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MCE Launches \$6 Million Residential Efficiency Market Program

New Options for Contra Costa, Marin, Napa, and Solano Residents to Save Money and Support Grid Reliability

SAN RAFAEL and CONCORD, Calif. — In response to California's efforts to increase grid reliability and lower energy costs, MCE has launched its latest energy efficiency program, Residential Efficiency Market. This \$6 million program increases decarbonization and grid reliability by offering incentives to participants for reducing energy consumption with a focus on summer 4 p.m. to 9 p.m. peak hours. This is an expansion of MCE's Marketplace programs, which include the [Commercial Efficiency Market](#) and the [Peak FLEXmarket](#).

"As California moves toward 100% renewable electricity, we need to find many solutions for reducing energy consumption during times of high demand, especially in the summer when grid-related outages are more common," said Dawn Weisz, MCE CEO. **"MCE's Marketplace programs help us reduce the need for polluting fossil-fuels and increase grid reliability as we prioritize the transition to clean energy."**

The Residential Efficiency Market increases energy efficiency and peak load shifting by offering payments for measured energy reductions throughout the year with extra incentives for periods of high demand during summer peak hours. This promotes home energy efficiency upgrades and technologies like smart thermostats, energy storage, and electric vehicle chargers. The objective is to increase use of these energy efficiency technologies and clean energy.

"MCE is providing a real-world model of how demand flexibility can be deployed to reduce energy consumption during summer peak hours," said Matt Golden, CEO of Recurve. **"We're proud of the work we have done with MCE to develop and prove this approach, and we look forward to our continued work with MCE and other partners to expand the role of demand flexibility in meeting grid and climate challenges."**

MCE's Marketplace programs are one of many ways MCE is increasing access to clean energy resources to reduce grid strain and reach California's clean energy targets with both supply and demand side solutions. Learn more about MCE's efforts to increase grid reliability [here](#).

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About MCE: MCE is a groundbreaking, not-for-profit, public agency that has been setting the standard for clean energy in our communities since 2010. MCE offers more renewable power at stable rates, significantly reducing energy-related greenhouse emissions and enabling millions of dollars of reinvestment in local energy programs. MCE is a load-serving entity supporting a 1,200 MW peak load. MCE provides electricity service and innovative programs to more than 540,000 customer accounts and more than one million residents and businesses in 37 member communities across four Bay Area counties: Contra Costa, Marin, Napa, and Solano. For more information about MCE, visit mceCleanEnergy.org, or follow us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).