



MARIN COUNTY | NAPA COUNTY | UNINCORPORATED CONTRA COSTA COUNTY
BENICIA | CONCORD | DANVILLE | EL CERRITO | LAFAYETTE | MARTINEZ | MORAGA
OAKLEY | PINOLE | PITTSBURG | RICHMOND | SAN PABLO | SAN RAMON | WALNUT CREEK

Board of Directors Meeting
Thursday, February 15, 2018
7:00 P.M.

The Charles F. McGlashan Board Room
1125 Tamalpais Avenue, San Rafael, CA 94901

Remote Location:

One Concord Center, 2300 Clayton Rd, Suite 650, Concord, CA 94520

Agenda Page 1 of 2

SWEARING IN OF NEW BOARD MEMBERS

1. Board Announcements (Discussion)
2. Public Open Time (Discussion)
3. Report from Chief Executive Officer (Discussion)
4. Consent Calendar (Discussion/Action)
 - C.1 Approval of 11.16.17 Meeting Minutes
 - C.2 Approved Contracts Update
5. Resolution 2018-01 Honoring Board Member Emmett O'Donnell (Discussion/Action)
6. Proposed Fiscal Year 2018/19 Budget (Discussion/Action)



Agenda material can be inspected at 1125 Tamalpais Avenue, San Rafael, CA 94901 on the Mission Avenue side of the building and at One Concord Center, 2300 Clayton Road, Concord, CA 94520 at the Main entrance. The meeting facilities are in accessible locations. If you are a person with a disability and require this document in an alternate format (example: Braille, Large Print, Audiotape, CD-ROM), you may request it by using the contact information below. If you require accommodation (example: ASL Interpreter, reader, note taker) to participate in any MCE program, service or activity, you may request an accommodation by calling (415) 464-6032 (voice) or 711 for the California Relay Service or by e-mail at djackson@mceCleanEnergy.org not less than **four work days** in advance of the event.



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7. New Board Member Additions to Committees (Discussion/Action)
8. Streamlining Public Works Contracting (Discussion/Action)
 - 1) Proposed Resolution No. 2018-02 Electing to Become Subject to the Uniform Public Cost Accounting Act
 - 2) First Reading of Ordinance No. 2018-01 Establishing Informal Bidding Procedures under the Uniform Public Cost Accounting Act
9. Customer Programs Quarterly Update (Discussion)
10. New Enrollment Communications Update (Discussion)
11. Policy Update (Discussion)
12. Board Member & Staff Matters (Discussion)
13. Adjourn



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DRAFT

**MCE BOARD MEETING MINUTES
Thursday, November 16, 2017
7:00 P.M.**

**The Willow Pass Community Center
2748 E Olivera Rd.
Concord, CA**

**Remote location:
MCE Barbara George Conference Room
1125 Tamalpais Ave., San Rafael, CA**

Roll Call: Director Kate Sears called the regular Board meeting to order at 7:05 p.m. An established quorum was met.

Present: Denise Athas, City of Novato (*San Rafael*)
Edi Birsan, City of Concord (*Concord*)
Sloan Bailey, Town of Corte Madera (*Concord*)
Tom Butt, Vice Chair, City of Richmond (*San Rafael*)
Paul Fadelli, Alternate, City of El Cerrito (*Concord*)
Ford Greene, Town of San Anselmo (*Concord*)
Kevin Haroff, City of Larkspur (*San Rafael*)
Peter Lacques, Alternate, Town of Fairfax (*San Rafael*)
Peter Longmire, City of Pittsburg (*Concord*)
Emmett O'Donnell, Town of Tiburon (*San Rafael*)
Elizabeth Patterson, Alternate, City of Benicia (*San Rafael*)
Scott Perkins, City of San Ramon (*Concord*)
P. Rupert Russell, Town of Ross (*San Rafael*)
Kate Sears, Chair, County of Marin (*Concord*)
Rob Schroder, City of Martinez (*Concord*)
Robert Storer, Alternate, Town of Danville (*Concord*)
Roy Swearingen, City of Pinole (*Concord*)
Don Tatzin, City of Lafayette (*Concord*)
Dave Trotter, Town of Moraga (*Concord*)
Kevin Wilk, City of Walnut Creek (*Concord*)
Ray Withy, City of Sausalito (*San Rafael*)

Absent: Arturo Cruz, City of San Pablo
Federal Glover, County of Contra Costa
Sue Higgins, City of Oakley
Bob McCaskill, City of Belvedere
Andrew McCullough, City of San Rafael
Sashi McEntee, City of Mill Valley
Brad Wagenknecht, County of Napa

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Staff: Carol Dorsett, Human Resources Associate (*San Rafael*)
Jenna Famular, Community Development Manager
(*Concord*) Jessica Flores-Brooks, Operations Assistant (*San Rafael*) Darlene Jackson, Board Clerk (*Concord*)
J.R. Killigrew, Community Development Manager (*Concord*)
Alexandra McGee, Community Power Organizer (*Concord*)
Justine Parmelee, Operations Manager (*Concord*)
Dawn Weisz, Chief Executive Officer (*Concord*)

1. Board Announcements (Discussion)

2. Public Open Time (Discussion)

Chair Sears opened the public comment period and there were no speakers.

3. Report from Chief Executive Officer (Discussion)

CEO Dawn Weisz reported on the following:

- Announced that due to unforeseen technical difficulty, the meeting is connected via audio only from our remote location in San Rafael. She asked that meeting participants please bear with us as we fine tune the remote participation. It will take a few months to work out all the bugs, and our goal is to have clear audio and video connection at primary and remote meeting locations.
- Ms. Weisz noted that MCE will be alternating its primary Board and Committee meeting locations between San Rafael and Concord with remote locations as well so meeting participants do not have to travel too far.
- Ms. Weisz reminded speakers to please state their name prior to speaking and to speak clearly.
- Ad Hoc Contracts Committee met this morning. Special thanks to them for the heavy lifting over the last six months. There has been much more activity than normal and we appreciate all the support.

Staff activity this month:

- FutureBuild Training was held this week in Pittsburg.
- **Public Affairs:** Planning for enrollment in April, designing notices, advertisements, events and community outreach plans.
- **Internal Operations:** Finalizing lease and planning logistics for new office.
- **Regulatory:** PCIA and Bond proceeding – see packet.
- **Customer Programs:** Launched the LIFT Pilot Program, anticipating decision soon on EE application to the CPUC.
- **Finance:** Preparing for budget setting in early 2018.

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- **Procurement:** Several transactions have been completed in the last month for renewable and carbon-free energy. A few more are expected in the next month.
- **Human Resources:** Filling several vacant positions and beginning the regular compensation study, scheduled for completion in February.
- Holiday party to be held on Dec. 15th at the Richmond Country Club. Please RSVP if you have not already.
- We will not be holding a regular Board meeting in December, but will reconvene in January, with a regular meeting on January 18th.
- MCE is hosting a Supplier Diversity Symposium on Friday, January 26th at the Richmond City Hall.

4. Consent Calendar (Discussion/Action)

- C.1 Approval of 10.19.17 Meeting Minutes
- C.2 Approved Contracts Update
- C.3 Fiscal Year 2017/18 Operating Fund Budget Amendment
- C.4 Sixth Agreement with Frontier Energy, Inc.

Chair Sears opened the public comment period and there were no speakers.

ACTION: It was M/S/C (Tatzin/Greene) to **approve Consent Calendar**. Motion carried by unanimous vote. (Abstain on C.1: Directors Athas, Bailey, Birsan, Lacques, Longmire, Perkins, Sears, Schwartzman, and Tatzin). (Absent: Directors Cruz, Glover, Higgins, McCaskill, McCullough, McEntee and Wagenknecht).

5. New Board Member Additions to Committees (Discussion/Action)

CEO, Dawn Weisz, introduced this item and addressed questions from Board members.

Chair Sears opened the public comment period and there were no speakers.

ACTION: It was M/S/C (Schwartzman/Trotter) to **approve the addition of Directors Greene and Withy to the Ad Hoc Ratesetting Committee**. Motion carried by unanimous vote. (Absent: Directors Cruz, Glover, Higgins, McCaskill, McCullough, McEntee and Wagenknecht).

6. Charles F. McGlashan Advocacy Award (Discussion/Action)

Alexandra McGee, Community Power Organizer, introduced this item and addressed questions from Board members. The Charles F. McGlashan Advocacy Appreciation Award was presented to the El Cerrito Environmental Quality Committee.

Chair Sears opened the public comment period and there were no speakers.

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ACTION: It was M/S/C (Fadelli/Schroder) to **honor the El Cerrito Environmental Quality Committee as the seventh recipient of the Charles. F. McGlashan Advocacy Appreciation Award.** Motion carried by unanimous vote. (Absent: Directors Cruz, Glover, Higgins, McCaskill, McCullough, McEntee and Wagenknecht).

7. Policy 011 Update: Sustainable Workforce and Diversity Policy (Discussion/Action)

CEO, Dawn Weisz, introduced this item and addressed questions from Board members.

Chair Sears opened the public comment period and there were no speakers.

ACTION: It was M/S/C (Bailey/Totter) to **approve the Sustainable Workforce and Diversity Policy: 011.** Motion carried by unanimous vote. (Absent: Directors Cruz, Glover, Higgins, McCaskill, McCullough, McEntee and Wagenknecht).

8. Deep Green Municipality Awards (Discussion)

J.R. Killigrew, Community Development Manager, introduced this item and presented awards to the following communities:

- Belvedere
- Fairfax
- San Anselmo
- Sausalito
- Corte Madera
- Larkspur
- Novato
- Marin County
- Richmond
- San Rafael
- El Cerrito
- Tiburon

9. Update on MCE Solar One (Discussion)

CEO, Dawn Weisz, introduced this item and addressed items from Board members.

10. Board Member & Staff Matters (Discussion)

J.R. Killigrew announced that the FutureBuild training participants were taken on a field trip to the MCE Solar One site.

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Director Athas requested that Deep Green Municipality statistics be provided to the Board.

11. Adjournment

The Board of Directors adjourned the meeting at 7:59 p.m. to the next scheduled Board Meeting on January 18, 2017.

Kate Sears, Chair

Attest:

Dawn Weisz, Secretary



February 15, 2018

TO: MCE Board of Directors
FROM: Troy Nordquist, Contracts Manager & Legal Assistant
RE: Report on Approved Contracts (Agenda Item #04 – C.2)

Dear Board Members:

SUMMARY: This report summarizes agreements entered into by the Chief Executive Officer and if applicable, the Chair of the Technical Committee since the last regular Board meeting in November 2017. This summary is provided to your Board for information purposes only.

Review of Procurement Authorities

In February 2017, your Board adopted Resolution 2017-02 which included the following provisions:

The CEO and Technical Committee Chair, jointly, shall have all necessary and proper authority, after consultation with a Committee of the Board, to approve and execute contracts for Energy Procurement for terms of less than or equal to five years. The CEO shall timely report to the Board all such executed contracts.

The CEO shall have all necessary and proper authority to approve and execute contracts for Energy Procurement for terms of less than or equal to 12 months, which the CEO shall timely report to the Board.

The Chief Executive Officer is required to report all such contracts and agreements to the MCE Board on a regular basis.

Summary of Agreements

Month	Purpose	Contractor	Maximum Annual Contract Amount	Term of Contract
November 2017	Sale of 16 GWh Renewable Energy, 2017	Town of Apple Valley	(\$240,000)	2 Months
November 2017	Sale of 11 GWh Renewable Energy, 2017	City of Lancaster	(\$165,000)	2 Months

Month	Purpose	Contractor	Maximum Annual Contract Amount	Term of Contract
November 2017	Purchase of 1,200 GWh of Conventional and GHG-free Energy, 2018-2020	Morgan Stanley	\$49,867,070	3 Years
November 2017	Purchase of Renewable Energy from a Wind project delivering approx. 55,000 MWh/year, 2019-2023	FPL Energy (NextEra) Green Power Wind LLC	\$11,275,000	5 Years
November 2017	Purchase of Renewable Energy from a Solar project delivering 27,000 MWh, 2018	NextEra Energy Marketing, LLC	\$398,250	1 Year
December 2017	Purchase of 2,400 GWh GHG-free Energy, 2018-2022	Tenaska Power Co.	\$3,000,000	5 Years
January 2018	Purchase of up to 75 GWh Renewable Energy, 2018	Xcel (Public Service Colorado)	\$431,250	1 Year
January 2018	Purchase of 24 GWh GHG-free Energy, 2017	Yuba County/ SENA	\$8,570.80	1 Year
January 2018	Purchase of 150 GWh of Shaped Renewable Energy, 2018	Portland General Electric	\$900,000	1 Year
January 2018	Sale of 10 MW March 2018 System Resource Adequacy	Monterey Bay Community Power Authority	(\$12,500)	1 Month
January 2018	Sale of 18 MW May 2018 & 54 MW June 2018 System Resource Adequacy	Monterey Bay Community Power Authority	(\$123,000)	2 Months

Fiscal Impact: Expenses associated with these Agreements for FY 2017/18 are included in the FY 2017/18 Operating Fund. Expenses associated with future fiscal year impacts will be incorporated into future budgets as appropriate.

Recommendation: Information only. No action required.

RESOLUTION NO. 2018-01

A RESOLUTION OF THE BOARD OF DIRECTORS OF MARIN CLEAN ENERGY HONORING BOARD MEMBER EMMETT O'DONNELL

WHEREAS, Marin Clean Energy (MCE) is a joint powers authority established on December 19, 2008, and organized under the Joint Exercise of Powers Act (Government Code Section 6500 et seq.); and

WHEREAS, MCE members include the following communities: the County of Marin, the County of Napa, the County of Contra Costa, the City of American Canyon, the City of Belvedere, the City of Benicia, the City of Calistoga, the City of Concord, the Town of Corte Madera, the Town of Danville, the City of El Cerrito, the Town of Fairfax, the City of Lafayette, the City of Larkspur, the City of Martinez, the City of Mill Valley, the Town of Moraga, the City of Napa, the City of Novato, the City of Oakley, the City of Pinole, the City of Pittsburg, the City of Richmond, the Town of Ross, the Town of San Anselmo, the City of San Pablo, the City of San Rafael, the City of San Ramon, the City of Sausalito, the City of St. Helena, the Town of Tiburon, the City of Walnut Creek, and the Town of Yountville; and

WHEREAS, the Town of Tiburon executed the Joint Powers Agreement establishing membership in MCE on February 10, 2009; and

WHEREAS, Emmett O'Donnell was elected to the Tiburon Town Council in December 2009 where he enthusiastically served until December 2017. He has been a dedicated public servant, a strong environmental leader with a focused business sense, and an advocate for the betterment of the Town of Tiburon; and

WHEREAS, Director O'Donnell served as Mayor of the Town of Tiburon from December 2012 to December 2013, his service also included serving as Alternate on the ABAG General Assembly, and as Alternate on the Richardson Bay Regional Agency Board; and

WHEREAS, on February 2013 Director O'Donnell was appointed to represent the Town of Tiburon on the MCE Board of Directors where he served until December 2017; and

WHEREAS, Director O'Donnell has shown his dedication and commitment to MCE through his leadership, his conscientious and thoughtful service on the Board of Directors, its Technical Committee and Ad Hoc Contracts Committee; and

WHEREAS, the MCE Board of Directors and staff thank Director O'Donnell for his support and interest in the agency, its goals and purpose.

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of MCE that the MCE Board and staff do hereby extend to Emmett O'Donnell our appreciation for his dedicated service, our congratulations on his future endeavors, and our best wishes for his continued success, happiness, and good health in the years to come.

PASSED AND ADOPTED at a regular meeting of the MCE Board of Directors on this 15th day of February 2018, by the following vote:

	AYES	NOES	ABSTAIN	ABSENT
City of American Canyon				
City of Belvedere				
City of Benicia				
City of Calistoga				
City of Concord				
Contra Costa County				
Town of Corte Madera				
Town of Danville				
City of El Cerrito				
Town of Fairfax				
City of Lafayette				
City of Larkspur				
County of Marin				
City of Martinez				
City of Mill Valley				
Town of Moraga				
City of Napa				
County of Napa				
City of Novato				
City of Oakley				
City of Pinole				
City of Pittsburg				
City of Richmond				
Town of Ross				
Town of San Anselmo				
City of San Pablo				
City of San Rafael				
City of San Ramon				
City of Sausalito				
City of St. Helena				
Town of Tiburon				
City of Walnut Creek				
Town of Yountville				

CHAIR, MCE

Attest:

SECRETARY, MCE



February 15, 2018

TO: MCE Board of Directors

FROM: David McNeil, Manager of Finance

RE: Proposed Budgets for Fiscal Year 2018/19 (Agenda Item #06)

ATTACHMENT: Proposed FY 2018/19 Operating Fund, Energy Efficiency Program Fund, Local Renewable Energy Development Fund, and Renewable Energy Reserve Fund Budgets

Dear Board Members:

SUMMARY:

Before the end of every fiscal year, MCE's Board has the responsibility to set forth Budgets for MCE's Operating Fund, Energy Efficiency Program Fund, Local Renewable Energy Development Fund, and Renewable Energy Reserve Fund for the upcoming fiscal year (FY). These Budgets authorize Staff to spend funds within the limits set forth in each budget line item and collect revenue.

The attached proposed Budgets reflect MCE's anticipated revenue, expenditures, and contingencies for FY 2018/19. FY 2017/18 Operating and EE Fund Budgets and projected FY 2017/18 results for the Local Renewable Energy Development Fund and Renewable Energy Reserve Fund Budget are provided for information and comparative purposes.

Staff requests that your Board review and approve the proposed Budgets at its February 2018 meeting.

Operating Fund Budget

The attached Proposed FY 2018/19 Operating Fund Budget sets forth the following budget line items:

Revenue – electricity (+\$175,421,000, 84% increase): Budgeted electricity revenues are based on estimates of customer electricity usage and current retail electricity rates. The increase in revenue results from the inclusion of new communities beginning in April 2018. Electricity revenues also include revenues associated with MCE's Deep Green program and an allowance for uncollectable accounts.

Other revenue (no change): Other revenue includes operating revenue that does not represent sales of electricity and includes such items as insurance claims and cost recovery. Other revenue frequently relates to unanticipated events that occur during the year.

Cost of energy (+\$120,065,000, 66% increase): Cost of energy includes expenses associated with purchase of energy, charges by the California Independent Systems Operator (CAISO) for scheduled load, and services performed by the CAISO. Credits for energy generation scheduled into the CAISO market are netted from the Cost of energy. Increased energy costs reflect the cost of purchasing additional energy products to serve new customers that will be enrolled in April 2018.

Personnel (+\$2,384,000, 37% increase): Increased budgeted personnel costs result from the full year

impact of staff added during FY 2017/18 pursuant to the Board-approved FY 2017/18 Operating Fund Budget, new hires planned for FY 2018/19, the application of Cost of Living Adjustments (COLA) effective January 1st of each year, and performance-based increases to current staff salaries consistent with MCE's Board-approved Employee Handbook.

Data manager (+\$3,211,000, 85% increase): Data manager costs are based on the number of customer meters served by MCE and per-meter rates charged by MCE's data manager. Increased data manager costs incorporate the effect of serving new customers beginning in April 2018.

Technical and scheduling services (+\$540,000, 67% increase): Technical services are based on a fixed charge per MWh of electricity usage. Scheduling services are based on contracted amounts. The increase in technical and scheduling services results from the full year cost impact of a scheduling software contract and load scheduling services that began in FY 2017/18 as well as a contingency for additional services that MCE may require to serve new communities beginning in April 2018.

Service fees – PG&E (-\$74,000, 5% decrease): Service fees are based on the number of customer meters served by MCE and per-meter rates charged by PG&E. Service fees are expected to decrease from \$.44 to \$.21 per bill per month beginning on March 1, 2018. PG&E attributes cost decreases to automation and process efficiencies.

Legal and regulatory services (+\$30,000, 4% increase): Legal counsel expenses support MCE's contracting and regulatory activities. Legal counsel expenses are expected to increase to support additional energy contracting required to serve new communities beginning in April 2018 and to support increased regulatory activity.

Communications and related services (-\$90,000, 5% decrease): Communications and related services include the costs associated with print, online, and other advertising, printing and mailing customer notices, events, and sponsorships.

Other services (+\$172,000, 12% increase): Other services encompass expenses which are not captured in other budget categories, and include accounting, auditing, information technology, and other professional services. Increased other services result from costs associated with the Building Energy Optimization project which is funded by a grant from the California Energy Commission.

General and administration (+\$456,000, 53% increase): General and administration costs include office, data, travel, dues and subscriptions, and other related expenses. Increased costs are associated with support for California Community Choice Association (CalCCA), an increased number of employees, and the opening of MCE's Concord office.

Occupancy (+\$184,000, 27% increase): Occupancy costs include the costs of leasing MCE's offices, utilities, and building maintenance. Increased occupancy costs result from the opening of MCE's Concord office.

Local Pilot Programs (+\$1,285,000, 598% increase): Customer programs support demand side management and other programs offered in MCE's service territory. Increased costs are intended to fund a new Electric Vehicle Service Equipment (EVSE) Program scheduled for launch in 2018. The Program will likely support the construction of electric vehicle (EV) charging infrastructure at work places and multi-family dwellings in MCE's service area.

Low income solar programs (+\$150,000, 375% increase): Low income solar programs support residential rooftop solar installations for low income participants. MCE is increasing activity in this area and is currently evaluating proposals to determine specific programs elements.

Grant and other income (+\$267,000, 37% increase): Grants are provided by government and non-

government organizations to support activities connected to MCE's mission. FY 2018/19 grant income represents grants provided by the Bay Area Air Quality Management District (BAAQMD) and the Transportation Authority of Marin (TAM) in connection to the construction of a solar carport and electric vehicle charging stations in MCE's parking lot. Grant income also includes funding from the California Energy Commission to support MCE's Building Energy Optimization project.

Interest income (+\$613,000, 472% increase): Increased interest income is expected to result from an increase in interest rates and higher balances in savings accounts.

Banking fees and financing costs (+\$75,000, 45% increase): These costs are associated with renewal fees on MCE's line of credit and a contingency that would support the issuance of letters of credit.

Capital outlay (+\$203,000, 27% increase): Expenditures associated with capital outlay include various leasehold improvements to MCE's facilities and furniture and equipment purchases. The increase from the previous year relates to funding for a solar canopy and electric vehicle chargers in MCE's parking lot as well as leasehold improvements to MCE's Concord office.

Energy Efficiency Program Fund

The Energy Efficiency Program Fund uses funding authorized by the California Public Utilities Commission (CPUC) to support multifamily, small commercial and single family sub-programs. The Energy Efficiency Program Fund supports the activities of the Energy Efficiency Program and the Low Income Families and Tenants (LIFT) Pilot Program. Both programs involve the reimbursement of eligible expenses by the CPUC and accordingly, revenues and expenses for these programs offset each other.

Energy Efficiency Program

Energy efficiency has always been an integral component of the MCE vision. In July 2012, MCE submitted an application for funding under the 2013-2014 Energy Efficiency Funding Cycle (A. 12-11-007). The application was based on the initial Energy Efficiency Plan, and included the following proposed sub-programs:

1. Multifamily
2. Single family utility demand reduction pilot program
3. Small commercial
4. Financing pilot programs

This application was approved in November 2012, allocating over \$4 million to MCE for the implementation of energy efficiency programs. In November 2014, the CPUC voted to extend the funding at annual levels through 2025, or until the CPUC moves otherwise.

In May 2016, the CPUC authorized an additional \$366,090 per year to support the September 2016 inclusion of new communities in MCE's service area. MCE used these funds to support existing rebate programs and initially target east bay communities of San Pablo, El Cerrito, and Benicia. The CPUC authorized additional funding to support Evaluation, Monitoring, and Verification (EM&V) for the purposes of conducting studies on the efficacy of CPUC-funded program process and program impacts (i.e. did the lightbulb reduce energy savings as expected).

MCE's 2018 energy savings programs will provide technical assistance, including site assessments and verification, and cash incentives to commercial property and business owners as well as multifamily property owners and managers. MCE's Single Family Sub Program focuses on the role smart thermostats play in single-family residential energy management. Seasonal Savings is an innovative program that investigates the potential for cost-effective savings associated with smart thermostat technology that remotely modifies set points on heating, ventilation, and air conditioning (HVAC) equipment. MCE's Small Commercial Energy Savings Program is a partnership with PG&E and the Marin, Contra Costa, and Napa Energy Watch Partnerships. MCE's Multifamily Energy Savings

Program is blending funds and services with the Low Income Families and Tenants (LIFT) Pilot to provide income-qualified properties (residents) with additional funds to achieve greater in-unit savings and utility bill reductions while addressing the split incentive issue (tenants pay utility bills but landlords control energy efficiency improvement decisions). The Multifamily Energy Savings Program budget for FY 2018/19 is increasing from the prior year as a result of the inclusion of committed incentives from program years 2016 and 2017 for projects that have not yet completed construction and as a result of increased funding for high efficiency gas appliances. MCE's Energy Savings Financing Program manages an outstanding on-bill-repayment loan for a residential HVAC upgrade in the City of Richmond. MCE is also piloting a financing program that will allow it to track and report energy savings associated with Property Assessed Clean Energy (PACE) loans to help empower customers to make informed choices about energy upgrades.

Energy Efficiency Sub Program Budget Detail

Programs (\$)	FY 2017/18 Budget	FY 2018/19 Budget	Variation
Single Family	233,000	171,000	(62,000)
Multifamily	668,000	1,471,000	803,000
Small Commercial	659,000	696,000	37,000
Financing	27,000	27,000	-
Program Subtotal	1,587,000	2,365,000	778,000
Evaluation Measurement and Verification (EM&V)	96,000	18,000	(78,000)
Total	1,683,000	2,383,000	700,000

Low Income Families and Tenants (LIFT) Pilot Program

In November 2016, the CPUC authorized MCE to administer \$3.5 million in low income program funding over a two-year period in support of its proposed Low Income Families and Tenants (LIFT) Pilot Program (Decision 16-11-022.). This Pilot provides funding to deepen the impact of MCE's multifamily energy efficiency program for income-qualified properties, specifically by providing full cost coverage for improvements that directly benefit tenants (for example, in-unit upgrades and common area measures that provide services to tenants, such as central hot water systems). The Pilot also tests the implementation of heat pumps – high efficiency electric heating equipment – which can facilitate switching a building off of carbon-based fuels and enabling deeper greenhouse gas reductions. MCE will also test the ability of working with local community based organizations to engage community members who are not participating in the program due to real or perceived barriers.

The Pilot also includes a residential energy education component for single-family residential customers. This program will provide income-qualified customers with access to a mobile phone based energy education platform that will help them identify and act on low or no-cost energy savings opportunities within their homes. To encourage further and sustained improvements, MCE will pilot a Matched Energy Savings Account (MESA), which will match customer bill savings on a dollar per dollar basis. Funds from the MESA will be available to the customer for further investment in their home.

Two Year LIFT Pilot Program Budget

Sector	Budget (\$)	Target Savings (KWh)	Target Savings (Therms)	Target Housing Units
Multifamily	2,941,283	340,863	16,302	1,482
Single-family	558,717	23,831	2,371	300
Total	3,500,000	357,165	26,202	1,782

The LIFT program launched in April 2017 and is funded the CPUC's Energy Savings Assistance Programs (ESAP) funds. Of the \$3.5 million authorized by the CPUC over a two-year period, Staff proposes to budget revenues and expenditures equal to \$1.750 million in FY 2018/19.

Proposed revenues and expenditures for the Energy Efficiency Program Fund total \$4,042,000, which is equal to an increase of \$601,000 from the previous year.

Local Renewable Energy Development Fund

The Local Renewable Energy Development Fund is financed by a transfer from the Operating Fund equal to 50% of the premium for Deep Green service. These resources are used to plan and develop local renewable energy projects. In FY 2014/15, FY 2015/16, FY 2016/17 and FY 2017/18 expenditures from the Local Renewable Energy Development Fund supported the development of MCE Solar One.

Renewable Energy Reserve Fund

This Renewable Energy Reserve Fund is intended for the procurement or development of renewable energy not planned for in the Operating Fund. Resources may accumulate from year to year. In FY 2015/16 your Board approved the transfer of \$1 million from the Operating Fund to the Renewable Energy Reserve Fund. In May 2016 your Board approved expenditures from the Renewable Energy Reserve Fund to support MCE Solar One development costs not expended in the Local Renewable Energy Development Fund and revenues associated with the transfer of MCE Solar One to a new developer. No expenditures from this fund are planned at this time.

FISCAL IMPACT: The net impact of the Proposed Operating Fund Budget is a \$55,739,000 contribution to MCE's net position during FY 2018/19. The budgeted contribution is consistent with MCE's Rate Setting Guidelines and Reserve Policy. If approved, budgeted revenues would entirely offset expenditures in the Energy Efficiency Program Fund and Local Renewable Energy Development Fund, and these funds will not impact MCE's net position.

RECOMMENDATION: Approve the proposed FY 2018/19 Operating Fund, Energy Efficiency Program Fund, Local Renewable Energy Development Fund, and Renewable Energy Reserve Fund Budgets.

MARIN CLEAN ENERGY				
OPERATING FUND				
From April 1, 2018 through March 31, 2019				
Proposed Budget				
	FY 2017/18 Budget (Amended)	FY 2018/19 Budget	Variation	Variation (%)
ENERGY REVENUE				
Revenue - Electricity (net of allowance)	\$ 209,162,000	384,583,000	175,421,000	84%
Other Revenue	10,000	10,000	-	0%
GROSS ENERGY REVENUE	209,172,000	384,593,000	175,421,000	84%
ENERGY EXPENSES				
Cost of energy	183,194,000	303,259,000	120,065,000	66%
NET ENERGY REVENUE	25,978,000	81,334,000	55,356,000	213%
OPERATING EXPENSES				
Personnel	6,507,000	8,891,000	2,384,000	37%
Data manager	3,794,000	7,005,000	3,211,000	85%
Technical and scheduling services	806,000	1,346,000	540,000	67%
Service fees - PG&E	1,487,000	1,413,000	(74,000)	-5%
Legal and regulatory services	804,000	834,000	30,000	4%
Communications and related services	1,971,000	1,881,000	(90,000)	-5%
Other services	1,481,000	1,653,000	172,000	12%
General and administration	853,000	1,309,000	456,000	53%
Occupancy	689,000	873,000	184,000	27%
Local pilot programs	215,000	1,500,000	1,285,000	598%
Low income solar programs	40,000	190,000	150,000	375%
TOTAL OPERATING EXPENSES	18,657,000	26,895,000	8,238,000	44%
OPERATING INCOME	7,321,000	54,439,000	47,118,000	644%
NONOPERATING REVENUES				
Grant and other income	713,000	980,000	267,000	37%
Interest income	130,000	743,000	613,000	472%
TOTAL NONOPERATING REVENUES	843,000	1,723,000	880,000	104%
NONOPERATING EXPENSES				
Banking Fees and Financing Costs	168,000	243,000	75,000	45%
Depreciation (supplemental)	121,000	180,000	59,000	49%
TOTAL NONOPERATING EXPENSES	289,000	423,000	134,000	46%
CHANGE IN NET POSITION	7,875,000	55,739,000	47,864,000	608%
Budgeted net position beginning of period	44,659,717	52,633,717	7,974,000	15%
Change in net position	7,974,000	55,739,000	47,765,000	86%
Budgeted net position end of period	52,633,717	108,372,717	55,739,000	51%
CAPITAL EXPENDITURES, INTERFUND TRANSFERS & OTHER				
Capital Outlay	744,000	947,000	203,000	27%
Depreciation (supplemental)	(121,000)	(180,000)	(59,000)	49%
Transfer to Renewable Energy Reserve	-	-	-	
Transfer to Local Renewable Energy Development Fund	186,000	428,000	242,000	130%
TOTAL CAPITAL EXPENDITURES, INTERFUND TRANSFERS & OTHER	809,000	1,195,000	386,000	
Budgeted net increase (decrease) in Operating Fund bala	7,165,000	54,544,000	47,379,000	661%

MARIN CLEAN ENERGY				
From April 1, 2018 to March 31, 2019				
Proposed Budgets				
ENERGY EFFICIENCY PROGRAM FUND				
	FY 2017/18 Budget (Amended)	FY 2018/19 Budget	Variation	Variation (%)
REVENUE AND OTHER SOURCES:				
Public purpose energy efficiency program	\$ 1,683,000	2,383,000	700,000	29%
Public purpose Low Income Families and Tenants pilot program	1,750,000	1,750,000	-	
TOTAL REVENUE AND OTHER SOURCES:	3,433,000	4,133,000	700,000	17%
EXPENDITURES AND OTHER USES:				
Public purpose energy efficiency program	1,683,000	2,383,000	700,000	29%
Public purpose Low Income Families and Tenants pilot program	1,750,000	1,750,000		
TOTAL EXPENDITURES AND OTHER USES:	3,433,000	4,133,000	700,000	17%
Net increase (decrease) in fund balance	-	-	-	
LOCAL RENEWABLE ENERGY DEVELOPMENT FUND				
	FY 2017/18 Projected	FY 2018/19 Budget	Variation	Variation (%)
REVENUE AND OTHER SOURCES:				
Transfer from Operating Fund	\$ 186,000	428,000	242,000	57%
EXPENDITURES AND OTHER USES:				
Capital outlay and other expenditures	32,000	200,000	168,000	
Net increase (decrease) in fund balance	154,000	228,000	74,000	
Fund Balance Beginning of Period	-	154,000		
Fund Balance End of Period	154,000	382,000	228,000	
RENEWABLE ENERGY RESERVE FUND				
	FY 2017/18 Projected	FY 2018/19 Budget	Variation	Variation (%)
REVENUE AND OTHER SOURCES:				
Other Proceeds*	\$ 778,000	-	(778,000)	
Transfer from Operating Fund	-	-	-	
TOTAL REVENUES AND OTHER SOURCES	778,000	-	(778,000)	
EXPENDITURES AND OTHER USES:				
Net increase (decrease) in fund balance	778,000	-	(778,000)	
Fund Balance Beginning of Period	444,000	1,222,000	778,000	
Fund Balance End of Period	1,222,000	1,222,000	-	

*Other proceeds relate to the transfer of the MCE Solar One project.

New Board Member Additions to Committees

Current need: Formation of the 2018 Ad Hoc Contracts Committee

MCE Board Offices and Committees

Board Offices:

Kate Sears, Chair
Tom Butt, Vice Chair
Denise Athas, Auditor/Treasurer
Dawn Weisz, Secretary

Executive Committee

1. Tom Butt, Chair
2. Denise Athas
3. Sloan Bailey
4. Edi Birsan
5. Lisa Blackwell
6. Barbara Coler
7. Federal Glover
8. Ford Greene
9. Kevin Haroff
10. Bob McCaskill
11. Kate Sears
12. Dave Trotter

Technical Committee

1. Kate Sears, Chair
2. Ford Greene
3. Kevin Haroff
4. Greg Lyman
5. Scott Perkins
6. Rob Schroder
7. Don Tatzin
8. Ray Withy

Ad Hoc Ratesetting Committee 2018

1. Sloan Bailey
2. Ford Greene
3. Kevin Haroff
4. Greg Lyman
5. Bob McCaskill
6. Sashi McEntee
7. Scott Perkins
8. Alan Schwartzman
9. Dave Trotter
10. Ray Withy

Ad Hoc Contract Committee 2018 Open Season

(Ad Hoc Contracts Committee 2017 Open Season)

1. Sloan Bailey
2. Barbara Coler
3. Ford Greene
4. Greg Lyman
5. Don Tatzin

(Ad Hoc Audit Committee 2017)

1. Bob McCaskill
2. Sashi McEntee
3. Don Tatzin
4. Ray Withy



MCE Ad Hoc Contracts Committee Overview and Scope

Typical Membership:	6 to 8
2017 Members:	<ol style="list-style-type: none">1. Sloan Bailey2. Barbara Coler3. Ford Greene4. Greg Lyman5. Emmett O'Donnell6. Don Tatzin
Membership Process:	MCE strives to assemble an Ad Hoc Contracts Committee comprised of at least one county representative and one city/town representative from each county in the MCE service area. Available seats on the Ad Hoc Contracts Committee are therefore first offered to any interested and applicable Board member whose county is not yet represented by one county and one city member. Interested members can be added at a meeting of the Board when "New Committee Members" is on the Agenda.
Meeting Frequency:	Typically, two to four times per year, but can be as much as ten times per year depending upon contracting volume and expansion activity.
Current Meeting Date:	Third Thursday of each month at 9:00am, if needed

Scope

The Ad Hoc Contracts Committee may be asked to review and provide input on the following:

- Open Season offers for power supply products
- Short term (one- to five-year) power supply product transactions
- Ad hoc request for offer (RFO) results for power supply products, including hydropower, renewable energy, conventional energy, resource adequacy and shaped delivery products

Authority of Ad Hoc Contracts Committee

- Review Open Season offers and potential long-term Power Purchase supply transactions, and recommend approval to MCE Technical Committee
- Engage in and provide input and recommendations to staff as requested regarding:
 - Resource preferences (e.g., solar vs. wind; PCC1, PCC2, carbon free, etc.)
 - Counterparty exposure, credit considerations
 - Appropriate power supply hedge percentages
 - Confidential discussions regarding price of power supply products
 - Local vs. in-state vs. out-of-state options
 - Contract delivery term options
 - Proposed contract language changes from pro forma for any long-term agreements



February 15, 2018

TO: MCE Board of Directors

FROM: Elizabeth Kelly, General Counsel

RE: Streamlining Public Works Contracting (Agenda Item #08)

- 1) Proposed Resolution No. 2018-02 Electing to Become Subject to the Uniform Public Cost Accounting Act
- 2) First Reading of Ordinance No. 2018-01 Establishing Informal Bidding Procedures under the Uniform Public Cost Accounting Act

ATTACHMENTS:

- A. Presentation: Streamlining Public Works Contracting
- B. Draft Resolution No. 2018-02 Electing to Become Subject to the Uniform Public Cost Accounting Act
- C. Draft Ordinance No. 2018-01 Establishing Informal Bidding Procedures under the Uniform Public Cost Accounting Act

Dear Board Members:

SUMMARY:

In conjunction with the Solar Photovoltaic and Electric Vehicle (PV/EV) project at MCE's San Rafael Office, staff has needed to contract for various small public works projects. Due to the requirements of the California Public Contract Code ("PCC"), the contracting process has been onerous and has resulted in administrative delay while potentially limiting the pool of applicants. Staff will need to enter into additional public works and maintenance contracts as part of, and following completion of the PV/EV project, such as sealing and striping the parking lot and fence replacement, among others.

Staff recommends adopting the California Uniform Public Construction Cost Accounting Act ("the Act") in order to provide for more streamlined public works contracting for MCE.

Background on the California Uniform Public Construction Cost Accounting Act ("the Act"):

The Act was enacted in 1983 to help promote "uniformity of the cost accounting standards and bidding procedures on construction work performed or contracted by public entities in the state." Section 22001. The Act is a voluntary program that is available to all public entities in the State but it only applies to those public agencies that have "opted in" to the provisions set forth by the Act. The entirety of the Act is found at Sections 22000-22045 of the California Public Contract Code ("PCC").

MCE members who utilize the Act include:

- City of Belvedere
- City of Benicia
- City of Calistoga
- City of Concord
- Contra Costa County
- Town of Corte Madera
- City of El Cerrito
- Town of Fairfax
- City of Lafayette
- City of Larkspur
- County of Marin
- City of Martinez
- City of Mill Valley
- Town of Moraga
- County of Napa
- City of Novato
- City of Pinole
- City of Pittsburg
- Town of Ross
- City of Sausalito
- City of St. Helena
- Town of Tiburon
- City of Walnut Creek
- Town of Yountville

Before the adoption of the Act, all projects valued at \$10,000 or more involve a cumbersome formal bidding process (typically 80+ pages of documentation) for the potential bidder. The Act allows for public project work in the amount of \$45,000 or less to be performed by negotiated contract or other simplified means outlined in PCC Section 22032(a). Public projects in the amount of \$175,000 or less can use the informal bidding procedures set forth in the Act in Section 22032(b). Public projects at a cost of more than \$175,000 continue to use formal bidding procedures pursuant Section 22032(c).

Bidding Requirement	Public Contracting Code (PCC)	Uniform Public Construction Cost Accounting Act (UPCCAA)
Negotiated Contract or Other Streamlined Procurement	< \$4,000	<\$45,000
Informal Bids	\$4,000-\$10,000	\$45,000-\$175,000
Formal Bids	\$10,000+	\$175,000+

The primary benefits of the Act are:

- a) Efficiency in use of staff and contractor time for small projects;
- b) Better accessibility and transparency for interested bidders, including local businesses, small businesses, and diverse suppliers;
- c) Reduction in staff and contractor hours allocated to managing complex formal bid processes.

Many agencies utilize the Act because it gives them more flexibility in the execution of public works projects; expedites the contract award process; improves timeliness of project completion;

eliminates considerable red tape and cumbersome paperwork relative to advertising and filing of reports; and simplifies administration.

Adoption of the Act requires two steps:

1. Adopt a Resolution to be Subject to the Act: PCC Section 22003 provides that a public agency may elect to become subject to the Act by resolution. Once a resolution has been adopted the agency is subject to the Act.
2. Enact an Informal Bidding Ordinance Required by the Act: PCC Section 22034 provides that the agency shall enact an informal bidding ordinance to govern the selection of contractors to perform public projects valued between \$45,000 and \$175,000. The attached Ordinance sets forth the specific language in Section 22034.

Guidance from the California State Controller's Office clarifies that a participating agency does not need to maintain an informal bidders list.¹

Staff recommends the adoption of the Act as it will streamline contracting procedures for smaller public works projects and afford MCE the opportunity to contract with qualified local and small businesses for such projects, streamlining the process for all parties, while also promoting MCE's supplier diversity goals.

Fiscal Impact: No direct budgetary impact will occur; staff and contractor efficiencies may have some positive influence on agency costs.

Recommendations:

1. Adopt proposed Resolution No. 2018-02 Electing to Become Subject to the Uniform Public Cost Accounting Act
2. Waive full reading, read by title only, and introduce for first reading Ordinance No. 2018-01 of the Board of Directors of Marin Clean Energy Establishing Informal Bidding Procedures under the Uniform Public Cost Accounting Act

¹ "For agencies that do not maintain an informal bidders list... Section 22034(a)(2) provides for notifications to construction trade journals and exchanges in lieu of sending notifications to contractors on an informal bidders list." [https://www.sco.ca.gov/Files-ARD-Local/Frequently%20Asked%20Questions%20\(FAQ\)%20-%20Uniform%20Public%20Construction%20Cost%20Accounting%20Act.pdf](https://www.sco.ca.gov/Files-ARD-Local/Frequently%20Asked%20Questions%20(FAQ)%20-%20Uniform%20Public%20Construction%20Cost%20Accounting%20Act.pdf).



Public Works Streamlining

Elizabeth Kelly, General Counsel



MCE PV/EV Project



MCE EV/PV Project

MCE PV/EV Project

Parking Lot Public Works

- Fence removal
- Milling and patching
- Sealing and striping
- Fence replacement

Short turnarounds with estimated project completion of June 30, 2018.

Lessons Learned

Public works bidding and contracting requirements are burdensome – for staff and for contractors – particularly for small projects.

Low bidding limits of the Public Contracting Code (PCC) result in contracting delay.

RECOMMENDATION

Adopt UPCCAA

UPCCAA

California Uniform Public Construction Cost Accounting Act (UPCCAA)

- Saves time and money
- Fast track smaller projects
- Streamline emergency process
- Fair to small and local businesses
 - Localized competition for work under \$45,000

UPCCAA v. Public Contracting Code

Bidding Requirement	Public Contracting Code (PCC)	Uniform Public Construction Cost Accounting Act (UPCCAA)
Negotiated contract or other streamlined procurement	< \$4,000	<\$45,000
Informal Bids	\$4,000-\$10,000	\$45,000-\$175,000
Formal Bids	\$10,000+	\$175,000+

MCE Member Communities Using UPCCAA

AI #08_Att. A: Streamlining Public Works Contracts Presentation

City of Belvedere

City of Benicia

City of Calistoga

City of Concord

Contra Costa County

Town of Corte Madera

City of El Cerrito

Town of Fairfax

City of Lafayette

City of Larkspur

County of Marin

City of Martinez

City of Mill Valley

Town of Moraga

County of Napa

City of Novato

City of Pinole

City of Pittsburg

Town of Ross

City of Sausalito

City of St. Helena

Town of Tiburon

City of Walnut Creek

Town of Yountville

RECOMMENDATION

- Adopt proposed Resolution No. 2018-01 Electing to Become Subject to the Uniform Public Cost Accounting Act
- Waive full reading, read by title only, and introduce for first reading Ordinance No. 2018-01 of the Board of Directors of Marin Clean Energy Establishing Informal Bidding Procedures under the Uniform Public Cost Accounting Act

THANK YOU

Questions?

DRAFT

RESOLUTION NO. 2018-02

A RESOLUTION OF THE BOARD OF DIRECTORS OF MARIN CLEAN ENERGY ELECTING TO BECOME SUBJECT TO THE UNIFORM PUBLIC CONSTRUCTION COST ACCOUNTING ACT

WHEREAS, California Public Contract Code Section 20121 requires counties to competitively bid public works projects in excess of \$4,000 in accordance with the requirements set forth in the Public Contract Code, commencing with Section 20120; and

WHEREAS, Section 2.6 of the MCE Joint Powers Agreement provides that the power of Marin Clean Energy (“MCE”) is subject to the same restrictions upon the manner of exercising power possessed by the County of Marin; and

WHEREAS, prior to the enactment of the Uniform Public Construction Cost Accounting Act in 1983 (“the Act”), a uniform cost accounting standard was unavailable for construction work performed or contracted by or for local public agencies; and

WHEREAS, pursuant to the Act, the Uniform Construction Cost Accounting Commission, in conjunction with the State Controller, has established uniform public construction cost accounting procedures for implementation by local public agencies electing to be governed by the provisions of the Act in performing or contracting for construction of public projects; and

WHEREAS, the Board of Directors has determined that it is in the best interests of MCE to be subject to the provisions of the Act. The benefits to MCE include, but are not limited to, availability of alternate bidding procedures allowing MCE to perform work costing up to and including \$45,000 by force account, and to let contracts by informal procedures for public projects costing up to and including \$175,000 or more under specified circumstances; and

WHEREAS, California Public Contract Code Section 22030 provides that any public agency that wishes to avail itself of the alternative procedures for bidding and contracting for public projects must elect, by resolution, to become subject to the uniform construction cost accounting procedures set forth in the Public Contract Code and must notify the State Controller of its election; and

WHEREAS, California Public Contract Code Section 22034 requires each public agency that elects to become subject to the uniform construction cost accounting procedures to enact an informal bidding ordinance that complies with the requirements set forth in Section 22034; and

WHEREAS, all legal prerequisites to the adoption of this Resolution have occurred.

NOW, THEREFORE, BE IT RESOLVED, by the MCE Board of Directors:

- A. The Board of Directors finds that all of the facts set forth in the foregoing Recitals are true and correct.
- B. Pursuant to the authority set forth in the Uniform Public Construction Cost Accounting Act, California Public Contract Code Section 22000, *et seq.*, MCE hereby elects to be subject to the uniform public construction cost accounting procedures set forth in the Uniform Public Construction Cost Accounting Act and to the policies and procedures manual and cost accounting review procedures established thereunder, as each may be amended from time to time.
- C. The Secretary shall notify the State Controller of MCE’s election pursuant to Section 2, above. The Chair shall sign and the Secretary shall certify to the adoption of this Resolution. This Resolution shall take effect and be in full force immediately.

PASSED AND ADOPTED at a regular meeting of the MCE Board of Directors on this 15th day of February, 2018, by the following vote:

	AYES	NOES	ABSTAIN	ABSENT
City of American Canyon				
City of Belvedere				
City of Benicia				
City of Calistoga				
City of Concord				
Contra Costa County				
Town of Corte Madera				
The Town of Danville				
City of El Cerrito				
Town of Fairfax				
City of Lafayette				
City of Larkspur				
County of Marin				
The City of Martinez				
City of Mill Valley				
Town of Moraga				
City of Napa				

County of Napa				
City of Novato				
City of Oakley				
City of Pinole				
City of Pittsburg				
City of Richmond				
Town of Ross				
Town of San Anselmo				
City of San Pablo				
City of San Rafael				
City of San Ramon				
City of Sausalito				
City of St. Helena				
Town of Tiburon				
City of Walnut Creek				
Town of Yountville				

 CHAIR, MCE

Attest:

 SECRETARY, MCE

DRAFT

ORDINANCE NO. 2018-01

**AN ORDINANCE OF THE BOARD OF DIRECTORS OF MARIN CLEAN ENERGY
ESTABLISHING INFORMAL BIDDING PROCEDURES UNDER THE
UNIFORM PUBLIC CONSTRUCTION COST ACCOUNTING ACT**

**THE BOARD OF DIRECTORS OF MARIN CLEAN ENERGY DOES ORDAIN
AS FOLLOWS:**

Section 1. Informal Bid Procedures.

Public projects, as defined by the Act and in accordance with the limits listed in Section 22032(b) of the Public Contract Code, may be let to contract by informal procedures as set forth in Section 22032, et seq., of the Public Contract Code.

Section 2. Contractors List.

The agency shall comply with the requirements of Public Contract Code Section 22034.

Section 3. Notice Inviting Informal Bids.

Where a public project is to be performed which is subject to the provisions of this Ordinance, a notice inviting informal bids shall be circulated using one or both of the following alternatives:

1. Notices inviting informal bids may be mailed, faxed, or emailed to all contractors for the category of work to be bid, as shown on the list developed in accordance with Section 2,
2. Notices inviting informal bids may be mailed to all construction trade journals as specified by the California Uniform Construction Cost Accounting Commission in accordance with Section 22036 of the Public Contract Code.

Additional contractors and/or construction trade journals may be notified at the discretion of the Chief Executive Officer or his or her designee. If the product or service is proprietary in nature such that it can be obtained only from a certain contractor or contractors, the notice inviting informal bids may be sent exclusively to such contractor or contractors.

Section 4. Award of Contracts

The Chief Executive Officer and the appropriate Committee of the Board of Directors, as authorized by the Board, are hereby authorized to award informal contracts pursuant to this Ordinance.

Section 5. Notice and Effect.

This Ordinance shall take effect and be in force thirty (30) days from the date of its passage, and before the expiration of fifteen (15) days after its passage, it or a summary of it, shall be published once, with the names of the members of the Board of Directors voting for and against the same in the Marin Independent Journal, a newspaper of general circulation published in the County of Marin.

PASSED, APPROVED and ADOPTED by the Board of Directors of Marin Clean Energy, State of California, this ____ day of _____, 2018, by the following vote:

	AYES	NOES	ABSTAIN	ABSENT
City of American Canyon				
City of Belvedere				
City of Benicia				
City of Calistoga				
City of Concord				
Contra Costa County				
Town of Corte Madera				
The Town of Danville				
City of El Cerrito				
Town of Fairfax				
City of Lafayette				
City of Larkspur				
County of Marin				
The City of Martinez				
City of Mill Valley				
Town of Moraga				
City of Napa				
County of Napa				
City of Novato				
City of Oakley				
City of Pinole				
City of Pittsburg				
City of Richmond				
Town of Ross				
Town of San Anselmo				

City of San Pablo				
City of San Rafael				
City of San Ramon				
City of Sausalito				
City of St. Helena				
Town of Tiburon				
City of Walnut Creek				
Town of Yountville				

CHAIR, MCE

Attest:

SECRETARY, MCE



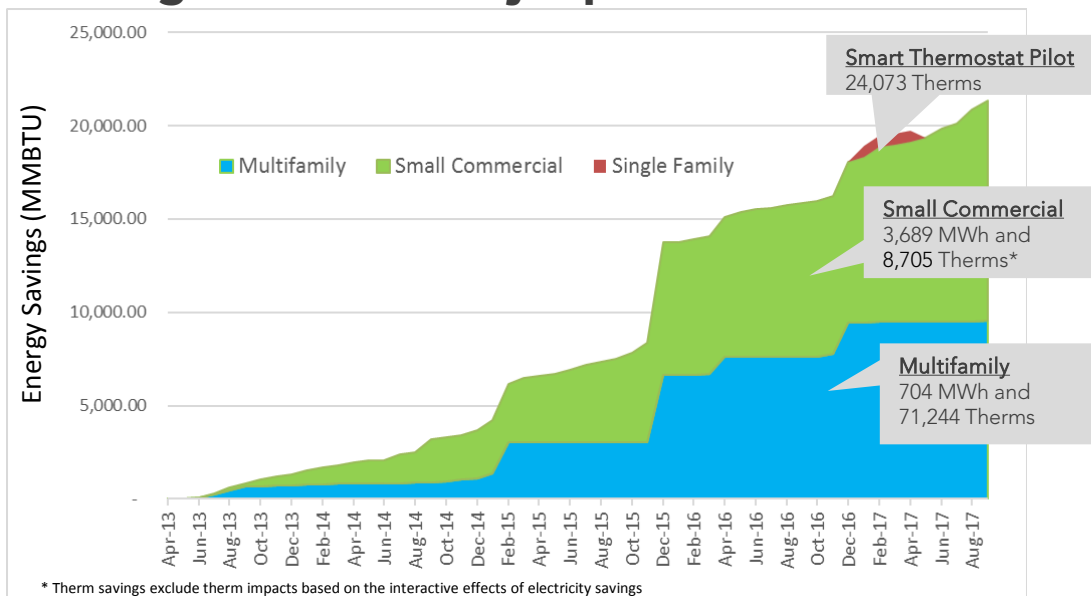
MCE Customer Programs Quarterly Update

AL#09A: Quarterly Customer Programs Update

Energy Efficiency Mission Statement

MCE's Energy Efficiency programs increase the efficiency of energy and water systems within existing and new buildings to reduce environmental impacts and improve health, comfort and safety.

The programs empower communities through local workforce development, and access to educational tools and financial incentives.



Customer Program Achievements – January 2013 to September 2017 (most recent data)

Small Commercial

Small Businesses Audited
2,679

Total Rebates Distributed
\$642,709

Number of Unique Projects Completed
582

Multifamily

Multifamily Properties Audited
81

Total Rebates Distributed
\$522,086

Total Units that received DI
1,671

Single Family

Solar Rebate Impacts
107 Rebates Distributed

\$75,700 Distributed

315 kW of Solar Installed

– GRID Partnership –
87 Rebates Distributed

~\$1,948,000 estimated bill savings

~4,215 Tons GHG eliminated

Pilot Programs

Smart Thermostat Pilot
Single Family Homes Enrolled
3,230
24,073 Therms saved

SmartCharge 1.0
Assisted **67** customers in adopting EVSE equipment

CEC Grants > \$3.1M
ZNE: \$1,469,779
MCE-LGC: \$1.7 M

Heat Pumps for Space and Water Heating: Applications and Considerations



Class Description: This all-day class will provide an overview of electric heat pumps for space heating, including both ducted and ductless systems, as well as heat pumps for water heating. The space heating discussion will touch on installation best practices, refrigerant management, and indoor air quality issues. The water heating portion will cover installation best practices and interaction with other water heating equipment such as solar thermal and recirculation systems.

Instructor: Dan Pernuko, Balance Point Home Performance

Hosted by: MCE and Sonoma Clean Power

Location: The North Coast Builder's Exchange, 1030 Apollo Way, Santa Rosa, CA 95407

Date and Time: Tuesday March 13, 2018 | 9:00 AM to 5:00 PM

For additional information, please call (707) 542-9502

Presented by:

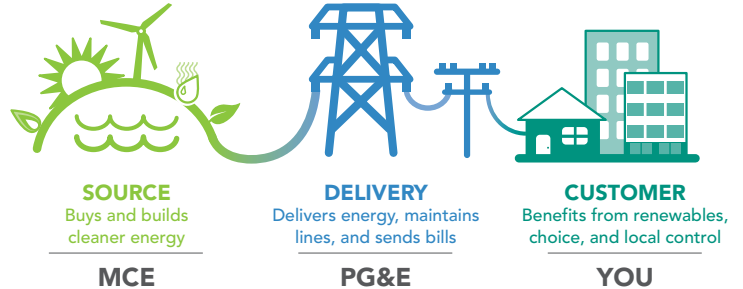




有關您的新電力服務的中文資訊，請致電1 (888) 632-3674。

For information in Mandarin about your new electricity service, please call 1 (888) 632-3674.

<ACCOUNT HOLDER NAME>
<ADDRESS 1>
<ADDRESS 2>
<CITY><STATE><ZIP>



<Drop Date, 2018>

More renewable electric service starts this April.

Welcome to MCE Contra Costa! Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon, and unincorporated Contra Costa County voted to join MCE, a not-for-profit, community-owned agency that provides electricity from more renewable sources at stable, competitive rates.

ABOUT MCE

Formed by the public to provide more renewable power and reinvest funds into our local economies, MCE has served Bay Area electric customers since 2010. MCE currently serves 255,000 customers in the Contra Costa communities of El Cerrito, Lafayette, Richmond, San Pablo, and Walnut Creek, in addition to all of Marin and Napa Counties and the City of Benicia.

HOW MCE WORKS WITH PG&E

MCE determines your power source, called electric generation. PG&E continues to deliver the electricity, maintain power lines, provide repairs, and send your monthly bill, so you can enjoy the same reliable service you're used to.

YOUR SERVICE OPTIONS

MCE Light Green electric service will begin with your April PG&E billing cycle or you can choose one of the other service options below at any time.



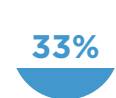
MCE Light Green | 50% RENEWABLE

Take no action and you will start Light Green **50% renewable** and 69% carbon-free service in April.



MCE Deep Green | 100% RENEWABLE

All your electricity is pollution-free when you choose Deep Green **100% renewable** service. We invite you to enroll at: mceCleanEnergy.org/DG-enroll or call 1 (888) 632-3674. Please have your PG&E account number on hand.

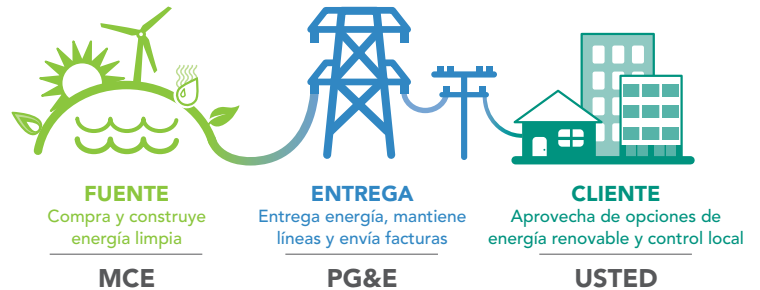


PG&E (Opt Out) | 33% RENEWABLE

You can choose to opt out and remain with PG&E's **33% renewable** service or one of their other options by visiting: mceCleanEnergy.org/opt-out or calling 1 (888) 632-3674. Please have your PG&E account number on hand.



<ACCOUNT HOLDER NAME>
 <ADDRESS 1>
 <ADDRESS 2>
 <CITY><STATE><ZIP>



<SPANISH Drop Date, 2018>

Su servicio eléctrico más renovable comienza en abril.

¡Bienvenido a MCE Contra Costa! Las municipalidades de Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon y del condado de Contra Costa votaron para recibir servicio de MCE, una agencia comunitaria sin fines de lucro que genera electricidad de fuentes renovables con tarifas competitivas y estables.

ACERCA DE MCE

Formado por el público para ofrecer energía más renovable y reinvertir fondos en nuestras economías locales, MCE ha servido clientes de electricidad en la área de la bahía desde 2010. Actualmente, MCE sirve a 255.000 clientes en las comunidades de Benicia, El Cerrito, Lafayette, Richmond, San Pablo y Walnut Creek, además de los condados y ciudades dentro de Marin y Napa.

CÓMO FUNCIONA MCE CON PG&E

MCE determina la fuente de su energía, o su generación eléctrica. PG&E continúa entregándole su electricidad, enviando su factura mensual, manteniendo y reparando las líneas eléctricas. Así que usted pueda disfrutar del mismo servicio confiable al que está acostumbrado.

SUS OPCIONES DE SERVICIO

MCE Verde Claro comenzará con su ciclo de facturación de PG&E en abril. También puede elegir una de las otras opciones de servicio a continuación en cualquier momento.

50% **MCE Verde Claro | 50% RENEVABLE**
 No tienes que hacer nada para empezar a recibir Verde Claro, energía **50% renovable** y 69% libre de carbón, en abril.

100% **MCE Verde Fuerte | 100% RENEVABLE**
Toda su electricidad será libre de contaminación cuando eliges el servicio Verde Fuerte, **100% renovable**. Le invitamos a inscribirse en: es.mceCleanEnergy.org/DG-enroll o llame al 1 (888) 632-3674. Por favor tenga a mano su número de cuenta de PG&E.

33% **PG&E (Optar A No Participar) | 33% RENEVABLE**
 Si optas a no participar con MCE, regresarás al servicio de PG&E, energía **33% renovable**. También puedes elegir una de sus otras opciones visitando: es.mceCleanEnergy.org/opt-out o llamando al 1 (888) 632-3674. Por favor tenga a mano su número de cuenta de PG&E.

When will MCE service begin?

Your MCE 50% renewable energy service starts automatically with your PG&E billing cycle in April 2018 unless you choose one of the other service options described on the front of this letter.

How do MCE rates compare to PG&E's?

Typical customers currently pay slightly less for MCE's 50% renewable electricity compared to PG&E's 33% renewable electricity, with costs nearly identical. Part of MCE's mission is to provide stable and competitive rates. MCE has reduced rates the past two years in a row (by an average of 9% and 3.9%, respectively). MCE has limited rate changes to once annually and, as a local public agency, all changes are always discussed and reviewed at public meetings by MCE's Board of Directors, made up of locally elected officials representing each of the communities we serve. PG&E will implement new rates beginning March 1. MCE will review promptly and, if needed to continue providing competitive rates, may adjust its own rates. For rates and cost comparisons visit: mceCleanEnergy.org/rates

Discount programs such as CARE, FERA, are and Medical Baseline are unaffected by enrollment; these customers receive the same discount with MCE as they would with PG&E.

What are the benefits of being an MCE customer?

- ⚡ **More Renewables.** More electricity will come from renewable, nonnuclear sources, such as solar, wind, bioenergy, hydroelectricity, and geothermal heat. As an MCE customer, you'll join us on a path toward a cleaner planet by reducing your electricity related carbon footprint.
- ⚡ **Energy Choices.** Before MCE, only one electricity service was available to you, and most of it came from natural gas and nuclear sources. You can now choose from competitively priced energy options, which are detailed on the first page of this letter. Choice is power.
- ⚡ **Simple Billing.** PG&E will still send your monthly bill, but instead of one fee that combines both your electric delivery fees and electric generation fees, your bill will show separate charges — one for PG&E electric **delivery** and one for MCE electric **generation**. MCE's generation charges will simply replace what PG&E would have charged you for generation.
- ⚡ **Local Control.** Your community's values are represented by an elected official from your city, town, or county on MCE's Board of Directors. MCE member communities — **not** private shareholders — control their own energy choices, as well as their rates, policies, and programs.
- ⚡ **Community Investment.** MCE does not use taxpayer dollars. We reinvest in the communities we serve by providing low and stable rates, fostering new local renewable projects, and expanding energy efficiency programs.

Am I required to use MCE as my electric provider?

No. The purpose of MCE is to give customers the ability to choose their source of electricity rather than having to rely on a single provider. MCE is required by law to provide you with electric service unless you opt out. However, we fully support your right to choose the option that is best for you and we're happy to honor your request. If you wish to opt out, please visit our website at mceCleanEnergy.org/opt-out or call us at 1 (888) 632-3674, and have your PG&E account number on hand.

Why am I enrolled in MCE if I don't opt out?

Community Choice Aggregation (CCA) programs, including MCE, are required by state law to be the primary electric generation provider in their service area, rather than investor-owned utilities like PG&E. As the primary provider, customers receive CCA service by default, but may opt out to receive service from their investor-owned utility.

How do I sign up for Deep Green service?

You can opt up to Deep Green 100% California renewable energy at any time online at mceCleanEnergy.org/DG-enroll or by phone at 1 (888) 632-3674. Please have your PG&E account number on hand.

How do I opt out of MCE?

Customers may opt out online at mceCleanEnergy.org/opt-out or by phone at 1 (888) 632-3674. Please have your PG&E account number on hand.

Opt Out Fees

You may request to opt out of MCE service at any time. There is no charge for opting out of MCE before or within the first 60 days of service. Your service is scheduled to start in April. If you request to opt out after 60 days of service with MCE, a one-time administrative fee of \$5 per residential account or \$25 per commercial account will be applied to your electric bill. You will also be subject to PG&E's terms and conditions of service, which will prohibit you from choosing to return to MCE for one year.

Is my home or business in MCE's service area?

MCE is the primary electric provider for these Contra Costa County communities: Concord, Danville, El Cerrito, Lafayette, Martinez, Moraga, Oakley, Pinole, Pittsburg, Richmond, San Pablo, San Ramon, Walnut Creek, and unincorporated areas of Contra Costa County. MCE also proudly serves all of Marin County, Napa County, and the City of Benicia in Solano County.

¿Cuándo comenzará el servicio de MCE?

Su servicio de energía 50% renovable comienza automáticamente con su ciclo de facturación de PG&E en abril de 2018, a menos que elija una de las otras opciones de servicio.

¿Cómo comparan las tarifas de MCE con los de PG&E?

Actualmente, clientes típicos pagan un poco menos por energía 50% renovable de MCE en comparación con la energía 33% renovable de PG&E. Los costos de estas opciones son casi idénticos. Parte de la misión de MCE es ofrecer tarifas estables y competitivas. MCE ha reducido sus tarifas los últimos dos años seguidos (un promedio de 9% y 3.9%, respectivamente). MCE solo cambia sus tarifas una vez al año y, dado que es una agencia pública, estos cambios se aprueban en reuniones públicas de la Junta Directiva de MCE. PG&E implementará sus nuevas tarifas a partir del 1 de marzo. Apenas un poco después, MCE revisará sus tarifas y, si es necesario para tener tarifas competitivas, las ajustarán. Para comparaciones de tarifas y costos, visite: es.mceCleanEnergy.org/rates

Si recibes un descuento como CARE, FERA, o la Asignación Básica por Razones Médicas, los seguirás recibiendo con MCE. Seguirás recibiendo el mismo descuento con MCE que con PG&E.

¿Cuáles son los beneficios de ser un cliente de MCE?

- ⚡ **Energía Más Renovable.** Más electricidad de fuentes renovables y no nucleares, como la energía del sol, el viento, el agua, la tierra o la bioenergía. Como cliente de MCE, reducirás su huella de carbón relacionada con la producción de su electricidad.
- ⚡ **Opciones de Energía.** Antes de MCE, usted tenía solo una opción de electricidad y la mayor parte de ese se generaba de gas natural y energía nuclear. Ahora puede elegir entre opciones de energía con precios competitivos, los cuales se detallan en la primera página de esta carta.
- ⚡ **Factura Simple.** PG&E seguirá enviándole su factura mensual. Pero ahora, en lugar de una sola tarifa que combina el costo de entrega eléctrica con la generación eléctrica, su factura mostrará dos cargos. Uno por la **entrega** eléctrica de PG&E y otra por la **generación** eléctrica de MCE. La generación de MCE simplemente reemplazan lo que PG&E le hubiera cobrado por esa generación.
- ⚡ **Control Local.** Los valores de su comunidad están representados por un electo de su comunidad, que forma parte de la Junta Directiva de MCE. Las comunidades de MCE, **no** accionistas privados, controlan sus propias elecciones de energía, así como sus tarifas, políticas y programas.
- ⚡ **Inversión Comunitaria.** MCE no usa impuestos. Invertimos en nuestras comunidades ofreciendo tarifas bajas y estables, fomentando nuevos proyectos locales y ampliando los programas de eficiencia energética.

¿Tengo que usar MCE como mi proveedor de electricidad?

No. El objetivo de MCE es darle la opción entre fuentes de electricidad en lugar de tener que depender de un solo proveedor. Por ley, MCE tiene que proporcione servicio eléctrico a menos que usted opte por no participar. Sin embargo, respetamos completamente su derecho a elegir la opción que mejor le sirve. Si desea a optar a no participar, visite es.mceCleanEnergy.org/opt-out o llame al 1 (888) 632-3674 (oprima 2 para español). Por favor tenga a mano su número de cuenta de PG&E a mano.

¿Por qué estoy inscrito en MCE si no me excluyo?

Los programas de Community Choice Aggregation (CCA), como MCE, son requeridos por ley de ser el proveedor principal de generación eléctrica en su área de servicio, en vez de servicios públicos propiedad de inversionistas como PG&E. Como proveedor principal, el CCA empieza a ser la opción estándar en estas comunidades, pero clientes siempre pueden optar a no participar si prefieren.

¿Cómo me registro para el servicio Verde Fuerte?

Usted puede elegir Verde Fuerte energía 100% renovable de California en cualquier momento en línea en es.mceCleanEnergy.org/DG-enroll o por teléfono al 1 (888) 632-3674. Por favor tenga a mano su número de cuenta de PG&E.

¿Cómo puedo optar a no participar con MCE?

Puedes optar a no participar en línea es.mceCleanEnergy.org/opt-out o por teléfono al 1 (888) 632-3674. Por favor tenga a mano su número de cuenta de PG&E.

Tarifa administrativa si opta a no participar

Puedes elegir a optar a no participar con MCE en cualquier momento. Si optas a no participar antes o dentro de los primeros 60 días de servicio de MCE, no hay una tarifa administrativa. Su servicio se anticipa comenzar en abril. Si optas a no participar después de 60 días de servicio con MCE, tendrás que pagar una tarifa administrativa única de \$5 para cuentas residenciales o \$25 para cuentas comerciales. También estará sujeto a los términos y condiciones de servicio de PG&E, que les prohíbe regresar a MCE por un año.

¿Mi casa o negocio está en el área de servicio de MCE?

MCE genera la electricidad para estas comunidades en el Condado de Contra Costa: Concord, Danville, El Cerrito, Lafayette, Martinez, Moraga, Oakley, Pinole, Pittsburg, Richmond, San Pablo, San Ramon, Walnut Creek y las áreas aledañas del condado. MCE también sirve a todo el condado de Marin, todo el condado de Napa y la ciudad de Benicia en el condado de Solano.

TERMS & CONDITIONS OF SERVICE

RATES

MCE electric generation rates are stable and cost-competitive. Financial assistance programs like CARE (California Alternate Rates for Energy), FERA (Family Electric Rate Assistance), and Medical Baseline Allowance remain the same for MCE customers. If you are enrolled in any of these programs with PG&E, you will continue to be enrolled if you choose MCE. Any changes to MCE rates will be adopted at duly noticed public MCE Board meetings. Changes to PG&E or MCE rates impact cost comparisons. PG&E charges MCE customers a monthly Power Charge Indifference Adjustment (PCIA) and Franchise Fee Surcharge. These fees are always included in cost comparisons. View MCE rates and PG&E cost comparisons at www.mceCleanEnergy.org/rates or call 1 (888) 632-3674 for more information. PG&E and MCE rates and cost comparisons may change over time.

BILLING

You will receive a single monthly bill from PG&E. The bill will include charges for PG&E electric delivery and MCE electric generation. MCE's electric generation charge will replace PG&E's electric generation charge. MCE's charge is not an extra fee. If you opt out of MCE, PG&E will resume charging you for electric generation.

ENROLLMENT

MCE, a not-for-profit, public agency, is now the primary electric generation provider in your community. California State Assembly Bill 117, passed and signed into law in 2002, requires that community choice programs like MCE operate as the primary electric generation service provider through an automatic enrollment process. Your account will be enrolled with MCE's Light Green 50% renewable energy service unless you choose to opt out. You may request to opt out at any time. You may also choose MCE's Deep Green 100% renewable energy. To opt out, or to sign up for Deep Green, call 1 (888) 632-3674 or visit www.mceCleanEnergy.org. Please have your PG&E account number on hand.

OPT OUT

You may request to opt out of MCE to buy PG&E's electric generation at any time by calling 1 (888) 632-3674 or by visiting www.mceCleanEnergy.org. Please have your PG&E account number on hand so that we may process your request. If you do not opt out within 60 days after MCE service starts, you will be subject to the payment of a one-time administrative fee (\$5 residential or \$25 commercial), will not have the option to return to MCE for one year, and will be subject to PG&E's terms and conditions of service. For information on PG&E's terms and conditions, visit www.mceCleanEnergy.org/opt-out-terms. You will not be charged an administrative fee if you opt out before MCE service starts, within the first 60 days after your enrollment with MCE, or if you cancel electric service. In order to switch electric generation service to PG&E before your next monthly billing cycle, your opt out request must be received five business days before the billing cycle start date. Your account will be transferred to PG&E on the first day of your billing cycle and cannot be transferred during a billing cycle. You will be charged for all electricity procured by MCE on your behalf prior to the cancellation or transfer of service to PG&E.

FAILURE TO PAY

MCE may transfer your account to PG&E upon 14 calendar days' written notice to you if you fail to pay your bill. If your service is transferred, you will be required to pay the administrative fee described above.

Based in San Rafael, MCE is governed by a Board of Directors of elected officials representing Marin County and all of the cities and towns within it, Napa County and all of the cities and towns within it, the Cities of Benicia, Concord, Danville, El Cerrito, Lafayette, Martinez, Moraga, Oakley, Pinole, Pittsburg, Richmond, San Pablo, San Ramon, Walnut Creek, and unincorporated Contra Costa County. We're committed to protecting customer privacy. Learn more at www.mceCleanEnergy.org/privacy.

STOP BY AND SAY, "HI!"

MCE COMMUNITY MEETING

Learn more about MCE's service options and have your questions answered at our upcoming community meeting.

Thursday, March 22 from 6 p.m. – 8 p.m.

Concord City Council Chamber, 1950 Parkside Dr, Concord, CA 94519

Please see the "Events" section for any scheduling changes at:
mceCleanEnergy.org/ContraCosta#Events

TÉRMINOS Y CONDICIONES DEL SERVICIO DE MCE

TARIFAS

Las tarifas de generación eléctrica de MCE son estables y competitivas. Programas de asistencia financiera como CARE (California Alternate Rates for Energy), FERA (Family Electric Rate Assistance) y la extensión de la tarifa básica por razones médicas (Medical Baseline) siguen iguales con MCE. Si usted ya está inscrito en estos programas con PG&E, usted estará inscrito automáticamente con MCE. Cualquier cambio de las tarifas de MCE será anunciado en las reuniones públicas de la Junta Directiva de MCE. Cambios de las tarifas afectarán las comparaciones de costos entre MCE y PG&E. A los clientes de MCE, PG&E cobra mensualmente el Power Charge Indifference Adjustment (PCIA) y un Recargo de Franquicia. Estas tarifas están siempre incluidas en nuestras comparaciones de costos. Usted puede ver estas comparaciones en es.mceCleanEnergy.org/rates. Llame al 1 (888) 632-3674 (oprima 2 para español) para más información. Estas tarifas y comparaciones de costos pueden cambiar con el tiempo.

FACTURACIÓN

Usted recibirá una factura mensual de PG&E, la cual incluye el costo de la entrega eléctrica de PG&E y de la generación eléctrica de MCE. El costo de generación eléctrica de MCE sustituye el costo de generación que PG&E le hubiera cobrado. Este cobro de MCE no duplica, sólo reemplaza. Si usted opte a no participar en la generación de MCE, PG&E reanudará el cobro por su generación eléctrica.

INSCRIPCIÓN

MCE es una agencia pública sin fines de lucro que ahora es el proveedor primario de generación eléctrica en su comunidad. La Ley 117 de la Asamblea Estatal de California (AB 117), aprobada y promulgada en 2002, establece que los programas de Community Choice Aggregation (CCA) como el de MCE, operan como el proveedor primario de servicios de generación eléctrica a través de un proceso de inscripción automática. A menos que usted opte a no participar, su cuenta estará inscrita en MCE Verde Claro, energía 50% renovable. Usted puede optar a no participar u optar por MCE Verde Fuerte, energía 100% renovable, en cualquier momento. Para optar a no participar o para inscribirse en Verde Fuerte, llame al 1 (888) 632-3674 (oprima 2 para español) o visite es.mcecleanenergy.org. Por favor tenga a mano la información de su cuenta de PG&E.

OPTAR A NO PARTICIPAR

Usted puede optar a no participar con MCE en cualquier momento llamando al 1 (888) 632-3674 (oprima 2 para español) o visitando es.mceCleanEnergy.org/opt-out. Asegúrese de tener a mano la información de su cuenta de PG&E para así procesar su solicitud. Si usted opte a no participar después de los primeros 60 días de servicio, usted tendrá que pagar una tarifa única administrativa de \$5 para su residencia o una tarifa de \$25 para su negocio. No tendrá la opción de volver al servicio de MCE por un año y estará sujeto a los términos y condiciones de servicio de PG&E. Para obtener información sobre los términos y condiciones de PG&E visite es.mceCleanEnergy.org/terms. No se le cobrará una tarifa administrativa si opta a no participar antes de iniciar el servicio de MCE, dentro de los primeros 60 días después de su inscripción con MCE o si cancela su servicio de electricidad. Para cambiar su servicio de generación eléctrica a PG&E antes de su próximo ciclo de facturación mensual, su solicitud de cancelación debe recibirse cinco días hábiles antes de la fecha de inicio de este ciclo. Su cuenta será transferida a PG&E en la fecha cuando se lea su medidor porque no se puede transferir durante el ciclo de facturación. Se le cobrará por la electricidad obtenida por MCE en su nombre antes de la cancelación o transferencia del servicio a PG&E.

FALTA DE PAGO

Si usted no ha pagado su factura eléctrica, MCE puede transferir su cuenta a PG&E 14 días después de haberle enviado una notificación por escrito. Al transferir su servicio, usted tendrá que pagar la tarifa única administrativa descrita anteriormente.

Basado en San Rafael, MCE es gobernado por una Junta Directiva de funcionarios electos representando el condado, las ciudades y pueblos de Marin y Napa, y las ciudades de Benicia, Concord, Danville, El Cerrito, Martinez, Moraga, Lafayette, Oakley, Pinole, Pittsburg, Richmond, San Pablo, San Ramon, Walnut Creek y las áreas aledañas del condado de Contra Costa. Estamos comprometidos a proteger la privacidad de nuestros clientes. Aprenda más en es.mceCleanEnergy.org/privacy.

¡VEN A VISITARNOS!

REUNIÓN COMUNITARIA DE MCE

Para aprender más sobre las opciones de electricidad que tendrás con MCE y preguntarnos sus inquietudes, le invitamos a nuestra próxima reunión comunitaria:

Jueves, 22 de marzo de 6 p.m. a 8 p.m.

Concejo Municipal de Concord, 1950 Parkside Dr, Concord, CA 94519

Para confirmar si han habido cambios a esta información, por favor consulte esta página web:
mcecleanenergy.org/ContraCosta#Events



MCE Contra Costa

CHOOSE FROM 33%, 50%, OR 100% RENEWABLE ENERGY

In April 2018, residents and businesses in Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon and unincorporated Contra Costa County will begin their more renewable, locally controlled energy service with MCE at competitive rates compared to PG&E; or they can choose another service option.

YOUR SERVICE OPTIONS

50%

MCE Light Green | 50% RENEWABLE

Take no action and your electric service will be at least 50% renewable energy starting in April — Light Green is currently 55% renewable.

100%

MCE Deep Green | 100% RENEWABLE

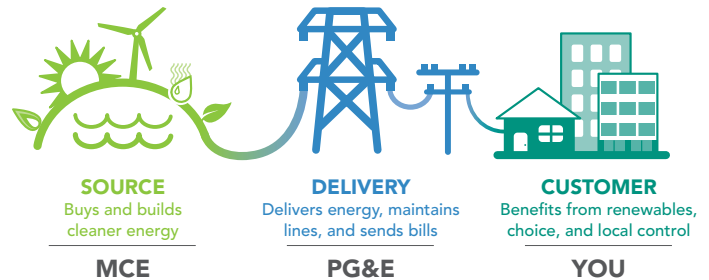
Eliminate your electricity-related carbon footprint by opting up to 100% California renewable energy.

33%

PG&E | 33% RENEWABLE

You can choose to opt out and continue purchasing energy from PG&E.

HOW MCE WORKS



How do MCE rates compare to PG&E's?

Typical customers currently pay slightly less for MCE's 50% renewable electricity compared to PG&E's 33% renewable electricity, with costs nearly identical. Part of MCE's mission is to provide stable and competitive rates. MCE has reduced rates the past two years in a row (by an average of 9% and 3.9%, respectively). MCE has limited rate changes to once annually and, as a local public agency, all changes are always discussed and reviewed at public meetings by MCE's Board of Directors, made up of locally elected officials representing each of the communities we serve. PG&E will implement new rates beginning March 1. MCE will review promptly and, if needed to continue providing competitive rates, may adjust its own rates. For rates and cost comparisons visit: mceCleanEnergy.org/rates

Discount programs such as CARE, FERA, are and Medical Baseline are unaffected by enrollment; these customers receive the same discount with MCE as they would with PG&E.

Are MCE's rates more stable than PG&E's?

Yes. While PG&E historically changes rates 3–5 times a year, MCE has never changed its rates more than once a year.

How does MCE affect electricity services for Contra Costa residents and businesses?

Aside from having access to more renewable energy, not much will change. Residents and businesses can choose 50–100% renewable energy from MCE, a local public agency. MCE customers continue to enjoy the same reliable electricity service, with PG&E delivering power, maintaining the wires, and providing billing and gas services.

With MCE's Light Green service option, at least half of the electricity you purchase is generated by renewable resources. Residents and businesses may also opt up to MCE's Deep Green 100% renewable energy, or opt out and choose PG&E's 33% renewable energy.

WE'RE HERE TO ANSWER YOUR QUESTIONS!

mceCleanEnergy.org/ContraCosta
1 (888) 632-3674
info@mceCleanEnergy.org

Do CARE, Medical Baseline, and other low-income assistance programs continue with MCE service?

Yes. Low-income assistance programs like CARE, FERA, and Medical Baseline are unaffected by MCE. Customers in these programs do not need to re-enroll nor take any further action.

Will my billing service change?

No. PG&E will continue to send one monthly bill. Instead of one fee that combines charges for the delivery and generation of your electricity, the bill will show separate charges — one for electric delivery (provided by PG&E and highlighted below in blue) and one for electric generation (provided by MCE and highlighted below in green). MCE's generation rates simply replace the generation charges you currently pay to PG&E; they are not an additional charge.

ENERGY STATEMENT		Account No:	0123456789-0
www.pge.com/MyEnergy		Statement Date:	06/28/2017
		Due Date:	07/19/2017
Service For:	Your Account Summary		
DEE P. GREENE	Amount Due on Previous Statement		\$135.57
100 CLEAR VISTA DR.	Payment(s) Received Since Last Statement		-135.57
RICHMOND, CA 94804	Previous Unpaid Balance		\$0.00
	Current PG&E Electric Delivery Charges		\$82.45
	MCE Electric Generation Charges		38.06
	Current Gas Charges		16.58
	Total Amount Due by 07/19/2017		\$137.09

Questions about your bill?
24 hours per day, 7 days per week
Phone: 1-866-743-0335
www.pge.com/MyEnergy

Is MCE's power supply more renewable than PG&E's?

Yes, considerably! MCE's power supply contains a higher portion of renewable resources like solar, wind, bioenergy, and geothermal. According to the most recent California Energy Commission Power Content Labels, MCE's Light Green service is 55% renewable compared to PG&E's 33% renewable service. MCE's board has elected not to procure energy from nuclear sources.

Why am I enrolled in MCE if I don't opt out?

Local Community Choice Aggregation (CCA) programs, like MCE, are required by state law to be the primary electricity provider for the communities they serve, rather than existing investor-owned utilities like PG&E. For this reason, customers may opt out of MCE to purchase their electricity from PG&E's power supply.

Which communities does MCE serve?

MCE has been serving Bay Area electric customers since 2010. Today nearly 255,000 customers in Marin and Napa Counties, and the cities of Benicia, El Cerrito, Lafayette, Richmond, San Pablo, and Walnut Creek are buying more renewable energy from MCE. Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon, and unincorporated Contra Costa County will also be enrolling with MCE in April.

What kind of organization is MCE and who controls it?

MCE is a local, not-for-profit, public agency directly controlled by its member communities — like Contra Costa County. Formed by the public to buy cleaner power and re-invest ratepayer dollars locally, MCE always prioritizes the interests of its customers. MCE's Board of Directors are democratically elected leaders from each community MCE serves and are not paid for their role with MCE. In consultation with MCE's staff, the Board determines MCE's rates, policies and programs in meetings that are open to the public. The following elected leaders are MCE's newest Board members and represent the values of their respective communities: Mayor Edi Birsan (Concord), Supervisor Federal Glover (Contra Costa County), Councilmember Lisa Blackwell (Danville), Mayor Rob Schroder (Martinez), Mayor Dave Trotter (Moraga), Councilmember Sue Higgins (Oakley), Councilmember Maureen Toms (Pinole), Vice Mayor Peter Longmire (Pittsburg), and Councilmember Scott Perkins (San Ramon).

How is MCE funded?

Like PG&E, MCE is funded by electricity ratepayers through their monthly energy purchases. MCE is not funded by taxpayers. A cornerstone to MCE's mission is to redirect ratepayer dollars back to local economies, and reinvest in its communities by providing low, stable rates. MCE also supports local workforce development through renewable energy projects within its service area, and partnering with community-based organizations to help expand energy savings programs.

MCE has allocated \$155,000 for solar rebates to low-income customers. Over 7 million gallons of water have been saved through MCE's Energy Efficiency Program. And in California, MCE's new, renewable energy projects — such as a 10.5 megawatt solar project in Richmond — have supported over 2,800 jobs to date, including union jobs.

WHAT DOES MCE OFFER CONTRA COSTA?

- » **Ability to choose** your electricity provider and service
- » **Low and stable rates** — in fact, we've reduced them two years in a row!
- » **Environmental benefits** from renewable energy sources
- » **Local control** through a Board of Directors of elected officials representing each member community
- » **Community investment** through local renewable development projects, including a new 10.5 MW solar farm in Richmond
- » **Support of over 2,800 green collar, California jobs** through contracted power and energy efficiency projects
- » **Energy efficiency programs** to help small businesses and multifamily properties save money and energy



MCE Contra Costa County Community Outreach Plan

November 2017 – August 2018



Dusk over Mount Diablo



Janet and Ramsey Thomas, Lafayette residents
and retired Acalanes High School teachers



Map of MCE Service Area

*Map is illustrative and not to scale

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Overview

This document serves as a roadmap for MCE's community outreach strategy for the electricity customers within the unincorporated and incorporated areas of Contra Costa County that voted to join MCE in 2017. The purpose of MCE's community outreach strategy is to reach as many of the Contra Costa County communities as possible, including a demographically and socio-economically diverse collection of neighborhoods, to ensure all electric customers will be equipped with the information necessary to make informed decisions about their electric service provider.

MCE will educate the general customer base including residential, commercial, industrial, and municipal account holders through communitywide outreach. MCE will also implement targeted outreach strategies to specific community groups (e.g. service clubs, nonprofits, chambers of commerce).

The MCE Contra Costa County Community Outreach Plan combines strategies used successfully for previous enrollments¹, recognizing the unique characteristics and different information channels of the communities, and provides an overview of the direct mail and advertising plan, meeting, event and presentation venues, and other strategies to facilitate community understanding of MCE and the new electricity options.

Introduction to MCE Contra Costa County

MCE first began serving Contra Costa in 2013, when the City of Richmond voted to join. In 2015, the neighboring cities of El Cerrito and San Pablo voted to join. Then, in 2016 the cities of Lafayette and Walnut Creek voted to join, making them the first cities outside of District One (West Contra Costa County) to have Community Choice Aggregation (CCA) service.

Unincorporated Contra Costa County and the 14 cities without CCA service began investigating their options in 2015. The County authorized staff to conduct outreach and explore the formation of a separate CCA. Staff began outreach by hosting three community workshops in Hercules, Brentwood, and Walnut Creek in late 2015. In March 2016, the Contra Costa Board of Supervisors voted to work with interested incorporated areas to obtain electrical load data from PG&E in order to conduct a technical study to consider their different Community Choice options. This technical study weighed the risks and opportunities to join MCE, join Alameda County's forming CCA called East Bay Community Energy (EBCE), or to start a new Contra Costa CCA program. Incorporated Contra Costa communities also began discussing their CCA options,

¹ Marin County 2010-12; Richmond 2013; unincorporated Napa County, Benicia, El Cerrito, and San Pablo 2015; incorporated Napa County municipalities, Lafayette and Walnut Creek 2016

requesting presentations, convening subcommittees, and even forming citizen advisory committees to explore their options.

In 2017, the Town Council of Moraga was the first Contra Costa community to vote to join MCE, on April 26th. Then, on May 2nd the Contra Costa Board of Supervisors and the Town Council of Danville voted to join MCE. The Oakley City Council voted on May 9th, Pittsburg City Council voted on May 15th, Pinole City Council voted on June 6th, Concord City Council on May 23rd, Martinez City Council on June 7th and San Ramon City Council voted on June 26th.

These votes authorized the completion of MCE's membership application, which includes a resolution, memorandum of understanding, and an ordinance requesting to join. MCE's Board of Directors reviewed the membership applications of these nine interested jurisdictions on June 20th, 2017 and voted to extend membership to all applicants. MCE submitted the updated implementation plan to the CPUC on September 25th after Board approval included these nine new communities. The CPUC approved this implementation plan on December 21st, 2017.

MCE offers residents and businesses in these communities a choice of affordable, renewable energy in competition, but also in partnership, with PG&E. For customers who choose MCE, PG&E continues to provide electric delivery service including operating power lines, reading meters, issuing monthly bills and providing the same maintenance and repair services it always has – at the same rates. MCE provides the electric generation service, determining the sources of power, and replacing what PG&E would otherwise charge for electric generation.

As a not-for-profit, public electricity provider, governed by a board of elected officials, MCE gives Contra Costa communities more local control as to how and where their ratepayer dollars are spent. MCE's priorities include reinvesting revenues toward 1) reducing energy-related greenhouse gas emissions; 2) supporting local energy efficiency and renewable generation projects; and 3) offering competitive rates while ensuring fiscal responsibility to customers and the Board of Directors through adherence to a robust reserve policy.

Enrollment & Service Options

Residents and businesses in the jurisdictions within these areas of Contra Costa County will soon have three MCE choices for their electricity supply: MCE Light Green 50% renewable; MCE Deep Green 100% renewable; or MCE Local Sol 100% local solar.

Customers can also choose to opt out and keep PG&E's 33%² renewable generation service or one of their other options, such as their 100% solar option.³

Because California State law (Assembly Bill 117, 2002) requires CCA programs like MCE to become the default provider of electric generation service, customers will be automatically enrolled with MCE unless they choose to opt out and continue purchasing PG&E's energy supply. MCE's outreach strategy focuses on providing customers with information about their electric service options to ensure that customers are choosing the electric service that's right for them.

Light Green is MCE's default service for automatic enrollment. If customers take no action, they will automatically jump from 33% to a minimum of 50% renewable energy at the start of their April 2018 billing period, which varies by customer. Customers may request to opt out of MCE service at any time after their first mailer arrives, in February 2018.

Customers may also request to enroll in MCE's Deep Green 100% renewable energy service starting in January of 2018. Requests to enroll early in MCE's Local Sol, 100% local solar option for residential and small commercial customers will also be accepted.

Customers with rooftop solar are also eligible for early enrollment in either Light Green, Deep Green, or Local Sol beginning in January 2018 to better align with their true-up bill. When customers participating in Net Energy Metering (NEM) are enrolled in MCE's service, PG&E will automatically bill the customer for their owed charges. This may result in some customers paying a large bill. To avoid confusion with this process these customers may opt into MCE early, or wait to enroll in MCE to better align with their true-up date. MCE's account services team can process these requests via info@mcecleanenergy.org.

There is no fee for customers who opt out before MCE service starts or within the first 60 days of service. Customers who opt out after 60 days of service with MCE will be subject to a one-time \$5 (residential) or \$25 (commercial) administrative fee. Customers will also be subject to PG&E's terms and conditions of service and will not be able to return to MCE service for 1 year.⁴

² As reported in the Annual Report to the California Energy Commission Power Source Disclosure Program in June 2016 (www.energy.ca.gov/sb1305/labels)

³ Visit www.pge.com to learn more about other PG&E service options

⁴More information on PG&E's terms of service can be found here: www.mcecleanenergy.org/terms

MCE Customer Service

MCE provides customer service via telephone, email, letter and in-office meetings. MCE currently has a single office location, in the City of San Rafael. Arrangements are being made to have a secondary location in Contra Costa County, in the City of Concord.

1 (888) 632-3674

info@mceCleanEnergy.org

1125 Tamalpais Avenue
San Rafael, CA 94901

The call center is dedicated to assisting customers with questions and processing opt outs and Deep Green enrollments. To process opt out and Deep Green requests call center representatives are available 24 hours a day, 7 days a week. The start of 24/7 call center hours coincides with the mailing of the first notices and ends 60 days after MCE service begins. Regular call center hours, for all other inquiries, are Monday-Friday, 7 A.M. to 7 P.M. Translation services for more than 240 languages are also available to non-English and non-Spanish speaking callers. A list of available translations services – including Mandarin, Cantonese, Tagalog, and Hindi – is included at the end of this document.

The info@mceCleanEnergy.org email address is monitored and maintained by MCE senior account management staff. Customers may request to opt out via the info@mceCleanEnergy.org email by sending the first six digits of their PG&E account number, the account holder's name, and service address.

MCE can also provide in-office support at a central location chosen by city or town staff after the first enrollment notices are delivered, in order to respond to any public inquiries relating to enrollment and/or opting out. Traditionally, this has been a temporary desk space in City or Town offices. For a list of dates that MCE will be available on-site in city or town offices, visit www.mceCleanEnergy.org/meetings. During these days, MCE staff can provide trainings to public-facing local government staff, provide answers to commonly asked questions and provide the protocol for escalating a concern to the call center. Part of this training will include providing a short "MCE Basics" document as well as a longer, more thorough "MCE Primer." These documents can be used as reference material if ever a member of the public brings their questions to their local government offices. If additional MCE presence is requested by staff, MCE staff will include additional in-person locations on the second mailed notice.

For customers who prefer to speak to a representative in person, MCE's San Rafael office customer service hours are Monday – Friday from 9 A.M. to 4 P.M. Once a Contra Costa location is arranged, this location will also be available for walk-ins.

Community Leader Advisory Group

Local input is central to MCE's mission, so forming a volunteer Community Leader Advisory Group (CLAG) to guide outreach efforts is a priority. MCE proposes that the

CLAGs be composed of various community representatives with diverse perspectives. Examples include people from industry and business associations, sustainability, English as a Second Language (ESL), or senior-focused community organizations and local government officials or staff from each of the participating jurisdictions. MCE will also ensure that invited CLAG participants include community members who are not necessarily enthusiastic about enrollment with MCE, as well as those who are supportive, and/or undecided. Participants are invited based on consultations with city staff and council. Specific duties of the CLAG are listed below.

- **Meet to advise on outreach.** This group will provide valuable insight to MCE helping to determine strategies for public engagement, outreach opportunities, and venues for reaching a broad cross-section of Contra Costa County.
- **Recommend ad venues** including specific community publications, unique outdoor advertising venues – such as recycling trucks – or radio and print advertisements. These will be shared with MCE’s Marketing team for necessary budget allocation planning.
- **Help MCE disseminate information** about services and the enrollment process by posting directly on social media and/or responding to posts that contain misinformation about MCE (particularly on Nextdoor and Facebook).
- **Help organize and promote at least three MCE-hosted town hall-style meetings, preferably before April.** These meetings will provide an additional venue to provide residents and businesses with information and answer questions about the new energy choices available. CLAG participants can help organize and promote attendance at these meetings. These meetings have been more effective if invited to share in a pre-established venue with hosts who are visible in the community. To that end, a CLAG participant could invite MCE to give a presentation to groups in their networks, such as groups of businesses they know, or at their places of worship.
- **Provide feedback throughout the outreach process.** The second CLAG meeting will be conducted for the purposes of participants providing MCE with feedback on how the outreach has been conducted up to that point. This may include feedback on where ads are located, how information about MCE is being distributed, events, and other components. CLAG participants can provide feedback to improve MCE’s outreach strategy during the second half of the enrollment period.

Communitywide Outreach Strategies

Mailed Enrollment Notices

Enrollment notices will be sent to every electricity customer in Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon, and unincorporated Contra Costa County. This is required by California law, which requires that four such notices be sent.

The notices, mailed in English and Spanish, will inform customers of the April 2018 enrollment, along with MCE's Terms & Conditions of Service, with instructions on how to opt out if they'd like to keep PG&E's electric generation supply. The notices will also include a referral to the website, which is also available in Spanish.

Two notices will be mailed before enrollment and two will be mailed after service starts.

The first and second notices will be sent within 60 days prior to the start of service, depending on the date of MCE service start (e.g. some start first week of April and others the second, third or fourth week of April, depending on the start of their billing period). The third and fourth notices will be sent within 60 days after starting service. If a customer opts out, they will not receive additional enrollment notices.

Draft Enrollment Notice Schedule:

Notice 1 (mailed letter in envelope)

- February to March, staggered by meter read dates

Notice 2 (tri-fold direct mail piece; NEM customers receive mailed letter in envelope)

- March to April – staggered by meter read date

APRIL ENROLLMENT

Notice 3 (postcard)

- April to May – staggered by meter read date

Notice 4 (postcard)

- May to June – staggered by meter read date

MCE Contra Costa County Webpage

MCE has created a webpage dedicated to the enrollment of the nine Contra Costa communities joining MCE in 2018: www.mcecleanenergy.org/ContraCosta This URL will be present on customer outreach materials. The webpage includes the enrollment timeline, information on the electricity choices available to customers including the choice to opt out, cost comparisons, frequently asked questions and a calendar of community events where MCE will be present.

Advertising Strategy

Digital Advertising

- Geographically targeted online advertising
- Social media posts (e.g., Facebook, Twitter, Nextdoor)
- Search ads

TV & Radio Advertising

- On air and streaming Comcast ads
- Streaming radio (e.g., Spotify)

Print Advertising

- East Bay Times
- Martinez Gazette
- Richmond Pulse (bilingual Spanish publication)
- Local newspapers

Out-of-Home Advertising

- BART station ads

Targeted Outreach Strategies

MCE recognizes that community borders are porous and community affiliations are not always easily defined. In order to maximize enrollment outreach, a number of strategies will be used to reach different stakeholder groups, generally outlined below. For communities that have specific events, requests, or cultural sensitivities, please see pages 17 through 37 for a more detailed breakdown of this general outreach. There are currently approximately 237,324 eligible electric accounts in Contra Costa County. Of those, roughly 217,142 (91.49%) are residential accounts and 17,947 (7.56%) are commercial accounts.

MCE will contact community based organizations to offer a presentation (at a meeting or community event), to provide information for newsletters or websites, and/or to partner in any other way to inform their audience about MCE's service.

MCE will work with municipal staff to contact City Commissions, Boards, and local school districts to offer a presentation (at a meeting or community event), to provide information for newsletters or websites, and/or to partner in any other way to inform their audience about MCE's service.

Commercial and industrial customers consume the majority of electricity in Contra Costa County. Commercial customers also have the greatest potential for build out of solar, electric vehicle, or storage infrastructure. There are 145 accounts that use over 140,000 kWh annually. Consequently, they have the opportunity to reduce the largest portions of energy-related greenhouse gas emissions. MCE will contact organizations that work with Contra Costa County businesses to offer a presentation (at a meeting or community event), to provide information for newsletters or websites, and/or to partner in any other way to inform their audience about MCE's coming service. This includes the

Industrial Association for Contra Costa County and the City-County Engineering Association.

MCE will reach out to the largest employers in Contra Costa County, including the following:⁵

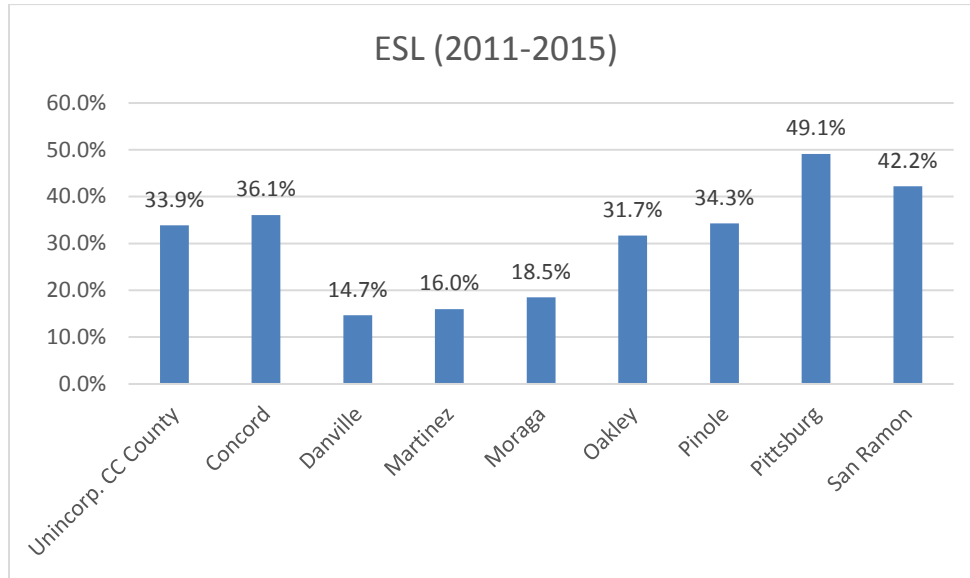
AAA Northern CA, Nevada & Utah	Contra Costa Center	Automobile Clubs
Bay Alarm Co	Concord	Burglar Alarm Systems (whls)
BAY Area Rapid Transit	Richmond	Transit Lines
Broadspectrum Americas	Richmond	Oil Refiners (mfrs)
Chevron Corp	San Ramon	Oil Refiners (mfrs)
Chevron Global Downstream LLC	San Ramon	Petroleum Products (whls)
Chevron Richmond Refinery	Richmond	Oil Refiners (mfrs)
Contra Costa Regional Med Centr	Martinez	Hospitals
U.S. Department of Veterans Affairs	Martinez	Clinics
John Muir Health	Concord	Hospitals
Kaiser Permanente Martinez Med	Martinez	Clinics
Kaiser Permanente Walnut Creek	Walnut Creek	Hospitals
La Raza Mkt	Richmond	Grocers-Retail
Robert Half Intl	San Ramon	Employment Agencies & Opportunities
Santa Fe Pacific Pipe Lines	Richmond	Pipe Line Companies
St Mary's College Of Ca	Moraga	Schools-Universities & Colleges Academic
Tesoro Golden Eagle Refinery	Pacheco	Oil Refiners (mfrs)
USS-POSCO Industries	Pittsburg	Steel Mills (mfrs)

Special Populations

While MCE will be doing general outreach to the entire community, we have learned that there are certain customer groups that may require and benefit from more customized outreach. Due to particular circumstances (such as mobility, language, or financial barriers), these customer groups may need customized outreach sensitive to their situations. The following is a suggested list of community groups which would require additional outreach to compliment the general engagement strategy.

⁵ State of California Employment Development Department. "Major Employers in Contra Costa County," June 24th 2017. www.labormarketinfo.edd.ca.gov/majorer/countymajorer.asp?CountyCode=000013; This list of major employers was extracted from the America's Labor Market Information System (ALMIS) Employer Database, 2017 2nd Edition. *Employer information is provided by Infogroup, Omaha, NE, 800/555-5211. 2017.*

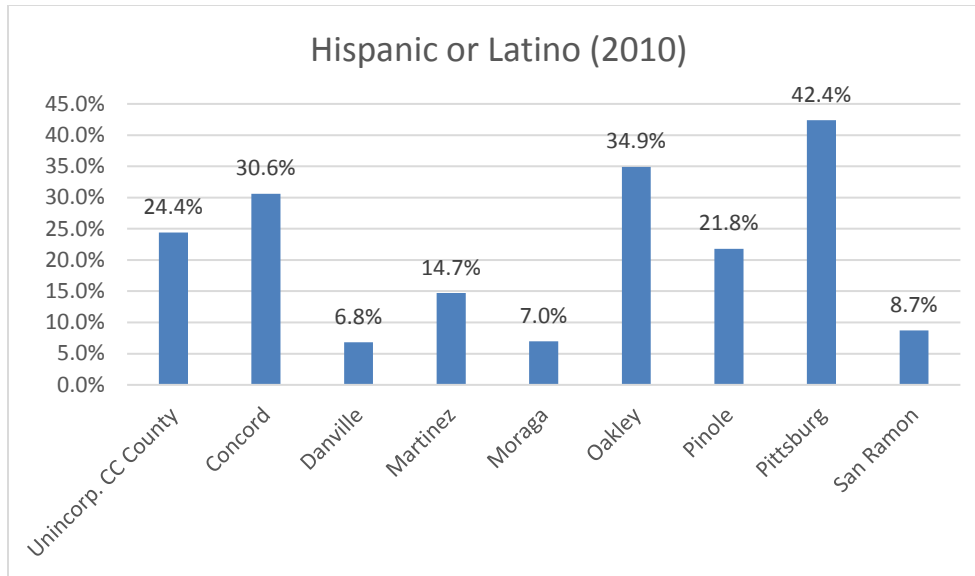
MCE will focus specific outreach to **non-native English speakers**. According to the 2015 census, approximately 34% of the population in unincorporated Contra Costa County speak a language other than English at home. This ranges from 14.7% in Danville to 49.1% in Pittsburg.⁶



MCE has a Spanish website, Spanish speaking customer service specialists available through its call center, and will provide printed informational material in Spanish. There are also call center translation options for more than 240 languages, including Tagalog, Cantonese, Mandarin, Hindi, Lao, and Vietnamese. A list of available languages can be found at the end of this document.

⁶ Language other than English spoken at home, percent of persons age 5 years+, 2011-2015. Unincorporated Contra Costa County 33.9%; Concord 36.1%; Danville 14.7%; Martinez 16%; Moraga 18.5%; Oakley 31.7%; Pinole 34.3%; Pittsburg 49.1%; San Ramon 42.2%.

<https://www.census.gov/quickfacts/fact/table/contracostacountycalifornia/POP815215>



Low-income customers are typically defined as those who qualify for the standard energy discounts. According to the 2015 census, approximately 10.2% of the population in unincorporated Contra Costa County live below the poverty line. When looking at the spread in incorporated communities, this demographic ranges from 4.1% in Danville to 17.9% in Pittsburg.⁷

This group will receive special consideration in MCE's outreach. Discounts like the California Alternative Rates for Energy (CARE) and Family Electric Rate Assistance (FERA) are unaffected by MCE service and continue to be managed and billed by PG&E. If a customer is already enrolled in these programs, they do not need to do anything if they stay with MCE; their discount will remain the same.

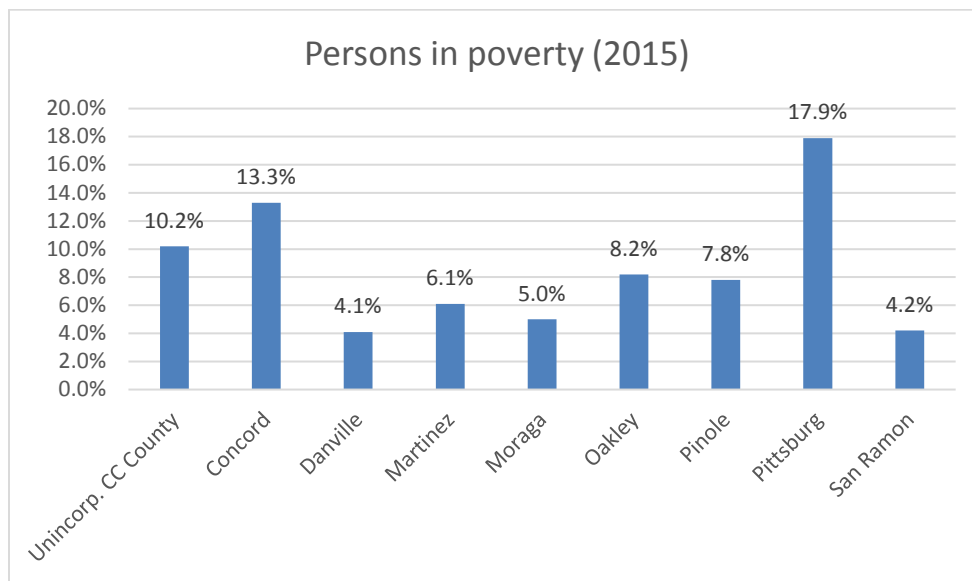
According to our initial data request from PG&E, we see that there are approximately 40,000 eligible electric accounts enrolled in CARE or FERA in the nine new communities. This represents a full 18.23% of all eligible accounts. There is a statistically significant number of customers that are on both CARE/FERA as well as Medical Baseline. If you include the eligible accounts on Medical Baseline and remove the double-counting overlap between those on both CARE and Medical Baseline, the number of Contra Costa accounts on CARE, FERA, or Medical Baseline is approximately 45,500 or roughly 21% of eligible residential accounts.

For a single family residence, the CARE discount eligibility is broken down as follows:

⁷ Persons living in Poverty, 2015: Unincorporated Contra Costa County 10.2%; Concord 13.3%; Danville 4.1%; Martinez 6.1%; Moraga 5.0%; Oakley 8.2%; Pinole 7.8%; Pittsburg 17.9%; San Ramon 4.2%.
<https://www.census.gov/quickfacts/fact/table/contracostacountycalifornia/POP815215>

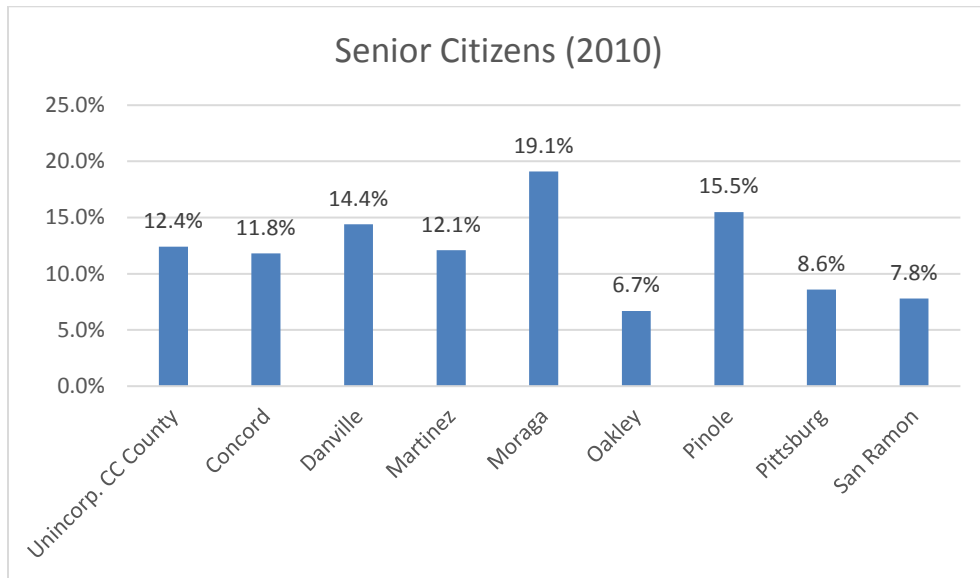
Number of Persons in Household	Total Gross Annual Household Income
1-2	\$31,860 or less
3	\$40,180 or less
4	\$48,500 or less
5	\$56,820 or less
6	\$65,140 or less
7	\$73,460 or less
8	\$81,780 or less
Each additional person, add	\$8,320

MCE will focus outreach to low-income residents by contacting community based organizations that work specifically with low-income residents, such as affordable housing developments, to offer a presentation (at a meeting or community event), to provide information for newsletters or websites, and/or to partner in any other way to inform their audience about MCE’s coming service.



Senior citizens may live on fixed incomes or have special electricity discounts, so MCE makes outreach to seniors a priority. MCE considers it particularly important for individuals on fixed incomes to understand their electricity options and to know that discounts like the California Alternative Rates for Energy (CARE) and Family Electric

Rate Assistance (FERA) are unaffected by MCE service and continue to be managed and billed by PG&E. If a customer is already enrolled in these programs, they do not need to do anything if they elect to stay with MCE.



For **solar customers**, MCE has a Net Energy Metering (NEM) program.⁸ A special meter tracks the difference between the amount of electricity solar panels produce and the amount of electricity used during each billing cycle. When more electricity is produced than used, a credit is generated for the excess power.

For any excess electricity a solar system produces, MCE credits customers at the Deep Green premium rates (MCE's Light Green retail rates + \$0.01/kWh). Excess credits roll over each month and never zero out. NEM accounts with credits over \$100 can be "cashed out" each year in April. PG&E bills once a year with a "true-up" statement but MCE bills monthly, so annual "true-ups" are smaller.

Please note that when a NEM account enrolls with MCE, PG&E performs an automatic "true-up" and bills that account for all electric charges incurred since their last "true-up" statement.

To educate solar customers, MCE will send customized enrollment notices to NEM customers, discuss NEM account considerations during public presentations, and distribute NEM-specific outreach materials (e.g., one-page flyers) at community events. MCE will also contact solar businesses to ensure that they are aware of MCE's NEM program.

⁸ MCE's Net-Energy Metering (NEM) program may be available for other qualifying, small-scale renewable energy technologies besides photovoltaic (PV) solar. These could include wind, biopower, micro-hydroelectric resources, etc.

Community Demographics⁹

The below demographics provide more detail on the communities to help guide our special populations outreach.

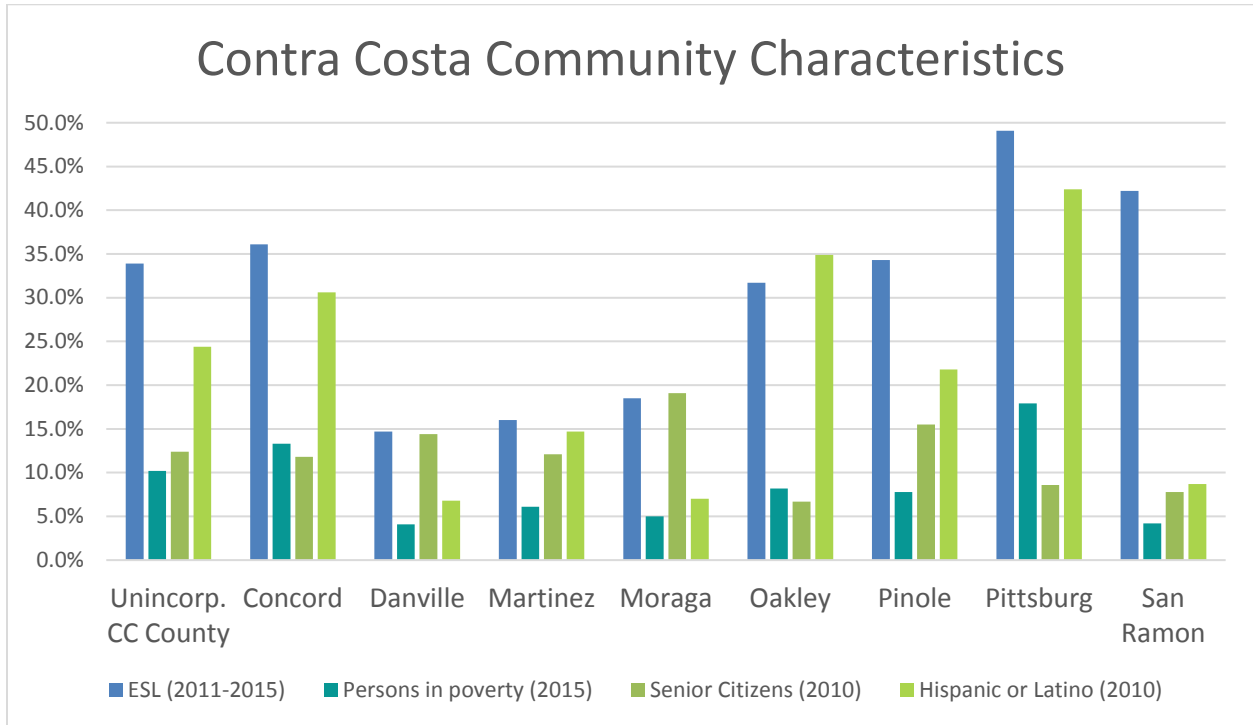


Figure 1: Demographics by community¹⁰

	Total Pop. (2016)	Veterans (2011-2015)	65+ (2010)	Language other than English spoken at home (2011-2015)	Hispanic or Latino (2010)	Persons in poverty (2015)
Unincorporated Contra Costa County	1,139,513	53,270	12.4%	33.9%	24.4%	10.2%
Concord	128,726	6,915	11.8%	36.1%	30.6%	13.3%
Danville	44,631	2,362	14.4%	14.7%	6.8%	4.1%
Martinez	38,259	2,464	12.1%	16.0%	14.7%	6.1%
Moraga	17,416	820	19.1%	18.5%	7.0%	5.0%
Oakley	40,622	1,640	6.7%	31.7%	34.9%	8.2%

⁹ All information taken from the census data: <http://www.census.gov/>

¹⁰ All information taken from the census data: <http://www.census.gov/>

Pinole	19,293	1,142	15.5%	34.3%	21.8%	7.8%
Pittsburg	70,679	2,762	8.6%	49.1%	42.4%	17.9%
San Ramon	75,639	2,468	7.8%	42.2%	8.7%	4.2%
Totals/Average	1,570,392	73,843	12.04%	30.72%	21.26%	8.53%

Analysis of Strengths, Challenges and Opportunities

Strengths

- MCE's stable and competitive rates
- Generous Net Energy Metering program (for customers with rooftop solar)
- Increased renewable energy supply
- Reduced greenhouse gas emissions
- Community energy choices where none existed before
- Unique multifamily energy efficiency program options

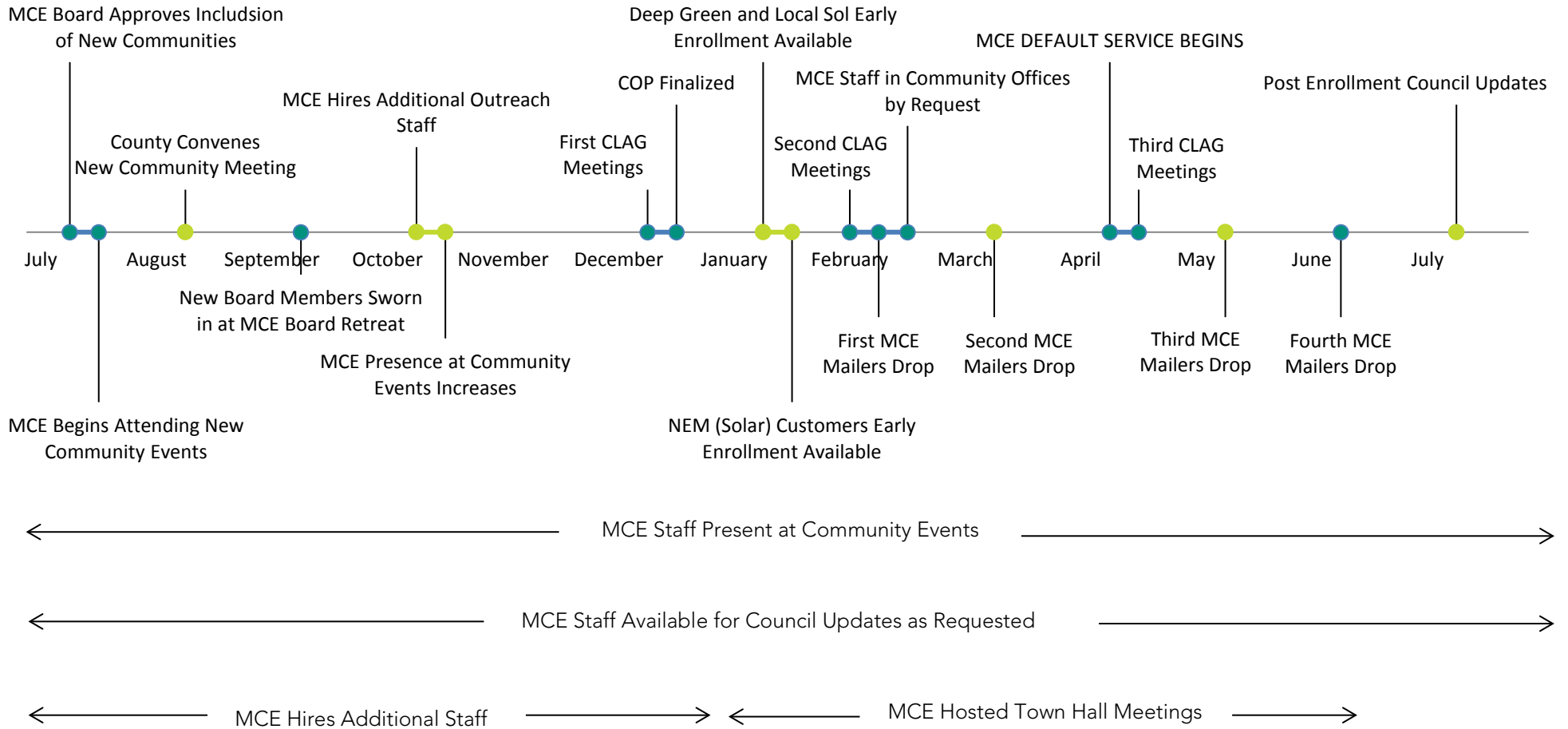
Challenges

- Correcting misinformation
- Ensuring all customers are informed of their choices
- Informing solar customers of net energy metering program and enrollment impacts

Opportunities

- Community members may already be aware of MCE because Richmond, San Pablo, El Cerrito, Lafayette and Walnut Creek started MCE service between 2013 and 2016
- Outreach overlap between target sectors
- Well organized community based organizations and trade organizations
- Community emphasis on sustainability values
- Ability to offer tailored energy efficiency programs in the future
- Free marketing and co-branding opportunities for green businesses
- Opportunity to develop local renewable energy projects and related local hiring with MCE's Feed-In Tariff

General Outreach Timeline



Community Specific Outreach Strategy: Unincorporated County

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events, advertising, and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

Contra Costa County (unincorporated) was one of the original 27 counties of California and is home to approximately 1,139,513 people. 173,454 people live in the unincorporated areas of Contra Costa County. The County spans more than 800 square miles and is by far the most heavily populated prospective MCE jurisdiction. Correspondingly, it also represents the single largest electricity load—approximately 25% of the combined load of all eligible incorporated and unincorporated communities. The cities of Concord and Pittsburg together represent another 25%. Contra Costa is a dynamic jurisdiction in terms of geography and demographics, and includes Mt. Diablo, historic Delta communities, extensive Bay Shore borders, multiple oil refineries and heavy industry, rich agricultural lands, and a broad array of ethnic groups, foreign languages, and socio-economic diversity.

Community Events & Tabling

- Annual Festivals
- Earth Day Events
- Farmers Markets
- Fourth of July Events
- Music in the Parks
- Alamo Women's Club
- Other events as suggested by staff and the CLAG

Community Leaders

Local nonprofits

- Local Rotary
- Local Soroptimists
- Local Kiwanis Clubs
- Places of Worship, including those with non-English services
 - Arlington Community Church
 - El Sobrante United Methodist Church, El Sobrante
 - Arlington Community Church, Kensington
 - Member of Interfaith Power & Light
- Local Sierra Club
- Water Districts
- Sustainable Contra Costa
- Communities for a Better Environment
- Interfaith Council of Contra Costa County
- Contra Costa Climate Leaders
- Commission on Aging

Organizations that work with Contra Costa businesses

- Chamber of Commerce
- Farm Bureaus
- Visit Contra Costa
- East Bay Leadership Council
- Industrial Association of Contra Costa County
- Municipal Advisory Committee
- City-County Engineering Association of Contra Costa County
 - o Debbie Hince – dhince@sanramon.ca.gov

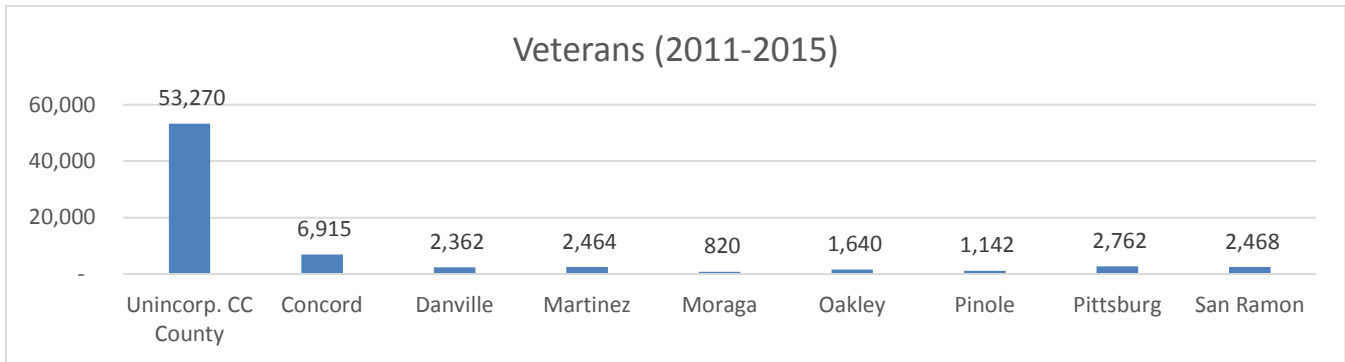
Targeted Outreach to Special Populations

Non-native English community

- Local Hispanic Market
- English Language Learning (ELL) Night Classes
- Family Center
- Spanish Clinics
- Hispanic Chambers of Commerce
- Non-Latino ELL

Senior and Veterans

- Agency on Aging
- Senior centers



County Employees

Betsy Burkhart suggested contact – County’s Communications Officer

Community Specific Outreach Strategy: Concord

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events, advertising, and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The City of Concord is Contra Costa's largest incorporated jurisdiction with a population of nearly 130,000 and more than 30.5 square miles within its borders. It is located toward the geographic center of the County at the base of Mt. Diablo and is home to many large businesses. The City has two BART stations and about one-fifth of the County's population reportedly commutes to Concord for work. Concord alone represents more than 12% of MCE's prospective additional electricity load, the second largest among all applicant communities. The Concord Naval Weapons Station is a focus of the City's redevelopment efforts and it is widely considered to be an ideal site for innovative renewable energy projects. Wells Fargo and PG&E are among the City's largest employers.

Community Events & Tabling

- Annual Festivals
- Earth Day Events
- Farmers Markets
- Fourth of July Events
- Music in the Parks
- Other events as suggested by staff and the CLAG
- Mayors State of the City
- Armed Forces Half Marathon
- Mayor's Cup
- Fourth of July Parade
- Cool Concord Car's Tree Lighting
- Winter Brews Festival
- Spring Brews Festival
- Concord Vibe events
- Tuesday Night Blues
- MOMDay in the Plaza
- Mayor's Cookoff

Community Leaders

Local nonprofits

- Rotary Club of Concord
- Rotary Club of Concord/Diablo
- Diablo Toastmasters
- Local Soroptimists
- Local Kiwanis Clubs
- Places of Worship, including those with non-English services

- Members of California Interfaith Power & Light:
 - St. Agnes Catholic Church
 - St. Bonaventure Catholic Community
 - St. Francis of Assisi Catholic Church
 - St. Michael and All Angels
- Local Sierra Club
- Water Districts
- Mount Diablo Resource Recovery (formerly Concord Disposal Service)
- St. Demetrios Greek Orthodox Church
- Calvary Temple Church
- Sustainable Contra Costa
- Concord Police Association
- Family Justice Center
- Concord Art Association
- Historical Society
- Contra Costa Climate Leaders
- Bike Concord

Organizations that work with Contra Costa businesses

- Greater Concord Chamber of Commerce
- Todos Santos Business Associations
- Visit Concord
- Farm Bureaus
- Visit Contra Costa

Targeted Outreach to Special Populations

ESL community

- Local Hispanic Market
- English Language Learning (ELL) Night Classes
- Family Center
- Spanish Clinics
- Hispanic Chambers of Commerce
- Non-Latino ELL
- Monument Impact

Senior and Veterans

- Agency on Aging
- Senior centers

Community Specific Outreach Strategy: Danville

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The Town of Danville is located within the San Ramon Valley in the southwestern part of the County and is home to approximately 45,000. The incorporated area spans approximately 18 square miles.

Community Events & Tabling

- Annual Festivals
 - Danville Tree Lighting Ceremony
 - Sunday Summer Car Show
 - Summer Fest
 - Fall Crafts Festival
 - Recreation Fair
- Earth Day Events
- Farmers Markets
 - Danville Farmer's Market at the Railroad Avenue Parking Lot, Sunday
- Danville July 4th Parade (consider a float)
- Music in the Parks
- Mayor's Town Hall (in conjunction with the Town of Danville)

Community Leaders

Local nonprofits

- Danville Rotary
- Danville/Sycamore Valley Rotary
- Local Soroptimists
- Kiwanis of the San Ramon Valley
- Danville Women's Club
- Real Estate Marketing Association (RMA)
- Local PTA organizations
- Places of Worship, including those with non-English services
 - Members of California Interfaith Power & Light
 - Beth Chaim Congregation
 - Danville Congregational Church
 - Peace Lutheran Church
 - San Damiano Retreat Center
 - St. Mark's Episcopal Church Danville
 - St. Timothy's Episcopal Church
- Local Sierra Club
- Water Districts

Organizations that work with Contra Costa businesses

- Danville Area Chamber of Commerce
- Visit Tri-Valley (Tri-Valley Convention & Visitors Bureau)
- Contra Costa Association of Realtors

Targeted Outreach to Special Populations

Senior and Veterans

- Veterans Service Organizations at the Veterans Memorial Building
 - Marine Corps League
 - American Legion
 - MOAA
 - Viet Nam Veterans of the Diablo Valley
 - Blue Star Moms

Community Specific Outreach Strategy: Martinez

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The City of Martinez is the county seat of Contra Costa County with a population of nearly 36,842 and more than 13.1 square miles within its borders. Established in 1849, Martinez is one the oldest communities in California. Martinez has a rich history being the home of John Muir as well as the birthplace of Joe DiMaggio. It is located along the Carquinez Strait and is home to many large businesses. Contra Costa County, the Veterans' Administration Hospital, Shell Oil, Kaiser Permanente and the Martinez Unified School District are the City's largest employers.

Community Events & Tabling

- Annual Festivals/Holiday Frolic (December)
- Earth Day Events (April)
- Farmers Markets (every Sunday in Downtown Martinez)
- Fourth of July Events
- Other events as suggested by staff and the CLAG

Community Leaders

Local nonprofits

- Local Rotary
- Local Soroptimists
- Local Kiwanis Clubs
- Places of Worship, including those with non-English services
 - Members of California Interfaith Power & Light
 - Cal-Nev Conf United Methodists; Martinez UMC
 - First Baptist Church
 - First Congregational Church of Martinez
 - Grace North Church
 - Martinez United Methodist Church
- Local Sierra Club
- Water Districts
- Sustainable Contra Costa

Organizations that work with Contra Costa businesses

- Chamber of Commerce
- Main Street Martinez
- Visit Contra Costa

Targeted Outreach to Special Populations

ESL community

- Local Hispanic Market
- English Language Learning (ELL) Night Classes/Martinez Adult School
- Family Center
- Spanish Clinics
- Hispanic Chambers of Commerce
- Non-Latino ELL

Senior and Veterans

- Agency on Aging
- Martinez Senior Center

Community Specific Outreach Strategy: Moraga

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The Town of Moraga spans approximately 9.4 square miles in the central-western part of the County commonly known as 'Lamorinda' (the combined name of three incorporated jurisdictions: Lafayette, Moraga, and Orinda). As of 2010, the Town has a population of just over 16,000. Moraga's Town Council was the first to vote to join MCE in 2017.

Community Events & Tabling

- Moraga Triathlon
- Pear and Wine Festival
- Moraga Community Faire
- Cinco de Mayo (Hacienda Foundation), very light touch
- Friday Food Truck events (talk to Parks & Rec)
- Moraga Farmers Markets
- Fourth of July Celebration
- - Summer Concerts in the Park (talk to Parks & Rec)
- [Parks and recreation](#)

Community Leaders

Local nonprofits

- Saint Mary's College
- Moraga Rotary
- Kiwanis Club of Moraga Valley
- Moraga Community Foundation
- Moraga Movers
- Moraga Junior Women's Club
- Moraga Women's Society
- Lions Club
- Moraga Park Foundation
- Hacienda Foundation of Moraga
- Moraga Library
- Parents for a Safer Environment
- :Lamorinda Open Space (Susan Jones)

Organizations that work with Contra Costa businesses

- [Moraga Chamber of Commerce](#)
- VivaMoraga

- John Muir Landtrust (Lynus Eukel)

Targeted Outreach to Special Populations

ESL community

- Chinese American Political Association (contact Ching Liao; Ching and Kathy Wu (on the Board of CAPA))
- Asian Pacific American Caucus
-

Senior and Veterans

- Contra Costa County Council on Aging (meets regularly)
- Agency on Aging
- Senior centers (Aegis of Moraga, Moraga Royale)

Homeowners Associations (ask Moraga staff for fuller list)

- Moraga Country Club
- Sanders Ranch
- SamSara
- Carroll Ranch
- Campolindo
- Alta Mesa (on St. Mary's Road)
- Miramonte Gardens
- Rancho Moraga
- Via Moraga
- Harvest Court

Community Specific Outreach Strategy: Oakley

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The City of Oakley is located in the eastern-most part of the County along the Delta and is home to approximately 40,600. The City incorporated relatively recently (1999) and spans just over 16 square miles. Oakley has been exploring CCA generally, and MCE membership specifically, for longer than most other jurisdictions seeking membership this inclusion period. In 2016, Oakley nearly joined MCE along with Lafayette and Walnut Creek. The City's moto is "A Place for Families in the Heart of the Delta."

Community Events & Tabling

- Annual Festivals – Heart of Oakley, Harvest Festival
- Earth Day Events
- Farmers Markets – we don't have any Farmers Markets
- Fourth of July Events – Cityhood Celebration
- Music in the Parks – Movie in the Park
- Other events as suggested by staff and the CLAG

Community Leaders

Local nonprofits

- Local Rotary – not in Oakley (closest is Antioch)
- Local Soroptimists - Soroptimist International of the Delta
- Local Kiwanis Clubs -
- Places of Worship, including those with non-English services (do you want a list of all the places of worship in Oakley?)
- Water District – Diablo Water District
- Sewer District – Ironhouse Sanitary District

Organizations that work with Contra Costa businesses

- Chamber of Commerce
- Farm Bureaus
- Visit Contra Costa

Targeted Outreach to Special Populations

ESL community

- Local Hispanic Market
- English Language Learning (ELL) Night Classes
- Family Center
- Spanish Clinics
- Hispanic Chambers of Commerce – (I don't think one exists in Oakley)

- Non-Latino ELL

Senior and Veterans

- Agency on Aging
- Senior centers

Community Specific Outreach Strategy: Pinole

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The City of Pinole is among the County's smallest jurisdictions and is home to approximately 20,000. It has a sizable Latino population and spans approximately 5 square miles. The downtown area has many turn-of-the century buildings, which contrast with the many "big box" stores closer to Fitzgerald Drive, Appian Way, and Pinole Valley Road.. Pinole's MCE inclusion would extend West Contra Costa County's membership, along with Richmond, San Pablo, and El Cerrito.

Community Events & Tabling

- National Night Out
- Earth Day Events
- Pinole Weekly Farmers Markets
- Fourth of July Events
- Office hours at City Hall & Senior Center
- Additional presentations to City Council
- Pinole PD social media if agreeable
- Pinole website scrolling message
- Tabling outside local businesses if agreeable: Target, Trader Joe's, Sprouts, Kaiser, Osh, Starbucks etc.

Community Leaders

Local nonprofits

- Local Rotary
- Local Soroptimists- Richmond is nearest
- Local Kiwanis Clubs- Richmond is nearest
- Local Lions Club – Pinole/Richmond
- Places of Worship, including those with non-English services
 - Member of California Interfaith Power & Light
 - Christ the Lord Episcopal Church
 - Pinole United Methodist Church
- Local Sierra Club
- Water Districts
- Schools
- Mayor announcements at City Council

Organizations that work with Contra Costa businesses

- The Bayfront Chamber
- Farm Bureaus
- Visit Contra Costa

Targeted Outreach to Special Populations

ESL community

- Local Hispanic Market
- English Language Learning (ELL) Night Classes
- Family Centers
 - Tiny Tots daycare facility
 - City of Pinole youth center
- Spanish Clinics
- Hispanic Chambers of Commerce
- Non-Latino ELL

Senior and Veterans

- City of Pinole Senior Center

Community Specific Outreach Strategy: Pittsburg

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The City of Pittsburg is a jurisdiction of both progress and promise with a population of about 70,000. It is located at the point where the Sacramento and San Joaquin rivers meet and is home to a rich history of industry. It has substantial Latino, Asian, Pacific Islander, and African-American communities, and spans nearly 20 square miles. Pittsburg alone represents more than 8% of MCE's prospective additional electricity load, the third largest among all applicant communities. Pittsburg is home to two natural gas fired power plants as well as the Transbay Cable, a 53 mile high-voltage direct current underwater power transmission cable interconnecting PG&E's Pittsburg and Potrero power substations, which provides San Francisco with an estimated 40% of its baseload electricity needs. All these projects came to fruition under the Pittsburg Power Company which is the City's municipal utility. The City also has a small municipal utility (Island Energy), which serves Mare Island, Vallejo with natural gas and electricity services. The City has the resources and expertise of seasoned energy professionals as it explored the possibility of joining MCE. Currently, MCE is working with CalPine, AnswerNet, FutureBuild and the City to site a CCA call center in Pittsburg which will create 10 to 15 full time jobs.

Community Events & Tabling

- Annual Festivals
- Earth Day Events
- Farmers Markets
- Fourth of July Events
- Music in the Parks
- Other events as suggested by staff and the CLAG

Community Leaders

Local nonprofits

- Local Rotary
- Local Soroptimists
- Local Kiwanis Clubs
- Places of Worship, including those with non-English services
 - Member of California Interfaith Power & Light
 - Community Presbyterian Church of Pittsburg
 - Pittsburg United Methodist Church
- Local Sierra Club
- Pittsburg Art and Community Foundation

Organizations that work with Contra Costa businesses

- Chamber of Commerce

- Contra Costa Workforce Development Board
- Visit Contra Costa

Targeted Outreach to Special Populations

ESL community

- Local Hispanic Market
- English Language Learning (ELL) Night Classes
- Family Center
- Spanish Clinics
- Hispanic Chambers of Commerce
- Non-Latino ELL

Senior and Veterans

- Agency on Aging
- Senior centers

Community Specific Outreach Strategy: San Ramon

To the extent possible, MCE will attempt to maximize the channels that cross into various Contra Costa communities. This general outreach will be complimented with community specific events and outreach, as outlined by the following pages. Staff and possibly Council members from each of the nine new MCE member communities will be asked to help refine their community's strategy, by helping MCE identify the most important media outlets, community leaders, local nonprofits, high-visibility events and other suggestions to reach the highest percentage of the population possible.

The City of San Ramon is the namesake jurisdiction of the San Ramon Valley in the southwestern part of the County and is home to approximately 75,000. Its Bishop Ranch office park development is occupied by offices of multiple large corporations, including Chevron and AT&T. PG&E is among the City's largest employers.

Community Events & Tabling

- Annual Festivals
 - Art and Wine Festival
- Earth Day Events
- Farmers Markets
- Fourth of July Events
- Music in the Parks
- Other events as suggested by staff and the CLAG

Community Leaders

Local nonprofits

- Tassajara Valley Preservation Association
- Local Rotary
- Local Soroptimists
- Local Kiwanis Clubs
- Places of Worship, including those with non-English services
 - Member of California Interfaith Power & Light
 - St. Joan of Arc Catholic Church
- Local Sierra Club
- Water Districts
- Local service clubs

Organizations that work with Contra Costa businesses

- San Ramon Chamber of Commerce
- Bishop Ranch
- San Ramon Regional Medical Center
- Community Theater

Targeted Outreach to Special Populations

Senior and Veterans

- Senior Center

- Community Center



MCE Contra Costa – The Basics

Welcoming Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon, and unincorporated Contra Costa County

Contact Information:

1. Phone: 1 (888) 632-3674

- English- and Spanish-speaking call center reps available 24/7 from the mailing of the first notices in February until June 30 to process opt out and Deep Green requests
- Regular hours for all other questions: Monday – Friday 7 AM to 7 PM
- Over 240 languages available to non-English and non-Spanish speaking callers through translation services, including Vietnamese, Mandarin, Cantonese, Tagalog, Russian and Laotian

2. Website:

English

www.mceCleanEnergy.org/ContraCosta

www.mceCleanEnergy.org/optout

Spanish

es.mceCleanEnergy.org/opt-out

3. Email: info@mceCleanEnergy.org

This email address is read and maintained by MCE’s senior account services staff

4. Office: MCE | 1125 Tamalpais Ave., San Rafael, CA 94901

Business hours for customer walk-ins are Monday – Friday 9 AM to 4 PM

Frequently Asked Questions:

Visit www.mceCleanEnergy.org/faq for a complete list of questions and answers.

What is MCE?

MCE is a local, not-for-profit, public agency that partners with PG&E to provide more renewable electricity at competitive rates. MCE has served Marin County since 2010; Richmond since 2013; Benicia, El Cerrito, San Pablo, and unincorporated Napa County since 2015; and Calistoga, Yountville, St. Helena, American Canyon, and Napa, as well as Lafayette and Walnut Creek since 2016. In 2017, nine new Contra Costa communities joined MCE. These include Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon, and unincorporated Contra Costa County.

Historically in Contra Costa County, PG&E has been the only electricity provider, which includes two services: 1) electric generation (i.e., the sourcing of the energy); and 2) electric delivery (i.e., transmission and distribution of the energy through power lines). Beginning in April 2018, MCE will replace PG&E as the primary provider of electric generation services, and PG&E will continue to provide electric delivery services. Customers can still choose PG&E for electric generation services by opting out of MCE.

MCE offers choices of 50% to 100% renewable energy at rates set by a democratically elected Board of Directors in meetings open to the public. By choosing MCE, customers



help support new in-state and local renewable energy projects. Meanwhile, PG&E continues to deliver electricity, maintain powerlines, and provide monthly billing services. For MCE customers, energy bills include separate charges for MCE and PG&E services. Customers are never double-billed. MCE's generation charges *replace* PG&E's generation charges. MCE does not offer gas service.

What are my electricity options with MCE?

As described above, all electricity customers in Concord, Danville, Martinez, Moraga, Oakley, Pinole, Pittsburg, San Ramon, and unincorporated Contra Costa County will be enrolled with MCE's 'Light Green' 50% renewable option in April 2018, unless they choose another option. These other options include MCE's 'Deep Green' 100% renewable energy or opting out of MCE to remain with PG&E's energy supply (currently 33% renewable). Information about additional PG&E service options is available at www.PG&E.com.

How do I opt out or sign up for MCE's Deep Green 100% renewable energy?

Online: www.mcecleanenergy.org/optout
www.mcecleanenergy.org/dg-enroll

By Phone: 1 (888) 632-3674

There is no fee for customers who opt out of MCE before service starts in April 2018 or within the first 60 days of service (i.e., before June 2018). Customers who opt out after 60 days of service with MCE will be subject to a one-time \$5 (residential) or \$25 (commercial) administrative fee. Customers will also be subject to PG&E's terms and conditions of service and will not be able to return to MCE service for one year. **Please have your PG&E account number ready so that we can process your request.**

When does this all take place and how will I be notified?

Electricity customers in Contra Costa County will be enrolled with MCE in April 2018, unless they choose to opt out. Between February and June of 2018, customers will receive four MCE enrollment notices in the mail explaining the change of service and providing instructions on how to opt out. Customers may request to opt out any time after they receive their first notice in February. This may be done online, or by phone, using the contact information above. If customers do not opt out prior to the start of their April billing cycle, they will be enrolled in MCE's Light Green 50% renewable option, but may request to opt out at any time, even after service starts. Customers may also request to enroll in MCE's Deep Green 100% renewable option anytime.

How do MCE rates compare to PG&E's?

MCE's rates replace a portion of PG&E's regular rates (specifically, the electric generation charges) and are not an added fee. Typical customers currently pay slightly less for MCE's 50% renewable electricity compared to PG&E's 33% renewable electricity, with costs nearly identical. Part of MCE's mission is to provide stable and competitive rates. MCE has reduced rates the past two years in a row (by an average of 9% and 3.9% respectively), while providing substantially more renewable energy. MCE has limited rate changes to once annually, and as a local public agency, all changes are discussed and reviewed at public meetings by MCE's Board of Directors. MCE's Board is composed of democratically elected officials from each community MCE serves and Directors are not paid for their role with MCE.

PG&E will implement new rates beginning March 1. MCE will review promptly, and if needed to continue providing competitive rates, will adjust its own rates. **Discount programs such as CARE, FERA, are and Medical Baseline are unaffected by enrollment; these customers receive the same discount with MCE as they would with PG&E.**

For up-to-date rates and cost comparisons, please visit: mceCleanEnergy.org/rates.



February 15, 2018

TO: MCE Board of Directors

FROM: CC Song, Senior Policy Analyst &
Shalini Swaroop, Deputy General Counsel

RE: Policy Update on Regulatory and Legislative Items (Agenda Item #11)

Dear Board Members:

Below is a summary of the key activities at the legislature, California Public Utilities Commission (CPUC), and California Energy Commission (CEC) impacting Community Choice Aggregation (CCA) and MCE.

I. Legislature

In partnership with MCE Board Legislative Ambassadors, MCE staff has met with almost every Assemblymember and Senator represented in MCE’s service area. Final meetings are expected to be completed by the end of March. In addition, MCE participated in a California Community Choice Association (CalCCA) Staff Briefing in Sacramento for approximately 50 legislative staffers.

II. California Public Utilities Commission (CPUC)

1) CPUC Issues Integrated Resources Planning Proposed Decision

On December 29, 2017, the CPUC issued a Proposed Decision (PD) in the Integrated Resources Planning (IRP) proceeding.

A. Outcomes Favorable to CalCCA’s Positions

One of the issues considered was whether the CPUC should order early procurement of renewable energy to be purchased by the IOUs and to have some of the costs and resources assigned to CCA customers. The PD declined to order advanced renewable procurement, citing dubious evidence for cost savings. The PD also affirmed that the 2018-2019 IRP cycle will be a test cycle to allow stakeholders and the Commission to refine the compliance and reporting process. MCE, as a part of CalCCA, supported these determinations, and will continue to work with the CPUC during the test cycle to define a certification process for CCAs’ Integrated Resources Plans.

B. Ongoing CalCCA Concerns with the Proposed Decision

However, the PD also raised several issues of great concern to CCAs. First, the PD stated that the CPUC should also have the authority to approve or deny CCAs' IRPs, even after a CCA governing board has approved its IRP. Second, the PD also adopted the "Clean Net Short" proposal, which was a Greenhouse Gas (GHG) emissions calculation methodology advanced by PG&E. The Clean Net Short Proposal would greatly devalue out-of-state eligible renewable products, commonly referred to as "Bucket 2." Working alongside CalCCA, MCE and its Board Members have been meeting with all Commissioners' offices to address these concerns, and highlight opportunities for the CPUC to collaborate with CCA governing boards.

2) CCAs Respond to Draft Resolution E-4907

On December 8, 2017, the CPUC issued Draft Resolution E-4907. The Draft Resolution claimed that some CCAs are found non-compliant to the CPUC's Resource Adequacy (RA) reporting requirements. Further, the Resolution indicated that the IOUs have asserted and demonstrated cost-shifting due to the alleged non-compliance. For those reasons, the CPUC would enforce an implementation timeline for CCAs that did not file their implementation plans before December 8, 2017. This resolution did not affect MCE's inclusion of new Contra Costa communities because MCE's implementation plan was filed before December 8, 2017. All CCAs have complied with RA requirements on a month-ahead and/or year-ahead basis.

The CPUC's apparent goal was to prevent future cost-shifting. However, CCAs were unable to determine whether the IOUs assertions about cost-shifting were correct, the Commission did not offer CCAs the opportunity to address these concerns in a transparent and ongoing proceeding, and the implementation timeline would cause a year-long delay for certain CCAs planning to launch throughout 2018.

As originally written, the Draft Resolution would expand the CPUC's oversight over CCAs contrary to statute and would create significant financial uncertainties for CCAs that had not yet filed their implementation plans. Therefore, CCAs, municipalities, and community members responded with significant opposition. MCE staff and several members of its Board met with all CPUC Commissioners' offices to oppose the approval and implementation of the Draft Resolution. CalCCA also filed comments to oppose the Draft Resolution, and urged the CPUC to adopt an interim solution for CCAs that plan to launch in 2018. In addition, CalCCA argued that the ongoing issue should be examined in the 2018 RA proceeding in order to satisfy due process concerns.

On February 2, 2018, an amended draft resolution was released that addressed some elements of this compromise approach. The Commission indicated that it would allow CCAs that had filed their implementation plans after December 8, 2017 to request a waiver and launch on their chosen 2018 start dates. A waiver would be granted if the CCA and the IOU could mutually agree on the cost responsibility for RA requirements – or if the CCA asks the CPUC to determine the cost responsibility for RA. CCAs planning to launch after January 1, 2019 would be subject to a process that will be determined in the 2018 RA proceeding.

MCE is a party of the 2018 RA proceeding and will continue to engage actively in the proceeding.

3) CPUC Holds Two-Day Workshop on PCIA Methodology

On January 16 and 17, 2018, the CPUC held a two-day workshop where parties presented and discussed proposals for revisions to and/or replacements of the existing PCIA methodology. The workshop was originally intended to be a data-driven discussion. However, due to delays in the procedural schedule and ongoing negotiations regarding CCA access to confidential IOU procurement data, CalCCA used the opportunity to present high-level conceptual approaches to reducing IOU above-market portfolio costs that contribute to the PCIA.

CalCCA presented on behalf of all the CCAs. Its presentation challenged the IOUs' narrative that the current PCIA methodology results in large-scale cost-shifts to bundled customers. CalCCA's expert, Aldyn Hoekstra, demonstrated that by using less pessimistic and legitimate market valuations for calculating IOU above-market costs, **the alleged cost shift to bundled customers disappears and results in an almost equal and opposite cost-shift to un-bundled customers**. CalCCA also made high-level proposals for how to reduce the size of IOUs' portfolios, which include: 1) securitization of Utility-Owned Generation (such as Diablo Canyon), and 2) voluntary allocation of IOUs' portfolios to CCAs via auction, sale, or contract buy-outs. CalCCA also proposed ways to improve the Market Price Benchmark, which is the current administratively set means to determine the annual market value of the IOUs' portfolios.

The IOUs voiced concerns over cost-shifts to bundled customers and advocated for the Portfolio Allocation Mechanism as the solution. Currently, the Commission is considering the parties' suggestions to modify the schedule in this proceeding. This schedule will determine the next steps, including testimony and briefing. All parties expect a final decision on this proceeding before the end of the year.

4) CPUC Issues Decision on 2018 PG&E Energy Resource Recovery Account (ERRA) Application

On January 11, 2018, the CPUC approved PG&E's 2018 ERRA Application. Historically, the CPUC approves PG&E's ERRA applications in December so the approved revenue requirements, including the annual PCIA, can be collected in rates beginning January 1. Due to a delayed CPUC Proposed Decision, the CPUC was not able to approve PG&E's ERRA application before the new year. Consequently, PG&E rates will not be updated until March 1, 2018; the 2018 PCIA will be implemented on that date as well. To track PCIA under-collections from January and February 2018, the CPUC authorized PG&E to create a balancing account. As such, 2018 PCIA will be amortized over a period of 12 months beginning in March 2018 through February 2019.

5) Joint IOUs File Petition for Modification to Modify the CCA Code of Conduct and Allow Lobbying of Local Elected Officials Without an Independent Marketing Division

Due to PG&E's actions during MCE's launch, there are restrictions around IOUs marketing against CCAs. This was made explicit by the Legislature when it passed the Charles McGlashan Community Choice Aggregation Act in 2012. Following the passage of this Act, the CPUC promulgated a CCA Code of Conduct that each IOU must adhere to.

To provide a more level playing field and to allow for transparency the Code of Conduct currently requires an IOU to file a marketing plan with the CPUC demonstrating that it will use an independent marketing division that is shareholder funded and does not have access to

customer account information and the utility support network for such activity. Without an independent marketing division, IOUs are currently prohibited from marketing or lobbying against CCA programs, either to customers or local government officials who are considering CCA. They are not allowed to provide goods, services, or money to incentivize a local government to not participate in a CCA program. An IOU also cannot discriminate against CCA customers.

On January 30, 2018, all three IOUs filed a Petition for Modification to change the Code of Conduct. Specifically, they want to be able to lobby local governments about CCA programs. This would include both those governments who are considering CCA, and those who've already joined a CCA program. The IOUs also want to be able to communicate with the press against CCA programs.

Because the IOUs filed this request as a Petition for Modification of an existing decision, it acts more similarly to an appeal than filing a petition to create a new proceeding. In a new proceeding, parties have one to two years to gather facts and make legal arguments. In the case of a Petition for Modification, respondents have thirty days. Therefore, a reply is due on March 1.

III. California Energy Commission (CEC)

1) CEC Releases Second Staff Proposal for the Implementation of AB 1110

On January 17, 2018, the CEC staff issued a second proposal for the implementation of AB 1110, which affects the Power Content Label sent out by all Load Serving Entities. AB 1110 directed retail sellers to disclose the GHG emissions associated with its electricity products based on a methodology developed by the CEC. The second proposal contained some changes supported by CalCCA.

However, the second proposal would continue to assign a GHG emissions factor to firmed-and-shaped resources ("Bucket 2") based on the substitute energy. If a Bucket 2 resource is associated with substitute energy from a specific out-of-state hydroelectricity resource, then that Bucket 2 resource would be assigned the emissions factor of the hydroelectricity resource. If the Bucket 2 resource is associated with unspecified substitute energy, then the emissions factor of the system power would be assigned to that Bucket 2 resource.

The second proposal would also require retail suppliers like MCE and other CCAs to report the use of unbundled RECs separate from its renewable energy resources, without attributing any reductions in emissions to unbundled RECs. MCE will continue to advocate for reporting requirements that are consistent with California's Renewable Portfolio Standard.