



Contra Costa Community Inclusion

Required Next Steps for Joining MCE

After a community's Board or Council votes to join MCE, prospective new member-communities must complete the following membership application requirements by **June 30, 2017**:

1. adoption of a resolution requesting MCE membership;
2. adoption of an ordinance required by the Public Utilities Code Section 366.2(c) (10);
3. executed Memorandum of Understanding (MOU) between MCE and the Board or Council; and
4. signed request for electricity load data from PG&E.

County assessor data for building stock in the jurisdiction is required for MCE's Energy Efficiency program implementation, but MCE already has this data from previous enrollments of Contra Costa communities.

ACTIVITY	PROJECTED TIMELINE*
Technical study completion	August 2017
MCE Board votes to allow new communities to join	September 2017
Board representation for new communities appointed	September 2017
Procurement of Power Supply	September 2017 – January 2018
Community outreach plans developed with staff	September 2017 – January 2018
Public facing community outreach	January 2018 – August 2018
Communities begin service	May 2018

*Dates are tentative until the June 30, 2017 Inclusion Period deadline has passed and may be subject to change thereafter.

Technical Study

Following the June 30, 2017 Inclusion Period deadline, MCE will conduct an internal technical study to determine the impacts that the additional, cumulative electricity load will have on MCE's rates and ability to achieve greenhouse gas reductions. This study will inform MCE's Board Directors' vote to include new member-communities.

Community Outreach

While MCE's initial community outreach began during the County's exploration of community choice energy, a more focused and intensive community outreach process will ensue with meetings including City/County staff, elected leaders, and/or community-based organizations. MCE will draft a Community Outreach Plan with input from community staff to determine the following:

- Appropriate demographic-based outreach strategies
- Popular community events, tabling opportunities, and popular public gathering spaces
- Community-specific advertising campaigns and communication channels
- Community-based organizations, local businesses, municipal service providers (including school districts), and the most hard-to-reach sectors of the community

This process will include generating an outreach timeline and forming a Community Leader Advisory Group (CLAG) in each jurisdiction that requests one. The CLAG will meet several times during the outreach period to provide input and help inform MCE's outreach activities.

MCE staff welcomes ongoing input and feedback from the City or Town Council and/or Board. In order to support local government staff, MCE staff will host "office hours" at Town or City Halls to answer questions from the public. During this time, MCE will offer to train interested public-facing staff on basic Q&A concerning MCE and Community Choice. If a member of the public arrives with a question that staff cannot answer, the staff will have the tools necessary to escalate the concern to MCE's call center. During enrollment, MCE's call center will be open 24/7 to answer questions or opt customers out or up. The call center has translation services available in over 100 languages.

Required Mailings

When MCE launches service to new communities it is required by law to send a minimum of four mailed notices informing all electricity account holders of the change in their electricity service. This includes two mailers before the start of service and two mailers after. MCE exceeds the minimum legal requirements by sending a fifth mailed notice.

Mailers with specific information will be sent to customers that are enrolled in special programs such as solar net energy metering, Balanced Payment Plan, or discounted rates for energy (i.e., CARE, FERA). Depending on community demographics, mailers may include other languages to maximize community engagement. This will compliment MCE marketing materials, which are often printed in English and Spanish.

Cost Comparison

MCE and PG&E cost comparisons will be included in the required enrollment notices, similar to the example below. MCE also provides up-to-date cost comparisons and downloadable "cost calculator" on its website so that individual electricity customers can develop an approximate, customized cost comparison based on their own typical energy usage.

SAMPLE RESIDENTIAL COST COMPARISONS

	30% Renewable PG&E	50% Renewable MCE Light Green	100% Renewable MCE Deep Green	100% Local MCE Local Sol
PG&E Electric Delivery†	\$54.25			
PG&E Additional Fees	—	\$13.25	\$13.25	\$13.25
Electric Generation	\$43.78	\$30.26	\$34.71	
TOTAL MONTHLY COST	\$98.03	\$97.76	\$102.21	\$130.69

Based on a typical usage of 445 kWh current PG&E rates and MCE rates effective as of April 1, 2017 under the/E-1 rate schedule. Actual differences may vary depending on usage, rate schedule, and other factors. Estimate provided is an average of seasonal rates.
† PG&E electric delivery rates are the same for MCE and PG&E customers and are available at pge.com.

Launch of Service

MCE anticipates beginning its launch of service (i.e., enrollment of electricity accounts) in May 2018. At any time, customers will have the opportunity to opt out of MCE service or opt up to MCE's 100% renewable energy options. MCE highly encourages customers who know they want to opt out, to do so as soon as they are able. They can opt out as soon as they hear about MCE by calling 1 (888) 632-3674 or visiting mceCleanEnergy.org/opt-out. Customers can opt out within the first 60 days of service without any charges. If customers choose to opt out after the first 60 days of service, there is a one-time \$5 fee for residences and a one-time \$25 fee for businesses.

PG&E's terms and conditions also require customers to remain with their service for at least a year if they opt out after the first 60 days of MCE service.