



## Case Study:

# DMA Plaza, Inc.



### Background and Objectives

In 2010, DMA Plaza management sought to address the rising cost of electricity at its facility. The 11-story building contains 126 units, of which 50 are reserved for assisted living. Objectives for the project were to reduce electricity consumption to hedge against rising costs and improve resident comfort.

### Scope of Work

- Full energy audit to identify energy conservation measures (ECMs)
- Prioritize ECMs based on ROI, cost of measure and scope of work for open bidding by local contractors.
- ICAST inspection of all ECMs installed, final invoicing and reporting

### Top Priorities Identified

- Replace existing lighting fixtures and bulbs with energy efficient ones
- Install weather stripping and insulation to mitigate heat loss
- Upgrade HVAC system to improve efficiency and reduce electricity costs

### Summary of Results

ICAST's ResourceSmart program delivered substantial economic, environmental and social benefits to DMA Plaza and the surrounding community. The installed ECMs reduced electricity costs at the facility by approximately 25%. The 332,670 kWh in reduced electricity consumption also yielded environmental benefits by offsetting 338 tons of CO<sub>2</sub> emissions. In addition, the project generated social benefits through the creation of work for local contractors, improved occupant comfort, and enhanced marketability through green building standards.

#### Customer:

DMA Plaza  
Fort Collins, CO

#### Facility Size

42,000 ft<sup>2</sup>

#### Work completed:

- Replaced T-12 lighting with T-8 fixtures
- Installed LED exit lights
- Retrofit lighting fixture replacements
- Weather-strip exterior doors
- Converted electric DHW system to natural gas

#### Benefits:

- 25% reduction in estimated electricity costs
- 332,670 kWh saved by ECM installs offset 338 tons of CO<sub>2</sub> emissions
- Job creation for local contractors
- Enhanced resident comfort

#### Total Project Costs:

\$145,425

#### Total rebates, incentives, and grants:

\$48,284

#### Current Electricity Bill:

\$62,610/year

#### Payback Period:

7 years

#### Average Annual Savings:

\$15,708

