

Q1 Are you aware of Monterey Bay Community Power, a CCE (Community Choice Energy) project?

Answered: 22 Skipped: 0

#	Responses	Date
1	Yes	10/12/2016 7:17 PM
2	Y	10/3/2016 1:45 PM
3	Yes	10/3/2016 10:42 AM
4	Yes	10/3/2016 10:29 AM
5	Yes	9/30/2016 1:55 PM
6	Yes	9/29/2016 9:54 AM
7	Yes	9/27/2016 12:39 PM
8	Yes	9/27/2016 9:34 AM
9	No	9/26/2016 3:46 PM
10	Yes	9/26/2016 1:49 PM
11	Yes	9/26/2016 1:28 PM
12	Somewhat	9/26/2016 11:49 AM
13	Yes	9/26/2016 11:35 AM
14	Yes	9/26/2016 10:24 AM
15	Yes	9/26/2016 10:24 AM
16	Yes	9/21/2016 12:04 PM
17	Yes	9/15/2016 9:58 PM
18	Vaguely	9/15/2016 5:58 PM
19	Vaguely	9/15/2016 4:16 PM
20	Yes	9/15/2016 2:17 PM
21	I'm aware of the CCE project, but didn't recognize the MBCP name.	9/15/2016 2:08 PM
22	Yes	9/15/2016 12:04 PM

Q2 How would you describe MBCP?

Answered: 21 Skipped: 1

#	Responses	Date
1	will bring down carbon emissions, create jobs through local build out of renewable sources, and be a nonprofit/profit Partnership	10/12/2016 7:17 PM
2	a way to get local control over energy supply and make it greener (and possibly less expensive) than what's offered by the large privately-held utility	10/3/2016 1:45 PM
3	"The closest thing to world peace I've seen" - Sen. Mark Leno	10/3/2016 10:42 AM
4	innovating clean energy for Monterey Bay	10/3/2016 10:29 AM
5	a collaboration of local government dedicated to purchasing power for delivery through existing infrastructure with the goals of competitive pricing, assure access, and environmental sustainability.	9/30/2016 1:55 PM
6	A great clean energy alternative.	9/29/2016 9:54 AM
7	Alternative energy choice	9/27/2016 12:39 PM
8	aggregating purchasing power of cities/counties to achieve lower rates for green energy	9/27/2016 9:34 AM
9	no idea	9/26/2016 3:46 PM
10	A consortium	9/26/2016 1:49 PM
11	Regional Community Owned and Operated Alternative Energy Utility	9/26/2016 1:28 PM
12	An alternate delivery supplier	9/26/2016 11:49 AM
13	Regional approach to renewable energy	9/26/2016 11:35 AM
14	positive image	9/26/2016 10:24 AM
15	Alternative energy available to our local community through a local government partnership	9/21/2016 12:04 PM
16	The ability for our local communities to source their electric power from renewables.	9/15/2016 9:58 PM
17	I wouldn't try	9/15/2016 5:58 PM
18	Alternative energy for the community by the community	9/15/2016 4:16 PM
19	An energy broker	9/15/2016 2:17 PM
20	Couldn't really.	9/15/2016 2:08 PM
21	cooperative power purchasing agency	9/15/2016 12:04 PM

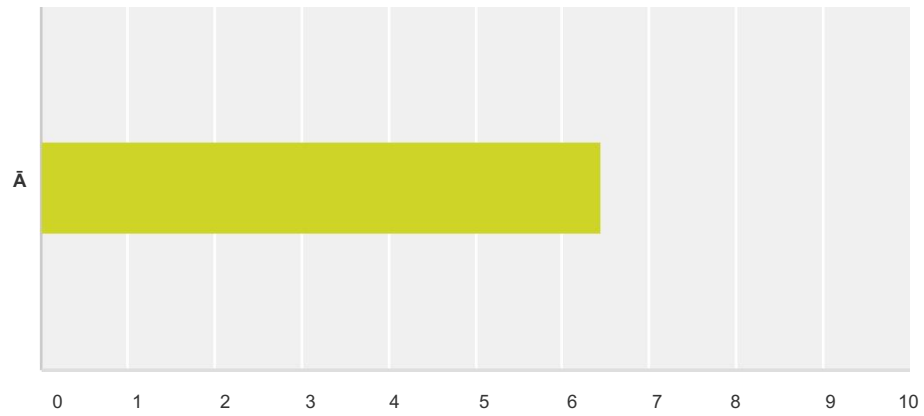
Q3 Have you seen the MBCP brand? Do you recall where you have seen it?

Answered: 22 Skipped: 0

#	Responses	Date
1	in Miller/Maxwell's office	10/12/2016 7:17 PM
2	maybe + (maybe looks similar to a brand used for awhile by Ecology Action of Santa Cruz?)	10/3/2016 1:45 PM
3	Events, on social media, occasional email.	10/3/2016 10:42 AM
4	yes. we are working closely with them	10/3/2016 10:29 AM
5	Yes. Gine Johnson is on my Board of Directors. She has had it tattooed on the inside of my eyelids.	9/30/2016 1:55 PM
6	I have seen it in presentations and printed materials.	9/29/2016 9:54 AM
7	Yes, at a Farm Bureau meeting	9/27/2016 12:39 PM
8	No	9/27/2016 9:34 AM
9	No	9/26/2016 3:46 PM
10	No	9/26/2016 1:49 PM
11	Presentation	9/26/2016 1:28 PM
12	No	9/26/2016 11:49 AM
13	MBEP summit in Monterey	9/26/2016 11:35 AM
14	Yes- events, public meetings	9/26/2016 10:24 AM
15	yes, during in-person presentation	9/26/2016 10:24 AM
16	No	9/21/2016 12:04 PM
17	No.	9/15/2016 9:58 PM
18	No	9/15/2016 5:58 PM
19	No	9/15/2016 4:16 PM
20	No and no.	9/15/2016 2:17 PM
21	No, I haven't.	9/15/2016 2:08 PM
22	No	9/15/2016 12:04 PM

Q4 On a scale from 1 to 10, how do you rate your understanding of the goal of MBCP?

Answered: 22 Skipped: 0



	Not familiar	(no label)	(no label)	(no label)	Average	(no label)	(no label)	(no label)	(no label)	Very familiar	Total	Weighted Average
Ä	4.55% 1	13.64% 3	4.55% 1	0.00% 0	22.73% 5	4.55% 1	4.55% 1	4.55% 1	18.18% 4	22.73% 5	22	6.45

Q5 Do you support the concept of MBCP? Why or why not?

Answered: 22 Skipped: 0

#	Responses	Date
1	Absolutely. See description above	10/12/2016 7:17 PM
2	Y (for reasons stated in #2 above)	10/3/2016 1:45 PM
3	Absolutely because it enables our region to take the power back, literally and figuratively	10/3/2016 10:42 AM
4	yes. we need to reduce emissions	10/3/2016 10:29 AM
5	Yes. Personally, I believe access to power will become the equivalent of today's water crisis in the next couple of decades. Whether I'm right or not, sustainability is a fundamental economic necessity.	9/30/2016 1:55 PM
6	Absolutely. It will create jobs, provide clean energy and give us a local power option.	9/29/2016 9:54 AM
7	From what limited knowledge I have, yes	9/27/2016 12:39 PM
8	yes, because it's REGIONAL and leverages REGIONAL ideas/assets to provide a service to the community	9/27/2016 9:34 AM
9	because I am unaware of it, I do not know if I can or cannot.	9/26/2016 3:46 PM
10	Yes	9/26/2016 1:49 PM
11	Undecided	9/26/2016 1:28 PM
12	I do not have enough information.	9/26/2016 11:49 AM
13	Yes. Renewable energy is good.	9/26/2016 11:35 AM
14	Yes	9/26/2016 10:24 AM
15	Quite possibly, but Chamber hasn't taken a formal position.	9/26/2016 10:24 AM
16	Yes. I support increased access to alternative energy sources.	9/21/2016 12:04 PM
17	I do. Getting away from fossil fuel-based electricity is essential for reducing our carbon footprint	9/15/2016 9:58 PM
18	Probably yes. Local control of energy can be beneficial to the community	9/15/2016 5:58 PM
19	Yes. Citizens need choices	9/15/2016 4:16 PM
20	Concept, yes, the direction you are heading, no.	9/15/2016 2:17 PM
21	I do support CCE. I like the idea of community control of energy, with the ability to move more heavily to renewables. For our company, electricity is one of our biggest expenses, so I would be careful about raising costs. At the same time, we are concerned about global warming and other consequences of fossil fuels. Hopefully this type of organization would enable us to make smart choices that fit our community's needs.	9/15/2016 2:08 PM
22	Yes because utilities fees can go toward renewable energy and be invested in local priorities versus a monopoly	9/15/2016 12:04 PM

Q6 If not, what information do you need before you could support MBCP?

Answered: 11 Skipped: 11

#	Responses	Date
1	[N / A]	10/3/2016 1:45 PM
2	N/A - How much rates are going to be and how many people have opted in?	10/3/2016 10:42 AM
3	N/A	9/30/2016 1:55 PM
4	More indepth information on how it would work	9/27/2016 12:39 PM
5	an explanation of who they are and what they do.	9/26/2016 3:46 PM
6	Real Cost of Operating a new Agency to Manage the System	9/26/2016 1:28 PM
7	Don't know enough to have good questions.	9/26/2016 11:35 AM
8	I can ask Board at our meeting this Weds, if they have an interest in weighing in on this topic.	9/26/2016 10:24 AM
9	Any that you have	9/15/2016 5:58 PM
10	Strong commitment and plan to create local jobs by building out local renewables.	9/15/2016 2:17 PM
11	I'd like to see what processes and governance go into energy decisions.	9/15/2016 2:08 PM

Q7 Do you have any additional questions about MBCP that you'd like answered?

Answered: 17 Skipped: 5

#	Responses	Date
1	I'm still trying to get some resolution on an issue I've repeatedly raised (for more than a year now) about a potentially problematic aspect of CCA with respect to lowering the value of solar -- see my earlier communications on this, or ask me now (or soon).	10/3/2016 1:45 PM
2	How many decision making bodies have voted to join and does MBCP need assistance presenting to local gov't?	10/3/2016 10:42 AM
3	no	10/3/2016 10:29 AM
4	No	9/30/2016 1:55 PM
5	None.	9/29/2016 9:54 AM
6	See #6	9/27/2016 12:39 PM
7	Not sure how the mechanics work; start-up costs; when benefits start to accrue, etc.	9/27/2016 9:34 AM
8	above.	9/26/2016 3:46 PM
9	Financing details and are there adverse financial consequences to existing utilities	9/26/2016 1:28 PM
10	Don't know enough to have good questions.	9/26/2016 11:35 AM
11	Why were alternative management plans not considered in feasibility study?	9/26/2016 10:24 AM
12	not currently	9/26/2016 10:24 AM
13	When will it be available, how does it work and how much will it cost?	9/21/2016 12:04 PM
14	No	9/15/2016 9:58 PM
15	Well I don't really know enough about MBCP to know what I don't know.	9/15/2016 4:16 PM
16	Could we shift the priority to CCA 2.0 instead of the Marin Model.	9/15/2016 2:17 PM
17	What is the governmental structure for representation but also for efficiency? JPA?	9/15/2016 12:04 PM

Q8 What questions about MBCP do you think most need to be addressed in the community?

Answered: 19 Skipped: 3

#	Responses	Date
1	Rates wil not rise, people will be able to bring in extra energy through their own solar panels and get credit for itit	10/12/2016 7:17 PM
2	Where does any greener energy supply come from? How might CCA interact (interfere?) with people going solar on their own? ... etc.	10/3/2016 1:45 PM
3	Clarity around PG&E's continued involvement and customer touch points i.e. billing questions	10/3/2016 10:42 AM
4	will there be rate increases if CCE passes?	10/3/2016 10:29 AM
5	Businesses will want to be assured that price will be reasonably competitive and supply assured. Local government will want to be sure that there are limited financial risks.	9/30/2016 1:55 PM
6	It seems the public doesn't quite understand the positive benefits and programs which will be available.	9/29/2016 9:54 AM
7	See #6	9/27/2016 12:39 PM
8	see above	9/27/2016 9:34 AM
9	again...no idea what they do, so difficult to answer.	9/26/2016 3:46 PM
10	What's it going to cost an average business vs. existing utilities? How will financial feasibility be determined?	9/26/2016 1:28 PM
11	Don't know enough to have good questions.	9/26/2016 11:35 AM
12	Up front cost, balanced representation for those areas burdened by processing and defending renewable energy Projects	9/26/2016 10:24 AM
13	costs and advantages vs current system	9/26/2016 10:24 AM
14	See #7	9/21/2016 12:04 PM
15	People will want to know how the system will work financially.	9/15/2016 9:58 PM
16	Cost control, environmental impact, sources of energy, backup systems	9/15/2016 5:58 PM
17	How it works. Why it is beneficial to them as residents and energy subscribers	9/15/2016 4:16 PM
18	I bet most people haven't even heard about it	9/15/2016 2:08 PM
19	timeline, convenience, governance	9/15/2016 12:04 PM

Q9 What do you see are the strengths of MBCP?

Answered: 21 Skipped: 1

#	Responses	Date
1	Win for the customer, the environment, the community	10/12/2016 7:17 PM
2	local control, flexibility to be greener (and less expensive), etc.	10/3/2016 1:45 PM
3	Local control, renewable energy, energy dollars kept in region	10/3/2016 10:42 AM
4	Outreach	10/3/2016 10:29 AM
5	Local control, assured access, the opportunity to develop local / locally owned power sources, environment Sustainability	9/30/2016 1:55 PM
6	The main strength is clearly the clean energy this program will provide.	9/29/2016 9:54 AM
7	Alternative energy choice	9/27/2016 12:39 PM
8	Don't know enough to answer	9/27/2016 9:34 AM
9	n/a	9/26/2016 3:46 PM
10	Green, affordable	9/26/2016 1:49 PM
11	Improves choice for alternative energy	9/26/2016 1:28 PM
12	Don't know enough to answer	9/26/2016 11:35 AM
13	Environment, cost, economic development	9/26/2016 10:24 AM
14	presenter was very good at our Government Relations Committee	9/26/2016 10:24 AM
15	Regional solution to addressing climate change	9/21/2016 12:04 PM
16	It empowers communities to control the "greeness " of their electricity.	9/15/2016 9:58 PM
17	No idea	9/15/2016 5:58 PM
18	Don't know enough to answer this question	9/15/2016 4:16 PM
19	Economic development, financial resilience, physical resilience by build-out and construction of local renewables	9/15/2016 2:17 PM
20	This is a good community for it: open to unusual choices, environmentally concerned	9/15/2016 2:08 PM
21	The strong local economy and green energy priority narrative	9/15/2016 12:04 PM

Q10 What do you see as the weaknesses of MBCP?

Answered: 21 Skipped: 1

#	Responses	Date
1	Less money for PGE shareholders....not a weakness, just the only group that doesn't win	10/12/2016 7:17 PM
2	(See #7 and #8 above.)	10/3/2016 1:45 PM
3	Conceptually challenging - continued outreach. Existing solar customers need to know what will replace NEM within MBCP.	10/3/2016 10:42 AM
4	needs to appeal to all socio-economic groups	10/3/2016 10:29 AM
5	Exposure to private sector competitive forces imposing future costs/conditions/control. Competition for sustainably-sourced power. Risk of initial infighting among participating jurisdictions.	9/30/2016 1:55 PM
6	I honestly don't see any.	9/29/2016 9:54 AM
7	Public lack of information on how it will work	9/27/2016 12:39 PM
8	Don't know enough to answer	9/27/2016 9:34 AM
9	n/a	9/26/2016 3:46 PM
10	Unknown	9/26/2016 1:49 PM
11	We have a relatively small population for our geographic region, and we may not have the critical mass to make alternative energy financially feasible	9/26/2016 1:28 PM
12	Don't know enough to answer	9/26/2016 11:35 AM
13	Up front costs, remaining questions	9/26/2016 10:24 AM
14	None	9/26/2016 10:24 AM
15	Any weaknesses will be addressed with additional information	9/21/2016 12:04 PM
16	Advantages are predicated on future conditions that we can't predict with certainty.	9/15/2016 9:58 PM
17	Lack of information about the project	9/15/2016 5:58 PM
18	Don't know enough to answer this question	9/15/2016 4:16 PM
19	Lack of focus on local renewables, reliance on RECs, primary objective of building up reserves, consultants you are relying on	9/15/2016 2:17 PM
20	Difficult to win trust for such an important, lifeline service when you are a new organization	9/15/2016 2:08 PM
21	Can seem bureaucratic with far too much jargon and acronyms...	9/15/2016 12:04 PM

Q11 If given the opportunity, would you choose MBCP for your energy requirements?

Answered: 21 Skipped: 1

#	Responses	Date
1	Yes	10/12/2016 7:17 PM
2	probably	10/3/2016 1:45 PM
3	Probably. Businesses and core services like hospitals, emergency services, and banks need assurances.	10/3/2016 10:42 AM
4	yes	10/3/2016 10:29 AM
5	Yes	9/30/2016 1:55 PM
6	Yes	9/29/2016 9:54 AM
7	See #6	9/27/2016 12:39 PM
8	I believe so, but would want to see price and service comparison with PGE	9/27/2016 9:34 AM
9	n/a	9/26/2016 3:46 PM
10	Yes	9/26/2016 1:49 PM
11	Depends	9/26/2016 1:28 PM
12	No, I like PG&E.	9/26/2016 11:49 AM
13	Probably.	9/26/2016 11:35 AM
14	Yes	9/26/2016 10:24 AM
15	Personally, quite possibly	9/26/2016 10:24 AM
16	Probably, but still have questions about the details	9/21/2016 12:04 PM
17	Absolutely.	9/15/2016 9:58 PM
18	Unknown	9/15/2016 5:58 PM
19	Probably	9/15/2016 4:16 PM
20	The way it is shaping up, no. Not enough "choices". You should also give people a cheaper rate choice instead of just matching PGE.	9/15/2016 2:17 PM
21	Depends on the circumstances. All other things being equal, we probably would.	9/15/2016 2:08 PM

Q12 If yes, what is the primary reason you would choose MBCP?

Answered: 18 Skipped: 4

#	Responses	Date
1	see above....bring down emissions	10/12/2016 7:17 PM
2	See #9, and #2 & #5, above.	10/3/2016 1:45 PM
3	Great for our region and costs the same or less	10/3/2016 10:42 AM
4	reduce emissions	10/3/2016 10:29 AM
5	Gaining early access to sustainable, predictable power sources. Future opportunity for local-owned power generation.	9/30/2016 1:55 PM
6	It provides local control of energy choices.	9/29/2016 9:54 AM
7	Cheaper energy	9/27/2016 12:39 PM
8	Regional service provider with green energy offering at attractive price	9/27/2016 9:34 AM
9	?	9/26/2016 3:46 PM
10	Green	9/26/2016 1:49 PM
11	N/A	9/26/2016 1:28 PM
12	Like the concept.	9/26/2016 11:35 AM
13	Strengths listed above	9/26/2016 10:24 AM
14	Local employment and direction of funds	9/26/2016 10:24 AM
15	Regional solution to addressing climate change	9/21/2016 12:04 PM
16	To lower my carbon footprint.	9/15/2016 9:58 PM
17	That it is an alternative to big corporate energy	9/15/2016 4:16 PM
18	More environmentally sound practices, if the cost is same or less.	9/15/2016 2:08 PM

Q13 What do you see as MBCP's greatest competition for customers and support?

Answered: 21 Skipped: 1

#	Responses	Date
1	PGE....they will keep trying to get customers back	10/12/2016 7:17 PM
2	a robust regional solar industry that offers both terrific quality and innovative, attractive financing	10/3/2016 1:45 PM
3	Ignorance to concept	10/3/2016 10:42 AM
4	pg& e, inertia	10/3/2016 10:29 AM
5	PG&E	9/30/2016 1:55 PM
6	The greatest competition I see is folks staying with traditional PG&E power.	9/29/2016 9:54 AM
7	Feeling comfortable with a new alternative energy source	9/27/2016 12:39 PM
8	PGE?	9/27/2016 9:34 AM
9	PG&E	9/26/2016 3:46 PM
10	PG&E	9/26/2016 1:49 PM
11	Small customers who won't see a substantial savings and may even have increased costs	9/26/2016 1:28 PM
12	Don't know	9/26/2016 11:35 AM
13	PG&E	9/26/2016 10:24 AM
14	If you succeed in making MBCP the default option, then there won't be much competition.	9/26/2016 10:24 AM
15	Don't know	9/21/2016 12:04 PM
16	PG&E	9/15/2016 9:58 PM
17	PGE? Duke? I don't really know	9/15/2016 5:58 PM
18	I imagine PG&E	9/15/2016 4:16 PM
19	PGE offering alternatives.	9/15/2016 2:17 PM
20	PG&E	9/15/2016 2:08 PM
21	confusion between MBCP and PG&E's roles in the supply chain for consumers	9/15/2016 12:04 PM

Q14 What are your thoughts about how MBCP should be governed?

Answered: 19 Skipped: 3

#	Responses	Date
1	Fairly...with all 21 bodies represented in a way that is fair	10/12/2016 7:17 PM
2	by public entities accountable to citizens of regional communities, bringing expertise on the technology, economics, and associated issues	10/3/2016 1:45 PM
3	JPA with the utmost transparency possible. Representation based on # of consumers within jurisdiction perhaps	10/3/2016 10:42 AM
4	Independent board that includes designated seats for business as well as local governments.	9/30/2016 1:55 PM
5	The Sonoma Clean Power governance is a good model with a CEO and run by a Board.	9/29/2016 9:54 AM
6	Have none	9/27/2016 12:39 PM
7	I don't know enough to comment	9/27/2016 9:34 AM
8	?	9/26/2016 3:46 PM
9	JPA - with level playing field for Monterey County jurisdictions vs. Santa Cruz County	9/26/2016 1:28 PM
10	Formal collaboration among local utilities	9/26/2016 11:35 AM
11	balanced representation for those areas burdened by processing and defending renewable energy projects	9/26/2016 10:24 AM
12	Joint Powers Authority	9/26/2016 10:24 AM
13	Don't know	9/21/2016 12:04 PM
14	No idea	9/15/2016 9:58 PM
15	A coalition of regional elected officials	9/15/2016 5:58 PM
16	I haven't thought about it	9/15/2016 4:16 PM
17	More of an umbrella organization with cities and counties having say in rate structure for their area.	9/15/2016 2:17 PM
18	Have business leaders as well as environmentalists involved.	9/15/2016 2:08 PM
19	Based on population or tax base? regional JPAs become cumbersome and burdened with inter-agency politics.	9/15/2016 12:04 PM

Q15 What are your thoughts about how MBCP should be financed?

Answered: 18 Skipped: 4

#	Responses	Date
1	Get a loan to launch and pay it back over a couple years. Use extra income to build out local renewable sources	10/12/2016 7:17 PM
2	grants, regional carbon tax, bonds, etc.	10/3/2016 1:45 PM
3	Privately. I have multiple investors chomping at the bit.	10/3/2016 10:42 AM
4	Per capita contributions by participating jurisdiction. Bonding against future revenues guaranteed by consortia of public utilities of participating jurisdictions Maybe easier if more expensive to guaranty through Cities/Counties.	9/30/2016 1:55 PM
5	Again, using Sonoma as an example... MBCP uses the same model, I think it would work very well.	9/29/2016 9:54 AM
6	Have none	9/27/2016 12:39 PM
7	I don't know enough to comment	9/27/2016 9:34 AM
8	?	9/26/2016 3:46 PM
9	Not sure	9/26/2016 1:28 PM
10	Energy rates	9/26/2016 11:35 AM
11	Should be privately financed (donation) for start up	9/26/2016 10:24 AM
12	not sure	9/26/2016 10:24 AM
13	Don't know	9/21/2016 12:04 PM
14	The electricity it sells its customers.	9/15/2016 9:58 PM
15	Unknown	9/15/2016 5:58 PM
16	I haven't thought about it	9/15/2016 4:16 PM
17	Find a company that will do it turn key and move away from LEAN and PEA.	9/15/2016 2:17 PM
18	By customers, right?	9/15/2016 2:08 PM

Q16 Do you see any missed opportunities or missed partnerships for MBCP at this moment?

Answered: 16 Skipped: 6

#	Responses	Date
1	Schools and campuses?	10/12/2016 7:17 PM
2	Yes: As I've also brought up repeatedly (for more than a year now), there's been a consortium of public entities (cities, schools, govt. offices, etc) that has already been involved in a "collaborative procurement" effort for solar (in particular); see my earlier communications on this and/or ask me now (or soon). Another point I've brought up is a great program that SMUD and Sacramento did, years ago, called "PV Pioneers", which is highly relevant to this MBCP endeavor. Talk to me (or, ideally, to SMUD people who still know about that program), to get the benefit of experience and wisdom	10/3/2016 1:45 PM
3	Grassroots organizations and community ambassadors.	10/3/2016 10:42 AM
4	I would work to engage more direct-purchase customers -- universities, large employers, etc.	9/30/2016 1:55 PM
5	It seems you've covered all bases. Over 90 presentations have been made to the most influential organizations in the area.	9/29/2016 9:54 AM
6	Not at this time	9/27/2016 12:39 PM
7	Work closely with MBEP to market and sell concept	9/27/2016 9:34 AM
8	?	9/26/2016 3:46 PM
9	No	9/26/2016 1:28 PM
10	Yes- San Benito county	9/26/2016 10:24 AM
11	Unaware	9/26/2016 10:24 AM
12	Don't know	9/21/2016 12:04 PM
13	Don't know	9/15/2016 9:58 PM
14	Unknown	9/15/2016 5:58 PM
15	Labor for a focus on economic development and schools for research and development	9/15/2016 2:17 PM
16	Smart City infrastructure opportunities on PG&E / Northern California Joint Pole Authority poles and infrastructure with the potential for partnerships for additional revenue for the public's benefit (and long-term saving PG&E money on monitoring the grid). Huge opportunity if there is the political will and foresight.	9/15/2016 12:04 PM