

KEEPING SANTA MONICA CLEAN

Downtown Santa Monica and the Third Street Promenade annually draw 6.3 million visitors from around the world, which is nearly as large as the populations of Chicago, Houston and Philadelphia combined. The city Public Landscape Division's Promenade Maintenance team of 21 employees cleans and repairs this vital hub of the region's economy and tourism to ensure that it remains attractive to visitors, residents, merchants and businesses alike.

Promenade Maintenance deploys a day and night shift every day of the year to perform work that includes sweeping and washing sidewalks, oversight of landscaping and irrigation, emptying trash cans, and maintaining amenities such as benches. They also coordinate their work with the dozens of major events and film productions that take place every year.

Since some work involves water use, Promenade Maintenance has adjusted operations due to the statewide drought. The team now uses only treated urban runoff water for pressure washing and scrubbing and has decreased its water-use frequencies. These changes will save a million gallons of potable water per year while still providing top-notch maintenance.



LOEWS HOTEL ACHIEVES "WATER HERO" STATUS

Last fall, with no end in sight to the current drought, Loews Santa Monica Beach Hotel decided it was time to step up in a big way and do more to save water. So it did what many Santa Monica residents have done: It called on the city's sustainability folks to get the latest tips and technologies for cutting water consumption.

After a thorough assessment of Loews' laundry practices and needs, and with installation of new equipment, the result is a 70% reduction in the amount of water used to do its laundry, which was the 347-room resort's biggest drain. New technology allows for recycling almost three-quarters of the water used to wash sheets, towels and other items. Within four months, Loews had saved a million gallons of water. And the savings are continuing.

The initial investment was substantial. The system that recycles, filters and disinfects the laundry water cost close to \$100,000 to install, though nearly half of that pricetag was offset by subsidies from MWD and SoCalGas. Loews projects that the laundry-recycling system will pay for itself by the middle of next year.

Loews has made a long-term commitment to sustainability. The resort says its guests are more environmentally savvy than ever, and the hotel's "green team" is continually looking for ways to conserve. Loews is a certified green business and a 2015 winner of a Santa Monica Sustainable Quality Award (smsqa.com).

