



Custom Efficiency

For Commercial and Industrial Projects

Jefferson Place: Classic architecture meets modern energy efficiency

Built in 1913 as the city's Elks Lodge, the Jefferson Place office plaza is an architectural landmark in downtown Boise, Idaho. "It's a beautiful building," proclaimed Jeff Jackson, vice president (VP) of real estate for the building's owner. "We take a lot of pride in it, and we like to take care of it."

In January 2011, Jeff oversaw the latest efforts in keeping the stately brick edifice elegantly classic on the outside and technologically modern on the inside.

Custom Efficiency incentives made it happen

"Erstad Architects helped us evaluate how to make the building more energy efficient," Jeff said, "and we quickly discovered that lighting was one of the low-hanging fruits.

"We had a hodgepodge of different light colors and fixtures," he explained. "It didn't look very good and it was horribly inefficient, so we retrofitted the entire building with more energy-efficient lighting."

Such a complete upgrade is not something you can dip into petty cash for. Fortunately, Idaho Power told Jeff about the Custom Efficiency incentive program. "It was a big project, and the tenants love what we did," Jeff noted, "but, without that incentive, we wouldn't have done it."

The savings

Working with Bright Ideas Lighting of Boise, 638 T12 lights in Jefferson Place were replaced with higher-efficiency T8 lights. Aging incandescent and mercury-vapor (MV) fixtures were also replaced with modern compact fluorescent lamps (CFL) and light-emitting diodes (LED), and 26 lights were removed altogether.



A long-term relationship with Idaho Power

Like most companies that participate in Idaho Power's Custom Efficiency program, Jefferson Place had leveraged Idaho Power's expertise many times before. "I've worked with a lot of folks at Idaho Power for a long time," Jeff said.

For example, five years ago, Jefferson Place had to upgrade its heating, ventilation, and air conditioning (HVAC) systems. "Of the 73 or 74 HVAC systems we have, more than 30 have been completely upgraded."

Continued on back.



“Without that incentive, we wouldn’t have done [the project].”

– Jeff Jackson
VP of Real Estate
Jefferson Place

The savings (continued)

The project reduced the building’s annual power consumption from lighting by 250,802 kilowatt-hours (kWh), a savings of \$13,794 per year and enough electricity for 20 average homes. And, because the new lights produce much less heat than the lights they replaced, the project also reduced air conditioning.

Project Cost	Savings	Savings (kWh/year)	Idaho Power Rebate	Customer out-of-pocket*	Payback (months)
\$98,030	\$13,794	250,802	\$30,096	\$67,934	59

* Source: Idaho Power Jefferson Place Lighting Retrofit project summary IND0678

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.

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 Jefferson Place, saving energy and money.

The above success story was produced in cooperation with, and approval from, Jefferson Place.



A long-term relationship with Idaho Power (continued)

“I approached Idaho Power when we first started thinking about the HVAC upgrade, and their input was invaluable. They set us up with the Integrated Design Lab, and those guys helped us design the most efficient systems for the building.”

And Jeff’s reliance on Idaho Power for the lighting upgrade was just as beneficial. “For this project, we worked closely with Chris Pollow, who’s an Idaho Power energy-efficiency engineer. He helped us with the lighting design so we could maximize the energy savings on the project.”

Like most of the long-term partnerships Idaho Power forges with its commercial and industrial customers, the one with Jefferson Place not only benefits the customer, but also Idaho Power and its ratepayers.