Marin Energy Authority
Executive Committee Meeting
Wednesday, January 16, 2013
9:00 A.M.

Marine Energy Authority Offices
781 Lincoln Avenue, Suite 300 San Rafael, CA 94901

Agenda – Page 1 of 1

Dawn Weisz
Executive Officer

Damon Connolly
Chair
City of San Rafael

Kathrin Sears
Vice Chair
County of Marin

Tom Cromwell
City of Belvedere

Alexandra Cock
Town of Corte Madera

Larry Bragman
Town of Fairfax

Len Rifkind
City of Larkspur

Ken Wachtel
City of Mill Valley

Denise Athas
City of Novato

Tom Butt
City of Richmond

Carla Small
Town of Ross

Ford Greene
Town of San Anselmo

Jonathan Leone
City of Sausalito

Richard Collins
Town of Tiburon

781 Lincoln Avenue
Suite 320
San Rafael, CA 94901

1 (888) 632-3674
marincleanenergy.com

1. **Board Announcements (Discussion)**

2. **Public Open Time (Discussion)**

3. **Report from Executive Officer (Discussion)**

4. **Richmond Community Engagement (Discussion)**

5. **Communications Update (Discussion)**

6. **Energy Efficiency Update (Discussion)**

7. **Regulatory Update (Discussion)**

8. **Proposed Revisions to Contracting Authority for MEA Non-Power Supply Contracts (Discussion)**

9. **Addendum to Agreement with Noble Energy Solutions (Discussion)**

10. Review Draft Agenda for 2.7.13 Board meeting (Discussion)

11. Board Member & Staff Matters (Discussion)

12. Adjourn

MCE Richmond: Strategic Community Outreach

Alex DiGiorgio
Community Affairs Representative

Marin Energy Authority

December 6, 2012

MCE Richmond: Community Outreach

I. **Intro:** Alex DiGiorgio, J.D.

II. **MCE Richmond: Community Profile**

III. **APCO & Initial Community Outreach Activities**

IV. **Sustainable Development Program Opportunities**

V. **Questions?**

Richmond BUILD students complete a solar installation project

MCE Richmond: Community Profile
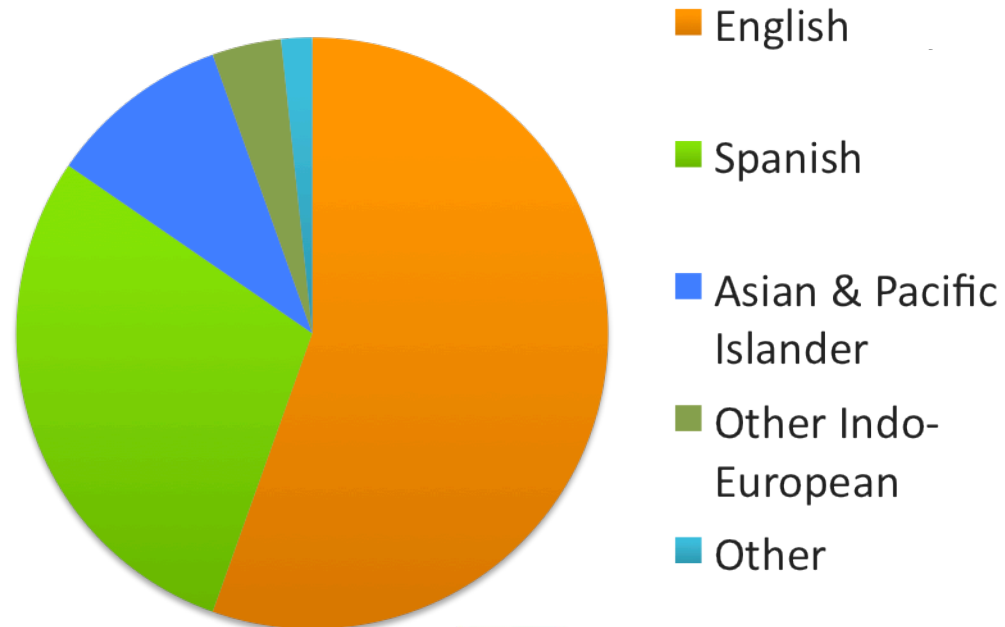
Context & Orientation

- Pop: 105,000 (2011)
  = electric customers: 30,000 → ~1/3 increase to MCE customer base

Linguistic Demographics:

- **55.8% - English o**
- **29.3% - Spanish**
- **10% - Asian & Pacific Islander**
- **3.7% - other Indo-European**
- **1.2 % - other**

Languages Spoken at Home

- English
- Spanish
- Asian & Pacific Islander
- Other Indo-European
- Other

MCE Richmond: Community Profile

¡Tenemos que hablar Español!

- Spanish outreach: community orgs, churches, businesses, events, etc.

- Spanish website & communications material

- Spanish Glossary of Terms

Other Languages:

- Chinese – 4%
- Tagalog (Filipino) – 3.4%
- Laotian – 1.6%
- Vietnamese – 0.7%

Richmond's Environmental & Health Initiatives Event

¡Viva la VERDE FUERTE!

MCE Richmond: Community Profile

Sustainable Development, Public Health & Environmental Awareness:

- *#1 in Bay Area: solar watts per capita (2010)*
- Sustainable Contra Costa Award (2010)
- *Lawrence Berkeley National Laboratories (LBNL)*
- California Endowment's Building Healthy Communities (BHC)
- **RichmondBUILD; employment development academy**
- Richmond Greenway Project
- Urban Agriculture projects

Bill Lindsay, Richmond City Manager

APCO Findings: Priority Issues & Opportunities

1) **Governance** – Ratepayer values align with MCE's structure and mission
   - *APCO: **"Just learning about who MCE is—is by far the most important component of MCE's reputation in Richmond."***

2) **Choice** – Ratepayers now have the opportunity to choose their electricity provider, and influence their energy generating sources

3) **Rates** – Rate transparency is key
   CARE and Medical Baseline Allowance

4) **Community Engagement** – local employment; ratepayer revenues can be reinvested in community development projects

A Richmond Solar Installation

Initial Community Outreach Activities

Date	Deliverable	Status
10/1/2012	Confer w/Communities for a Better Environment	Completed
10/13/2012	Richmond Home Front Festival	Completed
10/24/2012	**Community Outreach Database**	Ongoing
11/20/2012	**Presentation: Richmond City Council**	Completed
12/5/2012	Community outreach meeting w/Richmond CMO	Completed
12/7-12/18	**Meet w/individual Richmond Councilmembers**	In Progress
12/2012	**Richmond Community Leader Advisory Committee (RCLAC)**	Ongoing
12/2012	Richmond Neighborhood Coordinating Council (RNCC)	In Progress
TBD	Town Hall Community Meeting (coordinate w/mailers)	In Progress

Initial Community Outreach Activities

Date	Deliverable	Status
12/2013	**MCE Richmond website & collateral materials**	In Progress
1/21/2013	**MLK Day of Service**	In Progress
1/28/2013	**Presentation: Laurel Park NCC**	In Progress
2/13-8/13	Presentations: NCCs; churches; schools, community based orgs (CBOs), etc.	In Progress
3/13-9/13	Presentations: Richmond Business Forums	TBD
5/5/2013	**Cinco de Mayo Festival**	In Progress
6/13/2013	Juneteenth Festival	TBD
7/4/2013	4th of July Festival	TBD

MCE Richmond Enrollment & Opt Out Notices

Deliverables

Community Outreach Database
Website & Collateral Material
Opt Out Notice #1
Opt Out Notice #2
Opt Out Notice #3
Opt Out Notice #4
Opt Out Notice #5

Nov 2012 | Dec 2012 | Jan 2013 | Feb 2013 | Mar 2013 | Apr 2013 | May 2013 | Jun 2013 | Jul 2013 | Aug 2013

Events

Richmond Homefront Festival
MLK Day of Service
Cinco de Mayo Festival
Juneteenth Festival
July 4th Festival

Meetings & Presentations

Communties for a Better Environment
City Council Presentation
City Staff Outreach Coordination Meeting
City Councilmember Meetings
Neighborhood Council Meetings
Advisory Committee Meetings
Town Hall Meeting #1
Community Based Organizations Presentations
Business Forums
Town Hall Meeting #2

9

Sustainable Development Program Opportunities

Energy Efficiency (EE)

- Rebates for multi-family & small commercial in Richmond (2013)

> = local installation jobs
> = local homeowner savings
> = reduced emissions

<div style="border:1px solid black">

48.4% of buildings in Richmond built before 1960

</div>

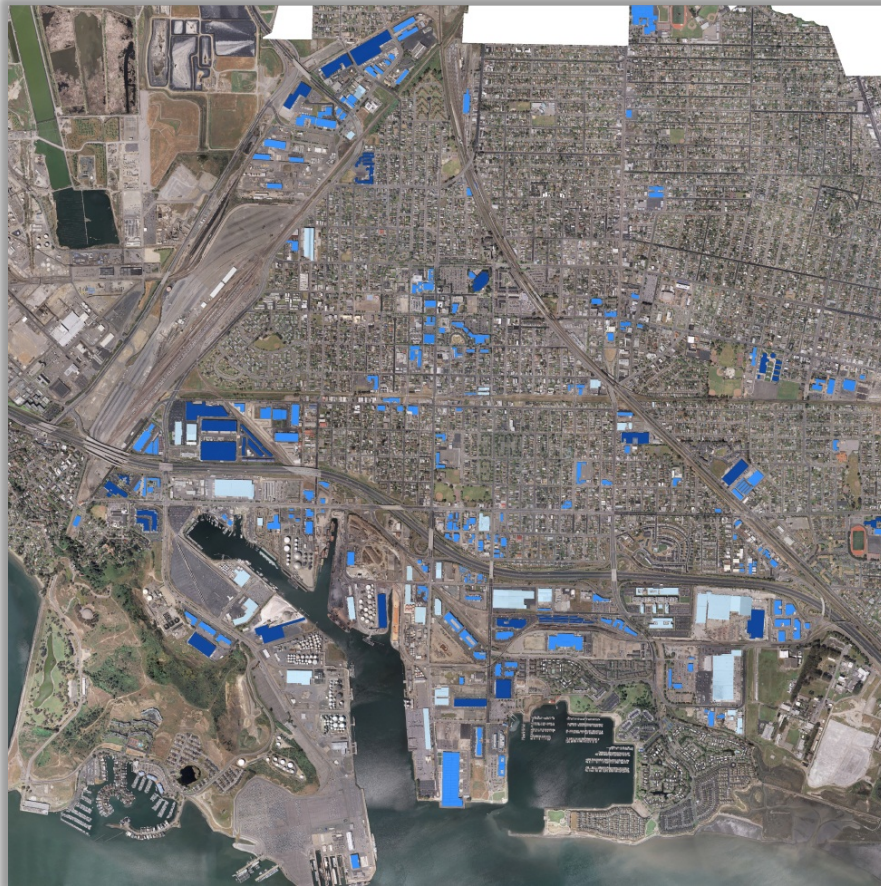- Opportunities for Richmond BUILD

Deep Green/*Verde Fuerte*

- *"MCE: 100% Renewable"* product label
  - = added value for local commercial enterprises

- EE *On Bill Repayment* available to MCE customers
  - = incentive for early DG enrollment

Sustainable Development Program Opportunities

Feed-In Tariff (FIT)

- Many large rooftops & available lots

Rooftop real estate in Richmond

Net Energy Metering (NEM)

- Large commercial & industrial customers

Bay Area Bev. Co. – 500 kW
Richmond, CA

MCE Richmond

Questions?

MCE

Clean Energy.
My Community. My Choice.

For Your HOME

HOW IT WORKS

MCE is a public, not-for-profit electricity provider that oSers an aSordable choice for greener, non-polluting energy.

By choosing MCE as your electricity provider, you can help reduce greenhouse gas emissions and support new in-state and local renewable energy generation. And ch oosing MCE is easy. As required by California state law, MCE is an opt out program, meaning you will be enrolled as an MCE customers unless you choose PG&E's energy supply.

When customers choose MCE, PG&E continues to deliver the electricity and maintain the power lines as they always have. PG&E will also continue to read your meter, issue monthly bills and provide the same maintenance and repair services. The dioerence is that with MCE you can choose to purchase 50 to 100% of your electricity from clean, renewable sources such as solar, wind, water and biomass - that's compared to 20% from PG&E.

If you live in the MCE service area — which includes Marin County and the City of Richmond, you have 3 choices for your power supply.

Cleaner energy for our community. Your choice.

MCE's Light Green 50% renewable energy ooers more than twice the amount of renewable energy available from PG&E. Light Green is MCE's default service for automatic enrollment.

MCE's Deep Green 100% renewable energy allows customers to purchase all of their power from renewable sources. Deep Green is a voluntary program – electric customers in Marin and Richmond can sign up today. It's one of the most important actions any of us can take to significantly reduce our environmental impact.

Customers may also choose to opt out and purchase PG&E's energy supply.

Ultimately, the choice is yours. We're happy to honor your choice and we'll send you three notices before enrollment and two after enrollment with instructions for how to opt out. Customers who are already enrolled in MCE can request to opt out and receive PG&E's energy supply at any time.

To choose Deep Green, call 1-888-632-3674 or visit mcecleanenergy.com/dg-enroll.

Kenji, Lynn, and Ryder Hirabayashi
Deep Green Customers, San Anselmo

POWER

MCE has a long-term goal of procuring 100% renewable power for all of our customers. Today, most of the power we supply comes from clean, renewable sources such as solar, wind, biomass, and water from California, Oregon, and Washington State.

MCE partners with a variety of energy suppliers to ensure we have a sufficient supply of clean and affordable energy for our customers. As of December 2012, MCE has long-term contracts with 11 different supplies for 14 different power projects.

Join MCE to make a difference in your community. Together we can reduce greenhouse gas emissions, improve the environment, and boost our local economy.

ENERGY RESOURCES	2011 LIGHT GREEN POWER MIX	2011 DEEP GREEN POWER MIX	2011 CA POWER MIX (For Comparison)
MCE POWER CONTENT LABEL			
Eligible Renewable:	**33%**	**100%**	15%
- Biomass & waste	24%	0%	2%
- Geothermal	0%	0%	5%
- Small hydroelectric	0%	0%	2%
- Solar	0%	31%	0%
- Wind	8%	69%	5%
Large Hydroelectric	**20%**	0%	13%
Coal	0%	0%	8%
Natural Gas	0%	0%	37%
Nuclear	0%	0%	16%
Other	0%	0%	0%
System Power*	**47%**	0%	12%
TOTAL	**100%**	**100%**	100%

* For more info on system power, visit www.energyalmanac.ca.gov/electricity/total_system_power.html.

DEEP GREEN 100% RENEWABLE POWER

Our non-polluting Deep Green power supply is independently verified by Green-e Energy.

Green-e® Energy CERTIFIED

OURCES

MCE currently has more than 70 megawatts (MW) of new California clean energy under development for our customers – this includes 66 MW of solar and 8 MW of biogas – enough clean energy to power approximately 24,000 homes per year. And we're committed to increasing the percentage of local, regional and in-state renewable energy we buy as it becomes more cost-competitive to do so.

In 2012, MCE partnered with local businesses to build the largest solar project in Marin County at the San Rafael Airport. It provides enough energy to power nearly 300 homes for an entire year and up to 1,200 homes during peak energy production, when the sun is shining the brightest.

Construction at the San Rafael Airport solar project launched in July 2012 and was completed in October 2012.

2010 25% RENEWABLE → **2011** 27% RENEWABLE → **2012** 50% RENEWABLE

Clean Energy. Competitive Rates.

Stable and ASordable Rates — And No Duplicate Charges

When you choose MCE, you can count on stable and aoordable rates for clean energy. Our rates are set locally by MCE's Board of Directors, which seeks input from the community at public meetings before any rate changes go into eoect.

MCE replaces PG&E's charge for the procurement of energy, called generation. You'll see a separate page in your PG&E bill reflecting MCE's charges. Because PG&E continues to provide other electric services, like the transmission and delivery of energy, our customers will see charges from both MCE and PG&E but for dioerent services. There are no duplicate charges.

Choose MCE & Give Back to Your Community

When you choose MCE not only are you helping the environment, you are helping your community. That's because MCE re-invests a portion of ratepayer dollars to fund local projects and programs, such as the San Rafael Airport solar project and the installation of electric vehicle charging stations. We also support local organizations such as the Marin Agricultural Land Trust and Bay Area Rescue Mission Richmond through sponsorships and donations.

MCE is a public, not-for-profit electricity provider funded solely by customer revenue.

MCE is governed by a 13-member Board of Directors.

The Directors are local elected oWcals from Marin County and the City of Richmond.

RATES

Discounted rate programs, like CARE (California Alternative Rates for Energy) and Medical Baseline Allowance are available to MCE customers. The same discount is applied regardless of enrollment with MCE or PG&E. Customers enrolled in MCE will continue to receive their full discounts.

We invite you to attend our monthly meetings.

Learn more at www. mcecleanenergy. com/rates.

Cost Comparison - January 1, 2013 rates

Residential	MCE Light Green	PG&E

The enclosed insert includes a comparison of MCE and PG&E electric costs. This cost comparison is subject to change.

MCE
Clean Energy.
My Community. My Choice.

Questions or Comments? We'd love to hear from you!

Let us know if you'd like to schedule a presentation about MCE for your organization.

CALL US
1-888-632-3674
Monday – Friday
7 A.M. – 7 P.M.*

WRITE US
MCE
781 Lincoln Avenue, Suite 300
San Rafael, CA 94901

EMAIL US
info@MCEcleanEnergy.com

twitter.com/MCEcleanEnergy

VISIT OUR WEBSITE
MCEcleanEnergy.com

facebook.com/MCEcleanEnergy

*During enrollment periods, customer service representatives are availabe 24 hours a day, 7 days a week.

As of January 1, 2013, MCE residential customers will pay less for MCE's 50% renewable energy as compared to PG&E's 20% renewable energy. The average residential customer can expect to save $1.69 each month by choosing MCE*. Find out exactly how much you will pay for electricity from MCE by using our rate calculator at www.mcecleanenergy.com/rates.

* This cost comparison is for an MCE Res-1 (PG&E equivalent E-1) customer using 540 kilowatt-hours of electricity per month. 540 kilowatt-hours of electricity is the average monthly usage for Marin and Richmond residents.

Cost Comparison - January 1, 2013 rates

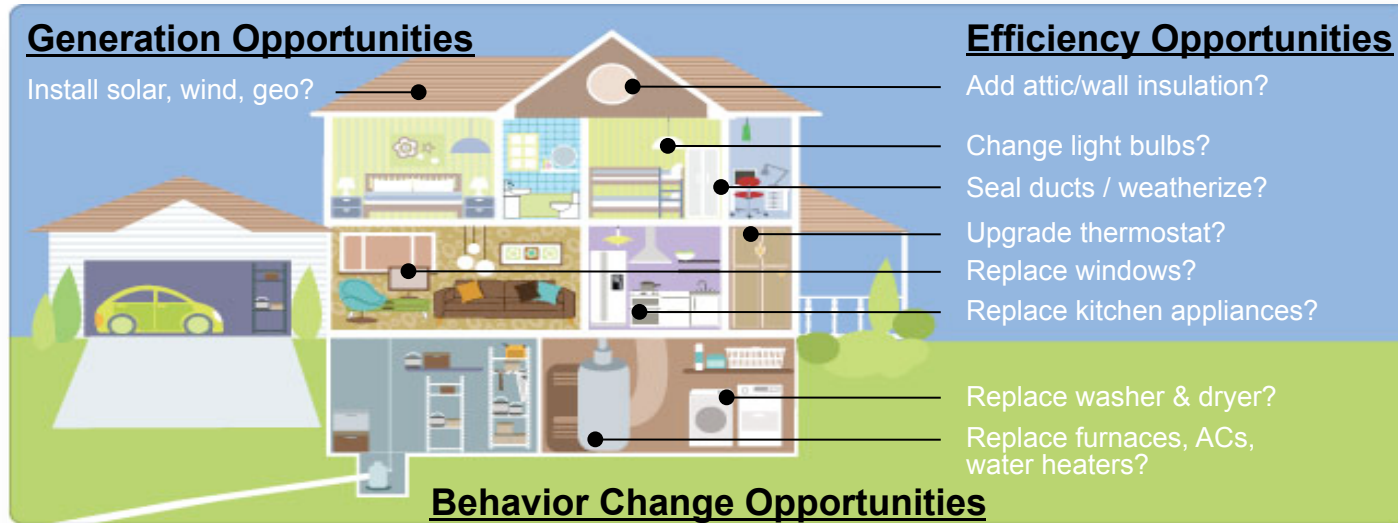| Residential Electric Fees	MCE Light Green (50% Renewable)	PG&E (20% Renewable)
Generation	$37.26	$42.57
PG&E Electric Fees (all customers)	$51.45	$51.45
PG&E Exit Fees (MCE customers)	$3.62	$0
Total Cost	$92.33	$94.02

MEA's Web Platform

January 8, 2013

MEA's consumers need help cutting through a complex utility challenge

Consumers face a highly complex optimization problem…

Generation Opportunities

Install solar, wind, geo?

Efficiency Opportunities

Add attic/wall insulation?

Change light bulbs?

Seal ducts / weatherize?

Upgrade thermostat?

Replace windows?

Replace kitchen appliances?

Replace washer & dryer?

Replace furnaces, ACs, water heaters?

Behavior Change Opportunities

(hundreds of incentives, multiple utilities, complex utility price schemes, and many more factors)

…they are not equipped to address it…

• **Lack Skills**: Don't know how to figure it out (tech/econ) • **Lack Time / Effort**: It takes a lot of time to figure it out	• **Avoid Uncertainty**: Unsure efforts will actually pay back • **Avoid Capital Costs**: Many initiatives risk large outlays

…so they postpone action – usually indefinitely.
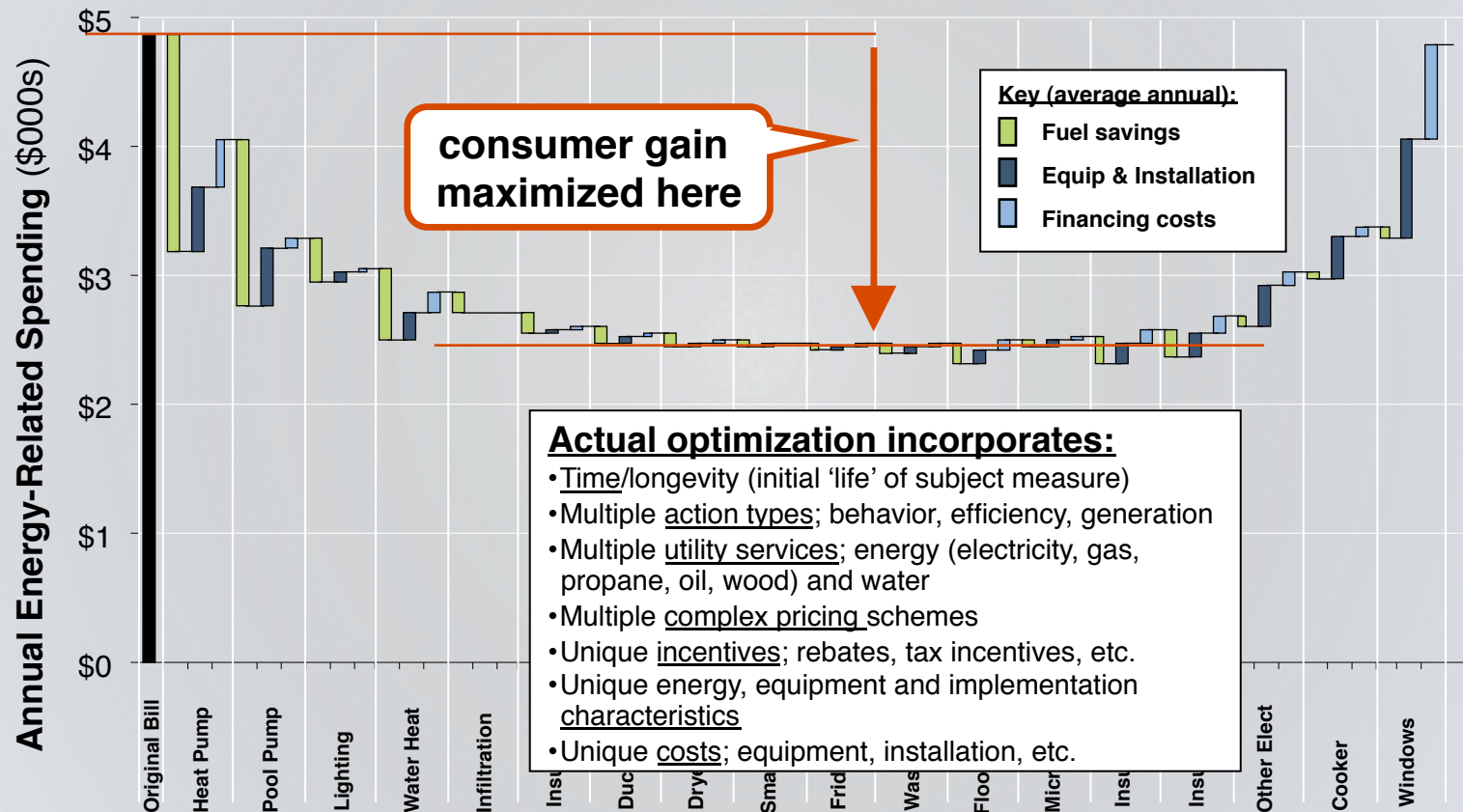
PLANET ECOSYSTEMS

Source: yoUtilBill, Inc. analysis

MEA's web-tool will maximize consumer gains with the minimum investment

Conceptual View of Correct Marginal Price Exploitation
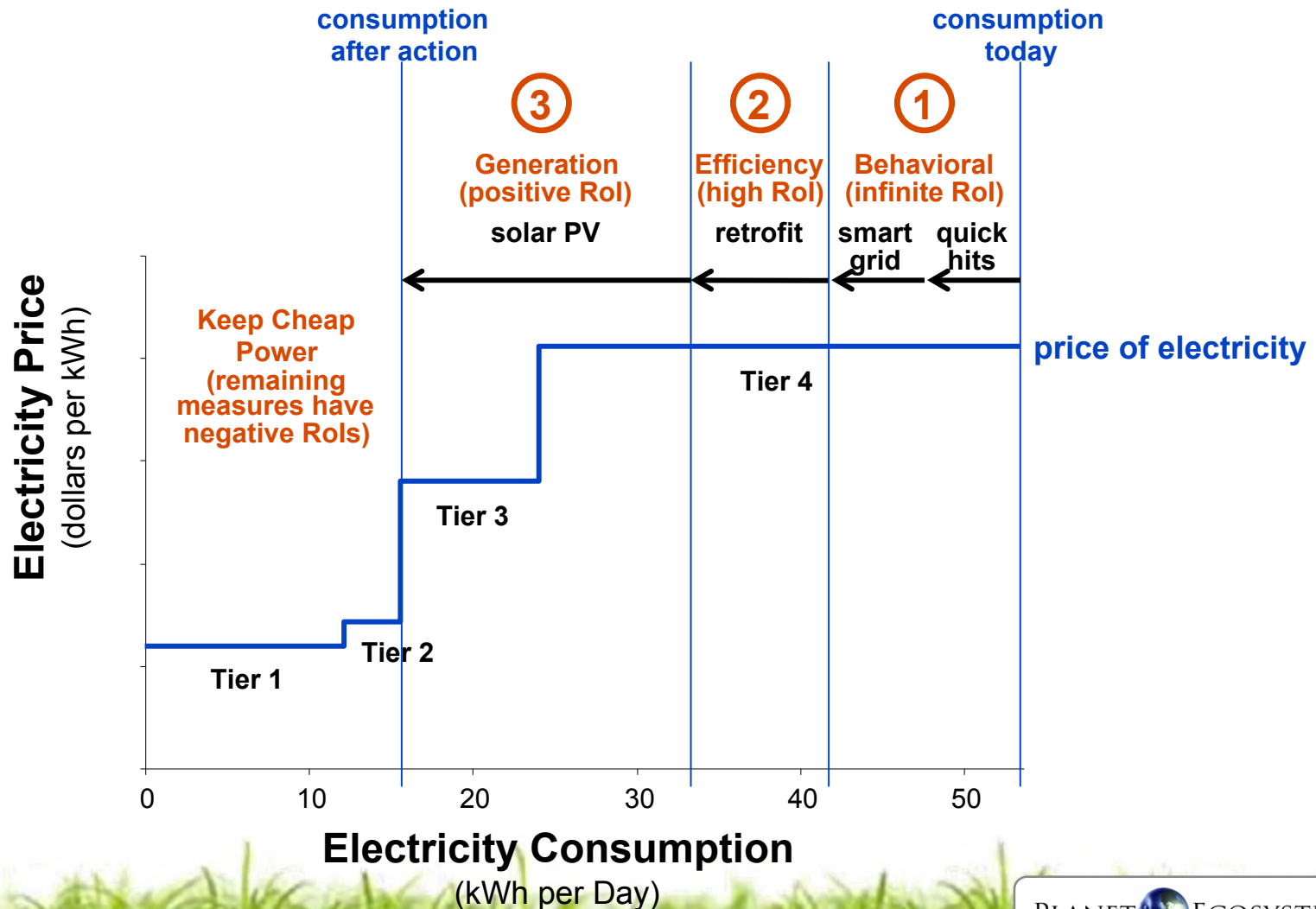
PLANET ECOSYSTEMS

With simple, quick, maximized answers more consumers take more demand-reducing action

Conceptual Illustration of Economic Optimization

Annual Energy-Related Spending ($000s)

consumer gain maximized here

Key (average annual):
- Fuel savings
- Equip & Installation
- Financing costs

Actual optimization incorporates:
- Time/longevity (initial 'life' of subject measure)
- Multiple action types; behavior, efficiency, generation
- Multiple utility services; energy (electricity, gas, propane, oil, wood) and water
- Multiple complex pricing schemes
- Unique incentives; rebates, tax incentives, etc.
- Unique energy, equipment and implementation characteristics
- Unique costs; equipment, installation, etc.

Original Bill, Heat Pump, Pool Pump, Lighting, Water Heat, Infiltration, Ins, Duc, Dry, Sma, Frid, Was, Floo, Micr, Insu, Insu, Other Elect, Cooker, Windows
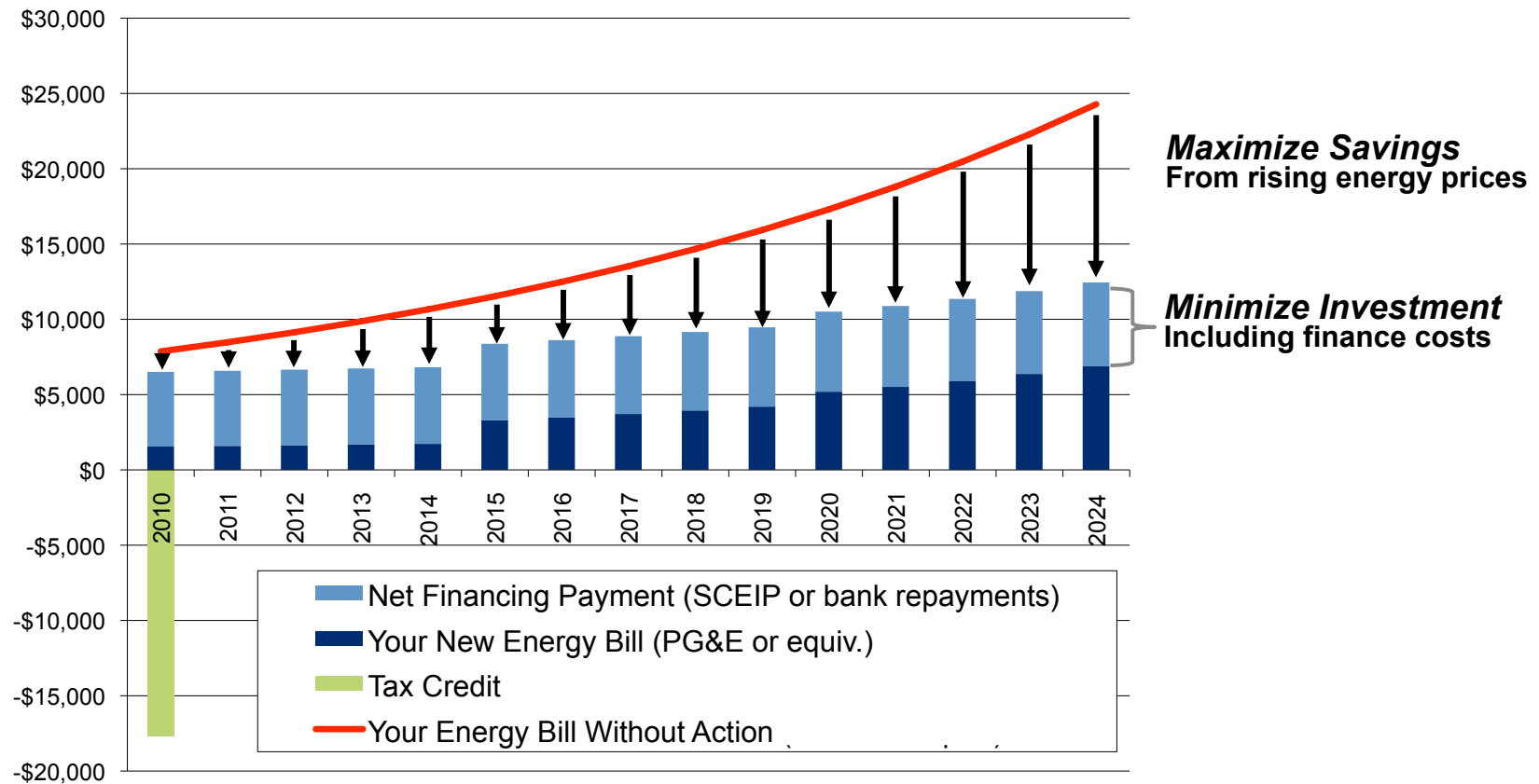
PLANET ECOSYSTEMS

4

MEA is working with PlanetEcosystems at the CEC to leverage this new technology state-wide
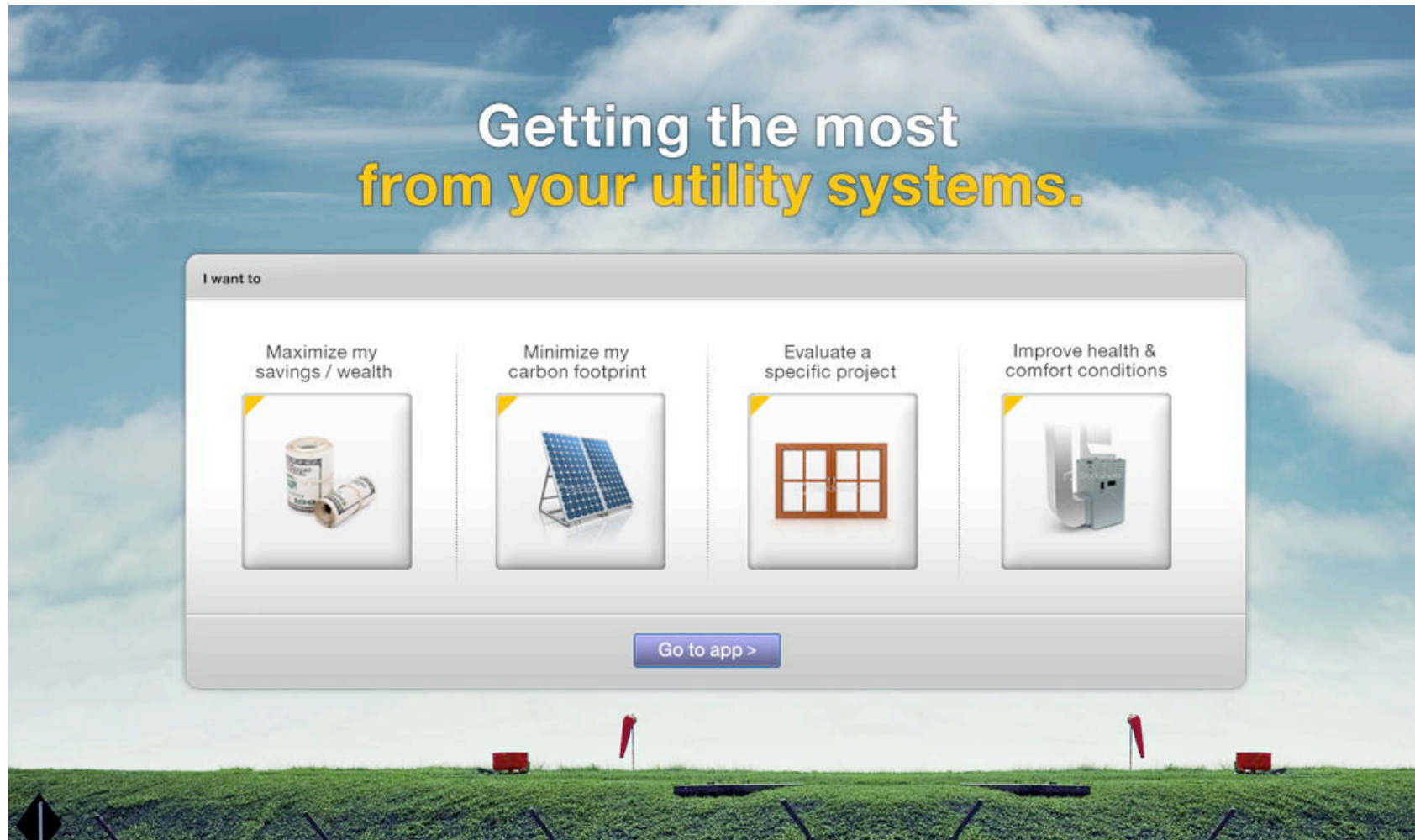
Example: Economics Algorithm Being Reviewed by CEC

Annual Energy-Related Spending

PLANET ECOSYSTEMS

In fact, the tool maximizes consumer outcomes
for most types of consumer objectives (wants/needs)

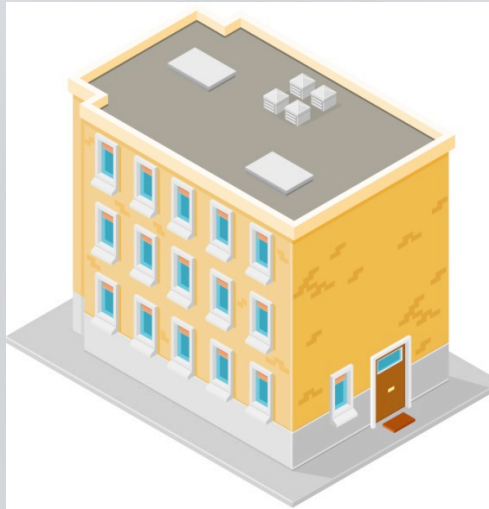# PlanetEcosystems is building tools for the MEA engagement

Single-Family	Multi-Family	Small Commercial
In production	**Launch January 2013**	**Launch Q2 2013**

PLANET ECOSYSTEMS

PlanetEcosystems Energy Action Plans:
Significantly more accurate

Traditional Approach	PlanetEcosystems Approach

Traditional Approach

➢ **Based on theoretical usage**
- Typical usage for home with similar square footage, weather, etc.
- Limited to just electricity or electricity / gas

➢ **Limited view of opportunities**
- Generally only behavior and/or efficiency

➢ **Calculates simplified economics**
- Utilizes average cost of energy
- Compares pricing plans (but not savings opportunities within plan types)
- Ignores tax incentives
- Table looks-ups for energy equipment costs

PlanetEcosystems Approach

➢ **Based on actual usage**
- Reflects actual consumption and situation
- Multiple/all <u>utility services</u>; energy (electricity, gas, propane, oil, wood) and water

➢ **Integrates across all opportunities**
- Multiple <u>action types</u>;
  - Behavior (incl. load shift, DR, …)
  - Efficiency retrofits (incl. smart home)
  - Generation retrofits

➢ **Simplifies complex economic tradeoffs**
- Multiple complex pricing schemes
- Unique incentives; rebates, tax incentives
- Unique energy, equipment and implementation characteristics
- Time/longevity (initial 'life' of subject measure)
- Unique costs; equipment, installation, etc.

PLANET ECOSYSTEMS

Engagement Activities (PEI & MEA Partners)

Schools Program

➢ **Student Programs (7-12)**
  - Engaging students with drop ship, class-room program, PEI Tools
  - Single Family, Multi Family
  - Consumer Optimizer, Social - Competition, Compare

High Load Consultations

➢ **In-home diagnostic visits**
  - Extended in-home diagnostic visits by Advanced Energy Advocates
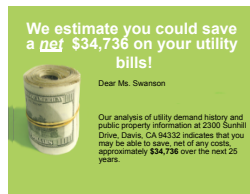 - Single Family
  - Pro Optimizer

Neighborhood Consultations

➢ **Door to door canvassing by Energy Advocates**
  - Energy Advocates assist consumers capture the benefits of undertaking demand reduction measures.
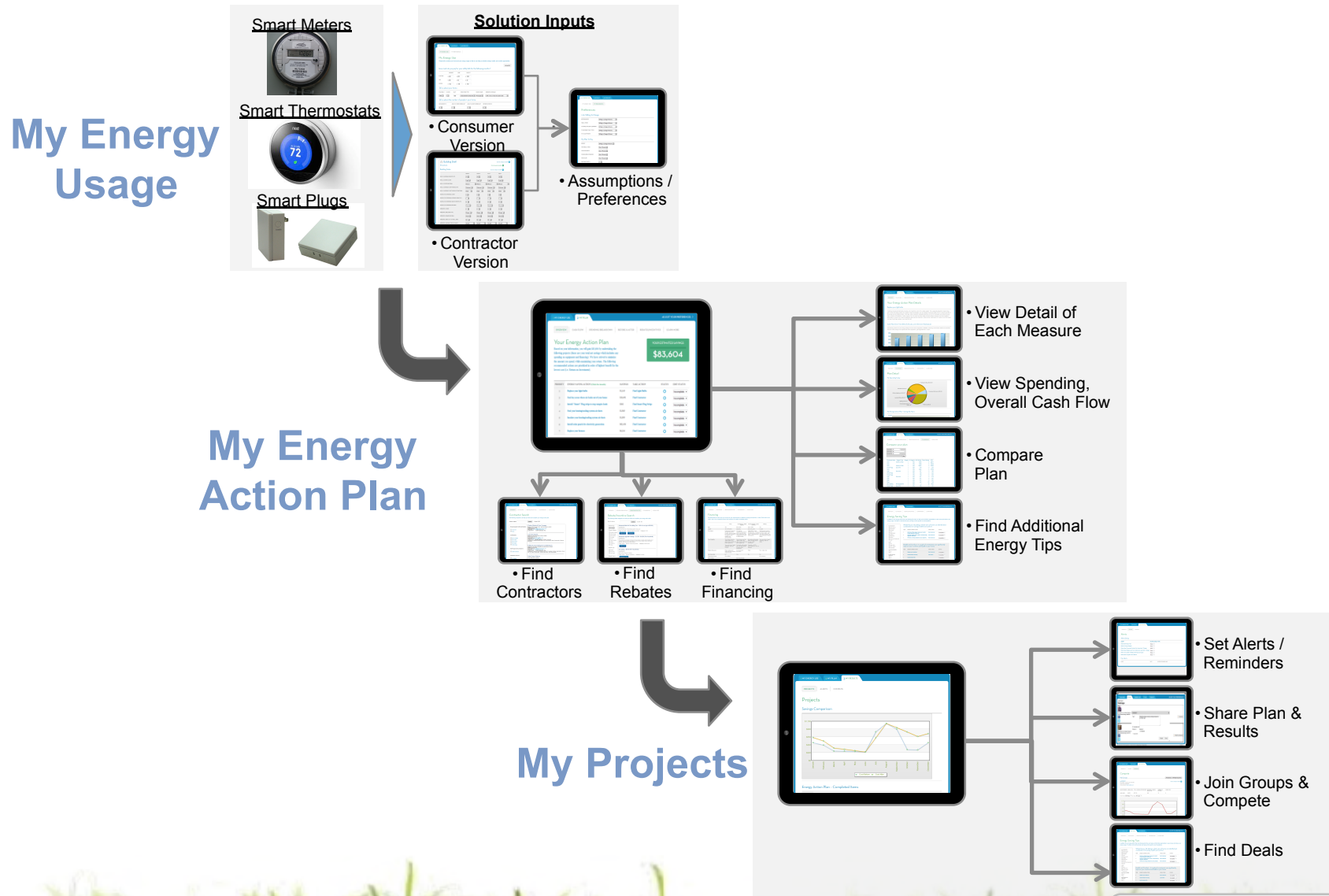 - Single Family
  - Consumer & Pro Optimizer

Direct Engagement

We estimate you could save a *net* $34,736 on your utility bills!

Dear Ms. Swanson

Our analysis of utility demand history and public property information at 2300 Sunhill Drive, Davis, CA 94332 indicates that you may be able to save, net of any costs, approximately $34,736 over the next 25 years.

➢ **Customized demand reduction messaging to each customer**
  - Outbound Mailers with Energy Reports & related communications
  - All Sub Programs
  - Campaign Optimizer

PLANET ECOSYSTEMS

The web solution is a
one-stop shop for consumer energy management

My Energy Usage

Smart Meters

Smart Thermostats

Smart Plugs

Solution Inputs

- Consumer Version
- Contractor Version

- Assumptions / Preferences

My Energy Action Plan

$83,604

- View Detail of Each Measure
- View Spending, Overall Cash Flow
- Compare Plan
- Find Additional Energy Tips

- Find Contractors
- Find Rebates
- Find Financing

My Projects

- Set Alerts / Reminders
- Share Plan & Results
- Join Groups & Compete
- Find Deals

PLANET ECOSYSTEMS

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PLANET ECOSYSTEMS

PlanetEcosystems Inc. (PEI) and Marin Energy Authority (MEA) are exploring a partnership over the 2013 – 2014 Efficiency Funding cycle to deliver action-oriented information to MEA constituents. PEI will deliver an integrated outreach campaign that reaches consumers through door-to-door canvassing, community outreach, and school based programs. The services offered by PlanetEcosystems fall into three categories:

> **Web Portal Services**: Web services and tools supporting all four MEA energy efficiency sub-programs; single family, multifamily, small commercial, and finance sub-programs.

> **Single Family Energy Awareness Activities**: Activity, technology and management to develop awareness and motivate consumers to action in the single family sector, through different program strategies.

> **Energy Awareness and Outreach Support Activities for Multifamily, Small Commercial, and Finance**: Limited outreach engagement activities supporting MEA's multifamily, small commercial, and finance sub-programs.

Web Portal Services

MEA will license with PEI for access to the powerful web tool developed in part based on experiences from Sonoma County's Energy Independence Program. The software platform includes web portals specific to customer type, including administrative dashboards for program managers and administrators.

For a consumer, the web portal will provide recommendations for energy improvements via an online energy assessment tool. This energy assessment tool, the *utility performance optimizer*, draws on information from local county assessor data as well as historical utility consumption information to make specific recommendations to the user. **Unlike other web based tools**, the PEI tool allows a user to optimize the recommended improvement measures based on user defined values, such as economic savings or health and comfort. The user will then be provided access and information on applicable rebate and incentive programs and qualified service providers to facilitate the conversion from information to action.

Administrative portals allow program officials to track projects as they move through the process, from application to rebate issuance. The portal will also provide a venue for tracking program information, information needed to comply with CPUC reporting and evaluation, monitoring, and verification requirements.

See Attachment 1 for a more detailed explanation of the web portals and associated tools that collectively comprise the PEI software product.

Single Family Energy Awareness Campaign

PEI will train canvassing teams on the technology platform. Door-to-door canvassing by Energy Advisors (EAs), equipped with utility system optimizer technology on tablets, to

specific neighborhoods and households (based on their pre-estimated demand reduction potential).   EAs will direct residents to the consumer based web portal to further empower them to take action. Certain high energy users may be targeted for extended in-home 'diagnostic' visits by Advanced EAs (AEAs), also equipped with the PEI energy assessment tool on tablets. Likely sub-contract partners include Rising Sun and/or Resilient Neighborhoods.

<u>School Based Campaigns</u>
PEI will work with local partners to engage Grade 7-12 students in the Marin County and City of Richmond public school systems with a curriculum designed to work with PEI's web tool and educate and energize students and teachers alike. The students will utilize PEI's 'Consumer Tool' to generate Action Plans in a program developed with teachers. The tool includes social features for classroom and can facilitate intra-school competitions.

<u>Target Outreach Pilot Program</u>
Drawing on an outreach campaign strategy that has achieved significant results elsewhere in the country, PEI will develop targeted outreach, either through direct mailers or through electronic mail, to inform selected customers how their energy use compares to that of their neighbors. This limited pilot will be followed up with market research, including focus groups, to determine the impact and receptiveness of this approach in the Marin County and City of Richmond communities. If the results prove promising, this targeted outreach campaign could become a larger part of the PEI activities in the 2014 program.

Energy Awareness and Outreach Support Activities for Multifamily, Small Commercial, and Finance
PEI will also provide web-portal and certain outreach services in support of MEA's multifamily, small commercial and finance sub-programs. PEI has been working with MEA to further develop the existing software platform so it will be compatible with multifamily residents. PEI and MEA will also work together to determine the right level of customization to better serve small commercial customers. Finally, PEI will build on the successful financial tools they have developed with the County of Sonoma to support MEA's growing portfolio of financing options for energy efficiency customers. Ideally, the PEI tool will allow a customer to view different financial options and compare and contrast to select and apply for the best financial product for the energy efficiency project in mind.

Attachment 1
Web Portal Technology Components

Web Portals

Consumer Portal: An integrated set of tools accessible by MEA customers. This portal provides consumers with the following tools, described subsequently below; a Utility System Optimizer to assist with easy system management and reconfiguration planning; several Marketplace and other tools that enable action by connecting customers to qualified service and equipment vendors, financing, and applicable incentives; and Consumer Relationship tools utilizing social networking and other mechanisms to engage consumers and develop ongoing relationships with them.

Contractor Portal: A set of tools accessible to approved MEA EEP service providers, such as contractors, auditors, Energy Advisors, etc., to promote a consistent and efficient provision of service to consumers. With these tools, contractors and others will have the ability to securely upload company/other material, manage their MEA-related consumer obligations, and even receive information sent by consumers.

Program Administration: MEA program staff will have secure access to on-line tools to administer the MEA EEP. Administrative tools and services include securely accessed custom and ad-hoc reporting, dashboard, analytic tools, and a content management system that provides for information updates and database maintenance.

Site Management and Operations:
PEI provides management and operations activities for the web portal technology platform. This includes website hosting by PEI; security, data management, software and system updates, technical support, and related services.

Key Web Portal Tools

The following suite of tools is made available through the web portals described above, and are designed to provide a consistent service across all stakeholders (consumers, vendors, program administrators, etc).

Utility System Optimizers: As outlined above, these tools prescribe the optimal actions for each consumer, allowing them to capture the most from their utility systems according to their wants and needs. Versions of this technology are manifested in three tools utilized within the web portals described previously:

Campaign Optimizer: This tool is used to compile mass-customized outbound messaging to engage consumers; note that all messaging will be developed with full participation and approval of MEA management and marketing. This tool utilizes consumption and other information to remotely derive utility system optimization plans for each consumer engaged; the output information,

comprising the likely most attractive outcome for each consumer, is utilized in outbound engagement messaging.

Consumer Optimizer: Pre-filled with each consumer's estimated information, this short, quick tool is available to every consumer to develop optimized action plans, together with the estimated net upside for each consumer to motivate action. This tool is available on the web, and may be used on a tablet.

'Pro' Optimizer: Designed for professionals, such as auditors, contractors, and skilled consumers, this tool's more detailed review of consumer utility systems is very effective for consumers with 'big-ticket' opportunities; in-person advice provides elevated consumer reassurance and confidence.

Service Provider Marketplaces: Connects consumers with service vendors; this tool can refer any consumer to any qualified service provider (HVAC, electrician, etc.), passing along relevant information, bids and scheduling as requested by the consumer. The tool also includes features that allow narrowing down referrals to providers that are relevant to each consumer's plans.

Finance Provider Marketplaces: Helps consumer find financing; choosing between types and vendors (bank, equity credit, PACE, OBF, etc.); passing along information as requested, and includes features that allow a narrowing down to financing that is relevant to the consumer's plans.

Equipment Provider Marketplaces: Connects consumers with vendors of equipment; the tool also includes features that allow narrowing down to equipment and providers that are relevant to each consumer's plans.

Rebate and Incentive Tools: Helps find incentives and rebates; includes features that allow a narrowing down to those that are relevant to each consumer's plans. Automatic rebate and incentive submissions conducted where system capability may be readily set up.

Social Competition & Gaming: Engaging social network-based tools and features that leverage known gamification techniques to bring consumers to the program and motivate action.

Consumer Management Tools: Functionality that helps consumers get a better understanding of their utility bills, manage their projects and goals, and develop a trusted relationship with MEA over the web. Key functions include alerts (highlighting new gains/opportunities, changes in utility status, pricing, etc. and other changes), bill analysis and insights and other functions.

REVISIONS TO EXECUTIVE OFFICER CONTRACTING AUTHORITY

Revision	Current (Resolution 2010-05A)	Proposed (Resolution 2013-XX)	Comments/Notes
Title	Interim Director	Executive Officer	
Contracting Authority	$20,000	$40,000	MMWD contracting authority for General Manager is $56,275. (See MMWD Code Section 2.90.120)
Timeframe of Authority	n/a	Per fiscal year	Current authority is a "lifetime" cap of $20,000 on a specific scope of work; this would allow for several contracts to be entered in to with a specific contractor so long as the scope of work is different.
Authority Basis	Per specific scope of work	Per specific contractor	Creates greater cost control for board on a per contractor basis; better fits MEA operations.
Rescission	n/a	Rescinds Resolution 2010-05A	

MARIN ENERGY AUTHORITY

Dawn Weisz
Executive Officer

Damon Connolly
Chair
City of San Rafael

Kathrin Sears
Vice Chair
County of Marin

Tom Cromwell
City of Belvedere

Alexandra Cock
Town of Corte Madera

Larry Bragman
Town of Fairfax

Len Rifkind
City of Larkspur

Ken Wachtel
City of Mill Valley

Denise Athas
City of Novato

Tom Butt
City of Richmond

Carla Small
Town of Ross

Ford Greene
Town of San Anselmo

Jonathan Leone
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Marin Energy Authority
Board Meeting
Thursday, February 7, 2013
7:00 PM

San Rafael Corporate Center, Tamalpais Room
750 Lindaro Street San Rafael, CA 94901

Draft Agenda – Page 1 of 2

1. **Board Announcements (Discussion)**

2. **Public Open Time (Discussion)**

3. **Report from Executive Officer (Discussion)**

4. **Consent Calendar (Discussion/Action)**
   C.1 12.12.12 Board Meeting Minutes
   C.2 Monthly Budget Report
   C.3 Third Agreement – Katie Gaier Contract
   C.4 Records Retention

5. **Communications Update (Discussion)**

6. **Richmond Community Engagement (Discussion)**

7. **Amendment to River City Bank Credit Agreement (Discussion)**

8. **Introduction of Proposed Budget for FY14 (Discussion/Action)**

9. **Introduction of Proposed Rates for FY14 (Discussion/Action)**

10. **Addendum to Agreement with Noble Energy Solutions (Discussion)**

11. **Proposed Revisions to Signing Authority for MEA Non-Power Supply Contracts (Discussion/Action)**

12. **Energy Efficiency Update (Discussion)**

13. **Regulatory Update (Discussion)**

14. **Adjourn**