



Custom Efficiency

For Complex Projects

To reduce energy costs, Chicago Connection relied on its connections

Tom Kealey, co-managing member with his wife, Joy, of the Chicago Connection pizza restaurants, knows a good thing when he hears about it, like one of Idaho Power's commercial energy efficiency programs. "We actually learned about it from FSA, Food Services of America," he said.

With friends like these...

Like any good businessperson, Tom's always looking for new ways to make his stores more profitable, whether it's increasing revenues or decreasing costs. So, when FSA told him they'd received a check from Idaho Power for \$126,000 to help defray the costs of changing out their old freezers to more energy efficient ones, it got his attention.

Mike Ruffner, president of FSA, put him in touch with an energy efficiency expert at Idaho Power, who came to the Chicago Connection offices and made a presentation about the opportunities available to them through the Custom Efficiency program. "Then, by happenstance," Tom continues, "I bumped into a lawyer friend of mine who told me about a lighting contractor friend of his named Lloyd Betts, who'd been working on the same program over in Ketchum."

Lloyd came to Boise and did an economic analysis of Chicago Connection's lighting. "He counted every light fixture inside and outside all nine stores as well as the headquarters." Lloyd calculated the cost to retrofit the lights, the savings Chicago Connection could realize, and whether a conversion was a feasible investment. In the end, "It made economic sense for us," Tom noted.



You can reduce your energy costs

Tom and his Chicago Connection team replaced the company's existing T12 lamps and ballasts with more energy efficient T8 fluorescent technology. Both lighting types fit into the same fixture, so it was a fairly simple retrofit.

Tom's team also replaced his restaurant's incandescent bulbs with new compact fluorescent lights (CFL), which use 75 percent less energy and last about 10 times longer; converted his metal halide bulbs to large CFLs; and installed light-emitting diode (LED) exit signs.

**Over its 10 locations,
Chicago Connection replaced
575 conventional lights with
more efficient technologies.**

Less than one year of payback time

The project took about a month and a half to retrofit 575 bulbs in almost 40,000 square feet of interior and exterior space, including dining rooms, kitchens, refrigerators, and offices. "It cost in excess of \$35,000 to do all the work," Tom said, "and Idaho Power paid 70 percent of it."

The energy savings were a welcome surprise, too. The original audit estimated the conversion would reduce Chicago Connection's energy use by 165,000 kilowatt-hours (kWh) per year. Actual savings are closer to 205,000 kWh per year, which is equivalent to the annual energy usage of 16 typical homes in the Idaho Power service area and equals an estimated annual savings of more than \$11,000.

"We think it's about a one-year payback," Tom says. "And I don't even know how much it will save in terms of air conditioning, because those older lights generated a lot of heat." What Tom does know is Idaho Power's Custom Efficiency program is helping him keep a bigger slice of his pie.

Uncommon savings are quite common

Saving energy has always been a smart business decision. Now, Idaho Power makes it attainable. Our complete suite of energy efficiency programs provides attractive incentives to commercial and industrial customers who want to reduce their utility costs.

- The **Custom Efficiency** program offers substantial rebates to large commercial and industrial customers who invest energy-saving improvements in their facilities.
- **Easy Upgrades** provides incentives of up to \$100,000 when companies retrofit their infrastructures with energy-saving upgrades.
- The **Building Efficiency** program pays up to \$100,000 *per project* to mitigate the additional capital costs when companies upgrade their lighting, cooling, controls, and building shells to more efficient components.
- **FlexPeak Management** offers commercial and industrial customers incentives in the form of recurring payments for reducing their power consumption during times of overall peak demand.

*The above success story was produced in cooperation with,
and approval from, Chicago Connection pizza restaurants.*



How much can your company save?

For more information about Idaho Power's energy efficiency incentive programs, go to www.idahopower.com/business or call us at 208-388-5624. We'll show how you can join smart companies like Chicago Connection, saving energy and money.