

## El Primero Boutique B&B Hotel, Chula Vista, California

### Award Winning Green Hotel

El Primero Boutique B&B Hotel is a quaint, locally owned and operated hotel found in Chula Vista with a grace towards historical novelty and environmentally conscious practices. Located in the heart of downtown Chula Vista, 7 miles from downtown San Diego and 7 miles from the Mexico Border, El Primero is an excellent place to consider staying if location and sustainability are on your priority list.

El Primero is the one and only hotel with the honor of being a Chula Vista Clean Business, which means they excel in four categories: energy conservation, water conservation, pollution prevention, and solid waste reduction. They have received both the Mayor's 2005 Beautification Award and the Chula Vista Historic Preservation Award.



Photo Credit: El Primero

### Business Snapshot

Locally owned historic hotel in downtown Chula Vista.

### Climate Friendly Actions

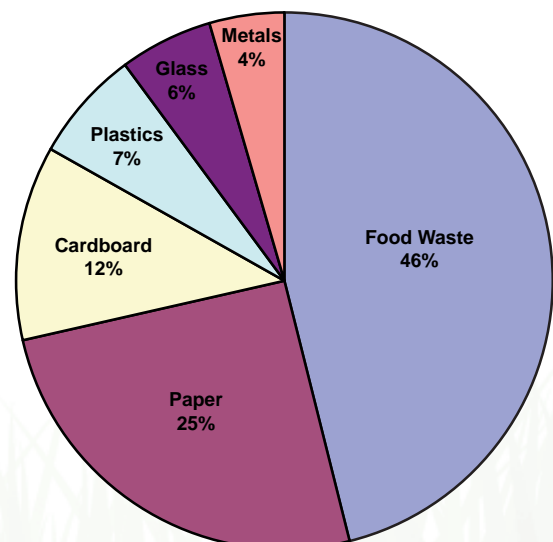
- Installed 18 solar panels that generate clean electrical power an average of 21 kWh during the day
- Reduce outgoing waste by 70% through recycling and composting
- Upgraded to Energy Star appliances, installed motion sensing light switches, upgraded to CFL and LED lights to reduce energy consumption
- Replaced 24 toilets to the 1.6 gpf and installed low flow shower heads
- Uses environmentally sensitive cleaning products and amenities as well as recycled office supplies
- Donates clean towels and linens to shelters when applicable

**Investments:** \$60,000 (solar panels, CFLs, LEDs, Energy Star appliances, occupancy light sensors, low flow toilets and shower-heads)

**Estimated Cost Savings:** 50-55% total cost

**Estimated Greenhouse Gas Emission Reductions:** 13.5 tons CO<sub>2</sub> based on energy demand reduction (not including 70% in solid waste reduction)

### Typical Solid Waste in Hotels



Data are from the Zero Waste Alliance (2002).

# Award Winning Actions



## What Actions Did El Primero Take to Use Renewable Energy and Conserve?

Being leaders in energy independence, the owners of El Primero have installed 18 solar panels generating clean electrical power an average of 21 kWh/day. On location electricity generation is coupled with investments in energy star appliances, motion sensor lighting switches, energy efficient lighting fixtures, and new bulbs (CFL and LED). They are also planning to install wind turbines and a solar hot water heater and tank.

## What Actions Did El Primero Take to Reduce Waste?

Many hotels struggle in managing the waste produced by their guests. El Primero began to tackle this problem by encouraging guests to conserve and preserve via signs and tips. They also developed an intense recycling and composting program to manage the waste, reducing garbage to the landfill by 70%.

## What is El Primero's Towel and Linen Reuse Program?

Guests can sign up for El Primero's Linen Reuse Program where they are given clean sheets and towels at the beginning of their stay and are switched out every few days instead of every day to minimize waste water and chemical usage.

After some towels have been washed, El Primero takes the extra step and donates these unwanted items to local shelters.

## What Notable Awards has El Primero Received?

- City of Chula Vista Clean Business Award
- Preservationist of the Year Award
- 2005 Mayor's Neighborhood Beautification Award
- Recognition by the City for taking voluntary actions in pollution prevention, energy and water conservation, waste reduction and recycling
- Business Recycling Award
- State and congressional recognition
- 2009 CoolCalifornia.org Small Business Excellence Award
- 2010 California Small Business Day, "A Salute to Small Business" Award

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"El Primero Hotel has demonstrated an extraordinary commitment to applying environmentally and economically sustainable practices in their redevelopment and operation of this independent hotel and small business project."

-Michael T. Meacham  
City of Chula Vista



Photo Credit: El Primero



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## Contact Information:

Rufino G. Roque  
El Primero Boutique B&B Hotel  
416 Third Ave  
Chula Vista, CA 91910  
Phone: 619-425-4486  
[www.elprimerohotel.com/](http://www.elprimerohotel.com/)