

News Release

Fuel Use at Work

The CST and Blue Mountain Resort track fleet's fuel economy

Winnipeg, Man. and Blue Mountains, Ont. Sept. 15, 2009 – Blue Mountain Resorts Limited wants to know how much fuel their vehicle fleet uses on a daily basis and called The Centre for Sustainable Transportation (CST) to help find out.

“This is the first time we’ve worked with a private fleet to demonstrate leadership in carbon footprint and fuel use reduction,” said the CST’s research director, Terry Zdan. “The Blue Mountain Project will help the resort reduce their fuel use and emissions output and help save them money. Better yet, this project is easily replicated for any organization’s fleet.”

The CST installed Manitoba-made, GPS-based OttoView™ systems in 10 of the resort’s light and medium duty vehicles. These devices measure trip time, distance, average speed, fuel use and idling time and calculate greenhouse gas (GHG) emissions throughout the six month study.

“We are excited to be working with the CST to study how current employee driving behaviours are affecting overall fuel consumption,” said the resort’s planning and environmental specialist, Lindsay Ayers. “We also hope to identify opportunities to improve fuel efficiency throughout the resort’s fleet based on the study’s findings.”

My Sustainable Canada (MSC) contacted the CST when working on anti-idling campaigns and other transportation initiatives with the Ontario Snow Resorts Association (OSRA). The conditions were right to proceed with this research at Blue Mountain.

“Blue Mountain Resort is always looking for opportunities to reduce the fuel consumption and associated GHG emissions of its fleet,” said Ayers.

“We’ve been looking to partner with an organization for this applied research project for a while now,” added Zdan. “We’re eager to show how changes in transportation can save money and improve overall sustainability.”

The Centre is working with MSC to develop a fleet driver training program for the second phase of this program, hopefully beginning in March.

The project is funded by Natural Resources Canada (NRCan). The CST will use the data collected to provide a comparison of real-world driving fuel economy to published fuel economy estimates, something NRCan is particularly interested in.

For more information on the CST, visit www.centreforsustainabletransportation.org. More on Blue Mountain Resort’s environmental initiatives can be found at www.bluemountain.ca/environment.htm.

The CST at The University of Winnipeg is a membership-based, non-profit organization that facilitates best practices for the movement of people and goods over the long-term. The Centre bridges academic, business, and public interests to identify and help craft winning transportation solutions that benefit society and the environment and enhance mobility.

Blue Mountain, Ontario's largest mountain resort is nestled on the shores of Georgian Bay, located 90 minutes north of Toronto. Spanning over 700 acres, Blue Mountain has become the four-season destination of the North, visited by over 1.5 million guests a year. Winter at the resort boasts 36 ski and snowboard trails enhanced by world class snowmaking system. Summer months offer the largest down-hill mountain biking facility in Ontario, Monterra Golf course and a private beach property among other seasonal activities. Year-round the resort attracts visitors to over 900 luxury accommodation units and 40 unique concept restaurants, bars and retail shops in our pedestrian village; and 37,000 square feet of state-of-the-art conference space. Blue Mountain is 50% owned by Intrawest ULC.

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