

February 24, 2015

Ms. Dawn Weisz
Chief Executive Officer
Marin Clean Energy
781 Lincoln Ave., Ste. 320
San Rafael, CA 94901



Dear Dawn,

Marin Conservation League (MCL) appreciates the opportunity to comment on MCE's Draft 2016 Energy Efficiency Program Designs.

MCL has been a leader in protecting Marin's natural assets since 1934. We believe human-caused climate disruption from carbon emissions has become an existential threat to these assets. We recognize that conserving energy and managing energy demand are powerful ways to cut carbon emissions.

We believe that MCE's Energy Efficiency Program is extremely important and we hope the public will become aware of it and contribute to it. To help achieve this goal, we have the following suggestions for additions to the document that will help readers and advance adoption of the program.

First, we suggest the document include an overview, or Executive Summary, that would place the proposed services in context. A brief statement of the objectives of the program would help orient the reader as to how MCE will measure its progress.

Second, we believe (and the document says) that it is critical to tie the elements of the program to community objectives. We suggest that the document explain or quantify the community objectives for each market segment (i.e. "multifamily, single family, industrial, agricultural, commercial, and workforce development"). MCE has done a good job of presenting this document often with different "market segments". We suggest the next important step (if not already accomplished) would be to meet with the various constituents in each of the "segments" to hear how they work and how MCE can best meet their needs. Such meetings could inform and help shape strategies for implementing programs.

We also suggest that the program description address each "market segment" using language the public will be likely to understand. For example, in the Single Family Market Segment, explain how rebates will work, describe the "Home Upgrade Program", define terms used in the program such as "Zero Net Energy", "Home Utility Report", and "customer management software", among others.

Also it would be helpful if the document described how MCE will encourage MCE's customers to take the steps needed to support or participate in the program.

Third, the draft refers to MCE's desire to receive feedback about the EE Program Designs from the interested public. That may be valuable, however, we believe that more clarity regarding the kind of feedback needed would be helpful to you.

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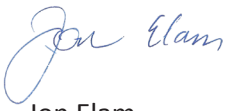
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Energy efficiency still amounts to only a small percentage of MCE's total clean energy program. It is accepted that real savings from energy efficiency can only come from deep efficiency gains (20% or more) and thus a greater commitment to energy efficiency's potential will be needed from all of us to significantly reduce GHG pollution. We believe that even with the many evident obstacles and despite the limitation of MCE's current \$4 million EE budget, MCE can deliver significant EE results.

We recognize that there are hurdles and obstacles in the successful implementation of many of these potential EE measures, yet there are many hopeful signs and there are successful projects already underway. Marin Conservation League looks forward to working closely with MCE to build wider support within the Marin community, to help coordinate efforts across jurisdictional boundaries, and to further collaborative approaches.

Very truly yours,

A handwritten signature in blue ink that reads "Jon Elam". The signature is written in a cursive style with a large, looping initial "J".

Jon Elam
President