



Stakeholder Survey Report

10.14.16

Monterey Bay Community Power (MBCP) reached out to 36 key stakeholders representing various constituencies, organizations and sectors across the region including business, agriculture, community service, environmental, Latino, senior, labor, education and health. Each person's unique role and understanding of the community will help MBCP gain valuable insight as the project moves forward.

The purpose of the survey was to gauge the level of knowledge regarding the project; gather additional questions that may need to be answered on the website; and inform the future outreach plan to be developed as part of the anticipated customer enrollment process that will take place after a JPA is formed.

The survey instrument was electronic and executed via the Survey Monkey platform. Participants were contacted via email/phone before receiving the survey via email. We received responses from 22 people which is a 61 percent response rate. Each respondent was offered confidentiality with regard to their responses. The 15 survey questions provided participants the opportunity to describe their level of awareness of the project, concerns, opportunities, etc. After receiving the email, phone follow-up was conducted.

Survey questions:

- Are you aware of Monterey Bay Community Power, a CCE (Community Choice Energy) project?
- How would you describe MBCP?
- Have you seen the MBCP brand? Do you recall where you have seen it?
- On a scale from 1 to 10, how do you rate your understanding of the goal of MBCP?
- Do you support the concept of MBCP? Why or why not? If not, what information do you need before you could support MBCP?
- Do you have any additional questions about MBCP that you'd like answered?
- What questions about MBCP do you think most need to be addressed in the community?
- What do you see are the strengths of MBCP?
- What do you see as the weaknesses of MBCP?
- If given the opportunity, would you choose MBCP for your energy requirements?
- If yes, what is the primary reason you would choose MBCP?
- What do you see as MBCP's greatest competition for customers and support?
- What are your thoughts about how MBCP should be governed?
- What are your thoughts about how MBCP should be financed?
- Do you see any missed opportunities or missed partnerships for MBCP at this moment?

Attachment: Summary of Responses