



A Common Sense Approach To Becoming **GREEN** For Existing Hotels

"As a family owned and operated business, we are honored and proud to be designated a member of the Florida Green Lodging Program. This designation represents our commitment to protecting the environment for this and future generations, and we are thrilled to set a positive example here in Florida's Capital City of businesses adopting eco-friendly practices."

***Kelly Spillett Slay – Vice President, Kelco Management & Development
Owner of Tallahassee Homewood Suites by Hilton
Florida Green Lodging Program Ceremony – February 22, 2008***

**Presented by Ray L. Hobbs, CHA
Senior Vice President, Kelco Management & Development**

**MIDDLE TENNESSEE SUSTAINABLE TOURISM PROGRAM
MAY 14, 2009 – FRANKLIN, TENNESSEE**

**KELCO MANAGEMENT & DEVELOPMENT
www.kelcohotels.com**

WHY IS BEING GREEN IMPORTANT?

“There is no industry, and certainly not the lodging industry, that can afford to look past green building today. It’s core to cost structure and base line strategies.”

Daniel Esty, Professor, Yale University, & author of “Green to Gold”

The message is clear to the Hospitality Industry,

- Consumers are demanding “**GREEN**” hotels & event facilities
- Governments are legislating “**GREEN**” operating standards for hotels
- Hotel ownership is demanding utility cost efficiencies
- Employees are excited to work for a company with an environmental conscience

But first, and foremost, being “**GREEN**” is simply “The Right Thing To Do!”

At Kelco Hotels, we believe our company should be at the forefront of the “Green” movement. We want our hotels, our managers and our associates to be leaders in implementing “Green” initiatives throughout our owned and managed hotels. We will incorporate “Green” programs into our operating practices as the way we do business.

In our Kelco Hotels, we will focus on these primary “**GREEN**” initiatives:

Conservation – Reduction of Electricity, Water, and Gas Consumption

Recycling – Reduction of waste disposal & utilization of recycled products

Air Quality – Improving air cleanliness, elimination of chemicals affecting air purity, and elimination of ozone depleting compounds.

Education – We will communicate our “Green” initiatives to our guests, our associates, our vendors, and our affiliates to encourage their active participation in our efforts.

On the following pages you will find checklists which can be utilized to identify areas of opportunity in your hotel where “Green” initiatives can be implemented. We hope you will share our commitment to protecting the environment for this and future generations.

To quote Peter Goren, Executive Director of the Florida Green Lodging Program, “***Do What YOU can do! But what is most important is to learn what you CAN do!***” While not all issues reflected in these checklists may be possible or financially feasible in every hotel, in our Kelco Hotels, we will make a commitment to “DO WHAT WE **CAN** DO!”

CONSERVATION MEASURES

In 2007, and into 2008, the state of Georgia, particularly Atlanta and northern Georgia, were under the influence of a severe water drought. The City of Atlanta recognized a dramatic reduction in consumer water usage, and as a result, their revenues fell below their budgeted levels creating a 47 million dollar shortfall. To make up for this shortfall, the City of Atlanta implemented a 25% increase in the cost of water.

Fact is, utility costs are not coming down. Utility costs represent the #2 cost in the operation of our hotels (payroll is #1) and we have a responsibility to ownership to manage utility costs at every opportunity. Our efforts must focus on the tools and actions to reduce consumption.

WATER CONSUMPTION:

- Separate meter installed for evaporative uses (irrigation, cooling tower, swimming pool)
- Use of low flow faucet aerators (1.5 gpm or less) in guest bathrooms & public restrooms
- Use of low flow shower heads (2.5 gpm or less) in all guest bathrooms
- Use of low flow toilets (1.6 gpf or less) in all guest bathrooms & public restrooms
- Linen & Towel reuse program implemented and properly executed for all guest rooms
- Kitchen does not use running water for defrosting frozen product
- Water towers & chillers have documented PM Program to insure proper operation
- Use of reclaimed water (rain water) for irrigation
- Irrigation system utilizes timer for night time operation with moisture sensor
- Use of xeri-scaping for hotel grounds (reduces water required for irrigation)
- All faucets checked for proper operation in back-of-house areas (no drips!)
- Washing machines and dishwashers are water efficient
- Washing machines and dishwashers operated with full loads
- Ice machines have documented PM Program & monthly inspections
- Housekeeping Room Attendants trained to report leaking faucets & running toilets
- Laundry Associates trained on proper operation of washing machines (full loads)
- Maintenance Associates trained on PM Programs for all equipment utilizing water
- Vendors utilized who practice water conservation measures (van wash)
- Vendors utilized who provide hotel with cleaning product that is not toxic to humans or aquatic life, is biodegradable, and will not contribute to ozone depletion.

CONSERVATION MEASURES

NATURAL GAS CONSUMPTION

- Hot water heaters are set at proper operating temperature
- Utilization of Photovoltaic (Solar) solutions for supplemental water heating
- Hot water delivery system to guest rooms maintained in proper working order
- Hot water heaters are inspected for proper operation on a monthly basis
- “Instant On” hot water heaters utilized in guest rooms (where feasible)
- Kitchen equipment maintained consistently in proper operating condition
- Kitchen does not utilize running hot water to defrost product
- Public area heating units (Gas) inspected monthly for proper operation
- Programmable thermostats for heating units in place and monitored for proper usage
- Dryers (Laundry) are maintained consistently in proper operating condition
- Dryer (Laundry) temperature set at proper level for different fabrics
- Pool heaters set at proper operating temperature (off in warm weather)
- Laundry associates trained on proper operating procedures for dryers
- Maintenance associates trained on PM programs for all gas using equipment

FOSSIL FUELS

- Hotel shuttle vans operate on natural gas
- Hotel shuttle vans are equipped with GPS monitoring system to measure & monitor usage
- Hotel shuttle vans have consistently applied program for maintenance
- Shuttle van drivers are required to adhere to speed limits
- Shuttle vans are not left running when not in transit
- Landscaping areas reduced to eliminate need for gas operated equipment

CONSERVATION MEASURES

ELECTRICAL CONSUMPTION:

- Separate meter installed for exterior lighting and signage (off-peak usage)
- Energy efficient lighting utilized in all guest rooms, guest bathrooms, and public areas
- High efficiency lighting utilized in outdoor, 24/7, & back of house lighting
- Hotel takes advantage of utility offered “off-peak” & “low demand” rates
- All appliances and equipment are “energy star” rated
- Hotel utilizes tinted or double paned windows to reduce AC use
- Meeting rooms have HVAC turned off when not in use
- Programmable thermostats utilized and monitored in Public areas & meeting rooms
- Timers for lighting & signage checked for proper time settings on monthly basis
- Motion sensors utilized for lighting in back-of-house areas
- Use of infra-red sensors in guest rooms for operation of hvac & lighting (resort)
- Use of door sensors for operation of hvac (resort – patio door)
- Housekeeping Room Attendants trained to set AC at 74 degrees & Heating at 68 degrees (in check-out and non-occupied rooms only)
- Housekeeping Room Attendants trained to turn off all lights when exiting room
- Banquet Associates trained to turn off lights in all meeting rooms
- Maintenance Associates utilize PM Program (documented with monthly inspection form) to consistently monitor proper operation of all equipment utilizing electricity (IE: guestroom hvac units)
- Hotel has Energy Management system to measure usage and monitor demand cycles

RECYCLING

WASTE REDUCTION

- Hotel does not utilize styrofoam products of any type
- Consumable products shall be biodegradable and compostable product
(ie: coffee cups, bowls, plates, stirrers)
- Hotel has recycling program in place for guest usage (glass, paper, aluminum, & plastic)
- Hotel utilizes battery recycling program (Rechargeable Battery Recycling Corporation)
- Recycling containers placed in convenient locations for access by guests & associates
- Water coolers or water pitchers utilized in meeting rooms (no plastic bottles)
- Hotel utilizes consumable paper products made from recycle fibers
Bathroom Tissue = 20%, Facial Tissue = 10%, Napkins & Paper Towels = 40%
- Local recycling company utilized by hotel
- Cardboard recycling program in place
- Hotel utilizes a trash compactor (where possible)
- Unused and/or discarded newspapers are returned to vendor
- Empty toner cartridges are reused and/or donated to Habitat for Humanity
- Administrative copy machine re-uses paper for internal/non-private copying
- Administrative copy machine set to “duplex” copy on both sides of paper for multiple page copying
- Hotel utilizes scanner for documents & invoices to reduce use of copy machine
- Vendor products are provided in containers that are returned to vendor
- Vendors required to take back non-recyclable containers, pallets, boxes & etc.
- Kitchen donates non-used banquet food to local shelter & charities instead of disposing
- Furniture is refinished to extend useful life (pending Franchise approval)
- Furniture & equipment being removed will be donated to local Habitat for Humanity
- Bed linens & terry being removed from service will be donated to local shelters
- Computers and office equipment being retired will be donated to local schools
- Refillable soap dispensers are utilized in public restrooms
- Associates’ ability to take care of equipment assigned to their responsibility is rewarded
(IE: Room attendant receives vacuum cleaner at end of 12 month period & other ideas)

AIR QUALITY

- Hotel is a non-smoking facility (appropriate areas provided outdoors for smokers)
- Hotel utilizes upgraded (MERV8, HEPA or carbon) filters in guestrooms
- Guest room hvac filters are replaced quarterly (use scheduled order system)
- Guest room hvac evaporation pans are cleaned quarterly (documented)
- Public area hvac units have a documented PM program for operating efficiency, and cleanliness.
- Public area hvac unit condensate evacuation systems are inspected quarterly (documented) for proper operation
- Guest bathroom exhaust systems have documented PM program for operating efficiency and cleanliness
- Weather stripping and window seals are inspected annually / repaired as necessary
- Indoor humidity measured and maintained between 35% - 55%
- Kitchen and Laundry areas properly ventilated to remove high humidity air
- Water spills/leaks are identified and treated immediately to eliminate potential for mildew/mold
- Vendor use of pesticides and landscaping herbicides is restricted

HOTEL GUEST CHECKLIST

Excerpt from: “Tips for Greening Your Stay” @ www.greenlivingideas.com

Here are some ideas for greening your stay...

- Turn off the AC, heat, lights, tv, and radio when leaving the room.
- Use the hotel van instead of renting a car, or even better, use public transportation if you're staying in an area that provides it.
- Take short showers and don't request fresh towels and sheets each day.
- Participate in hotel recycling programs if the hotel offers one.
- If you have the option to check out electronically through the hotel TV, take advantage of this paperless system.
- Request that mini bottles of shampoo and soap not be replaced until they are empty. Some hotels even replace the soap every day with a new bar.
- If the hotel provides complimentary newspapers, pass yours on to someone else when you are finished or see if it can be recycled.
- Take advantage of hotel guest comment cards to suggest more energy efficient light bulbs, recycling programs, and an increase in energy efficient appliances such as toilets or mini bars.

EDUCATION & COMMUNICATION

- Hotel has a written **GREEN** policy
- Hotel associates are aware of **GREEN** policy and printed copy of policy is readily available
- Hotel has received “**GREEN**” certification through local/state governmental agency
- Hotel has received other “**GREEN**” certifications
- Kelco Hotel’s **GREEN** message is incorporated into new employee training
- Hotel has a “**Green Team**” of associates actively directing hotel’s **GREEN** program
- All associates are aware of their individual responsibility to the hotel’s **GREEN** program
- “**Green Team**” reports are included in Management Staff Meetings
- Associates are encouraged to provide ideas and feedback (suggestion box)
- In-Room materials convey our environmental message to guests
- Hotel guests are encouraged to provide feedback
- Vendors have been advised of, and adhere to, hotel’s “**GREEN**” policies and purchasing practices

MEASUREMENT TOOLS

- Chief Engineer or Maintenance Associate reads and records all utility meter readings each day (*Inconsistent meter readings reflect unusual consumption which requires immediate attention)
- Chief Engineer will maintain log book reflecting daily readings and usage and complete monthly meter reading report
- General Manager reviews each utility invoice upon receipt
- General Manager and/or Chief Engineer complete monthly “KMD Consumption Report” for submission to corporate officers
- General Manager maintains record of all items donated to third parties. The donation of items to Habitat for Humanity, Goodwill, and others will extend the useful life of the product and reduce the amounts of material being added to the landfills.

ADDITIONAL RESOURCES:

ATLANTIS HOSPITALITY GROUP -
www.atlantishospitalitygroup.com

EPA's Energy Star Program for Hospitality –
www.energystar.gov/index.cfm?c=hospitality.bus_hospitality

Florida Green Lodging Program -
<http://www.dep.state.fl.us/greenlodging/default.htm>

Pineapple Hospitality – "Green" Hotel products –
www.pineapplehospitality.net

EcoRooms & EcoSuites –
<http://www.ecorooms.com>

Lifestyles of Health & Sustainability (LOHAS) –
www.lohas.com

Green Lodging News Newsletter –
www.greenlodgingnews.com

Green Meetings Industry Council –
www.greenmeetings.info

Green Meetings –
www.meetingsnet.com/green_meetings

Green Passport Program (United Nations Environment Programme)
www.unep.fr/greenpassport