



“WE NEED TO KEEP ENERGY COSTS UNDER CONTROL FOR OUR FAMILY.”



“I’M COMMITTED TO REDUCING POLLUTION AND GREENHOUSE GAS EMISSIONS.”

**Marin
Clean
Energy**

**RENEWABLE
BY CHOICE**

www.marincleanenergy.info



“WE WANT TO CHOOSE WHERE OUR ENERGY COMES FROM.”



“ WE WANT POWER WHEN WE NEED IT, WITH LESS DEPENDENCE ON FOREIGN SOURCES OF FUEL.”



“I’M INTERESTED IN PREDICTABLE ENERGY COSTS FOR MY BUSINESS.”

WHAT IS Marin Clean Energy?

Today, about half the electricity we use in our businesses and homes is created by burning natural gas, but did you know that over 85% of that natural gas comes from outside California? To meet growing energy demand, more gas-fired power plants are planned... and the fuel they will use is expected to come from other countries.

History suggests that fossil fuel prices will continue to rise, and as the competition increases and it becomes more difficult to get, prices may rise even more steeply. Transporting fuel over long distances and from other countries creates ecological risks of leaks and spills. Disruption on the supply side overseas can cause power disruption here. And, conventional power generation from fossil fuels is a significant contributor to harmful global warming gases.

THIS BROCHURE
is designed to introduce you to
Marin Clean Energy.
Lots of additional information
is on our website:
www.marincleanenergy.info

IS THERE AN ALTERNATIVE?

Luckily, we do have choices. Marin cities and the County have been studying the opportunity to create **Marin Clean Energy, (MCE)** an agency designed to serve *our* priorities. Marin Clean Energy would allow us to choose non-polluting renewable energy*, lower Marin's greenhouse gas emissions, reduce our dependence on imported fossil fuels, foster development of local green power generation and clean technologies, and protect our homes and businesses from uncertain fuel prices.

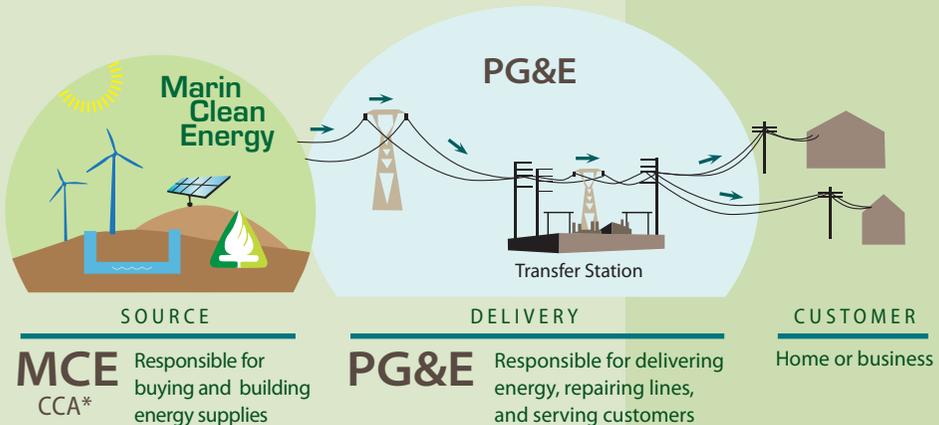
** Renewable, non-polluting energy includes solar, wind, geothermal, biomass and tidal.*

how would it work?

A **Marin Clean Energy** agency would be formed by Marin County, and Marin's towns and cities. It would be responsible for purchasing energy for Marin County customers who choose to participate.

Under the proposed business plan, **Marin Clean Energy** would initially contact with a qualified ESP (Energy Service Provider) for all our power resources at fixed prices in the near term.

MCE's goal is to provide a significantly higher level of renewable energy than currently offered by PG&E, as well as insulation from expected price increases related to fuel and other costs.



Working with public and private power industry partners, **Marin Clean Energy** would plan, build and own new renewable generation facilities such as wind, geothermal, biomass and solar. Owning renewable generation will provide long-term price certainty without the risk of fossil fuel shortages and price volatility.

Under a **Marin Clean Energy** agency, the existing power lines, service, repairs and billing would continue to be managed exactly as they are now. If you receive an electricity bill from PG&E, you would continue to receive your bill from PG&E. New service, changes in service, moving, maintenance, and all customer services would continue to be provided by PG&E.

"The California Energy Commission is excited about the potential for Community Choice Aggregators to increase the amount of renewable energy that is produced and consumed in the state."

—Commissioner John Geesman,
California Energy Commission

* CCA or Community Choice Aggregation is the name given by state legislation to local government agencies that procure their own power.

Marin Clean Energy =

- Local decision-making
- Significant GHG reduction
- Local economic benefits
- Potential for local renewable energy
- Cost savings and price stability

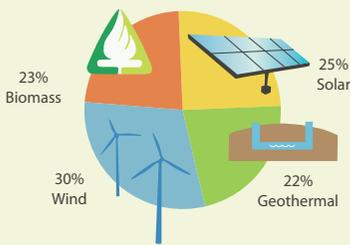
In 2002, Assembly Bill (AB) 117 enabled California communities to choose their own energy suppliers. Known as Community Choice Aggregation (CCA), this law gave cities and towns the right to make their own decisions about energy providers based on local priorities.

Marin County conducted a county-wide survey in 2007 which identified public priorities. Ninety percent (90%) of respondents said that reducing greenhouse gas emissions is important to them. Seventy-four percent (74%) said they would support local government becoming a provider of renewable energy. Sixty-nine percent (69%) said they would be willing to pay the same or up to 5% more for a mix of green, renewable energy from the County, and 58% were willing to pay 10% more.

Community organizations and business groups have also indicated that locally-generated power is important to them, and that they are in favor of creating new green business opportunities in Marin.

The **Marin Clean Energy** CCA proposal was developed to address these community priorities. It is based on five years of research, market analysis, multiple feasibility studies, and a business plan reviewed by the Local Government Task Force, a Technical Advisory Committee and a stakeholder committee. Feasibility and business plan documents have also been peer-reviewed by an independent third-party expert.

RENEWABLE Portion of Energy Supplied by 2020



Source: Navigant Consulting, 2008

**Marin's
greenhouse
gas reduction
target:**

**15% below
1990 levels
by 2020.**

A MARIN CLEAN ENERGY AGENCY CHOOSES THE TYPES OF ENERGY IT BUYS, AND PROCURES ENERGY FROM A BROAD ARRAY OF SOURCES.

KEY BENEFITS

WHY IS IT A BENEFIT?

Renewable Energy / Energy Independence

A Marin Clean Energy agency could invest in renewable power generation, substantially increasing the amount of renewable power available to Marin customers. Renewable energy allows Marin to become less reliant on fossil fuels, reduce GHG emissions while ensuring stable and affordable prices.



Price Stability



Publicly-financed power costs less than private power. Using tax-exempt bonds and being free from shareholder profits and income taxes, the same power plant can be built by public agencies for 6-7% less cost than a private company. By investing in renewable technologies, we can eliminate the price uncertainty of fossil fuel generated power.

Greenhouse Gas Emissions Reductions

The clean energy supply developed by Marin Clean Energy is expected to result in greenhouse gas reductions of 15-20%. This would allow Marin to reach its greenhouse gas reduction target in the first full year of operation.



Local Control



Unlike investor-owned utilities (i.e., PG&E), local governments are accountable to their residents. The decision-making process of a Marin Clean Energy agency would be accessible to the community because it would be overseen by our local elected representatives. A Marin Clean Energy agency would be responsible only to Marin constituents and only for meeting the needs of Marin homes and businesses.

Public Financing for Local Benefits

A local agency can prioritize development of local resources and pursue local opportunities as they become technically and economically feasible.



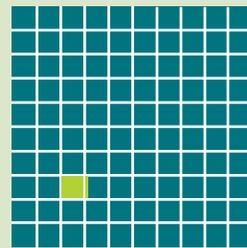
renewable by CHOICE

At the outset, the bulk of the energy purchased by a Marin Clean Energy agency would come from outside of Marin, just as it does today. Within five years, a Marin Clean Energy agency would begin to build and own renewable sources both inside and outside the county.

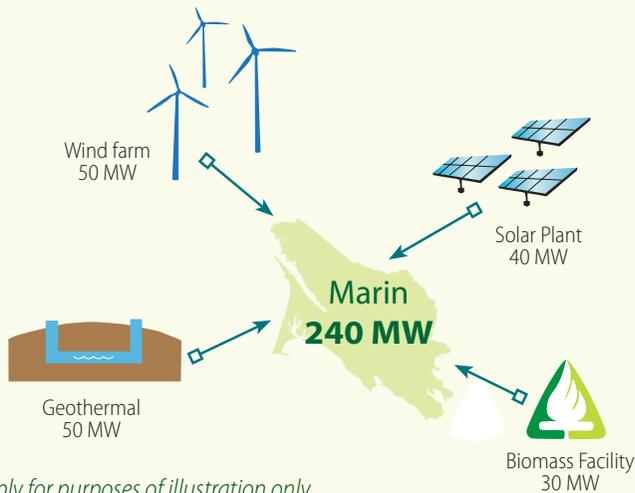
Marin's peak energy demand is relatively small. This would give a Marin Clean Energy agency the advantage of scale and agility, with access to numerous smaller producers whose yields, cumulatively, would meet our needs.

PEAK ENERGY DEMAND

Marin's is less than 1/80th of PG&E's



■ Marin — 240 MW
■ PG&E — 20,000 MW



Sources of supply for purposes of illustration only.

YOUR choice

Marin Clean Energy

A Marin Clean Energy agency could procure as much as 100% of its power from renewable energy sources. These “green” energy purchases would be supplied to customers, based on individual preferences, through two unique supply options: **LIGHT GREEN** and **DEEP GREEN**.

Customers can choose the level of renewable energy they want.

CUSTOMER OPTIONS

OPTION	% RENEWABLE	PRICE
DEEP GREEN	100% from day one	5-10% more than PG&E for the first 5 years, then leveling off or dropping down
LIGHT GREEN	25% from day one, growing to 50% in 5 years	At or below PG&E rates
OPT-OUT: NO CHANGE	12% today, potentially growing to 20% in 5 years	Rates fluctuate based on supply, infrastructure, competition.

DEEP GREEN customers can respond to their environmental priorities by paying a small premium for a 100% renewable mix. Even LIGHT GREEN customers would receive more renewable energy than is currently available from PG&E (approximately 12% today).

CUSTOMERS WHO DO NOT WANT TO PARTICIPATE CAN OPT-OUT ENTIRELY, continuing to purchase power from PG&E. Customers always have the right to choose.

*No matter which of the three options a customer chooses, reliable power will continue to be delivered by PG&E, as it is now; **only the resources used to create the power** would be different.*

Without an alternative energy supply option, Marin customers will likely receive no more than 20% renewable power within the next 5 years.

How can I find out more about Marin Clean Energy?

The business plan, peer-review analysis, frequently asked questions, and other related information from Marin Clean Energy / CCA Local Government Task Force is available at: www.marincleanenergy.info

If your organization would like a presentation about Marin Clean Energy, please contact:

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Please visit www.marincleanenergy.info for additional information.

Your questions are welcome.

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