



Increase your Green Purchasing Power with
Deep Green

11.14.18

2017 Deep Green Power Mix

Renewable (%)	100%
Bioenergy	0
Geothermal	0
Small Hydro	0
Solar	50
Wind	50

2017 Deep Green Power Mix

Project	Location
City of Corcoran	Kings Co.
Cost Plus Plaza	Marin Co.
San Rafael Airport	Marin Co.
Kansas Solar	Kings Co.
Rising Tree Wind Farm III	Kern Co.

Commercial Cost Comparison

Example Monthly Electric Charges*	MCE Light Green	PG&E	MCE Deep Green	PG&E Solar Choice	MCE Local Sol
	50% Renewable	33% Renewable	100% Renewable	100% Renewable	100% Renewable
PG&E Electric Delivery	\$161.79	\$161.79	\$161.79	\$161.79	\$161.79
Electric Generation	\$94.76	\$134.95	\$107.48	\$114.00	\$180.62
Added PG&E Fees	\$32.16	-	\$32.16	\$31.37	\$32.16
Average Total Cost	\$288.71	\$296.74	\$301.43	\$307.16	\$374.57

*Based on a typical usage of 1,272 kWh at current PG&E rates and MCE rates effective as of March 1, 2018 under the A-1 rate schedule. Costs shown are an average of summer and winter rates. Actual differences may vary depending on usage, rate schedule, and other factors.

The Face of Local Energy Projects



Half of the Deep Green premium funds local projects

Types of GHG Inventories

Government Operations Inventory

- Emissions from municipal operations only
- Subset of the community inventory, but calculated separately

Community Inventory

- All emissions released inside the jurisdictional boundary
- Residential, Commercial, Industrial, Transportation, Waste, etc.



Public Deep Green decisions

Contra Costa Municipalities:

- 2017: El Cerrito, Lafayette, Richmond, San Pablo
- 2018: Walnut Creek

Marin Municipalities

- 2010: Belvedere
- 2011: Corte Madera
- 2012: Fairfax
- 2014: San Anselmo, Sausalito
- 2017: Larkspur, Mill Valley, Novato, Ross, San Rafael, Marin County



Marin County Goes Deep Green

Public agencies take action with
100% renewable energy



a community-wide campaign to dramatically reduce our
greenhouse gas emissions and become the first fossil-free county

- All 12 Marin Municipalities
- Water Districts
- Sanitary Districts
- Schools



Final March 2016

Prepared by the
Marin Climate & Energy Partnership



Government Operations Inventory

Mill Valley:

- Est. 193 MTCO₂e reduction
- Est. additional annual cost: \$12,863 (~4% increase)
- Exceed muni CAP goal of 15%
- 26% reduction in muni emissions

San Rafael:

- Est. 770 MTCO₂e reduction
- Est. additional annual cost \$51,000
- Eliminate 1.1% of commercial energy carbon footprint

Publicly demonstrate leadership in government operations to influence community decisions

Example staff report, City of Concord, May 8 Council meeting

Date: 3/27/2018
 To: City of Concord
 From: Justin Marquez, Alexandra McGee, and J.R. Killigrew
 Based on municipal usage data provided by Concord city staff for CY2017



MCE Deep Green

Estimated Annual Electricity Consumption*	7,216,749
Number of Eligible Accounts for MCE Service	313

*Consumption based on 12 months of usage data from Item 16 report from PG&E for CY 2017

Estimated Savings with MCE

Estimated PG&E Total Cost for City of Concord*	\$	1,395,837.91
Estimated MCE Light Green Total Cost for City of Concord**	\$	1,353,962.77
Estimated 12 Month Savings with MCE	\$	41,875.14

*Estimate based on kWh and bill data provided by City of Concord and PG&E rates as of March 2018

** Estimated savings based on 3% average commercial rate savings with MCE Light Green service versus PG&E Basic Service

Breakdown by Account Type*

Account**	% of total kWh***	kWh	Estimated MCE Deep Green Premium****
Baldwin Park Senior Center	3%	238,424	\$ 2,384.24
Bike Path Lights	0%	7,310	\$ 73.10
Civic Center	7%	469,672	\$ 4,696.72
Community Pool/Park	2%	113,675	\$ 1,136.75
Irrigation Pumps	0%	24,353	\$ 243.53
Library	2%	123,151	\$ 1,231.51
Parks*****	5%	332,817	\$ 3,328.17
Streetlights	32%	2,302,586	\$ 23,025.86
Traffic Signals	6%	433,729	\$ 4,337.29
Willow Pass Rec Center	2%	114,346	\$ 1,143.46
Total	58%	4,160,062	\$ 41,600.62
All Concord Municipal Accounts	100%	7,216,749	\$ 72,167.49

*Accounts were selected based on estimated Deep Green Premium, totaling \$41,600.62, less than the estimated savings of switching from PG&E's basic service to MCE's Light Green Service

**Account type based on associated facility name in kWh and bill data provided by Concord City Staff

***Percentage of entire Concord municipal load kWh

****Premium price paid in addition to cost of Light Green service

*****Parks included Baldwin, Cambridge, Concord Blvd., Highlands, Limeridge Open Space, Meadow Homes Spray, Todos Santos, Willow Pass, Willow Pass Fields 1-3, and Ygnacio Valley Parks



Community Inventory

- Include Deep Green information when businesses apply for a license
- Include a Deep Green message on City mailings
- Launch a campaign encouraging Deep Green enrollments (ex: El Cerrito's 100x100; Lafayette's Gift of Green)

Get the
community
involved!

Community Deep Green: Belvedere

Year	MCE Deep Green kWh*	Annual Contribution (MCE development fund)
2010	108,867	\$544.34
2011	177,348	\$886.74
2012	178,027	\$890.13
2013	200,403	\$1002.02
2014	211,454	\$1057.27
2015	207,538	\$1037.69

* 15/15 rule was triggered so data had to be aggregated up

** Belvedere's annual contribution to MCE's local development fund through half of \$0.01 Deep Green premium



With only a penny premium, Deep Green immediately reduces your community's carbon emissions and supports local jobs.

The Benefits

- 100% Green-E certified California bundled (PCC1) renewable energy
- 50% of the premium is invested in MCE's Local Renewable Energy Fund
- 2 points towards Bay Area Green Business certification
- 6 points toward LEED Green Power purchasing credits
- Zero Scope 2 emissions as of your next billing cycle
- No charge to the demand (kW) side of the bill
- No contract or term requirement, can always opt-back to Light Green at no cost or waiting
- Opportunity to participate in our complimentary Deep Green Champions marketing program

MCE customers
eliminated
over 300,000
metric tons of
greenhouse
gas emissions,
2010-2017

equivalent to taking more than
64,000 cars off our roads for an entire year



Thank You!

mceCleanEnergy.org

info@mceCleanEnergy.org

@mceCleanEnergy    



Greenhouse Gas Mitigation Framework

Leadership
Commitment



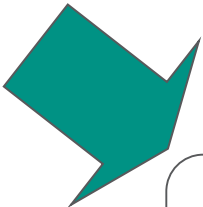
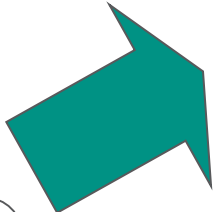
Milestone 1
Inventory
Emissions

Milestone 2
Establish Target

Milestone 4
Implement
Climate Action
Plan

Milestone 3
Develop
Climate Action
Plan

Milestone 5
Monitor/Evaluate
Progress



- Allocated \$345,000 in solar rebates for low-income customers
- Helped fund 98 solar installations for low-income families → 207 kW of new, local solar
- Over \$2M in expected energy savings for income qualified families
- Over 4,000 metric tons of GHG emissions eliminated over system lifetime



Low-income solar rebates (2012-2019)

Feed-In Tariff (FIT and FIT Plus) Programs

Turn your unused space into a revenue stream

One of the most competitively priced FIT programs in California

Advantages of FIT contracts;

- Standardized, 20-year term
- Fixed price per MWh generated
- Accurately reflects project revenue and can help secure project financing



City of Concord, May 8 Council meeting

(p14-17)

Municipal Emissions Impact for City of Concord with Deep Green^

Light Green

Emissions associated with Light Green (MTCO2e)*	933
Baseline 2005 Municipal Emissions (MTCO2e)**	8,269
Light Green Emissions Savings in Comparison to PG&E Basic Service (MTCO2e)	29
Light Green Emissions Factor % Reduction from PG&E Basic Service***	3%

Partial Deep Green Enrollment (58% Enrollment)

Emissions saved with Partial Deep Green Enrollment (MTCO2e)*	538
Baseline 2005 Municipal Emissions (MTCO2e)**	8,269
Deep Green Reduction % from baseline emissions	7%
Deep Green Reduction % from Municipal Electricity Use	21%
Cost per metric ton reduced with Partial Deep Green Enrollment	\$ 77.35

Full Deep Green Enrollment (100%)

Emissions Saved with Full Deep Green Enrollment (MTCO2e)	933
Baseline 2005 Municipal Emissions (MTCO2e)**	8,269
Deep Green Reduction % from baseline emissions	11%
Deep Green Reduction % from Municipal Electricity Use	36%
Cost per metric ton reduced with Full Deep Green Enrollment	\$ 77.35

PG&E Basic Service (Opt-Out)

Emissions Associated with PG&E Basic Service (MTCO2e)***	962
Baseline 2005 Municipal Emissions (MTCO2e)**	8,269

^ Compared to PG&E Basic Service "opt-out" scenario

* MCE Light Green Emission Factor of 285 lbs. CO2/MWh in 2016

**Municipal GHG Emissions target from 2013 Concord Municipal Climate Action Plan

***PG&E Emission Factor of 294 lbs. CO2/MWh in 2016

Anticipated Deep Green Power Mix

Power Supplier	Location	MW Capacity	Contract Execution Year	
Shiloh (Wind)	Solano County	25		2016
Rising Tree (Wind)	Kern County	99		2014
SolarOne (Solar)	Contra Costa County	11		2015
Cottonwood (Solar)	Marin & Kings County	24		2011