



Welcome to the February edition of 3CE's Plugged In newsletter! If you're new to 3CE service, welcome aboard! You're in good company along with 94% of Central Coast residents and businesses, each showing their support for clean energy and community investment. 3CE is a local public agency providing renewable energy at fair and reasonable rates and is governed by board members who represent the communities we serve. In addition to sourcing clean energy, 3CE is lowering greenhouse gas emissions and stimulating local economies by offering customers powerful rebates for electrifying their homes, businesses and transportation. 3CE now serves more than 1.2 million customers throughout Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz counties. Together with customers like you, we're using power for good.

In this newsletter, you'll find:

- **Atascadero Community Reception Marks Official Launch of 3CE Service**
- **3CE CEO Rob Shaw Elected CalCCA Board Chair**
- **3CE Staff Join Local Leadership Cohorts**
- **Electrify Your Ride with Cash Rebates from 3CE**
- **Watch 3CE's February 2025 Enrollment Webinars**
- **3CE in the Community**
- **Choose Your New EV with Coaching from Electrifyze**
- **Automatically Lower Your Bill & Get Rewards**
- **Upcoming Meetings**

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Atascadero Community Reception Marks Official Launch of 3CE Service



On Feb. 18, community members, local officials, and stakeholders gathered in Atascadero to celebrate the official launch of Central Coast Community Energy (3CE) service in the City of Atascadero and unincorporated areas of San Luis Obispo County.

The event featured remarks from Atascadero City Manager Jim Lewis, Mayor Charles Bourbeau, Councilmember Susan Funk, and Atascadero Chamber of Commerce representative Loreli Cappel, and 3CE CEO Rob Shaw, all of whom highlighted the importance of this transition for local energy resilience, economic growth, and consumer choice.

With the addition of Atascadero and unincorporated SLO County, 3CE completes its planned service area, with 35 regional government partners in providing locally controlled, clean energy solutions. This partnership enables residents and businesses to access 3CE rebates and incentives that help electrify homes, businesses, and transportation while contributing to a sustainable and resilient energy future for the region.

This milestone represents a collective commitment to community-driven energy solutions that prioritize local investment, sustainability, and long-term economic benefits. Thank you to everyone who joined us in celebrating this exciting step forward for Atascadero and San Luis Obispo County!

3CE CEO Rob Shaw Elected CalCCA Board Chair



Last month, the California Community Choice Association (CalCCA) elected Central Coast Community Energy (3CE) chief executive officer Robert M. Shaw to chair its Board of Directors. In addition to his experience leading successful teams across a range of disciplines, Shaw is well-versed in finance, rate design, wholesale energy markets, regulatory matters, and emerging energy technologies.

In 2024, Shaw was appointed to serve as vice chair of the California Community Choice Financing Authority (CCCFA) and as secretary of California Community Power (CC Power). Shaw also serves on the Board of the Monterey Bay Economic Partnership.

“The CCA model continues to demonstrate its effectiveness, empowering local communities to take charge of their energy future while advancing renewable energy and economic growth,” Shaw said. “I’m honored to work with my colleagues and CalCCA’s tremendous staff to ensure CCAs remain a vital force in creating a cleaner, more sustainable California.”

3CE Staff Join Leadership Monterey County, AgKnowledge 2025 Cohorts



Sophia Schwirzke (left) and Colleen Courtney (right)

3CE's Community Relations Manager Sophia Schwirzke has been accepted into the Leadership Monterey County 2025 cohort, and Senior Customer Accounts Manager Colleen Courtney has been accepted into the AgKnowledge 2025 cohort. Both courses offered in the Monterey County community are valuable assets for connecting and learning from key stakeholders and leaders in the area.

- Leadership Monterey County is the premier leadership development program in our region, designed to equip emerging leaders with the knowledge, connections, and skills to make a lasting impact in our communities. Over the next 10 months, Sophia will engage with local leaders, explore key regional issues, and deepen her commitment to community stewardship.
 - The nine-month AgKnowledge program will give Colleen and a diverse set of 27 other community members a behind-the-scenes look at Monterey County agriculture. AgKnowledge offers participants a deeper understanding about the heritage, diversity, stewardship and complexity of county agriculture and its interdependence with local government and the community. The program is co-sponsored by the Monterey County Agricultural Commissioner's office and supported by many industry partners including the Grower-Shipper Association.
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Electrify Your Ride with Cash Rebates from 3CE



Transportation is the largest contributor to greenhouse gas emissions along the Central Coast. Since 2018, Central Coast Community Energy (3CE) has helped put more than 2,800 new and used electric vehicles on Central Coast roads, saving the equivalent of more than 12,000 metric tons of CO₂ emissions. Our Electrify Your Ride Program offers residential and commercial customers cash rebates for the purchase of new or pre-owned electric vehicles, Level 2 or DCFC chargers, and electrical work related to charger installation. 3CE also provides concierge technical assistance for multifamily and commercial property owners installing EV charging stations.

This year, 3CE has allocated \$4.1 million for the Electrify Your Ride Program. In fiscal 2024-25 so far, the program has distributed over \$1.2 million in rebates, enabling over \$16.1 million in electric vehicle and EV charger purchases. Learn more about 3CE's Electrify Your Ride Program and technical assistance here:

[EYR - RESIDENTIAL](#)

[EYR - COMMERCIAL](#)

Watch 3CE's February 2025 Enrollment Webinars

This month, Central Coast Community Energy (3CE) conducted webinars in both English and Spanish introducing 3CE and guiding residents through the enrollment process in unincorporated areas of San Luis Obispo County and the City of Atascadero. Customers who missed the events can watch the recorded sessions on YouTube to discover the benefits of becoming a 3CE customer and learn what to expect during the 2025 enrollment period.

ENGLISH WEBINAR

SPANISH WEBINAR

To provide insights into how 3CE can positively impact customers' energy services, including changes to their bill's cost breakdown and exciting electrification programs, the webinars included:

- Introduction to 3CE
 - Enrollment Process Overview
 - Rebates & Incentives through 3CE Community Programs
 - Competitive and Responsible Rates
 - Income-Based Payment Assistance Programs
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3CE in the Community

3CE staff are active in the community and we hope to see you at one of these upcoming meetings and events.

3/8	<u>Women's Education Leadership Institute Spring Soiree</u>	Hartnell College, 411 Central Ave., Salinas
3/13	<u>Santa Cruz County Chamber of Commerce's Women in Business Lunch</u>	Joby Aviation, 345 Encinal St., Santa Cruz
3/14	<u>Monterey County Hospitality Association 50th Anniversary Gala</u>	Monterey Conference Center, 1 Portola Plaza, Monterey
3/19	<u>Monterey STEM Talent Expo</u>	Hartnell College STEM Center Lobby, 411 Central Avenue, Salinas
3/21	<u>Annual Pacific Grove Chamber of Commerce Membership Luncheon</u>	The Inn at Spanish Bay, 2700 17 Mile Drive, Pebble Beach
3/21	<u>Capitola-Soquel Chamber Community Awards Gala</u>	Hotel Paradox, 611 Ocean St., Santa Cruz

Choose Your New EV with Coaching from Electrifyze



ElectrifyzeTM
Electric car buying simplified.

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

OhmConnect

Get paid to save energy

It's a win-win

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
