

Murphy's Market (2-min)

Audio Description Script

We see an aerial view of a grocery store, including the parking lot, streets and surrounding homes. The title reads “Murphy’s market – Eureka”.

Richard Murphy, the operations manager at Murphy’s Markets, is an older man with a mustache wearing olive green khakis and a dark green button down shirt.

Richard walks across the parking lot. Richard stands in a produce aisle while he talks. Richard sorts and places pears on a produce display unit. A market employee, a young woman with long brown hair, joins Richard walking through the grocery aisles. They look at products on the shelves.

Natalie Fritze, a Customer Relationship Manager for PG&E, is a middle aged brunette woman wearing silver hoop earrings, a white button down shirt with a PGE logo, and a long blue cardigan. Natalie and Richard walk through the store discussing the lighting in the store. Natalie looks at a long bulb in a refrigerated grocery unit.

Dave Flohr is an Account Manager with Energy Smart Grocer. He is a middle-aged man with a goatee and a blue pinstripe shirt under a black jacket. Dave and Richard discuss the lighting in the grocery store aisle.

Natalie, Dave and Richard engage in an animated conversation.

Natalie and Richard are in a small back office looking at papers.

A title reads, “Total Rebates Rewarded \$15,000”.

A title reads, “Estimated Annual Saving \$60,000 across all 5 stores.”

Richard walks through the market. He talks with a young blonde woman checker at the check-out counter. A young man bags groceries.

Two young girls open the glass door to the refrigerated section that stores milk.

We see a variety of shots of the brightly lit glass refrigerated displays throughout the market. Workers stock shelves.

The PGE Logo fades in. The screen reads “Together, Building a better California.

Learn more at pge.com/grocery

Video Script

- My name is Richard Murphy and I'm the Operations Manager for Murphy's Markets. My brother bought his first store here in Humboldt County almost 47 years ago. I think my favorite part of the business is dealing with the people, the employees that he's gathered around him are a wonderful team. One of the frustrations I've found at our stores was the inconsistent lighting in the stores and not getting the appropriate lighting on the product. I was looking for some advice on what type of lighting that we might put in that would be more efficient. And so I contacted PG&E, they put me in touch with Natalie.

- As a member of this local community, I get to build some really great relationships. What our initial meetings consisted of was walking through all five stores and just seeing the opportunities to save energy and save money. I called Dave Flohr and he came up and that's where our project got rolling.

- The Energy Smart Grocery program is a third party that works with PG&E. When we talked to him about overhead lighting we also mentioned the fact that he could add doors to his cases.

- Dave and Natalie worked together to show us the potential energy savings they were actually able to quantify that and show us, here's the dollar savings that your looking at. It was unbelievable, we estimate that we will realize about a \$60,000 annual savings across all five of our stores. I didn't know anything about PG&E when I first got ahold of them, I was really surprised when I began to see the depth of their program. The zero percent on bill financing was one of the main considerations for us pursuing the improvements that we made. It allowed us to make improvements today that would have otherwise taken years to accomplish. After the project was complete, I could tell the difference just in the brightness and in the temperature. And I was pleased to hear that customers were making those same comments.

- The stores are a lot brighter, people don't want to walk into a dim store. The LED's in the cases with doors, bring out the colors in the products.

- An upgrade like this for our business has allowed us to offer our customers a better shopping experience.

- When I help a small business achieve a project like this, it makes me feel really great because it's really important for me to see my customers save energy and money.

- This project has made me feel like improvements are possible thanks to the support of PG&E we've seen it through and it's yielding results. I was really impressed with the service and the program that PG&E had to offer to the small business man.