



To: Lenny Zilz, Columbia Hospitality

Cc: Alan Stephens, Talaris Conference Center
Barbara Rush, Bell Harbor Conference Center
Ben Olin, Cameron Bowman, Greg Werry, and John Murphy, Salish Lodge & Spa
Bruce Jarrard, Escala

From: Jan Simon Aridj, Washington Lodging Association
Amity Lumper and Shannon Donegan, Cascadia Consulting Group

Date: May 24, 2010

Subject: **Summary of Efforts to Date and Columbia Hospitality's Greening Actions**

This memo summarizes the environmental efforts to which Columbia Hospitality is committed for three of its properties that are engaged as pilots in Washington Lodging Association's (WLA) Greening Washington's Lodging Industry Program (Greening Program). An overview of the program efforts to date is provided along with descriptions of the greening actions for each property.

Project Background

In March 2010, WLA selected Columbia Hospitality to serve as one of two pilot companies for its Greening Washington's Lodging Industry Program. The primary focus of the Greening Program, funded by a grant from the Washington Department of Ecology, is to conduct pilot projects with hotel companies to:

- Implement at least three new environmental practices at each of their properties;
- Measure the business and environmental impacts of these practices; and
- Share the results and lessons learned with industry peers, guests, and the public.

WLA's Greening Program is intended to help hotels throughout the state save money, maximize marketing opportunities, and capture new business, while being better environmental stewards for the benefit of their staff and their local communities. As a result of this program, WLA will develop case studies documenting the actions and outcomes at the pilot properties and will provide the industry with web-based resources and educational forums.

The Greening Program incorporates the American Hotel & Lodging Association's Green Guidelines, which provide a national, three-tiered, self-certification structure ("Green," "Greener," "Greenest") for hotel owners and operators to integrate environmentally friendly practices that result in increases savings and opportunities to retain and capture new business. Details are available at AH&LA's website [<http://www.ahla.com/green.aspx?id=24560>].

WLA applauds Columbia Hospitality's commitment to greening its operations and recognizes the steps that each property has already taken to become more environmentally sustainable. By serving as a pilot



company in the Greening Program, Columbia Hospitality is extending its commitment to have a broader positive environmental impact. Furthermore, WLA appreciates Columbia Hospitality's leadership in the industry and willingness to share its experience with its colleagues.

Since March, WLA, with its professional partner—Cascadia Consulting, and Columbia Hospitality have been working together to document existing achievements, collect baseline utility and hotel data, and identify opportunities to reduce costs and resources consumed at the three Columbia Hospitality participating properties: Salish Lodge & Spa, Talaris Conference Center, and Bell Harbor International Conference Center. The project team includes the following members:

- Alan Stephens, General Manager, Talaris Conference Center
- Barbara Rush, Director of Operations, Bell Harbor Conference Center
- Ben Olin, Front Office Manager, Salish Lodge & Spa
- Bruce Jarrard, Chief Engineer, Escala
- Lenny Zilz, General Manager & VP-Operations, Bell Harbor Conference Center
- Jan Simon Aridj, President and CEO, Washington Lodging Association
- Gerry Link, Green Team Co-Chair, WLA
- Paula Helsel, General Manager, Sleeping Lady Mountain Resort, and Green Team Co-Chair, WLA
- Amity Lumper, Senior Associate, Cascadia Consulting Group
- Liv Faris, Media Relations & Marketing, Colehour + Cohen
- Shannon Donegan, Associate, Cascadia Consulting Group

At a kick-off meeting in early April, the project team reviewed the Department of Ecology grant requirements, American Hotel & Lodging Association's Green Guidelines, existing practices, and opportunities for improvement at each of the three Columbia Hospitality properties. On May 7, Columbia Hospitality, WLA, Cascadia, and a Puget Sound Energy (PSE) utility representative conducted an in-depth site walkthrough at Salish Lodge & Spa. Following the walkthrough, the team met to agree on new environmental actions to implement at each property. The following table presents those actions identified and related information about implementation steps, estimated costs, and expected benefits.

Greening Actions for Columbia Hospitality Pilot Properties

Action	Properties	Summary	Estimated Costs/Benefits	Next Steps
Form an environmental committee	Salish Talaris	Ensures that setting performance goals, implementing actions, and tracking progress become integrated into hotel operations.	<ul style="list-style-type: none"> Minimal cost (staff time). Benefits could include ongoing utility bill reductions. 	<ul style="list-style-type: none"> Salish plans to incorporate an Environmental Committee into its existing Health & Safety Committee starting in June; group meets monthly.
Implement linen reuse program	Salish (implement new program) Talaris (improve existing program)	Provides guests the option to choose to use their towels and linens more than once. Program increasingly accepted if not expected by guests.	<ul style="list-style-type: none"> Hotels typically experience a 17% reduction in laundry loads and related water/sewer, energy, and labor costs. Extends the lifespan of linens, which decreases replacement costs.¹ 	<ul style="list-style-type: none"> Develop in-room table tents or pillow cards. Train housekeeping staff.
Improve recycling and start composting	Salish Talaris Bell Harbor (only signage and bins)	Diverts paper, metal, glass, and plastics from waste to recycling through improved signage and availability of recycling containers in guest rooms and meeting areas. Diverts food scraps and yard trimmings from waste to compost.	<ul style="list-style-type: none"> Decrease waste disposal costs by a minimum of 10%. 	<ul style="list-style-type: none"> Conduct audit to learn what materials are currently in waste. Create signage to educate guests. Place recycling bins in guest rooms and meeting areas. Set up composting program and train kitchen staff on its use.
Install LED lighting in selected locations	Salish	Replaces existing incandescent light bulbs with LED bulbs in two chandeliers that operate 24 hours a day.	<ul style="list-style-type: none"> Project Cost: \$70,857 Project Cost After Rebate: \$29,189 Annual Energy Savings: 26,949 Lower kilowatt-hour consumption, lower maintenance costs, decreased cooling requirements. 	<ul style="list-style-type: none"> Evaluate rebate-potential with PSE. Receive owner approval to proceed. Install LED lighting. Monitor results.

¹ Guideline #5. American Hotel & Lodging Association. <http://www.ahla.com/Green.aspx?id=24954>

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Improve irrigation and explore rainwater capture options	Salish	Automatically adjusts irrigation amounts based on daily weather using computer controller and rain gauge. Rainwater capture systems collect and store rainwater for future use in irrigation.	<ul style="list-style-type: none"> Reduce irrigation water use by minimum of 30%. 	<ul style="list-style-type: none"> Work with Saving Water Partnership to evaluate applicable irrigation improvements.
Shift to 1.6 gallon/flush toilets	Salish Talaris	Replaces existing toilets with 1.6 gallon per flush toilets in guestrooms.	<ul style="list-style-type: none"> \$100 rebate per fixture available from the Saving Water Partnership. Salish: \$24,000 Talaris: \$11,000 	<ul style="list-style-type: none"> Consider switching all toilets; otherwise, replace existing toilets as needed.
Encourage guests to have an eco-friendly stay	All	Makes easy environmental tips readily available to the guest.	<ul style="list-style-type: none"> Increases success of environmental initiatives by engaging guests. Demonstrates environmental commitment to guests. 	<ul style="list-style-type: none"> Develop linen reuse cards. Develop recycling signage.
Install 2.5 gallon/minute showerheads in guestrooms	Talaris	Replaces existing showerheads with 2.5 gallon per minute fixtures.	<ul style="list-style-type: none"> Reduce water consumption, heat less hot water, reduce sewage charges. Possible rebates up to 50% of project cost from Seattle Public Utilities. 	<ul style="list-style-type: none"> Research low-flow model that meets Talaris quality requirements.
Reduce bottled water use	Bell Harbor	Decreases use of bottled water through customer education and water stations.	<ul style="list-style-type: none"> Reduces cost of purchasing bottled water. Reduces amount of waste/recycling. 	<ul style="list-style-type: none"> Develop water station signage. Track success of program and guest response.
Purchase new ice maker	Bell Harbor	Replaces old commercial ice maker with new energy- and water-efficient model.	<ul style="list-style-type: none"> Chef Jay Bartleson is working with Seattle Public Utilities and Seattle City Light to get bids and rebate information for the new ice maker. 	<ul style="list-style-type: none"> Work with Seattle Public Utilities and Seattle City Light to determine best available rebate.

Action	Properties	Summary	Estimated Costs/Benefits	Next Steps
Improve green meeting offerings	Bell Harbor	Provides green meeting packages (e.g., local food, recycling, decreased paper use) and information about Bell Harbor’s environmental initiatives to meeting planners.	<ul style="list-style-type: none"> Responds to increasing demand for green meeting options. 	<ul style="list-style-type: none"> Create informational materials.
Install new lighting system (future)	Bell Harbor (with support from Port of Seattle)	The Port of Seattle will be partnering with SCL and other entities for rebates when implementing a new lighting control system for BHICC	<ul style="list-style-type: none"> We should know in January what the forecasted savings and rebates will be for 2011. 	<ul style="list-style-type: none"> We will be meeting with the Port of Seattle to review the control systems they will be choosing that best fit BHICC needs.
Create company-wide green purchasing standards	All	Creates purchasing standards that include purchasing ENERGY STAR appliances and equipment and purchasing >20% post-consumer recycled content paper.	<ul style="list-style-type: none"> ENERGY STAR appliances use less energy and are frequently eligible for rebates. Recycled content costs more than virgin paper but helps drive market for recycled goods. 	<ul style="list-style-type: none"> Draft and review purchasing standard.

Next Steps

After reaching final consensus on the environmental actions noted, the project team will begin their implementation. A timeline for the program is shown below:

Project Milestones	Date
Implement Green Recommendations	June–August 2010
Measure savings from new practices	June–December 2011
Host open house and workshop to share successes at Bell Harbor	First Quarter 2011

WLA and Cascadia will support Columbia Hospitality’s implementation of these actions through regular conference calls, rebate and resource guidance, and additional on-call assistance. In addition, Cascadia will conduct a second visit to Salish Lodge & Spa to participate in the first meeting of the property’s Environmental Committee and to follow-up on additional water-saving actions, leveraging funds from the Saving Water Partnership. After the actions listed above have been implemented, the professional team will work with Columbia Hospitality to measure cost and resource savings and coordinate events to share project results with the rest of the industry.