
Request to Forward to the Board - Director Kullaway

From MCE Clerk <clerk@mcecleanenergy.org>

Date Wed 1/21/2026 2:16 PM

Cc Jesica Brooks <jbrooks@mcecleanenergy.org>; Tanya Lomas <tlomas@mcecleanenergy.org>

 1 attachment (463 KB)

Request to Forward to Board - Director Kullaway.pdf;

Dear MCE Board Members,

We are sharing the attached email forwarded by Director Kullaway regarding recent questions about MCE's use of the term "fossil-free".

We want to clarify the issue and the steps staff has taken to address it.

The original language, provided in an Executive Committee packet, "Fifteen years of reliable service and 100% fossil-free power," reasonably conveyed a meaning that did not accurately reflect MCE's historical power content. Staff corrected the timeline language, but after additional feedback, it became clear that even the revised phrasing, drafted for simplicity, did not sufficiently account for the role of fossil fuels, such as unspecified power, in MCE's power content label during that period. We understand why this raised concerns.

We are therefore in the process of removing the "fossil-free" terminology entirely from MCE materials. Going forward, we will rely directly on the Power Content Label itself for regulated power content disclosures and avoid shorthand descriptors that could be misinterpreted.

To prevent similar issues going forward, staff has implemented new internal guidelines, including:

- Restricting the use of terms such as "fossil-free" and "carbon-free" unless they directly mirror Power Content Label categories and years
- Clearly separating regulated power content disclosures from broader climate progress or policy goals

We appreciate the feedback and want to be clear that staff has acted on it. Our goal is to ensure that MCE's communications meet the highest standard of accuracy, transparency, and consistency with California's disclosure framework.

Please let us know if you have any questions or would like additional context.

Best regards,

Jamie

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Chief Customer Officer

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