

ENERGY & SUSTAINABLE DEVELOPMENT

Office of Energy and Sustainable Development

Community Choice Energy (CCE)

Community Choice Energy (CCE) allows public agencies to purchase electricity on behalf of customers, as an alternative to investor owned utilities (like PG&E). The goal of a CCE (which is also called community choice aggregation or CCA) is to provide cleaner, greener, and more local electricity to customers.

Alameda County voted to create a local CCE: **East Bay Community Energy**. East Bay Community Energy (EBCE) will be a community-governed power supplier that will provide clean, renewable electricity to residents and businesses. Berkeley City Council approved joining East Bay Community Energy on Tuesday, November 1, 2016.

Under EBCE, PG&E will continue to maintain the power grid and respond to outages. Customers would also have a choice of how green of power they want to purchase or whether to continue to purchase power directly from PG&E by opting out EBCE.



Other Local CCAs

- **Marin Clean Energy** Marin Clean Energy (MCE) was launched in May 2010 as California's first Community Choice Aggregation program. It serves Marin County, unincorporated Napa County, Richmond, El Cerrito, San Pablo, and Benicia customers.
- **Sonoma Clean Power** serves Sonoma County
- **CleanPowerSF** serves San Francisco starting in 2016

Resources:

- [East Bay Clean Energy](#)
- [East Bay Clean Energy brochure](#)
- [Alameda County CCA Frequently Asked Questions](#)
- [City of Berkeley Council Meeting Worksession - Presentation from Alameda County on East Bay Community choice Aggregation Program November 1, 2016](#)
- [City of Berkeley City Council Report November 1, 2016](#)
- [Alameda County Status Update for City of Berkeley April 5, 2016](#)
- [Considerations for the City of Berkeley \(Berkeley Energy and Climate Institute\) June 22, 2016](#)
- [Community Choice Energy bilingual trifold](#) compiled by [Berkeley Climate Action Coalition's Community Choice Energy Working Group](#) and the Ecology Center

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Office of Energy and Sustainable Development, 1947 Center Street, 1st Floor, Berkeley, CA 94704

Questions or comments? Email: sustainability@cityofberkeley.info Phone: (510) 981-7465

(510) 981-CITY/2489 or 311 from any landline in Berkeley

TTY: (510) 981-6903

April 26, 2017

Contra Costa County Board of Supervisors
ATTN: Clerk of the Board
651 Pine St., Room 106
Martinez, CA 94553

Re: Community Choice Energy (CCE) and MCE Clean Energy (5/2 Board Meeting)

To the Contra Costa County Board of Supervisors:

As a nonprofit serving businesses directly and serving the county on the Business and Economic Development Committee of the Contra Costa Workforce Development Board, we would like to applaud your formal consideration of MCE Clean Energy (MCE) as the CCE provider.

We have been working with MCE for the past few years. Their commitment to engaging our full community, especially those traditionally more underserved, is to be commended. They are culturally sensitive and send teams whose language skills ensure it will be an inclusive experience. As an EDC, we appreciate seeing our businesses and residents benefit from choices of cleaner energy. No matter the election of green or deep green, our community has seen financial benefit. There is also the benefit we receive in having a choice, and being able to elect an electricity provider most aligned with whatever values are espoused.

The City of San Pablo has been happy with embracing CCE given the broad, positive community response and engagement. Thank you for your consideration to allow Contra Costa County residents with a choice of electricity providers. We are pleased at the Board of Supervisors initiative to look at feasible steps that may be taken to minimize climate change. The County would be joining many East Bay cities with this choice.

Our experience with MCE is that it offers a multi-talented staff who are respectful in their approach and thorough in the education of consumers regarding energy choice. They have partnered with our EDC multiple times to conduct education outreach and business surveys. My staff have consistently spoken to their professionalism and the positive community reaction.

We hope the Board of Supervisors will take the next important step in providing Contra Costa County residents with a choice of electricity providers.

Best regards,



Leslay Choy
General Manager, San Pablo EDC

Rebecca Milliken
1236 Norvell St
El Cerrito, CA 94530

April 27, 2017

Clerk of the Contra Costa Board of Supervisors
651 Pine St
Martinez, CA 94553

RE: May 2, 2017 Agenda Item D1: Community Choice Energy -- Recommendation for Marin Clean Energy

Dear Contra Costa Board of Supervisors,

As an El Cerrito resident who has been participating in Marin Clean Energy (MCE) since 2015, I am delighted that the County has been actively exploring Community Choice Energy (CCE). The benefits of CCE -- cleaner electricity, stable and lower rates, local representation and control, consumer choice, reduction in greenhouses gases, local development of renewables, and local jobs -- are numerous.

As you consider whether to join MCE or East Bay Community Energy (EBCE), I write to share my own personal experiences as an MCE customer. Additionally I serve on the El Cerrito Environmental Quality Committee and have had several opportunities to partner with MCE in community outreach and education programs and initiatives.

Well before enrollment began in El Cerrito, MCE engaged with city staff and community leaders to develop an thorough and inclusive outreach plan that identified community, business and religious organizations, city commissions and boards, homeowner's associations, public and private schools, senior centers, and large employers, as well as community events. MCE also identified groups that work with residents who are non-native English speakers. MCE offered to present to any group - large or small - that would host them. Due to MCE's intensive outreach and education, El Cerrito benefitted from a low opt-out rate, and a high opt-up (to 100% renewable) rate. I am aware that through El Cerrito's participation in MCE, the city has made significant gains in reaching its Climate Action Plan goals.

Personally, as a homeowner who can not afford rooftop solar at this time, I appreciate that I can choose MCE's Deep Green 100% renewable service for only a penny more per kilowatt hour (which equates to only a few dollars more per month for my household) and support my city's efforts to reduce greenhouse gases. I also value that half of the revenue from the Deep Green premium is funding the development of local renewable energy projects, using local labor. In February I was fortunate to attend the ribbon

MCE Clean Energy

My community. My choice.

Kathrin Sears, Chair
County of Marin

May 1, 2017

Tom Butt, Vice Chair
City of Richmond

Contra Costa County Board of Supervisors
651 Pine Street
Martinez, CA 94553

Bob McCaskill
City of Belvedere

Alan Schwartzman
City of Benicia

Dear Supervisors:

Sloan C. Bailey
Town of Corte Madera

MCE wishes to restate its commitment and enthusiasm for bringing local well-paying jobs and clean technology to Contra Costa County through membership in MCE. We are committed to Greenhouse Gas reductions through renewable energy and local workforce benefits.

Greg Lyman
City of El Cerrito

We are committed to:

Barbara Coler
Town of Fairfax

Well-Paying Local Jobs and Union Labor

Don Tatzin
City of Lafayette

We commit to creating local well-paying jobs and supporting the building trades through prevailing wage, local, and union labor. To demonstrate this we have used union trades for projects completed and in the works, including IBEW Locals 302 and 1245, Laborers Local 324, Pipefitters and Steamfitters Local 342, and we use Contra Costa based companies like Overaa Construction (Richmond), Net Electric (Richmond), Newtron Group (Martinez), Contra Costa Electric (Martinez) and Goebel Construction (Richmond).

Kevin Haroff
City of Larkspur

Sashi McEntee
City of Mill Valley

Brad Wagenknecht
County and Cities of Napa

Denise Athas
City of Novato

We have agreed to sign the standard seven-trade Project Labor Agreement (PLA) presented to MCE by the Contra Costa Building and Construction Trades Council along with a Local Hire Agreement with the goal that all projects in Contra Costa County will hire 50% qualified Contra Costa residents.

P. Rupert Russell
Town of Ross

Ford Greene
Town of San Anselmo

Arturo Cruz
City of San Pablo

Local Development along the Northern Waterfront and Countywide

Andrew McCullough
City of San Rafael

We commit to support renewable energy generation and energy storage projects in underutilized sites along the Northern Waterfront and we commit to identify locations along the Northern Waterfront where clean technology can be used to support our energy supply. With a strong financial track record, and deep energy sector relationships, we are in a healthy position to help get local renewable and energy storage projects off the ground and successfully completed. We commit to exploring the many sites available for this clean technology and see them as an excellent tool to help revitalize the Northern Waterfront and other appropriate sites around the County.

Ray Withy
City of Sausalito

Emmett O'Donnell
Town of Tiburon

Kevin Wilk
City of Walnut Creek

MCE
1125 Tamalpais Avenue
San Rafael, CA 94901

1 (888) 632-3674
mceCleanEnergy.org

Clerk of the Board

From: Gregory Meronek
Sent: Friday, April 28, 2017 4:05 PM
To: Clerk of the Board
Cc: Koppman Norton, Julia
Subject: Selection of Marin Clean Energy

Dear Supervisors -

My name is Gregory Meronek. I am the chair of the City of Lafayette 's Environmental Task Force. It is my understanding that on May 2 the Board plans to vote on whether to choose Marin Clean Energy (MCE) as the county's community choice aggregation provider. I thought I might be able to offer some comments and observations regarding our selection of MCE for Lafayette.

As you know, after extensive research and discussion, Lafayette last year chose MCE to be it's provider. The program was rolled out last September /October and implementation has been smooth. We currently have a participation rate slightly over 89%, and our experience working with MCE to date has been very positive.

The following are some of the factors we took into consideration in choosing MCE:

- MCE was up and running, with experienced staff and a proven track record. The time frame for when other CCA options might commence operations was uncertain.
- MCE had known rates, programs, governance and timing of onboarding.
- we felt that other CCA providers that were still in the planning stages could pose problems if they tried to add new jurisdictions before they themselves were off the ground.
- we were concerned that having Contra Costa split between different providers might confuse customers and hinder service.
- we felt that MCE's governing structure was such that it would ensure Contra Costa 's interests would be properly represented.

In sum, we felt that the best fit was with MCE, especially since one of our goals was to get actively involved in a program in the most timely manner possible. Our experience with MCE to date has been very good, and we highly recommend them

Thank you for your consideration of this matter.

Sincerely,
Gregory Meronek

Clerk of the Board

From: Leslay Choy
Sent: Wednesday, April 26, 2017 2:46 PM
To: Clerk of the Board
Subject: Letter of Support for MCE
Attachments: Scanned from a Xerox Multifunction Printer.pdf

On behalf of the San Pablo EDC, I am pleased to submit this letter of support for the Board of Supervisor's review ahead of the May 2nd meeting when CCE is on the agenda.

Best regards,
Leslay

Leslay Choy, General Manager
San Pablo Economic Development Corporation
LeslayC@sanpabloedc.org
www.sanpabloedc.org
D: 510-215-3201
C: 510-928-0186
13830 San Pablo Avenue, Suite D
San Pablo, CA 94806
Office hours: Monday through Thursday, 8:00 AM to 6:30 PM.



April 26, 2017

Contra Costa County Board of Supervisors
ATTN: Clerk of the Board
651 Pine St., Room 106
Martinez, CA 94553

Re: Community Choice Energy (CCE) and MCE Clean Energy (5/2 Board Meeting)

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We hope the Board of Supervisors will take the next important step in providing Contra Costa County residents with a choice of electricity providers.

Best regards,



Leslay Choy

General Manager, San Pablo EDC

Clerk of the Board

From: Justine Blanchet
Sent: Monday, May 01, 2017 9:19 PM
To: Supervisor Candace Andersen; Supervisor_Burgis; SupervisorMitchoff; District5; John_Gioia
Cc: Clerk of the Board
Subject: 5/2 Contra Costa County Decision on Community Energy

Dear Contra Costa County Supervisors and Clerk of the Board:

I am writing to express my support for MCE and share my experience of how their work is positively impacting Bay Area cities and our planet every day. I hope you will consider this input as you make a decision tomorrow that has long term implications for the entire county.

I have had the opportunity to work directly with MCE and see how the organization pushed through obstacles, trail blazing for other CCA/CCE. Over time I have seen the organization bloom into a financially solid and community-oriented entity with an excellent track record of success in delivering renewable energy. I have also seen first hand the passion MCE staff inject in promoting renewable energy and ensuring that ALL communities are represented and benefit from their programs. For example, MCE supports multiple local nonprofits and businesses doing good work including in traditionally underserved communities.

I believe MCE's collaborative and community focused approach as well as their long term vision and financial wisdom have contributed to their success and I would hope that you would vote in favor of this proven approach.

Finally, I want to stress the importance of taking action NOW; our environment cannot wait on politics.

I thank you for your time and consideration and hope you will vote in the best interest of your constituents and our planet.

Sincerely,
Justine



City Council

Mike Anderson, Mayor
Don Tatzin, Vice Mayor
Cameron Burks, Council Member
Mark Mitchell, Council Member
Ivor Samson, Council Member

May 1, 2017

The Honorable Board of Supervisors
Contra Costa County
651 Pine Street, Room 107
Martinez, CA 94553

Dear Honorable Board of Supervisors:

The City of Lafayette went through an extensive review process before electing to join MCE Clean Energy's Joint Powers Authority (JPA).

MCE Clean Energy is an established JPA with a representative governance structure, has the capacity and willingness to expand to other communities in Contra Costa County, has a goal of maintaining competitive rates to PG&E, and is committed to increasing renewable electricity generation targets.

Throughout the duration of the selection process, the enrollment period, and continued communications with MCE, the City of Lafayette has had a very positive experience working with MCE and urges the County to move forward with greener energy through MCE Clean Energy.

Sincerely,

A handwritten signature in black ink, appearing to be "al" followed by a horizontal line.

Mike Anderson
Mayor

Contra Costa County Should Unite Behind Marin Clean Energy

By Tom Butt

Email

Tweet

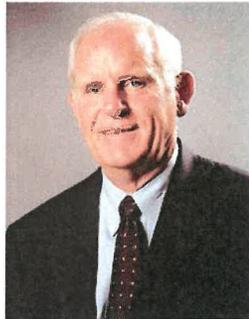
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On May 2, the Contra Costa Board of Supervisors has a choice to make regarding which local, clean energy agency it will join to power homes and businesses in unincorporated parts of the county.

The choice is between the well-established MCE (originally known as Marin Clean Energy) and East Bay Community Energy (EBCE), the Alameda County-based startup. It is presumed that many Contra Costa cities will quickly follow the County's lead as they decide between MCE and EBCE in the next couple of months.



Tom Butt

As mayor of Richmond, and vice-chair of MCE, California's first community choice energy (CCE) agency, I hope the Board of Supervisors will make the logical choice to select MCE. In doing so, Contra Costa would join five existing MCE members — Richmond, San Pablo, El Cerrito, Lafayette and Walnut Creek, to bring competitively-priced renewable energy to the rest of the county.

Energy is not called "power" by coincidence. Since Richmond joined MCE in 2013, ratepayers in our city have benefited from lower rates, more energy choices, local job-creating renewable energy projects, higher rebates for surplus energy generated by home solar systems and, most importantly, a seat at the energy policy table.

MCE has a proven track record of success when it comes to navigating the complexities of California's energy markets. MCE customers, including all taxpayers, have saved millions of dollars while reducing carbon emissions compared to PG&E.

Better still, MCE customers have generated or saved millions of dollars more through MCE's innovative rooftop solar policies, energy efficiency, and other customer programs. For example, MCE paid its own solar customers over a million dollars for the surplus energy they generated last year.

Meanwhile, MCE is bringing on line local renewable energy projects in Marin, Contra Costa and Napa counties while steadily building its financial reserves, currently at \$50 million. MCE's established credit profile makes possible larger and more nimble investments in local energy generation. By contrast, emerging CCE programs, like Alameda County's EBCE, will need time to develop their credit history and feasibility.

Since MCE began serving a handful of Marin customers in 2010, it has expanded to include all of Marin and Napa counties, five cities in Contra Costa County and the City of Benicia. With CCEs now forming up and down California, MCE is still considered the gold standard and the model that new CCEs emulate. MCE has used this experience to help others, having actively supported Sonoma, San Francisco, San Mateo, Alameda and many other sister CCEs.

While I'm optimistic about the prospects of new CCEs, California's energy markets are notoriously complex, and wholesale electricity rates have already dropped to historic lows. New entrants and enterprising local governments would be wise to follow MCE's "walk-before-you-run" approach. Both Sonoma and Marin were operational for at least two years before they began including new communities. These agencies mitigated risks by growing gradually and learning from experience.

LABORERS' INTERNATIONAL UNION of NORTH AMERICA, Local 324

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RANDY Le MOINE
Business Manager/Secretary/Treasurer



April 19, 2017

Contra Costa County Board of Supervisors
651 Pine St.
1st Floor, Rm 106
Martinez, CA 94553

Re: MCE's Support for Union Labor in Contra Costa and Beyond

To the Board of Supervisors,

I am writing to express support for the work MCE is doing to support Union Labor in our community and in California. **Laborers Local 324** is a union labor organization that performs a multitude of work in connection with clean energy. **Laborers** pour concrete, hand dig trenches, lay pipe and conduit, backfill, install and assemble Photovoltaic racking systems and install and mount solar modules. **Laborers Local 324** and its affiliates have thousands of members that work on clean energy projects like the upcoming **MCE Solar One** project.

In addition to our direct work with MCE, it is important to us that MCE also has a portfolio of 22 contracts for renewable energy across California, 9 of them are within MCE's service territory. Many union jobs have been created by MCE's projects including jobs for these sister unions:

- Ironworkers Local 155
- HVAC Local 228
- IUOE Local 3
- Laborers Local 261
- IBEW Local 1245
- IBEW Local 100
- IBEW Local 125

Antioch Office

1005 Fitzuren Road
Antioch, CA 94509
(925) 522-0006 Office
(925) 522-0008 Fax

Martinez Main Office

611 Berrellesa Street
Martinez, CA 94553
(925) 228-0930 Office
(925) 370-1586 Fax

Richmond Office

101 South 12th Street
Richmond, CA 94804
(510) 234-1069 Office
(510) 234-0932 Fax

Santa Rosa Office

81 Barham Ave/PO Box 5438
Santa Rosa, CA 95402
(707) 542-1107 Office
(707) 542-6113 Fax

Fairfield Office

4727 Mangels Blvd
Fairfield, CA 94534
(707) 643-7214 Office
(707) 643-3047 Fax

Combined, MCE's renewable projects have supported more than 2,800 California jobs and created 1.2 million tracked and verified union labor hours. MCE's sustainable workforce policy outlines support for local businesses, union members, training and apprenticeship programs, and support for green and sustainable businesses. MCE has also honored member city requests for local hire requirements, ensuring that local community members have a pathway to apprenticeships and union jobs.

For all of these reasons we strongly encourage you to join MCE to become part of their strong, proven track record of success in creating more union jobs, and supporting fair wages and job pathways in our community.

Respectfully,



Randy LeMoine
Laborers Local 324
Business Manager / Secretary Treasurer