

DEEP GREEN 100% RENEWABLE ENERGY  
**ADVOCATES TOOLKIT**

# YOUR IMPACT GOES DEEP



# DEEP GREEN ADVOCATES

Thank you for helping to promote Deep Green 100% renewable energy!

To help you encourage everyone to join the 100% renewable energy movement, we have created our Deep Green Advocates Toolkit that includes:

## The Basics

- » How to Talk about Deep Green **PAGES 1–2**
- » Ways to Opt Up to Deep Green **PAGE 3**

## Tools for Promoting Deep Green

- » Newsletter Article **PAGES 4–5**
- » Social Media Posts **PAGE 6**
- » Customizable Flyer **PAGES 7–8**

## Frequently Asked Questions **PAGE 9–10**

Questions? We'd love to hear from you!  
Email us at [engagement@mceCleanEnergy.org](mailto:engagement@mceCleanEnergy.org)

# HOW TO TALK ABOUT DEEP GREEN

## THE BASICS

MCE's Deep Green 100% renewable energy service is a simple way to invest in a clean energy future while significantly reducing your carbon footprint for approximately \$5 more a month for the average residential customer.

### Benefits of Choosing Deep Green



#### **Simple, Installation-Free, and Low Cost**

You get 100% renewable solar and wind energy instantly for only a penny more per kilowatt-hour than MCE's standard Light Green 60% renewable energy service.



#### **ZERO Carbon Footprint**

You eliminate your electricity-related carbon footprint and help reduce California's greenhouse gas emissions.



#### **Keeps Your Dollars Local**

You support the funding and installation of electric vehicle charging ports and building of renewable projects across our service area, as half of the Deep Green premium is invested in MCE's Local Renewable Energy & Program Development Fund.



To calculate your Deep Green premium, locate the total kilowatt hours consumed on the summary page of your PG&E monthly statement then multiply that number by \$0.01. For example, if you consumed 442 kilowatt hours during a month, your Deep Green premium will be \$4.42.


continued »

# HOW TO TALK ABOUT DEEP GREEN

## THE BASICS

### Not sure if you're an MCE customer?

- 1 Check out MCE on your next energy statement**  
While MCE is in charge of sourcing the electricity you use, PG&E will still send your monthly bill.
- 2 MCE Deep Green**  
When you opt up to Deep Green 100% renewable energy, you will see a Deep Green line item for a penny per kilowatt-hour (\$0.01/kWh) on your bill.
- 3 MCE Generation**  
Instead of one fee that combines both your electricity delivery fees and electricity generation fees, your bill shows separate line items — one for PG&E delivery and one for MCE generation. MCE's generation rates simply replace PG&E's generation rates.

**ENERGY STATEMENT**  
www.pge.com/MyEnergy

Account No: 0123456789-0  
Statement Date: 10/05/2022  
Due Date: 10/26/2022

**1 Details of MCE Electric Generation Charges**  
08/30/2022 - 09/28/2022 (30 billing days)  
Service For: 123 MAIN ST.  
Service Agreement ID: 9876543210 ESP Customer Number: 9876543210  
**08/30/2022 – 09/28/2022**

<b>2 Rate Schedule: E-TOU-C</b>	
Deep Green	232.427100 kWh @ \$0.01000 \$2.32
Generation - Off Peak - Summer	182.044300 kWh @ \$0.10300 18.75
Generation - On Peak - Summer	50.382800 kWh @ \$0.15000 7.56
	Net Charges 28.63
Energy Surcharge	0.07
<b>Total MCE Electric Generation Charges</b>	<b>\$28.70</b>

**Service Information**  
Total Usage 232.427100 kWh  
For questions regarding charges on this page, please contact:  
MCE  
1-888-632-3674  
info@mcecleanenergy.org

**Additional Messages**  
MCE is a not-for-profit, public agency that sources 60-100% renewable energy for your electricity supply.  
MCE's generation charges replace what PG&E would otherwise charge you for electric generation. These charges are refunded to you in the 'Generation Credit' line on the 'Details of PG&E Electric Delivery Charges' page of your statement. PG&E continues to provide electric delivery and billing services. Gas services are not provided by MCE.  
If you have any questions about MCE, please visit us online at [www.mceCleanEnergy.org](http://www.mceCleanEnergy.org), or visit our local offices at:  
MCE  
1125 Tamalpais Avenue  
San Rafael, CA 94901

If you're in MCE's service area but not an MCE customer, call **1 (888) 632-3674 | Monday–Friday, 8 am–5 pm.**

# WAYS TO OPT UP TO DEEP GREEN

## THE BASICS

As a Deep Green Advocate, you can help customers opt up to Deep Green 100% renewable energy by walking customers through the online enrollment form or helping customers call MCE.



### Mobile / Tablet / Computer

1. Visit [mceoptup.org](http://mceoptup.org) (see below for reference).
2. Enter your PG&E Account Number, Last Name or Business Name, and Zip Code.
3. If customers do not have their PG&E Account Number, click the box "I don't currently have my PG&E Account Number available" and enter First Name, Last Name, Telephone, Email, and Address. One of MCE's representatives may call to confirm your PG&E account number before finalizing your enrollment in MCE's Deep Green service.
4. Don't forget to click the authorization box then hit submit.

### Enter Account Information

PG&E Account Number (Required)

Please enter the first ten digits in your PG&E acc



[Click here to see a sample bill](#)

☐ I don't currently have my PG&E Account Number available.

Your Last Name or Business Name (Required)

Enter at least the first three letters.



ZIP code (Required)

Please enter your ZIP code as it appears on your



### Phone

1. Call **1 (888) 632-3674** | **Monday-Friday, 8 am-5 pm** and one of MCE's representatives will help the customer opt up to Deep Green.
2. Customers will need to have their PG&E bill account information on hand to complete their enrollment.

# NEWSLETTER ARTICLE

## TOOLS FOR PROMOTING DEEP GREEN

Here is a long-format article that can be customized for your newsletter.

# ourNEWS

## Join the Deep Green 100% Renewable Energy Movement



[Name of Deep Green Advocate Organization] has been a part of California's renewable energy movement since [20XX] when we opted up to MCE's Deep Green 100% renewable energy service.

MCE's Deep Green 100% renewable energy service is a simple way to invest in a clean energy future while significantly reducing our carbon footprint.

By opting up to Deep Green, we not only eliminated our electricity-related carbon footprint, helping to reduce California's greenhouse gas emissions, but also kept our dollars local. Half of the Deep Green premium is invested in MCE's Local Renewable Energy & Program Development Fund, helping to support the funding and installation of electric vehicle charging ports and building of renewable projects like MCE Solar One, a 10.5 MW solar array on a remediated brownfield site in Richmond, California.

Deep Green is made of 50% wind and 50% solar energy. Whether you're a resident or a business, you have the power to change the amount of renewable energy that is on the grid.

The best part is it costs approximately \$5 more a month for the average residential customer. Let's make a pledge to a clean energy future! Join the Deep Green 100% renewable energy movement by visiting [mceoptup.org](http://mceoptup.org) or calling 1 (888) 632-3674, Monday-Friday, 8 am-5 pm.

# NEWSLETTER ARTICLE

## TOOLS FOR PROMOTING DEEP GREEN

Here is a short-format article that can be customized for your newsletter.

# ourNEWS

### Join the Deep Green 100% Renewable Energy Movement

For members who live in MCE communities, MCE's Deep Green 100% renewable energy service is a simple way to invest in a clean energy future. By opting-up to Deep Green, customers choose 50% wind and 50% solar energy and eliminate their electricity-related carbon footprint in a simple and low-cost way. Deep Green customers pay only \$0.01/kilowatt-hour more in comparison to MCE's Light Green service, \$5 more a month for the average residential customer. Half of the Deep Green premium is invested in MCE's Local Renewable Energy & Program Development Fund, helping to support the funding and installation of electric vehicle charging ports and building of renewable projects across our service area. To opt-up simply visit [mceoptup.org](http://mceoptup.org) and join the renewable energy movement!

# SOCIAL MEDIA POSTS

## TOOLS FOR PROMOTING DEEP GREEN

Here are sample social media posts that can be customized for your social media channels. Share on social media with #optUP and tag @mceCleanEnergy.

“

For the average residential customer, 100% #renewableenergy is only \$5 more a month! Eliminate your home's carbon footprint and #optUP to @mceCleanEnergy Deep Green to receive 50% #wind and 50% #solar electricity — that's 100% renewable energy. Learn more at mceoptup.org

” “

With @mceCleanEnergy Deep Green 100% #renewableenergy, half of your premium is invested into local #renewableenergy projects, including helping to fund the installation of over 1,500 #electricvehicle chargers! Support #cleanenergy and #optUP at mceoptup.org

”

“

There are groundbreaking green energy projects happening all over California. Projects like MCE Solar One, a 10.5 MW solar array located on a remediated brownfield site in Richmond, CA, provide reliable and renewable energy sources. Join us in choosing clean energy and #optUP to Deep Green 100% renewable energy at mceoptup.org

” “

Join the many homes and businesses that have made the choice to #optUP to @mceCleanEnergy Deep Green 100% #renewableenergy. Be a part of the movement for a #cleanenergyfuture at mceoptup.org

”

Download any of the images below, or on the next page, to accompany your customized content.



[Download image](#)



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# SOCIAL MEDIA POSTS

## TOOLS FOR PROMOTING DEEP GREEN



[Download image](#)



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# CUSTOMIZABLE FLYER

## TOOLS FOR PROMOTING DEEP GREEN

On the next page is a flyer that can be customized with your logo. We included two flyers per sheet so you will need to cut the sheet in half after printing.

### Instructions for how to insert a logo with Adobe Reader (2017):

1. Save your logo on your computer as a jpg file
2. Open the "Tools" option in your Adobe window and on this page select "Stamp"
3. Within the stamp options, select "Custom Stamp" and then "Create"
4. In the pop up dialog box, upload your logo jpg from your computer then press "OK"
5. In the "Category" drop down box, select "Dynamic" and then press "OK"
6. From the stamp options select "Stamp" and from the drop down select "Dynamic", then click on your stamp to place it in the document
7. Select "Complete" and resize as needed

PLACE YOUR LOGO IN THIS AREA

CUT HERE

PLACE YOUR LOGO IN THIS AREA



**SMALL DECISION, DEEP IMPACT**

THE CHOICE IS YOURS!



**LIGHT GREEN**  
Our standard service guarantees 60% renewable energy sources at a competitive price.



**DEEP GREEN**  
Our 100% renewable energy service from solar and wind.

**BENEFITS OF CHOOSING DEEP GREEN**

- 1. **Simple, Installation-Free, and Low Cost:** You get 100% solar and wind energy instantly for only \$0.01 more per kilowatt-hour than MCE's standard Light Green 60% renewable energy service.
- 2. **ZERO Carbon Footprint:** You eliminate your electricity-related carbon footprint and help reduce California's greenhouse gas emissions.
- 3. **Keeps Your Dollars Local:** You support the funding and installation of electric vehicle charging ports and building of renewable projects across our service area, as half of the Deep Green premium is invested in MCE's Local Renewable Energy & Program Development Fund.



**OPT UP TO DEEP GREEN 100% RENEWABLE ENERGY AT**  
**MCEOPTUP.ORG | 1 (888) 632-3674**



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# FREQUENTLY ASKED QUESTIONS

## What is Deep Green?

- » Deep Green is a 100% renewable energy service, made from 50% wind and 50% solar.
- » Deep Green can eliminate customers' electricity-related carbon footprint for their home or business, and help reduce California's greenhouse gas emissions.
- » Deep Green costs \$0.01 per kilowatt hour more than MCE's standard Light Green 60% renewable energy service. It's approximately \$5 more a month for the average residential customer.

## What local projects and programs does Deep Green help fund?

- » Half of the Deep Green premium is invested in MCE's Local Renewable Energy & Program Development Fund, helping to support the funding and installation of electric vehicle charging ports and building of renewable projects like MCE Solar One — a 10.5 MW solar project on a 60 acre remediated brownfield site in Richmond, CA — across our service area.
- » MCE Solar One's 10.5 megawatt (MW) solar system is producing 22,000 megawatt-hours (MWh) per year of pollution-free electricity — enough energy to power over 3,900 homes annually.\* The project concept was initially conceived by the Richmond community as a way to include renewable energy and solar facilities in the Chevron Modernization Project. MCE teamed up with RichmondBUILD — which has successfully graduated hundreds of students and placed an impressive 80% of its graduates into well paying jobs — to train and hire its skilled graduates as green-collar employees for the project.

## How is Deep Green different from rooftop solar?

- » Deep Green is a simple, installation-free, and low cost way to get 100% renewable energy for customers' home or business. Deep Green requires no installation of equipment and is simply an additional line item on the bill. Customers with rooftop solar can benefit from Deep Green as well by getting 100% renewable energy for any excess electricity consumed that is not produced by their solar panels.

## How will I be billed?

- » While MCE is in charge of sourcing the electricity customers use, PG&E will still send customers their monthly bill.
- » Instead of one fee that combines both electricity delivery fees and electricity generation fees, customers' energy bills will show separate line items — one for PG&E delivery and one for MCE generation. MCE's generation rates simply replace PG&E's generation rates.
- » When customers opt up to Deep Green 100% renewable energy, they will see a Deep Green line item for a penny per kilowatt-hour (\$0.01/kWh) on their bill.

continued »

\* Based on the projected annual output of MCE Solar One and the average residential usage within MCE's service area.

# FREQUENTLY ASKED QUESTIONS

## Can I keep my current rate schedule?

- » Yes, Deep Green customers will remain on their current rate schedule and will see a Deep Green line item for a penny per kilowatt-hour (\$0.01/kWh) on the MCE portion of their monthly energy bill.

## Can I switch between Light Green, Deep Green, and Local Sol?

- » Yes, customers can switch between Light Green, Deep Green, and Local Sol electricity service at any time by calling MCE at 1 (888) 632-3674 or emailing [info@mceCleanEnergy.org](mailto:info@mceCleanEnergy.org). Please have your PG&E account information on hand to complete your change.

## Am I in MCE's service area?

- » MCE's service area includes all of Marin and Napa Counties, unincorporated Contra Costa County, unincorporated Solano County, and the Cities and Towns of Benicia, Concord, Danville, El Cerrito, Fairfield, Lafayette, Martinez, Moraga, Oakley, Pinole, Pittsburg, Pleasant Hill, Richmond, San Pablo, San Ramon, Vallejo, and Walnut Creek.

## What is MCE?

- » MCE is a public, not-for-profit electricity provider that gives all PG&E electric customers (residential, commercial, and municipal) the choice of having 60% to 100% of their electricity supplied from clean, renewable sources — such as solar, wind, bioenergy, geothermal, and hydroelectric — at competitive rates.
- » Currently, MCE provides renewable energy to more than 580,000 customer accounts and more than 1.5 million residents and businesses in 37 member communities across 4 Bay Area counties: Napa, Marin, Contra Costa, and Solano.

Check out more **Frequently Asked Questions** at [mceCleanEnergy.org/faq](https://mceCleanEnergy.org/faq)

