



Community Outreach Summary September 21, 2016

Background

Formed in 2013, the Monterey Bay Community Power project is a region-wide collaborative partnership comprised of all 21 local governments within the greater Monterey Bay area, including the Counties of Santa Cruz, Monterey, San Benito and all 18 cities located within. The partnership also includes Monterey Bay Unified Air Pollution Control District, Salinas Valley Solid Waste Authority, and Monterey Regional Waste Management District. The purpose of the project has been to investigate the viability of establishing a local community choice energy (CCE) joint powers agency (JPA) within the region. Formal resolutions to participate in the project were passed by every jurisdiction during 2013, with each given the option of appointing a representative to the Project Development Advisory Committee overseeing the investigation.

Regional Project Development Advisory Committee (PDAC) Public Engagement

The 15-member PDAC hosted 28 public meetings from December 2012 through August 2016, totaling more than 100 hours of public access and participation. To ensure that the entire region had convenient opportunities to participate in PDAC deliberations, the meetings were rotated between the Monterey Regional Waste Management District Board Chambers in Marina and the Santa Cruz County Board of Supervisors Chambers in Santa Cruz, with one special session in San Benito County. A project website was established in early 2013 to provide information to members of the public, answers to frequently asked questions and to post PDAC meeting materials and updates, MBCommunityPower.org.

Summary of Community Outreach other than the PDAC Public Process

Public Presentations and Briefings:

From late 2012 through the September, 2016, community outreach has included **91** presentations and briefings to a wide range of community groups, local government agencies, non-profit organizations and specific sector groups from business, education and environmental interests, among others. Attached are two lists outlining the specific groups and dates, **of which 53 have occurred during 2016**. From these meetings, questions from members

of the public were gathered and answered on the project website under “Frequently Asked Questions.” Attendees who registered on the project website, as well as other community members, receive project updates via email regarding upcoming public meetings and the status of the project. The current count for the MBCP email list is 506 people and growing.

Overall feedback from community members has been universally positive regarding the main goals of the project, (local control, clean energy, economic vitality) as well as a high level of enthusiasm over the results of the feasibility study. This is also reflected in the quality of the questions from members of the public. We have published answers on the website to 54 community choice energy-related questions regarding renewable energy, cost, economic benefits, governance, customer service, the process of the feasibility study, environmental and policy aspects. Here is the link to the full list of questions and answers generated from community member’s engagement at outreach events:

<http://montereybaycca.org/faqs>

Stakeholder Survey:

A stakeholder survey is currently being conducted with 30-50 key influencers representing various constituencies, organizations and sectors across the region. The purposes of the survey are to gauge the level of knowledge regarding the project, to gather additional questions that may need to be answered on the website, and to inform the marketing plan to be developed as part of the upcoming customer enrollment process. The survey instrument is electronic and will be executed on the Survey Monkey platform. Participants are contacted via email/phone before receiving the survey via email. Survey questions will provide participants the opportunity to describe their level of awareness of the project, concerns, opportunities, etc. At the conclusion of the survey, a report will be made and is expected to be completed the week of October 10, 2016.

Other Outreach Efforts:

In addition to community presentations and meetings, as well as the survey of stakeholders, Monterey Bay Community Power continues to engage on social media (such as Facebook and Instagram), local media and through sponsorship of the Monterey Bay Regional Climate Action Compact 2016 Summit at CSUMB, at which the project will be the featured presentation.

Public Acceptance of Community Choice Energy in other California regions:

The two most established CCE programs in the State are in Marin and Sonoma. Marin Clean Energy now serves 80% of the customers in their service area (170,500 ratepayers) after 6 years of operation and Sonoma Clean Power serves 89% of the customers in their service area (196,206) after 2 years of operations. This high acceptance rate has also been the experience of recently formed CCE agencies in other areas. Clean Power San Francisco started serving customers in May, 2016 with a 98% participation rate. Peninsula Clean Energy (San Mateo County and all its Cities) has a 99% acceptance rate so far after beginning their required notices to customers in July, 2016 and will begin service to these customers in October, 2016.