackson has invested in multiple rooftop and ground-mounted solar arrays, including Wyoming's first shared solar project, to power municipal operations. The Town's municipal solar arrays currently provide 17-23% of our electricity. To meet our goal of increasing the percentage of energy powered by municipal renewable energy sources, we must reduce energy consumption and increase renewable energy generation. This will involve adding solar installations where possible and considering other renewable energy sources if feasible.

Nature-based Solutions

We will value and use the ecosystem services provided by our natural environment to improve environmental quality, increase resiliency, and sequester carbon while maintaining the natural and scenic resources in our community

COMPREHENSIVE PLAN PRINCIPLE 1.1:
Maintain healthy populations of all native species

COMPREHENSIVE PLAN PRINCIPLE 2.2:
Reduce greenhouse gas emissions through land use

Nature-based solutions are actions to protect, sustainably manage, or restore natural ecosystems that address societal challenges such as climate change, human health, food and water security, and disaster risk reduction effectively and adaptively, simultaneously providing human well-being and biodiversity benefits. – *The World Bank*

Our natural ecosystem is our most effective and resilient infrastructure. Nature-based solutions can help our community protect the assets we value while increasing our resilience to heat, drought, floods, and other natural disasters that are predicted to become more likely due to climate change.

Based on the Greater Yellowstone Climate Assessment's models of future climate conditions in our region, we can expect to see more days with temperatures above 90 degrees Fahrenheit (32.2° C) and warmer overnight temperatures, less precipitation falling as snow and more as rain, drier conditions in late summer, and more severe wildfires. Extreme precipitation events can wash out roads and bridges, blocking transportation routes for critical workforce and the distribution of food and supplies, compromising the safety of our community and the ability of workplaces to function. Drought decreases water flows in streams and rivers and the water content in soils and plants, stressing aquatic species and increasing the risk of wildfire, escalating the risk of harm to human life and property and the resources required to mitigate those harms. Both extreme heat and wildfire smoke harm the health of our community's most vulnerable populations, including those who work outside, those who rely on active and public transit, and those who do not have access to air conditioning in their homes and workplaces, leading to stress on health care systems, lost workdays, and economic losses to local businesses. Our community will be affected by climate change; therefore, we need to take action to increase resilience and mitigate the impact of natural disasters.

Nature-based solutions include both natural infrastructure, which uses existing or rebuilt natural landscapes such as wetlands to increase resilience, and green infrastructure, which is built or engineered solutions emulating natural systems, such as green roofs, bioswales, urban forestry, and community gardens. In addition to providing essential ecosystem services, nature-based solutions support green spaces and beautify the community, improve social equity, and build community trust. Nature-based solutions are already embedded within the Flat Creek Watershed Management Plan and are likely to be included in the Town of Jackson Stormwater Management Program.

Goals

Preserve and maintain natural landscapes that provide erosion and flood control

Increase the proportion of landscaping with native plants

Expand absorbent landscapes and runoff recapture

Support healthy populations of keystone species, focal species and minifauna

Develop an ethos of ecosystem stewardship and coexistence

Targets

Target: Attain Bee City USA certification

Target: An Eco-Stewards program is created and has at least two engagement events annually

Municipal target: There is a model native plant or pollinator garden on Town property

Strategies

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

● Engage community in pollinator protection

Native pollinators, which have evolved alongside native plants, play a critical role in the natural ecosystem and in food production, yet they are declining globally. Commercial honeybees, while important agricultural commodities, do not fill the same ecological niche and can have negative impacts on native bee populations. Native pollinators support local food webs and agricultural crops alike. Pollinator protection programs may include education around pesticide use and insect microhabitats, promotion of native plant landscaping, creation of pollinator gardens and pathways, pollinator week celebrations, and the pursuit of Bee City USA certification. Actions to protect native pollinators have multiple co-benefits, including carbon sequestration, creation of community green spaces, stormwater retention, and reduced pesticide pollution.

■ Encourage or require green infrastructure in new construction

Green infrastructure, such as rain gardens, bioswales, and green roofs are nature-based techniques used to slow and filter stormwater while sequestering carbon and increasing green space in the community. Investing in green infrastructure is a cost-effective way to reduce the burden of flood mitigation and stormwater treatment. Policies and programs that encourage or require green infrastructure in new construction will increase community resilience and decrease costs borne by the Town of Jackson.

◆ Protect riparian zones and other sensitive natural areas

Conserving sensitive natural areas, including riparian areas, wetlands, and steep hillsides, reduces erosion, enables stormwater filtration, decreases flood risks, protects wildlife habitat, and provides green space. Protections for natural areas can include no mow zones around surface water, improved hillside regulations, increased stream setbacks, and the purchase and protection of conservation lands.

◆ Strengthen protections for keystone and focal species

A keystone species is one which most other species in an ecosystem directly or indirectly depend upon. Focal species serve as indicators of ecological sustainability because they live in habitats needed for other species and are often more sensitive to changes in those habitats. When healthy populations of keystone and focal species are maintained, almost every species in that ecosystem benefits. Teton County completed a Focal Species Habitat Mapping project several years ago and is updating LDRs to better protect high quality habitat identified within the report. The Town of Jackson can do the same.

◆ Incentivize or require landscaping with native plants

Native plants are adapted to our local climate and, after they are established, require less water, fertilizer, and maintenance than non-native plants while providing food and habitat for local species and sequestering carbon. Encouraging or requiring a higher percentage of native plants in landscaping will decrease demand for irrigation water and the energy used to produce it and provide drought resilience.

Promote tree planting

Trees sequester carbon, produce shade, and provide habitat for birds and other wildlife. Urban tree canopies can mitigate heat islands, while trees along streambanks can help keep water temperatures colder. By planting trees now, we can prepare for a future in which our community experiences higher temperatures and our streams have reduced buffering capacity.

Daylight sections of Cache Creek to restore ecological integrity

In the 1970s, after severe flooding, most of Cache Creek was diverted to a subterranean pipe system that runs under the streets of Jackson. Many of the stormwater drains in the Town of Jackson empty directly into this pipe system, eventually joining Flat Creek at Karns Meadow. While it is neither easy nor practicable to bring all of Cache Creek above ground, daylighting select sections of the creek will restore ecological function, including flood control and fisheries connectivity, while providing urban blue space and decreasing heat islands. This strategy is also included in the Flat Creek Watershed Management Plan.

Develop a local Biodiversity Strategy and Action Plan

A local Biodiversity Strategy and Action Plan (LBSAP) is a guiding strategy adopted by a local government to manage biodiversity and ecosystem services. Developing a LBSAP will require public participation and a deep dive into interrelated issues such as biodiversity, vegetation cover, and habitat fragmentation. It is a natural extension of the nature-based solutions our community will begin while implementing this Sustainability Plan.

MUNICIPAL STRATEGIES

Create model native plant or pollinator garden on Town property

To promote pollinator protection and water conservation, the Town of Jackson can lead by example and convert turf grass on Town property to a native plant or pollinator garden.

Create an Eco-Stewards program

When community members feel pride and ownership of a resource, they are more likely to protect it. Therefore, it is important that residents are both educated to properly care for the natural environment and empowered to take action. A volunteer-based stewardship program will catalyze citizen engagement in the protection of lands within the Town. Eco-stewards can be mobilized to restore native vegetation, remove invasive species, engage in citizen science projects, pick up trash, and educate visitors, among other things.

Develop beaver coexistence strategy

Beavers are ecological engineers whose ponds can help stabilize water tables, reduce runoff and soil erosion, and provide habitat for other species. Locally, water from beaver ponds has been used to protect properties from wildfires. However, conflicts may arise when beavers construct dams on public and private property. A municipal beaver coexistence strategy can be used to identify locations where beavers will be tolerated, use deterrents in areas where beavers are not desired, and determine a plan of action for removal or relocation of beavers when required.

The Built Environment

We will reduce emissions associated with buildings and infrastructure, design for community resiliency, and improve human-wildlife coexistence

COMPREHENSIVE PLAN PRINCIPLE 2.4:
Increase energy efficiency in buildings

COMPREHENSIVE PLAN PRINCIPLE 1.3:
Maintain the scenic resources of the community

The Built Environment refers to commercial and residential buildings and the infrastructure that supports them. It includes roads, bridges, water and sewer systems, and public utilities, as well as parks and green spaces.

The standard to which buildings and infrastructure are constructed and the materials they are constructed with determines their carbon emissions. Efficient design reduces the lifetime emissions of heating, cooling, lighting, and technology. It also reduces embodied carbon, the amount of GHG emissions associated with upstream stages of a product's life, including extraction, production, transport, and manufacturing. How and where buildings and infrastructure are constructed also determines how resilient they will be to heat, cold, wildfires, and floods. Finally, buildings, infrastructure, and green space all influence stormwater runoff and water quality, wildlife permeability, and pollutants in our community. As a community, it's imperative to enhance energy efficiency, decrease embodied carbon emissions and the utilization of toxic materials, minimize air and water pollution, bolster resilience, foster the growth of green workforce skills and markets for sustainable materials, enhance wildlife habitat connectivity and promote human-wildlife coexistence, and mitigate noise and light pollution. Reducing emissions while population and visitation continue to increase will require higher standards for new construction, energy efficiency upgrades of existing buildings, education and information sharing, and behavior change. We can and must build for future climate conditions while maintaining scenic values, community character, and healthy wildlife populations.

Goals

Reduce emissions attributed to the Built Environment

Improve air quality

Reduce human-wildlife conflicts

Reduce light pollution

Build community resiliency

Targets

Target: Reduce emissions attributed to the Built Environment 30% by 2030

Target: Attain Dark Sky Community Certification

Municipal target: 100% of Town-owned trash containers will be bear-resistant by 2026

Municipal target: 100% of Town-owned lighting will be dark sky compliant by 2030

Municipal target: Reduce emissions from Town operations 40% by 2030

Municipal target: Reduce emissions from Town buildings leased to others 20% by 2035

Strategies

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

- **Commit to reviewing and adopting the latest International Energy Conservation Code (IECC) within one year of their release**
  Policy 2.4.a of the Comprehensive Plan is to construct energy efficient buildings. The IECC sets minimal standards for energy efficiency in new construction and is usually updated every three years to keep up with new technologies. Updating the building code is one of the easiest ways to reduce carbon emissions from the Built Environment by ensuring new construction is built to a high standard, but it can be easy to fall behind as new standards emerge. The Town of Jackson should commit to reviewing and adopting the latest IECC within one year of its release to the greatest extent practicable, and to consider stretch codes.

- **Encourage or require smaller, more energy-efficient buildings**
  Large homes require more energy to heat, cool, and light compared to smaller homes. Large homes also have more embodied carbon because they use more materials that are energy-intensive to produce. Furthermore, very large homes require more staff to build, maintain, and clean than smaller homes, exacerbating our community's housing and transportation challenges without any required mitigation. Policy 2.4.e of the Comprehensive Plan is to encourage smaller buildings. The Town of Jackson should remove barriers to constructing smaller homes and consider reducing the maximum single-family home size, incentivizing smaller homes through permitting fees and processes, and/or requiring higher energy efficiency standards for larger homes.

- **Develop strategies to reduce energy used to heat outdoor spaces**
  Outdoor heating is used to melt snow on roofs to prevent damage, to melt snow on driveways and sidewalks, and to warm outdoor living spaces and expand outdoor seating at restaurants and hotels. The GHG emissions associated with outdoor heating vary greatly depending on whether the outdoor heating is left on all the time or if it is managed effectively. New technologies use artificial intelligence, cameras, weather sensors, and timers to minimize the amount of energy used. These technologies can be encouraged or required of businesses and homeowners. The Town could also add stipulations to contracts, permits, or licenses prohibiting some outdoor heating applications or locations.

- **Apply for International Dark Sky Community certification**
  According to DarkSky International, artificial lighting disrupts human circadian rhythms, contributing to a wide variety of health issues including sleep disorders, depression, obesity, diabetes, heart disease, and cancer. Lighting also has a detrimental impact on wildlife, especially species that are nocturnal or migrate at night. Dark night skies support healthy wildlife populations, improve human health, preserve the ability to see the Milky Way, and contribute to celestial tourism. Jackson and Teton County have already passed dark sky lighting ordinances; seeking Dark Sky Community certification will embolden us to go above and beyond in our efforts to preserve the night sky.

Prioritize energy efficiency upgrades for deed-restricted housing and long-term rentals

Low-income residents often face the highest energy burden. Deed-restricted and naturally occurring affordable housing is often built inexpensively to decrease purchase or rental prices; however, residents pay higher energy costs over the lifetime of the building as a result while having less autonomy to make upgrades. Few incentives exist for renters to improve the energy efficiency of their homes, while landlords are not incentivized to improve rental properties if they do not pay the energy bills. Local governments can help improve energy efficiency, reduce energy burden and GHG emissions, and improve indoor air quality. Support may include incentive programs for landlords and tenants, technical support for federal tax rebates and incentives through the Inflation Reduction Act, "pay as you save" financing mechanisms that stay with the unit regardless of the owner, grant funding, and more.

Adopt a voluntary energy conservation stretch code

In addition to adopting the most recent IECC, the Town can encourage developers to go above and beyond the minimum standards by offering incentives for additional energy efficiency measures, renewable energy, or using materials with fewer toxic substances. Incentives may include things such as fee waivers, reimbursements, streamlined processes, and variances, and should be created in consultation with Building and Planning staff.

Require disclosure of energy efficiency and/or energy efficiency upgrades at point of sale

Disclosure of energy efficiency at the point of sale for residential and commercial buildings can encourage sellers to invest in energy efficiency upgrades prior to selling a property and buyers to invest in energy efficiency upgrades. Alternatively, the Town could require some energy efficiency upgrades at the point of sale to reduce emissions in existing buildings.

Support building energy conservation education for residents and businesses

Updated codes, ordinances, and resolutions are not effective if residents and businesses do not know about them or do not have a good understanding of how to follow them. Education for current and future homeowners and business owners is critically important for them to understand the base requirements, the benefits of energy conservation, and the available financial incentives. Renters can also benefit from energy conservation, regardless of whether they are affected by regulatory changes.

Review Land Development Regulations (LDRs) to address wildlife permeability and climate mitigation, adaptation, and resilience

Vegetation, site development, water use, and renewable energy installations determine the GHG emissions of developments. These factors also affect a development's resilience to natural hazards and the ability of wildlife to pass through properties. The Town can review and update LDRs to improve wildlife permeability and resilience, while decreasing GHG emissions. Updates should consider future climate projections rather than current conditions.

Expand Bear Conflict Zone to the entire town

Access to trash is the most common bear attractant in our community. When bears enter the Town of Jackson seeking food rewards, human safety is compromised, and bears are often captured and relocated or euthanized. Expanding the Bear Conflict Zone and requiring bear-resistant trash containers throughout Town will reduce bear-human conflicts while reducing access to trash for other wildlife, including foxes and ravens, which scatter trash throughout Town.

Protect highly used wildlife corridors from development

The Jackson/Teton County Comprehensive Plan steers development to existing neighborhoods. Denser development is often desirable because it is more energy efficient and it can house more of the workforce closer to their places of work, decreasing traffic, wildlife-vehicle collisions, and emissions associated with transportation. However, developments should either be designed for permeability or highly used corridors should be protected to ensure that wildlife can continue to thrive. The Town can review LDRs and Building Code to maintain wildlife permeability in new developments, commercial buildings, and multi-unit dwellings.

Support green workforce development

One barrier to increasing energy efficiency, renewable energy infrastructure, electric vehicle charging infrastructure, and less harmful building materials is the lack of a local workforce with the knowledge and skills to install and maintain infrastructure and technology. Support for training for local builders, heating, ventilation, and air conditioning (HVAC) contractors, plumbers, and electricians will help prepare our workforce with the skills needed to build to code and beyond. This could be done in partnership with education organizations, such as Central Wyoming College.

Conduct a vulnerability assessment

The Town of Jackson needs to prepare for future climate conditions and should consider future threats to our infrastructure. A vulnerability assessment will inform and help us to prioritize implementation of resilience measures to protect our community members, assets, and heritage in a changing climate.

Designate or develop resilience hubs

Resilience hubs are locations that residents and visitors can go to get relief from climate conditions. While emergency shelters provide shelter for residents during an emergency and are usually only open for short periods of time, resilience hubs are locations that are intended to be open for longer periods of time to provide reprieve from extreme heat for residents without access to air conditioning, filtered air for residents who work outside during periods of wildlife smoke, or protection from other climate change induced conditions. Resilience hubs can use existing facilities, or they can be new buildings.

Educate, encourage, and incentivize conversion of non-compliant lighting to dark sky lighting

To attain Dark Sky Community certification, the Town of Jackson must allocate resources towards enhancing publicly owned lighting. Yet, to safeguard the integrity of dark skies, residents and businesses must also undertake measures to minimize light pollution. The Town of Jackson and/or local community organizations can encourage residents and businesses to enhance their lighting practices through educational initiatives, recognition programs, technical or financial support, or alternative approaches, aiming for all privately-owned lighting to be dark sky compliant by 2030.

Incentivize low-emission construction practices and the use of materials with low embodied carbon

Every building has embodied carbon in the materials used to build it. This carbon is a part of the building's footprint no matter how efficient it is. Similarly, the construction process contributes to the overall carbon footprint of buildings and infrastructure through vehicle use, waste management practices, and efficiency of construction. Low-emission construction practices and the incorporation of materials with low embodied carbon can greatly reduce the climate impact of any project. The Town can incentivize low-emission construction equipment and practices and materials with low embodied carbon. Low-carbon alternatives can be expensive or difficult to find in rural areas; local governments can commit to using them to help grow markets for them.

Adopt a bird-friendly window ordinance

According to the U.S. Fish and Wildlife Service, nearly one billion birds collide with windows each year in the United States, with most fatalities occurring in buildings less than four stories high. Educating residents and businesses about ways to reduce collisions is a good starting place. Many communities are adopting regulations that reduce window strikes through minor design changes and utilizing finishes that are more visible to birds. The Town of Jackson can adopt a similar ordinance.

MUNICIPAL STRATEGIES

Convert Town-owned trash receptacles to bear-resistant ones

The Town of Jackson should lead by example in our efforts to reduce bear-human conflict by converting Town-owned trash cans to bear-resistant ones prior to requiring residents and businesses to do the same. This will require new cans in Town parks, at bus stops, and downtown.

Build for the future

The Town of Jackson should lead by example to mitigate climate change by requiring a higher level of energy efficiency, such as LEED, Net Zero, or another standard, in all new developments using public funds. Selecting that standard in advance will simplify future requests for proposals. In addition, the Town should commit to using the Envision Sustainable Infrastructure rating system for all capital infrastructure projects, including roads, water and sewer systems, and other civil infrastructure. This may require staff acquiring certification or hiring local contractors with the certification, and will result in more cost-effective, resilient, and equitable public infrastructure.

Convert Town-owned lighting to dark sky compliant lighting

To attain Dark Sky Community Certification, municipal lighting must be dark sky compliant within five years of the date of certification. A 2023 lighting inventory found that 145 fixtures of the 616 exterior artificial lighting fixtures (23.5%) owned by the Town of Jackson are compliant with the 2018 International Dark Sky Community lighting guidelines. The Town of Jackson should avoid installing any new lighting unless it is required for public safety purposes, and work to convert the 471 non-compliant fixtures to dark sky compliant ones.

Reduce GHG emissions from Town operations

The Town of Jackson will use information from our 2024 Energy Audit to upgrade lighting and appliances, maximize the energy efficiency benefits of our building automation systems, electrify buildings, conserve water, install heat pumps and other technologies, increase renewable energy generation, and improve staff behaviors to increase energy efficiency in Town operations and reduce greenhouse gas emissions.

Reduce GHG emissions from Town-owned buildings leased to others

To lead by example and encourage other landlords to make energy efficiency improvements to buildings they lease, the Town of Jackson will use information from our 2024 Energy Audit to make energy efficiency improvements to buildings the Town owns and leases to others, including the Snow King Events Center, the Si Ferrin Building, and staff housing.

Commit to purchasing carbon offsets for emissions attributed to municipal operations

The Town of Jackson has set an ambitious goal to be net zero by 2030. That will require reducing emissions significantly while increasing generation of renewable energy and continuing to purchase Green Power for 100% of the electricity used for municipal operations. However, there will still be some emissions from municipal operations. Committing to purchasing offsets starting in 2030 for all remaining emissions from Town municipal operations, including buildings, fleets, waste, and business travel will encourage the Town to take bold actions now to reduce costs later. Currently, a local carbon offset program for air and surface transportation reinvests money in local emissions-reducing transportation projects. The Town could work with partners to develop a local carbon sequestration program that keeps dollars invested locally in programs while helping farmers and ranchers retain carbon in soils and supporting native plant restoration.

Mobility

We will prioritize multi-modal mobility and take action to reduce traffic congestion, pollution, greenhouse gas emissions, and collisions

COMPREHENSIVE PLAN PRINCIPLE 2.3:
Reduce greenhouse gas emissions through transportation

Jackson is a destination for visitors from around the world who come to view wildlife, experience western heritage, float or fish the Snake River, enjoy winter sports, and explore our public lands. Because Jackson is located far from urban centers, most visitors travel long distances to get here, as do the goods and materials used by residents and visitors alike. Additionally, much of the local workforce commutes long distances from other communities several days a week. As a result, most of our community's GHG emissions are attributed to transportation, with over 60% attributed to surface transportation and almost 19% to air transportation in 2022. However, emissions are not the only problem associated with transportation; traffic congestion, pedestrian safety, wildlife-vehicle collisions, air pollution, and noise are also growing concerns in our community.

To tackle the problems associated with transportation, we must prioritize reducing trips in single-occupancy vehicles while also shifting to cleaner fuels for all motor vehicles and equipment. Designing development around multi-modal mobility options, including active transit, reduces traffic congestion, air pollution, GHG emissions, and collisions, and helps create a vibrant, healthy community. We already have an Integrated Transportation Plan (ITP) that includes plans for expansion and improvement of the START bus (Southern Teton Area Rapid Transit) among other strategies. The Sustainable Destination Management Plan has a goal to advocate for and support destination transit and mobility solutions, with strategic initiatives to support mobility hubs, transit planning apps, and transit to the airport and key attractions. To avoid redundancy, the Sustainability Plan will not set specific goals or strategies related to pathways and transit improvements, though those are critical. The strategies below amplify the goals and strategies of the ITP while addressing gaps related to emissions reduction. Likewise, while we recognize that air travel contributes to emissions, the airport is working on its own Net Zero Roadmap, which the Town can support. The strategies in this Sustainability Plan focus on surface transportation, including surface transportation options for visitors who arrive by plane.

Goals

Reduce vehicles miles traveled

Increase active transit mode share

Reduce GHG emissions associated with surface transportation and motors

Reduce noise pollution

Targets

Target: Reduce community-wide GHG emissions attributed to surface transportation 30% by 2030

Target: 25% of trips are active transit by 2030

Target: Vehicle miles traveled on North 89, WY 22, and the Moose-Wilson Corridor are below ITP thresholds in 2030

Municipal target: Reduce GHG emissions from Town fleets 40% by 2030

Municipal target: Reduce GHG emissions from transit fleets 20% by 2030

Municipal target: Reduce GHG emissions from Town of Jackson staff commutes 20% by 2030

Municipal target: Convert all small motor equipment to electric by 2035

Strategies

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

- **Update parking management program downtown**
  Currently, public on-street and off-street parking is free throughout the Town of Jackson and most of Teton County. Once an individual has invested in a personal vehicle purchase or rental, there is little incentive to use other modes of transportation. Updating parking management may include prioritizing bike parking and pedestrian access and safety, improving access for people with limited mobility, and implementing more paid or timed parking systems, activities that are consistent with the Town of Jackson 2019 Downtown Parking Management Plan.

- **Pilot community-wide carshare and bikeshare program with low-emission vehicles**
  One of the best ways to reduce trips in personal vehicles is to reduce the number of vehicles in the community. That requires designing our community so that visitors and residents can reduce or eliminate personal vehicle use and associated expenses. We cannot accomplish this through investments in public transit alone. A community-wide carshare and bikeshare program provides an alternative to visitors who need mobility for a short duration and for car-free and car-light residents who only need a vehicle occasionally. It could also provide midday mobility options for the local workforce, enabling more people to carpool or take transit to work.

- **Prioritize access to multi-modal mobility when considering new housing developments**
  If we want people to walk, bike, and use transit, we need to house people in locations that have access to sidewalks, pathways, and bus stops, and for communities to be designed so that active and public transit are more convenient than private vehicles. Access to mobility options should be prioritized in housing developments and paid for by developers in partnership with transportation staff.

- **Implement Travel Demand Management strategies and programs in the Integrated Transportation Plan**
  Many of the Town's municipal strategies to reduce emissions from staff commutes are Travel Demand Management strategies within the ITP, such as providing flexible work schedules or telecommuting options and providing incentives for active transportation. Additional strategies to reduce personal vehicle travel by commuters, visitors and residents are in the ITP. The Town of Jackson can prioritize implementing these strategies, model them, and encourage or require local businesses to do the same.

- **Require or incentivize low-emissions vehicles, alternative fuels, and other climate mitigation actions in government contracts**
  Local governments can reduce the emissions of the companies we do business with by including base requirements for vendors to use efficient vehicles and equipment, minimize idling, and avoid high congestion periods, and by awarding points to proposals that incorporate sustainable practices such as low-emission vehicles, alternative fuels, and route optimization.

Incentivize vehicle efficiency through business permitting process

The vehicles owned and operated by local businesses may be in operation several hours each day and can have an outsized contribution to local emissions. Encouraging the use of low emission vehicles through incentives built into business permits could decrease emissions from several industry sectors.

Prioritize car-free and car-light applications in affordable and workforce housing lotteries

Jackson is one of the most expensive places to live in the country. Housing is prohibitively expensive. Parking at multi-family housing developments takes up valuable space that could provide additional housing or communal spaces and is often provided free of external charges. However, parking is not free; the cost is embedded in rents, mortgages, and taxes regardless of whether those who pay for parking actually use it. Decoupling housing costs from parking costs would bring more equity and affordability to housing. Alternatively, housing applications with reduced parking needs could receive additional points in housing lotteries, which are currently weighted to benefit critical service providers and applicants with more years of local employment. Prioritizing housing with parking restrictions could enable housing to be built at a lower cost per unit while encouraging car-light lifestyles. For this strategy to succeed, alternatives such as expansion of transit service, car-share, and bike-share programs will be needed.

Encourage businesses to offer transit passes, bike/car share memberships, or stipends in lieu of parking

Workforce commuters contribute to traffic and fill many of the parking spaces in our community that would otherwise be available to customers. Many businesses provide free parking for their staff but do not provide employee benefits for employees who use other modes of transit. The Town can encourage businesses to provide transit passes or bike/car share memberships to staff in lieu of free parking, or provide a monetary benefit for staff who forgo use of parking spaces.

Reduce unnecessary idling

The Town of Jackson has an Idle-Free Resolution and encourages residents and visitors to be mindful about idling behaviors through messaging and signage. However, excessive idling still occurs. Idling creates noise pollution, increases GHG emissions and air pollution, and compromises the respiratory health of our most vulnerable community members, including children. Additional signage and improved messaging are needed; an idling ordinance can be considered if voluntary reductions are insufficient.

Amplify and support car-free travel options for visitors

Encouraging visitors to forego personal vehicles will reduce traffic and greenhouse gas emissions, but it needs to be easy for visitors to get around without a car. The Town of Jackson can work with the Travel and Tourism Board and Destination Stewardship Council to promote car-free mobility options to tourists, aligning with the goals and strategic initiatives within the Sustainable Destination Management Plan. This may include investments in transit, transportation alternatives from the airport, and other multi-modal mobility services as well as the infrastructure to accommodate them.

Expand park-and-ride facilities and mobility hubs

For active and public transit to succeed, users need convenient, comfortable, and well-signed areas to connect to multi-modal transportation options. The Stilson Transit Hub is one example of a park-and-ride facility that reduces traffic and the amount of parking needed at popular destinations. Mobility hubs are also needed in locations that are walkable and bikeable from hotels and homes in the Town of Jackson to encourage the use of alternatives to personal vehicles and enable car-free and car-light lifestyles.

Streamline waste hauling

The Town of Jackson does not provide waste collection services to residents; rather, private haulers provide that service. Currently, multiple waste haulers drive the same routes every week, increasing wear and tear on roads, adding noise pollution, and increasing GHG emissions. The Town of Jackson can incentivize haulers to streamline routes, use low-emission vehicles, or add curbside recycling, compost, or yard waste pickup to reduce noise, traffic, and emissions.

Improve walkability and bikeability downtown

To encourage alternative modes of transportation, people need to feel safe walking and biking. Town can prioritize improvements to bike lanes, design intersections to increase the visibility of pedestrians and cyclists, and prioritize the development of pedestrian corridors. Investments in safe and convenient bicycle parking will also encourage active transit and make downtown more vibrant.

Plan for an electric future

The Town of Jackson began installing public electric vehicle (EV) charging stations in 2013 when there were few electric vehicles in Wyoming. Demand grows annually, and Jackson needs to plan for a future where electric vehicles will be the norm rather than the exception. EV charging infrastructure enables people to choose the vehicle that best suits their needs; the Town can support the growth of cleaner vehicles by planning strategically for growth in EV charging infrastructure. EV planning should also include outreach strategies and incentives to encourage the use of electric and alternative fuel vehicles.

Research options for centralized delivery hubs

Large trucks are needed to bring goods and services to our community, but they struggle to navigate our narrow streets and increase traffic congestion, air pollution, and GHG emissions. Currently, trucks stop at multiple locations, unloading relatively small deliveries at each one. A delivery hub located close to a main highway would enable trucks to unload their products at one location to be delivered to individual businesses in smaller, lower emission vehicles, reducing traffic, noise, and pollution.

MUNICIPAL STRATEGIES

- **Implement a vehicle purchasing policy**
  The Town of Jackson has improved fuel efficiency 60% since 2006, largely through the purchase of more efficient vehicles. However, there is no official policy directing staff to do so. Creating and implementing a purchasing policy will ensure that these practices can continue regardless of staff transitions. A policy should prioritize electric vehicles, hybrids, electric bicycles, and other low-emission vehicles, encourage right-sizing, consider vehicle sharing or participation in a car-sharing program, and other fleet optimization strategies. Federal grants and rebates can reduce the cost of low-emission vehicles.

- **Improve fuel efficiency in Town fleets**
  Fuel additives, vehicle technology, and driver behavior can improve fuel efficiency. The Town can investigate fuel additives and new vehicle technologies for their potential, train staff in efficient driving practices, and discourage unnecessary idling.

- **Increase use of alternative fuels**
  Jackson has a cold climate, and electric vehicle technology does not currently meet some of our needs. Renewable diesel is a lower-emission alternative to diesel that does not require any modifications to vehicles or pumps. Additional alternative fuels can be considered where and when the technology is appropriate.

- **Reduce vehicle miles traveled in Town fleets**
  The Town of Jackson can encourage staff to reduce miles traveled in Town vehicles by combining trips, using telematics to streamline routes, encouraging carpooling and the use of workplace E-bikes, and enabling virtual attendance and teleworking.

- **Reduce barriers to commute alternatives and incentivize active transit and ridesharing**
  Every staff member has unique circumstances that guide their commute habits. A staff survey of commute habits conducted in the summer of 2023 revealed several barriers to using alternatives to single-occupancy vehicles, including childcare locations, inflexible work schedules, and the need to run errands during the workday or get home in an emergency. To remove these barriers, the Town of Jackson could incorporate more flexibility into work schedules, consider four-day workweeks or remote work options for some positions, or provide access to a carshare or bikeshare for workday errands. The Town can also promote active transit and ride sharing through incentives, stipends, or improved bike parking and facilities.

- **Convert small motor equipment and tools to electric**
  While this strategy is not specifically related to mobility, it uses the same fuel. Phasing out municipal gas-powered equipment through an electric-first policy will reduce GHG emissions, improve air quality, and reduce noise pollution.

Healthy Watershed

Our surface and ground waters will be unimpaired, resilient, support healthy populations of cold-water fish, and be valued by our community

COMPREHENSIVE PLAN PRINCIPLE 1.2:
Preserve and enhance surface water and groundwater quality

COMPREHENSIVE PLAN PRINCIPLE 2.5:
Conserve energy through waste management and water conservation

The Snake River and its tributaries are the lifeblood of our community. These waterways provide for the mental, physical, and spiritual health of residents and visitors alike. As the headwaters of the Snake River, it is our community's responsibility to protect and restore these waters by maintaining the health of the lands that drain into them, the watershed.

Our water quality goals should be audacious. First and foremost, we must address pollutants so that the surface waters in our community meet water quality standards and are removed from the 303(d) list of impaired water bodies. Protecting wells from degradation safeguards clean drinking water.

We must also work to maintain habitat for wildlife, particularly native cold-water fish species. This will involve protecting and restoring riparian habitat to support biodiversity, removing barriers to fish movement, and ensuring that there is adequate flow in our rivers and streams to maintain cold waters and healthy fish populations while preserving the Outstandingly Remarkable Values of our regional Wild and Scenic Rivers in perpetuity.

We need to prepare for a warmer, drier future. Projections in the Greater Yellowstone Climate Assessment suggest that in the future less precipitation will fall as snow, more will fall as rain, and snowpack melts will occur earlier in the year. Data confirms that this is already occurring. With less precipitation stored as snow, we are likely to see drier summer and fall conditions with lower stream flows, increased drought, and an increased risk of wildfires. Precipitation events following wildfires increase erosion, disturbing spawning habitat for native cutthroat trout and introducing harmful pollutants into surface waters and groundwater. Additionally, moderate increases in temperature coupled with reduced snowmelt leads to increased water temperatures that already stress native cold-water fisheries and the economies that depend on them. Some strategies in the Nature Based Solutions section will help our watershed maintain resilience in a changing world. Additional actions related to water conservation, habitat protection, and stream restoration are needed.

Water conservation provides drought resilience for our community and reduces energy-use-associated GHG emissions that are causing the conditions we aim to mitigate. Nearly one-quarter of the emissions associated with Town of Jackson operations are attributed to the energy needed to produce clean drinking water and treat wastewater. Conserving water decreases the total amount of water used and is an easy way to reduce these emissions. Additionally, hot water heaters are one of the largest energy consumers within homes. Water efficiency, or the conservation of water through the utilization of water-saving technology such as efficient sinks, showers, and washers, can decrease both energy use and water consumption, reducing bills and emissions while conserving a valuable resource. Landscape irrigation is one of the largest consumers of residential water use nationwide, and much of that water is wasted due to evaporation and runoff. Waterwise irrigation practices are critical for conserving water resources and increasing our drought resiliency.

Water quality efforts in our community are a work in progress. Teton County is nearing the end of a two-year process to draft a Water Quality Management Plan. The Town of Jackson is currently working on a Stormwater Management Program. The newly formed Snake River Headwaters Watershed Group is bringing together diverse stakeholders to work together to find solutions for water resource issues in our community. There is a Watershed Management Plan in place for Flat Creek and another being drafted for Fish Creek. The strategies below will attempt to either fill water quality and conservation gaps that are not being addressed by other initiatives or to elevate strategies within the other initiatives that need the Town's support to succeed.

Goals

Conserve energy through water conservation and efficiency

Improve water quality in rivers and streams

Support healthy populations of native cold-water fish species

Reduce the gap between water produced and water billed, excluding non-revenue water

Targets

Target: Reduce consumption of potable water 10% by 2030

Target: Have local streams removed from the 303(d) list of impaired water bodies

Municipal target: Reduce water consumption in Town-owned facilities and irrigation on Town properties 20% by 2030

Municipal target: The gap between water produced and water billed, excluding non-revenue water, will be less than 10% by 2030

Municipal stretch target: The gap between water produced and water billed, excluding non-revenue water, will be less than 5% by 2030

Strategies

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

● Implement a water conservation campaign

The first step in conserving water on a community scale is increasing awareness around water conservation. Small behavior changes can conserve water at no cost to the user, while low-cost measures such as faucet aerators and irrigation sensors provide a quick return on investment without behavior modification. Our community has been sheltered from the impacts of severe drought experienced in other Western communities; we need to educate people now to prepare ourselves for conditions we are likely to experience in the future. Education campaigns should target residents, businesses, commuters, and visitors.

● Implement an emerging pollutant education campaign

Our community streams are monitored for several common water quality parameters, such as nutrient loading and E. coli. There are also pollutants that we do not measure, including emerging pollutants that we are just becoming aware of, such as microplastics, pharmaceuticals, and per- and polyfluoroalkyl substances (PFAS), also called “forever chemicals” because they do not break down easily. The Town of Jackson began testing drinking water for PFAS voluntarily in 2023; the US Environmental Protection Agency will require testing of PFAS in all public drinking water supplies by 2027. Consumer choices and appropriate disposal of materials can prevent these pollutants from entering our waterways.

■ Incentivize and encourage water conservation and efficiency

The Town of Jackson already has a water pricing strategy that encourages conservation by charging more per 1,000 gallons as more water is used. Additional water conservation incentives could include adding a user explorer tool for conservation messaging in water bills, providing discounts or rebates on water conservation tools, and rewarding businesses for sustainable practices.

■ Create drought management plan

The Town of Jackson has asked residents and businesses to use less water, but it has never enforced restrictions. We should prepare for a time when that may occur. A drought management plan, which could be in the form of a water conservation ordinance, would determine action steps the Town will take when our community reaches different levels of drought. By having a plan with clearly outlined steps, the Town will not have to make last-minute decisions based on emerging conditions, and residents will not be surprised if temporary restrictions are enacted.

■ Require fluoro-free products be sold and used in local shops

Many common products contain PFAS, which is detrimental to human health and the environment. There are already federal regulatory actions regarding some large sources, such as firefighting foams that contain PFAS. Other sources of PFAS can be addressed on a community scale. Ski waxes containing PFAS wear off on the ski slopes, where they melt directly into soils and streams and can bioaccumulate in fish. There are fluoro-free market alternatives to PFAS-containing ski waxes and many other common products. To reduce the impact of this emerging pollutant on our health, environment, and economy, the Town can ban certain products from being sold or used in local shops or require fluoro-free versions.

Prohibit snow storage near bodies of water

Flat Creek within the Town of Jackson is impaired and does not meet surface water quality standards for Total Suspended Solids and Turbidity, primarily due to excess sedimentation. Snow that is removed from streets, sidewalks, and parking lots contains salt, sediment, hydrocarbons, trash, and other pollutants, which can enter streams when it melts. It is best to store snow in a location where the snowmelt will receive treatment. When that is not possible, storing snow away from water bodies to allow greater filtration can help protect streams from pollution. Supporting the creation and use of snow storage facilities with treatment will provide environmentally-sound alternatives for residents and businesses.

Update Land Development Regulations to encourage or require water conservation and protection

How a property is developed determines its pollutant load and resiliency to future conditions, including floods and droughts. Land development regulations (LDRs) that encourage or require stream buffers, onsite stormwater management, or the use of green stormwater infrastructure such as permeable surfaces and absorbent landscaping reduce the impacts of stormwater runoff and provide resiliency to floods. LDR amendments that encourage runoff recapture and reuse conserve water and provide resiliency to drought.

Address large sources of sedimentation entering Flat Creek

Flat Creek has been listed as an impaired water body due to sedimentation. However, we do not currently know where most of the sediment comes from. The Teton Conservation District, with support from the Town of Jackson, has partnered with the US Geological Survey to conduct a source sedimentation study. The results of this study will help us to determine the most effective actions to address sedimentation. Additionally, the Town should work to increase sediment and debris storage from potential pathways during a flood event, increasing community resilience.

Support efforts to ensure adequate, consistent, and reliable flow from the Jackson Lake Dam

Rapid rampdowns of flows from the Jackson Lake Dam are one of the greatest threats to the health of the Snake River, stranding fish and changing natural flow regimes that fish are adapted to. The Town of Jackson participates in the Snake River Headwaters Watershed Group (SRHWG), a regional collaborative working on large-scale water challenges. The Town of Jackson can use our voice to support and join the efforts of the SRHWG and others to ensure flows from the Jackson Lake Dam are adequate to support healthy populations of native fish species and their seasonal needs, that rampdowns occur gradually to minimize negative impacts, and that flow changes are predictable and reliable.

Encourage and incentivize riparian restoration

Some local streambanks are denuded of vegetation, altered to restrict natural flows, or have minimal buffers from stormwater runoff. Restoring vegetation and flow regimes will improve the health of streams and riparian zones, reduce pollutants, provide wildlife habitat, and increase resilience to flood events. The Town can encourage and support these projects and develop tools to incentivize riparian restoration and increased flood protections.

Support beautification of and access to Flat Creek

Waterways in the Town of Jackson have historically been disregarded rather than celebrated. Cache Creek was moved underground, and Flat Creek was diverted to the edge of town where it is hidden behind businesses. In recent years, work has been done to improve access; Karns Meadow and Garaman Park provide opportunities to celebrate our connection to Flat Creek. We can encourage further beautification of Flat Creek that invites people to it, transforming it from a hidden asset to a cherished amenity that provides beauty and enjoyment.

Host community celebration of Flat Creek

People care for the things they love, and Flat Creek could use a little more love. As we implement the strategies in this plan and improve water quality, we should invite people back to Flat Creek to celebrate our successes and encourage others to join us in our efforts in supporting a healthy watershed.

MUNICIPAL STRATEGIES

Improve efficiency of faucets, irrigation systems, and practices on Town properties

To meet the goal of reducing water use at Town facilities, the Town will invest in faucet aerators, low flow technology, and sensors where applicable, and will transition to soil-moisture and weather-based irrigation systems. We will evaluate water conservation practices, such as keeping lawns longer before mowing. Drought tolerant species and lawn alternatives will be considered.

Implement water reuse in at least one Town facility

Water reuse, also called recycled water, is the process of reclaiming non-potable water for uses other than cooking or drinking. Greywater from sinks and showers cannot be used for drinking or cooking, but it could be used in toilets or irrigation. Incorporating greywater systems into buildings could decrease water consumption while also reducing the energy used for both water production and wastewater treatment. On a larger scale, reclaimed water, or wastewater that has been treated but is still below drinking water standards, could be rerouted for irrigation.

Improve leak detection system

All public water systems experience losses through small leaks and other system errors, leading to a discrepancy between how much water is produced and how much is distributed and billed. Improving leak detection can reduce this gap, conserve water and energy, and reduce operational expenses. Non-revenue water, or water that is distributed for the public good at no cost, such as water used in fire hydrants, is excluded.

Circularity

We will rethink systems to reduce waste, support regeneration, reuse and recovery of resources, and encourage our economy to be productive without being extractive

COMPREHENSIVE PLAN PRINCIPLE 2.5:

Conserve energy through waste management and water conservation

Circularity promotes a just transition from an economy that follows a linear “take, make, waste” model to one where resource extraction is minimized, and materials and nutrients are maintained for as long as possible and are continuously cycled instead of becoming waste. A circular economy manages materials from procurement through disposal to lower emissions while protecting and enhancing biodiversity, reducing social inequities, and increasing resilience. It expands upon the reduce, reuse, recycle mantra, which is embedded within a linear model of producing, consuming, and discarding, and challenges us to rethink that system and replace it with one that is recyclable, shareable, and regenerative. Input, waste, and emissions are minimized, closed-loop systems exist locally, and small businesses, including farms and ranches, are viable. Circularity decouples economic development from resource consumption and environmental degradation, and encourages economies that are productive without being extractive, and where goods and services are exchanged and not wasted.

Our community already has informal circular relationships, where brewery waste may feed cattle at a ranch that provides beef for brewery burgers. We have a robust reuse economy keeping goods in use for longer. We have community recycling, commercial composting, and strong financial incentives to sort and divert waste. We also have community organizations that work to redistribute food waste to people in need. Despite these programs and systems, our community still disposes of more than 30,000 tons of municipal solid waste annually while our waste diversion rate has held steady at 29-35% since fiscal year 2007. It is time to rethink the system.

Our Comprehensive Plan prioritizes conserving energy through waste management. We can approach this by rethinking our current operations and shifting them to prioritize regenerative practices, reduce waste as the source, find end of life uses for materials, and divert more of our waste from the landfill. These strategies will reduce the GHG emissions emitted by each truckload of waste that is taken to the landfill, reduce methane emissions from our landfilled waste, and reduce the energy used and pollution released by the mining of virgin materials while providing revenue for our community and creating regenerative and reciprocal relationships between industries as well as between humans and our environment.

While the strategies in the circularity section still rely heavily on reducing and recycling, reframing this section as circularity reminds us to rethink systems and focus on front-end reduction, regeneration, and local reuse and recovery over recycling. Strategies are designed to align with Teton County Integrated Solid Waste and Recycling’s Road to Zero Waste Plan, amplifying their goals through municipal actions.

Image credit: Circular City Action Framework, ICLEI

Goals

Reduce waste generation and increase diversion rates

Reduce plastic waste and the use of materials containing PFAS

Develop and support markets for reuse and goods made from recycled materials

Targets

Target: Reduce landfilled waste 20% by 2030

Target: Divert 60% of our waste stream by 2030

Municipal target: Reduce landfilled waste from municipal operations 20% by 2030

Municipal target: Maintain a waste diversion rate greater than 70%

Municipal target: Divert 80% of our waste stream

Municipal target: Reduce emissions from paper products 20% by 2030

Strategies

KEY
- ● Immediate
- ◆ Medium
- ■ Short
- ◆◆ Long

- ● **Implement Pay-As-You-Throw Pricing**
  Options for residents to choose smaller waste containers or less frequent pickup for a reduced cost of service provides a direct economic incentive to reduce waste through purchasing habits, recycling, and composting. In other communities, pay-as-you-throw pricing models have effectively reduced the amount of waste going to the landfill by 14-27% while increasing recycling rates by 32-59%.

- ● **Update events form to encourage or require waste reduction and recycling**
  Large community events require permitting by the Town. Currently, all efforts to reduce waste are at the discretion of the event holder. Lack of recycling facilities frustrates residents and visitors alike who expect that level of service at events. Incentives or requirements could be added to the events form to reduce the amount of waste landfilled after events.

- ● **Require commercial recycling of beverage containers for alcoholic beverage service permit holders**
  Businesses benefit greatly when they have the privilege of serving alcohol at their establishments. Bottles and cans are easily recycled, yet a 2022 Waste Characterization Study estimated that 331 tons of aluminum cans and 1,414 tons of glass bottles are landfilled annually from our community, with an estimated value of $324,000 to $479,000. Aluminum cans are extremely energy intensive to produce, creating emissions and environmental degradation in the location where they are mined and manufactured. Requiring recycling of beverage containers as a condition to receive a liquor license will increase commercial recycling of these valuable commodities.

- ● **Require reusable foodware for dine-in experiences, prohibit foodware containing expanded polystyrene or PFAS, and require provision of accessories only upon request**
  Jackson's economy is based on tourism, and that includes a strong food service industry, including takeout. Plastic and polystyrene foodware breaks down into microplastics that are harmful to human health and our environment. Some take-out containers also contain PFAS, or Per- and Polyfluoroalkyl substances, also called "forever chemicals" because they break down very slowly in our environment and bioaccumulate in humans, fish, and other species. Plastic waste and harmful materials used in the food service industry can be minimized by requiring reusable foodware for dine-in experiences, prohibiting foodware containing polystyrene or PFAS, and stipulating that takeout restaurants only provide items like napkins, straws, and disposable utensils upon request.

- ■ **Require commercial recycling of cardboard**
  Cardboard is easily recyclable, highly valuable, and takes up a lot of space in garbage trucks. Requiring businesses to recycle cardboard will recover a valuable resource for reuse, reduce the number of trucks hauling waste to the landfill, and generate revenue to support recycling operations. A 2022 Waste Characterization Study estimated that 1,768 tons of cardboard are landfilled annually, with an estimated value of $35,000 to $110,000 if recycled.

Require diversion of C&D waste

Construction and demolition (C&D) waste comprises approximately one-third of all waste sent to the landfill Teton County. While it is more expensive to landfill C&D waste than to sort and divert it, most builders simply pass that cost on to their clients. Permitting processes or building codes could require diversion of certain C&D waste.

Discontinue Burn Week

The Town of Jackson designates one week in the fall and one week in the spring to allow burning of yard waste. Burn week corresponds with the timing of the Fall and Spring Clean Up when residents can drop off yard waste at the rodeo grounds or the transfer station for free. With convenient and free disposal options available for materials that can be chipped or composted, there is no need to continue the practice of burning waste, which impairs local air quality and increases the risk of fires spreading.

Incentivize or require hotels to reduce single-use toiletries

There is a nationwide shift away from single-use toiletries in hotels to larger, refillable containers to reduce plastic waste. Grand Teton National Park requires its concessionaires to provide sustainable toiletries rather than single-use versions. The Town could encourage, incentivize, or require hotels in Town to do the same.

Consider local restrictions on the sale of single-use plastic water bottles

Bottled water is rarely needed in our community, as drinking water available from the tap is as clean or cleaner than bottled waters, which have less stringent regulations than tap water. Bottled water creates unnecessary plastic waste that is often not recycled. Restricting the sale of small, single-use plastic water bottles, while allowing the sale of larger containers for the few households that need them, reduces this waste at the source.

Encourage reusables through a surcharge on beverage cups and food containers

Similar to the plastic bag reduction ordinance, in which customers are incentivized to bring their own bags by a 20-cent fee for each paper bag used, a surcharge on take-out beverages cups or other food containers could encourage customers to use reusables while encouraging vendors to provide durable containers, including items that are returnable for a rebate.

Encourage or require bear-resistant food waste composting by restaurants

Nearly 12% of the municipal solid waste received at the Transfer Station is organic material that could be composted, including food waste, yard waste, untreated wood, manure, and sod. Restaurants and industrial kitchens produce more organic food waste than individual households. Targeting diversion of organic material from the largest produces is the most effective way to reduce this component of the waste stream while creating a valuable product that can be used locally to regenerate landscapes.

Support local food production

Local food production provides nutrient-dense foods while reducing emissions related to transporting food to our region. The Town can support the creation and actualization of community gardens and farmer's markets and support local producers through the creation of a local carbon offset program that supports regenerative practices. Precautions need to be taken to avoid attracting bears to urban areas, which may include not allowing some agricultural practices within Town limits.

Require Sustainable Deconstruction Plans with a diversion requirement

Deconstruction differs from demolition in that it encourages the foresight needed to reuse and recycle materials rather than landfilling them. Requiring deconstruction plans with a diversion requirement will add this foresight to an industry that often operates as quickly as possible without providing options for reuse.

Require equal space for trash and diversion in new commercial buildings and multi-unit dwellings

Building designs include locations for trash storage and pickup. However, few incorporate adequate space for recycling, compost, or other types of waste diversion, providing a barrier to participation that is difficult to overcome. Design standards should require space for diversion as well as trash.

MUNICIPAL STRATEGIES

Digitize paperwork, incentivize workplace recycling, and model zero waste events

The Town of Jackson will continue to improve waste diversion and recycling within our operations, reduce unnecessary printing through habit changes and digitization, and aim to model low-waste and zero-waste practices at employee events.

Incorporate waste diversion requirements into Requests for Proposals and contracts

The Town of Jackson can encourage better practices among our contractors by including waste diversion requirements and model practices within our contracts, and awarding points for circular practices.

Develop sustainable procurement policies that prioritize materials with recycled content

The Town of Jackson can drive markets through the purchases we make. A procurement policy that prioritizes materials made with recycled content, such as office paper, will support those markets while reducing the Town's scope 3 emissions.

Pair recycling bins with public trash bins

The Town of Jackson currently provides trash and recycling bins throughout downtown, and joint Town/County departments provide public trash and recycling bins at city parks and trash bins at bus shelters. However, many trash bins do not have recycling bins nearby. If trash bins are paired with recycling bins, recycling cans and bottles will be easier for users and we will divert more waste.

Accountability

Regardless of the sector, goal, or strategy, it is important to have a plan for monitoring progress and communicating it transparently. The first step is to improve our systems for tracking municipal and community GHG emissions. We must also establish methods for tracking progress towards implementation of the strategies outlined in this plan. Finally, we must develop systems for communicating the data and progress we are tracking with Town Council, Town staff, and the public.

Goals

Better understand the sources of our community's GHG emissions

Track climate and sustainability metrics accurately

Share Sustainability Plan progress transparently with the community

Targets

Target: Create Sustainability Plan progress report that is publicly accessible by 2026

Target: Communicate with the public about relevant sustainability plan strategies quarterly

Municipal target: Provide annual update to Town Council on Sustainability Plan progress

Municipal target: Communicate with Town staff about Sustainability Plan initiatives quarterly

Strategies

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

- **Commit to quarterly communications with the public**
  It is not possible to reach our sustainability goals without buy in from the public and participation by individuals, businesses, and visitors. Communications about Sustainability Plan strategies, progress, and ways to engage can occur in many forms, including in-person events, flyers, advertisements, media features, social media. These should occur at least quarterly to maintain engagement.

- **Complete a Local Government Operations (LGO) and Community-wide GHG inventories within one year of adoption**
  The most recent formal community-wide GHG inventory for Teton County was completed in 2017 and is becoming outdated. The Town of Jackson gathers data on municipal energy, fuel, and water consumption, but has never completed a formal LGO GHG inventory. We should complete an LGO and Community-wide GHG inventory within one year of adoption of the Town Sustainability Plan to provide the baseline data we need to measure success.

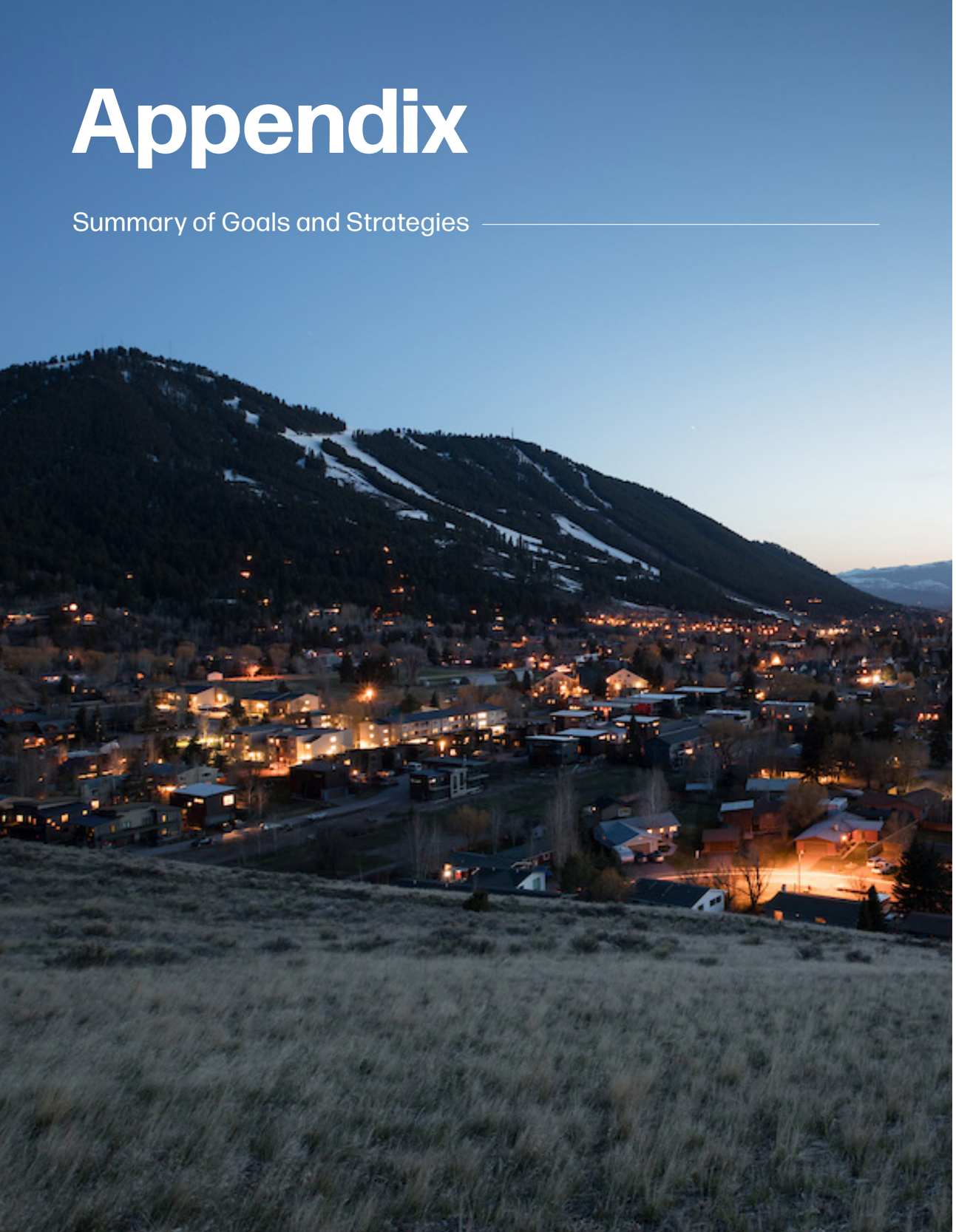
- **Create or improve LGO and community-wide GHG emissions data collection**
  Using data from the LGO and Community-wide GHG inventories, we can create or improve systems for collecting and recording data to track our progress. Efficient systems will enable us to gather the information necessary to meet our reporting and communications targets.

- **Create a publicly accessible dashboard for tracking progress towards goals**
  To hold us accountable to the goals and targets within the Sustainability Plan, the Town can create a platform for showing progress towards goals. While targets related to emissions reduction need only be reported annually, progress towards strategies can be updated on an ongoing basis.

- **Complete a full GHG inventory every five years**
  Formal GHG inventories have been completed for Teton County in 2007 and 2017. They are updated annually using data and assumptions that are built into the modeling. However, it is recommended to do formal inventories more frequently than every ten years. Committing to do a formal inventory every five years will provide more accurate data on our progress and will help us to have the information needed to update the Town Sustainability Plan every five years.

Appendix

Summary of Goals and Strategies



Energy

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Support the development of community renewable energy projects	Increase local generation of renewable energy
●	Develop renewable energy project standards that minimize impacts to the environment	Minimize the impacts of energy development on environmental quality
■	Encourage Lower Valley Energy (LVE) to move to an opt-out system for their Green Power program	Increase investment in Green Power
■	Support local production of renewable energy	Increase local generation of renewable energy
◆	Encourage energy pricing that incentivizes conservation	Reduce energy consumption during peak periods
◆	Incentivize electric vehicle charging during off-peak hours	Reduce energy consumption during peak periods
◆	Support regional production of renewable energy	Maintain a clean electricity supply
◆	Encourage our local utility to increase the percentage of renewable energy in their electric portfolio	Maintain a clean electricity supply
◆◆	Research feasibility of additional renewable energy sources for our community	Increase local generation of renewable energy
◆◆	Develop an energy supply resiliency plan	Expand energy storage capabilities
Timeline	**Municipal Stategy**	**Goals Addressed**
◆◆	Continue to purchase 100% Green Power	Increase investment in Green Power
◆◆	Increase percentage of energy from renewable energy sources	Increase local generation of renewable energy

Nature-based Solutions

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Engage community in pollinator protection	Support healthy populations of keystone species, focal species, and minifauna
■	Encourage or require green infrastructure in new construction	Expand absorbent landscapes and runoff recapture
◆	Protect riparian zones and other sensitive natural areas	Preserve and maintain natural landscapes that provide erosion and flood control
◆	Strengthen protections for keystone and focal species	Support healthy populations of keystone species, focal species, and minifauna
◆	Incentivize or require landscaping with native plants	Increase the proportion of landscaping with native plants
◆◆	Promote tree planting	Increase the proportion of landscaping with native plants; Expand absorbent landscapes and runoff recapture
◆◆	Daylight sections of Cache Creek to restore ecological integrity	Preserve and maintain natural landscapes that provide erosion and flood control
◆◆	Develop a local Biodiversity Strategy and Action Plan	Support healthy populations of keystone species, focal species, and minifauna
Timeline	**Municipal Stategy**	**Goals Addressed**
●	Create model native plant or pollinator garden on Town property	Increase the proportion of landscaping with native plants; Support healthy populations of keystone species, focal species, and minifauna
■	Create an Eco-Stewards program	Develop an ethos of ecosystem stewardship and coexistence
◆	Develop beaver coexistence strategy	Support healthy populations of keystone species, focal species, and minifauna

The Built Environment

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Commit to reviewing and adopting the latest International Energy Conservation Code (IECC) within one year of their release	Reduce emissions attributed to the Built Environment; Improve air quality
●	Encourage or require smaller, more energy-efficient buildings	Reduce emissions attributed to the Built Environment; Improve air quality
●	Develop strategies to reduce energy used to heat outdoor spaces	Reduce emissions attributed to the Built Environment; Improve air quality
●	Apply for International Dark Sky Community certification	Reduce light pollution
■	Prioritize energy efficiency upgrades for deed-restricted housing and long-term rentals	Reduce emissions attributed to the Built Environment; Improve air quality
■	Adopt a voluntary energy conservation stretch code	Reduce emissions attributed to the Built Environment; Improve air quality
■	Require disclosure of energy efficiency and/or energy efficiency upgrades at point of sale	Reduce emissions attributed to the Built Environment; Improve air quality
■	Support building energy conservation education for residents and businesses	Reduce emissions attributed to the Built Environment; Improve air quality
■	Review Land Development Regulations (LDRs) to address wildlife permeability and climate mitigation, adaptation, and resilience	Reduce human-wildlife conflicts
◆	Expand Bear Conflict Zone to the entire town	Reduce human-wildlife conflicts
◆	Protect highly used wildlife corridors from development	Reduce human-wildlife conflicts
◆	Support green workforce development	Reduce emissions attributed to the Built Environment; Improve air quality
◆	Conduct a vulnerability assessment	Build community resiliency
◆	Designate or develop resilience hubs	Build community resiliency
◆	Educate, encourage, and incentivize conversion of non-compliant lighting to dark sky lighting	Reduce light pollution
◆◆	Incentivize low-emission construction practices and the use of materials with low embodied carbon	Reduce emissions attributed to the Built Environment; Improve air quality
◆◆	Adopt a bird-friendly window ordinance	Reduce human-wildlife conflicts
Timeline	**Municipal Strategy**	**Goals Addressed**
●	Convert Town-owned trash receptacles to bear-resistant ones	Reduce human-wildlife conflicts
■	Build for the future	Reduce emissions attributed to the Built Environment
◆	Convert Town-owned lighting to dark sky compliant lighting	Reduce light pollution
◆	Reduce GHG emissions from Town operations	Reduce emissions attributed to the Built Environment; Improve air quality
◆	Reduce GHG emissions from Town-owned buildings leased to others	Reduce emissions attributed to the Built Environment; Improve air quality
◆	Commit to purchasing carbon offsets for emissions attributed to municipal operations	Reduce emissions attributed to the Built Environment

Mobility

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Update parking management program downtown	Reduce vehicles miles traveled
●	Pilot community-wide carshare and bikeshare program with low-emission vehicles	Reduce vehicle miles traveled; Increase active transit mode share
●	Prioritize access to multi-modal mobility when considering new housing developments	Reduce vehicle miles traveled; Increase active transit mode share
●	Implement Travel Demand Management strategies and programs in the Integrated Transportation Plan	Reduce vehicles miles traveled
■	Require or incentivize low-emissions vehicles, alternative fuels, and other climate mitigation actions in government contracts	Reduce GHG emissions associated with surface transportation and motors
■	Incentivize vehicle efficiency through business permitting process	Reduce GHG emissions associated with surface transportation and motors
■	Prioritize car-free and car-light applications in affordable and workforce housing lotteries	Reduce vehicles miles traveled
■	Encourage businesses to offer transit passes, bike/car share memberships, or stipends in lieu of parking	Reduce GHG emissions associated with surface transportation and motors; Increase active transit mode share
■	Reduce unnecessary idling	Reduce GHG emissions associated with surface transportation and motors; Reduce noise pollution
■	Amplify and support car-free travel options for visitors	Reduce GHG emissions associated with surface transportation and motors; Increase active transit mode share
◆	Expand park-and-ride facilities and mobility hubs	Reduce vehicles miles traveled; Reduce GHG emissions associated with surface transportation and motors
◆◆	Streamline waste hauling	Reduce vehicles miles traveled; Reduce GHG emissions associated with surface transportation and motors; Reduce noise pollution
◆◆	Improve walkability and bikeability downtown	Increase active transit mode share
◆◆	Plan for an electric future	Reduce GHG emissions associated with surface transportation and motors; Reduce noise pollution
◆◆	Research options for centralized delivery hubs	Reduce GHG emissions associated with surface transportation and motors; Reduce noise pollution
Timeline	**Municipal Strategy**	**Goals Addressed**
●	Reduce GHG emissions associated with surface transportation and motors	Reduce GHG emissions from Town fleets and public transit
●	Reduce GHG emissions associated with surface transportation and motors	Reduce GHG emissions from Town fleets and public transit
●	Reduce GHG emissions associated with surface transportation and motors	Reduce GHG emissions from Town fleets and public transit
■	Reduce vehicles miles traveled; Reduce GHG emissions associated with surface transportation and motors	Reduce vehicles miles traveled; Reduce GHG emissions associated with surface transportation and motors
◆	Reduce vehicles miles traveled; Reduce GHG emissions associated with surface transportation and motors; Increase active transit mode share	Reduce GHG emissions from Town of Jackson staff commutes; Reduce vehicles miles traveled; Increase active transit mode share
◆◆	Reduce GHG emissions associated with surface transportation and motors; Reduce noise pollution	Reduce GHG emissions associated with surface transportation and motors; Reduce noise pollution

Healthy Watershed

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Implement a water conservation campaign	Conserve energy through water conservation and efficiency
●	Implement an emerging pollutant education campaign	Improve water quality in rivers and streams
■	Incentivize and encourage water conservation and efficiency	Conserve energy through water conservation and efficiency
■	Create drought management plan	Conserve energy through water conservation and efficiency
■	Require fluoro-free products be sold and used in local shops	Improve water quality in rivers and streams
■	Prohibit snow storage near bodies of water	Improve water quality in rivers and streams; Support healthy populations of native cold-water fish species
◆	Update Land Development Regulations to encourage or require water conservation and protection	Conserve energy through water conservation and efficiency; Improve water quality in rivers and streams
◆	Address large sources of sedimentation entering Flat Creek	Improve water quality in rivers and streams; Support healthy populations of native cold-water fish species
◆	Support efforts to ensure adequate, consistent, and reliable flow from the Jackson Lake Dam	Support healthy populations of native cold-water fish species
◆	Encourage and incentivize riparian restoration	Improve water quality in rivers and streams; Support healthy populations of native cold-water fish species
◆◆	Support beautification of and access to Flat Creek	Improve water quality in rivers and streams
◆◆	Host community celebration of Flat Creek	Improve water quality in rivers and streams; Support healthy populations of native cold-water fish species
Timeline	**Municipal Strategy**	**Goals Addressed**
◆	Improve efficiency of faucets, irrigation systems, and practices on Town properties	Conserve energy through water conservation and efficiency
◆	Implement water reuse in at least one Town facility	Conserve energy through water conservation and efficiency
◆◆	Improve leak detection system	Reduce the gap between water produced and water billed, excluding non-revenue water

Circularity

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Implement Pay-As-You-Throw Pricing	Reduce waste generation and increase diversion rates
●	Update events form to encourage or require waste reduction and recycling	Reduce waste generation and increase diversion rates
●	Require commercial recycling of beverage containers for alcoholic beverage service permit holders	Reduce waste generation and increase diversion rates
●	Require reusable foodware for dine-in experiences, prohibit foodware containing expanded polystyrene or PFAS, and require provision of accessories only upon request	Reduce plastic waste and the use of materials containing PFAS
■	Require commercial recycling of cardboard	Reduce waste generation and increase diversion rates
■	Require diversion of C&D waste	Reduce waste generation and increase diversion rates
■	Discontinue Burn Week	Develop and support markets for reuse and goods made from recycled materials
◆	Incentivize or require hotels to reduce single-use toiletries	Reduce plastic waste and the use of materials containing PFAS
◆	Consider local restrictions on the sale of single-use plastic water bottles	Reduce plastic waste and the use of materials containing PFAS
◆	Encourage reusables through a surcharge on beverage cups and food containers	Reduce waste generation and increase diversion rates
◆	Encourage or require bear-resistant food waste composting by restaurants	Reduce waste generation and increase diversion rates; Develop and support markets for reuse and goods made from recycled materials
◆	Support local food production	Develop and support markets for reuse and goods made from recycled materials
◆	Require Sustainable Deconstruction Plans with a diversion requirement	Reduce waste generation and increase diversion rates
◆	Require equal space for trash and diversion in new commercial buildings and multi-unit dwellings	Reduce waste generation and increase diversion rates

Timeline	Municipal Strategy	Goals Addressed
●	Digitize paperwork, incentivize workplace recycling, and model zero waste events	Reduce waste generation and increase diversion rates
■	Incorporate waste diversion requirements into Requests for Proposals and contracts	Reduce waste generation and increase diversion rates
◆	Develop sustainable procurement policies that prioritize materials with recycled content	Develop and support markets for reuse and goods made from recycled materials
◆	Pair recycling bins with public trash bins	Reduce waste generation and increase diversion rates

Accountability

KEY
● Immediate ◆ Medium
■ Short ◆◆ Long

Timeline	Strategy	Goals Addressed
●	Commit to quarterly communications with the public	Share Sustainability Plan progress transparently with the community
●	Complete a Local Government Operations (LGO) and Community-wide GHG inventories within one year of adoption	Better understand the sources of our community's GHG emissions
●	Create or improve LGO and community-wide GHG emissions data collection	Track climate and sustainability metrics accurately
●	Create a publicly accessible dashboard for tracking progress towards goals	Share Sustainability Plan progress transparently with the community
■	Complete a full GHG inventory every five years	Track climate and sustainability metrics accurately

Glossary

Active transit: Refers to transportation modes such as walking, biking, public transit, and micromobility options like bikeshare and scooters.

Bioswale: A landscape element, typically a vegetation ditch, designed to concentrate stormwater runoff while removing debris and pollution. Bioswales are often used to manage water quantity and quality in urban areas.

Built environment: Commercial and residential buildings and the infrastructure that supports them. It includes roads, bridges, water and sewer systems, public utilities, parks, and green spaces.

Carbon dioxide equivalent (CO2e): CO2e, or carbon dioxide equivalent, is a metric used to compare the emissions of various greenhouse gases based on their global warming potential relative to that of carbon dioxide over a specific period. It allows different greenhouse gases to be expressed as an equivalent amount of CO2, providing a standardized measure of their impact on climate change.

Carbon sequestration: The process of capturing and storing atmospheric carbon dioxide through habitat restoration, carbon capture technologies, afforestation, or sustainable farming practices.

Circular economy: A framework in which resource input, waste, and emissions are minimized by slowing, closing, and narrowing material loops. It aims to eliminate waste and pollution, circulate products and materials at their highest value, and regenerate nature through five strategies: rethink, regenerate, reduce, reuse, and recover. (ICLEI and the Ellen MacArthur Foundation)

Climate action: Efforts to reduce greenhouse gas emissions, enhance resilience to climate change impacts, and promote sustainable practices to mitigate global warming. This encompasses policy measures, technological innovations, and community initiatives to ensure a stable climate for future generations.

Community resilience: The ability of the local population to withstand, adapt to, and recover from adverse events such as natural disasters, economic downturns, or social disruptions. It involves enhancing the town's infrastructure, social networks, and emergency preparedness to ensure long-term well-being.

Ecosystem services: The direct and indirect benefits that humans receive from natural ecosystems. This includes provisioning (food, water), regulating (climate, disease control), supporting (nutrient cycles, pollination), and cultural services (recreational, spiritual).

Embodied carbon: The total greenhouse gas emissions generated to produce a built asset, including the extraction, manufacture, transportation, assembly, maintenance, and disposal of building materials.

Focal species: Species that serve an umbrella function because they live in habitats needed for other species and are often more sensitive to changes in those habitats. They are often indicators of ecological sustainability.

Green infrastructure: A network of natural and semi-natural systems that reduce and treat stormwater at its source to reduce flows to sewer systems or surface waters. Raingardens, permeable pavement, stormwater harvest and reuse, and bioswales are examples of green infrastructure.

Greenhouse gas (GHG): A gas that traps heat in the Earth's atmosphere. Common GHGs include carbon dioxide (CO_2), methane (CH_4), and nitrous oxide (N_2O). These gases absorb and emit infrared radiation, leading to a warming effect on the planet.

Greywater: Wastewater generated from household or commercial activities such as laundry, dishwashing, and bathing, which can be recycled for non-potable uses like landscape irrigation and flushing toilets.

Keystone species: A plant or animal which most other species in an ecosystem directly or indirectly depend upon. When healthy populations for keystone species are present, many other species benefit.

Low-emission construction practices: Building methods and materials that minimize greenhouse gas emissions and other pollutants during the construction process. These practices can include sustainable waste management, efficient on-site energy use, and place-based materials.

Microhabitat: A small, specialized habitat within a larger ecosystem that supports specific plant and animal species.

Minifauna: Small or localized animals that play significant roles in ecosystems, such as pollination, soil health and decomposition. Examples include small mammals, birds, and insects.

Multi-modal mobility: Transportation systems that integrate various modes of transport, such as walking, cycling, public transit, and car-sharing, to provide flexible, efficient, and seamless travel experiences for users. These systems aim to optimize connectivity and convenience by allowing travelers to switch between different transportation methods easily.

Natural infrastructure: The strategic use of natural systems, such as wetlands, forests, and floodplains, to provide services like water purification, flood control, and climate regulation.

Nature-based solutions: Actions to protect, sustainably manage, or restore natural ecosystems that address societal challenges such as climate change, human health, food and water security, and disaster risk reduction effectively and adaptively, simultaneously providing human well-being and biodiversity benefits (The World Bank).

Non-renewable energy: Energy sources that cannot be replenished on a human timescale once they are depleted. These include fossil fuels such as coal, oil, natural gas, and nuclear energy.

Peak periods: Refer to times when electricity demand is at its highest. Typically, peak periods occur in the morning and evening daily. They also occur during extreme seasonal temperatures in summer and winter. These periods are influenced by climate, population density, green infrastructure, and local industrial activity, impacting electricity pricing and grid management.

Perfluoroalkyl and Polyfluoroalkyl substances (PFAS): Perfluoroalkyl and polyfluoroalkyl substances (PFAS) are a group of synthetic chemicals that are widely used for their water and grease-resistant properties, found in products like non-stick cookware, ski wax, waterproof clothing, and firefighting foams. They are known for their persistence in the environment and human body, leading to concerns about their potential health effects.

Rain gardens: Shallow, vegetated basins designed to capture and absorb rainwater runoff from impervious surfaces like roofs, sidewalks, and streets. They help reduce flooding and improve water quality.

Reclaimed water: Reused treated water that can be used for various purposes, such as agricultural irrigation, industrial processes, and landscape watering.

Recycled water: Wastewater treated and purified for reuse in non-potable applications like irrigation, industrial processes, and toilet flushing.

Resilience hub: A community-serving facility designed to support residents, coordinate resource distribution, and enhance community resilience to the impacts of climate change. They are the central point for gathering, assembling information and distributing resources before, during, and after emergencies. They also serve to enhance quality of life and help residents adapt to the impacts of climate change on a day-to-day basis.

Riparian restoration: Rehabilitating the natural habitats and ecosystems along riverbanks and streams to improve water quality, enhance biodiversity, and stabilize the shoreline. This can include activities like planting native vegetation, removing invasive species, and managing erosion.

Scope 1, 2, and 3 emissions: Categories of greenhouse gas emissions associated with an organization's operations. Scope 1 includes direct emissions from owned sources, Scope 2 covers indirect emissions from purchased electricity, and Scope 3 encompasses all other indirect emissions in the value chain.

Sustainability: A system of practices, technologies, and policies encompassing environmental, social, and economic dimensions that enable the fulfillment of present needs without compromising the ability of future generations to meet their own needs.

Systemic change: Fundamental shifts in the structures, processes, and behaviors of a system, leading to long-lasting and transformative impacts. It involves addressing the root causes of problems rather than just their symptoms, often requiring coordinated efforts across multiple sectors and levels of society.

Vulnerability assessment: Evaluating the exposure, sensitivity, and adaptive capacity of infrastructure, ecosystems, and populations to climate-related hazards. The goal is to inform strategies for reducing risks and enhancing resilience.

Water conservation: Decreasing the total amount of water use.

Water efficiency: Conserving water by utilizing water-saving technology.

Watershed: An area of land within which all the water that falls drains into a common outlet, such as a river, lake, or ocean. Jackson Hole is a part of the Snake River Headwaters Watershed.
303(d) list of impaired water bodies: A state's list of impaired and threatened waters (such as stream and river segments, and lakes) is submitted to the EPA for approval every two years. For each water body on the list, the state identifies the pollutant causing the impairment, if it is known.

Acronyms

BPA: Bonneville Power Administration

CC&R: Covenants, Conditions, and Restrictions

CO2e: Carbon dioxide equivalent

GHG: Greenhouse Gas

ICLEI: International Council for Local Environmental Initiatives

IECC: International Energy Conservation Code

ITP: Integrated Transportation Plan

LBSAP: Local biodiversity strategy and action plan

LDR: Land development regulations

LEED: Leadership in Energy and Environmental Design

LVE: Lower Valley Energy

MUD: Multi-unit dwelling

PFAS: Per- and Polyfluoroalkyl substances

SRHWG: Snake River Headwaters Watershed Group

START: Southern Teton Area Rapid Transit

Acknowledgments

Thank you to all of our staff, Town Council members, community partners, and community members who assisted with the development of this plan. We are grateful for the support and engagement we received from a wide variety of departments, community-based organizations, and individuals. We set bold goals. It will take a community to accomplish them. We look forward to working with the dedicated members of our community to implement this plan.