



To: Rita Santillanes, Owner, Best Western Peppertree Inns
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 Best Western Peppertree Inns' Greening Actions**

This memo summarizes the environmental actions agreed upon by Best Western Peppertree Inns' (Peppertree) for its four properties 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 Peppertree 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 Peppertree'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, Peppertree is extending its commitment to have a broader positive environmental impact. Furthermore, WLA appreciates Peppertree's leadership in the industry and willingness to share its experience with its colleagues.

Since March, WLA, with its professional partner—Cascadia Consulting, and Peppertree 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 four Peppertree participating properties: Auburn, Liberty Lake, Omak, Spokane Airport. The project team includes the following members:

- Rita Santillanes, Owner, Best Western Peppertree Inns
- Chase Santillanes, Revenue Manager, Best Western Peppertree Inns
- Val Santillanes, Marketing, Best Western Peppertree Inns
- Harmoni, General Manager, Liberty Lake Inn
- Khara Nixon, General Manager, Auburn Inn
- Kassie, General Manager, Omak Inn
- Ricardo, General Manager, Spokane Airport Inn
- 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 mid-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 four Peppertree Inns. On May 11, Peppertree, WLA, Cascadia, and an Inland Power utility representative conducted an in-depth site walkthrough at the Spokane Airport Inn. 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 Peppertree Pilot Properties

Action	Properties	Summary	Estimated Costs/Benefits	Next Steps
Install digital thermostats and occupancy sensors in rooms	All (Omak already has digital thermostats)	Replaces thermostats with digital thermostats and installs occupancy sensors; pending results of Inland Power study (June 2011).	<ul style="list-style-type: none"> ▪ TBD (from Inland Power study in June) 	<ul style="list-style-type: none"> ▪ Review and evaluate results from Inland Power study
Research energy efficient commercial washers	Spokane Airport	Collects information about rebates, costs, and cost savings for commercial washers, with the intention of eventually replacing Airport units.	<ul style="list-style-type: none"> ▪ Saves water and energy ▪ Extends linen lifetime, which reduces replacement costs ▪ Rebates may be available to offset high equipment cost 	<ul style="list-style-type: none"> ▪ Contact Avista and City of Spokane Water to determine rebate eligibility
Install rain gauge for irrigation system	All	Attaches rain gauge to existing irrigation system, which prevents system from watering after it has already rained.	<ul style="list-style-type: none"> ▪ Reduces irrigation watering by approximately 25% ▪ Most utilities offer rebates 	<ul style="list-style-type: none"> ▪ Contact area utilities to determine eligible models and rebates
Install a combination of occupancy and photo sensors for inside and outside lighting	Spokane Airport and Liberty Lake (including signage) Auburn and Omak	Installs sensors that turn lights off in areas that are unoccupied or are lit by daylight.	<ul style="list-style-type: none"> ▪ Rebates may be available to offset equipment and installation cost ▪ Saves energy 	<ul style="list-style-type: none"> ▪ Contact area utilities to determine rebate eligibility
Improve recycling signage throughout hotel	Spokane Airport	Clarifies signs that explain to guests what materials can go in each bin.	<ul style="list-style-type: none"> ▪ Minimal cost ▪ Increases recycling/decreases contamination 	<ul style="list-style-type: none"> ▪ Create signage

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Investigate permeable or semi-permeable paving options for upcoming repaving project	Auburn	Explores permeable paving options to repave parking lot. Allows precipitation to percolate through pavement to the soil.	<ul style="list-style-type: none"> Minimizes stormwater runoff and associated cost, erosion, and water pollution issues Decreases heat island effect of parking lots Slightly higher cost than traditional asphalt 	<ul style="list-style-type: none"> Research and contact vendors
If flow rate of guestroom bathroom sinks >2 gpm, investigate flow restrictors	Auburn	Uses measurement bag to calculate current flow rate of bathroom sinks. If current flow rate is above 2 gallons/min, researches equipment to restrict flow.	<ul style="list-style-type: none"> Saves water Minimal cost 	<ul style="list-style-type: none"> Determine current flow rate Research compatible flow restrictors, if necessary
Investigate composting food waste	Auburn	Diverts food scraps from garbage to composting.	<ul style="list-style-type: none"> Decreases waste disposal costs 	<ul style="list-style-type: none"> Conduct waste audit of existing breakfast room waste to determine potential savings Contact Cedar Grove to discuss service options
Track performance of dual flush toilets; install in all hotels if successful	Auburn	Auburn is currently testing dual flush toilets in its guest bathrooms; tracks performance for possible application in other hotels.	<ul style="list-style-type: none"> TBD (pending results of Auburn pilot) 	<ul style="list-style-type: none"> Track equipment issues and water use
Explore additional recycling services in region	Omak	Researches opportunities for increased recycling in Omak and surrounding areas.	<ul style="list-style-type: none"> Potential to decrease waste disposal costs 	<ul style="list-style-type: none"> Contact waste and recycling coordinators in Omak and neighboring counties
Change office paper to >20% recycled content	All	Purchases paper that has greater than 20% post-consumer recycled content.	<ul style="list-style-type: none"> Costs more than virgin paper Saves resources in paper production process and helps drive market for recycled goods 	<ul style="list-style-type: none"> Compare costs from different vendors and purchase paper
Confirm use of green cleaners	All	Checks type and amount of cleaners used; if not currently using environmentally-friendly cleaners, explores different options.	<ul style="list-style-type: none"> Uses less toxic chemicals for human health and environmental benefits 	<ul style="list-style-type: none"> Research current cleaners

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Investigate saltwater pool systems	All	Researches options to use saline, rather than chlorine, in pool systems	<ul style="list-style-type: none"> Initial cost to convert system Decreases use of chemicals for cost, environmental, and health benefits 	<ul style="list-style-type: none"> Research different system options
Suggest BW standard changes at Sep Co-op meeting	All	Proposes changes to Best Western standards requiring phone book and bottled water distribution in rooms	<ul style="list-style-type: none"> Saves money, paper, and plastic bottles 	<ul style="list-style-type: none"> Attend BW Co-op meeting in September to propose changes

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 Spokane Airport Inn	First Quarter 2011

WLA and Cascadia will support Peppertree’s implementation of these actions through regular conference calls, rebate and resource guidance, and additional on-call assistance. In addition, Cascadia will arrange for assistance at the Spokane airport from local utilities. After the actions listed above have been implemented, the professional team will work with Peppertree to measure cost and resource savings and coordinate events to share project results with the rest of the industry.