

Climate Action Plan For Tourism In La Plata County

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1. Executive Summary

The Climate Action Plan for the Tourism Sector in La Plata County aims to foster sustainable and regenerative tourism practices that mitigate climate impacts while enhancing community resilience. Central to this plan is the commitment to reaching net zero emissions, a goal that aligns with global imperatives for urgent climate action. By striving towards net zero, we ensure that our tourism sector contributes to reducing greenhouse gas emissions, aligning with the scientific consensus that underscores the importance of limiting climate change.

This plan also reaffirms Visit Durango's alignment with the Glasgow Declaration on Climate Action in Tourism principles, which calls for a decade of action to accelerate the transition towards low-carbon tourism. By endorsing the declaration, Visit Durango commits to halving tourism emissions by 2030 and achieving net zero as soon as possible before 2050. This Climate Action Plan includes strategies for adaptation, emergency response, climate change reduction, and other critical areas, aligning with the City of Durango's Sustainability Plan and Destination Management Master Plan (DMMP).

2. Introduction

2.1 Purpose of the Plan

The primary purpose of this Climate Action Plan (CAP) is to serve as an internal guiding document for Visit Durango. It outlines strategic actions aimed at steering the tourism sector in La Plata County towards a sustainable future. This plan is designed to help Visit Durango minimize environmental impacts while maximizing socio-economic benefits for the community. The focus is on actionable steps that Visit Durango can directly influence or advocate for within its operations and among tourism-related businesses in the region. The plan will also guide the organization in its efforts to engage with local tourism businesses, stakeholders, and the community at large in a way that promotes climate resilience and sustainability within the visitor economy of Durango.

2.2 Scope and Limits

This CAP is specifically scoped to address tourism-related activities within La Plata County. The focus is on actions that Visit Durango can directly implement or influence, particularly in the realms of marketing, storytelling, and stakeholder engagement within the tourism sector. While the plan aligns with broader sustainability efforts outlined in the City of Durango's Sustainability Plan and Destination Management Master Plan (DMMP), its primary objective is to guide Visit Durango's initiatives. It includes mitigation and adaptation strategies that are directly applicable to the tourism sector and its associated businesses. The plan does not attempt to address broader public or governmental actions unless those actions intersect directly with Visit Durango's sphere of influence.

2.3 Risks

2.3.1 Risks from Climate Change - Data from Fifth National Climate Assessment.

- As of July 2024, climate change has already raised global temperatures to [1.5°C](#) compared to pre-industrial averages. We are expected to achieve 2°C by around [2039](#) in the current emissions scenario. Based on current trends, this projection outlines the anticipated changes in a 2°C scenario. However, if global actions remain unchanged, we are on track to see a 3°C increase by around [2060](#) and a 4°C increase [by around 2078](#). The 2030 forecast guides our current Climate Action Plan (CAP) to help visitors and businesses mitigate and adapt to these changes. Simultaneously, immediate actions are necessary to prevent the severe impacts anticipated for 2078.
- Although the overall quantity of rainfall in Durango is not expected to change significantly, projections indicate an increase in extreme rainfall events and a decrease in the snowpack. These changes will impact the environment, businesses, and human well-being. These impacts include increased flooding, erosion, landslides, drought, and wildfires. Companies will face challenges with water availability, infrastructure damage, insurance impacts, and shifts in tourism patterns. Human well-being will be affected by changes in food security, mental health issues due to loss of cultural identity and uncertainty, physical health risks from extreme weather events, and economic instability.
- Projected increases in summer temperatures in La Plata County will significantly impact the environment, business, human well-being, and infrastructure. These impacts include heat stress on wildlife and plants, increased wildfire risk, water scarcity, higher energy demand, impacts on agriculture and tourism, increased risk of heat-related illnesses, poorer air quality, and strain on infrastructure such as cooling and other energy systems.
- By mid-century, workers will experience a 75% decrease in their ability to work outside in the heat. An increase in tick and mosquito-borne illnesses, such as valley fever will accompany this. Consequently, outdoor workers and older people will be at greater risk due to these changing conditions. Establishing cooling centers will be essential to protect vulnerable populations from extreme heat.

Changes	1.5°C - Overview	2°C - Overview	3°C - Overview	4°C - Overview
Percent Change in Days with Extreme Precip at 4 Global Warming Levels	10	17	34	43
Change in Wettest Day of the Year at four Global Warming Levels	1	3	12	13

Change in annual precipitation at 4 Global Warming Levels	0	0	3	8
Change in Average Annual Temp	2	3	6	8
Change in Extreme Precipitation	5	11	27	42
Change in mean summer temp	2	3	6	7
Change in Number of days over 100F	0	0	2	3
Change in Number of days over 105F	0	0	0	0
Change in precipitation on the wettest day in 5 years	2	3	13	14
Change in the number of hottest days of the year	2	4	6	7
Change in lowest average temp of summer	2	3	6	8
Change in Number of days Below 0°F	-4	-6	-8	-9
Change in number of days over 95°F	2	4	10	15
Change in number of nights over 70°F	0	0	0	1

Change in Number of days under 32°F	-14	-23	-41	-56
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Table 1: Data Sourced from the 5th National Climate Assessment, 2024.

2.3.2 Tourism's Contribution to Climate Change

Tourism is a significant contributor to our local economy. In 2022, tourism had a total economic impact of \$441 million and created 3,214 jobs in La Plata County. However, tourism significantly contributes to climate change across five different modes, primarily due to emissions of greenhouse gasses (GHG).



Figure 1: Unpublished figure from the Travel Foundation.

2.3.2.1 Transportation To La Plata County

Using global DMO emission averages, transportation to and from tourism destinations is the most significant contributor to tourism-related greenhouse gas (GHG) emissions, accounting for approximately 73% of the total emissions in this sector (scope 3). Air travel, in particular, is a significant driver, given its high carbon footprint per kilometer

traveled. Airplanes are a primary source of carbon dioxide (CO₂) emissions, with the aviation industry alone accounting for approximately 2.5% of global CO₂ emissions ([Ritchie & Roser, 2024](#)). This figure is expected to rise as air travel becomes more accessible and frequent. In 2022 and 2023, the local airport set records for air travel into La Plata County, which aligns with predictions of increased air travel ([Brown, 2024](#)).

While it is possible to measure the number of planes landing and taking off at the Durango-La Plata County Airport and the number of passengers, this does not account for GHG once passengers disembark the plane. They must travel 14.5 miles from the airport to town or 41 miles if they stay at Purgatory Resort (a main winter season driver). This journey typically relies on rental cars, the limited hotel shuttle services, or the two taxi services available, further complicating the calculation of associated emissions.

Land transport also significantly contributes to GHG emissions. La Plata County is primarily a drive market. There are five major markets within a one-day drive. The accurate GHG output from visitors driving to the area is difficult to measure due to the varied fuel efficiency of vehicles. For example, a heavy work truck getting 10 miles per gallon emits significantly more GHGs than hybrid vehicles, which can achieve 110 miles per gallon or greater. While this variability underscores the challenges in accurately assessing the carbon footprint of land transport in tourism, it also highlights a critical need for metrics and better data. As tourism does not start or end at La Plata County, statewide metrics would be supportive and critical for the successful decarbonization of tourism transportation.

2.3.2.2 Food & Catering

Tourism's contribution to climate change through food and catering primarily revolves around the energy-intensive processes in food production, transportation, and waste management. These activities account for approximately 13% of tourism-related emissions (scope 3), with significant contributions from transportation, agricultural emissions, cooking, refrigeration, and facility operation.

Within this 13%, food waste alone is responsible for approximately 30% of these emissions (scope 3). This substantial share is separate from the emissions associated with agricultural production, cooking, refrigeration, and other related processes. Addressing food waste through initiatives such as composting programs, redistributing surplus food, and raising awareness about food waste among tourists and staff is crucial for significantly reducing this contribution.

Durango has one of the highest numbers of restaurants per capita in the United States, with 187 restaurants. This equates to one restaurant for every 99 people living in Durango. Given the high density of restaurants, managing food waste becomes even more critical to our local tourism economy.

2.3.2.3 Accommodations

Accommodations within tourism destinations contribute around 10% of tourism's total emissions (scope 3). This includes energy consumption for heating, cooling, lighting, and other services provided by hotels and other lodging facilities. La Plata County has 71 lodging properties and 1,569 short-term rentals. The majority of these lodging properties are locally owned.

While accommodations significantly contribute to tourism's climate impact, many corporate brands in the industry are increasingly adopting practices to mitigate these effects. These include energy-efficient technologies, water conservation measures, waste reduction programs, and renewable energy sources. These corporate brands benefit from brand standardization of measures and technologies; however, due to corporate standards and shareholder profit margins, they tend to be less progressive and impactful savings. Locally owned properties, on the other hand, need more knowledge or funding to make impacts on their GHG outputs. Each type of property has unique strengths and challenges in addressing GHG emissions.

In La Plata County, GHG emissions from short-term rentals demand attention due to their abundance and the county's lack of regulatory measures. Regrettably, conclusive data on their emissions impact remains elusive, necessitating further research and studies in this underexplored academic area. However, it is still worth documenting in this Climate Action Plan because they have potentially different mechanisms of greenhouse gas emissions, such as occupancy patterns, building conversions, transportation, supply chain emissions, and lack of centralized services.

2.3.2.4 Events & Activities

Tourism events and activities contribute approximately 4% of total emissions and represent an area where sustainable practices can have a significant impact. These include the carbon footprint of entertainment, excursions, food and beverage, and event logistics.

La Plata County is known for its vibrant events, especially during the peak season, with many events scheduled on the same calendar day. These events range in scope, size, and tourism appeal. In 2023, the top origin markets for event attendees were Denver (14%), Albuquerque-Santa Fe, NM (13%), Phoenix, AZ (11%), Dallas-Ft. Worth, TX (8%), and Colorado Springs-Pueblo, CO (4%).

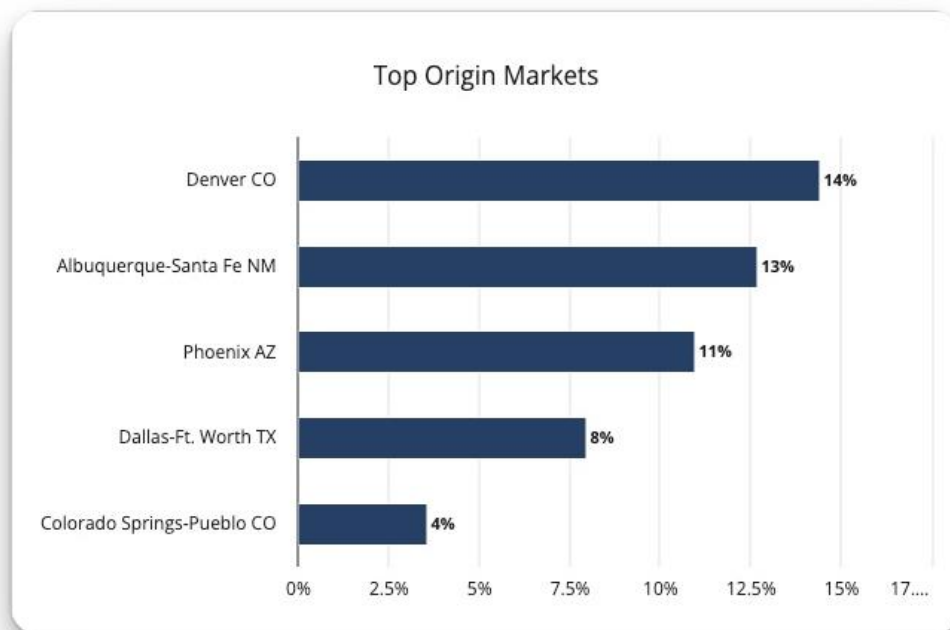


Figure 2: La Plata County Top origin Market, source Zartico.

The county's top three events, which significantly contribute to local tourism and associated GHG emissions, are:

1. IronHorse Bicycle Classic: A three-day event attracting around 6,000 attendees, including participants from over 30 states and five countries. Last year, registrants traveled from 43 states and five countries to participate in the 50th Annual IHBC.
2. Snowdown: This five-day event, with an estimated 10,000 attendees, is known for its extensive range of activities and community involvement.
3. 4 Corners Motorcycle Rally: A four-day event drawing 10,000 attendees, featuring motorcycle enthusiasts from various regions.

These events collectively bring in an estimated 44,000 attendees annually, contributing to the local economy and presenting challenges in GHG emissions.

2.3.2.5 Mobility Within Destination

The environmental footprint of tourism, especially the emissions from local transportation at destinations, is substantial. The carbon footprint of internal travel hinges on the

transportation method, distance traveled, and the vehicles' efficiency, contributing notably to greenhouse gas emissions.

Emissions from cars vary by fuel type and vehicle efficiency. A typical gasoline car emits about 404 grams of CO² per mile, while a diesel car emits about 460 grams per mile. Electric vehicles, especially those powered by renewable energy, have significantly lower emissions.

Emissions from buses vary based on occupancy and fuel type. On average, a diesel bus emits about 822 grams of CO² per mile. Higher occupancy rates reduce emissions per passenger mile. Durango is the only town offering a bus system within its borders. It is worth noting that most hospitality workers reside outside Durango and thus rely on their vehicles for transportation. This was reflected in the US Census ([Quick Facts La Plata County, Colorado; Durango City, Colorado, 2023](#), where we say an average of 2 cars owned and a twenty-one minute commute time, with an additional 1.39% having a “super commute” of over 90 minutes, ([La Plata County, CO | Data USA, n.d.](#)).

Bicycles and walking have negligible GHG emissions, making them the most environmentally friendly short-distance options.

To see the impacts of transportation within a destination, consider the following: A 10-mile round trip in a gasoline car emits approximately 4,040 grams (4.04 kg) of CO₂. The same trip on a diesel bus with average occupancy might emit around 8,220 grams (8.22 kg) of CO₂, but this could be significantly lower per passenger. This trip would have no emissions by bicycle when factoring out the bike manufacturing process.

Spanning 1,700 square miles, La Plata County is divided into 12 regions monitored for tourism activities. Visitors frequently cover considerable distances across the county. Most accommodation options are in Downtown Durango, a central starting point. Traveling from Downtown Durango to visit all 12 regions would be 203 miles driven per visitor.

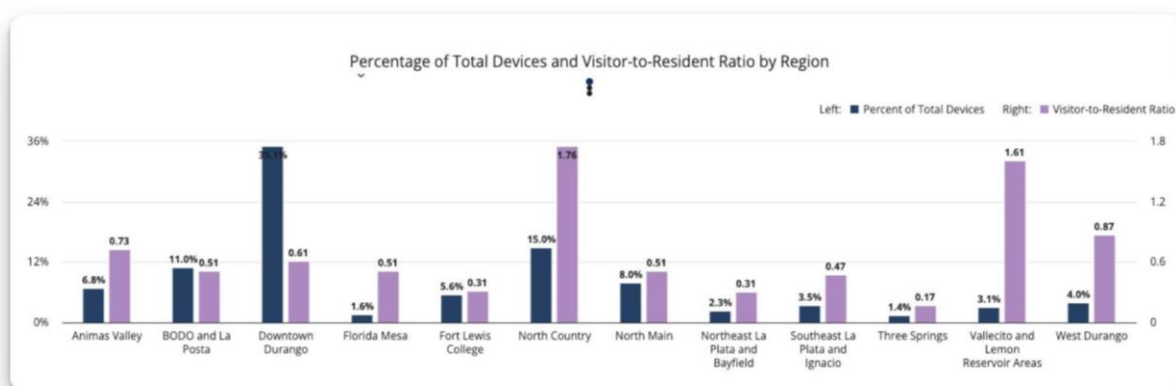


Figure 3: Total Devices and Visitor-to-Resident Ration Percentage by Region, source Zartico.

Additionally, venturing to six extra points of interest outside the county would add another 213 miles to a visitor's travel itinerary. According to our data, these extra points of interest are visited frequently.

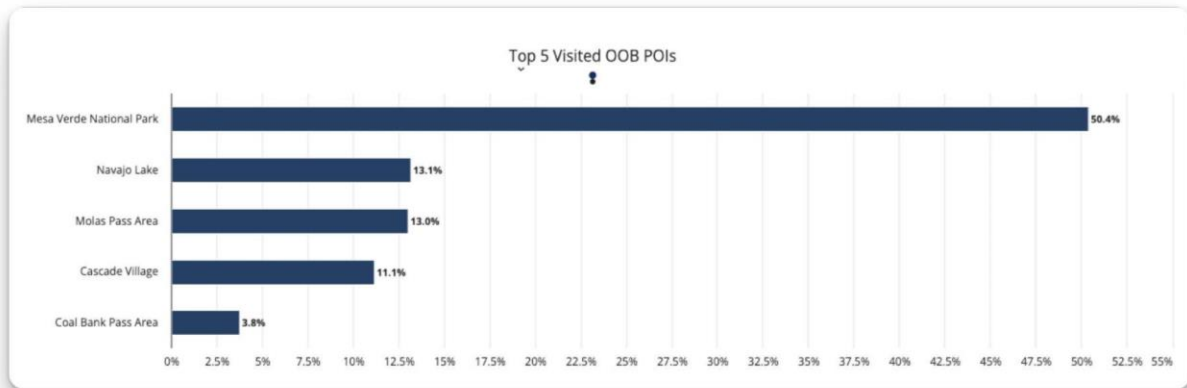


Figure 5. Top Five Visited Out of Bounds Points of Interest, source Zartico.

This data shows potential places in the VD tourism itinerary where decarbonization strategies would be most supportive. For example, by knowing about 35% of visitors travel to the North Country, we can develop and promote low-emission itineraries to this location.

In 2023, cell phone data sampled 82,562 devices, indicating high potential for personal vehicle use due to limited regional transportation options ([Performance Dashboard | Visit Durango, CO | Official Tourism Site, n.d.](#)). The estimated combined travel within the county amounted to 2,005,391.48 miles, excluding the 15-mile trip to downtown Durango for the 431,828 airport passengers in 2023.

2.3.3 What do these impacts mean for tourism in La Plata County?

- Impacts on Environment and Tourism:
 - Extreme Water Events: Increased extreme weather events like flooding, droughts, and wildfires could lead to erosion, landslides, changes in river flows and biodiversity, increased pollution, and toxicity in waterways. It also imposes an increased risk to visitors.
 - Impacts from Heat Stress: Higher temperatures may cause heat stress to humans, wildlife, and plants, leading to heat-related illnesses, shifts in ecological species distributions, and increased mortality rates.
 - Water scarcity: Issues may be exacerbated due to increased evaporation rates.
 - Pest Outbreaks: Warmer temperatures can lead to more frequent and severe pest outbreaks, such as bark beetles thriving in warmer conditions, leading to widespread tree mortality.

- Drought Stress: Drought conditions may increase stress on trees and plants, impacting their growth and susceptibility to disease. Visitors to La Plata County may also unknowingly place stress on low water tables, increasing tensions between visitors and residents.
- Altered Ecosystems: Changes in temperature and precipitation patterns can shift species compositions and introduce invasive species.
- Water and Fire Risks:
 - Higher risks of wildfire and changes in water availability will affect tourism and businesses, necessitating investments in fire mitigation and water conservation.
 - Increased Wildfire Risk: The risk is significantly raised due to higher temperatures and drier conditions, which can destroy forested areas and alter ecosystem dynamics.
- Shifts in Tourism Seasons and Activities:
 - Changes in weather patterns will shift peak tourism seasons. Winter sports may decline, while other seasons offer new tourism opportunities.
 - Seasonal Shifts and Activity Preferences: Warmer springs and falls may become more popular, while reduced snowpack shortens the winter sports and summer seasons.
 - Shifting tourism season will strain seasonal staffing more, which is already a problem.
- Human Well-being and Cultural Impacts:
 - Impacts on food security, mental and physical health, and economic stability extend to the tourism sector, affecting food tourism and the well-being of tourists and locals.
 - Health and Safety Concerns: Visitors need precautions against heat-related illnesses and plan for potential smoke from wildfires.
- Impact on Infrastructure and Business:
 - Increased demand for cooling and infrastructure adaptation challenges businesses, increasing operational costs and necessitating alternative energy sources.
 - Operational Adjustments: Businesses may need to adjust operational calendars and introduce new activities less affected by heat.
 - Seasonal Adaptations: Businesses reliant on specific seasons, such as winter sports operators, will face challenges due to shorter seasons and reduced snowfall. They might need to diversify their offerings, such as incorporating more summer activities like mountain biking and hiking, which could extend their operational seasons but require investment in new equipment and marketing.
 - Increased Operational Costs: The need for additional measures like artificial snow production, cooling systems for hotter summers, and fire mitigation efforts will increase operational costs. This may lead to higher prices for visitors and potentially reduce competitive advantage against areas less affected by climate change.
 - Sustainability and Conservation Focus: Tourism will increasingly emphasize sustainability and conservation. Businesses will need to adopt more eco-friendly

practices and engage in conservation efforts, which could attract a more environmentally conscious clientele and require upfront investment.

- Impact on Agriculture and Food Tourism:
 - Warmer temperatures and water scarcity impact local agriculture, affecting food availability and prices and requiring operational adjustments and innovations.
 - Agricultural Productivity and Food Supply Costs: Climate changes affect local production and prices, challenging restaurants and producers to adapt.
- Impact on Sport and Recreational Tourism:
 - Altered sporting seasons and conditions due to warmer temperatures require adaptations in event scheduling and competition conditions.
 - Altered Sporting Seasons and Trail Changes: Increases in summer temperatures shift traditional outdoor sports seasons, impacting trail and terrain maintenance.
- Impact on River Fishing:
 - Increased water temperatures and reduced flow affect trout populations, necessitating adaptations in fishing practices and conservation efforts.
 - Changes in fish distribution: As water temperatures rise, cold-water fish species will likely move to cooler, higher-elevation streams or further north, potentially reducing their range and availability for anglers.
 - Changes in fish behavior and life cycles: Warmer temperatures and altered river flows can affect fish migration patterns, spawning times, and overall survival rates.
 - Extended fishing seasons: In some areas, warmer temperatures might extend the fishing season, but this could come at the cost of increased stress on fish populations.
- Impact on Cultural Heritage and Indigenous Tourism:
 - Preservation Risks and Access and Infrastructure: Increased temperatures and extreme weather could damage access to heritage sites, requiring significant investment in maintenance.
- Impact on Visitors:
 - Altered Visitor Experience: The traditional experiences that draw tourists to La Plata County, such as skiing, snowboarding, fishing, and biking, may need to be improved or altered. Visitors might encounter shorter winter sports seasons and less predictable river fishing conditions and rafting, which could affect satisfaction and possibly deter repeat visits.
 - Health and Safety Concerns: Higher temperatures and increased wildfire smoke could pose health risks, especially during summer outdoor activities. Visitors must be more cautious, plan activities during cooler parts of the day, and stay informed about air quality and wildfire risks.
 - Changes in Seasonal Preferences: As summer temperatures rise and winter snowpack decreases, peak tourism seasons could shift. Visitors may prefer spring and fall, potentially leading to overcrowding during these times and underutilization of accommodations and services during what were traditionally peak months.
- Impact on Systems

- Economic Diversification: The local economy, heavily reliant on tourism, may need to diversify to mitigate the impacts of climate change. This could involve developing sectors less dependent on climate conditions, such as digital technology, remote work hubs, or year-round cultural events.
- Community and Policy Response: There will likely be an increased focus on community resilience and policy adjustments. This might include creating more robust emergency response systems for extreme weather events, investing in sustainable tourism practices, and encouraging collaboration between businesses, government, and nonprofits to sustain tourism while protecting natural resources.

2.4 Plan Development

The development of this Climate Action Plan was a collaborative and multi-step process:

- 1) Collaboration with Experts: Working with the Travel Foundation and one of their climate scientists, Visit Durango determined its sphere of influence on climate action and examined climate futures based on the 5th Climate Assessment. This collaboration helped identify short-term, medium-term, and long-term goals and actions and assisted in creating and ranking initial solutions.
- 2) Feedback from Environmental Organizations: The draft plan was sent to local nonprofits focused on environmental issues, such as the Mountain Studies Institute and the Four Corners Office of Resource Efficiency. Their expert feedback was integral to refining the plan. Fort Lewis College's Environmental & Sustainability Department is also reviewing it.
- 3) Public Consultation and Participation: The development of this Climate Action Plan was enriched by input from diverse stakeholders through community engagement workshops. While much of the feedback extended beyond the direct scope of climate action, it provided valuable insights into community priorities, operational challenges, and broader sustainability concerns. This input has been acknowledged in the Supplemental Stakeholder Perspectives appendix (Appendix H), ensuring transparency and future consideration in our planning processes.
- 4) Revision and Final Release: Based on the feedback received from the public and stakeholders, the plan was further revised and then released in its final version.

3. Stakeholders

3.1 Internal Stakeholders

Internal Stakeholders include the Board of Directors, City Council, County Commissioners, and Visit Durango Staff.

3.2 External Stakeholders

External stakeholders encompass local communities, visitors, suppliers, and non-hospitality partners. Engagement with these groups focuses on promoting sustainable tourism practices and enhancing community resilience.

3.2.1 Identified Key NGO's

In La Plata County, we are lucky enough to have over 220 registered non-profit organizations that focus on various social, environmental, or economic outcomes. Visit Durango partners with many of the environmental non-profits through various means. Regarding this climate action plan, here is a list of what we identified as key NGOs and their impact areas. This list is not exhaustive; it merely represents a starting point.

- Wildfire Adaptive Solutions
 - Wildfire
- Four Corners Office Of Resource Efficiency
 - Food Waste
 - Transportation
 - Water
- Table to Farm
 - Food Waste
- Rotary International - Local Daybreak Chapter
 - Transportation

4. Sphere of Influence

4.1 Definitions

Visit Durango's Sphere of Influence outlines the specific areas where the organization can exert its impact on climate action within the tourism sector. Recognizing the varying degrees of influence, this section categorizes the roles and responsibilities into three levels: Primary, Secondary, and Tertiary Influences. This framework ensures that the CAP remains focused on actionable steps within Visit Durango's direct control while acknowledging areas where the organization can advocate or support broader efforts.

Primary Influence

These are areas where Visit Durango has the most direct control and impact.

- **Marketing Role:** Ability to market climate solutions and educate stakeholders. Focusing on sustainable tourism marketing is a crucial function.
- **Storyteller Role:** Creating behavior change and increasing climate literacy through storytelling and connecting climate messaging to non-profits, programs, businesses, and activities.
- **Strategist + Program Development Role:** Attract and retain residents and workers who contribute to climate solutions. Connect to residents' and visitors' desire for quality of life. With this information, work with our partners to develop programs to mitigate or adapt to climate change.
- **Local Systems Connector Role:** Bringing together stakeholders across the tourism sector to tackle key challenges and develop solutions, engaging residents and communities in climate action.
- **Amplifier Role:** Amplifying climate messages, strategies, and actions from other organizations, city, state, and federal programs. Also, amplify the message and programs of local non-profits through direct funding and marketing expertise. Working with For-profits to help implement climate solutions and promote their work.

Secondary Influence

Visit Durango can influence outcomes in these areas but does not have direct control.

- **Advocacy and Relationship Building Role:** Providing government advocacy for tourism climate solutions and influencing local businesses and stakeholders to engage in top-priority climate solutions.
- **Educator and Trainer Role:** Supporting solutions by educating visitors and the food, beverage, and accommodation sectors. The *Care for Durango* stewardship campaign exemplifies this role in action.
- **Staff Development Role:** Training local hospitality business staff on social engagement and climate resilience. Regular training sessions and potential "Lunch and Learn" programs for internal teams.

Tertiary Influence

Visit Durango has limited influence in these areas but can still play a supportive role.

- **Contracting and Job Creation Role:** Hiring contractors with sustainable practices and incorporating climate standards into contracts.
- **Research Role:** Use research to define problems and understand knowledge gaps. Have discretionary ability to conduct community SWOT analysis and visitor data analytics studies.

5. Impact Focus Areas & Time Frame

5.1 Climate Change Reduction

Climate change reduction focuses on mitigating the tourism sector's significant contributions to greenhouse gas emissions and promoting sustainable practices. According to the Travel Foundation, transitioning to a net-zero emissions economy is essential to avoid the devastating consequences of climate change, with tourism playing a crucial role in this effort. Based on the risks outlined in section 2.3.1, tourism's contribution to emissions outlined in 2.3.2, and Visit Durango's sphere of influence outlined in section 4.1, we have developed the following objectives in this climate action plan.

Objectives include:

- Reduce Food Waste from the restaurant sector by 30% by the end of the year 2026
- Achieve Dark Sky Certification and 40% compliance by the end of the year 2025
- Decarbonize Transportation within La Plata County by 17% by the end of the year 2028
- Decarbonize Transportation to La Plata County 25% of 2005 levels by 2030 with net zero by 2050

5.2 Climate Adaptation

Adaptation involves adjusting processes, practices, and structures to minimize the potential damages from climate change and take advantage of beneficial opportunities. This includes increasing resilience to climate impacts such as extreme weather events, water scarcity, and changing tourism patterns.

Actions include:

- Reduce Water use in the Lodging sector as a total of City water use by 20% by 2028
- Reduce Water use in the Restaurant sector as a total of City water use by 15% by 2027

5.3 Emergency Response

Effective emergency response is critical for the tourism sector due to the unique challenges posed by natural and human-caused disasters. Emergencies that impact residents also affect tourists, who may need to become more familiar with local emergency procedures and resources. Ensuring robust emergency response mechanisms can mitigate disasters' impact on tourists and the local community. Improving emergency response involves preparing for natural disasters, including developing evacuation plans, training staff, and investing in resilient infrastructure.

Actions include:

- Educate and train La Plata County's tourism industry to be able to respond to Wildfires by 2027
- Produce and post an annual crisis communication plan.

5.4 Other

Additional focus areas include enhancing biodiversity through habitat conservation, promoting sustainable land use practices, promoting sustainable food systems, and reducing light pollution to protect nocturnal wildlife and improve night sky visibility.

Actions include:

- Mountain Ideal Certification

Impact focus area	Short term (1-2 years)	Medium-term (3-5 years)	Long term (6+ years)
Adaptation		Water	
Emergency response		Wildfire	
Climate Change Reduction			Transportation to Destination
Climate Change Reduction	Food Waste		
Climate Change Reduction	Dark Sky Certification (Light Pollution)		
Climate Change Reduction		Transportation within Destination (ie hotels to parts of town or other POI's)	
Other		Mountain Ideal Certification (already in second year)	

Figure 6: Impact Focus Areas and Timeline

5.5 Public Comment on Timeline

Visit Durango and the Climate Scientist identified timeline (Figure 6) primarily aligns with the urgency ratings from our community feedback sessions. Residents and visitors differ from our assessment in the following areas. Wildfire should have some short-term components added alongside its medium-term focus. Transportation within La Plata County could add preliminary actions or plans for the short term while maintaining its medium-term goals.

6.1 Initial Creation

January 1, 2024 - August 2: Collaboration with Climate Scientist and 1st Draft Created

August 2 - August 9, 2024: Review by Local Environmental Non-profits

August 9 - August 10, 2024: 2nd Draft Created

August 10 - September 10, 2024: Community Engagement and Feedback
September 10 - September 13, 2024: Final Draft Created and Published

6.2 Scheduled Plan Reviews

6.2.1 Quarterly Reviews

Dates: January 15, April 15, July 15, October 15

Goals: Assess current plan effectiveness, gather feedback, and document changes.

6.2.2 Annual Review

Date: December 15

Goals: Conduct a comprehensive evaluation of the review plan, incorporate annual performance data, and set goals for the following year.

6.3 Incorporation New Solutions

6.3.1 Brainstorming Sessions

Dates: February 1, August 1

Goals: Generate ideas for new solutions and document potential options.

6.3.2 Research

Date: Ongoing

Goals: Identify best practices and new technologies and evaluate their relevance.

6.3.3. Evaluation and Selection

Date: One month after each brainstorming session

Goals: Evaluate feasibility, cost-effectiveness, and alignment with goals. Gather input from stakeholders on potential solutions and incorporate feedback. Finalize the selection of new solutions and prepare an implementation plan.

6.4 Goals

6.4.1. Annual Goal Setting

Date: January 1

Goals: Define overall goals for the year and align departmental objectives.

6.4.2. Quarterly Goal Review

Date: April 15, July 15, October 15, January 15 (following year)
Goals: Review progress towards goals and adjust as necessary.

6. Solutions

This section provides a comprehensive prioritization of solutions based on various criteria. These criteria include alignment with climate goals, urgency, reach, adaptation and risk planning, safeguarding nature, empowering people, use of best practices, local operation, carbon sequestration potential, and emissions reduction potential. For the complete output, see the related Appendix.

7.1 Evaluation Criteria

- Alignment & Ambition
 - The solution aligns well with overarching climate goals such as the Paris Agreement.
- Urgency
 - There is a need for immediate implementation based on climate risks.
- Reach
 - The geographical and population scope of the solution.
- Adaptation & Risk Planning
 - The solution's capacity to enhance local resilience and adapt to climate risks.
- Safeguarding Nature
 - The potential to protect and restore natural ecosystems.
- Empowering People
 - The solution supports and involves local communities effectively.
- Use of Best Practices
 - Implementation of recognized best practices.
- Operating Locally and Contextually
 - Suitability and integration within local contexts.
- Carbon Sequestration Potential
 - The ability to sequester carbon dioxide.
- Emissions Reduction Potential
 - The effectiveness in reducing greenhouse gas emissions.

7.2 Solution Areas

This section looks at various impact areas and their solution rankings. A climate scientist for the Travel Foundation determined these. The Total cumulative score is based on the evaluation criteria (section 7.1). For the full breakdown and math behind the cumulative scores, refer to Appendixes A-D.

7.2.1 Wildfire

Ranking	Solution	Total Cumulative Score
1	Promoting cultural and prescribed burning	760
2	Volunteer program for wildfire recovery using best practices	630
3	Wildfire Plan for Tourism	540
4	Provide access to wildfire prevention resources	525
5	Business education on adaptation to wildfires	440
6	Mass communication during an emergency	450
7	Manage visitation flow during emergencies.	380

Table 2: Wildfire Solution Rankings

The Top-Ranked Solution was promoting cultural and prescribed burning. This solution involves promoting cultural and prescribed burning practices to manage wildfire risks. It scores high in the local context and carbon sequestration, making it a top priority for implementation. Its top-scoring subcategories are local context and carbon sequestration.

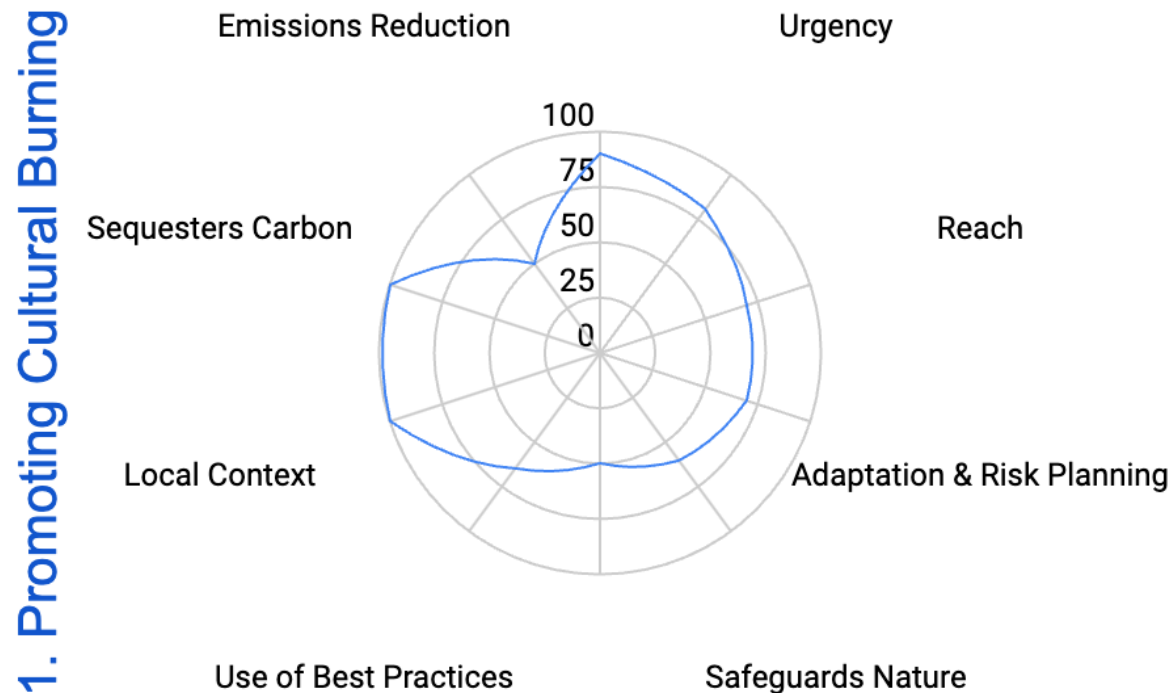


Figure 7: Cultural Burning Scoring

The Volunteer Program for Wildfire Recovery Using Best Practices was the second best-rated solution. This solution aims to develop volunteer programs for wildfire recovery, leveraging best practices. It excels in urgency, alignment, and empowerment. The top-scoring subcategories are urgency and alignment.

2. Volunteer Program

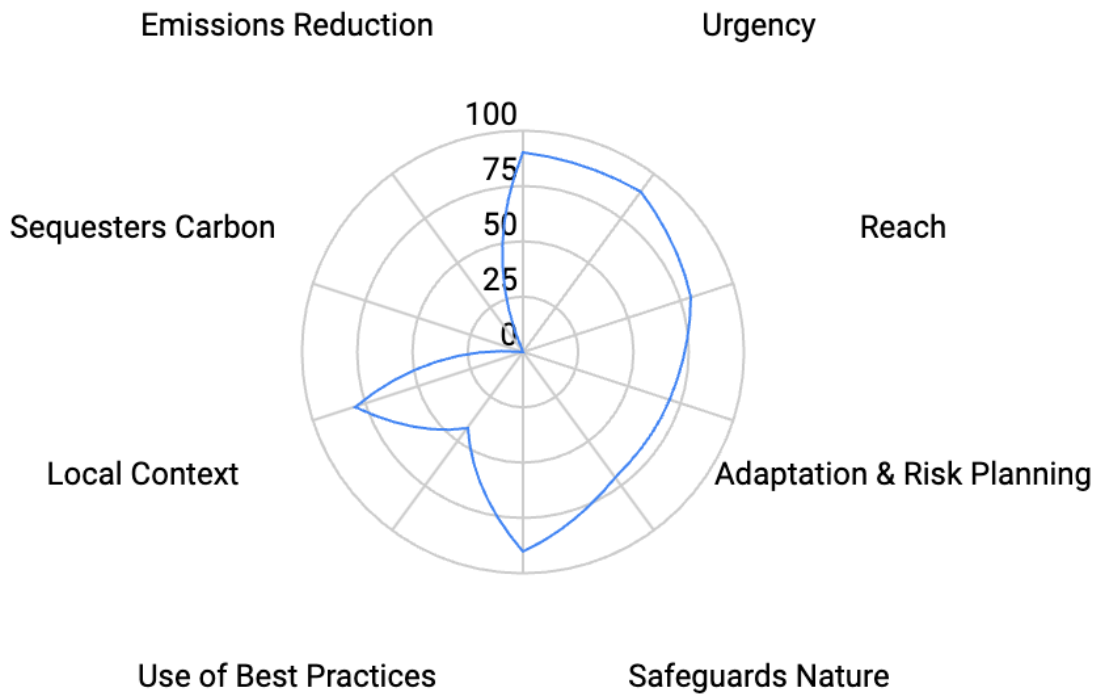


Figure 8: Volunteer Program Scoring

The third-ranked solution is to create a wildfire plan for tourism. This includes developing a wildfire plan specifically for tourism, which helps mitigate risks and ensures the safety of both tourists and local communities. Its top-scoring subcategories are urgency and local context.

3. Wildfire Plan for Tourism

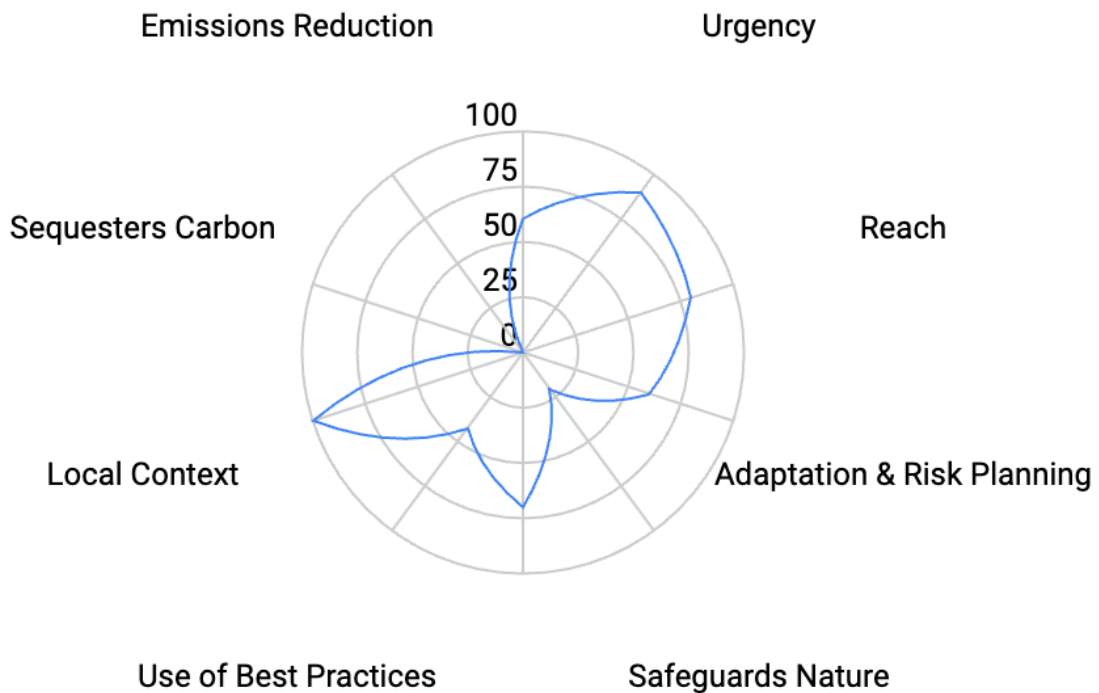


Figure 9: Wildfire Plan for Tourism Scoring

7.2.2 Water

Ranking	Solution	Total Cumulative Score
1	Support and collaborate with organizations working on relevant water conservation and drought mitigation projects.	650
2	Train businesses and stakeholders on ways to automatically create low water use behaviors and water use best practices	630
3	Educate on the use of Indigenous, drought-resistant plant species in gardens and outdoor spaces	600
4	Use water conservation technology	540
5	Develop rainwater harvesting and greywater recycling resources for tourism businesses and stakeholders in the community	490
6	Create event water conservation guidelines for businesses and stakeholders, with specifics for Accommodations, STVR, Airbnb, and Restaurants	490
7	Expand and promote turf replacement program for tourism businesses in VD	460

Table 3: Water Solution Ranking

The Top-Ranked solution was to support and collaborate with organizations working on water conservation. This solution involves collaborating with organizations focused on water

conservation to ensure a broad reach and significant impact on water resource management. The top-scoring subcategories are reach and local context.

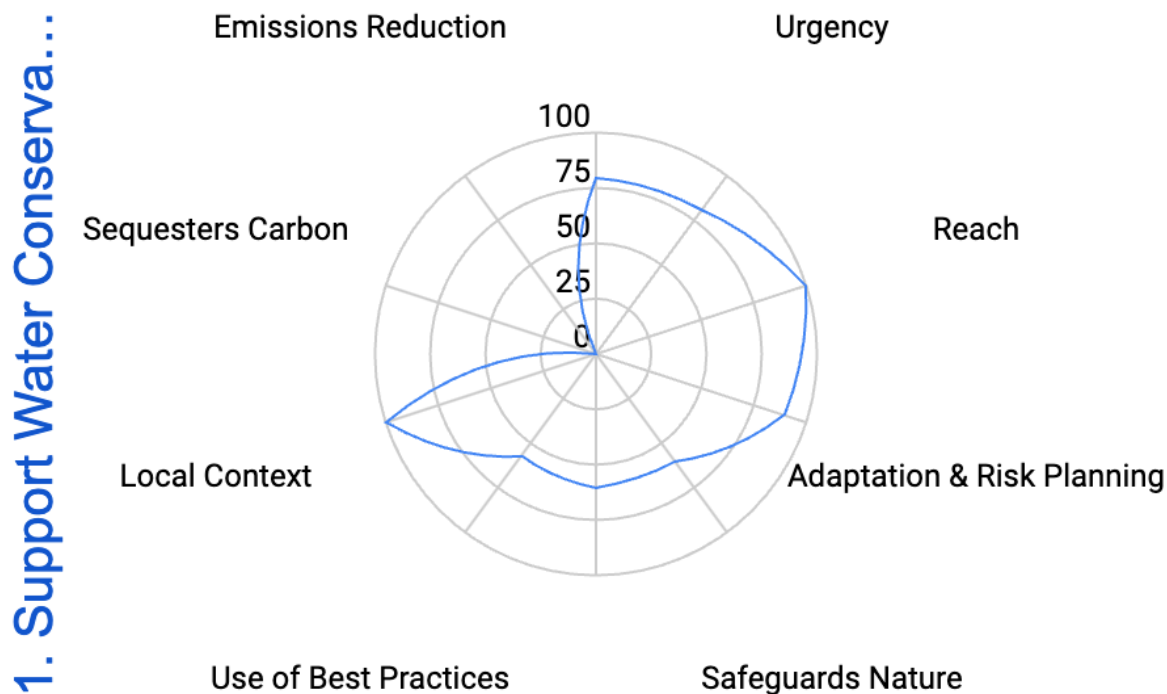


Figure 10: Support Water Conservation Scoring

The second-ranked solution is training businesses and stakeholders on water conservation techniques. Description: This solution focuses on training programs for businesses and stakeholders to enhance their capacity to implement effective water conservation practices. The top-scoring subcategories are urgency and local context.

2. Train Business on Water...

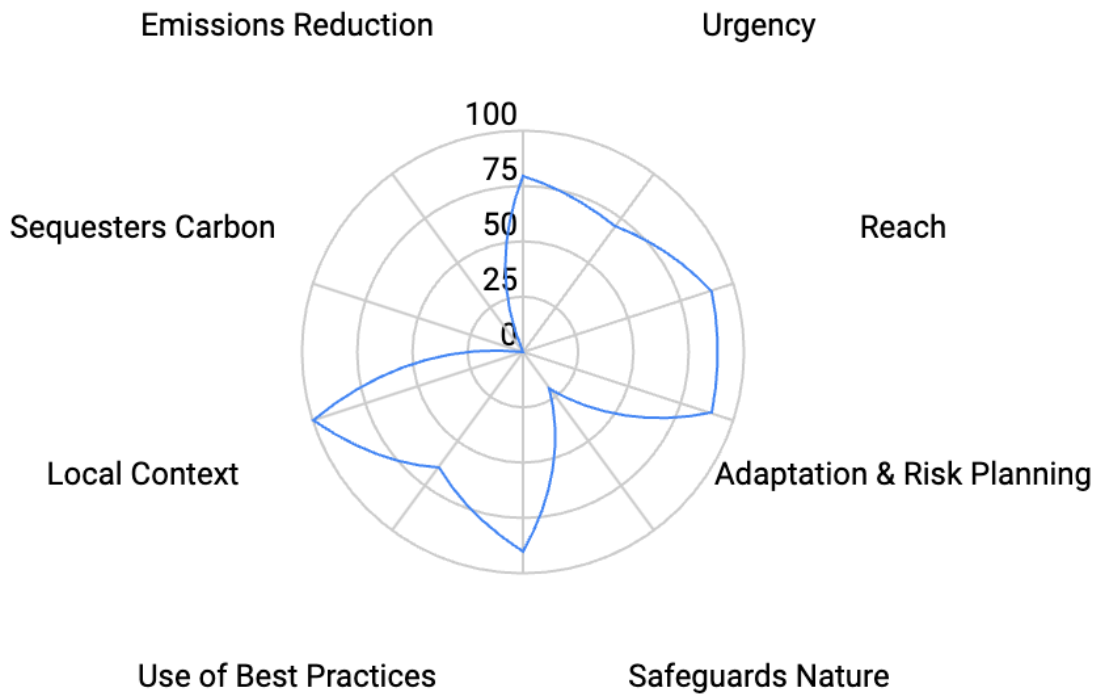


Figure 11: Train Business on Water Education Scoring

Rounding out the top three solutions is education on the use of Indigenous and Drought-Resistant Plants. Description: This solution promotes the use of indigenous, drought-resistant plants to help conserve water and maintain ecosystem health. The top-scoring subcategories are safeguarding nature and adaptation.

3. Educate on use of native...

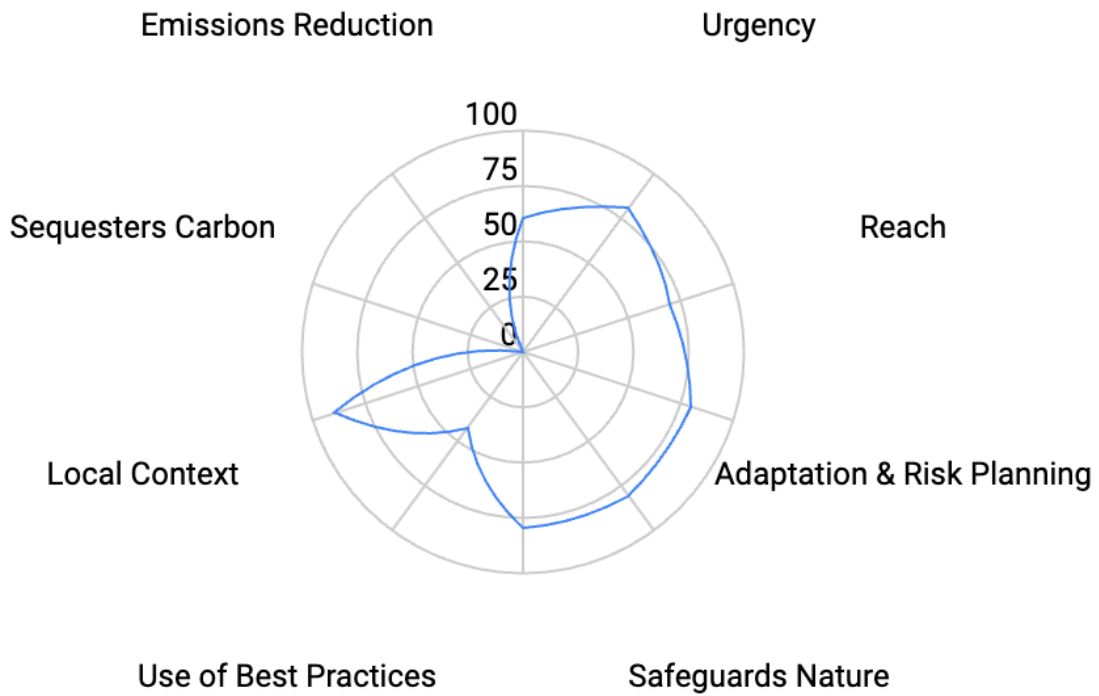


Figure 12: Education on the use of Native and Drought Tolerant Species Scoring

One solution to mention is the fifth-ranked solution: “Develop Rainwater harvesting and greywater recycling resources for tourism businesses and stakeholders in the community”. Currently, commercial entities are not allowed to catch rainwater. This is a state-level issue, which Visit Durango could work to rectify. Residential is available and legal, and 4CORE has a yearly rain barrel buy program.

7.2.3 Food Waste

Ranking	Solution	Total Cumulative Score
1	Support and collaborate with organizations working on food waste reduction and composting.	620
2	Train and support composting programs at restaurants and agritourism services.	620
3	Educate, advocate for, and market the use of food apps that sell ready-to-eat food to visitors. The solution also requires business buy-in and integration.	560
4	Create a visitor donation system to fund the decarbonization of the local food supply chain (Zero Foodprint).	520
5	Develop visitor impact profiles that demonstrate what a zero/low food waste visit would look like.	300

Table 4: Food Waste Solution Ranking

The Top solution is supporting and collaborating with organizations working on reducing food waste. This solution involves collaborating with organizations that reduce food waste to ensure comprehensive and effective waste management practices. Its top-scoring subcategories are alignment and sequestration.

1. Support Food Waste Re...

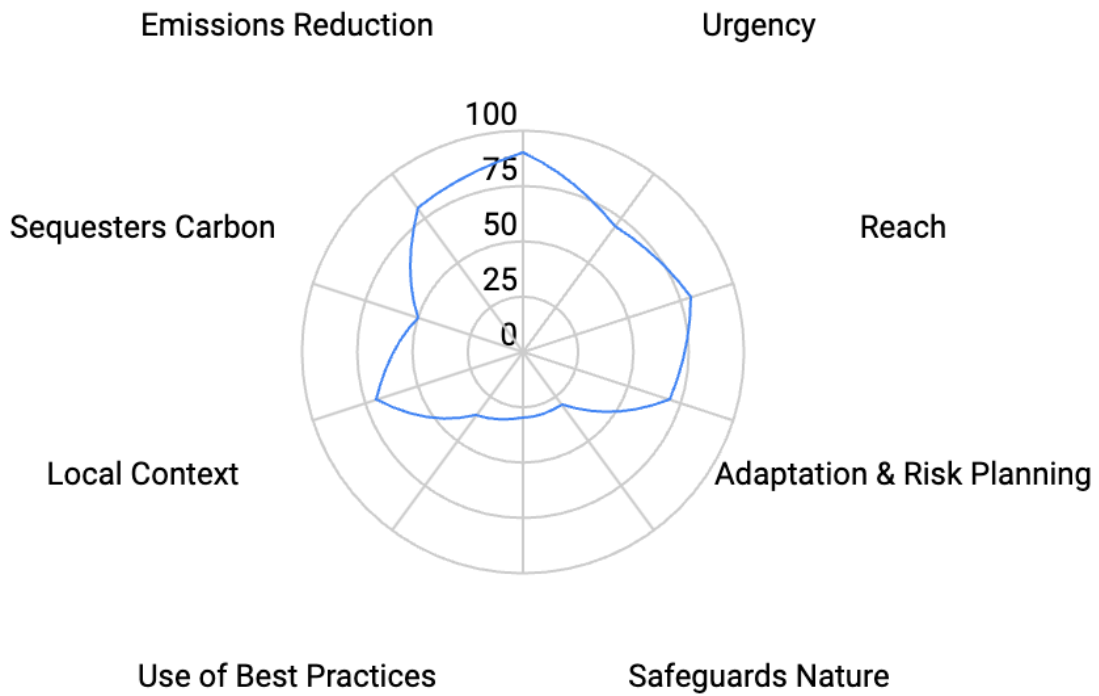


Figure 13: Food Waste Reduction Scoring

The second area, tied in cumulative score, is training and supporting composting programs at restaurants and hotels. This solution focuses on training and supporting composting programs in the hospitality sector to divert food waste from landfills and reduce emissions. The top-scoring subcategories are alignment and sequestration.

2. Composting for Restaurants...

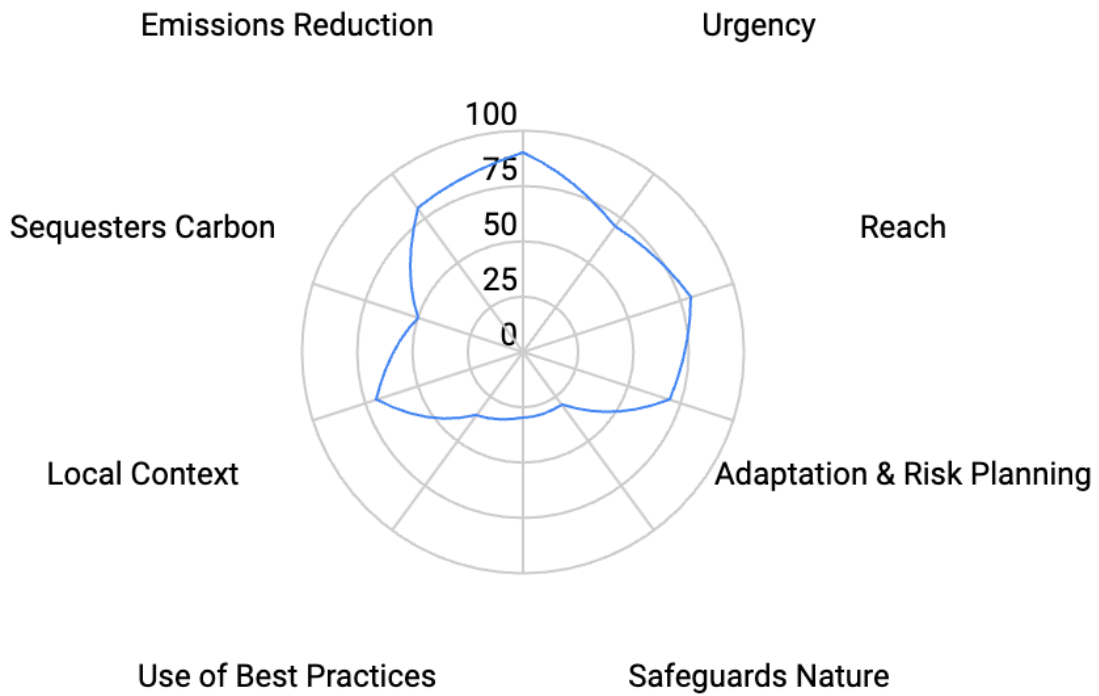


Figure 14: Composting of Restaurant Food Scoring

Rounding out the top 3 is Educating, advocating for, and marketing the use of food apps to reduce waste. This solution promotes food apps that help reduce waste through better managing and distributing excess food, supporting sustainability. The top-scoring subcategories are alignment and urgency.

3. Food Donation Apps

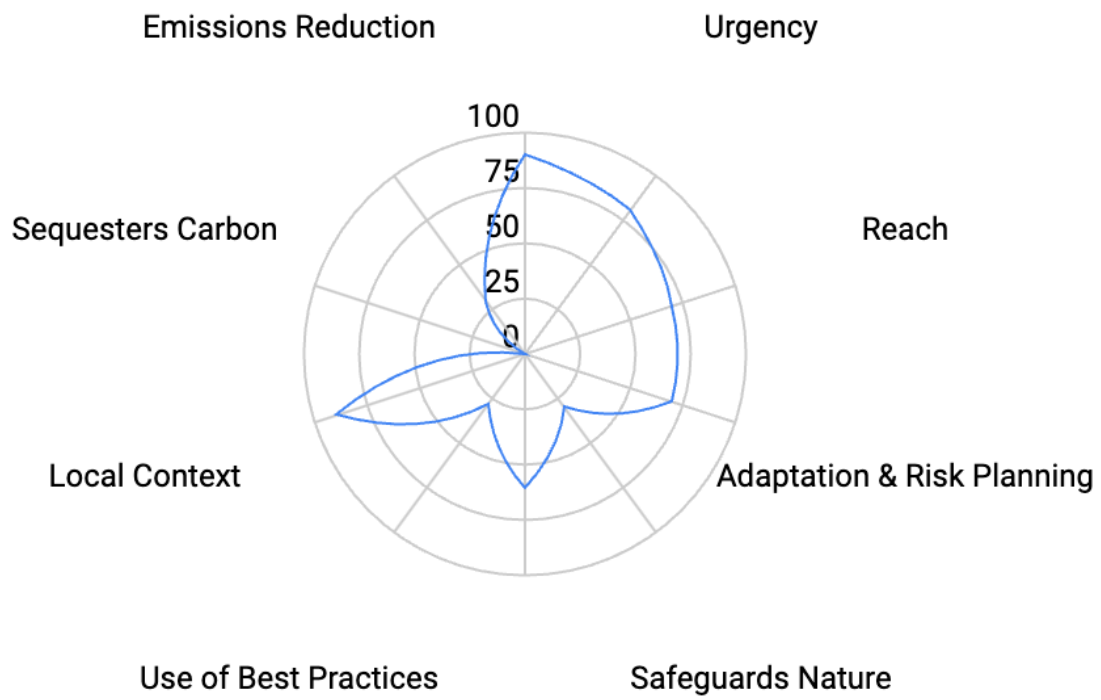


Figure 15: Food Donation Apps Scoring

7.2.4 Transportation

Ranking	Solution	Total Cumulative Score
1	Design and promote a walkable Durango, including a feasibility study, necessary research, and a revitalization campaign for green and blue spaces.	650
2	Promote EVs as the preferred and primary means of transportation for visitors and provide visitors with information on how to arrive by low-emission transportation.	650
3	Change top visitor markets to be local/regional	530
4	Support public transit use to commonly visited areas.	520
5	Support carpooling and ride shares.	500
6	Provide and support micro-mobility hubs for visitors and the community (e-bikes, e-scooters) and install/ collaborate/advocate on installing bike parking facilities, bike lanes, bike spaces	500
7	Develop/ collaborate on low-carbon itineraries (cycling tours, low-emission tours and activities, low-carbon transportation, low-emission lodging, low-emission dining)	490
8	Develop and promote EV station maps for Durango on the	420

	website.	
9	Develop visitor impact profiles that define low-impact transportation options.	400
10	Encourage more extended stays by visitors and prioritize those staying over one week.	360

Table 5: Transportation Solution Rankings

The top-ranked solution is to design and promote a walkable Durango. This solution involves designing and promoting a walkable city environment in Durango to reduce reliance on vehicles and promote healthy, sustainable transportation. The top-scoring subcategories are alignment and reach. This solution focuses on promoting electric vehicles (EVs) as the primary mode of transportation for visitors and residents to reduce emissions and support sustainable travel. The top-scoring subcategories are alignment and urgency.

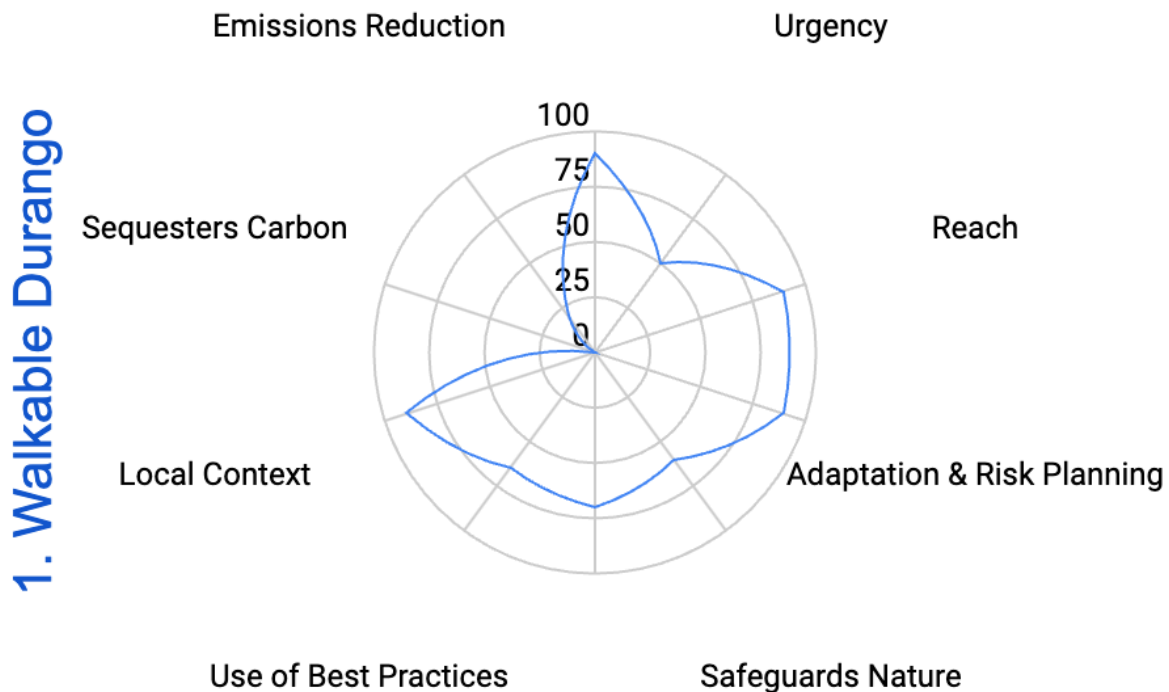


Figure 16: Walkable Durango Scoring

Ranked second is promoting EVs as the preferred and primary transportation for visitors and residents. This solution focuses on promoting electric vehicles (EVs) as the primary mode of transportation for visitors and residents to reduce emissions and support sustainable travel. The top-scoring subcategories are alignment and urgency. La Plata Electric Association (LPEA)

currently offers free EV chargers to residents and businesses as long as the charging data is shared with LPEA.

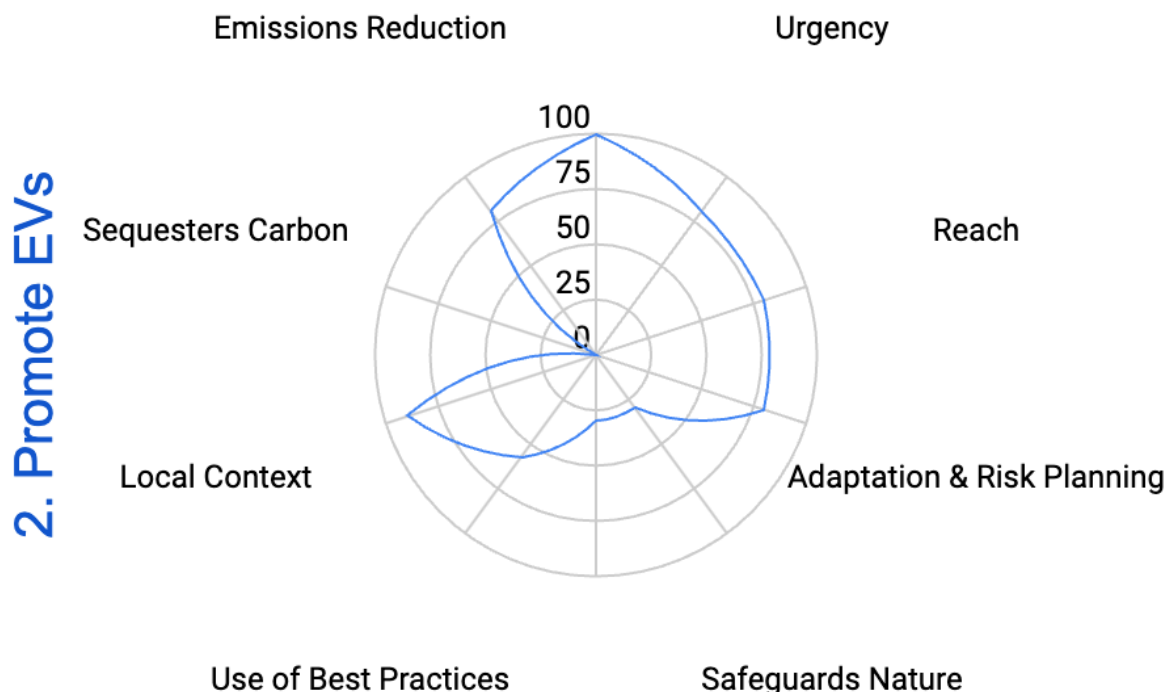


Figure 17: Promote Electric Vehicles Scoring

The third-ranked solution is to change the top visitor markets to local/regional. This solution aims to shift the focus of visitor markets to local and regional areas to reduce transportation-related emissions and promote local tourism. The top-scoring subcategories are urgency and reach.

3. Change Visitor Markets

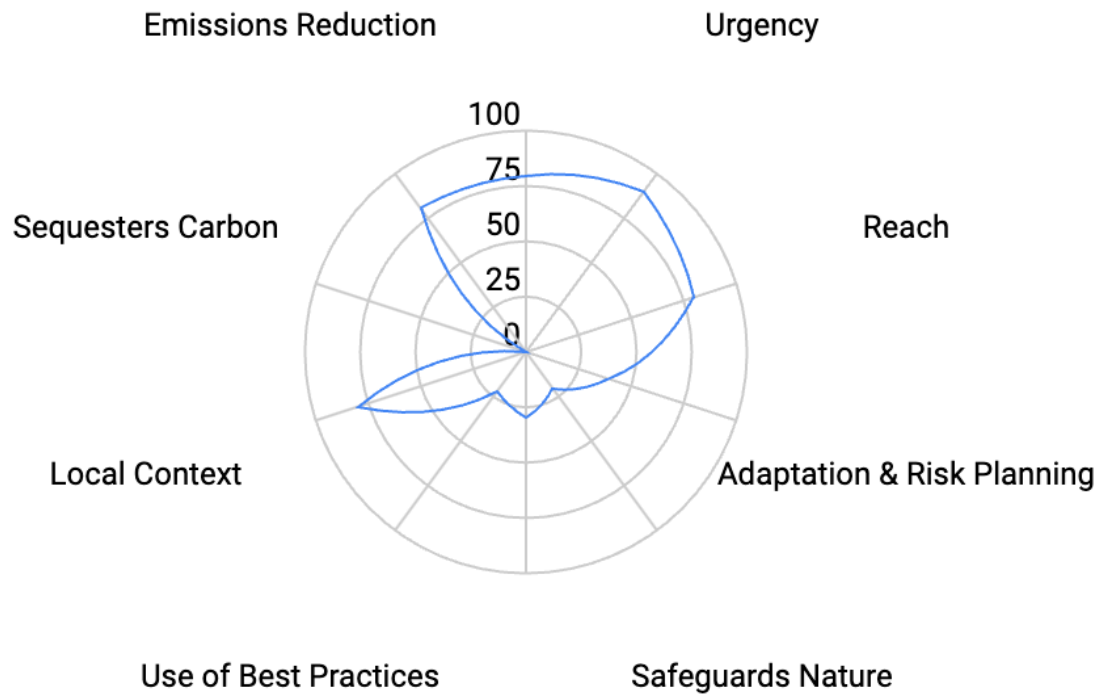


Figure 18: Change Visitor Markets Scoring

7. Defining Success

8.1 Metrics and KPIs

To effectively measure the success of our climate action initiatives, we will utilize a variety of metrics and key performance indicators (KPIs) tailored to each focus area. These metrics will help track progress, identify areas for improvement, and ensure accountability.

8.1.1 Wildfire Management

Success in wildfire management is characterized by a significant reduction in the frequency and impact of wildfires on tourism businesses and the local community.

1. Leading KPIs

- Number of businesses participating in wildfire prevention programs: Target 50 businesses annually.
- Employee volunteer hours in wildfire prevention: Increase by 15% annually.

- Business continuity plans incorporating wildfire risk: 80% of businesses by year-end.

8.1.2 Food Waste Reduction

Success in food waste reduction is achieved when most tourism businesses are actively engaged in reducing waste, leading to substantial environmental benefits and cost savings.

1. Leading KPIs:
 - a. Business participation rate in food waste programs: Target 40% of local businesses.
 - b. Education campaign reaches among businesses: Number of businesses reached through educational initiatives, aiming for 200 annually.
2. Lagging KPIs:
 - a. Food waste diverted from businesses: Measured in tons, aiming for a 30% reduction in the first year.
 - b. Cost savings from food waste reduction: Track savings and aim for increasing trends annually.

8.1.3 Water Conservation

Success in water conservation is defined by a substantial reduction in water usage across tourism businesses, supported by widespread adoption of water-saving technologies.

1. Leading KPIs:
 - a. The adoption rate of water-saving technologies in businesses: Increase by 20% annually.
 - b. Business engagement in water conservation programs: Reach 200 businesses per year.
2. Lagging KPIs:
 - a. Water usage per business: Target a 15% reduction in the first year.
 - b. Cost savings from reduced water usage: Track and aim for increasing trends annually.

8.1.4 Transportation Emissions

Success in reducing transportation emissions involves a noticeable decline in vehicle miles traveled (VMT) by tourism-related businesses and visitors and increased adoption of sustainable transportation options.

1. Leading KPIs:
 - a. Increase in the use of sustainable transportation by business employees: Target a 25% increase in usage.
 - b. Number of electric vehicles (EVs) in business fleets: Aim for a 20% increase annually.
2. Lagging KPIs:
 - a. Reduction in business-related vehicle miles traveled (VMT): Target a 15% reduction in the first year.

- b. Emissions from business-related transportation: Track and aim for decreasing trends annually.

8.2 Monitoring and Reporting

Effective monitoring and reporting are crucial for successfully implementing and adjusting our business-focused climate action strategies. The following steps outline our approach:

8.2.1 Data Collection

- Establish a robust data collection system for each metric and KPI, utilizing manual and automated methods.
- Partner with local businesses and industry organizations to gather accurate data.

8.2.3 Regular Reporting

- Quarterly reports on progress towards goals, highlighting business-specific successes and identifying challenges.
- Annual comprehensive reviews, including detailed analysis and recommendations for adjustments.

8.2.4 Public Transparency

- Publish annual progress reports on the organization's website, focusing on business contributions and achievements.
- Host business forums to present findings and gather feedback.

8.3 Benchmarking

Benchmarking is essential to measure our performance against similar business-focused initiatives and ensure we are on track to meet our goals.

8.3.1 Internal Benchmarking

- Compare current performance against historical data to track business progress over time.
- Work with Businesses to set annual performance targets based on past achievements and future goals for businesses.
- Add questions to the yearly Resident Sentiment Survey about businesses and their green practices to gather community feedback.

8.3.2 External Benchmarking

- Compare our metrics with regional, national, and international business standards.

- Participate in business climate action networks and alliances to learn best practices and identify areas for improvement.
- Regularly review industry reports and case studies to stay updated on innovative solutions and successful business strategies.

8. Conclusion

This Climate Action Plan sets future actions and plans for advancing sustainability in La Plata County's tourism sector. As part of our commitment, we will work towards halving emissions by 2030, aligning our efforts with global climate targets. Additionally, we aim to become a signatory to the Glasgow Declaration on Climate Action in Tourism, reinforcing our dedication to implementing practical, sustainable measures in the tourism industry. By adopting these ambitious goals, La Plata County is poised to lead by example in the global movement toward sustainable and regenerative tourism to protect our destination into the future.

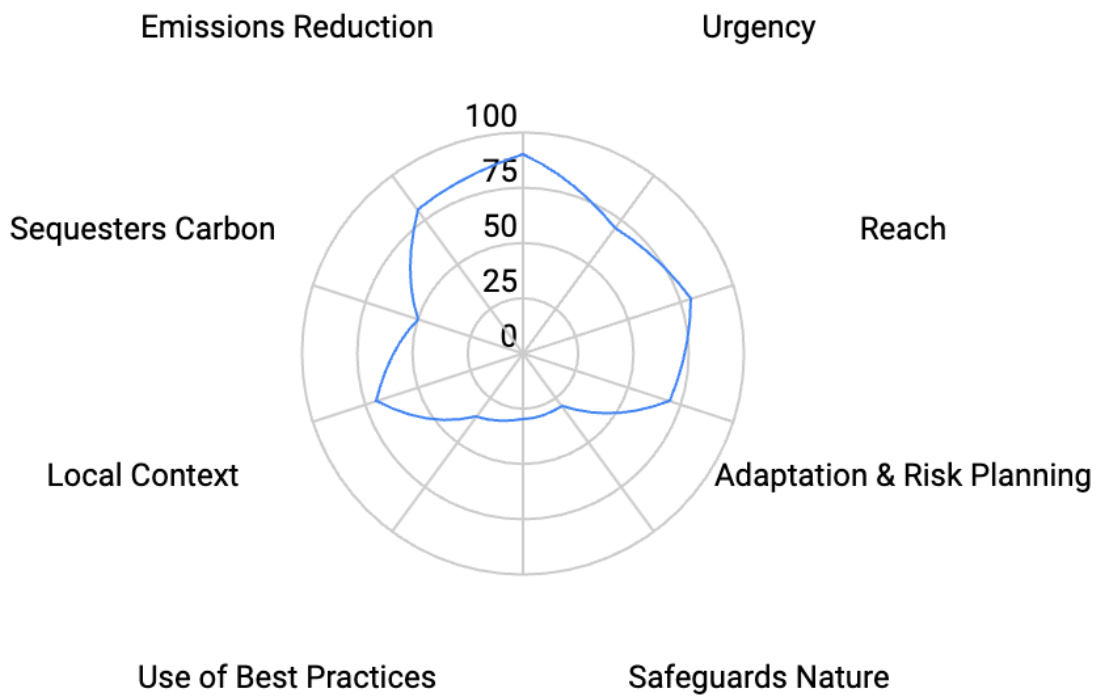
9. Appendixes - **Figure out how to get items shown. **

Appendix A: Solution Prioritization - Food Waste Summary

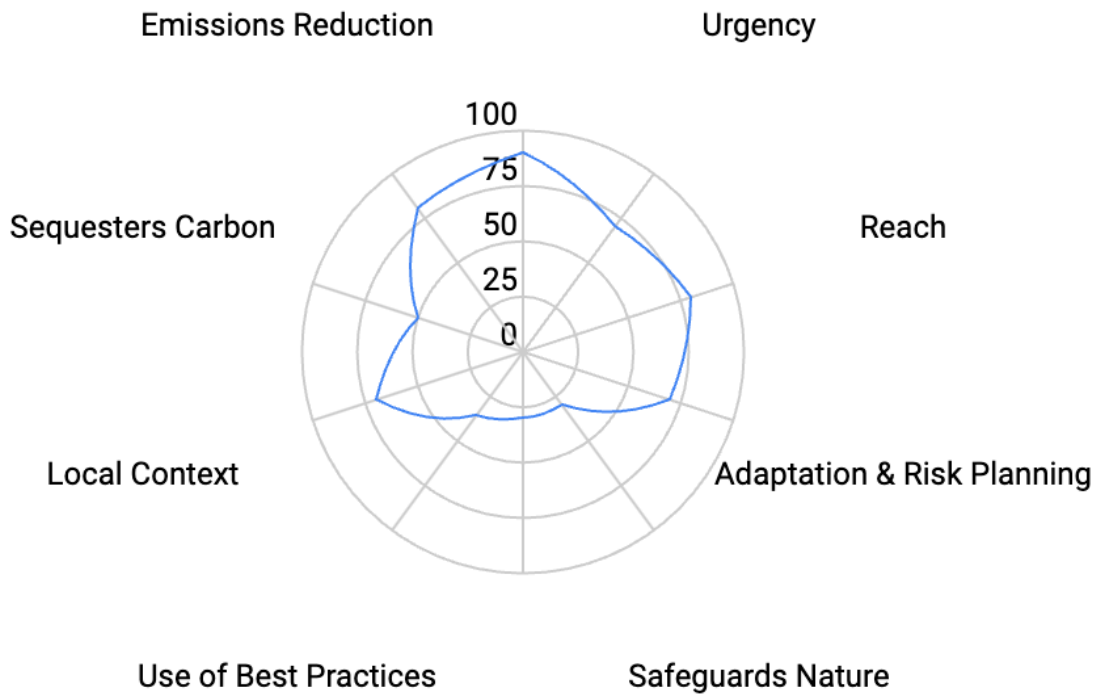
Ranking	Solution	Total Cumulative Score	Red Flags	Alignment & Ambition	Urgency	Reach	Adaptation & Risk Planning	Safeguards Nature	Empower People	Use of Best Practices	Local Context	Sequester Carbon	Emissions Reduction
1	Support and collaborate with organizations working on food waste reduction and composting.	620	0	90	70	80	70	30	30	36	70	50	80
2	Train and support composting programs at restaurants and agritourism services.	620	1	90	70	80	70	30	30	36	70	50	80
3	Educate, advocate for, and market the use of food apps that sell ready-to-eat food to visitors. Solution also requires businesses buy-in and integration.	560	0	90	80	70	70	30	60	29	90	0	30

4	Create a visitor donation system to fund the decarbonization of the local food supply chain (Zero Foodprint).	520	0	90	90	80	50	30	70	21	80	0	0
5	Develop visitor impact profiles that demonstrate what a zero/low food waste visit would look like.	300	0	80	60	40	20	10	20	0	60	0	10

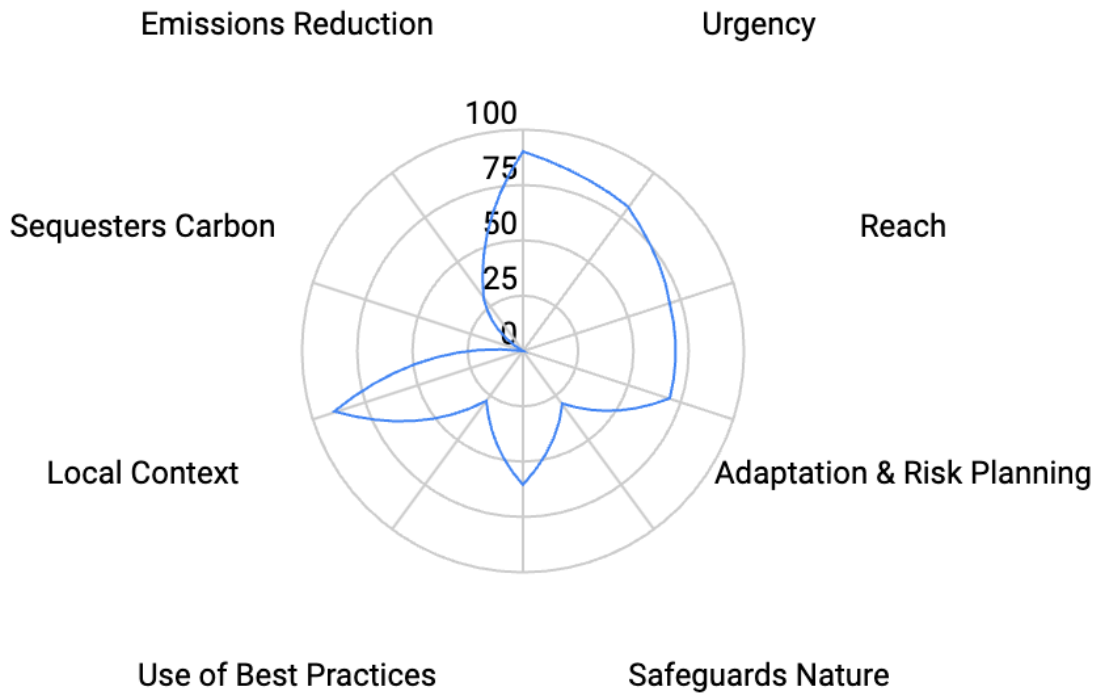
1. Support Food Waste Re...



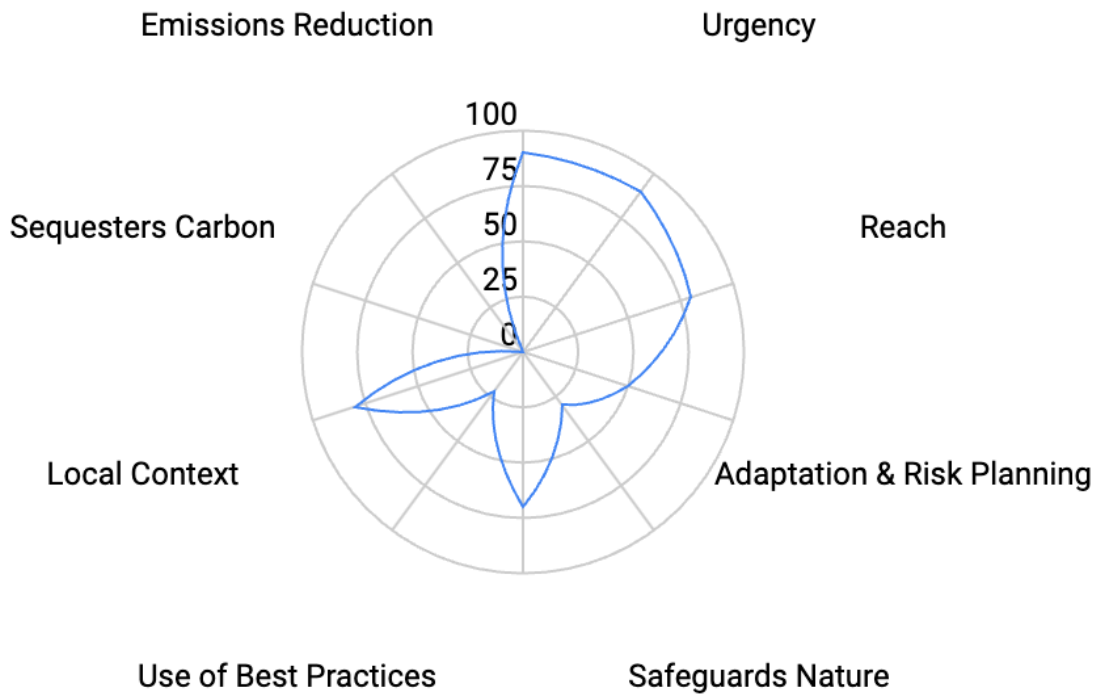
2. Composting for Restaura...



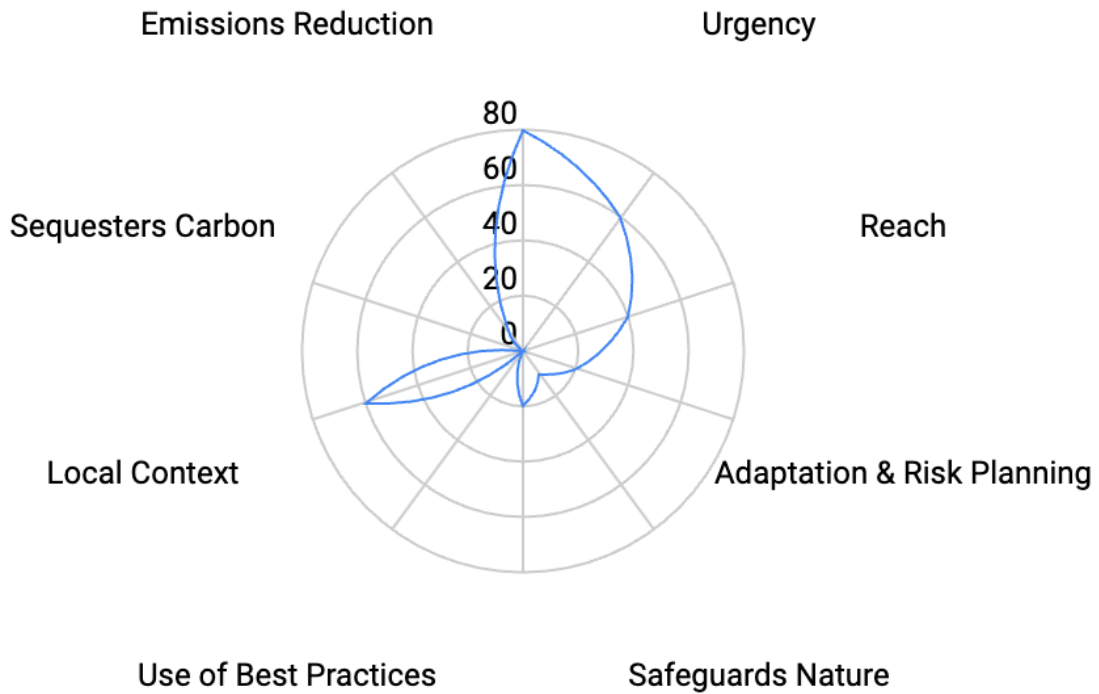
3. Food Donation Apps



4. Visitor Donation System



5. Visitor Impact Profiles

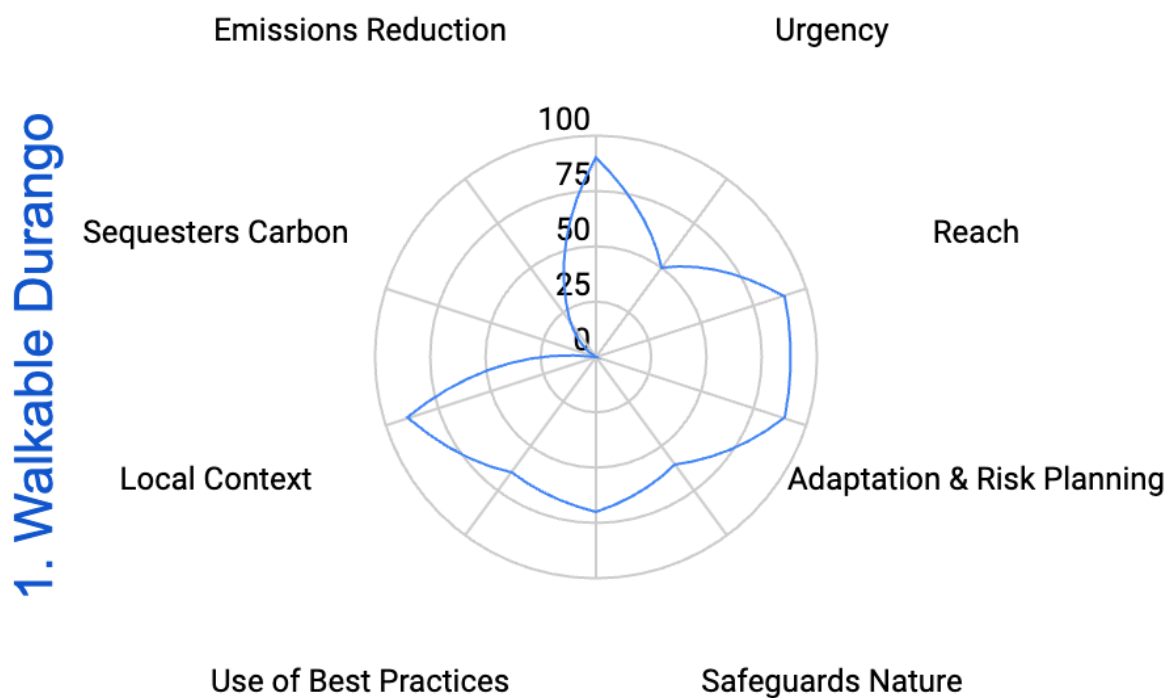


Appendix B: Solution Prioritization - Transportation Summary

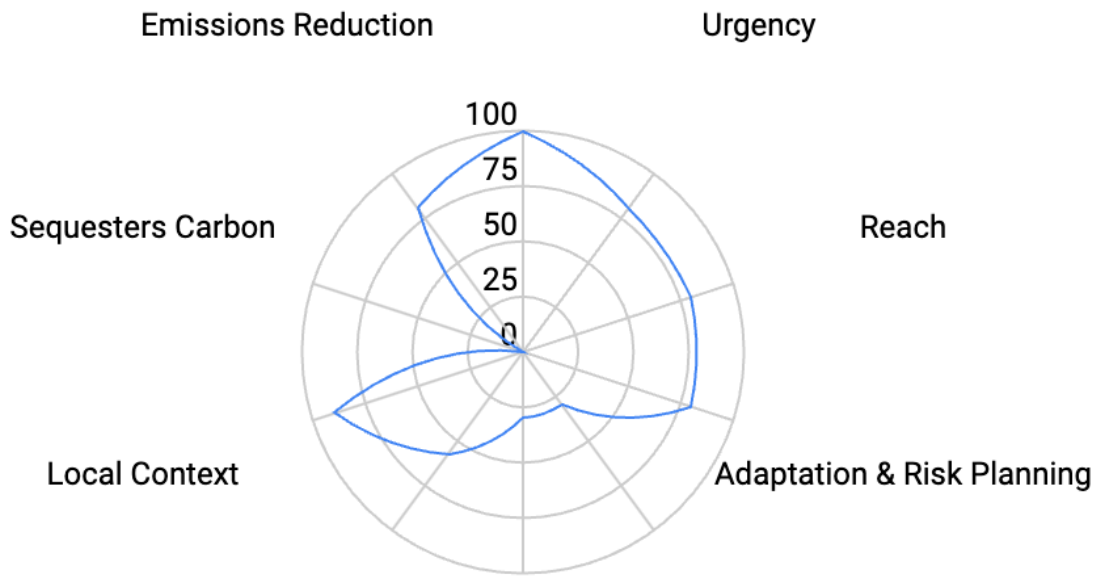
Ranking	Solution	Total Cumulative Score	Red Flags	Alignment & Ambition	Urgency	Reach	Adaptation & Risk Planning	Safeguards Nature	Empower People	Use of Best Practices	Local Context	Sequester Carbon	Emissions Reduction
1	Design and promote a walkable Durango, including a feasibility study, necessary research, and green and blue spaces revitalization campaign.	650	1	90	50	90	90	60	70	64	90	0	20
2	Promote EVs as the preferred and primary transportation for visitors and provide visitors with information on how to arrive by low-emission transportation.	650	9	100	80	80	80	30	30	57	90	0	80
3	Change top visitor markets to be local/regional	530	0	80	90	80	40	20	30	21	80	0	80
4	Support public transit use to commonly visited areas.	520	0	90	70	70	70	10	40	29	100	0	30

5	Support carpooling and ride shares.	500	0	80	40	80	70	10	40	36	90	0	40
6	Provide and support micro-mobility hubs for visitors and the community (e-bikes, e-scooters) and install/ collaborate/advocate on installing bike parking facilities, bike lanes, bike spaces	500	0	80	70	90	60	20	30	43	70	0	20
7	Develop/ collaborate on low carbon itineraries (cycling tours, low emission tours and activities, low carbon transportation, low emission lodging, low emission dining)	490	0	90	80	50	60	40	40	29	80	0	10
8	Develop and promote EV station maps for Durango on website.	420	0	60	70	80	60	10	20	29	70	0	10

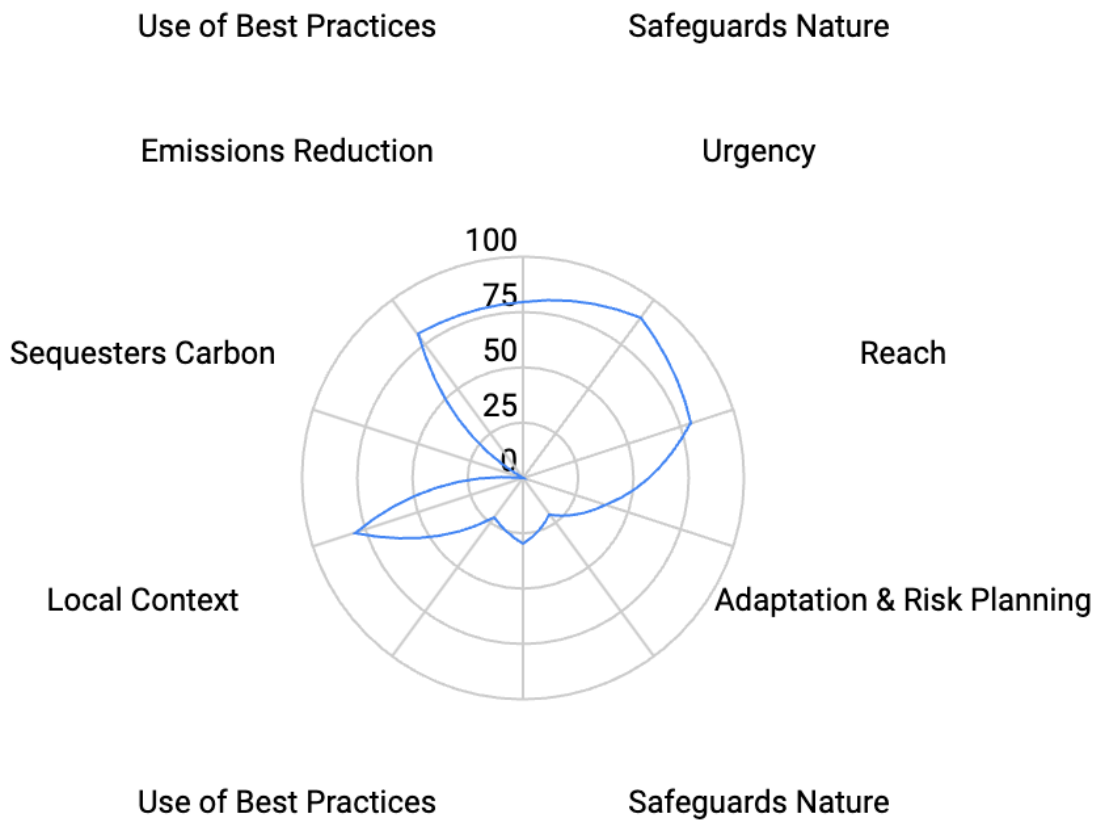
9	Develop visitor impact profiles that define low-impact transportation options.	400	0	70	60	90	40	20	10	7	70	0	30
10	Encourage longer stays by visitors and prioritize those staying over one week.	360	0	60	60	30	30	10	0	36	80	0	40



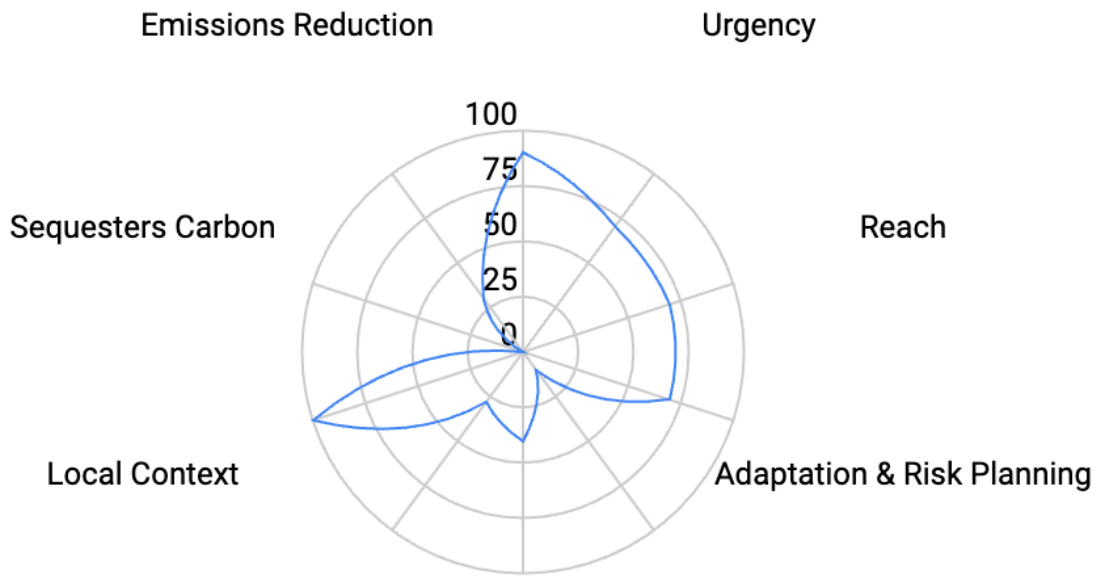
2. Promote EVs



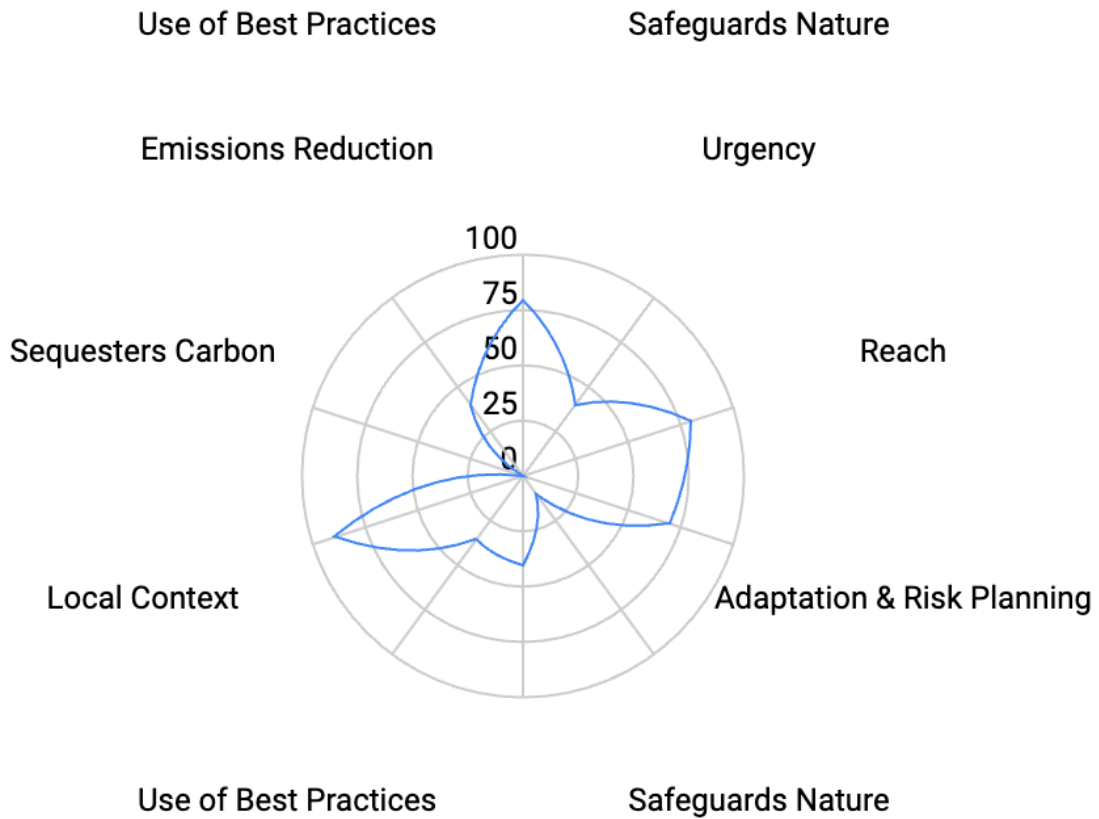
3. Change Visitor Markets



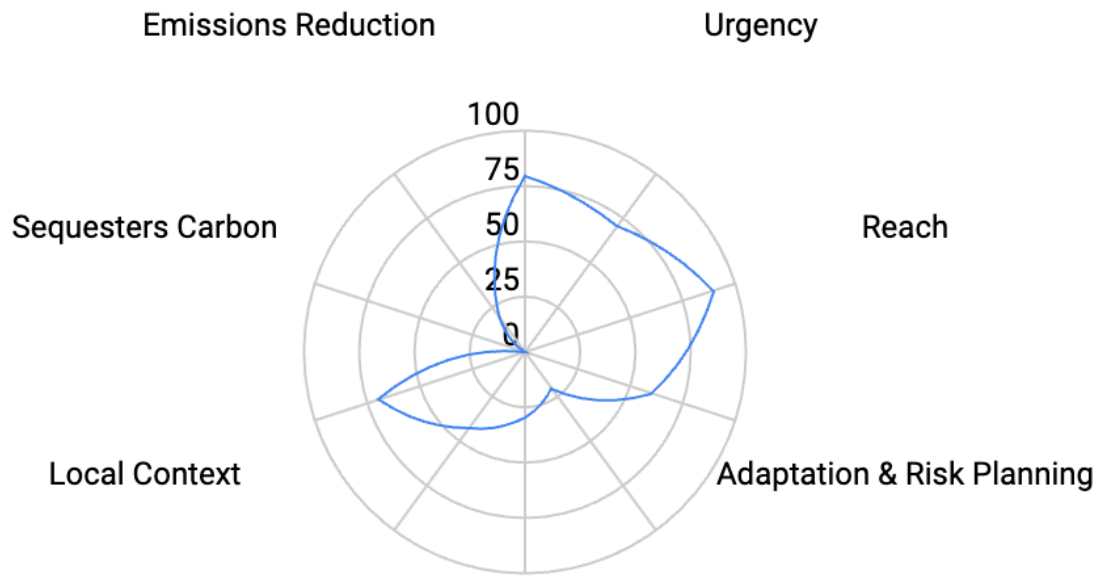
4. Public Transport Use



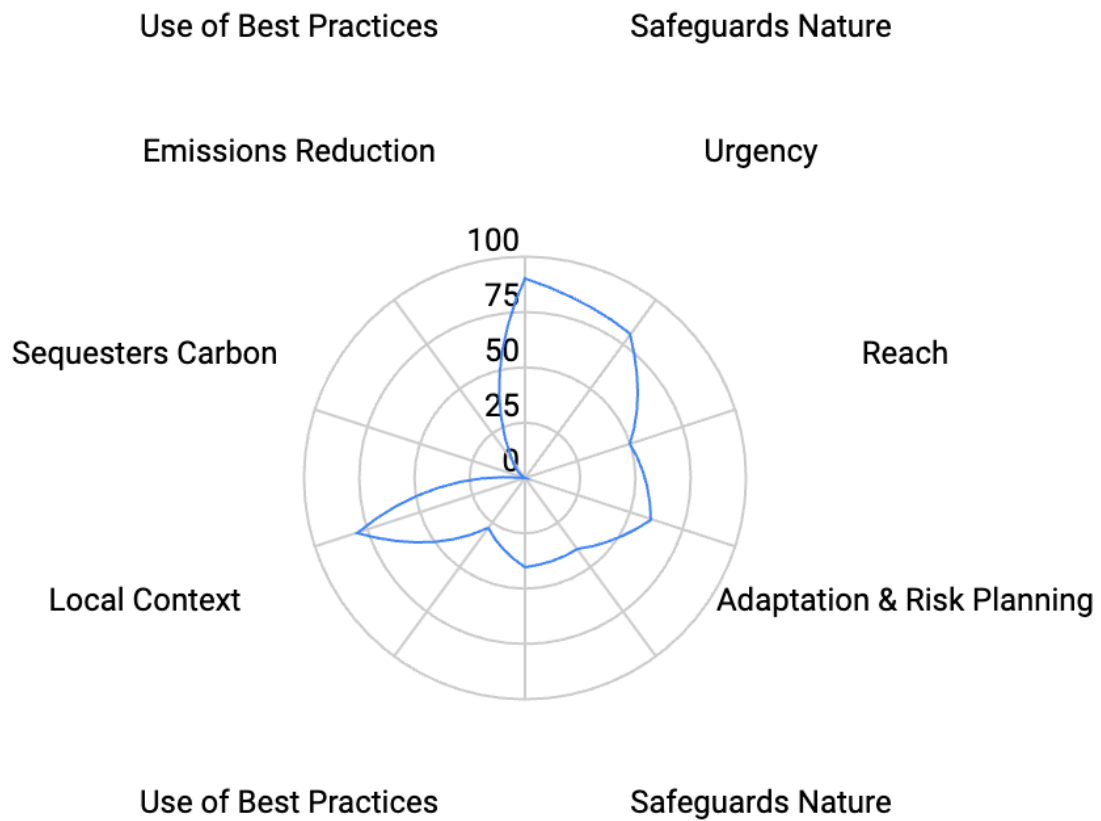
5. Carpooling and Rideshar...



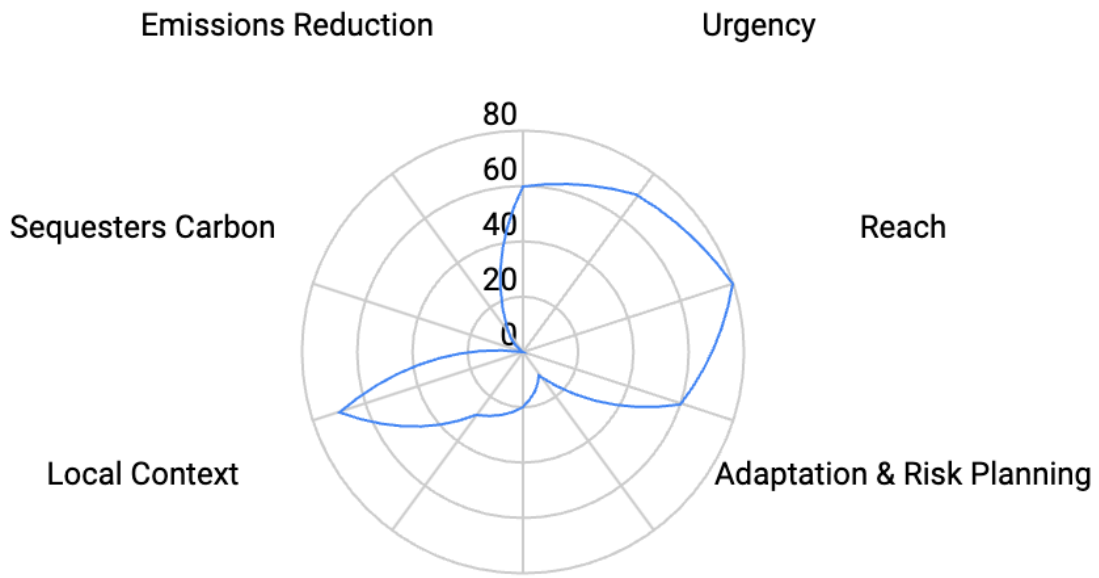
6. Micro-Mobility Hubs



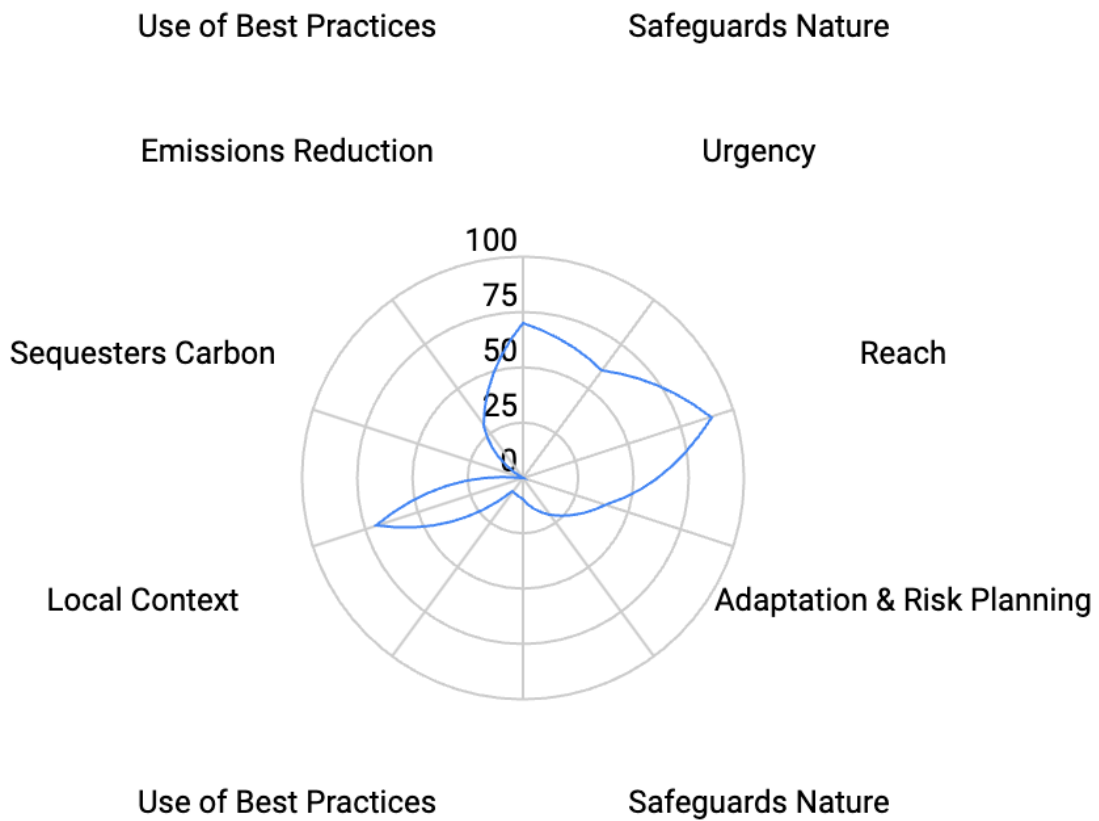
7. Low Carbon Itineraries



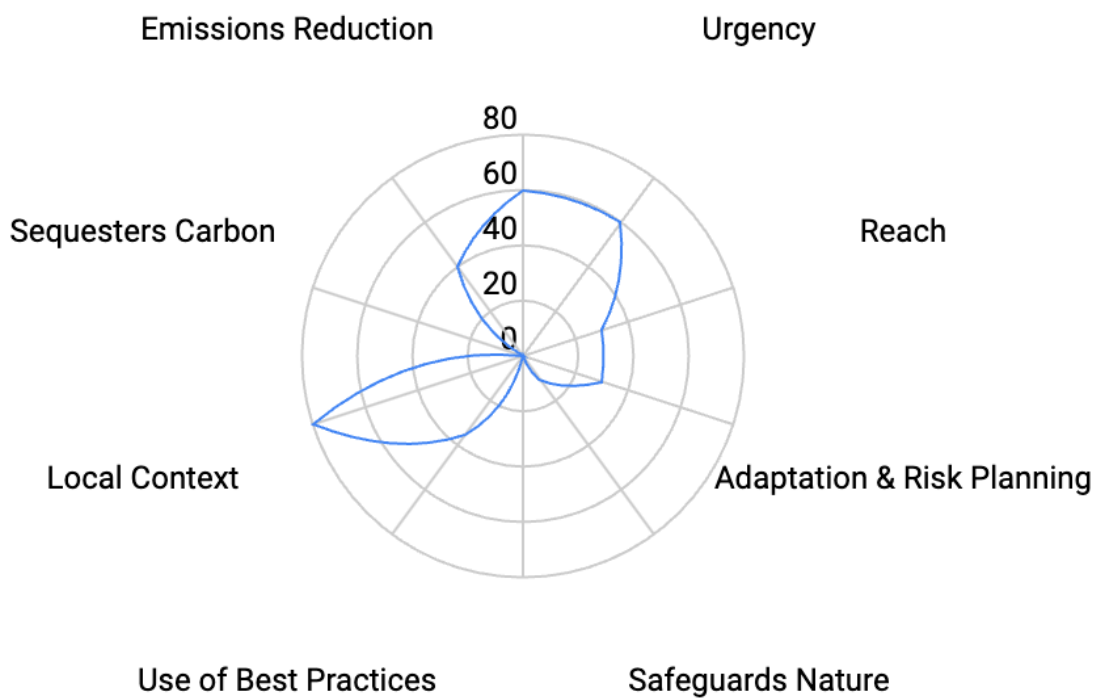
8. EV Station Maps



9. Low Emission Visitor Pro...



10. Encourage Logger Stays

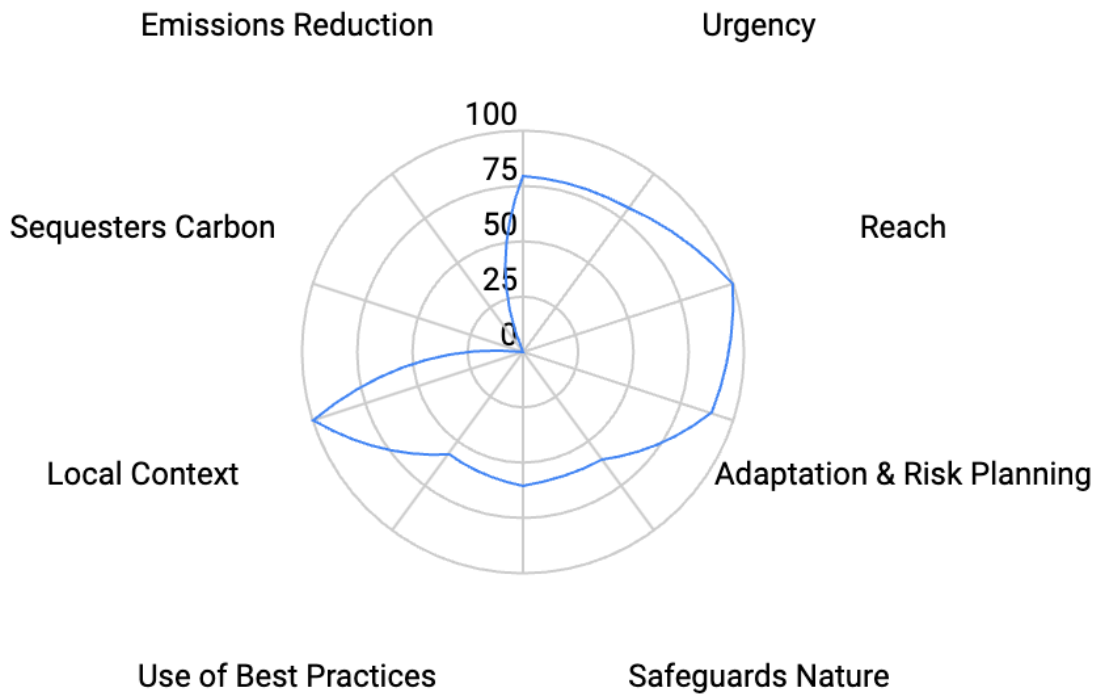


Appendix C: Solution Prioritization - Water Summary

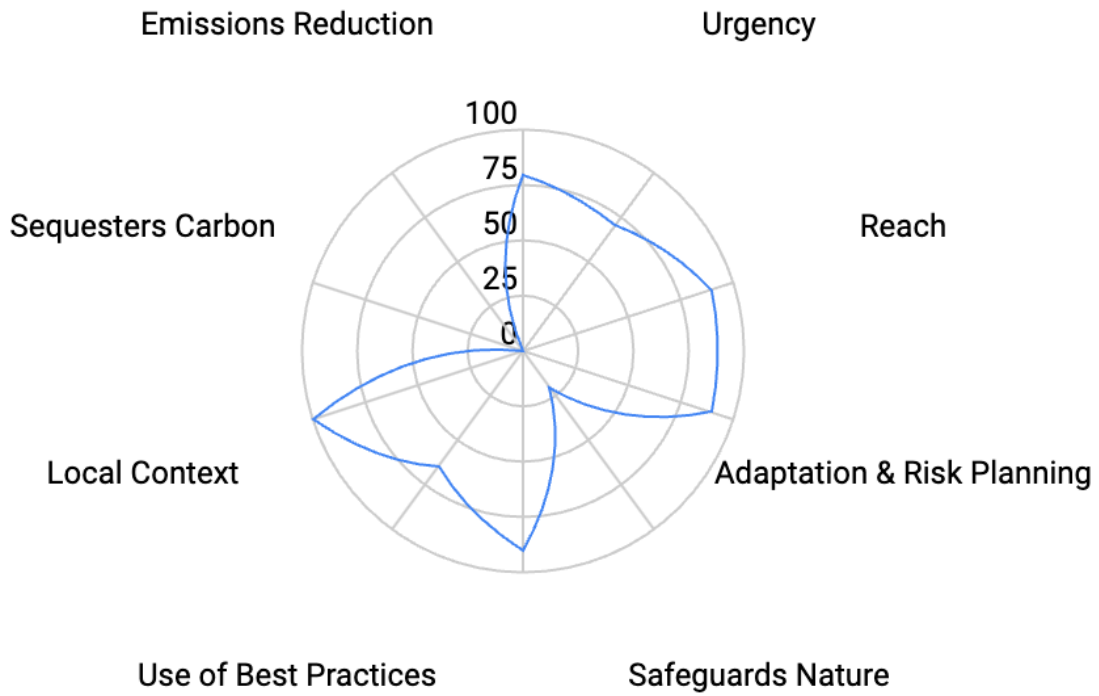
Ranking	Solution	Total Cumulative Score	Red Flags	Alignment & Ambition	Urgency	Reach	Adaptation & Risk Planning	Safeguards Nature	Empower People	Use of Best Practices	Local Context	Sequester Carbon	Emissions Reduction
1	Support and collaborate with organizations working on relevant water conservation and drought mitigation projects.	650	0	80	80	100	90	60	60	57	100	0	0
2	Train businesses and stakeholders on ways to automatically create low water use behaviors and water use best practices	630	0	80	70	90	90	20	90	64	100	0	0
3	Educate on the use of indigenous, drought resistant plant species in gardens and outdoor spaces	600	0	60	80	70	80	80	80	43	90	0	0
4	Use water conservation technology	540	3	80	90	60	70	30	40	71	70	0	0
5	Develop rainwater harvesting and greywater recycling resources for tourism businesses and	490	1	70	70	40	80	20	50	50	90	0	0

	stakeholders in community												
6	Create event water conservation guidelines for businesses and stakeholders, with specifics for Accomodation s, STVR, Airbnb, and Restaurants	490	1	60	70	90	60	80	40	29	50	0	0
7	Expand and promote turf replacement program for tourism businesses in VD	460	0	70	60	60	20	90	30	29	90	0	0

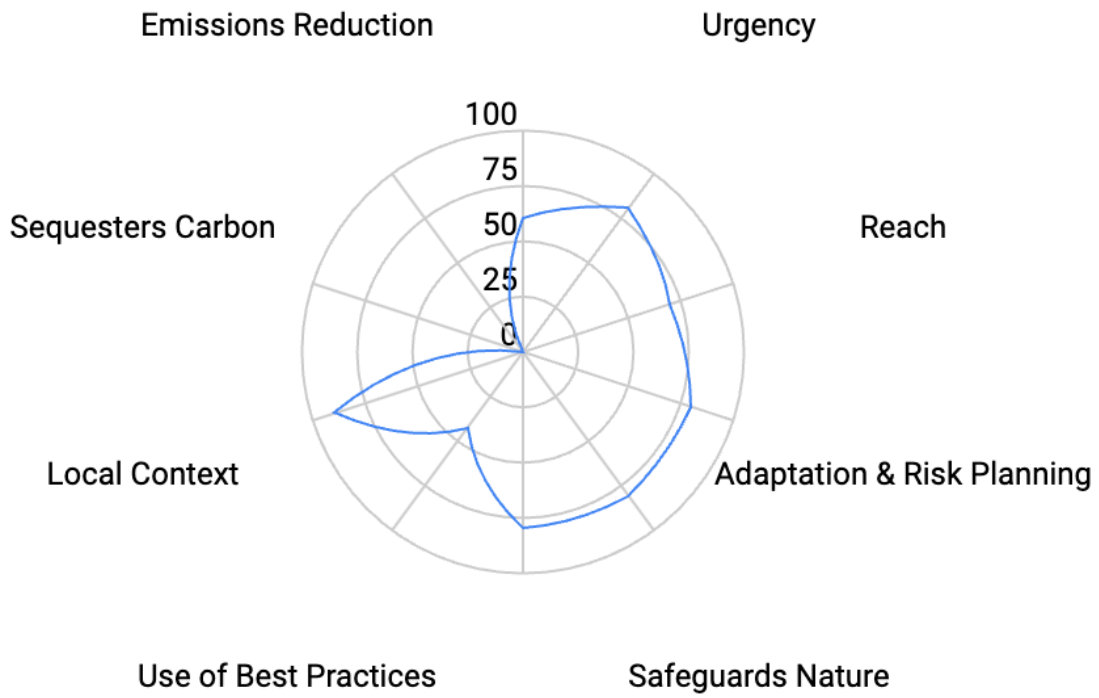
1. Support Water Conserva...



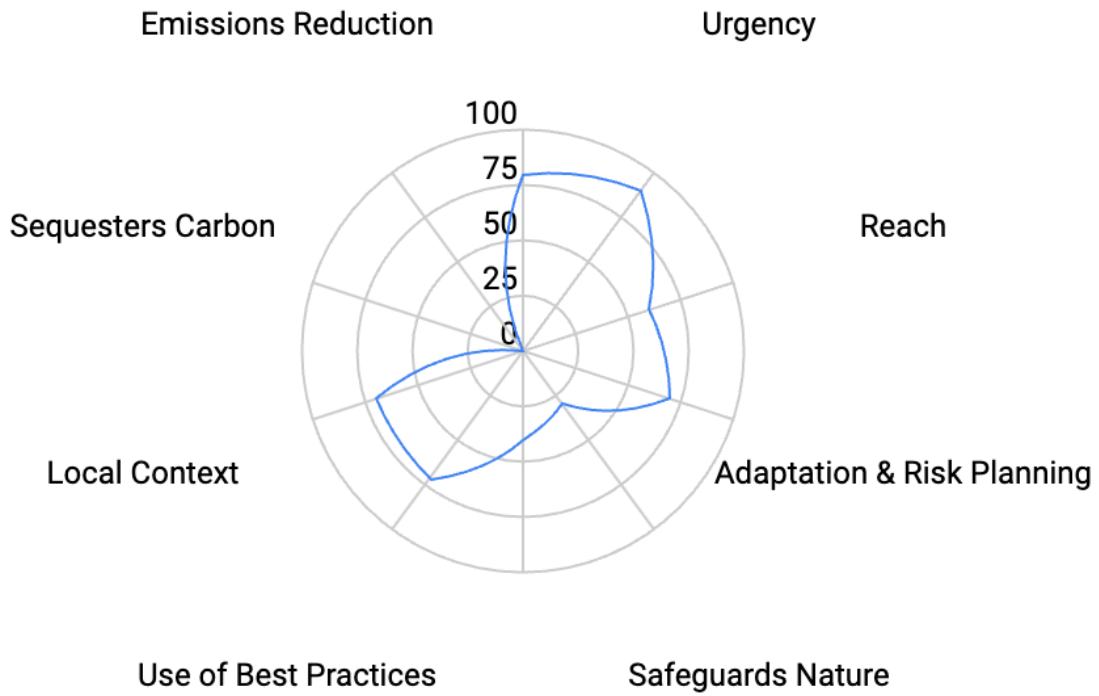
2. Train Business on Water...



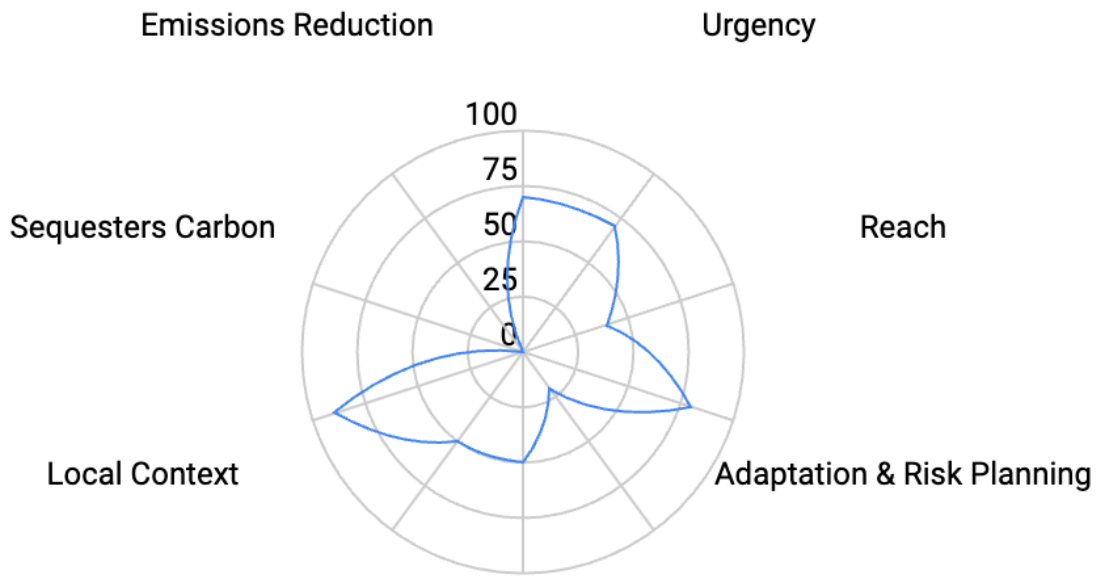
3. Educate on use of native...



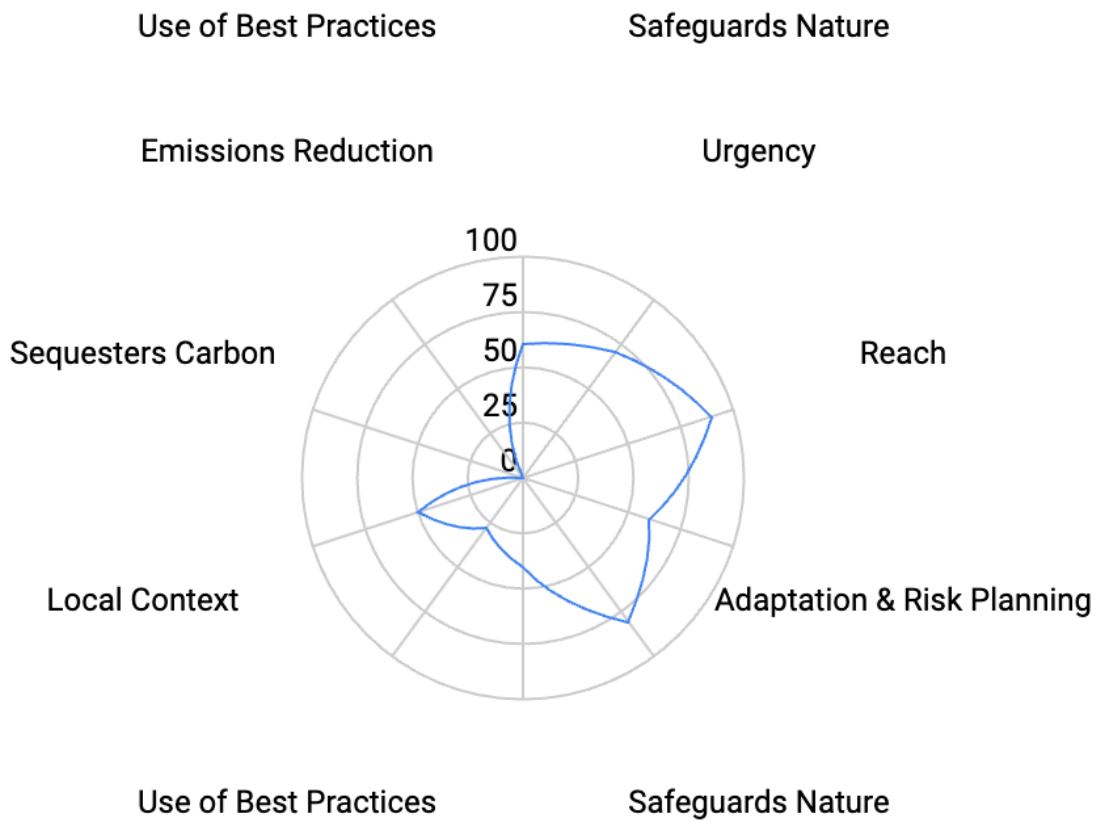
4. Use Water Conservation...



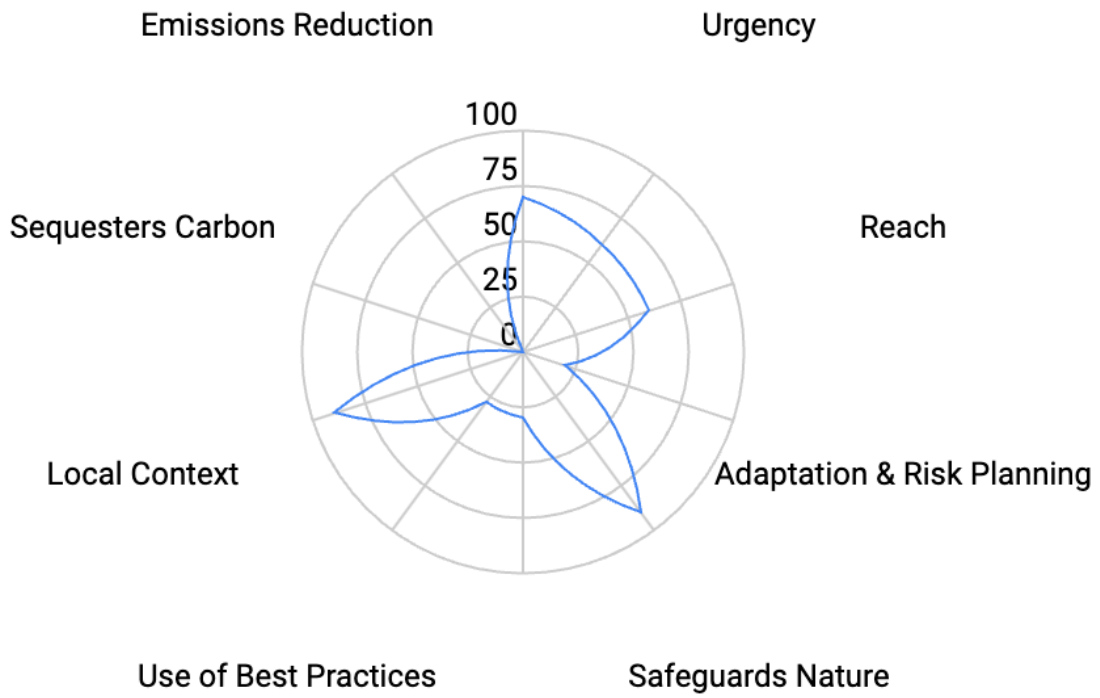
5. Rainwater Harvesting



6. Water Conservation for...



7. Turf Replacement Program

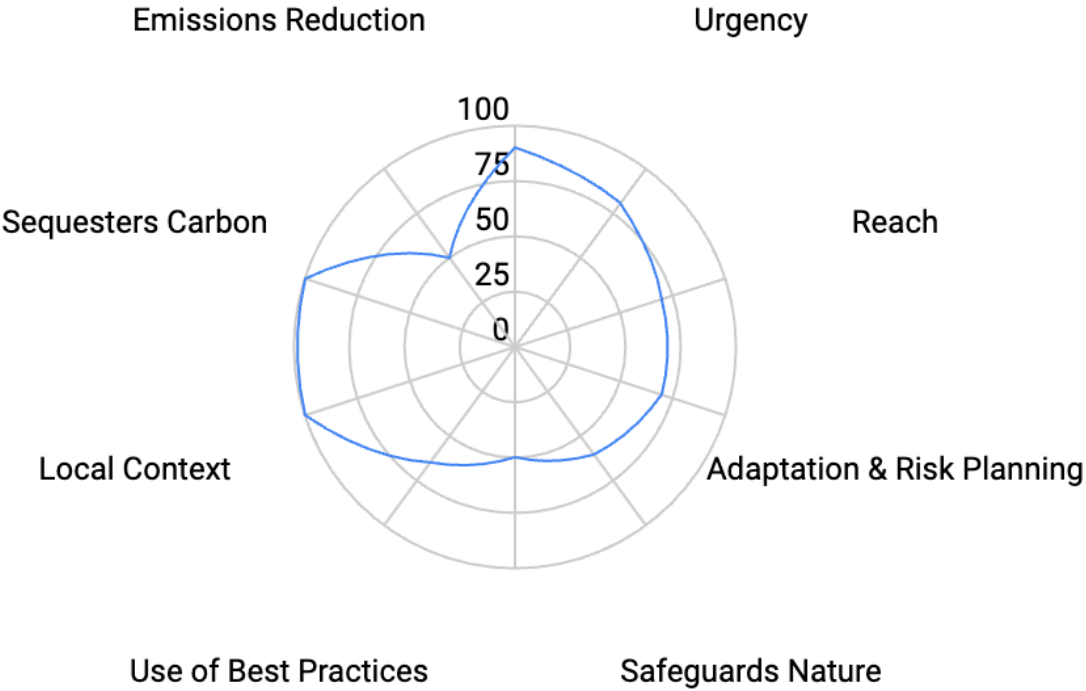


Appendix D: Solution Prioritization - Wildfire Summary

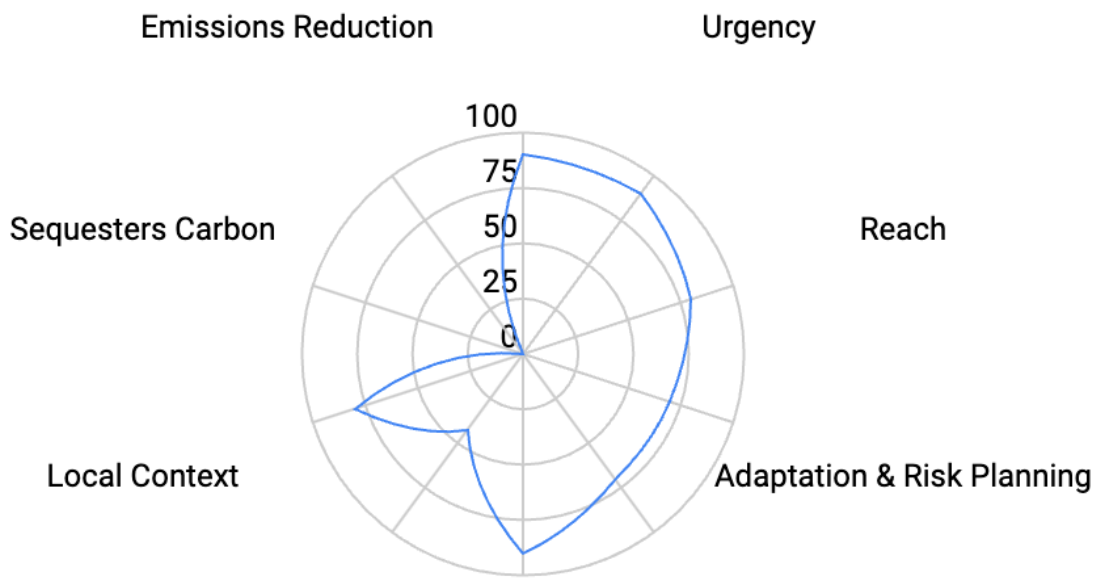
Ranking	Solution	Total Cumulative Score	Red Flags	Alignment & Ambition	Urgency	Reach	Adaptation & Risk Planning	Safeguards Nature	Empower People	Use of Best Practices	Local Context	Sequestration Carbon	Emissions Reduction
1	Promoting cultural and prescribed burning	760	1	90	80	70	70	60	50	64	100	100	50
2	Volunteer program for wildfire recovery using best practices	630	2	90	90	80	70	70	90	43	80	0	0
3	Wildfire Plan for Tourism	540	0	60	90	80	60	20	70	43	100	0	0
4	Provide access to wildfire prevention resources	525	3	80	80	80	40	70	30	50	60	10	5
5	Business education on adaptation to wildfires	440	0	60	80	70	30	20	40	29	100	0	0
6	Mass communication during emergency	450	0	50	80	90	40	20	30	29	100	0	0
7	Manage visitation flow during	380	0	50	60	30	40	20	50	21	100	0	0

	emergency.												
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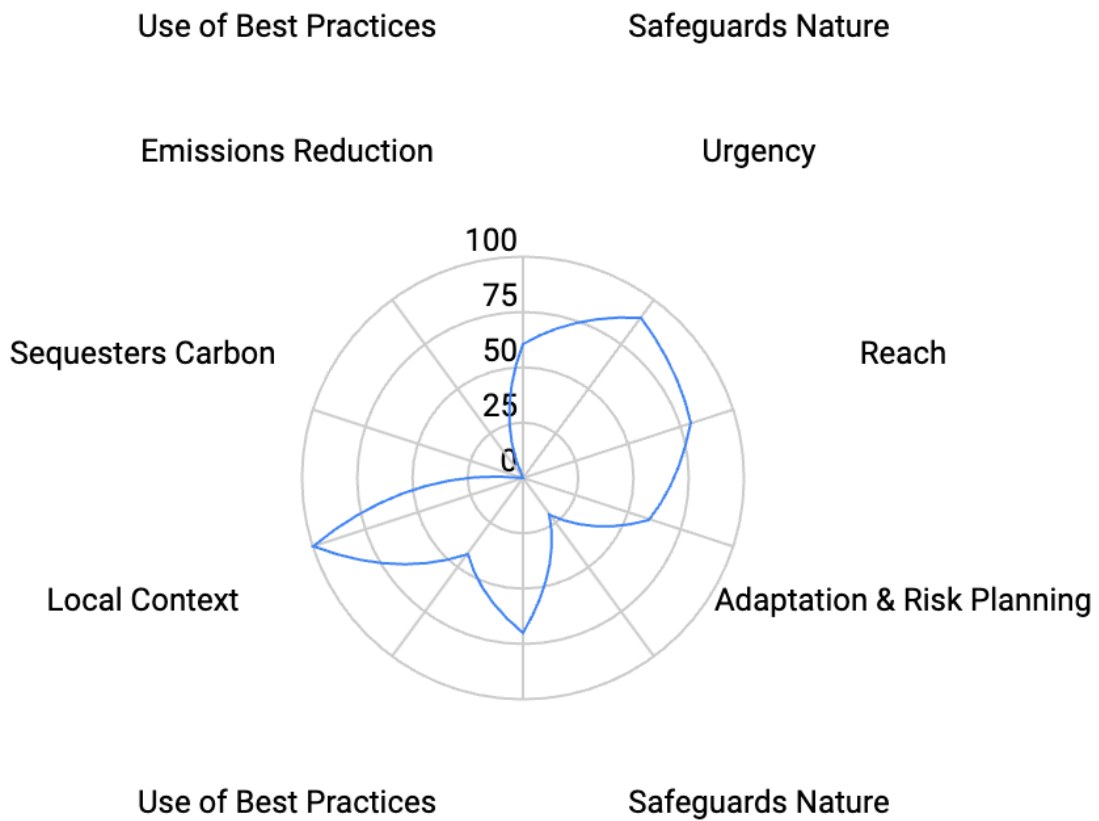
1. Promoting Cultural Burning



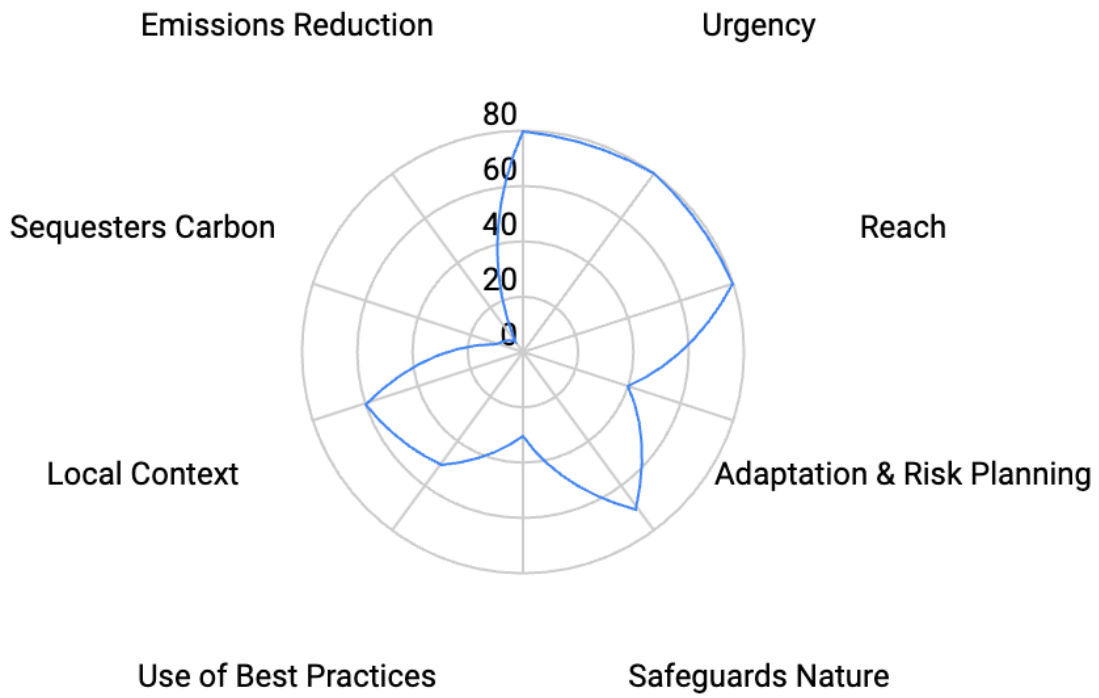
2. Volunteer Program



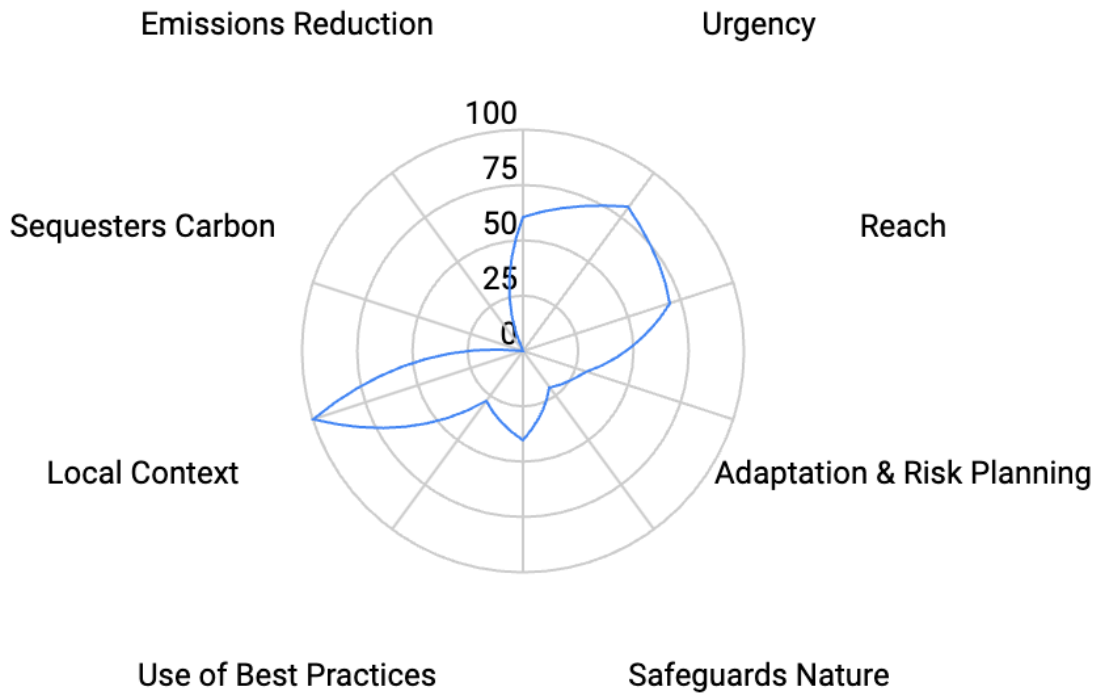
3. Wildfire Plan for Tourism



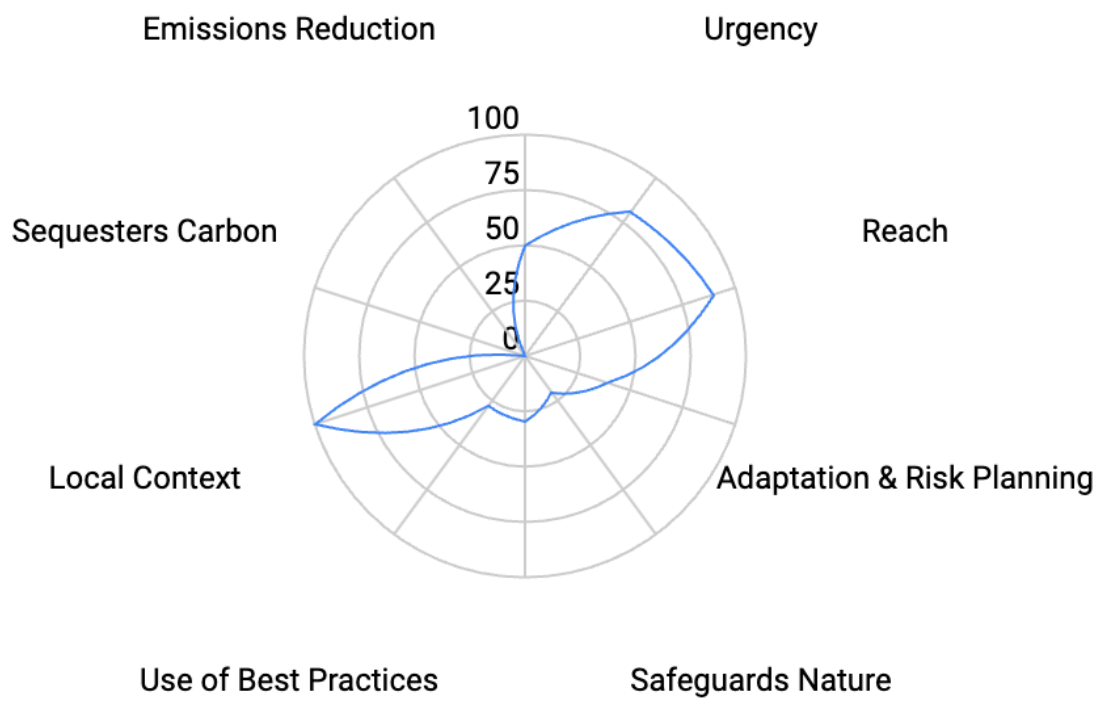
4. Wildfire Prevention Reso...



5. Business Education for...



6. Communication During E...



Appendix E: Traveling in Destination Mileage and Visitors for 2023

Region	Visitors	Distance from Downtown (miles)
Downtown Durango	17,802.28	0
North County	21,718.99	10
BODO and La Posta	4,645.17	2
North Main	3,366.23	3
Animas Valley	4,102.97	8
Fort Lewis College	1,424.91	1
West Durango	2,899.20	4
Southeast La Plata and Ignacio	1,349.19	20
Vallecito and Lemon Reservoir Areas	4,059.38	25
Northeast La Plata and Bayfield	589.78	15
Florida Mesa	669.98	10
Three Springs	201.49	6
East Durango	239.25	2
Junction Creek	217.07	5
Fort Lewis Mesa	407.15	15
Durango Mesa Park and Horse Gulch	56.53	3
La Plata Mountains	40.93	30
Florida Road	31.74	4

Appendix F: Supplemental Stakeholder Perspectives

Plan Prioritization

Goal	Percieved Urgency (1-5)	Perceived Feasibility (1-5)	Suggestions for Improvement	Potential Collaborators/Resources
	1=least urgent, 5=most urgent	1=least feasible, 5=most feasible		
Water Conservation	4	3	growth in the county? risk in the future, what is that compared to other areas? A trigger to change urgency? What is the potential benchmark, what are the business impacts, and where does it coincide with Glacier Club? residents and visitors mix, golf, pools (mixed-use property)	Southwest Water Girl as far as community engagement,
Food Waste Management	3	4	what are the barriers, why haven't businesses done this yet? % pledge for a person, different levels, what can you start with that's easy enough to get people activated? start with what is achievable, easy self-assessment (don't use audit word)	table to farm compost, members of membership organizations (local first, bid, etc), restaurant association
Wildfire Resilience	5	3 (1-3)	the best way to work on this is through education, rangers working on passing out wildfire items	care for Durango Coalition, SJMA, MSI
Transportation to La Plata County	2	2	carbon offset (4core)	4CORE
Transportation within La Plata County	5	2	transit having a sustainable budget cut, can't have them drop service, how do we help?	

Feedback Matrix

Focus Area	Strengths	Gaps	Suggestions	Community Roles
Transportation	lots of infrastructure and momentum, have experts	need more momentum, entrepreneurs,	encourage private businesses, grants from states, data execution, parking stats visitors vs residents	finding creative solutions to fund this, residents educating residents,
Food Waste	interested owners, active community, Table to Farm Compost	accessibility of composting, prioritizing,	how do we make it easier for owners, education?	
Water Conservation	general awareness, it is an issue	education, how to get involved, avenues of action, era of complacency	action plan five things you can do on your visit, impact action plan for properties, visitors top of mind is excellent and reduction commitment from businesses (especially lodging)	
Wildfire Management	wilderness adaptive partnerships in town work with residents, governments active in it, large business awareness of it, willing participants,		toolkit for each type of business, partnerships with the Care for Colorado group,	

Scenario Exploration

Scenario	Challenges Identified	Short-Term Solutions	Long-Term Solutions	Required Resources

Visitor Influx During Wildfire Season	increase in the number of fires Possibility of Evacuation with increased visitation, wildfires could spread or increase due to visitors Transportation & traffic with evacuations awareness of wildfire	Education/awareness on fires and water usage Evacuation Plans cap on visitation traffic management highway shoulders used during certain events/evac reduce water usage among visitors	Direct tourists to mitigated areas Infrastructure evacuation plan concentration of resources lodging plan for visitors using lodging as an aid resource for visitors and residents	Participation & incentives communication network Fire Department Fort Lewis College communications network / early wildfire ID network fire/police incentives for people to take action forest management
Shift in Visitor Season	unreliable economic flow workforce workers/expansion events financial stability for residents shorter leaf season do we move events that have always been on certain times like Ironhorse? Can we move them? flow of \$ business budgeting, staffing, inventory shorter leaf season	budgeting around shifting seasons seasonal staff non-seasonal activities new ideas for workers to make money hiring incentives ancillary work different seasonal staff opportunities import staff?	marketing new activities new markets climate independent products are developed looking at new visitors (south segment example)	Grants & other \$ Land/rezoning cooperation of local businesses understanding nontypical markets (hot springs in southern summers) hotels share booking with restaurants pandemic style collaboration in stable years

Visioning Exercise

Aspect	Vision for 2030	Key Actions to Achieve Vision	Indicators of Success
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Tourism Experience	more affordable rec and lodging Culturally enriching Educational to culture sustainable travel practices recreational experiences respect for the area learn something from being here pulled to Mesa Park leave with respect for our area expanding cultural experiences conscious of what we are doing here	Advocate for the area's history and heritage marketing person-to-person word of mouth education is best support and expand trail ambassadors airport survey	the human interaction of spreading respect clean environment management healthy worker-visitor relationship decrease in pollutants less trail abuse, fewer tags of specific areas on social media increase in trail management improvements on tourism survey worker survey - interactions with visitors Fully accessible
Community Well-being	affordable housing affordable child care food cost improve the quality of workers' life more local businesses affordable housing access to outdoors <u>Benefit</u> from visitors strong local business support increase of local businesses to corporate / chain store ratio tribal relations City/county divide healing stability if not directly involved with tourism, it should still benefit event pricing financial support to do things you love	zoning changes Less second Homeowners second home housing tax look at regulations on second homeowners	improvement in resident survey responses living wage and the average wage in the hospitality industry match (census) communication with other business owners decrease in medium housing prices and childcare costs

Environmental Health	water quality improved and be a point of pride renewed emphasis on trees renewed emphasis on walkable/ bikeable downtown composting city wide (Table to Farm) air quality thoughtful land management more trash receptacles and public restrooms more emphasis on native plants Do something about golf courses in the county	tribal communication/cooperation Lake Nighthorse and the City Inventory of types of buildings in an area thoughtful about new buildings in an area recycling centers table to farm with food waste and city better trash management walking downtown and trashcans (hard to find) public restrooms	visible/physical indicators of a good environment systems in monitoring visible differences when walking around increase in monitoring results increase in resident and tourism survey positive results
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Appendix G: Table List

List Of Tables

- [Table 1: Climate Change Outcomes](#)
- [Table 2: Wildfire Solution Rankings](#)
- [Table 3: Water Solution Ranking](#)
- [Table 4: Food Waste Solution Ranking](#)
- [Table 5: Transportation Solution Rankings](#)

Appendix H: Image List

List Of Images

- [Figure 1: Unpublished figure from the Travel Foundation.](#)

a. This data is sourced from publicly available emissions from 5 regional and national DMOs worldwide.

- [Figure 2: La Plata County Top origin Market, source Zartico.](#)
- [Figure 3: Total Devices and Visitor-to-Resident Ratio Percentage by Region, source Zartico.](#)
- [Figure 5. Top Five Visited Out of Bounds Points of Interest, source Zartico.](#)
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- [Figure 16: Walkable Durango Scoring](#)
- [Figure 17: Promote Electric Vehicles Scoring](#)
- [Figure 18: Change Visitor Markets Scoring](#)

Appendix I: References

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