



New Interior & Exterior Lighting Saves QSR Thousands

McDonald's of Mountain View
boosts profits with LED lighting retrofit



ABOUT MCDONALD'S

McDonald's is an American global chain of hamburger fast food restaurants. Headquartered in Chicago, Illinois, the company was founded in 1955. Nestled in the heart of the Silicon Valley, the Mountain View location provides food and beverage services to residents and visitors who are exploring the region.

THE CHALLENGE

Quick serve restaurants (QSR) use a lot of energy due to the combination of long operating hours, food storage, and production facilities. Add this to the need for a well-lit and aesthetically pleasing exterior lighting scheme that attracts customers and you have a recipe for high utility bills.

The McDonald's of Mountain View needed an approach to lighting efficiency that would reduce their energy demand while still providing the same amount of light and exterior safety for customers.

THE SOLUTION

Following a comprehensive facility audit, Taper recommended that McDonald's pursue an LED lighting retrofit and take advantage of the market's most efficient equipment. These measures were enhanced by our ability to facilitate rebates made available through Pacific Gas & Electric (PG&E) and the Hospitality Program. The combination of savings from the new lighting and the incentives provided by the utility made it easy for McDonald's to agree to comprehensive retrofits.

In total, Taper upgraded 15 wall packs, 17 parking lot lights, and 21 fluorescent fixtures to LED.

THE BENEFITS

In the end, the measure set that Taper recommended helped our client achieve significant energy and utility savings and increased their customer comfort and safety with minimal downtime. Additionally, the cost of these savings solutions was partially covered through incentives that we facilitated on McDonald's behalf.



53

Fixtures
Upgraded



87,141

Combined
Annual KWh
Saved



\$13,943

Annual Utility
Savings



\$250,974*

Est. Annual
Profit Increase



76†

Acres U.S.
Forest
(sequestered carbon
equivalency)

*Estimated Annual Revenue Increase Data courtesy of [Mashed.com](https://www.mashed.com)

†Carbon equivalency data courtesy of [EPA Greenhouse Gas Equivalencies Calculator](https://www.epa.gov/greenhouse-gas-equivalencies-calculator)



ABOUT TAPER

Taper is a B-Corp subsidiary of Ecology Action that provides mission-driven building-efficiency solutions and specializes in holistic building optimization for HVAC, refrigeration, interior and exterior lighting, and water systems. Our services also include energy audits and incentives management. We've provided value to a broad range of grocery, retail, franchise, and hospitality customers. Our tailored approach to meeting the needs of each client ensures seamless project management and delivery of large-scale building-efficiency solutions that yield dependable ROI and reduce carbon emissions.