

This presentation premiered at WaterSmart Innovations

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WaterSmart Innovations 2011



Don't Change Those Sheets!
Engaging The Dallas Hospitality Industry
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Discussion Points

- Dallas Quick Facts
- Water Conservation Program Background
- Hospitality Program
 - **Targeted Measures**
 - **Implementation**
 - **Results**



Dallas: LIVE LARGE. THINK BIG.

- The frozen margarita machine invented in Dallas
- The integrated circuit computer chip (which became the microchip) invented in Dallas in 1958
- With the roof enclosed, the entire Statue of Liberty could fit into the new Cowboys Stadium
- The 52 foot 'Big Tex' statue that greets visitors at the annual State Fair of Texas is the tallest cowboy in Texas
- The first convenience store, 7-Eleven, got its start in Dallas and the corporation is headquartered there today





Dallas: LIVE LARGE. THINK BIG.

- The Dallas area is home to five professional sports teams
 - **Dallas Cowboys**
 - **Dallas Mavericks**
 - **Dallas Stars**
 - **FC Dallas (Soccer)**
 - **Texas Rangers**



Dallas: LIVE LARGE. THINK BIG.

- Dallas is the #1 visitor and leisure destination in Texas
- Dallas has approximately 27 million domestic visitors annually
- There are more than 70,000 hotel rooms in the city's boundaries alone



A photograph of a hotel room. In the background, there is a bed with a brown, textured headboard and two white pillows. On either side of the bed are wooden nightstands, each with a silver lamp. The room is lit with warm, yellow light. The text "City of Dallas Water Conservation Efforts" is overlaid on the lower half of the image.

City of Dallas Water Conservation Efforts



City of Dallas Water Conservation

- Planning strategy based on three pronged approach

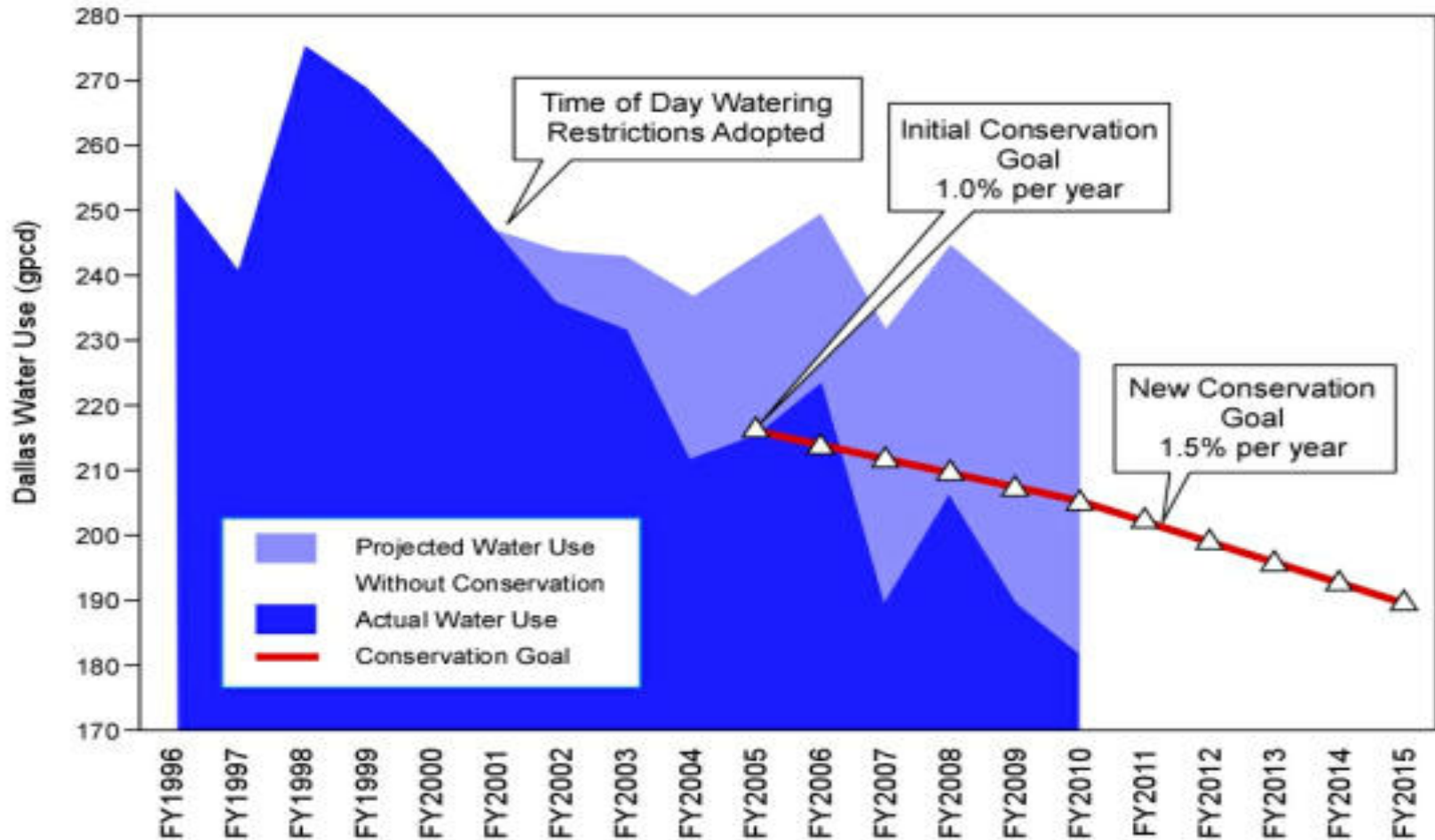




City of Dallas Water Conservation

- Dallas saved an estimated 120 billion gallons of water since 2001
- Gallons per capita per day (GPCD) has been reduced by approximately 23% from FY01 to FY10
- As a result, Dallas has been able to mitigate the impact of recent drought weather conditions on water supply
- Also postponed the need to expand water supplies
- How did we get here?

Per Capita Water Consumption Goal, FY 2010-2011 thru FY 2014-2015



Conservation Efforts have worked in tandem to save 120 billion gallons since 2001



Engaging the Dallas Hospitality Industry



City of Dallas Hospitality Program

- Goals
 - To help local hotels/motels and restaurants save water and money
 - To heighten public awareness among business travelers, tourists and conventioners visiting the area
 - To help curb water waste and increase water use efficiency



City of Dallas Hospitality Program

- Program Elements
 - Launched January 2011 in time for Super Bowl XLV
 - Participants listed as “green leaders” on city website
 - Participants recognized annually by Dallas City Council



City of Dallas Hospitality Program

- Targeted Measures
 - Drinking water upon request
 - Towel/linen reuse programs
 - Increased public awareness
- Measurement Tool
 - Initial survey of major area hotels and restaurants
- Implementation
 - Free promotional materials
 - Public Service Videos
 - Training Video



Promotional Materials




Front Desk Lobby Card

*We're serious
about conserving water.*

Dallas is at the forefront of cities across the country in saving energy and conserving our most precious natural resource: water.

As partners of the Save North Texas Water Initiative, we believe that long-term water conservation is critical to ensure sufficient water resources for the future.

SAVE WATER 
NOTHING CAN REPLACE IT

Water Conservation - Hotel and Motel Program
City of Dallas Water Utilities



(back side)



Pillow Card

PLEASE CHANGE THE LINENS TODAY.

We're pleased to partner with the Save North Texas Water Initiative to conserve water and energy.

If you are staying with us more than one night and would like to participate, your linens will be laundered every third day. If you do not wish to participate, simply leave this card on your pillow and your linens will be changed today.

As always, linens are automatically changed after every guest checkout.



POR FAVOR CAMBIE LA ROPA DE CAMA HOY.

Estamos complacidos de asociarnos con la Iniciativa de Ahorro de Agua del Norte de Texas para conservar agua y energía. Si usted se hospeda con nosotros por más de una noche y desea participar, su ropa de cama será cambiada cada tercer día. Si usted no desea participar, solo deje esta tarjeta en la almohada y su ropa de cama será cambiada hoy. Como siempre, la ropa de cama es cambiada automáticamente cada vez de un huésped se va.

VEUILLEZ S.V.P CHANGER LES DRAPS AUJOURD'HUI

Nous sommes heureux de nous associer au programme pour la préservation de l'eau et de l'énergie. Si vous séjournez dans notre établissement plus d'une nuit et si vous souhaitez soutenir cette initiative, vos draps seront lavés tous les trois jours. Si vous ne souhaitez pas participer, veuillez simplement déposer cette note sur votre oreiller. Vos draps seront alors changés aujourd'hui. Evidemment, les draps sont changés automatiquement à chaque changement de client.

今天请换床单

我们很荣幸能与北德州节约用水组织一起努力来节省用水与节约能源如果您待在此超过一个晚上并且愿意参加节能活动，我们将在第三天换洗您的床单。如果您不想参与，请将此卡放在枕头上，我们会当天更换床单。

来宾退房以后，所有的床单都会更换。

카버들을 오늘 교환해 주세요

우리는 북 텍사스 물 보호회와 같이 물과 에너지 절약 을 하게됨을 기쁘게 생각합니다. 여러분이 여기서 하루이상 있을때, 본인이 원하면, 카버들은 매 3일 만에 세탁하게 됩니다. 만약 이것을 원치 않으면 매개 카드를 베개위에 놓아두면, 오늘 카버들을 교환해 줍니다. 항상, 카버들은 모든 손님이 체크 아웃 할때 교환됩니다.

ÄNDERN SIE BITTE DIE LEINEN HEUTE.

Wir freuen partner mit der Sicherungs Nord Texas-Wasser-Initiative, um Wasser und Energie zu konservieren. Wenn Sie mit uns mehr als eine Nacht bleiben und teilnehmen möchten, gewaschen Ihre Leinen jeder dritte Tag. Wenn Sie nicht teilnehmen möchten, lassen Sie einfach diese Karte auf Ihrem Kissen und Ihre Leinen geändert heute. Als immer, geändert Leinen automatisch nach jeder Gastprüfung vom hotel.



Towel Card



Help us conserve nature's most precious resource.

We invite you to join our effort to conserve water by using your towels more than once. With your help, we can protect the earth's natural resources for future generations to use and enjoy.

If you would like to reuse your towels please hang them on the rack, if not, simply leave them on the floor.



Water Conservation - Hotel and Motel Program
City of Dallas Water Utilities



Ayúdenos a conservar el recurso más preciado de la naturaleza.

Le invitamos a unirse a nuestros esfuerzos para conservar el agua usando las toallas más de una vez. Con su ayuda, podemos proteger los recursos naturales del planeta para que las futuras generaciones puedan usarlos y disfrutarlos.

Si desea usar las toallas más de una vez, cuélguelas en el toallero, si no, solo bréelas al suelo.

Aidez-nous à préserver la ressource naturelle la plus précieuse.

Nous vous invitons à vous joindre à notre démarche de préservation de l'eau en utilisant vos serviettes plusieurs fois. Grâce à votre aide, nous pourrions protéger les ressources naturelles en eau pour les générations futures.

Si vous souhaitez réutiliser vos serviettes, merci de les accrocher au porte-serviettes, sinon, veuillez simplement les déposer sur le sol.

协助我们节约大自然最宝贵的资源

我们邀请您与我们合作，重复使用您的毛巾，有您的帮助，我们可以替未来世代保留足够的自然资源。

您可以把毛巾挂在架上继续使用，如果要更换，只要把它们放在地板上就行了。

자연중에서 가장 귀중한 자원을 절약하는데 협력해 주십시오.

수건을 한번 이상 사용하여 물을 절약하려는 우리의 노력에 여러분의 참여를 당부 합니다.

만약 수건을 다시 사용하기를 원하시면, 수건을 옷걸이에 걸어 주십시오. 그렇게 하기를 원치 않으면 그냥 바닥에 놓으십시오.

Helfen Sie uns, kostbarstes Hilfsmittel der Natur zu konservieren.

Wir laden Sie ein, dich unserer Bemühung anzuschließen. Wasser zu konservieren, indem wir mehrmals ihre Tücher verwenden. Mit ihrer Hilfe können wir die Naturressourcen der Erde für zukünftige Generationen schützen.

Wenn Sie wiederverwenden möchten, gefallen Ihre Tücher hängen sie auf der Zahnstange, wenn nicht, lassen sie einfach auf dem Fußboden.



Restaurant Table Top Card

*We serve water
only on request.*

*Thank you
for helping us conserve
a precious resource.*

SAVE WATER 
NOTHING CAN REPLACE IT

Water Upon Request - Restaurant Program
City of Dallas Water Utilities

SaveDallasWater.com

*We serve water
only on request.*

*Thank you
for helping us conserve
a precious resource.*

SAVE WATER 
NOTHING CAN REPLACE IT

Water Upon Request - Restaurant Program
City of Dallas Water Utilities

(back side)

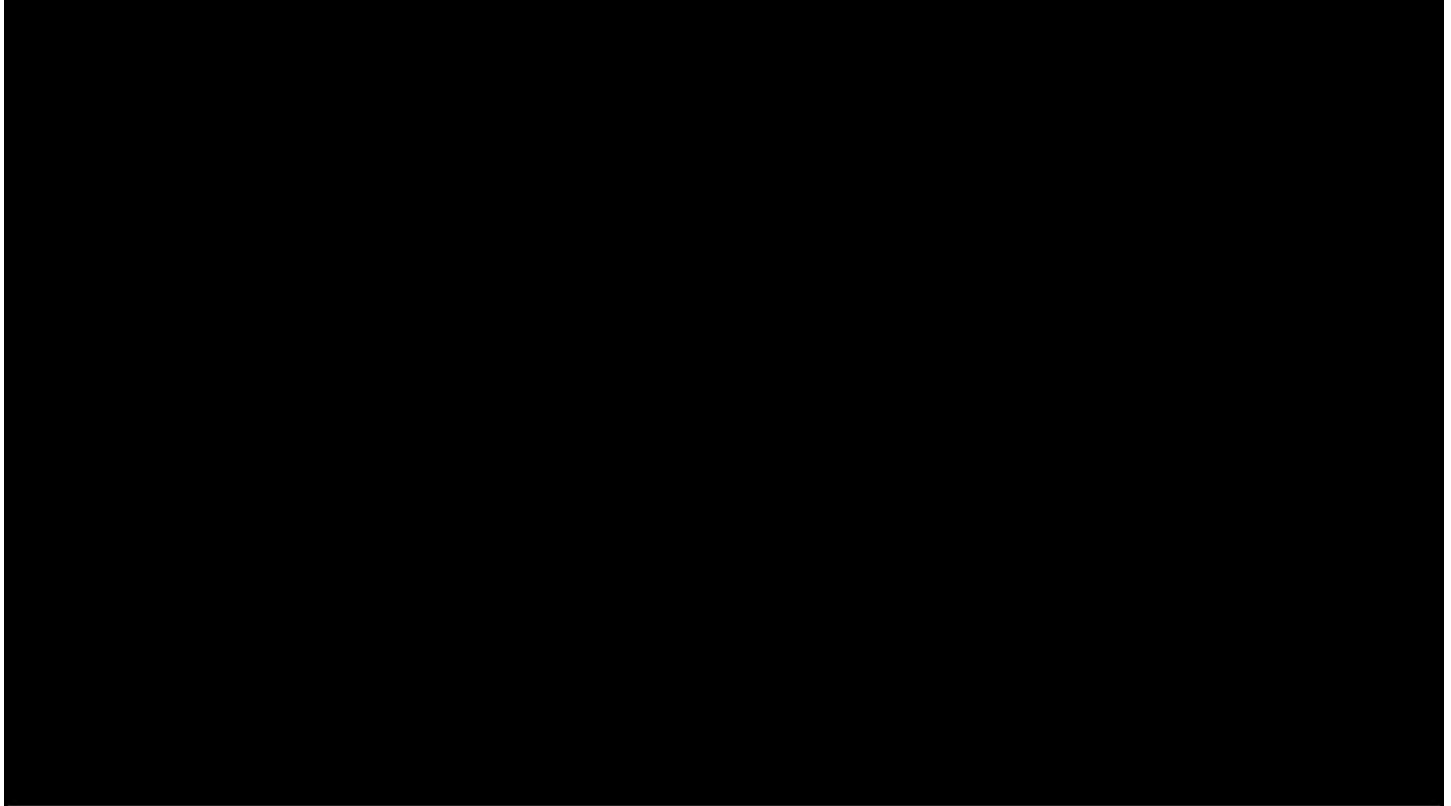


Restaurant Menu Sticker



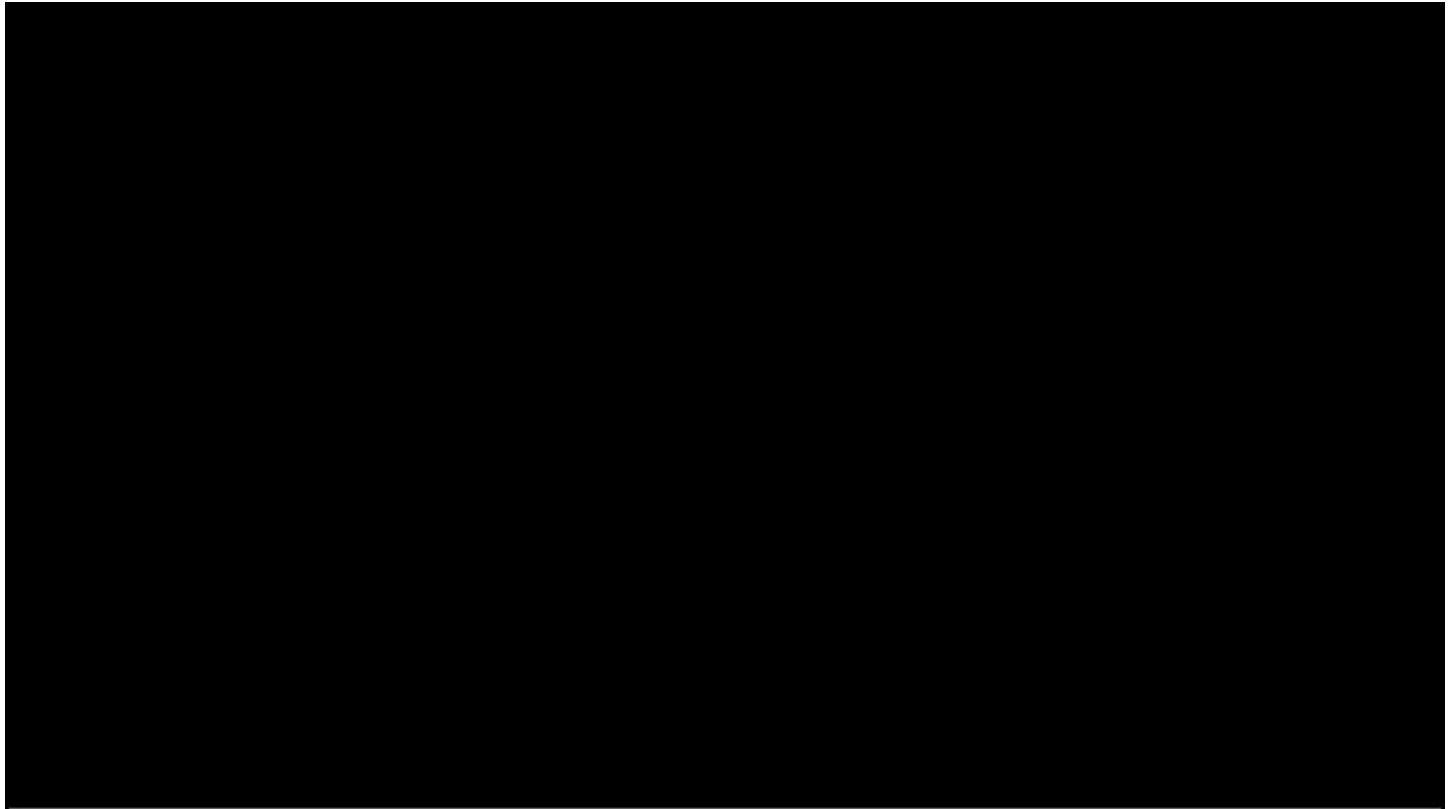


Water on Request





Linen Reuse





Statistical Analysis

- Data based on hotels with an existing linen reuse program
- 37 hotels signed up to participate
 - **12,573 guest rooms**
 - **Average occupancy rate of 63.5%**
 - **73% of participating hotels equipped with water efficient fixtures**
- Average annual water savings estimate 57 million gallons



Statistical Analysis continued

- Data based on hotels with restaurants on premises
 - **17 hotels**
 - **All serve water on request only**
- One full service restaurant on board
 - **Challenge**
 - Turn-over in restaurant association leadership in Dallas



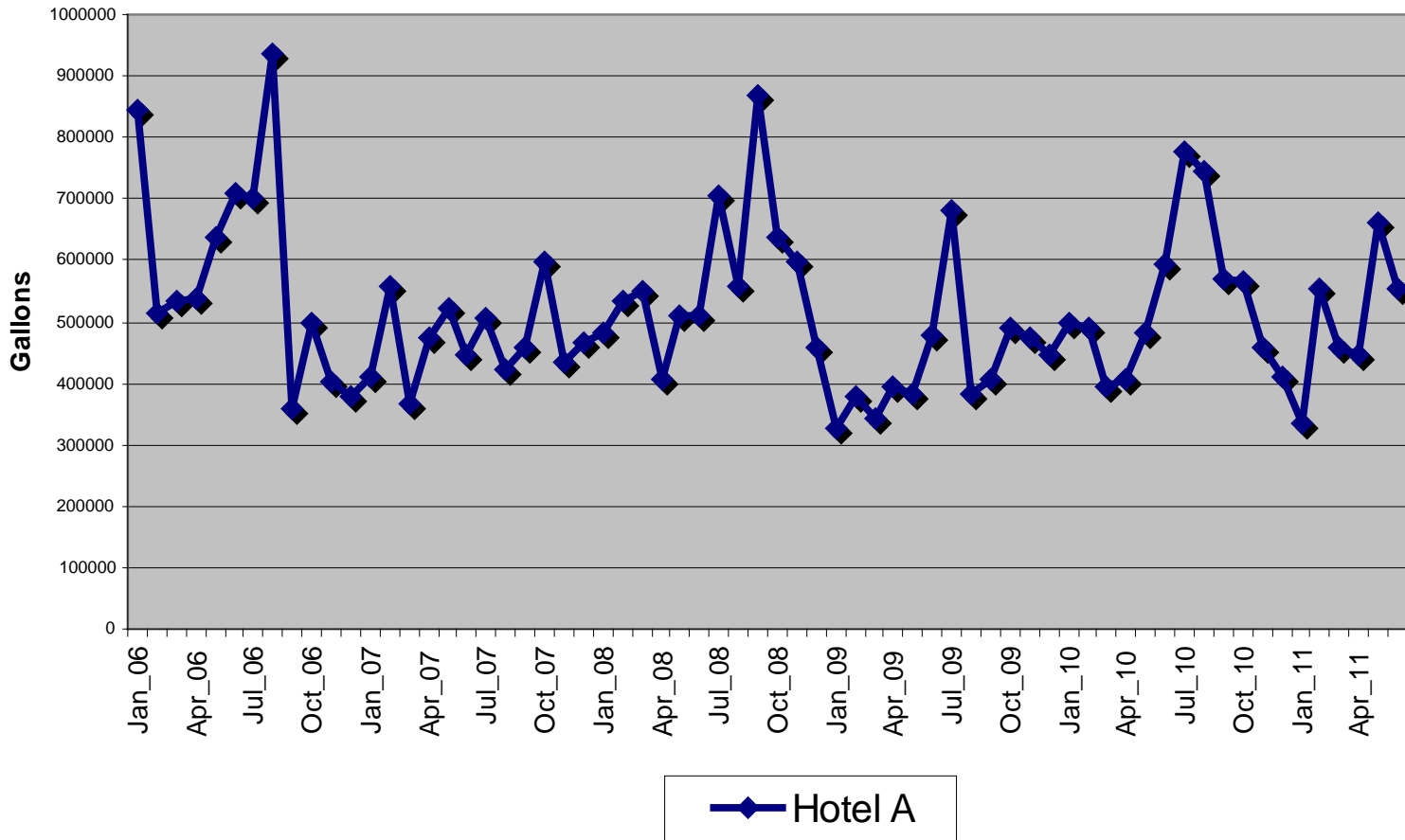
Results



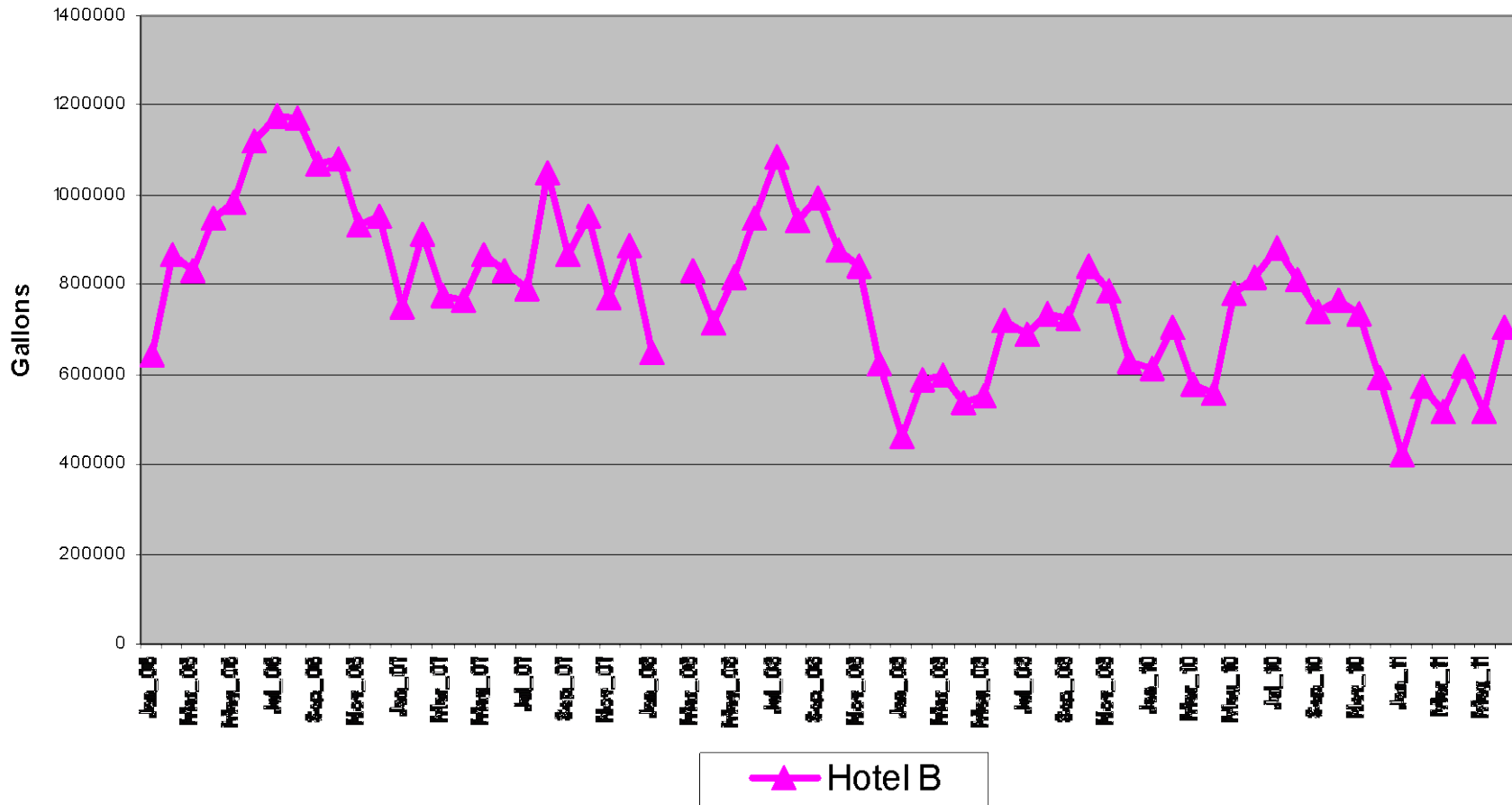
Quick Snapshot Two Hotels

- **Hotel A**
 - **2 year old linen reuse program**
 - **Guest Rooms**
 - 146
 - **Occupancy Rate**
 - 60%
 - **High-efficiency fixtures**
 - Yes
 - **Restaurant**
 - Yes
- **Hotel B**
 - **2 year old linen program**
 - **Guest Rooms**
 - 1841
 - **Occupancy Rate**
 - 55%
 - **High-efficiency fixtures**
 - Yes
 - **Restaurant**
 - Yes

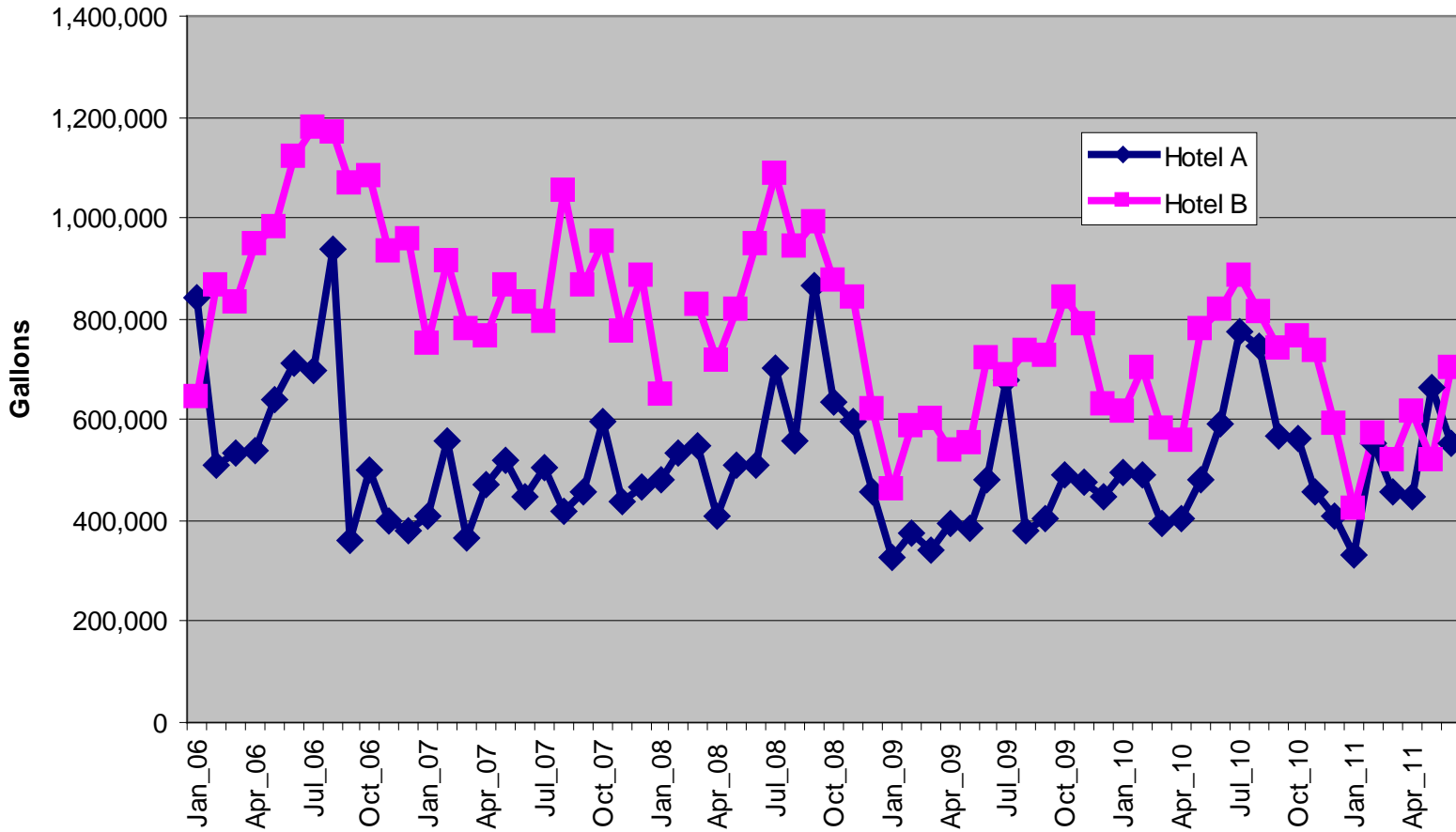
Water Consumption Trends



Water Consumption Trends



Water Consumption Trends





Summary

- Dallas has made great strides in conservation efforts
 - **120 billion gallons saved over past ten years**
 - **23% reduction in GPCD**
- Tremendous opportunities to engage Hospitality Industry in Dallas
- Historical trends indicate that programs work over time



City of Dallas Water Utilities Conservation

www.savedallaswater.com

214/670-3155