



TOWN OF FAIRFAX

STAFF REPORT

December 2, 2015

TO: Mayor and Town Council

FROM: Garrett Toy, Town Manager 

SUBJECT: Authorize the Town Manager to work with Marin Clean Energy (MCE) to implement an incentive program for Fairfax residents to switch to MCE Deep Green with funds received from the Bay Area Air Quality Management District (BAAQMD)

RECOMMENDATION

Authorize the Town Manager to do everything necessary and appropriate to work with MCE to implement an incentive program for Fairfax residents to switch to MCE Deep Green with funds received from BAAQMD.

DISCUSSION

In August 2015, the Council approved Mayor Coler's request that she be authorized to send a letter to BAAQMD to request \$6,000 to fund an incentive program to encourage 100 Fairfax households to participate in MCE's Deep Green program. According to MCE, the cost per household to participate in Deep Green is approximately \$60 more per year (\$5 more per month) than the cost of MCE's Light Green program. With Deep Green, all of the power a household purchases comes from 100% non-polluting, Green-e Energy-certified wind power.

The incentive program would be consistent with the Town's Climate Action Plan, ("CAP"), which specifically identifies a "Community Mitigation Measure" to "encourage households to switch to Deep Green electricity." (CAP Table 12). The CAP goal for this mitigation measure is to reduce Greenhouse Gases by 146 metric tons of CO₂. The incentive program would be instrumental towards achieving that goal.

The Town has received a check from BAAQMD for \$6,000 in response to the Mayor's request. MCE is very excited to work with the Town on the program and is willing to administer the program within its billing and accounting structure.

FISCAL IMPACT

None