



# IT'S JUST SMART BUSINESS

## VALLEY PINES FLIPS THE SWITCH ON ENERGY WASTE AND REDUCES ENERGY COSTS BY \$11,000 ANNUALLY

Valley Pines Apartments—a 1970s-era, 120-unit apartment building, provides affordable housing for low-income families and individuals in Medford. After Wishrock & Ray acquired the property in 2016, management noticed common area lights were too dim and utility costs and energy use were too high. Facility management contacted Energy Trust of Oregon to help identify energy-saving opportunities that would qualify for cash incentives.

“Whenever we acquire a property, we bring Energy Trust on as early as possible,” said Fletcher Ray, director of special projects at Wishrock & Ray. The company owns several multifamily properties across the region that have participated in Energy Trust services. “The advice and cash incentives from Energy Trust give us another tool in the toolbox to fulfill our company mission to provide safe, secure and clean affordable housing.”

After speaking to Energy Trust, Valley Pines Apartments learned it qualified for \$10,800 in cash incentives to help offset the cost of energy-efficient lighting and equipment upgrades. Replacing incandescent fixtures with LED lighting in common areas will reduce lighting costs by 30–40 percent. The new lighting is aesthetically pleasing and gives the apartment building a modern, attractive look both inside and outside. Additionally, Valley Pines installed occupancy sensors in common areas that automatically adjust lighting levels when full light levels are not always needed.

Due to the success of new water heating equipment at other Wishrock & Ray multifamily properties, Valley Pines installed 18 new high-efficiency water heaters to reduce heating costs.



Before Wishrock & Ray acquired Valley Pines, it also participated in Energy Trust's free instant-savings upgrade service, which delivers energy savings to tenants with the installation of energy-efficient showerheads, faucet aerators and LED lighting in every unit.

Combined, these upgrades will save Valley Pines more than \$11,000 annually on energy costs with short paybacks of a few months to a year, reduce maintenance expenses and improve comfort across the property. "Working with Energy Trust is a very easy decision for us to make," said Ray. "There's no downside and there's often significant upside."



**Since the LED lighting improvements were made, our common area utility bills have decreased between 30–40 percent, and that has allowed us to invest additional money to go back into continual unit upgrades, unit turns and major capital improvements to the project.**

Fletcher Ray, director of special projects,  
Wishrock & Ray



Get more from your energy  
To learn more call **1.877.510.2130** or visit  
**[www.energytrust.org/multifamily](http://www.energytrust.org/multifamily)**

## PROJECT-AT-A-GLANCE

### Equipment installed

- Water heaters
- Exterior lighting
- Interior lighting
- Occupancy sensors
- Energy-efficient showerheads and faucet aerators

### Financial analysis

- \$34,900 project costs
- \$10,800 Energy Trust cash incentives
- \$11,000 annual energy cost savings

### Estimated annual energy savings

- 115,400 kWh

### Benefits

- Brighter, safer lighting
- Decreased maintenance time and cost
- Reduced energy use and cost