



Unincorporated Napa County Community Outreach Plan

November 2014



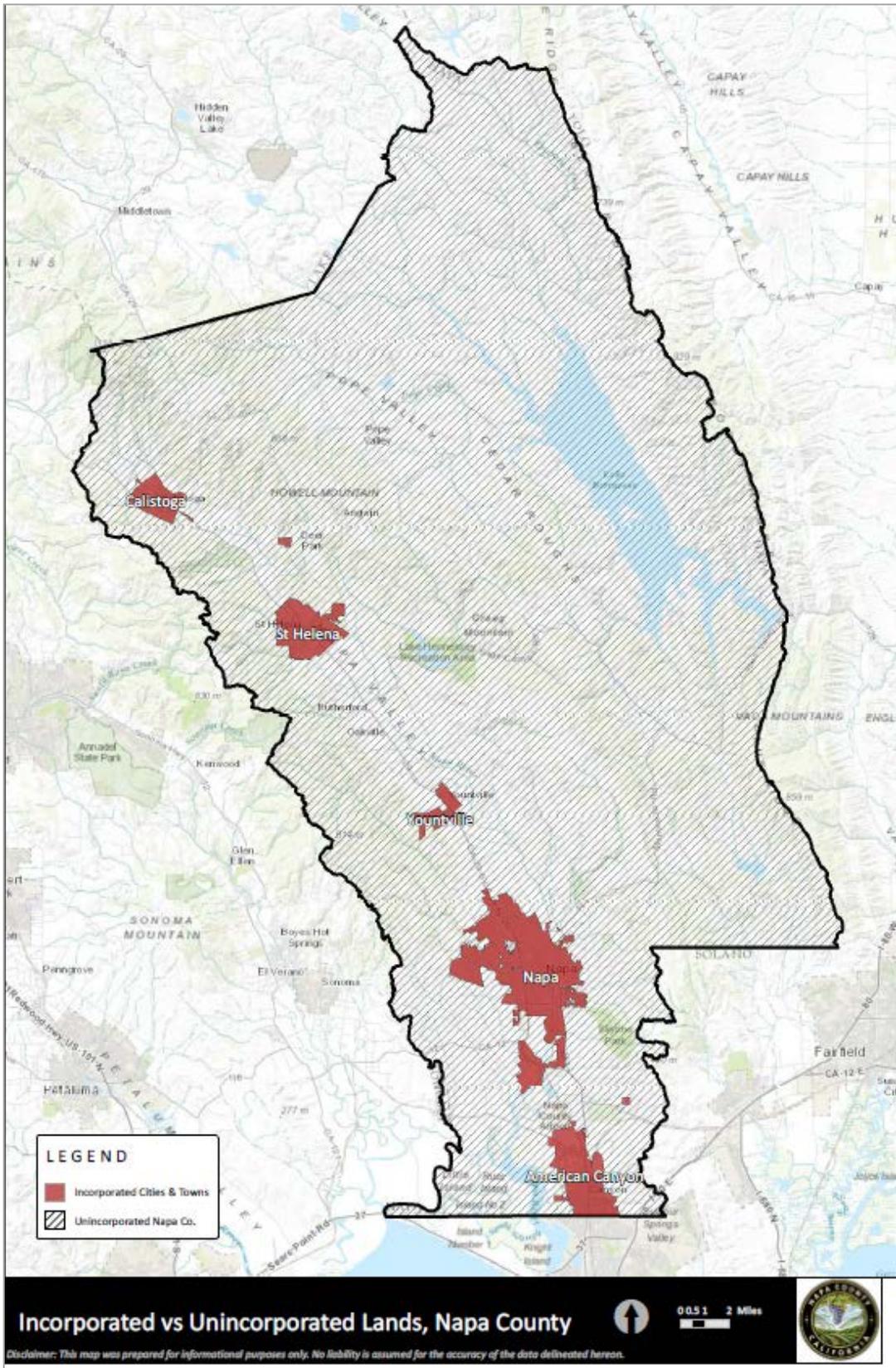


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Introduction

On June 3, 2014, the Napa County Board of Supervisors voted to join Marin Clean Energy (MCE), California's first operating Community Choice Aggregation (CCA) program. The MCE Board voted to admit unincorporated Napa County to participate in the MCE program at its June 4, 2014 meeting. The MCE Implementation Plan that includes unincorporated Napa County was submitted to the CPUC on July 18, 2014 and is currently pending approval.

MCE offers unincorporated Napa County residents and businesses a choice of affordable, renewable energy as an alternative to PG&E. In addition, as a not-for-profit, community-based electricity provider, MCE gives the unincorporated Napa community more local control as to how and where its ratepayer dollars are spent. To this end, MCE's priorities include reinvesting revenues toward 1) maintaining competitive rates; and 2) supporting local sustainable development programs, such as energy efficiency and renewable generation projects.

PG&E will continue to provide electric delivery services for MCE customers, including operating power lines, reading meters, issuing monthly bills and providing the same maintenance and repair services it always has. MCE determines the source of power, called electric generation, and replaces what PG&E would otherwise charge for generation.

Because California State law (Assembly Bill 117) requires CCA programs like MCE to operate as opt out programs, customers will be enrolled with MCE unless they choose to opt out and stay with PG&E's energy supply.

Unincorporated Napa County residents and businesses will soon have four choices for their electricity supply: MCE Light Green 50% renewable; MCE Deep Green 100% renewable; MCE Sol Shares 100% local solar; or PG&E's 22% renewable energy.

Light Green is MCE's default service for automatic enrollment. If customers take no action, this is the level they will be enrolled in. Deep Green and Sol Shares are voluntary programs also available to unincorporated Napa County customers.

MCE will be offering Light Green service to unincorporated Napa County customers beginning February 1, 2015. MCE will send three notices before enrollment, and two after, to all electric customers, with instructions on how to opt out and stay with PG&E's electricity supply. Once customers receive this notice, they may request to opt out at any time. The first notice is scheduled to be delivered in November 2014.

Deep Green will be available after the California Public Utilities Commission approves MCE's revised implementation plan, which is scheduled to occur by November 2014.

This document is intended to serve as 1) a summary of MCE's energy service options available to local electricity customers; and 2) a roadmap for MCE's community

outreach and implementation strategy for unincorporated Napa electricity customers. It provides an overview of the presentations, meetings, events, and other informational venues to be organized and attended by MCE and the Napa County Board of Supervisors to facilitate community understanding of MCE and their new electricity options. The goal is to ensure all electric customers will be equipped with the information necessary to make informed decisions about their electric service provider.

This outreach plan combines strategies used successfully for general outreach in Marin in 2010-2012 and Richmond in 2013 with more targeted strategies based on analysis of the electricity accounts in unincorporated Napa County, recognizing the unique characteristics and different information channels of this new service territory.

After an overview of how target sectors were identified, this plan addresses the outreach methods that will be used to target each one. This strategy will be vetted by Napa County officials and circulated among the Community Leader Advisory Group (CLAG) described in detail below.

Napa Demographics

The County of Napa covers an area of approximately 788 square miles with a population of roughly 28,000 in the unincorporated areas¹. There are 15,838 electricity accounts in unincorporated Napa County. The ethnic composition of Napa is primarily Caucasian (64%) with a significant Hispanic/ Latino population (27%)². The median age is 39.3³. The median Household Income is 69,571⁴. 81% of Napa County speaks English only⁵. And 82.6% of Napa County is a high school graduate or higher.⁶

¹ Source is the County of Napa: www.countyofnapa.org/pages/departmentcontent.aspx?id=4294967635.

² Source is the County of Napa: www.countyofnapa.org/pages/departmentcontent.aspx?id=4294967635.

³ Source is the County of Napa: www.countyofnapa.org/pages/departmentcontent.aspx?id=4294967635.

⁴ Source is the 2008-2012 American Community Survey 5-Year Estimates.

⁵ Selected Characteristics of the Native and Foreign-Born Populations 2008-2012 American Community Survey 5-Year Estimates.

⁶ Source is the 2008-2012 American Community Survey 5-Year Estimates.

Outreach Target Sectors

The majority of new accounts in unincorporated Napa are residential and MCE uses a number of general outreach strategies to inform these customers. To compliment this general outreach, MCE has analyzed the electricity accounts in unincorporated Napa to determine dominant industries or sectors. MCE analyzed the data both according to North American Industry Classification System (NAICS) Code and according to rate schedule. The data reveals one predominate sector, the Agricultural, and a secondary key sector, Hospitality/Tourism. By targeting these two major sectors MCE can effectively reach a substantial portion of accounts in this new service territory. In addition to these two sectors, MCE also delineates as target sectors Latinos and seniors.

Agricultural

When industries are compared by number of accounts, Grape Vineyards combined with the closely related Agriculture, Forestry, Fishing and Winery industries as an Agricultural sector comprises 56% percent of industries in unincorporated Napa County⁷.

Moreover this Agricultural sector makes up a significant portion of the electricity usage in the service territory. Of total 2013 electricity use, the Grape Vineyards, Winery, and Agriculture, Forestry, and Fishing industries (i.e. the Agricultural Sector) make up 44% of annual usage.

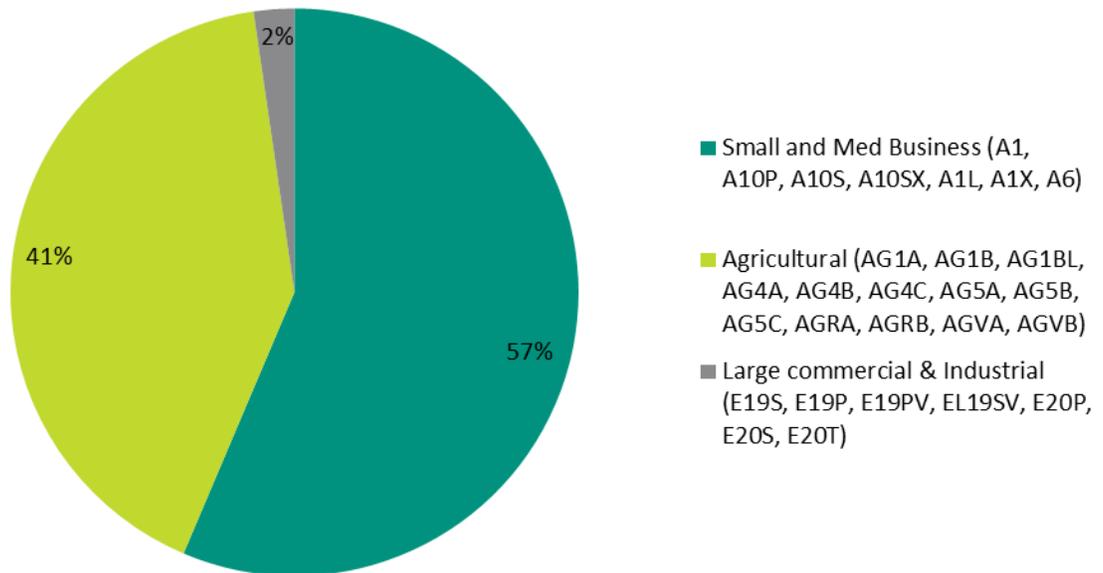
In addition, several other industries that are both well represented by number of accounts and usage are closely related to this Agricultural Sector. For example: Water Supply-Irrigation Systems, Other Warehousing and Storage, and General Warehousing & Storage.

Viewing the Unincorporated accounts by electricity rate schedule supports this trend (Fig. 1). Of non-residential accounts, agricultural rates represent 41% of accounts. And of the 55% that are on small and medium business rates, industries that we are identifying as the Agricultural Sector comprises 27%.

Moreover, comparing the number of accounts in the agricultural sector as a whole (i.e. NAICS Vineyards; Wineries; Agriculture, Forestry, Fishing. Approximately 2300 accounts) to the number of residential accounts (approximately 13,500), shows that for every 1 agricultural account there are roughly 6 residential accounts. Thus, focused outreach to the agricultural sector, will also likely reach a good portion of the residential accounts (under the assumption that some, if not most, people working in the agricultural sector are also living in the area).

⁷ Blank and unassigned NAICS codes are omitted.

Figure 1: Unincorporated Napa 2013 non-residential accounts by rate schedule.



Hospitality/Tourism

After Agriculturalists, Hospitality/Tourism is the only other sector that is represented by several industries when compared both by number of accounts and annual electricity usage. While not a significant percentage, Hotels (except casino)-Motels and Golf Courses and Country Clubs are among the top 18 industries in the service territory based on number of accounts. And the combined annual electricity of Hotels (except casino)-Motels and Golf Courses and Country Clubs make up 5%.

When looking at small and medium businesses by rate code broken down by industry, again Hotels (except casino)-Motels and Golf Courses and Country Clubs are both well represented.

While not as dominant and unified a sector as the Agricultural one, Hospitality/Tourism makes up a significant portion of accounts. Also, because the Hospitality/Tourism sector in unincorporated Napa is closely related to the Agricultural sector, outreach in one target sector should complement the other. In addition, strategic outreach to this sector should also reach a good portion of residential accounts.

Latino

MCE will also focus specific outreach to individuals to whom English might be a second language. The goal is to ensure that all are able to make informed decisions about their electricity provider. A study by the Migration Policy Institute shows that in Napa County

most Latino men work in agriculture, construction, or manufacturing while women work in hospitality, education and health and social services⁸. This indicates that there will be significant overlap for the Latino community with targeted outreach to agricultural and hospitality/tourism sectors. In addition, MCE will target Latino housing communities and local Latino organizations so that information reaches the whole Latino community in unincorporated Napa County.

Seniors

Because many elderly individuals are on fixed incomes, MCE also makes outreach to seniors a priority. While currently MCE service is cheaper than the incumbent utility (as of November 2014), we find it particularly important for individuals on fixed incomes to understand their electricity options. MCE will reach out to retirement homes in unincorporated Napa County and organizations serving senior citizens.

General Outreach

MCE's goal is to reach a broad cross-section of the unincorporated Napa County community (i.e. a demographically and socio-economically diverse collection of neighborhoods) with general outreach. This general outreach will focus on residential clusters in unincorporated Napa County (Miliken-Sarco-Tulocay, Coombsville, Angwin, Rutherford, Oakville, Pope Valley, mobile home parks, etc.) and community and business organizations that primarily serve unincorporated Napa County or are umbrella organizations that reach a good portion of unincorporated Napa County.

⁸ Profile of Immigrants in Napa County by Randy Capps, Kristen McCabe, and Michael Fix, Migration Policy Institute 2012, page 32.

Outreach Strategy

To reach these four target sectors, MCE's Napa community outreach plan focuses on the following specific strategies, arranged by target sector. In addition, because local input is central to MCE's mission, forming a Community Leader Advisory Group (CLAG) to guide outreach efforts is a priority. Below the CLAG is described first, since it contributes to outreach in all sectors. Following are descriptions of the outreach strategies by target sector.

Community Leader Advisory Group (CLAG)

The Community Leader Advisory Group (CLAG) will be a central component of Napa outreach. MCE proposes that the CLAG be composed of representatives from local government, agricultural trade associations, community organizations (sustainability, immigrant, and senior focused), and the hospitality/tourism sector. MCE will ensure that invited CLAG participants include community members who are openly opposed to Napa's inclusion in MCE, as well as those who are supportive, and/or undecided. Participation in the CLAG will be purely on a volunteer basis, open to all types of stakeholders, and positions are not appointed. Specific duties of the CLAG include:

1. Meet to advise on outreach. The primary purpose of the CLAG is to advise MCE in its customer outreach and marketing strategies. This group will provide valuable insight to MCE on community needs and help determine strategies for public engagement, outreach opportunities, and venues for reaching a broad cross-section of unincorporated Napa County.
2. Assist in drafting opt out notices. CLAG participant feedback will be incorporated into the notices.
3. Help organize and promote Town Hall-style meetings. These meetings will provide an additional venue for MCE and Napa Board of Supervisors to provide information and answer questions about the new energy choices available to residents and businesses.

Agricultural

The agricultural sector is by far the largest outreach group, and is represented by well-respected trade organizations with strong membership (e.g. the Napa Valley Vintners, the Napa Valley Grapegrowers, The Napa County Farm Bureau, etc.). Partnering with these trade organizations, both very experienced in communicating with this sector and trusted by it, will be an effective way to reach this sector. Partnering strategies include:

1. Public Presentations at meetings and events
2. Publicity in newsletters and on websites
3. Sponsorship and strategic event sponsorship
4. Potentially co-sponsoring public workshops

Hospitality/Tourism

As in the agricultural sector, many in the Hospitality/Tourism sector are represented by umbrella organizations (i.e. Chambers of Commerce, Visit Napa Valley, etc.). MCE will partner with these organizations to effectively reach this sector. Partnering strategies include:

1. Public Presentations at meetings and events
2. Publicity in newsletters and on websites

Latino

MCE has a Spanish website, will provide Spanish printed informational materials, and also has Spanish speaking customer service specialists available through our call center. There are also call center translation options for Cantonese, Mandarin, Tagalog, Lao and Vietnamese.

1. Publicity through community based organizations that work with immigrants and seniors.
 - i. Public Presentations at meetings and events
 - ii. Publicity in newsletters and on websites
2. Direct outreach to farmworker housing centers.

Seniors

1. Publicity through community based organizations that work with seniors.
 - i. Public Presentations at meetings and events
 - ii. Publicity in newsletters and on websites
2. Public Presentations at senior citizen centers in unincorporated Napa County.

General Outreach Strategies

1. Outreach through community based organizations located in unincorporated Napa County, which work primarily in the unincorporated area, which are umbrella organization with a large reach in the unincorporated area, or which are sustainability focused organizations. A list will be composed based on input from the CLAG.
 - i. Public Presentations at meetings and events
 - ii. Publicity in newsletters and on websites
2. Tabling Community Events. MCE will participate in community events to distribute MCE information and literature. MCE will create a list based on input from the CLAG, again focusing on areas that target unincorporated Napa. These will include holiday parades, health fairs, and other venues that attract residents and businesses.
3. Presentations to Neighborhood Councils and Homeowners' Associations (especially around Napa and in unincorporated towns). While there are not many neighborhood groups, presenting to them where they exist and coincide with a

cluster of accounts, is key. A short list has been generated based on account information and suggestions will be solicited from the CLAG.

4. Presentations at places of worship. A list has been generated based on account information and suggestions will be solicited from the CLAG.

MCE Napa County Webpage

MCE will create a webpage dedicated to the Napa enrollment and include the URL on customer outreach materials. The webpage will include the Napa enrollment timeline, information on the choices available to Napa customers including the choice to opt out, a calendar of community events where MCE will present, and local related news articles.

Mailed Notices

Opt out notices will be sent to every electricity customer in unincorporated Napa County, as required by California law. Specifically, California law requires that four such notices be sent; MCE will send five (as done in the past) as part of its effort to help energy customers make an informed decision. The CLAG will be consulted for feedback on the opt out notices. The notices will be printed in English and Spanish and include MCE's Terms and Conditions of Service and instructions for how to opt out and stay with PG&E's electricity supply. Three notices will be delivered before enrollment which is scheduled to occur for all customers between February 1, 2015 and February 28, 2015, depending on individual meter read dates. Customers will be transferred to MCE service on their regularly scheduled meter read date. Two additional notices will be mailed to customers after enrollment.

The printed notices will also include a referral to the website, which is available in Spanish and has Google translation options for other languages.

Napa Opt Out Notice Schedule:

Notice 1 (letter)

- Customer Groups 1&2: November 2014

Notice 2 (letter)

- Customer Group 1: November 2014
- Customer Group 2: November 2014

Notice 3 (trifold brochure):

- Customer Group 1: December 2014
- Customer Group 2: December 2014

[FEBRUARY ENROLLMENT]

Notice 4 (trifold brochure):

- Customer Group 1: February 2015

- Customer Group 2: March 2015

Notice 5 (*trifold brochure*):

- Customer Group 1: March 2015
- Customer Group 2: March 2015

Advertising

MCE further seeks to inform unincorporated Napa ratepayers about community choice aggregation and the enrollment process via conventional advertising methods.

Media that targets unincorporated Napa County

- Geographically targeted web based advertising (December- February)
- Lake Berryessa News (January)
- Napa Valley Register (November – February)
- Billboards (December – February)
- 1440 AM Wine Country News Talk and 99.3 FM The Vine (November – February)
- Napa Public Television – January 14th, 8-9pm

Outreach Lists

Agricultural Trade Organizations

- Napa Valley Grapegrowers
- Napa Valley Vintners
- Napa County Farm Bureau

Hospitality/Tourism Organizations

- Visit Napa Valley

Latino Organizations

- Hispanic Chamber of Commerce
- Napa County Hispanic Network
- Napa NonProfits
- Puertas Abiertas
- Somos Napa
- Napa Valley Community Housing
- Fair Housing Napa Valley
- Upper Valley Family Center
- Clinic Ole

Senior Organizations

- Healthy Aging Population Initiative
- Napa NonProfits
- Area Agency on Aging serving Napa and Solano Counties
- Rianda House Senior Activity Center

General Outreach Organizations

- Sustainable Napa County
- Thrive Napa Valley
- Sierra Club, Redwood Chapter/Napa Group
- US Green Building Council – Napa Chapter
- Napa Valley Can Do
- Kiwanis Club of Napa and Greater Napa
- Calistoga Rotary
- St. Helena Rotary
- North Napa Rotary
- Napa Sunrise Rotary
- Rotary Club of Napa
- Water Districts
- Angwin Community Council
- Public meeting in Angwin
- Rutherford Grange
- Pope Valley Farm Center
- Volunteer Fire Stations

- Airport Business Meeting
- Watershed Information Center & Conservancy

Homeowners Associations

- Park Washington
- Camino Orgua Condo
- The Highlands at Silverado
- Silverado Crest HOA
- R Ranch at the Lake Ranch
- Silverado Springs
- Vailima Estates
- Lakeview Estates Land
- Meadowood
- Zinfandel Lane
- Mapes Heights Mutual
- Central Villas Napa
- Atlas Peak Oaks
- Longhorn Ridge
- Next Door
- Any mobile home parks in unincorporated areas

Events to consider presence/sponsorship

- St. Helena Farmers Market
- Rootstock
- Napa on ICE

Congregations

- St. Stephens Episcopal Church
- Angwin Village Church
- Shadhiliyya Sufi Center
- Holy Family Church
- Hillside Christian Center
- Pacific Union Seventh Day Adventist*
- Carmelite House of Prayer
- The Church at Lake Berryessa
- Elmshaven Church
- Temple of the Divine Mother
- First Christian Church
- St. John's Lutheran Church

General Outreach Timeline

October

- Meet with Napa County Supervisors for feedback and direction on community outreach plan and potential CLAG participants.
- Invite community leaders to join CLAG. Confirm CLAG meeting date and circulate draft outreach plan. Request input on the specific community groups.
- Develop MCE in Napa webpage (www.mceCleanEnergy.org/NapaCounty)
- Contact community groups to present at their meetings and events in late October/early November

November

- CLAG Meeting / feedback on outreach lists and opt out notices
- Commence paid advertising campaign
- Present to organizations and plan follow-up general outreach for late November/December/January
- Mail opt out notice 1 (letter)
- Mail opt out notice 2 (letter)

December

- MCE/Organization partner events, newsletter announcements, website publicity
- Mail opt out notice 3 (trifold brochure):

January

- MCE/Organization partner events, newsletter announcements, website publicity
- CLAG meeting
- First MCE and County hosted community workshop
- Paid advertising campaign ends

February

- Enroll customers
- Mail opt out notice 4 to first half of enrolled customers (trifold brochure)

March

- Second MCE and County hosted community workshops
- Mail opt out notice 4 to second half of enrolled customers (trifold brochure)
- Mail opt out notice 5 to first and second half of enrolled customers (trifold brochure)

Strengths	Challenges
<ul style="list-style-type: none"> • MCE's stable and affordable rates • Generous Net Energy Metering program (a lot of interest from local businesses/homes with solar) • Increased renewable energy supply • Reduced greenhouse gas emissions • Community choice 	<ul style="list-style-type: none"> • Targeting unincorporated areas specifically (the County said often people don't know if they are incorporated or not) • Locating marketing and advertising opportunities that target unincorporated Napa
Opportunities	
<ul style="list-style-type: none"> • Overlap between target sectors • Well organized trade organizations • Already an emphasis on sustainability among target sectors • Ability to offer tailored agricultural EE programs in the future (2016) • Ability to target high-profile brands in the wine/grape growing industry 	