

Seascape Beach Resort

What is 'Green Lodging?'

The State of California is recognized throughout the nation for its environmental beauty and its environmental leadership. Lately, in the hospitality industry, a growing number of guests are recognizing facilities that are committed to the environment and many are willing to pay a bit more to support them.

Each of us has an important role to play in protecting this beauty and helping to conserve California's precious natural resources to ensure that its residents and businesses continue to thrive. 'Green Lodging' is a term used to characterize hotels and resorts that are leaders in energy conservation, air quality, waste management, and reduction in water consumption in their operations, and "provide the industry with practical, real-world suggestions for sustainability practices that will improve their bottom line."~ CIWMB

What does "Green Lodging" mean to Seascape Beach Resort?

At Seascape Beach Resort, we value the natural and cultural heritage of Santa Cruz County, allowing us to give our guests an authentically local experience. We are committed to environmental protection and sustainability and we strive to minimize our properties operational impact on the environment, and conserve natural resources, through energy and water conservation. Opportunities for improving the environmental performance of Seascape Beach Resort also exist through preferable purchasing, material substitutions and process improvements.

Seascape's history of environmental consciousness began before the resort was even built. The resort's original design, with its natural sand beige exterior and well-planned phases, was designed so that it would blend into the beach bluffs and natural surrounding environment, while providing optimal open space for our guests. When Seascape was first built, the trees that were harvested on the property were put back into the buildings. Slips of native bushes and plants on the property were cut, planted and raised at a local native plant nursery, then re-planted and included as part of the resort's natural landscaping. This way, we were able to landscape with bushes and plants that were already acclimated to the site, requiring minimal maintenance and irrigation. We are aware of the profound need for incorporating sustainability and a green conscience into our business vision, and will seek every opportunity to incorporate high-impact "green" standards and practices into all aspects of our business.

Moreover, we build local partnerships in the communities where we do business, that allow us to share our message of positive environmental change, and raise awareness for our guests and staff. While effective waste management comes with challenges, we continue to reduce and divert waste and identify the next opportunities. We comply with all applicable environmental legislation and make environmental considerations an important aspect of decision-making along with following best environmental practices.

The benefits we have experienced for being a 'Green' resort include lower operating costs, reduced environmental impact, increased customer and employee satisfaction, an enhanced marketability as an environmentally friendly business, and most

importantly a good feeling that we are doing our part to help. As a guest on our planet, everyone can support a healthy and green California by starting small, but acting consistently. Reduce, Reuse, Recycle and Rethink. Get outside. Walk, run, bike, use public transport or start a carpool. Take the time to make informed choices, especially when you are considering a major purchase, consuming energy or traveling.

Thank you for choosing to stay with Seascape Beach Resort and supporting our environmental efforts. We promise to consider all opinions and feedback of our guests and staff when examining our environmental procedures and identify areas for improvement and innovation at the property level. Together we can make a real difference.

In our Guestrooms, Seascape Beach Resort has:

- We give our guests an option to have the towels and linens changed every other day or longer, rather than every day to decrease the usage of water, energy, and harmful detergents.
- Installed water-efficient fixtures, such as showerheads, aerators and low-flow toilets in each room.
- We continue to replace all toilets that have a flush capacity over 2 gallons.
- We also encourage guests to recycle by providing clearly marked recycling bins for cans, bottles and newspapers.
- We have installed a total of 4,300 energy-efficient lighting fixtures and compact fluorescent bulbs in every room and patio. Energy-efficient lighting fixtures and bulbs can save up to 75 % on energy usage, last 4-15 times longer, and generates 74% less heat and helps reduce labor.
- Installed motion sensor light switches in hallways, bathrooms and patios that turn off after 30 minutes of no activity or use. These occupancy sensors can reduce energy costs by as much as 50%.
- We installed night lights in all room bathrooms.
- We purchase ENERGY STAR qualified products whenever possible.
- Replaced old TV's with new LCD TV's, which are up to a 1/3 more efficient than plasma TVs.

In our Lobbies and Public areas, Seascape Beach resort has:

- Installed energy-efficient light bulbs in hallway, lobby, underground garages and bathroom lighting fixtures.
- Replaced all exit signs with Light Emitting Diode (LED) exit signs. High-efficiency exit signs can save \$15-\$20 in electricity costs when compared with the typical, incandescent signs.
- We perform routine maintenance inspections of faucets and toilets to prevent water waste. According to the US EPA a faucet dripping at one drop per second wastes 2,700 gallons per year.
- Installed water-efficient motion fixtures, and low-flow toilets in public restrooms. Also installed no-water urinals in the men's restrooms.

- We have installed high-efficiency heating and cooling equipment, monitor the performance, and perform maintenance as needed.

In our Dining areas, Seascape Beach Resort has:

- We use cloth napkins and reusable drinkware and flatware.
- We purchase non-toxic and biodegradable cleaning products to keep hazardous chemicals out of the water, air, and soil. In addition, we minimize the use of bleaches, chemical pesticides and other detergents and chemicals.
- We train our staff in the proper storage, use and safe disposal of these hazardous Substances, to avoid risks to both staff and the environment.

In Hotel Operations and Maintenance, Seascape Beach Resort has:

- Established strict maintenance schedules for heating, cooling and appliances through out our facility.
- Cover indoor and outdoor swimming pools while not in use to reduce pool heating costs, evaporation, chemicals usage, and cleaning time.
- Educate staff on our “green” programs and encourage their participation.
- Works closely on community conservation projects that not only help the resort, like the beach clean up, but allow for a great opportunity to bring the local community together.
- Installed a satellite controlled weather tracking irrigation system that specifically contours and uses real-time weather information to provide accurate watering schedules that adjusts automatically according to changes in our local weather at the resort. An effective irrigation system for surrounding landscape that reduces over-watering by 20%.
- Planted organic herb garden that produces organically-grown vegetables for the resort restaurant.
- Purchases produce grown in the surrounding areas which help to support local communities.
- We use native species of plants around the resort that requires minimal maintenance and cuts back on water for irrigation when landscaping our property.

In our offices, Seascape Beach Resort has:

- We reduce paper usage by making discarded paper into scratch pads and using double-sided copying.
- Installed recycling bins for office paper, cans, bottles, newspapers and other wastes appropriate for our offices.
- We also recycle fax machine and copier cartridges.
- Purchased energy-efficient computers, copiers and other equipment for our offices.
- Purchase products that are recyclable and contain recycled content.

- F: You can save 13.5 gal of water by choosing not to replace bath towels and linen daily.
- F: Compact fluorescent bulbs last 10 times as long as incandescent bulbs and use 75% less energy. Meaning that 1 bulb can save \$25 over the lifetime of the bulb.
- F: About 50% of a typical hotel's waste stream is recyclable, not including food wastes.
- F: The average resort purchases overall more products in one week than 100 families will typically purchase in one year.
- F: On average, each guest produces over 2 pounds of waste each night, mostly composed of beverage and paper products, accounting for 65% of all hotel waste.
- F: A typical occupied hotel room soaks up 218 gallons of water every day.

Recommendations to our guests and staff to help us all conserve while at home or at the resort.

Before you leave home:

1. Turn water heater to "Vacation" or lowest setting.
2. Turn off AC/heat or adjust the thermostat to protect plants, etc.
3. Turn water off at outside connection (to prevent flooding should a pipe break while away). When you return, turn on the water slowly and check for problems.
4. Appliances, such as TVs and cable converter boxes, should be unplugged because they can draw or "leak" as much as 40 watts per hour even when they're off.
5. Turn icemaker off to prevent flooding should it break while you're away.
6. Stop your newspaper. You may be able to donate it to a school.

While traveling:

7. Purchase electronic-tickets for airline travel whenever possible. Less waste. If paper tickets are lost, they may cost \$75-100 to have replaced.
8. Enjoy walking tours. Walk or ride a bike where sensible.
9. Use public transportation when available.
10. Use the hotel van instead of renting a car.
11. Use the bus or local transit system. Share taxis. Less pollution and you can leave the driving to others.
12. If you're driving, turn your motor off when idling. Encourage tour/bus drivers to turn the motor off when idling.
13. Don't allow anything to be thrown out of your car windows--ever.

During hotel stays:

14. Participate in hotel linen programs, or let the hotel know that it's not necessary to change your sheets and towels every day.
15. To keep track of which towel belongs to which family member, pack a handful of safety pins and small colored beads. Attach a pin and bead to each towel, using a designated color for each family member. Remove the pins before checkout.
16. Reduce the amount of water used for bathing or showering. Time yourself.
17. When you leave your hotel room, turn off the AC/heat, lights, TV and radio. Close the drapes.
18. Participate in hotel recycling programs by placing recyclables in appropriate bins.

19. Leave little bottles of amenities in the guestroom if unopened.
20. Pack a permanent marker and write each person's name on the cups in the hotel bathroom. It's also handy for writing names on water bottles and lots of other things.
21. Keep bar soap wrappers and take used bars of soap home, as not to waste.
22. Instead of leaving bathroom lights (and fans) on all night, it's wise to pack night lights for hotel stays.
23. If the hotel provides complimentary newspapers, pass yours on to someone else, or leave it in the lobby for another reader. Ask the hotel to see that it's recycled.
24. Be sure to turn off exercise equipment, sauna, whirlpool, and Jacuzzi or tennis court lights when you're through.
25. Environmental programs or events may be listed on "things to do in the area" portion of the in-house TV programming.

While eating or dining out:

26. Carry bottled water with you. Refill as needed.
27. Reduce fast food waste whenever possible.
28. Pack a few plastic bags. They come in handy for saving half-eaten treats, used hotel bar soaps, and many other uses.
29. Avoid Styrofoam. Carry your own cup.
30. When offered individual packages of condiments, take only what you'll use.
31. If you commonly take home leftovers from restaurant meals, carry a container, a square of aluminum foil or waxpaper with you. You'll be responsible for putting less styrofoam into the waste stream.
32. Choose a lodging facility with in-room, equipped kitchens that allow you to prepare your own family meals.

As a tourist:

33. Take only the brochures or maps necessary. Return others to the brochure stand.
34. Leave only footprints. Take everything out that you brought with you. No graffiti, and don't litter.
35. Support local conservation programs.
36. Pick up at least one piece of litter every day-especially at national tourist locations which are vulnerable to huge tourist populations.
37. Take photos with a digital camera. Disposable cameras are very wasteful and expensive.
38. Buy rolls of film with 36 shots rather than 12 or 24. Packaging waste is reduced, and you'll save about 40%.
39. Write legibly on your film package. Kodak discards 400,000 rolls of film annually because the return address is illegible.
40. Rather than buying small size toothpaste tubes, squeeze some toothpaste into a clean contact lens case or contact lens cleaning capsule. These are also handy for carrying salves or pills. Be sure to mark appropriately.

What Seascape Beach Resort can do?

1. Provide local maps in our guestrooms highlighting public transportation stops and other areas of interest within walking distance.

2. Buy food from local vendors to reduce the carbon footprint of importing food.
3. Pose a contest for our employees to think of an innovative green tactic your property could employ.
4. Set up an option for employees to donate \$1 of their paycheck towards a charitable organization of interest.
5. Institute a “free box” in employee common areas where staff can donate unwanted items and others can claim them on a first come, first serve basis.
6. Host a socially responsible staff day where everyone is engaged in a volunteer activity to better the community.
7. Put a note by the thermostat in guest rooms indicating the optimal temperature for energy efficiency.
8. Participate in food recycling by donating leftovers to community kitchens or scraps to local farmers to use as feed.