



Happy July! As we continue into the summer months, heat waves remain a concern. And when it's extra hot, we use more electricity to keep us cool. All that energy use puts a strain on our energy sources and if we use too much power during times of peak demand, outages can occur. The good news is that these outages are preventable. **In this July edition of *Plugged In***, learn how to sign up for Flex Alerts to know when to save energy and get compensated for reducing electricity use when a Flex Alert is in effect.

[Learn more about 3CE](#)

[Learn more about the benefits of 3CE service](#)

In this newsletter, you'll find:

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Summer Readiness and Flex Alerts



A [Flex Alert](#) is typically issued by the California Independent Operator (ISO) in the summer when extremely hot weather drives up electricity use, making the available power supply scarce. This usually happens in the evening hours when solar generation is going offline, and consumers are returning home and switching on air conditioners, lights, and appliances.

When Californians reduce electricity use during a Flex Alert, it can prevent more dire emergency measures, including rotating power outages. A Flex Alerts is typically issued a day before it is needed, so consumers can prepare. However, grid emergencies can happen suddenly, prompting the ISO to issue a Flex Alert with little or no advance notice. When possible, Flex Alerts are targeted to regions of the state where the system is stressed.

[SIGN UP FOR FLEX ALERTS](#)

And when you help unplug an outage, you get money back. The California Public Utilities Commission created a new incentive, the Emergency Load Reduction program, that compensates consumers who reduce their electricity use when a Flex Alert is in effect. Pacific Gas and Electric (PG&E) and Southern California Edison (SCE) each manage their program for their customers. For more information on how to participate in a Flex Alert Power Saver Rewards program, click on your utility:

[PG&E POWER SAVER](#)

[SCE POWER SAVER](#)

3CE Policy Board Approves New Project Selection Criteria Focused on Local Workforce



On June 21, based on feedback solicited from community members and project stakeholders, the Policy Board of Central Coast Community Energy (3CE) voted to adopt a new Project Selection Methodology for considering workforce development and investment opportunities.

Under the new criteria, 3CE's investments in future projects will reflect the sustained demand for a skilled workforce and the ongoing need for training and apprenticeship positions, while prioritizing local and historically marginalized workers and disadvantaged communities.

The adoption of this methodology, which was developed with the support of local labor and community groups, reemphasizes 3CE's commitment to a strong local workforce, establishes a clear market signal in support of upskilling and training, and encourages developers to directly engage with the communities where they propose to do business, while retaining 3CE's ability to contract for and develop cost-competitive renewable energy projects that benefit our local community.

3CE Tours Pacific Station with the U.S Department of Energy



In Santa Cruz, Central Coast Community Energy (3CE) joined the Chief of Staff to the U.S. Department of Energy Undersecretary of Science Ariel Marshall at Pacific Station to discuss all-electric construction and building decarbonization. The gathering featured a tour of the all-electric housing development. 3CE's New Construction Electrification Program reserved \$237,500 for Pacific Station to ensure future homes have all-electric features and appliances. Other project partners include the Santa Cruz City Government, Santa Cruz METRO Transit District, and For the Future Housing/Echelcon.

[Learn more about 3CE's New Construction Electrification Program](#)

3CE and Radio La Ley 100.3 FM Visit Farmworkers



Central Coast Community Energy (3CE) recently joined Radio La Ley 100.3 FM in Santa Maria at Innovative Produce. 3CE Customer Accounts Managers Jeff and Fernanda enjoyed speaking with farmworkers and sharing information about 3CE's Energy Programs. 3CE offers [rebates](#) for electrifying your home and vehicle.

Improve Your Home with Heat Pump Technology



Heat pumps have gained traction as a preferred HVAC and water heating technology — and state plans indicate that new gas furnace and water heaters will not be permitted in California after 2030. Heat pumps offer great home energy savings, but homeowners want to know: *How do they work? What's available? And what works best for different homes and the Central Coast climate?*

3C-REN is hosting a Heat Pumps for Homeowners webinar on August 1 with guest speaker Larry Waters, an HVAC industry veteran who's installed nothing but heat pumps since 2015. 3C-REN staff will also join to help residents access all available incentives to make their projects affordable.

[REGISTER FOR THE WEBINAR](#)

3CE Promotes Ag Electrification Program in New Social Video

As part of our ongoing campaign to promote the agency's Energy Programs, Central Choice Community Energy (3CE) this month premiered a new social-media video highlighting our Agriculture Electrification rebates.

Shot at Anatum Winery in Watsonville, the video showcases how 3CE's electrification incentives support local agricultural businesses and help smaller farms grow from the ground up. Anatum received rebates for an electric tractor and forklift.

3CE's [Ag Electrification Program](#) provides rebates to customers who replace fossil fuel powered agricultural equipment with new, all-electric equipment. Other qualifying equipment includes irrigation pumps, farm tools, steamers and chillers, and utility vehicles.

Watch the social media video here:

[English](#)

[Español](#)

Join the Resilient Central Coast Challenge



Reducing carbon emissions and living more sustainably can seem like a daunting task. But Resilient Central Coast breaks it down into easy-to-implement actions that lead to big change! The Resilient Central Coast Campaign empowers residents to lead their friends, families, and neighbors to take action. These community leaders are supported by a cross-sector, six-county [coalition](#), including dozens of cities, counties, regional agencies and non-profits led by [Ecology Action](#).

[LEARN MORE AND JOIN THE CHALLENGE](#)

3CE Can Present to Your Group

Central Coast Community Energy (3CE) offers outreach presentations to local groups, focused on providing information about the agency's commitments to local control, competitive rates, community reinvestment, and clean and renewable energy.

If you are interested in having 3CE present to your group, please contact Sophia Schwirzke at sschwirzke@3ce.org

Upcoming Meetings

Central Coast Community Energy encourages public participation in agency meetings, held in person and on ZOOM with available dial-in options. Attendees may provide live public comments remotely through ZOOM or submit them in advance via email at publiccomments@3ce.org. Sign up to receive public board notices that include meeting details.

[DATES AND LIVESTREAM INFO](#)

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