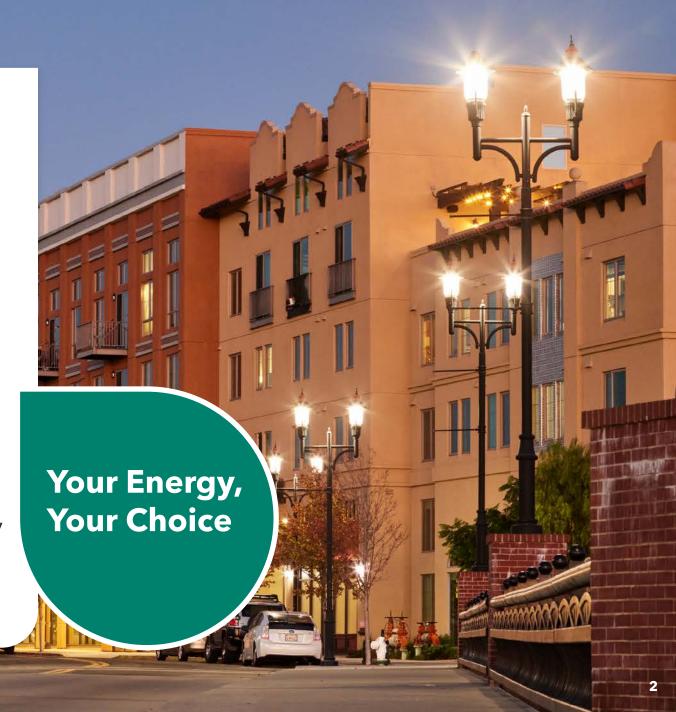


### **Welcome to MCE, Hercules**

- Starting in April 2025, all eligible Hercules electric customers residential, commercial, and municipal—were automatically transitioned to MCE electric generation service.
- Customers now have the option to choose their energy source: PG&E or MCE.
- This change reflects a decision made by the City Council in 2023 and was approved by the California Public Utilities Commission.



## Choice is Power

MCE
Deep Green

100%
RENEWABLE

**Default Service** 

MCE Light Green

60% RENEWABLE

PG&E

33%
RENEWABLE

#### **How We Got the Word Out**

#### **Direct Mail and Emails**

- All customers received direct mail in February.
- Customers then received follow-up notification emails in March, April, and May.

#### **Community Workshops**

- In-person workshops at Hercules City Hall
  - February 26 and March 26
- Virtual workshops
  - March 5, March 12 (Solar, Storage, EV)
     April 16, May 7

#### **Dedicated Hercules Webpage**

mcecleanenergy.org/Hercules



## **By The Numbers**

- 7,782 customers enrolled 93% participation rate
- An additional 1,471 solar customers are eligible to join at their true-up date
- 1,300 calls to MCE's in-house call center
  - 336 requested opt-out
  - 167 (50%) customers were retained
- 623 online case requests
  - 541 were opt out requests
  - 197 (36%) were retained
- 84 Deep Green Opt-ups
- 52 pounds of Carbon Dioxide reduced a year
  - (Average household Assuming 6.5 MWh of usage annually)



## **Key Feedback Theme**Affordability

- Residents are concerned about rising cost of electricity and utility costs.
- Hercules customers are saving 9% on average with MCE.
- However, some opted out due to a perception that savings weren't real, or that MCE is a double charge, despite actual cost benefits.
- We emphasized that MCE is not-forprofit and locally controlled - a key differentiator that resonates when communicated clearly.



# **Community Engagement**

- Sponsors of:
  - Bay Front Festival and 5k (Oct. '24)
  - Lunar New Year Parade (Feb. '25)
  - Hercules Library 25<sup>th</sup> Anniversary Celebration (May '25)
  - Hercules Cultural Festival (Jun. '25)
- Active members of the Bay Front Chamber of Commerce
- Presentation to Hercules Rotary (Mar. '25)



## **Customer Programs**



Income-Qualified EV Rebates

\$3,500 per vehicle Stacks with other incentives



**MCE Cares Credit** 

\$5M allocated to customer bill savings, available to Hercules Customers



## Workplace & Multifamily Charging

2,000+ ports
Up to \$4,500 rebates for workplace
and multifamily properties

