

# CASE STUDY

## A LIGHTING PROJECT

### PROJECT SNAPSHOT

|                                                      |                                      |
|------------------------------------------------------|--------------------------------------|
| <b>Customer:</b>                                     | <b>Hamburger Mary's, Chicago, IL</b> |
| Building Type:                                       | Restaurant                           |
| Measures implemented:                                | Lighting                             |
| Total project cost:                                  | \$2,650.94*                          |
| Annual energy savings:                               | 45,170 kWh or 18.5%                  |
| Projected annual savings:                            | 465,139 kWh                          |
| Incentives paid:                                     | \$362.75                             |
| Payback period without <i>Smart Ideas</i> incentive: | 6.4 months                           |
| Payback period with <i>Smart Ideas</i> incentive:    | 5.5 months                           |
|                                                      | *Program Year 1 project              |



With the results of an energy audit and Smart Ideas incentives, Hamburger Mary's replaced all of their lighting immediately and began saving \$400 per month.

### PROJECT SUMMARY

Brandon Wright has always been a "green" kind of guy. Back in high school, he and his twin brother Ashley helped start one of the first recycling programs in their home county in Georgia in the late '80s. Naturally, when he and his brother opened a Hamburger Mary's restaurant franchise in Chicago's Andersonville neighborhood, he emphasized recycling and environmental friendliness: Carry-out packaging is made from renewable sources; all napkins and tissues are made of non-bleached, high-recycled-content paper; and all glass, plastic, cardboard, paper and metal are recycled. And when the Andersonville Development Corporation (ADC), a nonprofit community development organization, started its eco-Andersonville program, Wright immediately decided to get involved and get certified.

He knew there was more he could do to be more energy efficient. Hamburger Mary's occupies a building dating from 1913, and when the restaurant's build-out began in 2005, the contractor "did the usual"—which was not always energy efficient by today's standards. An energy audit by The Smart Energy Design Assistance Center (SEDAC), part of the eco-Andersonville certification program, was an eye-opener.

The energy audit provided two things. One was a list of projects, like delamping some basement light fixtures. "That was something we never would have thought of," says Wright. The second, and more important, was the idea of "the cost of waiting."

"We'd been replacing incandescent bulbs with CFLs one by one as they burned out," says Wright. "What the audit helped us realize is that waiting for them to burn out was costing us money. The numbers showed us that it was cheaper to replace them all at once as soon as possible – seeing the actual dollars and cents surprised us." When he found out that incentives from ComEd's *Smart Ideas for Your Business*<sup>SM</sup> program could help, "It was a no-brainer."

### THE SOLUTION

The Wrights decided to start with lighting and kitchen ventilation. Their 2008/Program Year 1 project was replacing 75 incandescent bulbs with CFLs, permanently removing 28 4-foot T8 lamps in the basement, and replacing 12 incandescent exit signs with LED exit signs. In the kitchen, they added a variable speed exhaust fan that employees can adjust to meet changing needs.

All of this was accomplished in a matter of days. The only hitch that developed was a purely technological one. Wright

### About SEDAC

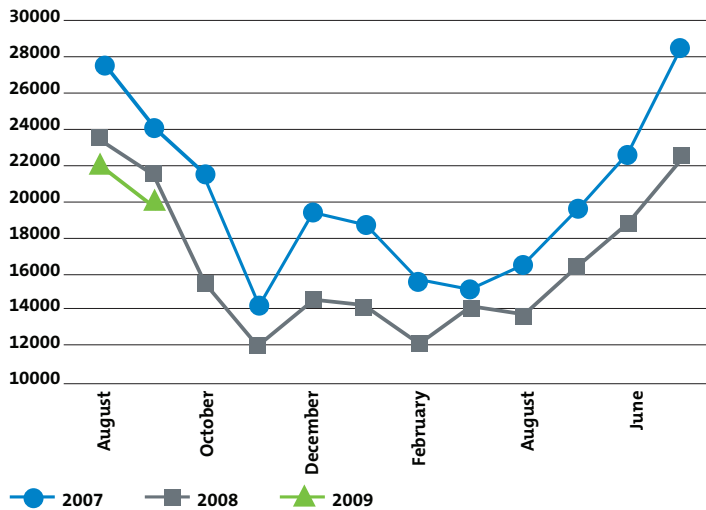
The Smart Energy Design Assistance Program (SEDAC) provides technical services at no cost to small- to medium-sized, for-profit businesses and public entities in Illinois that identify opportunities to save energy and money by reducing overhead and operational costs. SEDAC is sponsored by the Illinois Department of Community and Economic Opportunity in partnership with ComEd and Ameren Illinois Utilities and is managed by the School of Architecture at the University of Illinois at Urbana-Champaign and the 360 Energy Group.

explains, “Our upstairs bar, Mary’s Attic, is often used for cabaret performances, which require very dim lighting. At the lowest setting, the dimmable CFLs were still too bright. Dimmable CFL bulbs were just not quite there in 2008 when we replaced the other lighting.” The project for 2009/Program Year 2 includes 48 cold-cathode fluorescent lamps for the chandeliers upstairs.

**THE RESULTS**

All of Hamburger Mary’s environmental activities are explained to customers on posters in the restaurant, and Wright believes that the information is factored into people’s choice of a place to eat. “People are eating out less in this economy,” he explains. “We want to give them another reason to choose Hamburger Mary’s when they do go out. We’ve already had customers comment on what a great job we’re doing.”

**Electricity Consumption (kWh)**



With the new lighting in place, Hamburger Mary’s expects to see monthly energy reductions that will amount to more than 45,000 kWh annually.

Hamburger Mary’s electricity bills tell the same story. Starting in August, 2008, when he completed his first lighting project, Wright started tracking his electricity usage against the previous year. The graph at right shows the substantial savings: about 45,000 kWh total (almost 20%) for the first year — or an average of just over \$400 a month. That’s a healthy return on an investment of \$2,650 and a few hours.

In fact, Wright suggests that businesses, especially small businesses, look at energy efficiency upgrades as an investment — literally.

“If you could buy a stock for \$13 that is guaranteed to return \$300 a year, would you?” he asks rhetorically. “That’s exactly the same as retrofitting an incandescent exit sign to LED, and that’s not even counting the incentive.”



Hamburger Mary’s uses 48 cold-cathode, dimmable, fluorescent lamps in its three upstairs chandeliers.

**ABOUT COMED’S SMART IDEAS FOR YOUR BUSINESS PROGRAM**

The *Smart Ideas for Your Business*™ program achieves kWh savings by offering incentives to help customers to purchase and install high efficiency equipment. The program includes prescriptive incentives for common commercial and industrial efficiency measures such as improved lighting technologies and efficient commercial food service equipment.

For more information, go to [www.ComEd.com/BizIncentives](http://www.ComEd.com/BizIncentives) or call the *Smart Ideas* hotline at 888-806-2273.

