

**DOCKETED**

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# MCE

A local, not-for-profit electricity provider

## OUR MISSION

Address climate change by  
reducing greenhouse gas emissions

**Renewable Energy**

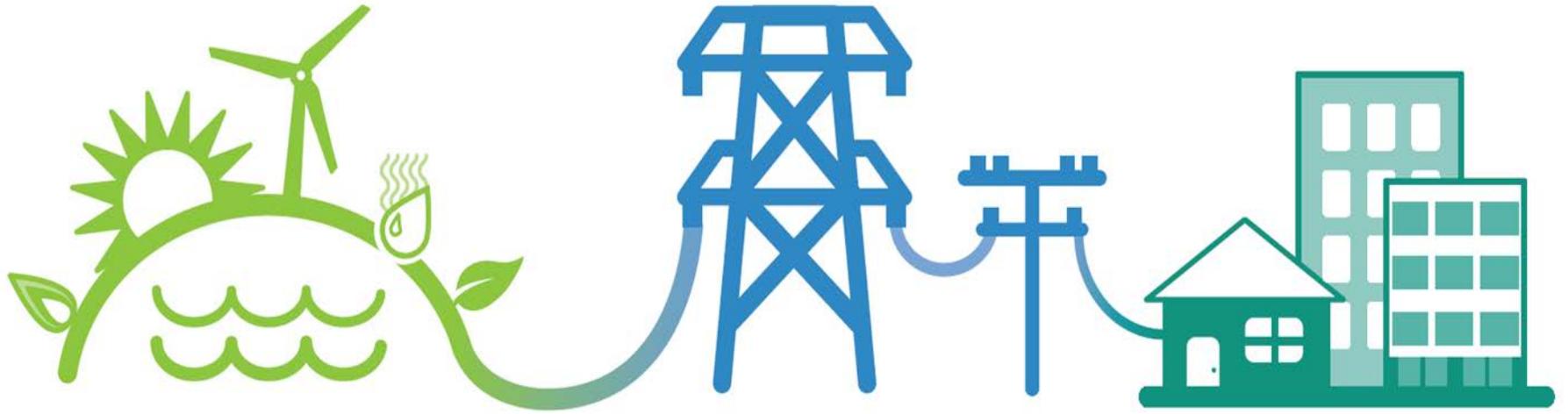
**Stable, Competitive Rates**

**Local Economic & Workforce Benefits**

**Energy Efficiency**



# How Electric Service Works



MCE Generation

PG&E Delivery

Same Service

# About MCE

- 2008 | MCE formed
- 2010 | Service launched
- 2018 | Serving 450,000+ accounts



# 33 Member Communities

Marin County  
+ 11 cities

Benicia

Napa County  
+ 5 cities

Contra Costa County  
+ 13 cities



# Local Control

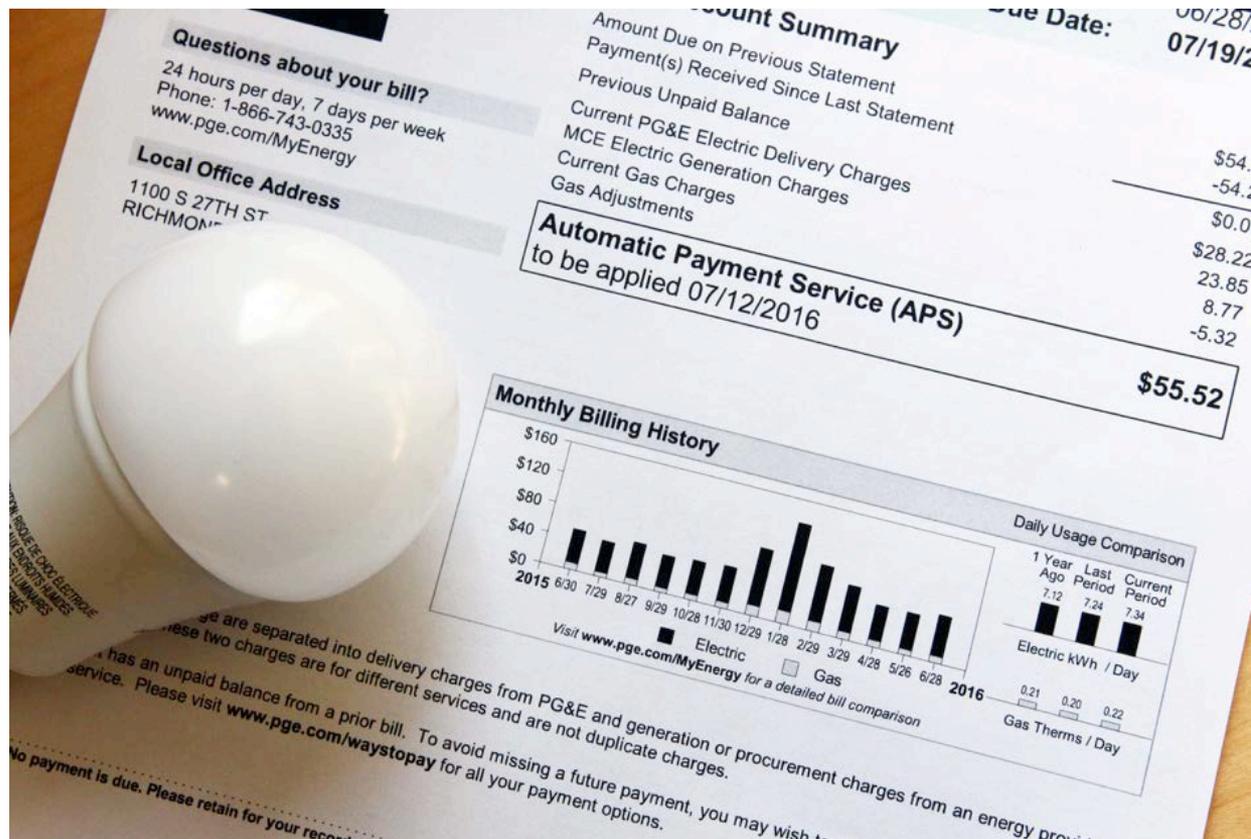


27 Board Members. Elected officials. No tax dollars.

# Energy Savings Programs

Rebates provided:  
\$900,000

H<sub>2</sub>O saved:  
15 Million+ gal



# Highlights of MCE's EE Business Plan

- Comprehensive portfolio
  - Sectors
  - Resource and non-resource
- Customer-centric approach
  - SPOC Model
  - Integrated offerings
- Declining incentives

# Residential Offerings

- Targeted single measure rebates
- Stand alone direct install program
- New construction zero-net energy
- Behavior programs
- Information and automation
- Single family comprehensive retrofit program
- Continue to leverage ESAP with general EE

# Commercial Offerings

- Expanding small commercial offerings beyond lighting retrofits
- Serving large commercial customers
- Employ NMEC when feasible
- New construction

# Agricultural & Industrial Sectors

- New sectors for MCE
- Will focus on traditional measures such as pumping for irrigation and SEM for industrial
- But also want a tailored approach for each customer (e.g. bring in multifamily program for farmworker housing or starting with one off rebates for industrial customers)

# Behavioral and Market Transformation

- Customer transformation concept and declining incentive structure informed by market transformation studies
- Have run a My Energy Portal and Home Energy Report programs, but looking for new opportunities
- Market transformation with heat pumps

# Disadvantaged Communities

- Lower incomes and higher environmental pollution
- Exist within MCE's service area
- Some gaps in CalEnviroScreen tool
- MCE's multifamily program and LIFT pilot
  - Working to define hidden communities and collect data on barriers

# Methods of Measuring EE

- Keep metrics consistent to avoid siloing for DACs
- Unified metric between gas and electric savings (BTUe or netBTU)
  - Hourly impacts
  - GHG and grid benefits
  - Electrification
  - Increasing value as electricity become greener

Thank You!

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