



MCE

A local, not-for-profit
electricity provider



July 30, 2025



Agenda

12:00 PM Welcome + Introductions

12:05 PM Overview of MCE's Language Accessibility
+ Results of 2025 Language Study

12:40 PM Community Connections: Small Break Outs

01:10 PM Community Report Back

01:20 PM Announcements

01:25 PM Closing

Presenters

Facilitator: Mariela Herrick

Presenters: Jackie Nuñez

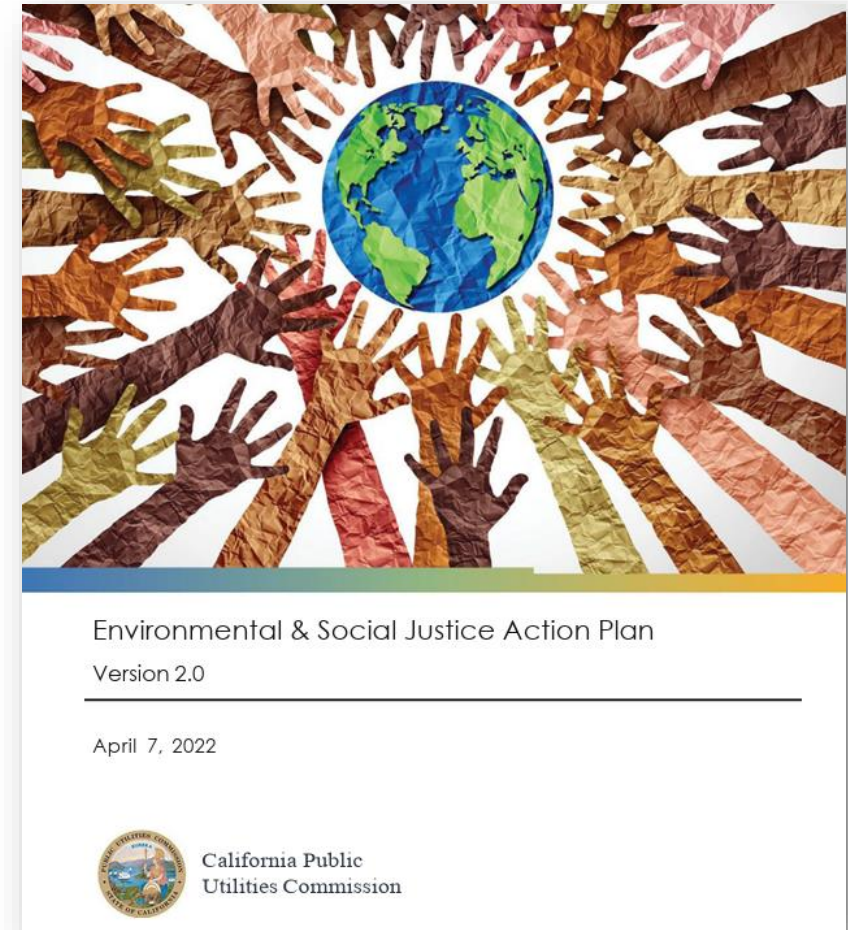
Enhancing Language Access

- **24% of MCE's inbound calls were in Spanish** in 2024
- **More than 8%** of households are linguistically isolated
- **Spanish is the most prevalent language** among non-English speakers in our area, followed by Chinese and Vietnamese



Supports those **most impacted by our changing climate.**

Context Matters



Our Efforts

- **Assessed** demographics and processes
- **Met** with other CCAs and public agencies to share best practices
- **Developed** language guidelines
- **Conducted** a language study
- **Trained and hired** 5 bilingual staff



Language Study

- Understand language and communication channels preferred by Spanish speakers
- One focus group in each county, total of 24 participants
- Hosted with local partners to build trust
- Diverse participants of various ages, including MCE customers and non-customers



“We need more culturally-sensitive outreach that **helps people learn about MCE through trusted community sources.**”

– Community Power Coalition member

What We Heard

“The **kindness of the person who assisted** me when I called customer service helped me build trust.”

“Everything on the bill **should be clear** so that we can understand the costs.”

“They should **teach us how to read the electricity bill** but also the meter so we can know we’re being charged fairly.”

“If I’m trying to save energy and my bill is higher than the previous month, **that doesn’t build trust.**”



Findings

- **An opportunity to build trust** around electricity service and clean energy
- **Interest in in-person conversations**, learning opportunities
- **Customers prefer email and physical mail** for detailed information
- **Text message for urgent** notices
- **Continue collaborations with local partners** to build trust
- Topics of interest
 - How to lower bills
 - More clarity about billing and rates
 - Financial assistance programs

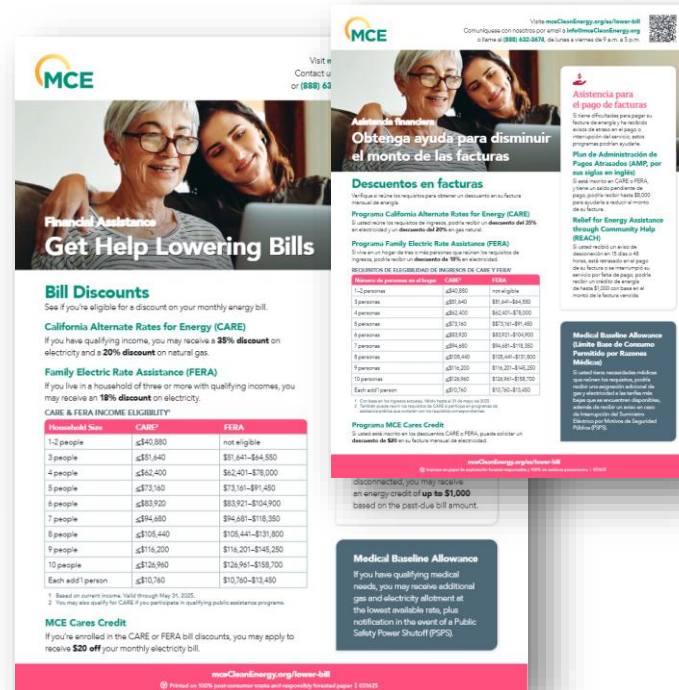
Terminology exercise

- ¿Qué término entiende mejor?
- 1) • Cambio climático
 - Calentamiento global
 - Otro:
 - 2) • Trabajos verdes
 - Trabajos ecológicos
 - Otro:
 - 3) • Energía limpia
 - Energía renovable
 - Otro:
 - 4) • Sostenible
 - Sustentable
 - Otro:
 - 5) • Contaminación
 - Emisiones de gases de efecto invernadero
 - Otro:
 - 6) • Combustibles fósiles
 - Carbón
 - Contaminación
 - Otro:
 - 7) • Horas de precio alto
 - Horas pico
 - Otro:

Resources



Spanish Language Toolkit



Bilingual materials



Next Steps

- Use findings to inform public engagement and communications
- Share and ground truth with partner's experiences (today!)
- Track need for language support beyond Spanish
- Explore other accessibility areas including for people with disabilities, digital access and function needs



Community Connections: Small Group Breakout

- What are you hearing from your community?
- How is your organization approaching language accessibility?
- What themes are you observing when serving non-English speaking community members right now?
- How do the results of the study match up with your personal and professional experiences serving your communities?
- What would help you be more effective in inviting community members take climate action?



In- Person Facilitators:

- **Jared Blanton**
- **Sebastian Conn**

Online Facilitators:

- **Mariela Herrick**

Community Report Back



Questions



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Announcements

- Community Power Coalition Meeting September 24, 2025
- Community Power Coalition Symposium November 14, 2025



Thank you!



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