



TOWN OF FAIRFAX

STAFF REPORT

November 1, 2017

TO: Mayor and Town Council

FROM: Michele Gardner, Town Clerk

SUBJECT: Authorize Councilmember Coler to send a letter to Jack Broadbent, Executive Officer of the Bay Area Air Quality Management District, (BAAQMD), to inform him of the completion of our Deep Green incentive program and to thank him for the funding

RECOMMENDATION

Authorize Councilmember Coler to send a letter to Jack Broadbent, EO/APCO of the Bay Area Air Quality Management District, to inform him of the completion of our incentive program and to thank him for the funding.

DISCUSSION

In November of 2015, in response to a request from Councilmember Coler to Jack Broadbent, BAAQMD EO/APCO, the Town received a check in the amount of \$6000 to fund an incentive program to encourage 100 Fairfax households to participate in the Marin Clean Energy (MCE) Deep Green program.

According to MCE, the cost per household to participate in Deep Green is approximately \$60 more per year than the cost of MCE's Light Green program. Thus, \$6,000 covered the increase in cost for approximately 100 households.

The incentive program was 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." The CAP goal for this mitigation measure is to reduce Greenhouse Gases by 146 metric tons of CO₂. With MCE Deep Green, all of the power a household purchases comes from 100% non-polluting, Green-e Energy-certified wind power.

As of October 4, 2017, 100 customers had signed up through the Fairfax Deep Green incentive program. There are some residual funds, which are being used to continue signing up Fairfax residents for Deep Green.

FISCAL IMPACT

None