



ECONOMIC DEVELOPMENT

1. Has your company adopted a mission statement that focuses on how the revenue generated contributes to the wealth not only on its owners and employees but also for its stakeholders and the surrounding community? Describe or provide mission statement.

Perry's Cafés & Beach Rentals has been an integral part of the Santa Monica beach scene and an icon in the beach community for 37 years. We are a family-run business that offers an assortment of beach and bike rentals, and healthy meal options to enjoy after or before your beach rental. Perry's has nine prime locations throughout Santa Monica and Venice beach, including four open air Cafés in Santa Monica. *Perry's mission is to be the best possible innovative ambassador for the City of Santa Monica on the beach and to create a unique retail experience at its points of destination in a relaxing and fun atmosphere by providing a myriad of food services and beach activities for the public.* To achieve this ambitious mission, we offer a variety of high quality, healthy, reasonably priced, and freshly prepared local food with a focus on organic or sustainable items in combination with wide-ranging, recreational equipment services for a fun day at the beach. Perry's has contributed to the wealth of our surrounding community by fulfilling the evolving needs and desires of the public building our business from concession stands with a limited food menu to a destination oasis of services. Innovative leadership from Perry's owners and staff together with community partnerships and outreach programs has created something from nothing over the years. One of our owners, Richard Chacker, just received the small business innovation award at the Chamber of Commerce State of the City event in January 2014. As stewards of the beach, we have a huge part in enriching the community's beach life with a viable business making Santa Monica one of the world's 10 best beaches in the world.

In 1977, Perry's started off as two small pizza stands on an empty beach with seasonal opening hours selling its famous pizza, hot dogs, drinks and snacks to multiple locations with a flexible, comprehensive café menu complimented with all types of rental equipment for the beach experience. When we took these buildings over, there was nothing on the beach. We have brought innovation to the beach with great food, bikes, skates, boogie boards, surfboards, beach butler, retail items such as suntan lotion, football, volleyball, beach towels and many more beach and tourist items. In 1989 we recognized that the public was less interested in sunbathing and swimming at the beach and more into an active lifestyle. To offset weather and slow economic times and, in order for Perry's to stay in business, we decided to complement our food services with bike rentals in 1990. In 1991, to build an even stronger customer base and reliability, we decided to remain open from 8 am to sunset 365 days a year unless it rains. Our next new innovation came with the Rollerblade craze when we started renting skates in 1992. Shortly thereafter, we created a retail section to sell blades and beach sundries. In 1993, we built 14 volleyball courts at a cost of about \$10,000 on the beach at all 4 locations for public enjoyment. In 1994, we added boogie board, chair and umbrella rentals. And, over more time to increase sales and meet demands, we added more quality food items every year. Starting in 1995 we began to accommodate groups with customized catered parties or events designed in collaboration with our event staff. More recently, in 2004 we launched our guided historical and educational bike tours of Santa Monica and Venice through Legend's Bike Tours. Many visitors have expressed they love this experience. The LA Times has written "a must do". Perry's started the Beach Butler service on the beach in 2007 with the hotels and offered it to the public 2 years later.

Beach Butler, known as "A Day at the Beach", provides chairs, umbrellas, and food service along the shore for special dates or families who want to enjoy the sun and water without lifting a finger. In 2010, Perry's added surfboard and

stand-up paddle board rentals. Next, to add to the ever-connecting interconnecting web of business, we started a beach concierge program with Shutters just last year in May 2013. In July 2013 Perry's hosted its first annual volleyball tournament for 2 days in which we donated prize money and about 500 people attended. Even some professional players participated. It was a huge success. In the future, Perry's will be a major participant in the bike share program.

Perry's has contributed to the wealth of its stakeholders and the surrounding community. Our locations lend themselves to many community sponsored events, parties, and visible delights. We have almost single-handedly developed the beach along the bike path since we are one of the few establishments providing services to the public with a hands-on, caring attitude for patrons and the business community. Every dollar we have invested to grow the business has brought many benefits to the beach experience which, at one time previous to 1990, was lacking and limited. In addition to tourists, we have many regular patrons frequenting our positive environment where they can listen to soothing music while eating and watching the beach scene. In the future, we intend to create an enclosure for off season business to encourage more clientele to visit the beach. Without our amenities, the Santa Monica beaches would be less desirable as in the past and would generate less income. As tenants of the City of Santa Monica, more growth for us equates to more dollars for the City. Our business would be paying less rent and the City would have less money to put into the community. Our development and reinvestment has increased the quality of life and works economically for all. We extend ourselves to the community by allowing any local event to advertise at our locations and support charitable fundraisers.. Through the years Perry's has sponsored and participated in many events such as the Diabetes Walk, Pancreatic Cancer Walk, American Heart Association, Breast Cancer Walk, Heal the Bay, and many others.

To accomplish our goals, Perry's reinvests substantial dollars yearly to grow the business and maintain its high quality and standards. In order to create the best beach experience possible, Perry's owners are contributing and active members of the:

- Santa Monica Chamber of Commerce -chamber members since 1997
- Local Committees – Board Member of the Santa Monica Conventions and Visitors Bureau, Member of the Round Table Group, Co-Chair of the Alliance Group, Member of the Lessee Association of the Santa Monica Pier, Chamber of Land Use Committee, Environmental Affairs Committee Member, The Ocean Park Association, Heal The Bay, Westside Food Bank.
- Agencies-Hostel International, Cultural Home-Stay International, STYA.
- Outreach programs - We have massive outreach programs both local and domestic and international. Keeping in mind that we have been in business 37 years with 12 locations we have created a marketing division within our company. That department has been in existence for at least 10 years. Part of marketing has a extensive outreach which consists of tour operators, hotel marketing, and event planners. Our outreach is through our developed contact list, the Internet, our extensive social media company, and word of mouth, which is extensive. We have reached a critical mass. Because of this we are known by clients all over the world. Being intricate members of the Chamber and the CVB, in particular, has helped us with our outreach and enhancement of our brand locally and internationally. Perry's is presently working with the City to create a free beach shuttle for the community and hotels.
- And, in the future, Perry's plans to work with Bike Share when it comes to Santa Monica.

When business performs like Perry's does, it is a big economic plus for the local community because our business contributes to the high standards and quality of life in Santa Monica. If one is not innovative, one becomes passé. Santa Monica is a highly competitive city in a highly competitive world. Perry's is a major contributor to the beach culture because we maintain a quaint atmosphere while still growing and keeping the business exciting.

2. What is your company long-term sustainable economic development strategy and how does your company implement policies to the end?

Perry's has contributed to the wealth of the surrounding community by fulfilling the evolving needs and desires of the public. Perry's has built a growing business from a small typical food stand to its destination oasis of services. Over time we have developed our relationships with customers and businesses to build into the future. Innovative leadership from our owners and staff together with community partnerships and outreach programs has created a much needed public service. As stewards of the beach, we want to do our part in making Santa Monica one of the world's 10 best beaches and enriching the beach life for the community. The Santa Monica Chamber of Commerce just awarded us the small business innovation award. We take personal pride in our products by continuously adding new products, repairing our equipment, and rotating out used bikes every year to sell to the public at discounted prices. We participate in local organizations as

members, contribute to charitable organizations, and implement new ideas to enhance our customers' experience. Compassion, dignity, and personal pride are emphasized in training our employees to offer patrons a positive experience. We want our customers to return.

We, at Perry's, will continue to be progressive and innovative in our approach. Our locations have grown to full blown cafés offering a diverse menu of fresh made breakfast, healthy salads, tacos, sandwiches, burritos, quality Kobe beef burgers, healthy drinks, Pete's coffee, and more. In September 2013 Perry's new quinoa salad won the best buy local dish. In the future we plan to make fresh juices on-site. We follow the Santa Monica Sustainable Foods guidelines. Our quality of food is second to none. Perry's accommodates seniors with special menu and reduced size meals and the disabled by providing accessible ADA conforming food counters and offering free beach wheel chair service. We also have a children's menu offering smaller portions.

We created giant, man-made sand boxes with seating at our open air restaurants to provide a therapeutic spot for customers to slip their feet into sand without actually stepping on the beach while eating and listening to music. This is a big hit and attracts more customers to the location. BBQs are brought out on special occasions when rented as part of the party package. To further enhance business in the future, Perry's intends to create an enclosure for off-season business to encourage more clientele to visit the beach. This strategy will increase business on cooler days and help reduce the burden of employee costs on slow days.

[Policies in Place to promote product and service innovation in response to changing customers needs](#)

When society became more health oriented and active in the late 1980's, Perry's responded by adding more rental beach equipment to include all types of bikes, skates, boogie boards, stand-up paddle boards, table, chairs, volleyballs, and umbrellas. It even experimented with all types of other products such as surreys and Segways. We have often allowed vendors to showcase their new products when they first bring them to market. This way we are able to personally use and experience our customers' response to new innovative products. Additionally, it is our policy to research and listen to our customers through personal contact and our suggestion box to discover new desires for all products including new food items. We have big ears.

[Strategies for remaining competitive in the areas of customer satisfaction with a focus on price, quality and service.](#)

Perry's asks for community and business feedback to fulfill its mission by talking directly with customers and providing a suggestion box. We review our prices regularly through food cost analysis, frequency purchasing, trade magazines, trade shows, and price and product comparison with different vendors and by visiting all types of food establishments. Our owners and staff eat out often themselves to discover new items and compare pricing. Suggestions from staff are seriously considered. We also review pricing monthly with existing and potential suppliers. We are dedicated to remaining competitive in the marketplace by continually advancing the menu, purchasing new rental equipment every year, experimenting with new products from the marketplace, participating in business development groups as a member of the Santa Monica Chamber and Round table, creating new ideas, and providing quality service. Perry's is required by its lease with the City to maintain the highest of standards with food quality and services. Each year we must invest a minimum of 1% of our gross revenue into physical upgrades and equipment. We often exceed it by 4-5%. Perry's has personal pride of ownership. We are committed to our existing and potential customers by providing quality fresh and attentive service in a very clean and fun atmosphere. Our average food ticket is between \$10 -\$20 and bike rentals range from \$10 per hour to \$25 all day. Because of all of our innovations, we, as a small business enterprise, have grown from \$86,000 in 1977 to over \$ 3 million presently.

Perry's strategy for long-term sustainability is supported by its diverse, worldwide customer base using its restaurant and recreation services. Perry's has branded itself as "Perry's at the Beach" and is known around the planet through social media and our developed local and international relationships with tour and travel companies through our event planner, Betsy Saraceno. Perry's has supported many community events. We cater any size group facilitating public needs while being conscious of sustainability. We support buying local products such as Mary's organic free range chicken and fresh grown produce from local businesses. Perry's maintains its high standards through many avenues by training employees on-site and off-site at seminars through state and local programs such as "I am Santa Monica". The company is working closely with "Choose Healthy Foods LA" to be certified. We keep our locations extremely clean, which can be a challenge at the beach, always receiving an A from the health department. Secret shoppers are hired to check on quality control and service at the locations while customers provide feedback through a suggestion box. Any viable change and improvement is taken under consideration. Most all complaints are handled directly by the manager or office staff. Customer retention is very important. If a customer is disappointed in their experience, we offer a "freebie" to mitigate their negative experience and encourage their returned confidence. In the community, Perry's will continue to partner with

businesses like the Cirque du Soleil and Heal the Bay that have the same sustainable philosophy and quality of like economic development. All of our relationships within the community such as SMCVB, the City, the Chamber, Santa Monica Round Table, and the endless business relationships including Segway, the Bike Center, the hotels, POW WOW, tour agencies, and others increase visibility and are very important to us. Every year we have a yearly lease performance inspection done by the City of Santa Monica Cultural Affairs Department. We always receive an “A” grade or a 100%.

3. [How does your company improve the productivity of individual employees, groups of employees and operations? Such policies may focus on skill building, team building and other strategies. Provide policy document and / or system description](#)

Perry’s creates a work environment for its employees to thrive. It sets healthy standards for safety and cleanliness. We provide all employees with an employment policy and procedures manual upon hiring to inform them of our standards and commitment to excellence (See attached). Initially, we train employees for specific job descriptions. As they mature into their job description, employees are cross trained in multiple positions, allowing them to learn more skills and creating more flexibility while offering more hours. This model creates more opportunities for their upward mobility or personal development with Perry’s or to take with them into another market place.

Perry’s looks from within to groom employees to become supervisors. For example, the current General Manager, Aurora Solis, started as a cashier in year 1988 and is now managing all eight locations. Supervisors and managers hold regular meetings with key staff and fellow employees to disseminate information and provide a forum for employees’ ideas. All employee suggestions are taken into consideration. Management requests any suggestions to be in writing. Performance evaluations are performed twice yearly with key staff. Starting in 2014, performances will be quarterly to advance employees more rapidly.

[Team building activities](#) include company parties to create more cohesion between team members in a social setting. Yearly, our team members participate in charity bowling known as Bowlathon with plans for Perry’s to start its own bowling team. Employees have collectively been gifted Cirque de Soleil tickets, discount amusement park tickets, and free Santa Monica summer night concert entrance tickets in the amount of \$2680. Often, employees join each other at these events. Additionally, employees are exposed to new product development through training with new businesses like Rollerblade, Hyper Blades and Cardiff Skates and are encouraged to use them and give feedback. Employees wear uniforms to identify them as team members in order to better assist customers in need. Compassion, dignity, and personal pride toward each other and our customers are emphasized in training employees.

4. [How does your company commit to creating quality jobs \(jobs of dignity for individuals\) as well as job growth in the community? Describe training programs, policies or practices.](#)

Over the years expansion and development of Perry’s has enabled the owners to increase employment opportunities. Our multi-racial, welcoming staff has grown from 20 seasonal to over 50 full-time employees and 40 part-time or seasonal employees trained to greet and assist locals and tourists from around the world. Perry’s mentors many of its employees and sets an example in the workplace to treat each other and its customers with dignity and respect.

[Skill variety in job requirements, task significance and participation in decision making.](#)

The company trains employees to be ambassador to all guests, visitors, vendors, municipal and government officials. (Example: “I am Santa Monica”) We have our own in-house training on how to meet and greet our customers both as a representative of Perry’s and the City of Santa Monica. Employees are required to follow the guideline in the Employee Manual (See attached). As skills exceed standards through training and job performance, accomplished employees are available for advancement into supervisor positions. They learn new skills in new positions and participate in decision making regarding daily work related issues and deliveries. Some higher level skills including handling cash and credit card reconciliation, interfacing with banking personnel, discussing employee violations verbally and in writing when there are infractions, quality control inside and out, scheduling and managing employee cost and food cost, and making recommendations regarding work performance of team members, work system improvements, menu items, and service products. We take personal pride in our products by continuously repairing our equipment with our on-site repair men and rotating out used bikes every year to sell to the public at discounted prices. Our employees are cross trained to handle many positions. By increasing their skills, it allows employees to work more hours in the off season when the weather is less desirable.

[Training programs to create ongoing development and diversification of employee skill sets. Provide description of training programs, policies or practices.](#)

To accomplish our goal, Perry’s reinvests substantial dollars yearly to grow the business and maintain our high quality and standards. Our employees are one of our most valuable assets. They are our ambassadors to our customers and

service is very important. It is important to us to support our employee to excel in their positions. The company trains employees to be ambassadors to all guests, visitors, vendors, municipal and government officials by:

- Extending ourselves to the community by allowing any local to advertise at our locations.
- Though the years sponsoring and participating in many events such as a the Diabetes Walk, Pancreatic Cancer Walk, American Heart Association, Breast Cancer Walk, Heal The Bay and may others.
- Showcasing new products for development and marketing.

SOCIAL RESPONSIBILITY

1. What work-life and social policies and programs does your company offer to employees?

Work-life options, such as flextime and daycare. How they are communicated.

Perry's is a family-run business and even though there are more than 50 full-time employees, there is a core group who have been with the company for many years and who know each other well. Our company members, from top to bottom, have developed many bonds through the years. Informally, on a regular basis, and formally in our regular employment reviews, we check with our employees to see how we can be better employers. Work flexibility is given through requested work scheduling for time off to attend to outside business or daycare needs. In an emergency, an employee can bring their child to work. Employees can request days off and trade with fellow employees with staff approval. Salaried supervisors receive one week vacation and three sick-days. The café and the rental sector receive these perks equally. The full-time employees receive a contribution by the company in the amount of \$225 per month on the rate for their health insurance premium. (See employee handbook page 15).

Family-friendly policies and benefits for employees

Perry's is flexible with employees' personal needs to stay home when they have sick children or leaves of absence for pregnancy ("FMLA/CFRA"), jury duty, and discretionary leaves of absence, to name a few. Perry's tries to be flexible with employees' schedules allowing them to trade shifts, if needed and approved by management. Although, the company doesn't pay for sick time unless they are a salaried supervisor.

To further support its employees, Perry's offers health insurance to employees. Prior to the health care mandate, we also provided health insurance coverage to all employees working 30 hours or more a week. Perry's offers Anthem Blue Cross insurance. It is not common for most restaurants or rental businesses to offer healthcare.

We offer other benefits and perks, such as.

- Free employee meals during work shifts – we offer a choice of 4 different meals when working and unlimited drinks
- Free use of Perry's bicycles on their lunch breaks or days off. We don't believe that any other businesses like us give free use of its equipment at any time
- Family discounts on food on days off
- On the holidays a full course meal is specially prepared for working employees
- Have financially assisted some employees with housing and purchasing transportation
- Supervisors and management have business cell phones paid for by the company.

In conjunction with the Affordable Care Act, Perry's is in the process of instituting an optional 401k program to deepen employees' futures. Perry's management meets with retirement planners to offer future retirement planning.

Your programs or practices to solicit employees' advice in designing benefit plans that are flexible and portable. Services and benefits for low-wage workers

When employees come to Perry's as a first time employee, Perry's is committed to their personal growth and development.

- Employee pay starts above minimum wage at \$9.00 per hour for unskilled labor and \$10 per hour for cooks with rapid step-ups in pay once trained.
- The company has a living wage with a pay average of \$12 per hour.
- Often, Perry's helps employees to overcome their own personal obstacles by setting high standards for communication and job performance training to properly greet and serve clientele of both Perry's and Santa Monica.
- Shadow training is very important in the process.

- Perry's provides additional work education by sending employees to training programs – "I am Santa Monica", Board of Health food certification at no cost to the employee. Employees are also paid for their attendance.
- Our HR department makes itself available to every employee who has a need and are very responsive to every employee's request. Our HR department reviews yearly insurance policies to see if we can find more affordable health insurance options.
- Work flexibility is given through requested work scheduling for time off to attend to outside business.

Training or educational opportunities that extend beyond strictly job-related areas.

We at Perry's educate our employees on the benefits of having insurance and encourage them how enrolling is in their best interest. Our company mentors its employees by setting an example of being attentive, hard-working, and friendly. We provide on the job training and continuing education with programs such as HR Risk Management, California Employee Authentication with emphasis on hiring policies and performance management, credit card installation practices and implementation through "National Cash", and ongoing online education through HR California Management. Each employee is given the tools to do their job and keep them safe. Regular staff meetings are held monthly. Twice yearly evaluations are conducted by both management and employees on their own job performance. Employees have opportunities to make requests and changes at that time. Perry's management mentors its staff and is willing to provide needed recommendation letters for any deserving employee. Perry's mantra is "YES, HOW CAN I HELP". We extend our business services on employee "off days" to our employees and their families. Our company gives hardship loans to employees, if needed. Our employees participate in the "I am Santa Monica" program. Sustainable Works visited all of our locations and provided training to our core staff on being a sustainable business emphasizing composting, energy conservation, water conservation and the importance of sustainability on a daily basis through creating positive habits.

2. What is your company doing to create a positive work environment?

Communication facilitating and encouraging measures to provide feedback from employees about their working relationships and social environment. These may include "open door" policies along with encouraging initiative and free-thinking

Perry's employs a community of diverse individuals. Since we are a family owned business, we aim to foster a caring, family atmosphere for our employees and strive to have a positive work environment between fellow staff and management. Staff is told that all are a team and to work together as a team and help wherever and whenever possible. Close to 75% of the full-time work force has been with Perry's for 10 years.

Company's measures to ensure that performance evaluations of employees and superiors are regularly conducted, fair and authentic.

We encourage excellent staff performance with bonuses when duties are performed beyond normal job descriptions at special events or on very busy summer days. Perry's management has an open door policy and is available to hear staff's concerns and problems anytime. Employee problems and concerns are always addressed and taken seriously. We have an HR staff to hear employee concerns that need to be addressed privately. HR monitors state and federal regulations and implements new policies for both employees and the company. Employees are notified in writing regarding any changes in policy. Perry's loves new ideas and encourages all employees to participate in making all aspects of the business better. It is important to the owners of the Perry's family to have a happy and healthy staff who feel safe. It reflects in the service.

3. Does your company offer summer jobs, internships or other programs aimed at developing skills and employability among diverse groups?

Perry's has a culturally diverse staff from all over the world. Summer jobs and internships are advertised at local colleges and high schools. Our company advertises in local mainstream and minority based newspapers. One of Perry's marketers, named Brittney is presently completing her college degree while receiving a paid internship. We work with Cultural Home-stay International Agency that recruits international students to come to America to have a cultural work experience. Our company has engaged in programs with Canada, Poland, and Russia. We help find them housing if necessary.

We have had a policy of hiring high risk people to help them re-acclimate into society such as:

- return to work after prison sponsorship
- torture victims from other countries
- homeless persons on the edge of surviving

- people who are in transition from drug and alcohol abuse.
- currently 20% of our staff is high risk.

We hire people from many different pools including but not limited to high school and college students directly or through student hire sponsored programs, GAIN and Transition programs, multicultural newspapers,

4. How does your company support local charities and community programs?

It is our mission to partner with sustainable companies. We have supported many charities and cause-related foundations throughout our 37 years in business. We have been Santa Monica Chamber members since 1997 paying \$651 in membership annually. We are members of SMCVB and past members of LACVB. We incentivize our employees to volunteer and work with their team members for local and cultural organizations by paying them for their services and offering them event perks at the time they participate.

We have sponsored many events for organizations such as:

- Heal the Bay - several events to help re-kelp the Santa Monica Bay. Perry's even created and sold kelp pizza at their request!
- Program for Torture victims - PTV we hosted their beach event for survivors and torture victims and their families. Which we offered food, beach activities, music for everyone invited. It was an annual event for years.
- Twilight Dance Series for 4 years, we have provided food for working staff and entertainment groups which consisted of 20,000 each year.
- 2 Chamber Hospitality Mixers costing \$15,000.
- SYTA this past July 2013, hosted dinner for all attendees.

Since 2010, we have donated 400 bikes and skates – valuing a total of \$24,000 and other items for raffle prizes to:

- Westside Children's Shelter
- Women's Battered Shelters (free equipment rentals)
- Bergamont Station Tour d' Artes (30 bikes/year for 4 years + staff time)
- Boys and Girls Club. Used bike donation every year for 4 years
- PAL

Perry's has also participated yearly in the shelter's Bowlathon.

Perry's also hosted and/or donated food and water to valuing over \$10,000 in 2013:

- SYTA event at the Santa Monica Pier
- Diabetes, Breast Cancer, Rheumatoid Arthritis, Pediatric Kidney and Pancreatic Cancer Walks
- Surfrider Foundation – members
- LA Housing Authority
- Beach Summit for better beach planning for several years in the past. – We provided food for all attendees. We had about 20 employees on staff to help with the event. We also asked Coke and our local purveyors to help out with donating their products to offset cost.

STEWARDSHIP OF THE NATURAL ENVIRONMENT

1. Regarding your company's use of resources in the areas of energy, water, waste and pollution prevention, what conservation or environmentally-preferred measures does your company implement?

Perry's has attended green conferences and researched ways to do business while maintaining sustainable standards such as things that be implement at our business. Our association with organizations like Heal the Bay, and mandates such as what the City tells us we need to do to comply with measures in which a business needs to operate in the City. Sustainable Works visited all of our locations and provided training to our core staff on being a sustainable business emphasizing composting, energy conservation, water conservation and the importance of sustainability on a daily basis through creating positive habits. In 2013, all of our Santa Monica locations completed the 12 month Sustainable Works Business Greening Program. And then in January 2014, all four Santa Monica locations on Pacific Coast Hwy (930, 1200, 2400, 2600) achieved Green Business Certification supporting [Sustainable Santa Monica](#)'s goals. Perry's is a trend setter for the bike rental industry in achieving a City Green Certification.

- In 2012, all of the Santa Monica Perry's locations were retrofitted with T8 fluorescent lights with electronic ballasts, and compact fluorescent lights.
- We installed occupancy sensors for most of our restaurant restrooms, timers on all outdoor lights, and strip curtains in all walk-in refrigerators. Moving forward, we are committed to replacing old refrigerators, when needed, with Energy Star rated ones.

For example at 2400 Ocean Front we had a 26% reduction on energy. Energy reduction measures included replacing more than 14, T-12 Florescent fixtures (including 36, 4ft bulbs and 8, 8ft bulbs) with energy efficient T-8 lamps and electronic balasts. We replaced approx. 20 incandescent bulbs with CFL's.

- Perry's researches yearly for new energy efficient equipment.
- Reduction in energy use at 2600 Ocean Front was 17% Energy reductions measures included installing plastic strip curtain on walk-in cooler. Replaced worn gasket and leaking refrigerator and freezer door seals.
- The energy reductions at both PCH locations were less significant. Both already had installed efficient lighting fixtures.
- We have requested vendors like Coca Cola, to provide Energy saving coolers.

Perry's researches every year for new energy efficient equipment. Our long term strategy for sustainability includes an onsite energy generating program with solar panels on all Santa Monica locations (of course, with the approval of the City).

Water conservation

- Installed 0.5 gallon per minute aerators on all restaurant hand sinks
- Replaced 2.0 - 2.2gpm aerators and 1.5gpm faucet aerator on kitchen fill sinks
- All of our toilets are ultra-low flow flushing 1.6 gallons
- Implemented kitchen water reduction practices, including requiring staff to defrost frozen food in the refrigerator rather than under running water
- 2600 Ocean Front Walk had a water reduction of 39% in 2012
- 2400 Ocean Front Walk had a water savings reduction of 6% in 2012

The other 2 locations were more minimal most likely because of increase in business.

Waste reduction

Employees are educated on sustainability practices and waste reduction practices. By eliminating most of our individually packaged condiments, participating in co-mingled blue bin recycling, and composting all food and dirty paper waste, Perry's diverts 65-70% of valuable discarded materials from ending up in local landfills. To help divert materials from ending up in local landfills, we have a comprehensive onsite recycling programs to educate the public and to increase environmental awareness. We not only compost kitchen pre-consumer food waste through [City of Santa Monica's Food Waste Composting program](#), but we also go beyond by providing public Food Waste & Blue Bin containers for patrons to use. We post clear RECYLCING and FOOD WASTE signage with images of materials accepted to encourage patrons to recycle and compost correctly. In fact, we were instrumental in starting the City's separate recycling trash pick-up program on the beach. Every Santa Monica Perry's location has a co-mingled blue bin recycling program, and each location (but one due to City pick up restrictions) participates in [Santa Monica's Food Waste Composting program](#).

Other outstanding waste reduction measures include:

- Replacing individual portion condiment packages with bulk size dispensers for mustard, ketchup, relish and mayo, red pepper flakes and parmesan cheese.
- Coffee fixings like cream, organic milk and organic soy milk are refilled in insulated stainless steel thermal carafes.
- Recently purchasing hygienic [one-at-a-time dispensers](#) for napkins, and to-go utensils to avoid folks from grabbing handfuls at a time.
- Purchasing reusable kitchen and office equipment whenever possible.

Pollution Prevention:

Every year Perry's participates in Santa Monica Clean Bay Certification program, ensuring we implement best practices for fats, oils, and grease disposal.

- LSW Enterprises, a green company, picks up our used cooking oil and recycles into feedstock for alternative fuels.
- We stock 4 green certified chemicals – glass cleaner, hand sanitizer, air freshener, Tri-flow soy lubricant.
- Excess paper office trash is picked up and shredded.
- We keep our dumpster areas very clean. To keep dirty water from going to the beach and ending up in the ocean, our staff mostly sweeps the grounds around the locations, even though there are no drains in our immediate area. If water is needed at times employees wash down areas and use urine off.

2. What procurement policies does your company maintain that specify the purchase of environmentally preferable products such as paper and office supplies, food, cleaning supplies, building materials and furnishings, and energy and water efficient equipment?

Perry's strives to buy and sell environmentally friendly products that are recyclable, contain post-consumer recycled materials, or compostable.

- Our napkins & food packaging are compostable or recyclable plastic #1-5.
- Our Bottle Box to-go food containers are made from recycled bottles.
- We switched from selling bottled water with sports tops to caps – because caps use less plastic.
- All of our paper products from non-chlorine bleached napkins to paper towels, and printing paper, contain post-consumer recycled content.
- Our napkins are certified by Eco-Logo.
- Copy and fax paper is recyclable.
- We have requested that Coca-Cola and Illy Coffee discontinue providing polystyrene cups and lids to all café locations. Provided both suppliers with details about the City's efforts to eliminate polystyrene and Non-Recyclable Food Container Ban.

Sustainable Food

- We source USDA organic certified: milk, quinoa, honey, spinach, granola, Peet's Organic coffee.
- Our organic quinoa salad won 'best sustainable foods dish' at [City of Santa Monica's fourth annual \(2013\) Buy Local Expo](#).
- By including many plant-based dishes on our menu, we support [Santa Monica's Sustainable Food Movement](#).
- Our chicken is from local Mary's farms, which is free range and organic.
- 39 items out of 73 dishes on our menu are vegetarian (53%).

It is not typical for beach café or most any food establishment to serve organic quality foods.

3. What measures are in place to reduce traffic congestion and the pollution associated with transportation? What policies or programs does your company have in place to reduce greenhouse gas emissions or purchase carbon offsets?

Our bike rental business integrally reduces traffic congestion and pollution associated with motor vehicle emissions.

Additionally:

- Employees are offered a 50% discount on purchasing a Perry's bike to encourage bike commuting to work.
- Employees use bikes to travel between Perry's locations to facilitate staff breaks or transport supplies.
- We are working with the City to provide a free beach shuttle.
- We plan to participate in Bike Share when it comes to Santa Monica.

- Perry’s long term strategy for sustainability includes an onsite energy generating program with solar panels on all Santa Monica locations (of course, with City approval).

3. How does your company offer employee training about environmental policies? How does your company integrate environmental issues and policies into employee manuals and staff meetings?

All staff is educated on saving resources. In the handbook there is an area that discusses how we can conserve. As a company in the City we can do our part to help the environment. We have staff meetings weekly on how we will save energy and waste less not only in resources but also on food waste while continuing to be a financially stable business. These measures are discussed with supervisor staff every 2 weeks. Our trash diversification is addressed on a daily basis by management. Environmental policies are attached in our employee handbook and highlighted in the company manual. Every employee is consistently trained in conservation.

4. How does your company do to support environmental restoration efforts and environmental organizations? Provide description.

Our company for many years supported Heal the Bay in its restoration effort to re-kelp the Santa Monica bay with donations and holding events for awareness and fund raising. We even sold kelp pizza as one of the food items.

We are also aware of and support Sustainable Santa Monica’s efforts in the following ways:

- All four locations participated in Sustainable Works Business Greening Program
- All four locations achieved Santa Monica Green Business Certification 2014-2016,

The program fees totaled \$1,300.

Every effort that comes our way through our environmental and ecological associations is supported through gifting or hosting events. The health of our business is dependent on good water quality and a clean environment for all to enjoy. We donate regularly to environmental non-profits and champions of progressive awareness in the political arena who support local, state, and global efforts for the environment. So far in 2014 and just recently at end of 2013 our contributions have been:

| | |
|---|------------|
| Sustainable Works screening of Last Call at the Oasis | \$ 500 |
| Heal the Bay Auction | 1600 |
| Surfrider Foundation | 250 |
| Drug Policy Alliance (Yearly) | 100 |
| KPFK | 1200 |
| KPCC | <u>100</u> |
| TOTAL: | \$3750 |