

# Ameren Missouri BizSavers® Program Energy Savings Case Study

## Home Service Oil Company

Operating nine Express Mart stores south of the St. Louis Metro area, Home Service Oil Co. has been providing drinks, snacks, fuel and other convenience store staples to customers since their founding in 1930. Since convenience stores use 3-7 times more energy than other businesses, Home Service Oil knows the value of keeping costs down while providing a comfortable experience for their customers. That's why the company has worked with Ameren Missouri's BizSavers program to save money and energy, earning **more than \$46,000** in Ameren incentives and reducing their annual energy costs by **more than \$68,000**.

### Project Summary

Focusing their energy efficiency projects primarily on lighting upgrades, Home Service Oil has replaced more than 800 incandescent, fluorescent and HID lamps with LEDs both inside and outside their convenience stores. The company has utilized a mix of Standard and Custom lighting incentives and has participated in the Small Business Direct Install program, which offers increased incentive rates for small business customers. These upgrades have reduced Home Service Oil's energy use by **more than 796,000 kWh** every year.

### Incentive

Working with the Ameren Missouri BizSavers Program, Home Service Oil has **earned more than \$46,000** in incentives as a result of their commitment to energy efficiency. Because of the generous incentives and annual energy cost savings, and since lighting projects generate such a quick ROI, the upgrades will pay for themselves in just 3.4 years.

### Technology

Known for their low energy consumption and long life, LED lamps can **save up to 50% in energy costs** as compared to fluorescent lamps and provide employees and customers with a better and brighter working and shopping environment. They also generate less heat, reducing the impact on the HVAC load, helping keep coolers cooler. Lighting is the easiest and quickest way to get your business started with energy efficiency.

Convenience stores also have tremendous savings opportunities with refrigeration and HVAC. Upgrading to ENERGY STAR® refrigerators and freezers, which are on average **20% more energy-efficient** than other standard models and can greatly reduce a facility's energy consumption and utility costs, while more efficient packaged rooftop HVAC units can **use 30-50% less energy** than older equipment.

## Facility Information

**Facility type:**

**Convenience Stores**

**Measures:**

**Interior & Exterior  
Lighting**

**Annual energy cost savings:**  
**\$68,833**

**Annual kWh savings:**  
**796,150**

**Total project costs:**  
**\$270,430**

**Total incentives:**  
**\$46,232**

**Payback:**  
**3.4 years**

## Get Started Saving!

Find out how you can save at [AmerenMissouri.com/BizSavers](http://AmerenMissouri.com/BizSavers) or by contacting a Business Development Representative at [BizSavers@Ameren.com](mailto:BizSavers@Ameren.com) or **1.866.941.7299**. Ready to start saving now? Find an approved contractor at [TradeAllyNetwork.com](http://TradeAllyNetwork.com).