



PLUGGED IN DECEMBER 2024

 Central Coast Community Energy

Welcome to the December edition of 3CE's Plugged In newsletter! As 2024 draws to a close, we are grateful for the opportunity to provide clean, renewable energy to our customers while investing in our communities through programs that benefit residents and businesses alike. This holiday season, we're celebrating milestones and welcoming the City of Atascadero and unincorporated San Luis Obispo County to 3CE service. We're also proud to sponsor community events like Light Up the Downtown in Atascadero, where neighbors gathered to celebrate the season with lights, music, and cheer. This is just one of the many ways 3CE stays connected to our communities throughout the year. Here's to powering a brighter, cleaner future together!

In this newsletter, you'll find:

- **Honoring Bruce McPherson: A Visionary for Clean Energy**
- **3CE Brings Holiday Cheer to Atascadero**
- **Coming Soon: Enrollment Begins for Atascadero and SLO County**
- **3CE Invests \$14.8 Million in 2023-24 Electrification Rebate Programs**
- **Season's Greetings from 3CE!**
- **Choose Your New EV with Coaching from Electrifyze**
- **Automatically Lower Your Bill & Get Rewards**
- **Upcoming Meetings**

Honoring Bruce McPherson: A Visionary for Clean Energy



As we reflect on our journey, 3CE would like to extend heartfelt gratitude to Bruce McPherson, whose vision and leadership [were instrumental](#) in creating Central Coast Community Energy. With over 30 years of public service — including terms in the California Assembly, State Senate, and as Secretary of State — Supervisor McPherson leaves an enduring legacy.

During the final Santa Cruz County Board of Supervisors meeting of his remarkable career, McPherson expressed that founding 3CE was "the most satisfying contribution of his career in public service." His dedication to sustainability and local empowerment has transformed our region's energy future, providing clean, renewable power to countless residents and businesses. Thank you, Bruce, for your extraordinary contributions and commitment to a brighter, cleaner future for the Central Coast.

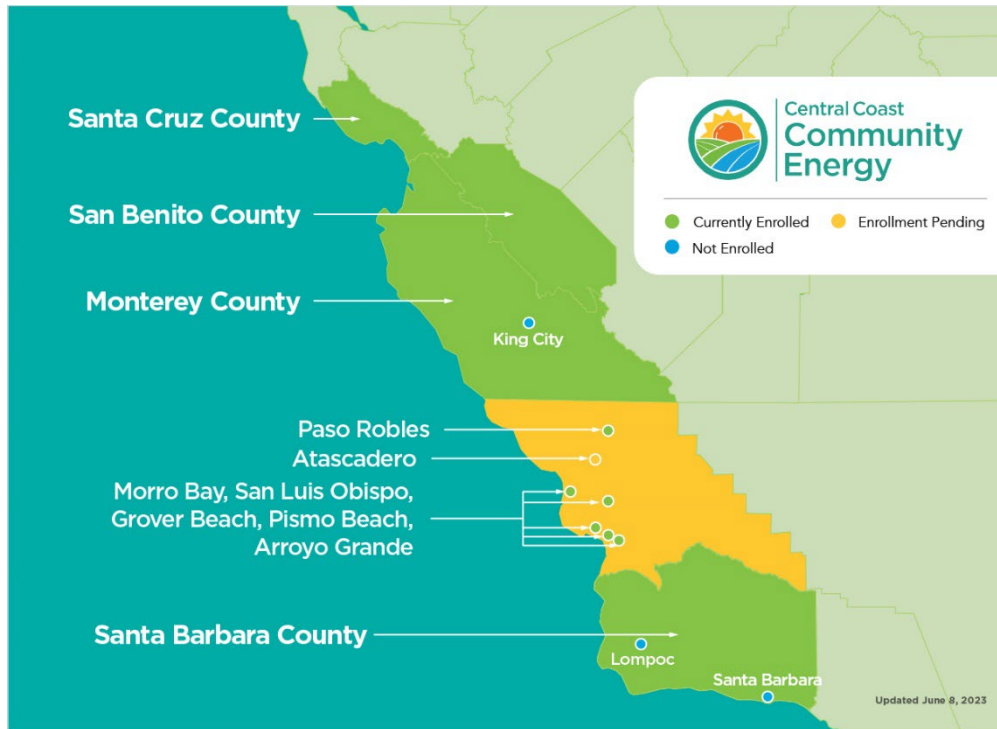
3CE Brings Holiday Cheer to Atascadero's "Light Up the Downtown" Event



Central Coast Community Energy (3CE) was proud to sponsor the annual "Light Up the Downtown" event in Atascadero this month. This beloved community celebration brought neighbors together for a magical evening of holiday cheer. Attendees enjoyed the enchanting Garden Lights & Winter Nights display, live music, horse-drawn hayrides, free hot chocolate, and even a special visit from Santa himself. It was a festive and joyful occasion, highlighting the spirit of togetherness that makes this season so special. We're honored to support events like these that bring our Central Coast communities closer together.

[Garden Lights & Winter Nights](#) in downtown Atascadero will continue through January 19.

Coming Soon: Enrollment Begins for Atascadero and SLO County



Starting in January 2025, the City of Atascadero and unincorporated San Luis Obispo County [will officially begin service with Central Coast Community Energy \(3CE\)](#). This final planned expansion marks an exciting step toward providing clean, renewable energy to local households and businesses across 3CE's five-county service area. By the end of January, 142,000 new customers will be fully enrolled and benefiting from 3CE's sustainable energy solutions and responsible rates. Both the City and County voted to join 3CE because of the economic benefits and opportunities the partnership offers.

These new partnerships underscore 3CE's commitment to reducing greenhouse gas emissions, strengthening the electric grid, and supporting regional economic vitality. By increasing our customer base, we amplify these benefits — creating a larger impact on emissions reductions, delivering greater reinvestments through rebates and incentives, and enhancing grid reliability. Programs focused on energy efficiency and electrification contribute to a cleaner, more resilient future for all.

To learn more about the enrollment process in SLO County and Atascadero, we invite you to watch these recorded presentations:

[English Presentation](#)

[Spanish Presentation](#)

[Webinar for Customers with Solar](#)

3CE Invests \$14.8 Million in 2023-24 Electrification Rebate Programs

In the agency's past fiscal year, Central Coast Community Energy (3CE) invested a total of \$14.8 million into 3CE's [Energy Programs](#) to help customers electrify their homes, businesses and transportation. Program participants received cash rebates for heat-pump water heater and HVAC systems from the [Electrify Your Home Program](#), built new, all-electric affordable housing units with support from the [New Construction Electrification Program](#), bought electric vehicles and installed EV chargers with rebates and technical assistance from the [Electrify Your Ride Program](#), purchased clean-running electric buses with the [Electric Bus Program](#), and modernized agricultural operations with new, all-electric farm equipment through the [Ag Electrification Program](#).

3CE INVESTS IN OUR COMMUNITIES WITH ENERGY PROGRAMS

	FY 2023-24	2018-2024
Total amount dedicated (mil.)	\$14.8	\$62.3
Number of projects completed:		
Electric Vehicles	1,108	2,843
EV Chargers	820	2,145
Electric Buses	17	38
Water Heater + HVAC	396	670
Affordable Housing Units	234	1,139
Ag Equipment	18	93

Since its founding, 3CE has invested more than \$62.3 million in Energy Programs – that's money that the Community Choice Aggregation (CCA) energy model brings back to local communities. Many of 3CE's Energy Programs have been offered since 2018, with new programs being actively introduced to help customers on their energy journey, including the recently debuted [Residential Battery Rebate Program](#). Together with our customers, we're providing economic benefits to our communities while making the Central Coast a more sustainable, healthier place for generations to come.

Season's Greetings from 3CE!

HAPPY HOLIDAYS



Warmest wishes from your clean-energy partners at Central Coast Community Energy. We hope you have a holiday season full of warmth and light. Thank you for making a difference by choosing 3CE — together, we're creating a brighter future.

Choose Your New EV with Coaching from Electrifyze



To help customers find the right EV for their lifestyle, 3CE has partnered with Electrifyze, a program designed to make it easy for everyone to learn about electric cars and buy one the next time they're in the market. From learning about EVs, to finding your perfect car, to understanding costs and incentives, to finding a great deal and redeeming incentives, Electrifyze is here to help!

[GET STARTED TODAY!](#)

Automatically Lower Your Bill & Get Rewards



The banner features the OhmConnect logo on the left, which consists of a lightning bolt icon and the text "OhmConnect". To the right of the logo is the text "Get FREE help lowering your electricity bill". Further right is a circular image of a smiling woman with glasses looking at her smartphone. In the top right corner of the banner is a small lightning bolt icon. In the bottom right corner is a circular badge with a lightning bolt icon and the text "Get \$50 when you join OhmConnect".

3CE has partnered with OhmConnect, a free service that will alert you when electricity prices spike in your area due to high demand so you can conserve energy, ultimately lowering your electric bill while you earn rewards. It takes just two minutes to join, and you can also get exclusive discounts on smart-home tech and win prizes!

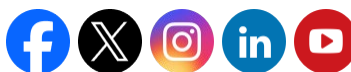
[Sign Me Up!](#)

Upcoming 3CE Board 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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