



# ADVICE LETTER SUMMARY



## ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No.: Marin Clean Energy (MCE)

Utility type:

- ELC       GAS       WATER  
 PLC       HEAT

Contact Person: Rachel Dec  
 Phone #: 415-419-4948  
 E-mail: rdec@mcecleanenergy.org  
 E-mail Disposition Notice to: rdec@mcecleanenergy.org

EXPLANATION OF UTILITY TYPE  
 ELC = Electric      GAS = Gas      WATER = Water  
 PLC = Pipeline      HEAT = Heat

(Date Submitted / Received Stamp by CPUC)

Advice Letter (AL) #: 93-E

Tier Designation: 2

Subject of AL: 2027 Budget Request and Marketing, Education, and Outreach Plan for the Disadvantaged Communities Green Tariff Program

Keywords (choose from CPUC listing): COMPLIANCE

AL Type:  Monthly  Quarterly  Annual  One-Time  Other:

If AL submitted in compliance with a Commission order, indicate relevant Decision/Resolution #:

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: N/A

Summarize differences between the AL and the prior withdrawn or rejected AL: N/A

Confidential treatment requested?  Yes  No

If yes, specification of confidential information:

Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/ access to confidential information:

Resolution required?  Yes  No

Requested effective date: 5/1/26

No. of tariff sheets: 0

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: N/A

Service affected and changes proposed<sup>1</sup>: N/A

Pending advice letters that revise the same tariff sheets: N/A

<sup>1</sup>Discuss in AL if more space is needed.

**Protests and correspondence regarding this AL are to be sent via email and are due no later than 20 days after the date of this submittal, unless otherwise authorized by the Commission, and shall be sent to:**

California Public Utilities Commission  
Energy Division Tariff Unit Email:  
[EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

Contact Name: Rachel Dec  
Title: Policy Analyst  
Utility/Entity Name: Marin Clean Energy  
  
Telephone (xxx) xxx-xxxx: (415) 419-4948  
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Email: [rdec@mcecleanenergy.org](mailto:rdec@mcecleanenergy.org)

Contact Name: MCE Regulatory  
Title: Regulatory Account  
Utility/Entity Name: Marin Clean Energy  
  
Telephone (xxx) xxx-xxxx: N/A  
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CPUC  
Energy Division Tariff Unit  
505 Van Ness Avenue  
San Francisco, CA 94102

Clear Form

## ENERGY Advice Letter Keywords

Affiliate	Direct Access	Preliminary Statement
Agreements	Disconnect Service	Procurement
Agriculture	ECAC / Energy Cost Adjustment	Qualifying Facility
Avoided Cost	EOR / Enhanced Oil Recovery	Rebates
Balancing Account	Energy Charge	Refunds
Baseline	Energy Efficiency	Reliability
Bilingual	Establish Service	Re-MAT/Bio-MAT
Billings	Expand Service Area	Revenue Allocation
Bioenergy	Forms	Rule 21
Brokerage Fees	Franchise Fee / User Tax	Rules
CARE	G.O. 131-D	Section 851
CPUC Reimbursement Fee	GRC / General Rate Case	Self Generation
Capacity	Hazardous Waste	Service Area Map
Cogeneration	Increase Rates	Service Outage
Compliance	Interruptible Service	Solar
Conditions of Service	Interutility Transportation	Standby Service
Connection	LIEE / Low-Income Energy Efficiency	Storage
Conservation	LIRA / Low-Income Ratepayer Assistance	Street Lights
Consolidate Tariffs	Late Payment Charge	Surcharges
Contracts	Line Extensions	Tariffs
Core	Memorandum Account	Taxes
Credit	Metered Energy Efficiency	Text Changes
Curtable Service	Metering	Transformer
Customer Charge	Mobile Home Parks	Transition Cost
Customer Owned Generation	Name Change	Transmission Lines
Decrease Rates	Non-Core	Transportation Electrification
Demand Charge	Non-firm Service Contracts	Transportation Rates
Demand Side Fund	Nuclear	Undergrounding
Demand Side Management	Oil Pipelines	Voltage Discount
Demand Side Response	PBR / Performance Based Ratemaking	Wind Power
Deposits	Portfolio	Withdrawal of Service
Depreciation	Power Lines	



April 1, 2026

California Public Utilities Commission  
Energy Division  
Attention: Tariff Unit  
505 Van Ness Avenue, 4th Floor  
San Francisco, CA 94102-3298

**Marin Clean Energy Advice Letter 93-E**

**RE: 2027 Budget Request and Marketing, Education and Outreach Plan for the Disadvantaged Communities Green Tariff Program**

Pursuant to Ordering Paragraphs (“OP”) 2 and 4 of Resolution E-4999,<sup>1</sup> OP 3 of Resolution E-5125,<sup>2</sup> OPs 2 and 3 of Decision (“D.”).24-05-065,<sup>3</sup> and OP 4 of Resolution E-5367<sup>4</sup> Marin Clean Energy (“MCE”) hereby submits this Tier 2 Advice Letter (“AL”) to submit the program budget request and marketing, education and outreach (“ME&O”) plan for the Disadvantaged Communities Green Tariff (“DAC-GT) program for the program year (“PY”) 2027.

**TIER DESIGNATION**

This AL has a Tier 2 designation pursuant to OP 3 of Resolution E-5125.

**EFFECTIVE DATE**

Pursuant to G.O. 96-B, MCE requests that this Tier 2 AL become effective on May 1, 2026, which is 30 calendar days from the date of this filing.

**BACKGROUND**

On June 21, 2018, the California Public Utilities Commission (“Commission” or “CPUC”)

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<sup>1</sup> OP 2 and 4 of Resolution E-4999 specifically directed Pacific Gas and Electric Company, Southern California Edison and San Diego Gas & Electric Company to submit annual program budget estimates and ME&O plans to the Commission by February 1 of each year. MCE’s implementation Advice Letter, MCE AL 42-E/E-A/E-B was approved in Resolution E-5124, which brought MCE under the same program rules and reporting structure applicable to the IOUs.

<sup>2</sup> OP 3 of Resolution E-5125 directed that DAC-GT and CS-GT Annual Budget Advice Letters are to be submitted as Tier 2 ALs to allow for additional review and oversight.

<sup>3</sup> OP 2 of D.24-05-065 discontinues the CS-GT program and directs program administrators to transfer remaining capacity, customers, and programs into the DAC-GT program. OP 3 of D.24-05-065 makes several modifications to the DAC-GT program, which are reflected in this budget submission.

<sup>4</sup> OP 4 of Resolution E-5367 authorizes DAC-GT CCA Program Administrators to recover costs associated with developing a Confidential Benchmark Value Reference Price (CBVRP) for DAC-GT solicitations.

approved D.18-06-027, adopting two new community solar programs to promote the use of renewable generation among residential customers in disadvantaged communities (“DACs”),<sup>5</sup> as directed by the California Legislature in Assembly Bill (“AB”) 327 (Perea), Stats. 2013, ch. 611. The DAC-GT and the CS-GT programs offer 100% solar energy to eligible customers and provide a 20% discount on the electric portion of the utility bill.

D.18-06-027 allows Community Choice Aggregators (“CCAs”) to develop their own DAC-GT and CS-GT programs, and states that CCAs that elect to offer DAC-GT and CS-GT must abide by all rules and requirements adopted in that decision.<sup>6</sup> Pursuant to OP 17 of D.18-06-027, MCE filed its Implementation AL (MCE AL 42-E) on May 7, 2020. The Commission approved AL 42-E in Resolution E-5124, issued April 15, 2021.

Resolution E-4999 from May 2019 approved the investor-owned utilities’ (“IOUs”) implementation ALs for the DAC-GT and CS-GT programs and established the budgeting procedures and timelines for the programs. The Resolution sets the deadline for submitting annual DAC-GT and CS-GT program budget requests and ME&O plans for the upcoming PY by February 1<sup>st</sup> of each year.<sup>7</sup> Furthermore, the Resolution specifies that Program Administrators must reconcile prior year budget forecasts and expenditures in their annual budget requests.<sup>8</sup>

On May 30, 2024, the CPUC approved D.24-05-065, discontinuing the CS-GT program and approving a number of modifications to the DAC-GT program. The DAC-GT program modifications pertaining to CCA program administrators include: modifying project siting requirements, increasing program capacity, allowing the voluntary inclusion of storage in projects, ordering the cost containment cap to be updated, changing the budget advice letter deadline to April 1<sup>st</sup>, and removing the Green-E certification requirement.

On September 27, 2024, MCE submitted its updated tariff documents for the DAC-GT program. On November 15, 2024, the CPUC approved MCE’s revised DAC-GT tariff with an effective date of October 27, 2024.

Resolution E-5367, issued on July 30, 2025, approved with modifications Pacific Gas and Electric Company (“PG&E”) and Southern California Edison Company’s (“SCE”) DAC-GT cost containment cap proposal for changes to the methodology for setting the cost containment cap. The Resolution also outlined the process for CCAs to develop their own Confidential Benchmark Value Reference Price (“CBVRP”) and to receive cost recovery for a Reviewing Representative (“RR”) to develop a CCA-specific CBVRP using the relevant IOU’s CBVRP and prepare a report on the reasonableness of the CBVRP calculation for CPUC review through future executed Tier 2

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<sup>5</sup> DACs are defined under Resolution E-5212 as communities that are identified in version 3.0 or any subsequent version of CalEnviroScreen as among the top 25 percent of census tracts statewide, plus the census tracts in the highest five percent of CalEnviroScreen’s Pollution Burden that do not have an overall CalEnviroScreen score because of unreliable socioeconomic or health data. Resolution E-5212 also expands program eligibility to include California Indian Country.

<sup>6</sup> D.18-06-027, p. 104, OP 17.

<sup>7</sup> Resolution E-4999, OP 2.

<sup>8</sup> Resolution E-4999, OP 4.

DAC-GT Power Purchase Agreement (“PPA”) ALs.<sup>9</sup>

MCE has included cost recovery for its RR’s activity through 2025 in the ABAL. MCE selected its Reviewing Representative through a competitive solicitation process, requesting proposals from multiple qualified firms and awarding the contract to the lowest-cost bidder. Its scope of work included executing the required non-disclosure agreement with PG&E; reviewing MCE’s executed PPAs; assessing whether MCE’s internal data was sufficient to support an independent CBVRP calculation; and finally independently calculating MCE’s CBVRP based on available data utilizing the methodology adopted in Resolution E-5367. Finally, MCE’s RR provided a Reviewing Determination Letter setting forth MCE’s final CBVRP. This competitive procurement process ensured that ratepayer funds were used prudently – MCE obtained qualified, independent third-party review at the lowest offered market price.

Per D.18-06-027, the budget requirements outlined in Resolution E-4999 apply to participating CCAs as well. The submission and approval of this budget AL is the prerequisite to having the DAC-GT budget included in the IOUs’ Energy Resource Recovery Account (“ERRA”) Forecast in May each year. The ERRA Forecast in turn enables cost recovery of the programs. Therefore, MCE is submitting this advice letter to ensure timely cost recovery for its programs.

## **PURPOSE**

MCE hereby submits the budget request for PY 2027 for the DAC-GT program. Per Resolution E-4999, the budget request includes both the budget reconciliation for the previous PY (i.e., PY 2025) and the budget forecast for the upcoming PY (i.e., PY 2027). In summary, MCE requests a total budget of \$5,472 for the DAC-GT program for PY 2027, including PY 2025 DAC-GT reconciliation costs. Because AL 86-E over-forecasted power generation and bill discount costs in the prior year, reconciliation costs are reduced, resulting in a lower budget request for PY 2027.<sup>10</sup> Additional details can be found in Appendix A.

Once the Commission approves MCE’s budget request, PG&E will be responsible for including the total budget request for MCE’s DAC-GT program in the 2027 ERRA Forecast filing.<sup>11</sup> Once PG&E receives approval of its ERRA Forecast from the Commission, PG&E will set aside the requested MCE budget in a sub-account of its DAC-GT balancing account. PG&E will then transfer program funds to MCE as determined in Resolution E-5124.<sup>12</sup>

In addition to the budget request, MCE submits its updated ME&O plan for PY 2027 as Appendix B.

## **CONCLUSION**

MCE respectfully requests the Commission approve the budget proposed herein and direct PG&E

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<sup>9</sup> Resolution E-5367, p. 20 and OP 4.

<sup>10</sup> MCE Advice Letter 86-E.

<sup>11</sup> D.22-01-023, p. 28, OP 3. Modifies the due date for PG&E to file this annual Application to May 15, 2023.

<sup>12</sup> Resolution E-5124, p. 10.

to transfer funds sufficient to meet MCE's approved annual budgets per the funding mechanisms set forth in Resolution E-5124. MCE also requests approval of its ME&O plan for 2026.

## **NOTICE**

A copy of this AL is being served on the official Commission service lists for Rulemaking R.14-07-002 and Application A.22-05-022.

For changes to this service list, please contact the Commission's Process Office at (415) 703-2021 or by electronic mail at [Process\\_Office@cpuc.ca.gov](mailto:Process_Office@cpuc.ca.gov).

## **PROTESTS**

Anyone wishing to protest this advice letter filing may do so by letter via U.S. Mail, facsimile, or electronically, any of which must be received no later than 20 days after the date of this advice filing. Protests must be submitted to:

CPUC, Energy Division  
Attention: Tariff Unit  
505 Van Ness Avenue  
San Francisco, CA 94102  
Email: [EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

In addition, protests and all other correspondence regarding this advice letter shall be sent electronically to the attention of:

Rachel Dec  
Policy Analyst  
Marin Clean Energy  
1125 Tamalpais Ave  
San Rafael, CA 94901  
Email: [rdec@mcecleanenergy.org](mailto:rdec@mcecleanenergy.org)

There are no restrictions on who may file a protest, but the protest shall set forth specifically the grounds upon which it is based and shall be submitted expeditiously.

## **CORRESPONDENCE**

For questions, please contact Rachel Dec at (415) 419-4948 or by electronic mail at [rdec@mcecleanenergy.org](mailto:rdec@mcecleanenergy.org).

/s/ Rachel Dec

Rachel Dec

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Appendices

Appendix A: PY 2027 Budget Request  
Appendix B: PY 2027 ME&O Plan

cc: Service List for R.14-07-002 and A.22-05-022

**Budget Forecast for the Disadvantaged Communities Green  
Tariff Program for Program Year 2027**

*Proposed by Marin Clean Energy*



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## 1. BACKGROUND

MCE is a program administrator (“PA”) of the Disadvantaged Communities (“DAC”) Green Tariff (“DAC-GT”) program. Per Resolution E-4999, annual program budgets must be presented and include the following budget line items:<sup>1</sup>

1. Generation cost delta, if any;<sup>2</sup>
2. 20 percent bill discount for participating customers;
3. Program administration costs:<sup>3</sup>
  - a. Program management;
  - b. Information technology (“IT”);
  - c. Billing operations;
  - d. Regulatory compliance;
  - e. Procurement;
4. Marketing, education and outreach (“ME&O”) costs:
  - a. Labor costs; and
  - b. Outreach and material costs.

In this program budget, MCE includes both the budget reconciliation for the previous program year (PY) (i.e., PY 2025) and the budget forecast for the upcoming PY (i.e., PY 2027).

In addition to budget reconciliation and forecast, annual program budget submissions must also include details on program capacity and customer enrollment numbers. More specifically, MCE reports on:

1. Existing solar generation capacity at previous PY’s close (i.e., December 31, 2025);
2. Forecasted solar generation capacity under contract for procurement in the upcoming PY;
3. Customers served at previous PY’s close (i.e., December 31, 2025); and
4. Forecasted customer enrollment for the upcoming PY.

Finally, MCE will submit the following workpapers to the California Public Utilities Commission’s (CPUC or Commission) Energy Division staff directly:

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<sup>1</sup> A detailed description of each budget line item can be found in MCE’s Implementation Plan, submitted in Appendix A to MCE Advice Letter 42-E filed on May 7, 2020.

<sup>2</sup> Resolution E-4999 establishes that *above market* generation costs should include net renewable resource costs in excess of the otherwise applicable class average generation rate that will be used to calculate the customers’ bills. In conversations with the CPUC’s Energy Division after the release of the Resolution, it was clarified that this budget line item is intended to cover both a potential higher, as well as lower, cost of the DAC-GT/ CS-GT resources than the otherwise applicable class average generation rate. Hence, the term is updated to state the “*Delta of generation costs* between the DAC-GT/ CS-GT resources and the otherwise applicable class average generation rate.”

<sup>3</sup> Resolution E-5124 established that PG&E can charge “CCA Integration Costs” to the programs; i.e. costs that incur to PG&E to enable CCAs to administer the programs (e.g., billing support functions). To date, CCAs have been including CCA integration costs on their budget ALs. On March 2, 2023, PG&E submitted Advice Letter 6872-E requesting that the CPUC approve a tariff modification to allow PG&E to record these CCA integration costs directly to PG&E’s subaccount, instead of the CCAs seeking cost recovery. Therefore, MCE does not include the CCA integration cost in its 2027 budget forecast. However, MCE still includes the CCA integration cost in the calculation of its administration cost cap, per Resolution E-5124.

1. Calculation of the generation cost delta; and
2. Calculation of the 20% bill discount to participating customers.

## 2. BUDGET FORECAST FOR PY 2027

For PY 2027, MCE forecasts a total budget of \$2,852,801 for the DAC-GT program. A detailed budget forecast for each program by budget line item can be found in the table below.

*Table 1: MCE Budget Forecast for PY 2027*

<b>Category</b>	<b>DAC-GT</b>
Generation Cost Delta	\$ 622,164
20% Bill Discount	\$ 1,934,379
<b>Program Administration</b>	
Program Management	\$ 113,400
Information Technology	\$ 23,265
Billing Operations	\$ 69,991
Regulatory Compliance	\$ 24,871
Procurement	\$ 15,492
<b>Subtotal Program Administration</b>	<b>\$ 247,020</b>
<b>Marketing, Education &amp; Outreach</b>	
Labor Costs	\$ 11,618
Outreach and Material Costs	\$ 37,620
<b>Subtotal ME&amp;O</b>	<b>\$ 49,238</b>
<b>Total</b>	<b>\$ 2,852,801</b>

MCE provides a brief description of each of the budget line items below.

### **Generation Cost Delta**

Through PY 2025, MCE used interim solar generation resources to support the DAC-GT program while procuring a dedicated solar facility for the program. On June 20, 2022, the Commission granted MCE's request to approve its dedicated DAC-GT power purchase agreement (PPA).<sup>4</sup> On November 11, 2024, the Commission approved MCE's first request to amend its dedicated DAC-GT PPA. On June 19, 2024, the Commission approved MCE's second request to amend its dedicated DAC-GT PPA. The new dedicated solar generation facility achieved commercial operation on January 27, 2026 and will serve 4.64 MW of capacity (which was the amount of capacity available to MCE's DAC-GT program prior to the approval of expansion via D.24-05-065) from this resource in PY 2026.

<sup>4</sup> See Disposition of MCE AL 63-E, MCE Disadvantaged Communities Green Tariff Program 2022 Power Purchase Agreement Approval.

MCE's DAC-GT program was previously allocated 4.646 MW of capacity, but Decision 24-05-065 approved a 50% expansion of MCE's DAC-GT program capacity, adding 2.323 MW. Decision 24-05-065 also rolled any unused CS-GT capacity into MCE's DAC-GT program, adding 1.28 MW of capacity.<sup>5</sup> MCE's DAC-GT program now has a total capacity of 8.249 MW. MCE is currently serving new customers using an interim resource as it works to procure a resource to serve the expanded program capacity. MCE anticipates using the existing DAC-GT interim resource for this purpose in PY 2027 as well while it procures a new dedicated resource to serve the expanded capacity.<sup>6</sup>

As such, the DAC-GT generation cost delta budget forecast for PY 2027 is based on the PPA price of the current interim solar generation resource and the PPA price of the dedicated solar facility online in 2026, compared to the costs of serving customers under MCE's residential base tariff, MCE's "Light Green" tariff. For PY 2027, the DAC-GT generation cost delta for customers enrolled under the original DAC-GT capacity is based on the PPA price of the new dedicated solar generation resource, Conflitti Solar. The DAC-GT generation cost delta for customers enrolled under the expanded DAC-GT capacity continues to be based on the PPA price of the current interim solar generation resource.

### **20 Percent Bill Discount**

As set forth in Resolution E-5124, MCE calculates the 20% bill discount on both the generation and transmission and distribution ("T&D") portion of the electric bill for participating customers. The bill discount is then fully included on the generation portion of customer bills, i.e., the discount reduces the electric generation costs of a customer's bill only.<sup>7</sup> MCE then recovers these program costs via this budget AL filing.

In PY 2027, MCE expects to have approximately 5,805 customers enrolled in the DAC-GT program. D.24-05-065 expanded MCE's DAC-GT program capacity by 3.609 MW. MCE has enrolled customers using an interim resource as it works to procure a new resource to serve the remaining program capacity. The PY 2027 forecast for the 20 percent bill discount is based on the actual average monthly bill discount provided to participating customers in 2025, with a 25% increase to account for forecasted increases in electricity rates.

### **Program Administration Costs**

Program administration includes program development, management, budgeting, and reporting. IT costs include the costs to develop program tools and updating existing systems to accommodate program enrollment and billing. Billing operations cover costs for ongoing billing operations and customer support, including the costs of MCE's third-party billing provider. While D.24-05-065 directs PG&E to provide a cost estimate for implementing an automated billing solution, but to date, such a solution has not been implemented. As such, for the time being, MCE assumes that billing costs will remain as they are now. Regulatory Compliance covers costs for regulatory

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<sup>5</sup> D. 24-05-065, p. 138.

<sup>6</sup> MCE's solicitation "2026 Green Access Request for Offers" is active and closes on April 3, 2026. While the solicitation is open, it is available at <https://mcecleanenergy.org/solicitations/>.

<sup>7</sup> Resolution E-5124, p. 12.

compliance and related program filings with the Commission. Procurement covers the costs to develop and manage the solicitations for solar resources under the program, ongoing contract management, as well as annual renewable energy credit (“REC”) retirement and compliance functions.

### **Marketing, Education and Outreach (ME&O)**

ME&O budgets are split in two categories – (1) MCE labor costs; and (2) MCE direct costs for outreach and material. More information can be found in Appendix B: Marketing, Education, and Outreach (ME & O) Plan for Program Year 2027.

### **3. BUDGET CAPS**

Resolution E-4999 establishes a cap of 10% of the total budget for program administration costs and a cap of 4% of the total budget for ME&O costs, to apply beginning with each administrator’s third program year.<sup>8</sup> Subsequently, in recognition that these programs may exceed the established caps because of their relatively small size, the time it takes to launch, and other factors, the Commission permitted PAs whose budgets exceed the established caps to submit a rationale supporting the exceedance in their Annual Budget Advice Letters (“ABAL”).<sup>9</sup> The ABAL was elevated from Tier 1 to Tier 2 to allow for additional review of this and other ABAL components.<sup>10</sup>

The 2027 budget forecast summarized above in Table 1 results in DAC-GT program administration budgets of 9% and ME&O budgets of 2%. As such, MCE does not require an adjustment to the program administration budget cap for DAC-GT for PY 2027.

### **4. BUDGET RECONCILIATION FOR PY 2025**

MCE submitted a budget forecast for PY 2025 as a part of its 2025 Budget Request and ME&O Plan in AL 79-E on July 8, 2024. The table below shows the forecasted and actual costs for PY 2025 per budget line item, as well as the true-up amount that will be carried forward to future program years.

MCE AL 79-E overestimated the 2025 Bill Discount Forecast by \$1,763,163 and 2025 Generation Cost Delta by \$1,040,907 due to a spreadsheet error. Specifically, MCE’s budget applied a multiplier of 178% to account for program expansion and growth in participating customers, when the correct figure should have been 78%. This error had cascading impacts, leading to a substantial budget overestimation. Given this error, MCE’s budget reconciliation for PY 2025 is -\$2,847,329, which is reflected in MCE’s PY 2027 Budget Request of \$5,472.

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<sup>8</sup> Resolution E-4999, p. 27.

<sup>9</sup> Resolution E-5125, p. 7.

<sup>10</sup> *Id.*

Table 2: MCE Budget Reconciliation for PY 2025

Category	DAC-GT		
	Forecast	Actual	True-up (Actual - Forecast)
Generation Cost Delta	\$ 1,956,970	\$ 916,063	\$ (1,040,907)
20% Bill Discount	\$ 3,310,666	\$ 1,547,503	\$ (1,763,163)
<b>Program Administration</b>			
Program Management	\$ 22,820	\$ 11,288	\$ (11,532)
Information Technology	\$ 11,617	\$ 10,559	\$ (1,058)
Billing Operations	\$ 98,868	\$ 90,494	\$ (8,374)
Regulatory Compliance	\$ 18,966	\$ 10,251	\$ (8,715)
Procurement	\$ 15,690	\$ 4,526	\$ (11,164)
CCA Integration Costs	\$ -	\$ -	\$ -
<b>Subtotal Program Administration</b>	<b>\$ 167,961</b>	<b>\$ 127,118</b>	<b>\$ (40,844)</b>
<b>Marketing, Education &amp; Outreach</b>			
Labor Costs	\$ 6,537	\$ 2,853	\$ (3,685)
Outreach and Material Costs	\$ 15,000	\$ 16,269	\$ 1,269
<b>Subtotal ME&amp;O</b>	<b>\$ 21,537</b>	<b>\$ 19,122</b>	<b>\$ (2,416)</b>
<b>Total</b>	<b>\$ 5,457,134</b>	<b>\$ 2,609,805</b>	<b>\$ (2,847,329)</b>

## 5. 2027 BUDGET REQUEST

Based on the budget forecast for PY 2027 presented in Section 2 and the budget reconciliation for PY 2025 presented in section 4, MCE is requesting a total budget of \$5,472 for the DAC-GT programs in this budget AL.

*Table 3: MCE Budget Request for PY 2027*

<b>DAC-GT</b>	<b>Total</b>
Budget Carry-over from PY 2025	\$ (2,847,329)
Budget Forecast for PY 2027	\$ 2,852,801
<b>TOTAL</b>	<b>\$ 5,472</b>

## 6. PROGRAM CAPACITY AND ENROLLMENT NUMBERS

MCE reports existing program capacity and customer enrollment numbers as of December 31, 2025, in Table 4 below. In PY 2025, enrolled customers were served with an interim solar resource, as discussed above.

*Table 4: Program Capacity and Enrollment Count for DAC-GT for PY 2025*

<b>Category</b>	<b>DAC-GT</b>
Program capacity (MW)	8.249
Participating customers (#)	5,805

In Table 5, MCE reports forecasted capacity and customer enrollment for PY 2027. As noted above, the dedicated project to serve existing DAC-GT achieved commercial operation on January 27, 2026. MCE plans to solicit a new project to serve the expanded DAC-GT capacity granted in D.24-05-065, but does not anticipate this project will come online during PY 2027.

*Table 5: Forecasted Program Capacity and Enrollment Count for DAC-GT for PY 2027*

<b>Category</b>	<b>DAC-GT</b>
Estimated additional capacity to be procured (MW)	3.609
Percentage of total capacity served by interim resource	44%
Percentage of total capacity served by Conflitti	56%
Estimated existing customers served by Conflitti	3,265
Estimated existing customers served by interim resource	2,540
Total forecasted customer enrollment	5,805

**Marketing, Education and Outreach Plan for the Disadvantaged  
Communities Green Tariff Programs for Program Year 2027**  
*Proposed by Marin Clean Energy*



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## **1. PURPOSE AND GOALS**

MCE implements a targeted customer marketing, education, and outreach (“ME&O”) campaign under the Disadvantaged Communities Green Tariff (“DAC-GT”) program to ensure potential customers in disadvantaged communities (“DACs”) are aware of the benefits from the program.

Eligible customers for DAC-GT are identified and automatically enrolled in the program by MCE. Hence, no customer recruitment for program participation is required.

MCE’s ME&O strategy for the DAC-GT program has three main goals:

1. Notify DAC-GT customers that their account has been automatically enrolled in the program;
2. Provide information (i.e., FAQs) about the program; and
3. Notify DAC-GT customers if they no longer meet eligibility criteria for the program (i.e., moved, installed solar, or no longer enrolled in California Alternative Rates for Energy (CARE) or Family Electric Rate Assistance Program (FERA)<sup>1</sup> and the steps they can take to become eligible for re-enrollment (if applicable).

## **2. GUIDING PRINCIPLES**

MCE is committed to developing diverse and culturally appropriate communication strategies to ensure that stakeholders can participate in decisions and actions that impact their communities. As such, MCE aims to: achieve diverse and meaningful engagement that reflects the demographics of DAC communities to ensure equitable outreach across race, income and age barriers.

## **3. TARGET AUDIENCE**

For the DAC-GT program, in 2021 MCE automatically enrolled eligible customers that live in one of the top 10% of DAC census tracts statewide that are in MCE’s service area, as defined by CalEnviroScreen 3.0. Priority was given to customers who made an effort to pay, as defined by at least 4 full or partial payments in the preceding 8 months. With the expanded capacity of the DAC-GT program approved in 2024, MCE enrolled additional customers as identified by CalEnviroScreen 4.0 in the following order:

- Customers who live in one of the top 25% of DAC census tracts and are enrolled in the Arrearage Management Program (Category 1)

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<sup>1</sup> CARE and FERA are California programs offering monthly bill discounts to income-qualified households. Income qualification varies based on household size and program year. Currently, a one-or-two-person household qualifies if total gross annual household income is below \$52,875.

- Customers who live in one of the top 25% of DAC census tracts and are in arrears (Category 2)
- All other customers who live in one of the top 25% of DAC census tracts (Category 3)

If there is insufficient program capacity to enroll all eligible customers, program participants will be selected for program enrollment using the categories listed above. MCE will monitor program attrition on a monthly basis and enroll additional customers from the waitlist as appropriate.

Figure 1 shows the list of eligible census tracts for DAC-GT auto-enrollment.

*Figure 1. Qualifying Neighborhoods in MCE Service Area for DAC-GT Auto-Enrollment*

<b>75% CalEnviroScreen 4.0 Score</b>			
<b>Census Tract</b>	<b>California County</b>	<b>ZIP</b>	<b>Nearby City (to help approximate location only)</b>
6013314103	Contra Costa	94565	Bay Point
6013314104	Contra Costa	94565	Bay Point
6013336201	Contra Costa	94520	Concord
6013365002	Contra Costa	94801	North Richmond
6013309000	Contra Costa	94565	Pittsburg
6013310000	Contra Costa	94565	Pittsburg
6013311000	Contra Costa	94565	Pittsburg
6013312000	Contra Costa	94565	Pittsburg
6013313101	Contra Costa	94565	Pittsburg
6013314102	Contra Costa	94565	Pittsburg
6013373000	Contra Costa	94801	Richmond
6013375000	Contra Costa	94801	Richmond
6013376000	Contra Costa	94801	Richmond
6013377000	Contra Costa	94801	Richmond
6013379000	Contra Costa	94804	Richmond
6013381000	Contra Costa	94804	Richmond
6013382000	Contra Costa	94804	Richmond
6013392200	Contra Costa	94806	Richmond
6013358000	Contra Costa	94572	Rodeo
6013366001	Contra Costa	94806	San Pablo
6013366002	Contra Costa	94806	San Pablo
6013368001	Contra Costa	94806	San Pablo
6013368002	Contra Costa	94806	San Pablo
6013369001	Contra Costa	94806	San Pablo

6013314200	Contra Costa	94565	Unincorporated Contra Costa County area
6013315000	Contra Costa	94520	Unincorporated Contra Costa County area
6013327000	Contra Costa	94520	Unincorporated Contra Costa County area
6095252502	Solano	94533	Fairfield
6095250801	Solano	94592	Unincorporated Solano County area
6095252402	Solano	94534	Unincorporated Solano County area
6095253500	Solano	94571	Unincorporated Solano County area
6095250701	Solano	94590	Vallejo
6095250900	Solano	94590	Vallejo
6095251000	Solano	94590	Vallejo
6095251200	Solano	94590	Vallejo
6095251500	Solano	94590	Vallejo
6095251600	Solano	94590	Vallejo
6095251802	Solano	94589	Vallejo
6095251901	Solano	94589	Vallejo
6095251902	Solano	94589	Vallejo

#### 4. ME&O TACTICS AND STRATEGIES

MCE will continue to use the marketing content originally developed to promote DAC-GT, including direct mailers, emails, and webpage. MCE will include a direct mailer and email to send to customers for fiscal year 2027 alerting them if they are unenrolled, and the steps they can take to become eligible for reenrollment. MCE will also provide a one-time mailer to all enrolled customers reminding them of program benefits and sharing other MCE programs for which they're eligible to maximize customer benefits. All program materials will be translated into English and Spanish.

#### 5. METRICS TRACKING

As MCE uses multiple tactics for ME&O, a variety of metrics will be used to evaluate the effectiveness of each effort. Our primary measure of effectiveness is the number of customers reached, which can be measured by:

- Number of customers enrolled based on auto-enrollment criteria;
- Number of customers found to be ineligible for the program based on eligibility criteria;
- Number of customers opting to cancel program participation; and
- Number of customers to be enrolled from the waitlist based on the capacity provided through the total sum of all aforementioned attributes.