

Dollar Market Small Business Case Study

PROFILE

Location	1133 Market St. in San Francisco
Square Footage	5,550
Number of Employees	5
Types of Space	Large retail store
Energy Efficiency Upgrades	Lighting

DESCRIPTION

Operating since 2009, the Dollar Market is a retail store that sells a wide variety of discounted items from household goods to beauty products and more.

Dollar Market was approached by a participating San Francisco Energy Watch contractor who identified the store's existing efficient and inefficient lighting. After analyzing the financial benefits of upgrading the inefficient fixtures Dollar Market opted to follow the contractor's recommendations by undertaking lighting retrofits throughout the store. More than 100 energy efficient T8 linear fluorescent lights with electronic ballasts and reflectors were installed. The installation process was quick and without disruption to business. The upgrades did not only result in annual savings of \$2,884 but also brightened up the merchandise.

San Francisco Energy Watch staff ensured that the installation was completed properly. Pleased with the professional turnkey services, Dollar Market's management decided to enroll its two other stores in the San Francisco Energy Watch Program.

SF Energy Watch
(415) 355-3769
www.sfenergywatch.org



"Participating in the San Francisco Energy Watch Program is a smart business investment. This Program helped my business save money."

-Damoon Arman, Owner

SAVINGS SNAPSHOT

Total Project Cost	\$4,365
Program's Incentive	\$3,692
Customer's Co-Pay	\$ 673
Annual Savings	\$2,884
kW Reduction	4.15
Payback	~2 months

BENEFITS

- ❑ High incentives resulting in quick payback time
- ❑ Fast and professional installation of the energy efficient lighting
- ❑ More uniform lighting throughout the store

A Joint Project of:



Pacific Gas and Electric Company



SF Environment

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A Department of the City and County of San Francisco

This program is funded by California utility customers and administered by Pacific Gas and Electric Company in collaboration with the City and County of San Francisco and under the auspices of the California Public Utilities Commission.