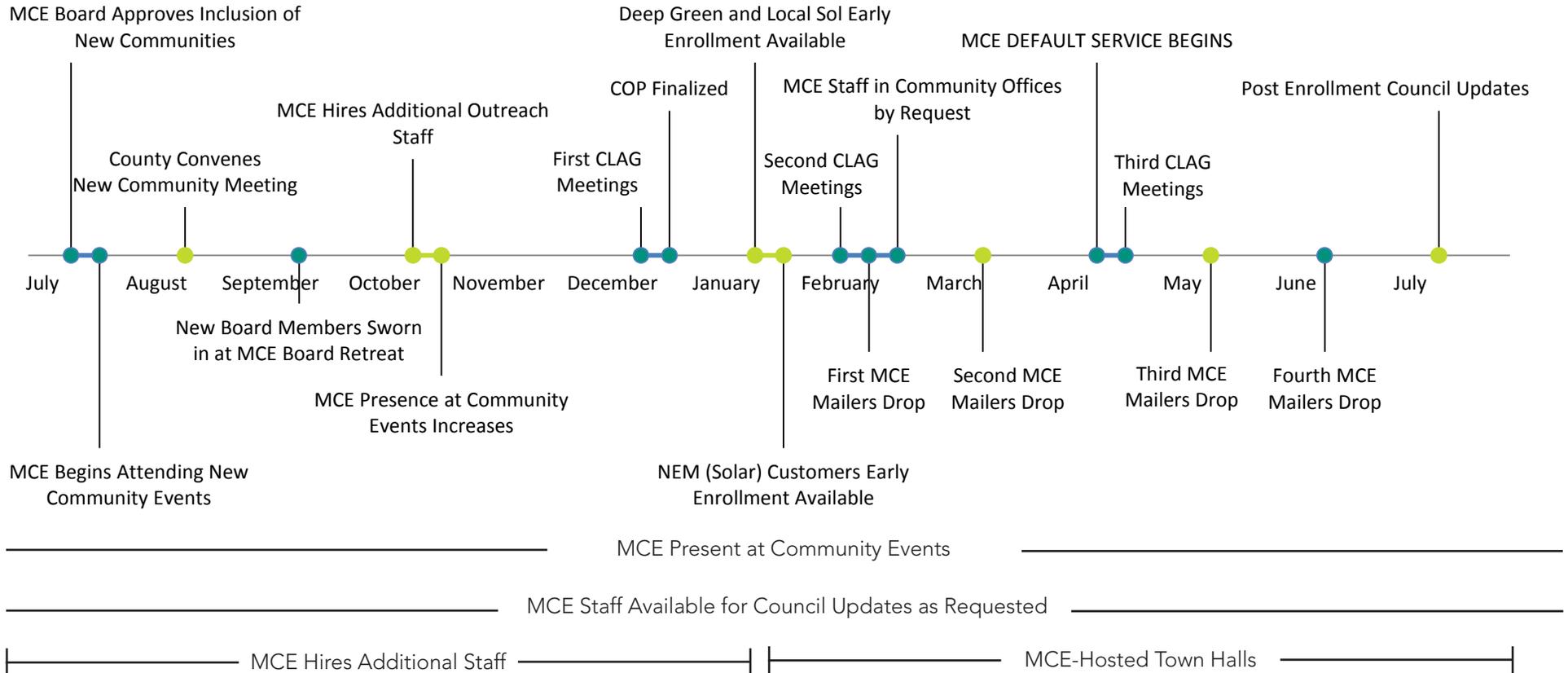


COUNTDOWN TO CHOICE

CONTRA COSTA COMMUNITY INCLUSION AND ENROLLMENT TIMELINE



A SNAPSHOT IN TIME

MCE's outreach during an enrollment period differs slightly from outreach once a community has started service. Outside of an enrollment period, MCE events are focused on those already scheduled in the community. Enrollment outreach includes mailers and MCE-hosted events to ensure as many customers as possible hear about MCE.

MCE staff is available for events and community outreach. Once a community is enrolled with MCE, staff will continue to be present, inform community members, and help everyone make the best choice for themselves.

FOCUSING ON CUSTOMER AWARENESS: MCE'S APPROACH TO COMMUNITY ENROLLMENT

COMMUNITY OUTREACH PLAN

MCE's Community Outreach Plan (COP) outlines the general strategy for community engagement during an enrollment period. It includes demographic data, information about Community Leader Advisory Groups, a timeline, and other relevant information. Every community will have access to the COP as well as nine community-specific appendices.

Community-specific appendices allow community staff and leaders to provide detailed outreach in their community. MCE staff will look for feedback from community staff and council members, as well as from the CLAGs, in order to create a well-rounded plan to educate and inform customers.

EARLY ENROLLMENT

OPTING UP TO 100% RENEWABLE ENERGY

Some customers may want to enroll in MCE's 100% renewable options, called Deep Green and Local Sol, and may do so beginning in January 2018.

NET ENERGY METERING (NEM) FOR SOLAR CUSTOMERS

Customers with solar are enrolled in net energy metering (NEM) with PG&E and will receive their full year's worth of charges upon enrollment with MCE. This process is known as a true-up. If customers would like to enroll early to better align with their true-up date to reduce charges, they can do so beginning in January 2017.

MAILED NOTICES

MCE will send four mailed notices to customers letting them know about the switch to MCE service. These mailers contain general information about MCE services and customer-specific information when applicable, such as information on discount programs and NEM.

Customers will receive two mailed notices before service begins in April and two after.

"AS REQUESTED" EVENTS

MCE staff will be available to attend events, be present at community offices after the first mailers drop, and provide updates to council.

Community staff should feel free to reach out at any time to request MCE staff assistance or attendance at a particular meeting.

This applies to community events as well. While MCE staff will monitor events and attempt to be present as much as possible, input from community staff is always valued.

MCE-HOSTED TOWN HALLS

MCE staff host Town Hall style meetings to allow residents and business owners an opportunity to learn and ask questions about MCE. While community members will have many opportunities to engage with MCE staff at other community events and meetings, MCE-hosted events provide a venue that's specific to MCE enrollment.



COMMUNITY LEADER ADVISORY GROUPS

Empowering community stakeholders is central to MCE's engagement. During enrollment periods, MCE convenes Community Leader Advisory Groups (CLAGs), typically consisting of 10-20 participants, to guide local outreach efforts.

CLAGs are intended to facilitate feedback from a diverse cross-section of community representatives. They are informal and participants are not expected to have a background in energy policy. During previous MCE enrollments, CLAGs have included representatives from environmental organizations, industry and business associations, senior communities and those who speak English as a second language.

The CLAGs help MCE:

- identify outreach strategies and venues,
- help distribute information, and
- promote presentations and events

Interested in joining a CLAG or know someone who is?