



Community
Power Coalition

MCE

A local, not-for-profit
electricity provider



July 29, 2026



Agenda

12:00 PM Welcome + Introductions

12:05 PM MCE 4-9 Campaign, Napa County BayREN
Ease Home Program, Training the Next
Generation

12:35 PM Q&A

12:45 PM Break Out Groups

1:05 PM Share out

1:20 PM Announcements and Next Steps

Presenters

Facilitator: Mariela Herrick

Presenters: Ayaka Emoto, Ryan Melendez, William
Doran, Tyla Brown, Alexandra McGee



ENCOURAGING RESULTS FROM

MCE's 2025 4-9 Load Shifting Campaign



What

- **Behavioral change, marketing campaign pilot encouraging load shifting away from 4-9 p.m.**
- Direct marketing extension of recurring educational ad campaign, started 2022
- Easy actionable tips and relevant program messaging

When

- **Direct mail and emails:** July-September 2025
- **Digital and out-of-home ads:** June-September 2025

Who

- **Non-solar customers with proportionally high peak period energy usage:**
 - EV rate
 - Residential TOU rates
 - Residential TOU rates + Home Energy Savings priority areas
 - Non-residential TOU rates

Customer Segment Messaging

PRIMARY CALL-TO-ACTION (CTA): Use less energy from 4-9



**Residents on EV Rate,
Not in MCE Sync**

OTHER CTAS:

Download MCE Sync
Enroll in Medical Baseline



**Residents on
TOU Rates**

OTHER CTAS:

Check out MCE's
Program Finder
Enroll in Medical Baseline



**Residents on TOU Rates,
in Home Energy Savings
Priority Areas**

OTHER CTAS:

Enroll in Home Energy
Savings
Enroll in Medical Baseline

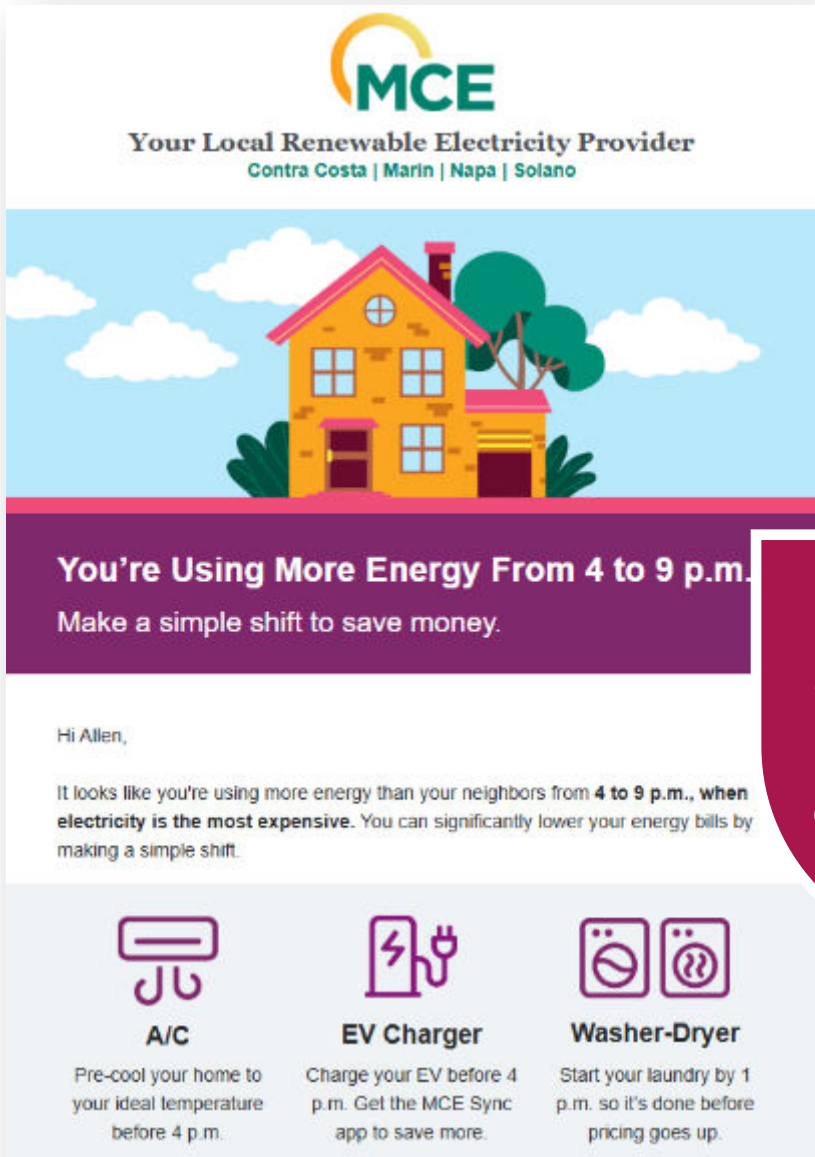


**Businesses on
TOU Rates**

OTHER CTA:

Meet with
MCE's Energy Experts

2025 Campaign Results



PLUS
over 100
program
enrollments!

Residential Customers

- **75% reduced** peak consumption
- **\$200,000** total savings
- Avg. monthly savings: \$15 for EV drivers; \$5 for other households

Non-Residential Customers

- **60% reduced** peak consumption
- **\$180,000** total savings

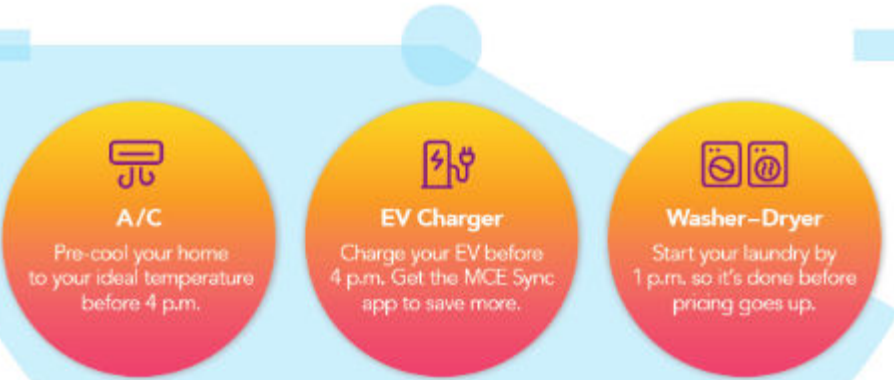
Additional Data Analysis

- Non-targeted residential customers reduced less of their peak usage (55% vs. 75% reduction)

Preparing for 2026 Campaign

It all starts with one simple action.

It looks like you're using more energy than your neighbors from 4 to 9 p.m., when electricity is the most expensive. Last year, **customers like you saved over \$15 per month** by using the tips below.



Then add simple actions together to save big.

Power up when the sun comes up.
Electricity is less expensive before 4 p.m.
FPO (preparation)
MCE
mce4-9.org
↑ Stick this magnet on a large appliance as a reminder to use less from 4 to 9.

Download this app to save on EV charging.
MCE Sync helps you save **\$160** or more per year by automatically charging your EV when electricity costs the least. Plus, get a \$50 sign-up bonus and \$10 per month cash back when you charge during low-carbon events.
Scan the QR code to download the app and view compatibility.

Get support if you depend on power for medical needs.
Medical Baseline Allowance provides you with additional gas and electricity at the lowest available rate.
Learn more at:
mceCleanEnergy.org/medical-baseline

- **Targeting customer segments with mailers and emails**
 - Residential EV rate
 - **Residential E-ELEC rate – NEW**
 - Residential TOU rates
 - Non-residential TOU rates
- **Co-branding residential email with top communities**
 - **City of Concord**
 - **City of Walnut Creek**
- **Launching ads**
 - Look out for **paid ads in your community!**



NAPA COUNTY'S ENGAGEMENT EFFORTS FOR THE BAYREN EASE HOME PROGRAM

Ryan Melendez & William Doran
MCE Community Power Coalition | 7/29/2026



Priorities

BayREN serves the Bay Area with three priorities:

- Promote **healthy and energy efficient buildings** for residents and businesses
- **Build capacity** for local governments to increase their impact
- **Reduce carbon emissions** by catalyzing regional activities

Services in a Snapshot



Residents

Support for renters, homeowners, and multifamily property owners with energy upgrades, funding and technical assistance.

- Single Family EASE Home
- Bay Area Multifamily Building Enhancements (BAMBE)
- Green Labeling
- Green House Calls



Businesses

Free or low-cost help for small and medium businesses to lower emissions, cut costs and improve comfort

- BayREN Business
- Bay Area Refrigerant Replacement



Local Governments

Training, policy guidance and building upgrade services to meet climate targets and reduce long-term operational facility costs.

- Codes & Standards
- Integrated Energy Services
- Targeted Decarbonization Services

It's EASE-y to Upgrade Your Home and Save Money

BayREN's Efficiency and Sustainable Energy (EASE) Home program helps income-eligible homeowners AND renters make energy upgrades that improve health and their home's comfort.



Boosted Comfort, Lower Bills & Better Health

Personalized energy upgrades improve indoor air quality and reduce energy costs.



EASE-Y & Hassle Free

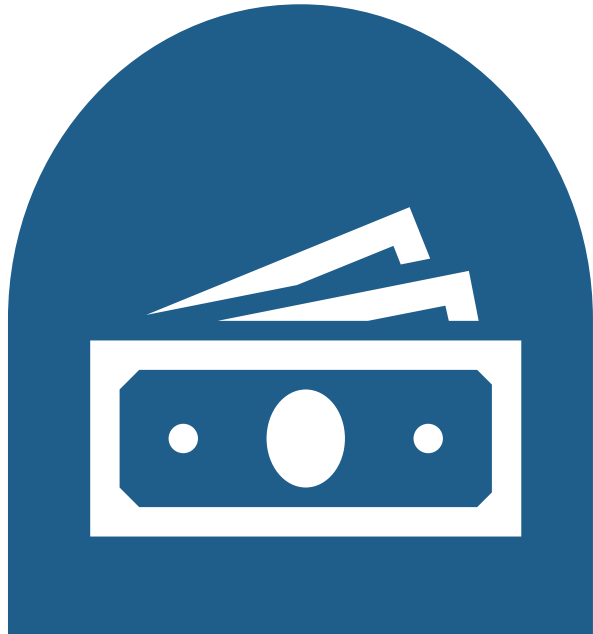
We manage every step from home assessment to installation.



Affordable & Fixed Pricing

BayREN covers 80% of the cost and Napa County now pays the remaining 20%! Fixed pricing means no surprises or hidden fees.

Coordination with MCE Programming



BayREN: Low-Moderate
Income
MCE: Low Income



Coordinate for
program eligibility



Best value for
participants

EASE Home by the numbers in Napa County

Since launching in September 2025

42

Projects
Completed

\$321.3K

Total Project
Cost

\$280.4K

BayREN
Incentives

\$1,000

Napa Co.
Incentives

\$39.9K

Cost to
Homeowners

Outreach Strategies

- Broad:

- Magazine Ads
- Social Media Campaigns
- County/City Newsletters
- County-led Community Workshops
- Tabling at events
- Flyers at public agency offices, libraries, and community organizations

- Specific for target audience:

- Email campaign for previous program
- County letter + flyer
- Tabling at events
- Word of mouth referrals
- Building partnerships and trust to spread messaging

What's worked and what hasn't?

- Both Broad & Targeted Engagement have their strengths and weaknesses
- Email campaign and letter in the mail have driven most program applications (~40% of total applications)
- Magazine Ad accounts for second largest number of applications (~21%)
- Tabling events = hit or miss
 - Info only vs. interactive exhibit
- Building key partnerships can build capacity and greatly expand reach and sphere of influence
- Multiple touchpoints can be what finally engages someone

Partnerships: Building New & Leveraging Existing



Napa County Cross-Department Partnership



Partnership with Department of
Housing and Community Services



Cover resident's co-pay of EASE
Home projects



Funding from County's Affordable
Housing Fund



Goal of 50 projects annually,
completely funded by BayREN & Napa
County, all at no cost to residents



Contract agreement in effect as of
June 2026 (1 project completed to date)

Thank you!

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The logo for BayREN, with the word "BAYREN" in a large, bold, white sans-serif font. The letters are set against a dark background that is part of a photograph of a residential street with houses and trees.

BAYREN

Local Governments Empowering Our Communities



Community Power
Coalition Meeting

Training the Next Generation

Building local talent in
our energy transition





About Training the Next Generation

- Awarded grant from Marin Community Foundation in 2024.
- Partnership with LIME Foundation, SEI, and AEA.
- 2-year pilot to develop comprehensive workforce development model.
- Focused on removing barriers for BIPOC and low-income young adults in Marin Co to enter green construction workforce.



Pilot Highlights

- **54 participating jobseekers**
- 57% job placement rate at an **average \$24/hr.** *cohorts 1 and 2
- 41% graduates expressed desire to **pursue careers in green construction**
- Participants recognized by ABC7 News

Jobseeker Profiles

Who are we reaching? What are they saying?

"It made me really interested because I had never thought of looking for a job with renewable energy."

"This program truly helped with giving me direction. The Zoom meetings really helped with building my discipline."

"I think it was really cool to meet these guys who are interested in the same trades as I am."

"I feel like the best part was that at the start I was only interested in one trade, but now I'm interested in 4-5 trades because I learned about them."



88%

BIPOC and Low-Income

- San Rafael
- Novato
- Marin City
- Fairfax

Pilot Takeaways

What is working

- Small cohort model keeps participants engaged.
- Exploratory model expands the realm of possibility for participants.
- Visibility and interest in program among various stakeholders.

Opportunities to improve

- Strengthening graduate-placement pipeline.
- Boosting contractor trainings.
- Strengthening messaging and education about technologies to increase community trust and interest.



Graduation and Career Fair

Jonas Center, Novato, CA

August 27

5:00 PM - 8:30 PM

Marin Contractor Workshop

MCE San Rafael Office

September 25

12:00 PM - 4:00 PM



Get Involved

How you can support graduates

1. Refer graduates to jobs in HVAC, electrical, and ecological conservation.
2. Share career fair flyer with contractors/employers in Marin and the Bay Area.
3. Like and share our posts on social media!
4. Share your thoughts about how we can:
 1. Strengthen hiring pipeline
 2. Boost contractor engagement
 3. Increase education and community trust in green technologies

Questions

The image is a wide-angle landscape photograph taken during the 'golden hour' of sunset or sunrise. The sky is a deep, clear blue, transitioning into a warm orange and yellow glow near the horizon. In the foreground, a dry, grassy hillside slopes down from the right, with a faint dirt path visible. The middle ground features a cluster of dark, silhouetted trees and a small, partially obscured building or structure. In the background, a valley opens up, showing a small town or village with numerous buildings and a winding road. The overall mood is contemplative and serene, with the large, bold white text 'Questions' centered over the middle of the frame.

July 2026 ComPow Listening Session Questions



Listening Session Questions

- What climate-related topics is your community most interested in learning about?
- What barriers prevent people from engaging with climate programs, education opportunities, or resources?
- What outreach methods have been most effective in your community?
- If you had one additional resource to expand climate outreach or education in your community, what would that be?

Your Local Renewable Electricity Provider

MCE 2026 Updates

Support EV Education with EV HOMES

We need your help!

MCE is applying to the CEC's [Electric Vehicle Hub, Outreach, Messaging, and Equipment \(EV HOME\)](#) grant.

Funds will be used for:

- Community outreach and EV Education
- Increased access to residential EV chargers
- Expanded managed charging

If your organization wants to support clean transportation investments in our communities, **please fill out our [3-minute survey](#) by 8/3**. We'll use your survey answers to send you a draft letter of support to sign.

Thank you for considering!



Support Opportunity - CalCCA Sponsored Bills

SB 1138 (Padilla)

The Problem

Resource adequacy compliance is hourly, but RA purchases must be monthly

The Solution

Allow RA transactions on an hourly basis so that LSEs can buy only what they need and not more

AB 1761 (Rogers)

The Problem

Lack of data transparency in PCIA proceedings can lead to costly errors and make it harder to mitigate rate shock

The Solution

Make key data available to all parties, with strong confidentiality protections



Partnership and Grant Updates

- **MCE's Certify & Amplify:** If you want to find ways to boost local businesses with small or diverse certifications, [check out the recording.](#)
- **Partnering on Grants:** Since 2023, MCE provided 60 letters of support with 25 confirmed awardees totaling \$358,982,102 in funds for community. If your organization is pursuing grant funding related to renewable energy, energy efficiency, electric vehicles, please let us know if we can support your application!
- In partnership with many partners, MCE supported multiple proposals to the [Air District's Bay REPAIR grant](#) at least three of them are moving forward into the next round of evaluation.
- **Bringing EV Bikes to the Community:** In partnership with the Canal Alliance, MCE supported an application that secured [\\$20,000](#) to [expand community ebikes!](#)

ComPow Updates: Save the Dates

- **Next Community Power Coalition:** September 30th
- **Community Power Coalition Symposium:** November 13th



"Attending MCE's 2025 Community Power Coalition Symposium last Friday was an incredible opportunity to build new partnerships and explore emerging technologies that are shaping our clean energy future. I left even more committed to advancing climate solutions in our community." - **Jesus Rosas, Solano Economic Development Corporation**

Connect With Us



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Thank you!



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