



Four Points by Sheraton Reaps Savings with PG&E Rebates

Project Results

- \$20,900 in PG&E rebates
- 200,000 kWh saved annually
- Up to 7,300 therms saved annually
- Project included: Ozone Laundry, lighting, AC maintenance, vending machine controllers and faucet aerators

“Increasing energy costs are an ongoing concern for every successful business, and no company can afford to ignore these cost issues.”

Randy Lacy,
VP of Operations, Pacific
Hotel Management LLC

Four Points by Sheraton - Emeryville

Four Points by Sheraton San Francisco Bay Bridge is a 153-room hotel located on the Emeryville waterfront. The Emeryville facility is one of eight hotels in California owned and operated by Pacific Hotel Management LLC (PHM), which is based in San Mateo. The seven-story hotel was built in the mid-1980s and covers about 75,000 square feet.

Both Pacific Hotel Management, as the owner/operator, and Sheraton as the franchisor and brand, cherish strong commitments to “green” principles for economic as well as environmental reasons.

Ozonated Laundry – High-Tech Linen Cleaning

Sheraton Four Points took advantage of a tremendously popular new technology, the installation of an ozone laundry system for the hotel’s washing machines. An ozone generator (a small box on the wall) injects ozone directly into the incoming water line for the laundry.

Ozone is a sensational cleaning agent and an energy-saving phenomenon — reducing gas, electric and water consumption — when added to a commercial laundry system. Ozone safely removes dirt from linens by breaking down soil molecules more effectively than chlorine bleach and other common cleaning agents, so fewer detergent chemicals and shorter wash cycles are required, which reduces costs. Ozone works best in cold water, so hot water consumption for laundry machines is slashed dramatically, as is the cost of the natural gas or electricity powering the water heater. Linens washed in cold water for shorter periods with less detergent will use and absorb less water, require less fabric softener and come out fresher — reducing the costs for water, drying energy, softener and the replacement of worn sheets. Once ozone has reacted with the chemicals in dirt and other substances in the washing cycle, it breaks down into diatomic oxygen and harmlessly mixes with the atmosphere.





The Emeryville facility was using over a million gallons of water per year for laundry use alone, and heating more than seven hundred thousand gallons of that water for washing linens. Pacific Hotel Management saw the opportunity to significantly reduce the cost of heating all that water, but they needed reassurance it wouldn't compromise the quality of their service.

"We were leery of abandoning hot water washing. Our mothers raised us to use hot water for linens, and it was hard to believe technology could replace that tradition. So we researched other hotels that had installed ozonated laundry systems, and it was clear that the technology had proven itself able to clean linens and kill the bacteria safely in cold water. And our analysis showed that we could save around \$10,000 a year in reduced energy costs for water heating, so the decision pretty much made itself."

Randy Lacy, VP of Operations, Pacific Hotel Management LLC

Four Points installed its ozonated laundry system in April 2009 and saw immediate results. The hotel's laundry hot water use dropped by 95 percent, to a rate of less than 50,000 gallons a year. This measure has reduced heat consumption alone by nearly 6,500 therms. Hotel management also believes that overall water usage has dropped by five to eight percent, because with the ozonated cold wash the linens seem to require less water to get clean. A Pacific Gas and Electric Company (PG&E) rebate of \$6,435, combined with a rebate from the East Bay Municipal Utility District for reduced water usage covered almost half of the project cost. Four Points management expects the payback on its minimal out-of-pocket investment to be considerably less than one year — common for an ozone laundry project.

"We've also seen an additional benefit we didn't expect — the linens are definitely a little fluffier, the terry towels a little softer, because the cold water washing has allowed the fibers to open up a little more. And the smell is a little more neutral because the ozonation enables us to use smaller amounts of cleaning chemicals. So there's a detectable improvement in the customer experience."

Randy Lacy, VP of Operations, Pacific Hotel Management LLC

Lighting Retrofit with a Six-Month Payback

LodgingSavers is a PG&E funded program specifically designed to help hotels reduce their energy consumption by providing energy audits and efficiency measures through a PG&E partner.

The LodgingSavers program retrofitted virtually all the lighting in the Four Points facility by replacing lamps and ballasts — a more cost-effective measure than changing out the fixtures themselves. In the guest rooms, all incandescent bedside and desk lamps, as well as the overhead lighting in the vanity areas and bathrooms, were replaced with compact fluorescent lamps (CFLs). In the public areas of the hotel — the lobby, lounge, restaurant, hallways and in back-of-the-house areas like engineering, laundry, storerooms and the employee break room, all existing T12 fluorescent tubes were replaced by more efficient linear T8 fluorescent lamps. And many of the fixtures were de-lamped and equipped with new reflectors to further increase lighting efficiency.

The project reduced electric usage by 13.5 kilowatts and more than 76,000 kilowatt hours. With a LodgingSavers rebate covering about half the cost, the payback for the retrofit was about six months.



Cleaning AC Condenser Coils

Individual room air conditioners can become inefficient when dust builds up on the condenser coils. With the help of PG&E and LodgingSavers, Four Points cleaned the AC condenser coils on the package air conditioning units at the site. This small measure has saved about 2.5 kilowatts and more than 1,900 kilowatt hours, and was supported by a \$950 rebate from PG&E with no cost to Four Points.

Vending Machine Controllers Save Big

The Four Points hotel has eight vending machines on site — seven refrigerated soda machines and one unrefrigerated snack machine. All had previously operated at full power on a 24/7 basis, but the LodgingSavers audit suggested a better alternative.

Vending machine controllers were installed on each machine to cycle the refrigeration compressors on and off based on a predetermined temperature range. The machines are now also equipped with occupancy sensors that turn off the lighting when no one is around, and turn them back on when a potential customer walks by.

The controllers have reduced the power consumption of the eight machines by about half, saving 2,000 kilowatt hours, and the easy-to-install devices cost Four Points nothing, thanks to the PG&E rebate.

Faucet Aerators Gush Savings

A simple and affordable water-saving measure, faucet aerators, the tiny screen-like devices on the ends of the bathroom taps, yielded huge benefits for Four Points. Installed by Lodging Savers on each bathroom sink in the hotel, the aerators reduced the flow of each faucet by about half, and the resulting reduction in hot water usage is saving nearly 800 therms of heat on an annual basis.

The Bottom Line

By leveraging the LodgingSavers program and ozone laundry rebates, Four Points by Sheraton reduced its overall energy consumption by more than 17 kilowatts, more than 200,000 kilowatt hours a year and nearly 7,300 therms. PG&E and LodgingSavers delivered nearly \$20,900 in rebates to defray most of the cost of the measures, and provided superb service to an appreciative customer.

“PG&E and its partners have been great to work with. Our account executive did a terrific job guiding us through the available programs, and her organization was tremendously helpful, providing excellent seminars and training classes to help us gather information, and always responding quickly to our questions.”

Randy Lacy, VP of Operations, Pacific Hotel Management LLC

Pacific Hotel Management is already moving to take similar measures in its other hotels, most of which have already received LodgingSavers audits and lighting retrofits. And three more PHM hotels now boast ozonated laundry systems.

Next Steps with PG&E

To learn how PG&E can help your small or medium business manage energy consumption and reduce costs, contact your local PG&E representative or call our PG&E **Business Customer Service Center** at **1-800-468-4743**. More information is available at www.pge.com/moneybacksolutions.



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