



## FEATURED MEMBER CASTLE HILL FITNESS

WATER  | COMMUNICATION & OUTREACH 

### Background: Going Green

Fitness centers consume a lot of water and finding ways for reductions isn't always easy. However, it was a challenge business manager Vlad Glouchkov, was up for. By installing new water efficient shower heads and faucets in the locker rooms, **Castle Hill Fitness** reduced their water usage in 2015 by almost 208,000 gallons when comparing to the 2014. That's a savings of about 17,250 gallons per month, which equates to 14% water use reduction.



**Key Impact:** Water  
**AGBL Status:** Gold Member | 2013  
**Liason:** Vlad Glouchkov, Business Manager

Castle Hill's mission is to provide a welcoming environment for gym members to improve their overall health. They believe that fitness and well-being is more than just an exercise goal - it's about creating community, variety, refueling, recovering, and challenging your mind and body.



### Process: How did they do it?

Castle Hill Fitness realized that they couldn't reduce what they don't measure. By reviewing their water bill and meeting with Austin Water to discuss strategies to conserve, they outlined the following steps to reduce water use:



**Track usage** – Look at utility bills and determine how much water your business consumes and how much it costs



**Start with the easy stuff** – Vlad found that water efficient shower heads were relatively inexpensive and easy to install. After they were installed, Castle Hill quickly saw results.



**Step it up** – Next they looked into their faucets. Vlad and his team convinced the management team to spend a little over \$5,000 to replace old, inefficient faucets with solar-powered touch-free faucets.



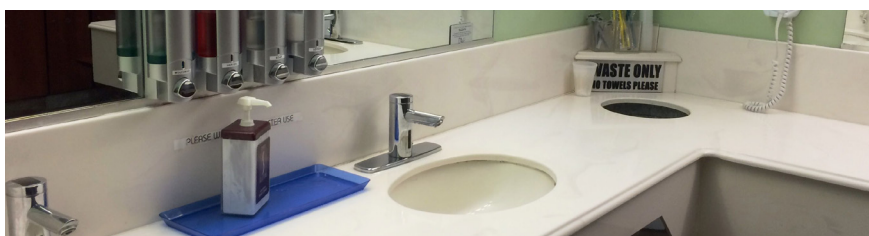
**Training** – One surprising and unintended outcome was the need to change their maintenance program. Lower water pressure meant that the maintenance crew had to spend a little more time cleaning the bathrooms. This was mitigated with staff training.



**Awareness** – Castle Hill Fitness also installed small waterproof timers in the showers. The timers reminded gym members to limit their showers to less than 5 minutes.



**Data + Payback** – In addition to saving water, these improvements will save Castle Hill Fitness money. Vlad expects to reach payback in less than 6 years.



**Green Business is Good Business.** Being a part of Austin Green Business Leaders can help your company save money, expand market share, protect the environment, and support the community. To learn more about the program, visit: [www.austintexas.gov/greenbusiness](http://www.austintexas.gov/greenbusiness).