



# Community Power Coalition Advocates Workshop October 13, 2023



# Agenda

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9:45 Breakfast and Networking

10:00 Welcome and  
Introduction

10:10 Opening Remarks

10:20 Electric Reliability & the  
Grid

10:40 How to Utilize MCE's  
Programs and Services for  
your Community

11:00 Group Discussions

12:00 Lunch

## Opening Remarks

Dawn Weisz

## Electric Reliability & the Grid

Dave Garti & Lillian Mirviss

## How to Utilize MCE's Programs and Services for your Community

Kiara Donato



# RAISING AWARENESS

Empowering community

## MCE's Community Power Coalition:

- **Ensures** that populations have the resources and capacity to adapt to climate impacts through community-designed benefits and programs
- **Encourages** two-way feedback between community partners and MCE staff
- **Fosters** community with a focus on environmental resilience and equity



# MISSION

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Confront the climate crisis by eliminating fossil fuel greenhouse gas emissions, producing renewable energy, and creating equitable community benefits.

**1.5 million**

homes and businesses

**585,00**

electric accounts

**37**

member communities

**300,000+**

metric tons CO2 reduced





# VISION

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Lead California to an equitable, clean, affordable, and reliable energy economy by serving as a model for community-based renewable energy, energy efficiency, and cutting-edge clean-tech products and programs.

**95% GHG-free**

17 years ahead of state goals

**Almost 950 megawatts**

New-build California renewables

**48 megawatts**

New-build local renewables

**\$3 billion**

Committed to new renewables

**6,300+ green jobs**

Supported in California



# OPENING REMARKS

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Jamie Tuckey





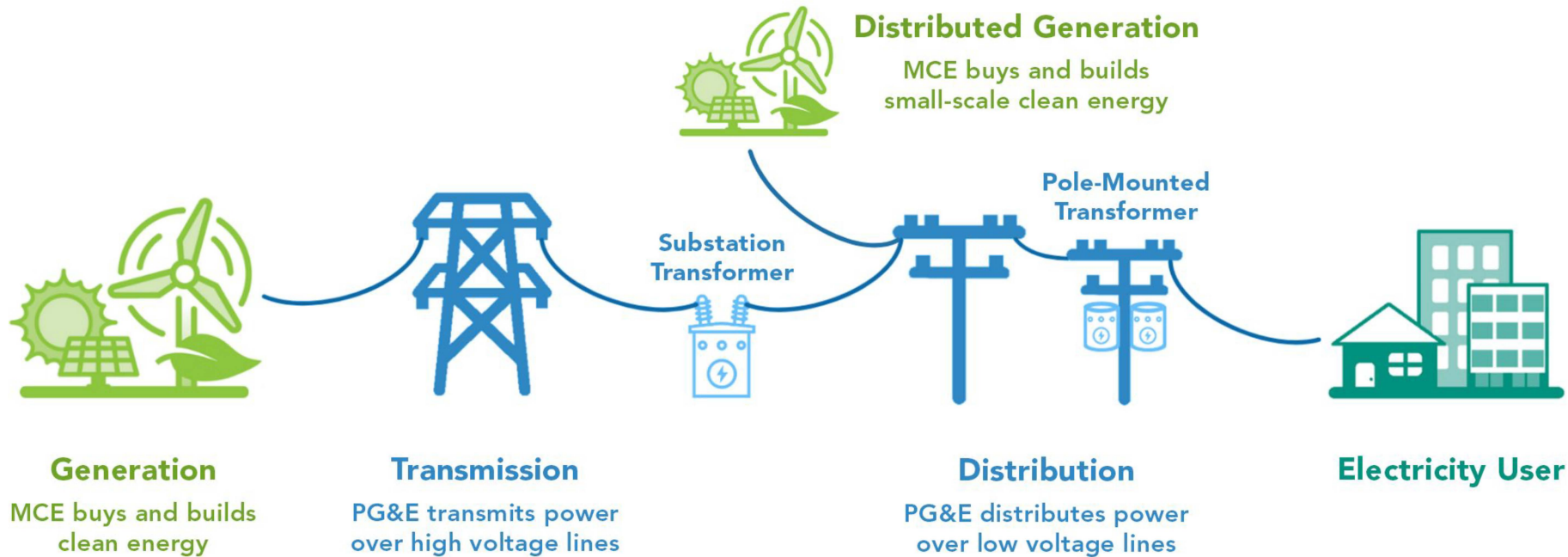


# ELECTRIC RELIABILITY & THE GRID

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Dave Garti





# What is “The Grid”?







# WHY RELIABILITY MATTERS

An aerial photograph of a wind farm in a green field. A yellow horizontal line is drawn across the middle of the image, passing through the blades of a wind turbine in the foreground.

## Understanding electric grid reliability empowers community organizations to:

- Ensure uninterrupted essential services
- Prepare for and manage power disruptions
- Partner with organizations like MCE to get the message out



# HOW MCE IS MEETING THE CHALLENGE

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**Nobody likes  
high energy bills.**

- Virtual Power Plant (VPP) - Equipment
- 4 to 9 Marketing Campaign - Behavior
- Commercial Energy Efficiency Programs - Equipment and Behavior



# LEGISLATIVE ENGAGEMENT

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Lillian Mirviss



# 2023 TRENDS

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Reliability

Interconnection

Affordability





# YOUR VOICE MATTERS

## Sharing stories from the community in our advocacy

- Impacts from reliability issues?
- Concerns with interconnection timelines?

## Amplifying the voices of our communities

- Direct examples from the community?
- Recurring issues we need to flag?



QUESTIONS



A large group of students and staff are posing for a group photo in front of rows of solar panels. The background features a lush green forested hillside under a clear blue sky. The students are dressed in casual attire, and some are wearing face masks. The solar panels are arranged in neat rows, and a few vehicles are visible in the distance.

# HOW TO UTILIZE MCE'S PROGRAMS & SERVICES FOR YOUR COMMUNITY

Kiara Donato



# KNOWLEDGE SHARING



MCE Staff at Fairfield Blues, Brews, and BBQ  
Fairfield, CA

## Distributing MCE Materials

- Flyers
- Newsletter content
- Social media

## Inviting MCE to Engage with Stakeholders

- Presentations
- Tabling events
- Workshops

## Community Feedback

- What does your community need?
- How can MCE's resources and programs support your community?
- What role does MCE play in confronting issues facing the community around energy equity?



# COMMUNITY SUPPORT

CANAL  
ALLIANCE

MCE and Canal Alliance staff working on an air purifier giveaway  
Marin City, CA

## Funding Programs for Community Benefit

- Sponsorship of local events and community led initiatives
- Grant applications

## Message Amplification

- Surfacing community issues to MCE's Board of Directors
- Aggregating community feedback for legislative engagement
- Sharing community opportunities on social media

## Letters of Support

- Funding for local programs and projects
- Support for legislation to empower clean energy and energy equity



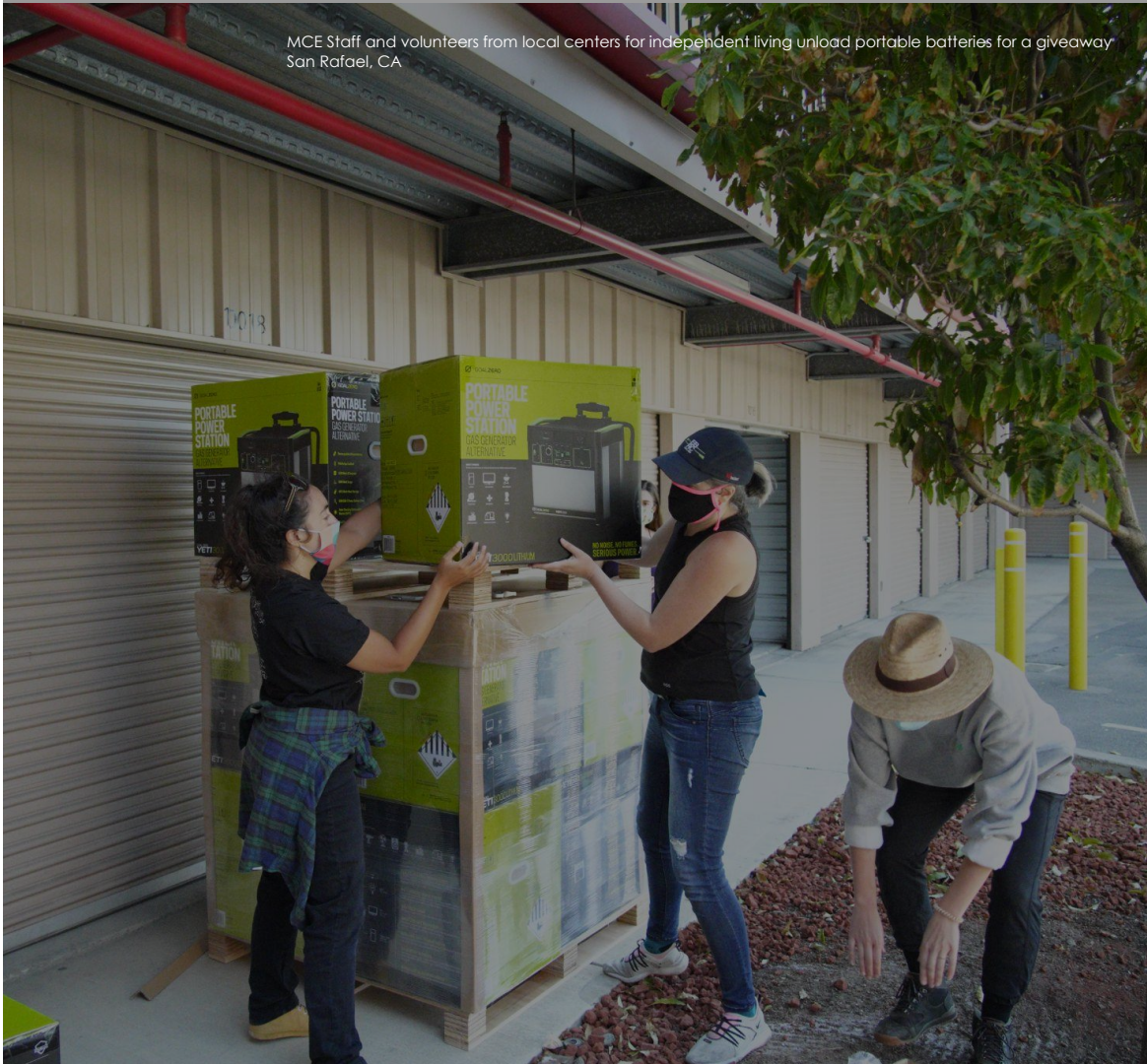
# PORTABLE BATTERY GIVEAWAY

\$500,000 for 200  
portable batteries

Partnership with  
Centers for  
Independent Living

Medically vulnerable  
residents

MCE Staff and volunteers from local centers for independent living unload portable batteries for a giveaway  
San Rafael, CA





# RICHMOND VIRTUAL POWER PLANT

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Up to 100 homes and  
businesses will receive  
new energy efficiency  
and electrification  
upgrades

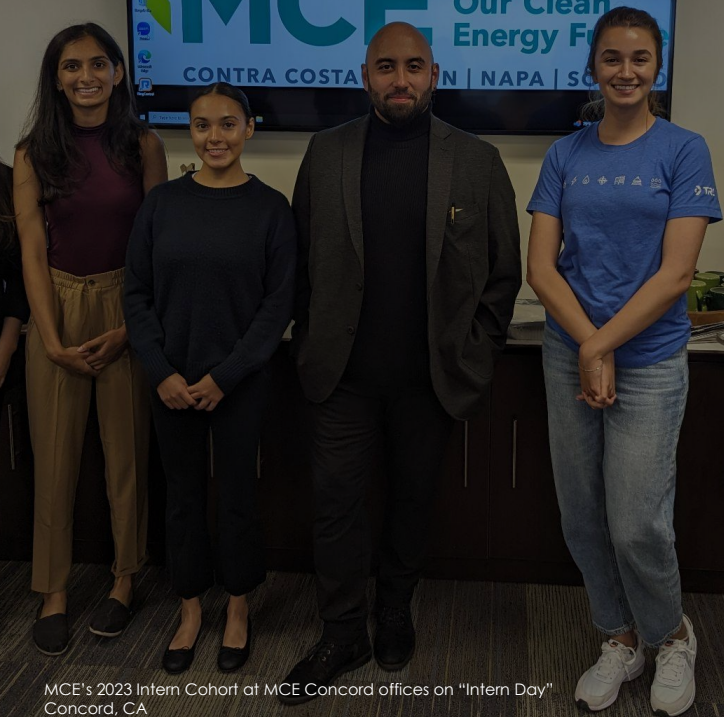
ZNE Alliance, City of  
Richmond, RCF  
Connects

MCE CEO Dawn Weisz and Director of Strategic Initiatives celebrate the installation of EV charging at MCE's first completed VPP home in Richmond, CA





# PARTNERSHIP DEVELOPMENT



## Youth Education with Solano Resource Conservation District

- Renewable energy knowledge building
- Opportunities to visit local project sites

## Food Bank Messaging Amplification

- Contra Costa & Solano, SF & Marin
- Sharing MCE materials to help low-income residents access bill savings programs

## MCE Internship and Workforce Programs

- Green careers for 18+ youth to better understand the energy industry and relevant job opportunities



QUESTIONS



# GROUP BREAKOUTS

## Things to consider:

- What resonated with you today?
- Is there anything about MCE you would like to learn more about or we could improve?
- Do you think your clients would benefit about more information about MCE?
- Are there ways make partnering with MCE easier?



# Post-Event Notes



# Key Discussion Themes

## Building awareness and trust in MCE

- Curated messaging and partnership for specific audiences (aging adults, BIPOC groups, Spanish speakers, etc.)
- Customer education about reading and understanding utility bill, cost comparisons to PG&E
- Customer and community education around the opt-out model and benefits of community choice
- Humanize MCE in messaging to the community
- In-person presentations with community groups and training presentations for community orgs

## Resource and advocacy building with MCE

- Partnership with MCE on backup power/solar/energy efficiency at CBO offices
- Engagement with community orgs and County Public Health on emergency preparedness and planning
- Opportunity to assist communities that need support, but do not meet AML or CalEnviroscreen requirements



# Organizations in Attendance



Thank you to the following organizations for attending

Attendees		
Center for Human Development	County of Contra Costa, Department of Conservation and Development	City of Richmond
Recolte Energy	Upvalley Family Centers of Napa County	City of Pinole
Napa County Bicycle Coalition	350 Contra Costa Action	Pinole Progressive Alliance
Vivalon	North Marin Community Services	County of Napa
Canal Alliance	Marin County Community Development Agency	MarinCAN
CoBiz Richmond, Inc.	Marin Center for Independent Living	Sustainable Lafayette





# Thank you!

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