



National Grid's Direct Install Program Plays Critical Role in Lake George Water Conservation



GAS-
SAVING
MEASURES



WATER-
SAVING
MEASURES

Nestled in the heart of the Adirondacks in upstate New York, the town of Lake George has saved millions of gallons of water and significantly reduced wastewater stream when 35 hotels in the region took advantage of National Grid's Direct Install Program.

With water quality so pristine, allowing for visibility up to 40 feet deep, and a breathtaking mountainscape to serve as backdrop, the lake is the key to a local \$2 billion economy that relies heavily on tourism.

With a little more than 3,000 residents, Lake George welcomes approximately 50,000 visitors a week in the summer. Close to 80 hotels in the area are filled to capacity throughout those summer months, putting a major strain on the town's sewer system and water treatment facility.

Because the lake is the lifeblood and economic engine of the region and laws are in place that prevent surface discharges of sewage in the Lake George watershed, hotels in the area take whatever measures are necessary to reduce water usage and ensure that water in the lake stays clean.

Fort William Henry Hotel and Conference Center is one such example. The historic venue, sprawled across 18 acres overlooking the southern shores of Lake George, has 192 guest rooms, three restaurants, a conference center and a historic fort museum. Surrounding the fort is a moat that collects storm water that sinks into the ground instead of the lake.

"Any time somebody can come to you and say, 'We're going to save you money and it's going to cost you nothing,' it is a no-brainer."

– Eric Rottingen, director of sales and marketing at the Queensbury Hotel



Fort William Henry Hotel and Conference Center replaced the showerheads, aerators and spray valves in all of its 192 guest rooms, lobby restrooms and kitchens of its restaurants using the National Grid Direct Install Program.

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National Grid has partnered with RISE Engineering to offer commercial gas customers high-efficiency pre-rinse spray valves, salon valves, faucet aerators and showerheads with no out-of-pocket costs. Learn more at ngrid.com/ny-water.

"No excess water leaves the property," said Kathryn Flacke Muncil, CEO of Fort William Henry Hotel. "The moat is an example of ways that we have worked really hard to participate at the appropriate level in our public sewer system. The quality of the lake is the major reason we're all here, and it is extraordinarily important to us."

Fort William Henry Hotel has taken their drive to reduce water consumption further by taking advantage of National Grid's Direct Install Program. The program includes the no-cost installation of high-efficiency spray valves, showerheads and faucet aerators, which not only reduce water usage, but also natural gas costs for water heating. The hotel replaced the showerheads, aerators and spray valves in all guest rooms, lobby restrooms and restaurant kitchens.

"Each showerhead saves a gallon of hot water a minute," said Andrew Johnston, a business development specialist at RISE Engineering, National Grid's Direct Install Program project implementer. "So when you figure that someone in

"The expectation of our savings was absolutely met based on what National Grid had provided for us," Muncil said. "We saved approximately 200,000 gallons of water as well as the related energy charges for the use of that hot water. So we're pleased that not only has the project come to fruition, but that it was in line with the estimates provided to us."

After Fort William Henry Hotel took advantage of National Grid's Direct Install Program, it opened the doors for as many as 35 other hotels in the region to sign up for the program, including the remaining properties owned by Fort William Henry Corp., such as the Lincoln Log Colony and the Best Western of Lake George.

Showerheads and aerators were replaced in all 123 guest rooms in the Queensbury Hotel in nearby Glens Falls, and the kitchens were upgraded with high-efficiency pre-rinse spray valves.



Andrew Johnston from RISE Engineering presents an in-depth analysis report designed to help Fort William Henry Hotel's CEO, Kathryn Flacke Muncil, identify other ways they can save on energy. Muncil uses partners such as National Grid and RISE to assist in energy-efficiency best practices.

"Utilities are most certainly the biggest expense for our hotel between power, water and things like that, so when we as a company are able to find quality products that are suitable for our clients and guests and save ourselves money, we would be foolish not to consider this program," said Eric Rottingen, director of sales and marketing at the Queensbury Hotel. "Any time somebody can come to you and say, 'We're going to save you money and it's going to cost you nothing,' it is a no-brainer."

Kenny Dittrich Amerst, LLC, is a family-owned organization that runs a wide range of hotels in the area, including the Courtyard Marriott, Marine Village, the Inn at Erlowest, Country Inn & Suites and Clarion Inn and Suites, among others. Between all their hotels, there are over 1,000 rooms where showerheads and aerators were replaced.



a hotel is going to take a shower that lasts 10 to 15 minutes, that's 10 to 15 gallons of water per shower per guest. So the numbers really start to jump."

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“When you consider that there are typically two or three people in a room, the impact of the program is absolutely huge. It is immeasurable,” said Michael Stark, general manager of Clarion Inn & Suites in Lake George. “It not only helps our bottom line, that’s less water that’s going to filter down to the lake itself. Any way that we can do our part with National Grid and RISE Engineering is going to be a home run for the whole area because we want to keep the water quality for the Lake George area perfect for years to come.”

The Fund for Lake George, a not-for-profit organization that partners with local businesses to protect the water of the lake, appreciates the benefits of National Grid’s Direct Install Program.

“This program that National Grid has implemented with local businesses is very important from our standpoint as a water quality issue,” said Chris Navitsky, a Lake George water keeper at The Fund for Lake George. “One of the best ways that we can reduce wastewater treatment is to reduce the wastewater stream. That means you don’t have to treat as much. When businesses in the area, such as hotels, salons and more, use low-flow showerheads and aerators, we can reduce flows, prevent leakage and reduce the burden on these treatment plants.”

Navitsky also pointed out that businesses with septic systems or on-site treatment systems that don’t use the wastewater treatment plant also will find great value from the Direct Install Program.



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High-efficiency pre-rinse spray valves installed in commercial kitchens provide a consistent spray pattern, clean a larger surface area and are engineered to last and avoid leakage.

“Saving a gallon of water per minute per guest makes a huge difference for us,” said Patrick Jones, the general manager of Mohican Motels. “With an indoor and outdoor pool to maintain, using less water onsite also reduces the amount of chlorine needed for our pools. So we’re not only saving on water and gas, but also chemicals for the pools.”

In the end, 35 properties in the Lake George region took advantage of National Grid’s Direct Install Program, which led to over \$100,000 in natural gas savings a year and 1.5 million gallons of water saved per month during the peak season.

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“Any savings we have will fall to the bottom line and allow us to continue to improve our human resource programs,” Muncil said. “Seasonal businesses sometimes have a hard time hiring people year round, and it is our goal here at Fort William Henry to be a year-round business. We can only accomplish that by addressing opportunities like National Grid has brought for us, and that is to create efficiencies so we can continue to develop in other areas within the corporation.”

Looking to the future, Fort William Henry Hotel plans to work with National Grid on other projects, such as LED lighting and HVAC systems.

“National Grid is a very important partner to us,” Muncil said. “We work in partnership with so many people, but National Grid is one that stands out. They answer the phone. They visit. They provide us with additional ways to be better businesspeople. It is a true partnership. They are really accessible when many of our other partners are hard to get to. I would call them extraordinary.”

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