



# MCE

A local, not-for-profit  
electricity provider

May 27, 2025



## 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.

**Your Energy,  
Your Choice**



# 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](https://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-for-profit 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



# Thank you!



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