



Spirit of Advocacy

Assembly Bill 117 (Midgen)

Passed in Sacramento, 2002

- Sat on a shelf for years
- Golden opportunity with unknown risks; untested

Before a single electron was generated, CCA just a dream

Who inspired Charles McGlashan?

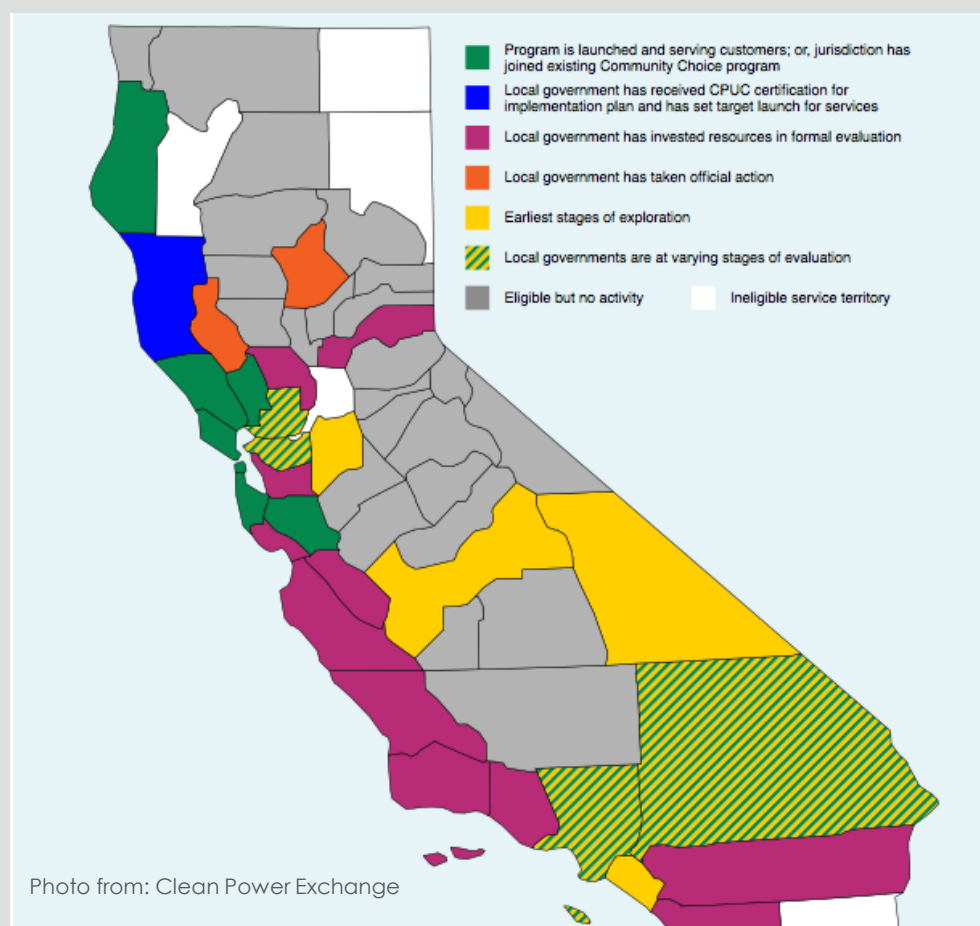


Photo from: Clean Power Exchange

Could Midgen have imagined the explosion of Community Choice throughout California?

Our Community's Support through Early Challenges

David vs Goliath

- MCE faced pressure from PG&E's scare tactics
- Trouble securing financing on an unproven model

Don't Get Slammed
Into Shell Oil's Scam.

marin
clean
energy

SLAMMED

Electricity Customer
345 Main Street
Richmond, CA 94806

IBEW
1245
30 Orange Tree Circle
Vacaville, CA 95687

EXERCISE YOUR RIGHT as a consumer
by opting out of Shell Oil's new plan.

STOP THE SHELL SHOCK!

THE CITY COUNCIL HAS VOTED TO MAKE SHELL OIL THE ENERGY SUPPLIER for our city through a program that is misleadingly called "Marin Clean Energy." The program sells itself as green, the data on file shows that it will increase greenhouse gas emissions—and Shell's profits.

The deal our city politicians cut will automatically enroll us in the new program; you won't be given a choice—but you can opt out. Here's how:

Opt out by calling 1 (888) 632-3674 or online at www.mcecleanenergy.org/opt-out—you'll need to have your PG&E bill or your PG&E account number and billing address on hand.

Say "S'Hell No!" by opting out today.

Visit www.StopTheShellShock.org for more information.

Our Community's Support through Early Challenges

David vs Goliath

Initial financing from:

- Marin County
- City of Fairfax
- Small, local bank
- Fellow changemakers, Barbara George and Lori Grace



Began Service
in 2010

...But the battles
weren't over!



Proposition 16 (2010)

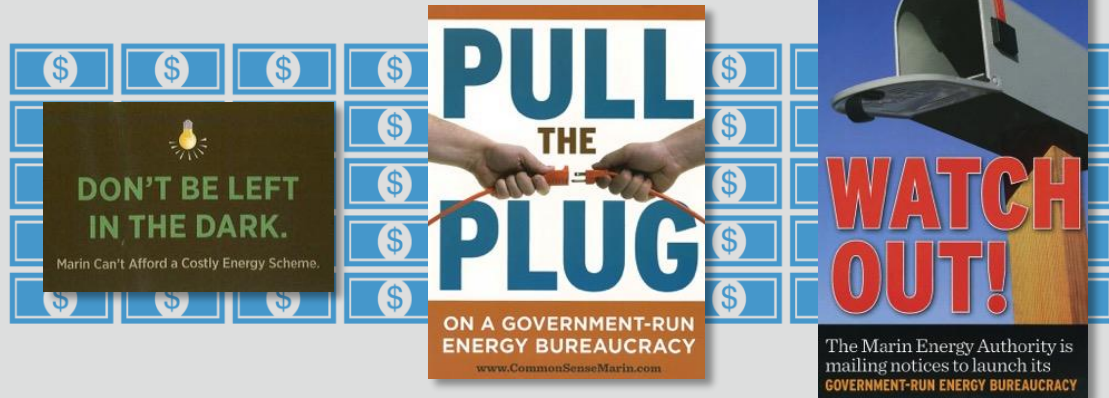
Would have required a 2/3 vote for the launch of a CCA

Sponsored by PG&E; MCE restricted from lobbying activities

Failed in popular vote
(47.7% to 52.3%)

\$46 Million

spent by PG&E
to prevent CCA launch



\$3.3 Million



cost of MCE formation
and launch

Assembly Bill 976 (2012)

Would have prevented key
contractors for working for
CCAs

Sponsored by the Coalition
of California Utility
Employees

Vetoed by Governor

Governor's Veto Message

To the Members of the California State Assembly:

I am returning Assembly Bill 976 without my signature.

This bill prohibits any company from doing business with a Community Choice Aggregation program if that company advised a local government on establishing the program.

This goes too far --local governments already have plenty of laws on conflicts of interests and transparent decision making. Adding the restriction in this bill would serve only to impede efforts to establish community choice energy programs.

Sincerely,

Edmund G. Brown Jr.

Assembly Bill 2145 (2014)

Would have changed CCA
to an opt-in structure

Sponsored by IBEW

Died in Committee



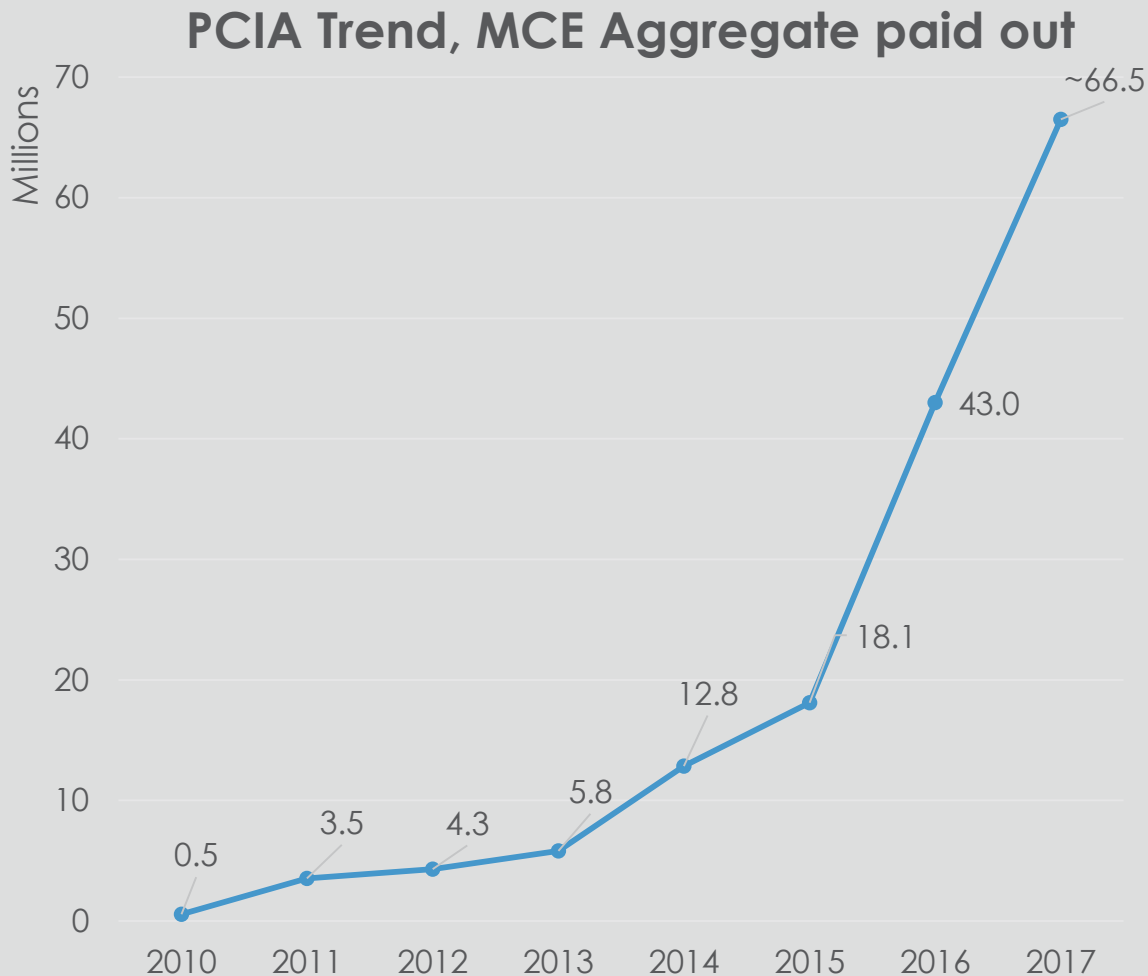
PCIA (ongoing)

Since 2010, MCE proposing
PCIA reform, no movement

12/2015: PCIA increases 95%;
press conference at CPUC

1/2016: Front page of SF
Chronicle

3/16: CPUC PCIA Workshop



PCIA

(ongoing)

6/16: Workshop reports that reform is “out of scope”

7/16: Workshop findings moved to vintaging

8/16: Working group formed

4/17: IOUs propose PAM

6/17 : CPUC issues PCIA OIR



In that fine tradition,
we invite you to help us continue to put
COMMUNITY first.

Build Awareness

- Energy
Efficiency



2016: San Pablo SC Canvassing
38 businesses visited; 29 receive info;
8 complete audit

Build Awareness

- Energy
Efficiency



2017: Energize Richmond SC Canvassing

85 businesses over 4 days;
64% complete audits; 58% ESL

Build Awareness

- Energy Efficiency
- Deep Green



100 | **100**
PERCENT | YEARS

Celebrate our 100th with 100% renewable energy

Community campaigns, like 100x100 to encourage **Deep Green** for El Cerrito's Centennial Celebration

Build Awareness

- Energy Efficiency
- Deep Green



mcecleanenergy
Mill Valley, Californ...
Following

11 likes 7w

mcecleanenergy Many thanks to all who attended last night's Mill Valley City Council Meeting to show support regarding the city's possible adoption of MCE's Deep Green 100% Renewable Energy Program. You are making a difference for your community and your planet! #support #cleanpower #cleanenergy #brightmind #community #teamwork

♥ Add a comment... ○○○

Advocating for Councils to
Go Deep Green

Build Awareness

- Energy Efficiency
- Deep Green
- Feed-in Tariff



MCE's latest 2MW FIT project:
Hired RichmondBUILD graduates; Supported 26
jobs, Creating \$550,000 in yearly revenue

Build Awareness

- Energy Efficiency
- Deep Green
- Feed-in Tariff



1MW of new solar at abandoned
Cooley Quarry (Novato):
Local Sol; 17 jobs;
GHG impact ~remove 56 cars/one year

Build Awareness

- Energy Efficiency
- Deep Green
- Feed-in Tariff
- NEM & solar rebates



2012-2017: MCE has allocated \$115,000 for low-income solar rebates in partnership with GRID Alternatives

Work in MCE's Service Area?

Join the Community
Power Coalition!



Community Power Coalition:

- Collective powerhouse of advocates working on sustainability, environmental justice, and low-income issues
- Formed in 2014
- Focused on the interests of underrepresented and historically marginalized constituencies
- Collaborations with local partners and open dialogue with our communities

Work in MCE's Service Area?

Join the Community
Power Coalition!



Our mission is to:

- Expand access to affordable renewable energy & energy efficiency programs
- Advance equitable, local sustainable workforce & economic development
- Accelerate the transition to a cleaner & more efficient energy economy
- Build & develop inclusive programs and policies for all MCE communities

Bottom line: We're only here because you believed in us and helped fight make this movement a reality.

Please continue **showing** up, **standing** up, **speaking** up for Community Choice in California.

