

THE CUSTOMER EXPERIENCE

SUSTAINABILITY

IT'S ABOUT MANAGING YOUR IMPACT

- ▶ **ENVIRONMENTAL STEWARDSHIP:** How do you provide the greatest possible customer experience using the least amount of natural resources?
- ▶ **SOCIAL RESPONSIBILITY:** How do you build and operate a park that builds and maintains a common purpose with your community and its values, all while maintaining profitability?

WHY IT MATTERS

- ▶ The world is made of finite resources. Maximizing the use of these resources allows us to garner the greatest benefit with the least amount of impact.
- ▶ All resources are expensive. The less we use, the less we pay.
- ▶ Our ecological and social impacts have direct effects on the environment and experiences of our customers.
- ▶ Our communities rely on us to be stewards of the local environment and lasting contributors to the local economy.



FIRST: LOOK FOR EFFICIENCY

- ▶ Find facilities and services that can be made efficient. The most cost-effective path to sustainability is through increased efficiency.
 - ▶ Water: Low flow showers, faucets & spigots, fix leaks, insulate water heaters
 - ▶ Power / Gas: timers / sensors, light bulbs, thermostats, appliances, windows, doors, shade for RV sites.
 - ▶ Air: Consider gas fires or limit wood burning to kiln dried wood (Hot Wood etc.)



REDUCE - REUSE - RECYCLE

- ▶ Every disposable item you don't use saves money
 - ▶ Hand dryers vs. paper towels
- ▶ Consider reusable items when possible: kitchen towels, flatware, dishes, mugs etc.
- ▶ Make recycling and composting easy and rewarding.



RENEWABLE ENERGY

- ▶ Consider installing renewable energy generation: solar, wind
- ▶ PACE financing
- ▶ Purchasing renewable energy from your local utility instead of installing on-site



WE ARE PARTNERS

- ▶ Our communities are our long-term partners
- ▶ Our employees are our best resource
- ▶ Our customers are part of the community (even when they're less than stellar) and view our actions in the context of how they affect society at large
- ▶ The values we live reflect on both us and our communities and vice-versa



OUR INDUSTRY IS OUR ENVIRONMENT

- ▶ Our businesses exist in a social context that is inextricably linked to our environment.
- ▶ People view RV Parks and Campgrounds through a “nature” lens.
- ▶ As societal views about environmental stewardship evolve, so too does its view of the camping experience: we can't separate our need for environmental sustainability from our staying power in a changing social economy.



ACTION PLAN

- ▶ Do these things for the environment:
 - ▶ Replace your light bulbs with LEDs
 - ▶ Add motion / occupancy sensors in bathrooms / common areas
 - ▶ Add recycling stations (or add more)
 - ▶ Install water bottle filling stations
 - ▶ Sell reusable utensils / dishes in your store
- ▶ Do these things for the community:
 - ▶ Support a local clean-up effort
 - ▶ Ask your local govt. about any sustainability initiatives
 - ▶ Host an Earth Day event
 - ▶ Support an e-waste fundraiser

