



NORTHWOODS MALL SHOPS FOR ENERGY SAVINGS

Unlike many shopping centers built in the 1970s, Northwoods Mall in Peoria was built on a foundation of efficiency.

“Ours is a very efficient design for that period,” says Operations Director Dawn Shipman. “The idea was to get the most retail space out of a small footprint.”

Today, that bright idea has brought 85 retailers together in the two-story, 772,163 square-foot building, owned by Washington Prime Group.

Bettering that building became Shipman’s mission when she came on board in 2013. That meant taking energy efficiency to the next level — if she could keep her head above the ocean of information she found herself immersed in.

“There is so much information about energy efficiency out there — it’s overwhelming,” says Shipman. “I found it hard to get my arms around.”

Fortunately, she found an ally at Ameren Illinois’ annual Business Symposium. As part of the company’s team of energy experts, Energy Advisor Chad Whitehead was happy to help Shipman navigate seemingly endless information on equipment, technologies, programs and incentives.

But before they could determine what steps made the most sense for the mall, they needed a better understanding of how the building used energy.

At Whitehead’s suggestion, Northwoods Mall pursued a free audit from the Smart Energy Design Assistance Center. SEDAC — a public-private partnership managed by the School of Architecture at the University of Illinois and the 360 Energy Group — provides free advice and analyses to improve the energy efficiency of private and public facilities in Illinois.

“Chad recommended the SEDAC audit to shed light on how the building uses energy and to identify focus areas to achieve the biggest return on investment,” says Shipman. “It was a real eye-opener for our staff.”

Among other things, the SEDAC audit shined a spotlight on outdated lighting in offices and common areas.

To harvest this low-hanging fruit, Shipman next began working with Ameren Illinois Program Ally Springfield Electric to evaluate potential lighting solutions and calculate the associated energy savings.

LED lights emerged as an obvious choice.

“Ameren Illinois Energy Advisors have a wealth of information to help you through this. Pick their brain. Use them — that’s what they’re there for. Their knowledge is literally power.”

— Dawn Shipman,
Northwoods Mall Operations Director

Flip the Switch on Energy Waste

Lighting accounts for as much as 50% of the average business’ electricity consumption. On the bright side, that means you can enjoy significant savings — year after year — simply by making simple lighting improvements. Ameren Illinois offers cash incentives for a variety of lighting projects, including:

- Replacing T12s with high-performance T8 or T5 lamps
- LED exit signs
- Interior LED lighting
- High-bay lighting replacements
- Exterior lighting for canopies and garages
- Permanent lamp/fixture removal

Brighten Your Business — and Boost Your Bottom Line!

Benefits to Northwoods Mall

- \$12,300 in lighting incentives
- \$4,900 Staffing Grant
- 148,000 kWh energy savings
- \$11,900 annual dollar savings
- Better quality lighting

Staff Up, Power Down

When your in-house resources are stretched too thin — or you need special expertise to identify energy efficiency projects — our Staffing Grants can help! A Staffing Grant from Ameren Illinois can provide your business with up to \$80,000 to fund an energy project manager position.

To learn more or download an application, go to AmerenIllinoisSavings.com/Staff.



The Lowdown on LEDs

ENERGY STAR®-qualified LED lighting uses at least 75% less energy than incandescent lighting, which cuts operating costs. And because it lasts 35 to 50 times longer than incandescent lighting — and up to five times longer than fluorescent lighting — you'll save on maintenance costs, too.

Along with a better quality of light, LEDs use far less energy than fluorescent or incandescent lighting and last much longer, which reduces maintenance costs. LED bulbs are also extremely durable and produce very little heat, which can help reduce cooling costs in the summer.

More than \$12,000 in lighting incentives — covering more than 20% of project costs — from Ameren Illinois made the project an easy sell to management.

In addition to the lighting incentives, Ameren Illinois provided a nearly \$5,000 Staffing Grant to help Northwoods Mall dedicate a project manager to oversee the installation of the LED lighting. This meant Shipman didn't have to pull in-house maintenance staff from other projects.

In October 2016, R. J. Mercer from Grimm Electric began replacing outdated fluorescent office lighting and incandescent can lights in 80,000 square feet of common area. The superior brightness of the new 2 x 2' LED bulbs even allowed Shipman to eliminate 55 fixtures from the original plan. In the end, 278 LED lights replaced the original 333 100-watt can lights.

Bright and inviting, the LED lights illuminate more evenly and beautifully showcase the mall's polished terrazzo floors.

"It's beautiful — it made a world of difference," says Shipman. "The tenants love it, and it's amazing how many compliments we've received from shoppers about how bright and fresh it looks."

Equally welcome was the impact on the mall's power bill.

"We monitor our meters in-house every week, and we started seeing reductions right away," says Shipman, who anticipates a 69% decrease in electricity usage thanks to lighting upgrades.

Beyond energy savings, Shipman was especially pleased to complete this project at a local level.

"As a local girl, it feels good to be able to say that we did this with a local supplier, electrician and recycler — and our local utility. We're keeping it in the community."

Shipman encourages other businesses to begin the journey toward energy efficiency — and to let an Ameren Illinois Energy Advisor be their guide.

"If you're thinking about doing an energy efficiency project, do it," says Shipman, who continues to work with her Energy Advisor to identify new energy-saving opportunities for the mall.

"Ameren Illinois Energy Advisors have a wealth of information to help you through this. Pick their brain. Use them — that's what they're there for. Their knowledge is literally power."



Partner with an Energy Advisor

Energy efficiency projects need never be tackled alone. As a free service to customers, our Energy Advisors will partner with your organization to reach its energy efficiency goals. Our energy experts are familiar with Ameren Illinois programs and incentives — and new technologies and trends — that might benefit your business.

Why wait? Start your energy efficiency project today — and save!

READY TO BEGIN?

AmerenIllinoisSavings.com

1.866.800.0747

