

We created an energy-saving Action Plan specifically for your home, based on your energy usage history and standard home profiles.
Go to mceCleanEnergy.com/MyAccount to see your full Action Plan.

How can you save money on energy costs?



Three low-cost **actions** you can do today:

Install faucet aerators

Cost: Under \$100



Traditional faucets use approximately three times the amount of water that newer, aerating faucets use. Replace the small screw-in tip of your faucet with these inexpensive aerators to save large amounts of water with little noticeable change in pressure.

Estimated Net Lifetime Savings*: **\$1,568**

Replace your light bulbs

Cost: Under \$100



Traditional bulbs often use 25% of a home's electricity usage; LED / CFL bulbs use less than one-fifth of the electricity. Don't wait until bulbs stop working, you will save more by changing them now.

Estimated Net Lifetime Savings: **\$1,154**

Install "smart" plug strips

Cost: Under \$100



Many electronic devices draw power even when you're not using them. A smart power strip lets you shut off some devices entirely, leave some on, and link devices like a TV, DVD and game station. And it protects against power surges too.

Estimated Net Lifetime Savings: **\$397**



Now, take the next steps. It's as **easy** as 1, 2, 3...

1. See the rest of your Action Plan at mceCleanEnergy.com/MyAccount To log in use your account number: 2825224937
2. Update your information and view your revised Home Utility Report and Action Plan.
3. Put your Plan into Action:
 - You'll find contractors, rebates and tax credits on the website.
 - You can apply for financing too.
 - Then, monitor your results— watch your home become more energy efficient and your monthly bills go down!

This report is provided to help you get the most value from your MCE service. Estimates contained herein, including potential savings, are based on assumptions on your utility service usage, your home's size and occupancy, various costs, rebates and other factors, and may not reflect your actual situation.

Neither MCE nor its service providers guarantee the accuracy of information or estimates, and actual savings achieved may be less than estimated. To customize your assessment, visit your Action Plan at mceCleanEnergy.com/MyAccount. If you would like to stop receiving these reports, call 1 (888) 632-3674.

*Net savings is the money saved after immediate and ongoing costs and rebates are accounted for; lifetime refers to the expected life of related equipment.

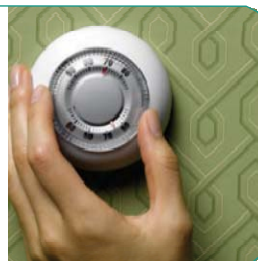
Printed on recycled paper with water-based inks.

Already done one or more of these actions? Congratulations! Log in online to adjust your Action Plan.



Seasonal Tip

Heating your home with gas or propane can be much less expensive than radiant electrical heating. If you can't use gas or propane, think about installing an energy-efficient electric heat pump.



MCE is your local, not-for-profit electricity provider. We provide clean energy and help you reduce your energy use. bears6



HOME UTILITY REPORT

Bill Period: 11/21/12 to 12/20/12

MCE Clean Energy is a public not-for profit electricity provider. We provide clean energy and help you to reduce your energy use.

The goal of this report is to:



highlight opportunities to save



provide improved understanding of your usage

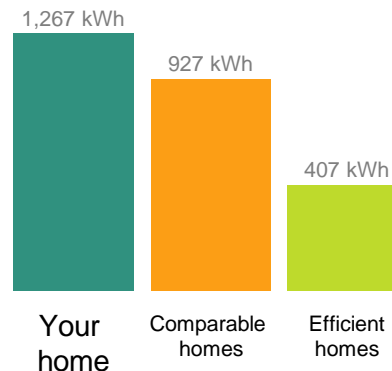
For more information visit:

mceCleanEnergy.com/MyAccount

Last month your electricity use was **37% higher** than comparable homes nearby

Our estimates suggest you could **save up to \$32,004** over the lifetime of **7 actions**.

To see suggestions from your personalized Action Plan, and learn how to update your information, please turn the page.



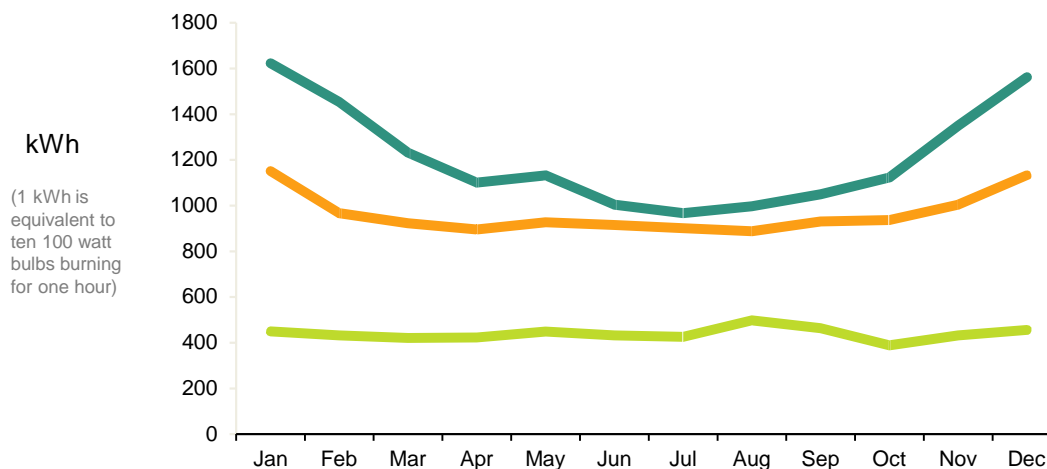
Your Neighbors

- The electricity use of 49 nearby comparable homes (3,458 square feet)¹
- The lowest using 25% of nearby comparable homes (3,458 square feet)¹

¹ House size information gathered from public sources

1 kWh is equivalent to ten 100 watt light bulbs burning for one hour

Last year your electricity use was **26% higher** than comparable homes nearby



Seasonal Tips: Setting your programmable thermostat down a couple of degrees in the winter can save a significant amount of energy.

Estimated Savings: Go to mceCleanEnergy.com/MyAccount to adjust assumptions and further personalize



We estimate you could save a net¹ \$32,004 if you undertake 7 actions.

Your Action Plan and estimated net¹ cumulative savings (over the lifetime of each action) have been created based on your usage history and standard assumptions.

A few items from your personalized Action Plan using standard assumptions...



Only run your clothes washer with full loads of laundry

Cost: **Free**

- Laundry can account for up to 10% of a home's electric usage
- Using the washing machine with only full (or near full) loads of laundry saves substantive amounts of washing energy, water heating energy, and water

Estimated lifetime savings

\$493¹



Switch your light bulbs to energy-efficient bulbs

Cost: **\$2 to \$20 per bulb**

- Traditional bulbs often use 25% of a home's electricity usage; LED / CFL bulbs use less than one-fifth of the electricity
- Don't wait until bulbs stop working, you will save more by changing them now

Estimated lifetime savings

\$1,095¹



Replace your refrigerator with an energy efficient model

Cost: **\$800 to \$1,600**

- Refrigerators often use 10% of a home's electricity usage
- Older refrigerators are less efficient; efficiency declines over time

Estimated lifetime savings

\$2,465¹

If you have already done one or more of these actions - congratulations! Log in online to adjust your Action Plan.

Next Steps: Start saving today

It's as easy as 1,2,3....

1. See the rest of your Action Plan: mceCleanEnergy.com/MyAccount

To log in use your account number: 1234567

2. Update your information and view your revised Home Utility Report
3. Put your Plan into action
 - Find contractors, rebates and tax credits
 - Apply for financing
 - Monitor your results

This Home Utility Report has been prepared especially for you, and is provided to help you get the most value from your MCE service. If you would like to stop receiving these reports, call (888) 632-3674.

¹Net savings is the money you will save once all immediate and ongoing costs, and rebates, have been accounted for. All estimates are based on standard assumptions; for improved accuracy and further customization visit your personalized energy tool webpage. All costs of each action are estimates; check your personalized energy tool for links to local contractors and suppliers.

Proposal for Extension of Home Utility Report Program

Current Pilot

The Home Utility Report (HUR) mailers are a central component of the single family program. These reports are designed to educate recipients about their energy usage and the opportunity for saving more energy. The mailers alone have been shown in other programs to influence a 1.87% reduction in energy usage compared to control groups. In the MCE program, these mailers are combined with an online web tool where customers can gain a deeper understanding of their energy usage and connect with resources to upgrade their homes.

MCE launched this program as a pilot in 2013 to ascertain how these reports would be received by Marin County residents. In November of 2013, MCE mailed just over 4,000 HURs to MCE customers, focusing on high energy users. MCE has been working with Noble to monitor call center activity associated with these mailers to determine if they would result in opt outs or high levels of call center volume.

Note: Energy savings impacts are not available at this time, as three months of implementation is required to achieve statistical significance in comparison with the control group. Preliminary results will be presented in March.

| HURs Metrics (as of December 31) | |
|----------------------------------|-------|
| HURs Recipients | 4,451 |
| Accounts Claimed | 40 |
| Calls to Call Center | 4 |
| Opt Outs | 0 |
| Opt Ups | 1 |

Proposed Extension

Given the generally positive results of the pilot, staff recommends expansion to the full program, if the current positive results continue to be reported. Extension to a full program would involve sending mailers to approximately 20,000 recipients on a monthly and / or quarterly basis. Mailers would begin mid-February and would be scheduled through December 2014.

Note: Continuation of the full program is contingent upon Board approval of a renewed contract with PEI in March of this year. Revisiting this item in March will provide the Board with an opportunity to review both energy savings estimates associated with the HUR program and the scope of PEI's involvement in the single family energy efficiency program.