



**MADISON HILDALE**  
**MADISON WEST**  
**WAUWATOSA**

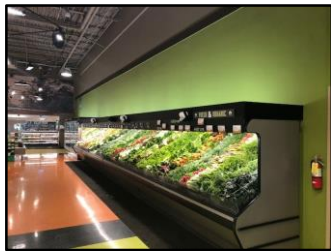
Metcalfe's is a fourth-generation, family owned and operated neighborhood market serving the Madison and Milwaukee communities.

Metcalfe's is committed to doing their part for the environment; they offset the power used to operate their stores with 100% combined renewable energy purchases. That means the electricity to power every light, refrigerator, and check out-lane comes from renewable sources, rather than fossil fuels.

In 2018, Metcalfe's took it a step further by converting all of their lighting to LED.



Produce Cooler - Before/After Retrofit



The lighting retrofit project required ZERO cash up-front and was 100% financed through a partnership with the local utility company, Madison Gas & Electric, and Upper 90 Energy.

An important component of the project was to eliminate future and on-going maintenance; therefore, each lighting solution is using ballast-bypass technology. Retrofitting existing fixtures versus replacing with new fixtures helped keep the project costs down. The energy savings was maximized in each space throughout the store, saving minimum 50% across the board. Each solution was hand-selected to maintain or increase the current light levels, according to recommendations by the Illuminating Engineering Society (IESNA).

Metcalfe's also received a one-time rebate from Focus on Energy, Wisconsin utilities' statewide energy efficiency and renewable resource program.

**Project Summary**

|                             |           |
|-----------------------------|-----------|
| Project Cost:               | \$417,175 |
| Annual Electric Savings:    | \$96,910  |
| Annual Maintenance Savings: | \$30,000  |
| Focus on Energy Rebate:     | \$16,991  |
| Net Project Cost:           | \$400,184 |
| Simple Payback:             | 3.1 years |



Hilldale - produce area after retrofit

*"It's been a great project for us, we're very happy with the results. We're saving money, providing a better quality environment, and highlighting the areas that needed it." - Kevin Metcalfe, COO & Co-Owner*



**focus on energy™**  
 Partnering with Wisconsin utilities

