



**HAWAII
GREEN BUSINESS
PROGRAM**



HAWAII STATE
DEPARTMENT
OF HEALTH



Board of Water Supply



THE
CLIFFS
AT PRINCEVILLE



Ongoing Sustainability Activities at The Cliffs:

- Vegetation that is cut down is recycled as compost on the property (green waste);
- Pesticide and herbicide use are strictly restricted, and limited;
- Biodegradable fertilizers are used on the property;
- Glyphosate-containing products are not used on the property (i.e., Roundup);
- Educational Nature walks are conducted on the facility as part of overall guest activity offering;
- Weekly there is an on-site farmer's market where local farmers bring their locally-grown garden products for sale to Cliffs' owners and guests;
- Open space areas have been maintained to restrict development and preserve and protect the natural environment;
- Given natural rainfall and the importance to prevent erosion, special attention was taken to maintain natural drainage patterns and avoid flooding;
- Ongoing action including taking steps to control and eliminate invasive plant species in natural areas across the property.

Solar/Energy Usage:

- The larger renewable energy system plus Admin system produced 62% of electricity demand
 - Electricity production increased 13% in 2019 due to more favorable weather (less rain):
 - The 2019 production is equal to 519 barrels of oil
 - Electricity production during daylight hours exceeded demand: excess energy was exported to KIUC
 - Because of increased electricity production, The Cliffs bought 9% less electricity from KIUC and exported 26% more to KIUC in 2019
 - Production increase in 2019 attributed to less rainfall (70") for the year as compared to 2018 when rainfall was significantly more (130")
 - Renewable energy represented 62% of total electricity demand at the Resort as opposed to 2018 which was 53% of total electricity demand.
 - Estimated Resort electricity savings given weighted energy price (between solar panels and battery) of \$0.24/kWh from Valta versus \$0.32/kWh from KIUC in 2019 was \$155,697
 - Electricity demand decreased by 51,281 kWh in 2019 equal to a savings of \$12,307
- The production of renewable energy exceeded the demand during the day, even after fully charging all the batteries, such that 432,574 kWh were exported to the KIUC grid, further reducing Kauai dependency on imported fuel by 692 barrels in 2019.

- Overall, renewable energy production in the form of solar generated electricity increased 13% in 2019.
- Initiated education programs to inform Owners and Guests to use high energy consuming appliances during daylight hours to the extent possible.
 - Reviewed electricity consumption (demand) and production (supply) data from 2018-19 to further define the next steps to utilize a higher percentage of the renewable energy produced and hence rely less on purchasing energy from KIUC.
- Parking lot lights were replaced with LED bulbs; LED bulbs installed in public areas.

Water Usage:

- The Cliffs continued to support the community in preparing for and managing flooding events;
- Water usage is monitored monthly and reported annually using 2017 as a benchmark year. Because the sprinklers were restored late in 2018, reduction in water use was minimal. Performance metrics (gallons of water consumed) is listed below using 2017 as a baseline year:
 - 2017 Water usage: 12,122,000 gallons
 - 2018 Water usage: 10,703,0004 gallons
 - 2019 Water usage: 10,122,000 gallons - a reduction 581,000 gallons equal to 5.4% of total use
- Compared to 2017, The Cliffs has reduced water consumption by 2 million gallons in two years which is equal to a reduction of 16%.
- Installed two FloWater stations in September 2019 to encourage guests & owners to refill containers rather than buy small plastic water bottles; these stations offset 31,396 plastic bottles (nearly 8,000 bottles per month displaced) that otherwise would have been purchased and used at the resort by our guests.
- Labeled storm drains indicating ocean destination of discharge.
- Use only low-flow toilets in the common areas of the property.

Waste Reduction and Recycling:

Activities taken in 2019 to further encourage solid waste reduction and recycling include the following:

- The waste recycling facility by Building 4 across from the Recreation Center was rebuilt and reconfigured to encourage more recycling.
- Reusable utility sacks provided to Guests at check-in to discourage plastic bag use from shopping centers.
- Re-fillable water bottles offered for sale at the Cliffs store to encourage use of FloWater Stations,
- Every timeshare unit has waste baskets to separate recyclable plastic and cans from trash.
- Installed recycling bin in proximity to Building 7, 8 and 9 to increase recycling.
- Establish public events to be 'zero waste' with use of recyclable or reusable materials.

Results:

- Overage charges on cardboard indicate more disposal space is needed:
 - Extra yardage increased 26% over 2018 to 43.5 cubic yards
 - This is a more than double the amount from 2017 (20 cubic yards) and area for improvement
- Similar trend in the amount of solid waste produced:
 - Overage charges have more than doubled since 2017; however, some progress made in reducing extra yardage in 2019 over 2018 (16% reduction)
 - Area for further improvement in 2020
- Slight volume reduction in the amount of solid waste produced:
 - 2017 Solid waste disposed at landfill: 1,503 cubic yards
 - 2018 Solid waste disposal at landfill: 1,601 cubic yards
 - 2019 Solid waste disposal at landfill: 1,574 cubic yards, a reduction of 1.7%
- Some improvement in the amount of materials recycled:

	<u>2018</u>	<u>2019</u>	
○ Cardboard recycled in cubic yards: 5% increase increase in content	179	188	5%
○ Plastic recycled in cubic yards: decline in plastic recycled	104.4	89	15%
○ Glass containers recycled in cubic yards: increase in glass recycled	37.2	39.8	7%
○ Paper recycled: increase in paper recycled	68.6	75.7	10%
○ Metal recycled: <u>reduction in metal recycled</u>	<u>32.4</u>	<u>29.9</u>	<u>8%</u>
○ Total material recycled (cubic yards): Modest increase	421.6	422.4	

Recycled materials represented 21% of total waste produced at the Cliffs

Sustainable Activities:

There are several routine activities at The Cliffs which demonstrate sustainability considerations in daily:

- operations and community engagement:
- Exclusive utilization of battery-operated Utility service carts:
- Successful pilot tests using electrically powered landscape tools:
- Pursue RCI Green Award in 2019
- Pursue Hawaii Green Business Program recognition
- Conducted quarterly sustainability training and reporting to Cliffs staff quarterly and expand safety committee to become Safety & Sustainability Committee
- Participated in Princeville Community Association Sustainability activities

- Received recognition for sustainability achievements:

- o Aloha+ Challenge
- o State of Hawaii Green Business Certification
- Promoted Kauai Sunshine Market Activities (aka Farmers Market)

Resort Occupancy and Achievements:

- Achieved Resort Occupancy of 86% in 2019 as compared to 89% in 2018.
- Guest Satisfaction Survey conducted using the online Cloud Cherry instrument. Cloud Cherry results are reported for the period of September 2018 to August 2019 to align with annual RCI and Interval International (II) Surveys. The Cloud Cherry results for this period were:
 - o **Survey Size:** 2,604 responses out of 6,132 Guests for 42% response rate
 - 2018 Result: 1,310
 - o **Delight Score:** 84% rating on weighted average out of 100 points;
 - 2018 Result: 85%;
 - o **Net Promoter Score:** Willingness to Promote Resort: 75% out of 100 points
 - 2018 Result: 80%; 2019 decline heavily influenced by lowest score in December (66) during stormy weather and in July (69) during hot weather noting lack of air conditioning at the Resort.
- RCI and Interval International (II) conduct Guest surveys to provide a rating of each resort. Their reporting cycle is September,2018 to August, 2019 was the following:
 - o For Interval International: 73 surveys received to calculate the Cliffs rating as “Premier”
 - receiving a score of 87.4; the qualifying Premier level is 86. The II Premier rating is Interval International highest Resort rating.
 - o RCI rates resorts on five categories as listed below earning “Gold” status. The RCI data for
 - September 2018 to August 2019, based upon 104 responses was the following:

	<u>Check In/Out</u>	<u>Resort Hospitality</u>	<u>Resort Maintenance</u>	<u>Unit Maint.</u>	<u>Housekeeping</u>
RCI Gold Criteria:	4.6	4.5	4.5	4.4	4.5
Cliffs Scores:	4.6	4.6	4.6	4.3	4.5

Overall Achieved Gold Rating which is highest resort rating

Community Engagement

- Participate in several Community Engagement activities: **Hawaii Lodging and Tourism Association of Kauai:** General Manager Jim Braman is a member of the Executive Committee.
- **Northshore Shuttle Development:** Jim participated in the Kauai Transportation Initiative and Hanalei Initiative for implementation of a Northshore Shuttle to reduce traffic congestion.

- **Society of Human Resource Management of Kauai:** Human Resources Manager Hasina Mitchell served as President of this Society.
- **Boys and Girls Club of Kauai:** GM Jim Braman is Board President
- **Kauai Community College Hospitality School Advisor** and participates in the Host Sector Partnership (a state-wide panel consisting of hospitality and education communities)
- **Kauai Tourism Strategic Plan panel member** (Jim Braman)
- **Kauai Rotary** member including hosting of meetings and activities (Jim Braman)
- The Cliffs at Princeville selected the **Hawaii Lodging Association's Charity Walk** as our charity of choice. Several employees have participated in a variety of activities. All monies raised on Kauai stay on Kauai. Achieved: In 2019, nearly \$450k was raised for over 50 local charities from island-wide participants and organizations including the Cliffs. More information on this charity may be found at:
<http://www.charitywalkhawaii.org/kauai.html>
- Continued to fund and support employee "Sunshine Fund" to assist employees in time of need.
- Offer several Guest and Employee wellness and activity programs
 - Activities routinely offered include Cliffs Botanical Walk, Scuba lessons, Yoga, Pickleball Clinic, Watercolor Class, Coconut Basket Weaving, Hula lessons, Lei Making, and Hawaii Language Class
- Demonstrate community engagement as measured by labor hours and money raised,
- Number of hours dedicated to community engagement in 2019 was over 350
- Funds raised during year for charitable fundraising causes was \$700

For more information on the hotel, please visit <https://www.cliffsatprinceville.com/>