

Charlie Hayes  
 1230 Wimbeldon Blvd  
 Columbus OH 43228

Urban Active  
 1056 Wellington Way, Suite 200  
 Lexington KY 40513-2000

Dear Urban Active,

My local Urban Active in Hilliard Ohio had low-flow faucets installed relatively recently. I complained to the front desk at most two days after the installation, however no action was taken. I complained again a month later and was told to submit a ticket via the Urban Active website. After a few days I received this response:

Dear Charlie,  
 This was a decision to be more environmentally friendly. As a large company that uses tons of water we are making the effort to go green in addition to recycling.  
 Best of Health, Laura Starns

Your company's attempt at what must be saving money is only exceeded by your irresolute excuses. If your company truly is making an attempt to 'go green', of the many options your company had for 'going green', your company chose the cheapest and least effective. Not only was the cost of making your company's faucets low-flow near zero, demonstrating your company's total lack of commitment, all the negative consequences are only felt by your paying customers! Excluding the arguably non-existent if not faint environmental benefit, the remaining effect is that it saves your company money. I am embarrassed to be affiliated with a company who not only attempts such a ridiculous cost-cutting measure, but also defends it with 'going green' propaganda.

Due to the changes your company has made to the faucets, it costs me an additional \$0.10 per wash (based on my salary and an additional 10 seconds for rinsing), about 4 times a visit, about 4 times a week. That's \$6.40 a month. Ignoring the near zero initial cost of installing the little caps on each faucet and reducing the flow, it saves your company \$0.005 per wash totaling \$0.70 a month just for myself. The argued environmental impact is non-existent: There is no water shortage and purifying water is extremely environmentally friendly. Even at minimum wage, your company is making one quarter of the money it's costing your customers

Let me summarize the impact of your company 'going green':  
*You make more money; your customers lose money; the environment remains unchanged.*

Do you honestly expect your customers to believe you when you say this is an attempt at 'going green'? If your company truly intends on 'going green', any of these possible alternatives would be much more productive:

Impact on	Me	UA		Env
		Shrt	Lng	
Low-Flow faucets	-		+	+
High pressure low flow	+	-	+	+
Reusable water bottles			-	+
Hand dryers		-	+	+
Towels				+
Generative equipment		--	+	+
Low flow toilets		-	+	+
Turn off ads	+		-	+

- Selling reusable water bottles exclusively instead of alongside irresponsibly wasteful disposable bottles
- Encouraging the use of reusable water bottles by installing refill spigots on the drinking fountains which would also save your customers' time
- Replacing paper towels for drying hands with (now this is the important part, you seem to have missed this in your first attempt) EFFECTIVE and EFFICIENT electric hand dryers such as the Dyson Airblade or other high-velocity dryers
- Replacing paper towels for wiping equipment down with reusable cloth rags
- Installing generative exercise equipment to supplement power from the grid
- Installing low-flow toilets
- Turning off the offensive ad televisions
- If saving miniscule quantities of water really helps the environment, at least chose an option that doesn't hurt the customer, using pulsating high-pressure low-flow faucets for example

Notice how Urban Active's actual claimed 'going green' effort was the only one that did not have any impact on the environment and is the only one that hurts paying customers. You may be surprised to learn that 'going green' almost always requires sacrifice or investment; otherwise it's just being cheap! **Please revert the faucets to normal flow.**

Regretfully,

Charlie Hayes