



Community  
Power Coalition

**MCE**

A local, not-for-profit  
electricity provider

May 20, 2026



## Agenda

**12:00 PM** Welcome + Introductions

**12:05 PM** Customer Programs Update

**12:35 PM** MCE 2026 Updates

**12:40 PM** Q&A

**12:55 PM** Wrap up and Next Steps



## Presenters

**Facilitator:** Mariela Herrick

**Presenters:** Jennifer Green and Joy Massey



# Customer Programs

Funding, Strategy, and Impact



# Funding Overview

- MCE Ratepayer Funds
- California Public Utilities Commission (CPUC): **\$79 million** awarded for 2024-2027
- Grants and Federal Funding: **\$14.5 million** secured since 2019



*Richmond resident and  
EV rebate recipient*

# Deep Green Community Reinvestment

- The program development fund is supported by the **Deep Green Premium**.
- **Half of 1.25¢/kWh** is allocated to this fund.
- **\$9 million worth of investments to date** directly from this program for EVs, community housing grants, and heat pump water and space heating.

# Program Budgets

<b>Program</b>	<b>FY 2026/27 Approved</b>
➔ EV Instant Rebate Program	\$3,595,000
➔ EV Charging Program	\$2,289,000
EV Education and Outreach	\$100,000
Energy Storage Program	\$137,000
➔ MCE Sync	\$927,000
➔ Heat Pump Water Heater Incentives	\$682,000
➔ Community Housing Support	\$260,000
Virtual Power Plant	\$30,000
<b>Matching Funds:</b>	
DOE Storage Grant Match Funds	\$100,000
VPP Flex Match Funds	\$1,000,000
<b>Total</b>	<b>9,120,000</b>



# Program Overviews

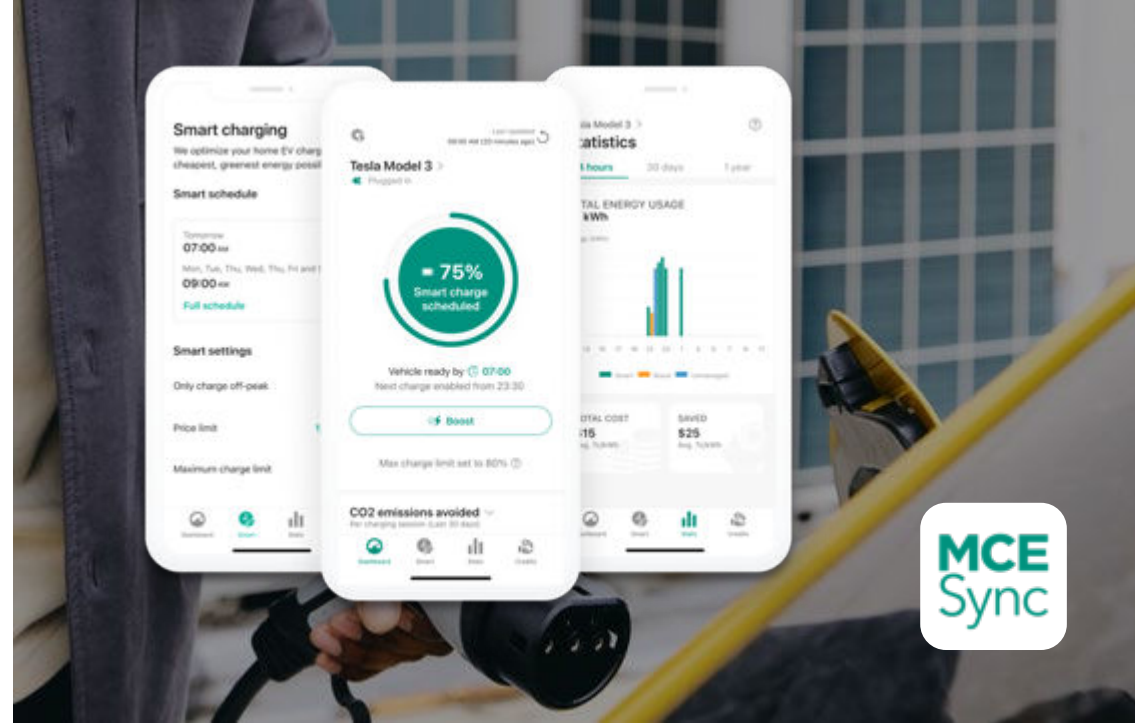
# MCE Sync: EV Smart-Charging App

Automates EV charging to help residential customers use the least expensive and cleanest energy on the grid

- Works with most EV makes & models
- \$50 sign-up bonus
- Up to \$10 per month cash back for charging during low-carbon events
- Saves \$40 or more per year just by charging during off-peak hours



[mceCleanEnergy.org/mce-sync](https://mceCleanEnergy.org/mce-sync)



MCE  
Sync

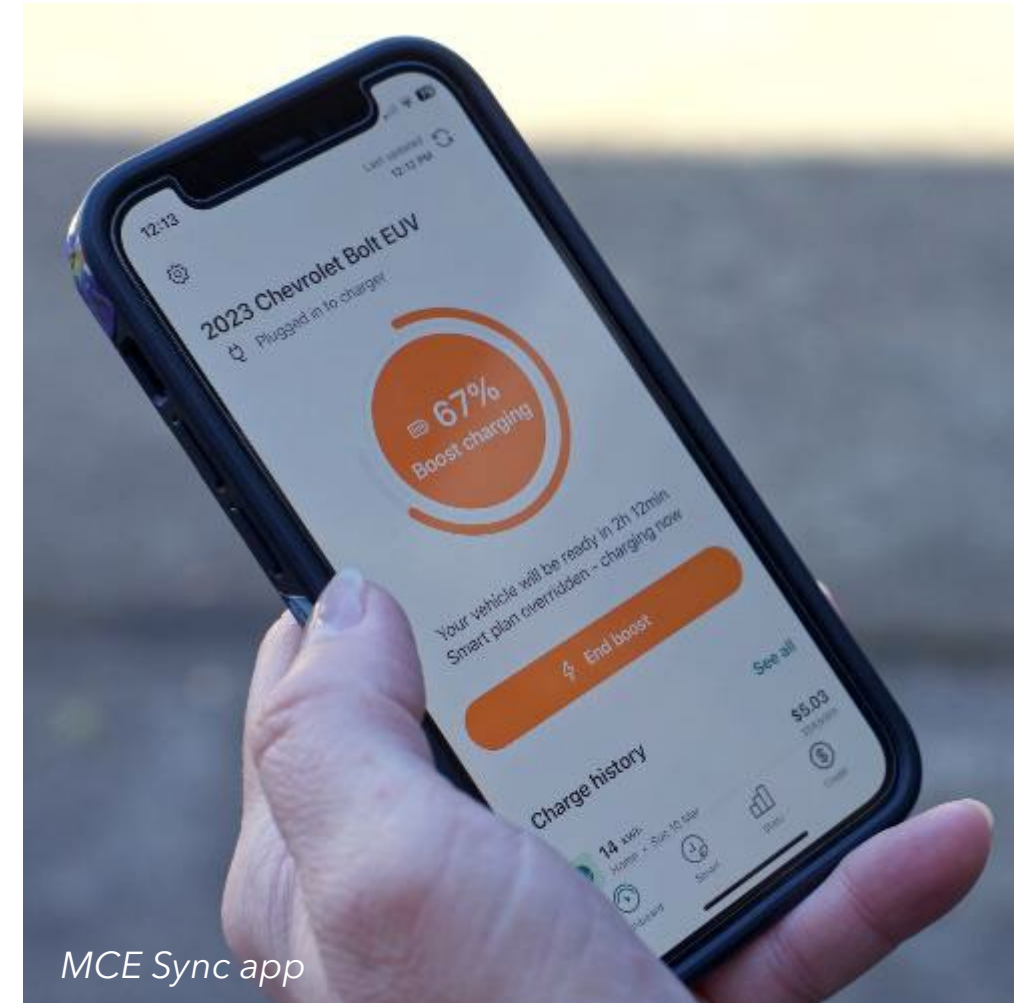
**\$50**  
Sign-up bonus

Saves  
**\$40**  
or more per year  
just by charging  
during off-peak  
hours

# MCE Sync

- **Goals by March 2027:**
  - Increase participation to 7,200 EVs (~ 5,000 as of April 2026)
  - 1,000 customers on a dynamic rate
  - 70% smart charging
- **Funding Sources:** MCE Local Programs Fund and California Energy Commission grant
- **Load Shift:** 94% of energy delivered off-peak

Cumulative MCE Expenditures	FY 2025/26 Budget	Proposed FY 2026/27 Budget	% Change
\$2,081,000 (Jul. 2021-Dec. 2025)	\$926,692	\$926,692	No change



MCE Sync app

# EV Charging Program

## Expanding EV Charging Access Across Communities

- Up to **\$4,500** to install EV Chargers at **Multifamily, Workplaces and Community-Serving** locations
  - Additional \$500 per port for publicly accessible charging stations located in state designated priority communities
- No cost **EV charging planning reports** to support project planning and site readiness
- **Stackable** with other eligible EV charging incentive programs

Charger Level	Light Green	Deep Green	Site Max
L1 or L2 Outlet	\$2,000	\$2,500	4-40 outlets
L2 Port	\$4,000	\$4,500	2-20 ports



MCE EV Charging Rebate Recipient, Marina Bay Northshore

# EV Charging

## Plan Highlights:

Goal by April 2027:

- 400 new ports installed
- 1600 ports installed as of April 26'

## Funding Sources:

- MCE Local Programs Fund
- California Energy Commission grant
- Marin Community Foundation grant
- U.S. Department of Energy grant

Cumulative MCE Expenditures	FY 2025/26 Budget	Proposed FY 2026/27 Budget	% Change
\$7,884,000 (Mar. 2019-Dec. 2025)	\$1,710,745	\$2,289,137	34% increase



MCE EV Charging Rebate Recipient,  
The Meadows of Napa Valley

# MCE EV Instant Rebate

Providing Access to EVs for Income Qualified Customers

Point of sale rebates up to \$3,500 for new or used EV leases or purchases at participating dealerships

## Impact to Date

- 3,011 rebates (as of April 2026)

## Goal by April 2027

- 876 new rebates

## Program Status

- Program paused November 2025
- Expected to re-open Summer 2026



*“My wife and I save at least \$500 a month on gas!”*

- **Damian**

MCE customer and  
EV rebate participant

# EV Instant Rebate

## Plan Highlights:

Goal by April 2027:

- 876 new rebates

## Funding Sources:

- MCE Local Programs Fund

Cumulative MCE Expenditures	FY 2025/26 Budget	Proposed FY 2026/27 Budget	% Change
\$9,264,000 (Mar. 2023-Dec. 2025)	\$4,566,480	\$3,594,500	21% decrease reflecting the cooling market for EV purchases, lower vehicle total cost limits. Total number of projected rebates dropping from 1,200 in FY 25/26 to 876 in FY 26/27



*EV instant rebate recipient*

# Heat Pump Water Heater Incentives

**Plan Highlights:** Goal for FY 2026/27

- Provide incentives for 685 electrification and electrification readiness measures, such as heat pump water heaters, induction stoves, or electric repairs

**Funding Sources:**

- MCE’s Local Programs Fund



Sub-Program	Cumulative MCE Expenditures	FY 2025/26 Budget	FY 2026/27 Budget	% Change
Single Family/ Multifamily Electrification Kicker	\$847,000	\$540,000	\$642,000	+21%
CCA Regional Contractor Incentive (NEW)	0	0	\$40,000	+100%
Support for Partner Programs (closed)	\$649,000	0	0	0% (programs ended in 2025)
Emergency Water Heater Loaner Incentive	\$16,500	\$150,000	0	-100% (program closed 3/31/26)

# Community Housing Support

**Project Spotlight: Homeward Bound** (Marin-based Shelter Provider)

**New Beginnings:** 80-bed shelter in Novato

**Family Center:** 9 family shelter in Marin

## **\$135,000 Community Housing Funding:**

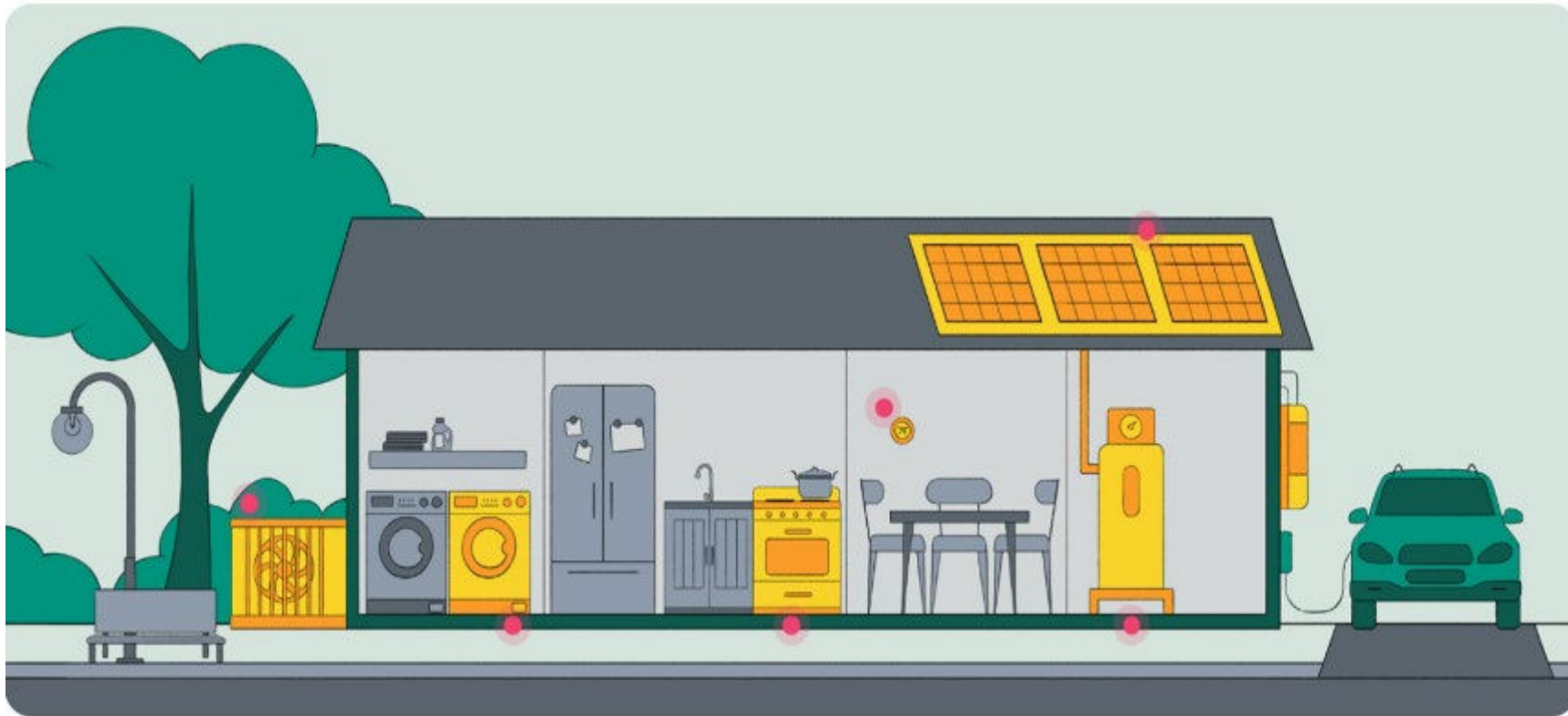
- Heat pump water heaters
- Central ducted and mini-split heat pumps
- Battery-equipped induction ranges
- EnergyStar washers and heat pump dryers
- In-unit duct sealing and bath fans for ventilation
- Electric panel upgrades to support new clean energy systems
- Common area electrification and water-saving upgrades

Cumulative MCE Expenditures	FY 2025/26 Budget	FY 2026/27 Budget	% Change
\$390,000	\$260,000	\$260,000	0%



# Home Electrification Options for Customers

- [mcecleanenergy.org/home-electrification/](https://mcecleanenergy.org/home-electrification/)



Heat Pump Heating & Cooling

Heat Pump or Ventless Electric Clothes Dryers

Heat Pump Water Heaters

Induction Cooking Appliances

Smart Thermostats

Solar & Storage

# Contractor Finder Tool

- [mcecleanenergy.org/contractor-finder/](https://mcecleanenergy.org/contractor-finder/)

## Find a Licensed Contractor

Take the guesswork out of finding contractors who are knowledgeable about the latest home improvement technologies. Use our tool to search for licensed and experienced contractors in your area.

Contractors with an "Offers MCE Rebate" tag can help you access rebates from MCE for electric upgrades like **heat pump water heaters and heating and cooling**.

Services

- Battery Storage
- Electrical Upgrades & Repair
- Heat Pump HVAC
- Heat Pump Water Heater
- Home EV Charger

Counties Served

Customers Served (High to Low) ▾

Search...

**Enso Squared Building Solutions**  
📍 Fullerton

🌐 Website  
📞 (714) 254-5117  
✉ Email  
📄 License #

✂ Services:  
• Electrical Upgrades & Repair

**Barnett Plumbing & Water Heaters**  
📍 Livermore

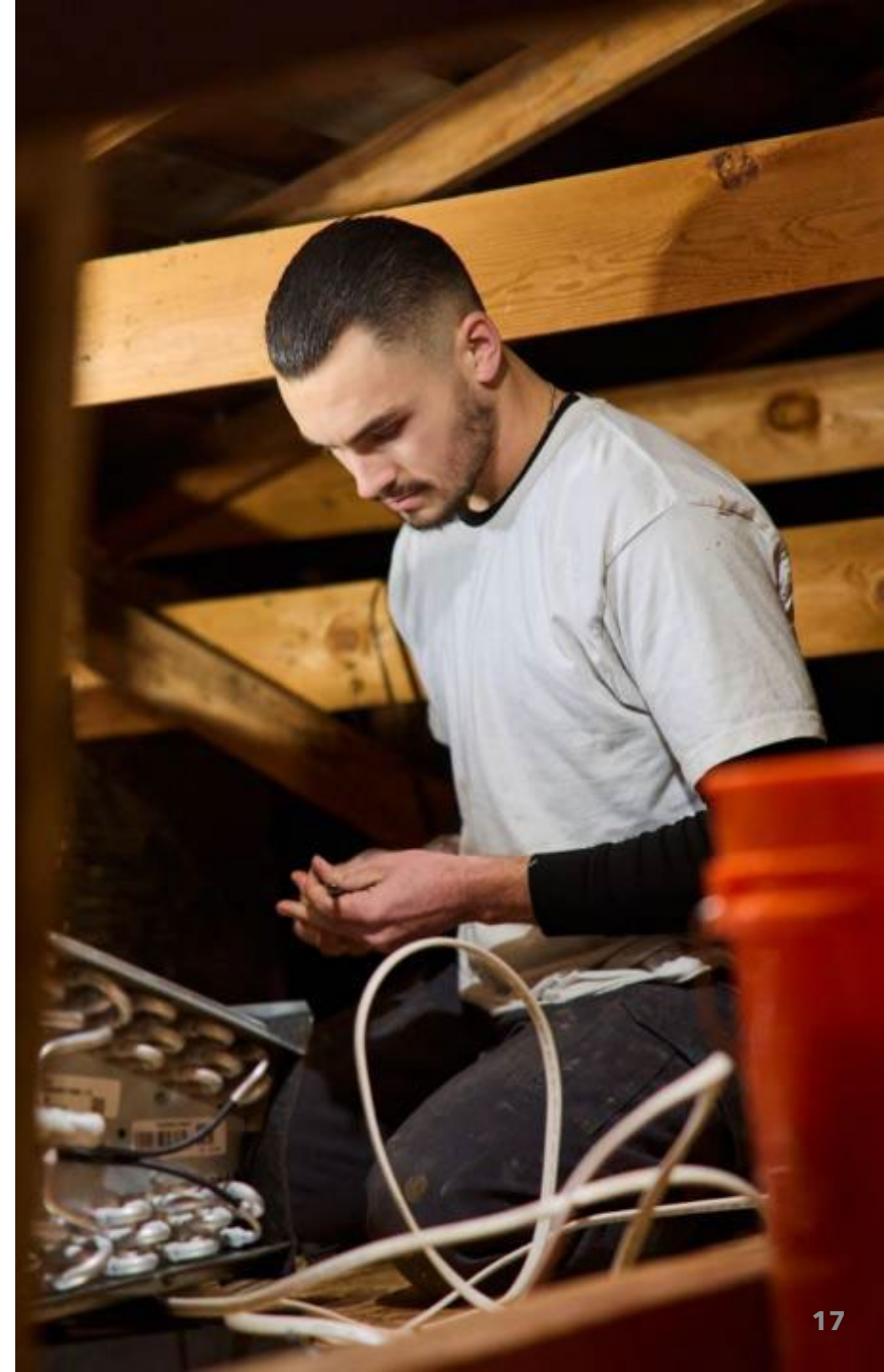
🌐 Website  
📞 (925) 294-0171  
✉ Email  
📄 License #

✂ Services:  
• Electrical Upgrades & Repair

**Hassler Heating and Air Conditioning**  
📍 El Cerrito

🌐 Website  
📞 (510) 288-5563  
📄 License #

✂ Services:  
• Electrical Upgrades & Repair  
• Heat Pump HVAC  
• Heat Pump Water Heater





# Equity Program Feedback

# The CPUC Wants to Hear From the Community

## Equitable access can mean different things

- How should we define “equitable access”, especially as it pertains to energy efficiency?

## Current proposed success metrics for the Equity Segment:

- Categorical equity target participation (count of participation in distinct groups)
- Percent of equity target participants in portfolio (percentage of participation)
- Equity target bill savings (dollar value of bill savings)

Up to 30% of MCE’s Energy Efficiency Funding can be used for Equity Programs

Equity Program Success Indicators Survey

# Equity Program Indicators

1. Expenditures by region and DAC or other Equity Community
2. Expenditures that go directly to equity targeted customers or market actors (e.g., rebates)
3. Number, proportion, & categories of participants served
4. How long savings are expected to last (in years)
5. Non-energy benefits (such as indoor air quality improvements or noise reduction)
6. Location of participants
7. Potential bill savings
8. Engagement with communities

**Are there other indicators we should consider?**

# Your Local Renewable Electricity Provider



## MCE 2026 Updates



# MCE Updates

**CEEJH:** EJ 2076 A 50-Year Plan to Advance Democracy, Environmental Justice, and Health Equity – [submit your abstract here](#) by Oct. 30, 2026

**People's Air Grant Program - Applications Due May 29** [The Bay Area Air District's People's Air Grant Program](#) offers up to \$400,000 over two years for projects that reduce air pollution and advance health equity

**Next Community Power Coalition:** July 29



# Because of Youth Impact Award 2026

- **Erik Hagstrom and Syrus Tator**, Solano County
- **Claire Mulligan and Gemma Roberts**, Napa County
- **Azucena Macias and Raini Chugh**, Contra Costa County
- **Alex Macias and Ben Smulewitz**, Marin County



Learn more about the winners  
on MCE's blog



# Connect With Us



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# Thank you!



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Mon-Fri: 9 am-5 pm