

Welcome to the January edition of 3CE's Plugged In newsletter! As we step into a new year, 3CE remains committed to powering a brighter, cleaner future for our Central Coast communities. We're proud to support our customers with renewable energy, innovative programs, and local partnerships that make a difference. This month, we're excited to welcome newly enrolling customers from the City of Atascadero and unincorporated San Luis Obispo County. To help make the transition seamless, we're hosting webinars to educate new customers about the benefits of 3CE service and to answer their questions. We're also celebrating the efforts of our employees, who recently spent a day at Fort Ord Dunes completing a meaningful service project to help preserve our local environment. Thank you for joining us in creating a more sustainable future — together, we're making an impact!

In this newsletter, you'll find:

- **3CE Employees' Day of Service**
- **Upcoming 2025 Enrollment Webinars**
- **Our Year in Review**
- **3CE in the Community**
- **Choose Your New EV with Coaching from Electrifyze**
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- **Upcoming Meetings**

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3CE Employees' Day of Service



Giving back to the community is a cornerstone of Central Coast Community Energy (3CE)'s mission, and 2024's annual Day of Service was no exception. Employees from across the organization came together at Fort Ord Dunes State Park to participate in a plant rehabilitation project aimed at restoring the park's native ecosystem.

Armed with tools and plenty of determination, staff worked to remove invasive plants that have taken hold in the area. By clearing these invasive species, volunteers created a more hospitable environment for native plants, a critical step in ensuring the park's long-term ecological health.

3CE's commitment to sustainability extends beyond delivering clean energy — it's also about fostering a connection with the local environment and supporting efforts that enhance the places we all call home. The Day of Service is just one of the many ways 3CE employees contribute to the betterment of our Central Coast communities.

Upcoming 2025 Enrollment Webinars

As Central Coast Community Energy (3CE) [welcomes customers](#) in the City of Atascadero and unincorporated San Luis Obispo County into service, we are hosting a series of introductory webinars. Participants will gain insight into how 3CE can positively impact their energy services, including changes to their bill's cost breakdown, our exciting electrification programs, and clarity on what to expect during the enrollment period.

In February, we offer two convenient sessions:

[English Webinar](#): Feb. 11, 6:00 PM - 7:00 PM

[Spanish Webinar](#): Feb. 19, 6:00 PM - 7:00 PM

Topics Covered:

- Introduction to 3CE
- Enrollment Process Overview
- Rebates & Incentives through 3CE Community Programs
- Responsible Rates
- Income-Based Payment Assistance Programs
- Live Q&A with 3CE Staff

How to Join:

English Webinar: [Click here](#) to join the webinar on February 11.

Spanish Webinar: Guarde [este enlace](#) para asistir al seminario web el 19 de febrero.

We look forward to informing our new customers about the benefits of joining Central Coast Community Energy!

Our Year in Review



The new Tabasa Gardens housing development in Watsonville, one of several all-electric affordable housing projects funded in part by 3CE.

Central Coast Community Energy (3CE) continued to make great strides in 2024, weathering a challenging energy market while pursuing new renewable generation projects, funding new affordable housing for the Central Coast, and expanding our energy program offerings to help customers take control of their energy use.

In February, 3CE released our [Annual Impact Report](#) demonstrating how we are delivering on our commitment to provide clean, renewable electricity and offer community energy programs throughout our five-county service area. The report shares how the agency has made a positive impact by lowering emissions, investing in local communities, and keeping electricity prices stable and responsible. Highlights of 2024 include:

- **3CE secured its first prepay bond issuance** to finance clean-energy supplies. The \$647.8 million bond issuance is projected to save 3CE customers nearly 11.4% in energy costs, which translates to \$32.9 million in the cost of energy over the initial seven-year period of the bonds.
- **3CE's energy programs made \$26 million available in customer rebates**, which funded 1,000 new or used electric vehicles, 200 newly built all-electric affordable housing units, and 30 agricultural electrification projects.
- **The San Luis Obispo County Board of Supervisors voted to join 3CE**, bringing the unincorporated area of the county into membership and completing the agency's planned expansion following the City of Atascadero voting to join in 2023. This expansion unifies the Central Coast with a public option for electric generation procurement.

- **\$2.8 billion invested in renewable energy and energy storage projects, including the largest compressed air storage project in the world.**

For more details on how 3CE provides benefits to the communities it serves, read the full Impact Report [here](#).

Also in February, 3CE and the County of Santa Cruz unveiled **three public electric vehicle charging stations** at the Aptos Branch Library, funded with the help of a \$20,000 rebate from 3CE. The agency previously funded the installation of two Level 2 chargers each at Capitola Library, Felton Library, and Santa Cruz Main Library. In addition, 3CE is providing \$240,000 for building electrification of the Santa Cruz Downtown Library Mixed-Use housing-development project.

In March, 3CE received **the final progress report on the \$100,000 Planning, Implementation and Innovation Grant issued to the County of Santa Cruz** for fiscal 2021-22. The grant was used to develop the Monterey Bay Regional Climate Project Working Group (RCPWG), a collaboration between Santa Cruz, San Benito, and Monterey Counties and the Cities of Santa Cruz and Watsonville tasked with securing grants for regional electrification projects. To date, the RCPWG has garnered millions in funding.

- The Cities of Santa Cruz and Watsonville received a \$2 million weatherization grant funding decarbonization, electrification and other improvements for low-income homes from the Department of Energy.
- RCPWG's member jurisdictions received \$15,000 from the Urban Sustainability Director's Network Emergent Learning Fund for advancing equitable, shared governance for Monterey Bay regional climate investment decision-making.
- The California Office of Planning and Research's Integrated Climate Adaptation and Resiliency Program granted RCPWG's member jurisdictions nearly \$600,000 for the Monterey Bay Adaptation and Resilience Implementation and Funding Roadmap.
- The California Air Resources Board granted more than \$15.7 million to pioneer the Monterey Bay Municipal Fleet Electrification and Workforce Accelerator with RCPWG member jurisdictions.
- The member jurisdictions received a \$650,000 state Integrated Climate Adaptation and Resiliency Program (iCARP) award to support the regional prioritization and funding roadmap for adaptation projects. Additionally, the RCPWG has applied for a \$150,000 NOAA Regional Resilience Grant for writing/administration as part of a \$75 million multicounty effort led by the state Marine Sanctuary Foundation.

Also in March, 3CE staff represented the agency with a **booth at an educational event co-produced by the Paso Robles Wine Country Alliance and wine-industry sustainability group Vineyard Team**. “Power Up: Sustainable Energy for the Wine Industry” was held in the City of Atascadero. 3CE connected local winemakers to cash rebates available through 3CE’s energy programs and shared strategies and tools for saving energy and money. Sustainability best practices and how to market and sell sustainably made wines were also focus topics. Panelists reported that more than 30% of customers check to see whether the wine they buy is sustainably produced, a testament to the widespread enthusiasm for clean energy within 3CE’s service area.

Finally in March, **3CE’s fourth solar-and-storage project began delivering renewable energy to our customers**. Victory Pass, a 100 MW solar generation plus 25 MW energy storage facility located in Riverside County, will serve 6% of 3CE’s demand (see October events for the project’s ribbon-cutting). It is the seventh clean and renewable energy project 3CE has brought online. Together these projects serve 33% of 3CE’s demand, help insulate our customers from market-price fluctuations, and contribute to a cleaner and more reliable grid. 3CE’s Operations Board has also approved an Energy Storage Agreement with the 125 MW Gabriel Energy Storage facility in Los Angeles County, anticipated to begin operations in June 2027.

In April, 3CE Vice Chair Yvette Brooks and Policy Board Directors Jimmy Dutra, John Freeman, Jim Guthrie, Jan Marx, and Bruce McPherson joined 3CE staff at **the California Community Choice Aggregation (CalCCA) Annual Conference** in San Jose. The conference had over 750 attendees, including 3CE staff members who had an opportunity to share ideas, engage with industry experts, and join our vendor partners for various roundtable discussions. 3CE CEO Robert Shaw led a panel discussion with the CEOs of Peninsula Clean Energy, San Diego Community Power, and Silicon Valley Clean Energy.

Also in April, **3CE distributed \$125,000 for the development of all-electric affordable housing to Pismo Terrace**, a 50-unit complex in Pismo Beach. Half of the project units will be reserved for special needs households earning 30% or less of the San Luis Obispo County area median income, while the remaining units will be available for households earning at or below 60% of the area median income. The development is owned and operated by People’s Self-Help Housing Corporation, which is also partnering with 3CE on an affordable housing development in Atascadero.

In May, representatives from 3CE joined project developers, sponsors and community leaders to celebrate **the grand opening of Tabasa Gardens, a new 53-unit affordable housing development in Watsonville**. The new homes feature all-electric appliances funded in part by a rebate of more than \$130,000 from 3CE. All units are reserved for low-income residents, with half set aside for farmworker families and six reserved for families exiting homelessness. The building features a three-story mosaic portrait of Rosita Tabasa, a community leader and restaurant owner who immigrated to the US from the Philippines in 1933. Tabasa Gardens will make a lasting contribution to the Watsonville community and improve the quality of life for its residents.

Also in May, the Cities of **Goleta and Pacific Grove each adopted resolutions to opt-up all 3CE municipal accounts to 100% renewable [3Cprime service](#)**, with Goleta estimating a roughly 20% reduction in total municipal greenhouse gas emissions. The municipalities join the Cities of Monterey and Watsonville in choosing 3CE's carbon-free service tier for their accounts. 3CE congratulates them on their choice and thanks them for their confidence entrusting 3CE to be their 100% renewable clean energy provider!

In June, 3CE Customer Accounts Manager Sophia Schwirzke presented to the CPUC, highlighting 3CE's efforts to increase supplier diversity. At the CPUC's Quarterly CCA Supplier Diversity Meeting on June 12, Sophia updated the audience on **3CE's initiatives to promote supplier diversity and our mission to foster local economies through our [Vendor Registry](#)**. 3CE staff have been active participants in CPUC-hosted small and diverse business expos and followed June's presentation with an "Unlocking Business Opportunities Through Supplier Diversity" webinar in July.

Also in June, 3CE began **our annual Farmworker Outreach series**. Staff visited farmworkers in the fields during the summer to serve up lunch and offer information about 3CE. In partnership with local radio stations, community organizations and other agencies, the outreach program encompassed 16 different farms. These events let us get to know more of our customers and help them learn about 3CE, as well as share resources that might benefit the hard-working people who grow, pick, and package our food.

In July, 3CE launched **our first [Residential Battery Rebate Program](#)** to provide residential 3CE customers with rebates for the purchase and installation of an eligible battery energy storage system. Installing home battery storage helps customers manage their energy consumption and lower costs by storing energy during the day when it is most cost effective and using their battery during peak hours. The rebates are available to residential 3CE customers, regardless of whether they have a solar system or not. To prioritize low-income customers and those with an increased reliance on electricity, CARE, FERA, and Medical Baseline customers receive an enhanced rebate.

Also in July, 3CE joined CHISPA Housing and other supporting agencies to **commemorate the grand opening of the Alfred Diaz-Infante Apartments in Monterey**. The 66-unit complex is equipped with all-electric appliances with support from a \$165,000 rebate from 3CE. The development offers affordable housing for income-qualified families, with 43 units set aside for farmworker families. The homes are named in honor of a former CHISPA President and CEO, a Salinas native and son of a farmworker family, who died unexpectedly in 2021 after devoting most of his working life to providing housing to low- and moderate-income households in the community.

In August, 3CE joined the **groundbreaking for Village Senior Apartments in Buellton**, a 50-unit all-electric development slated for low-income senior citizens, senior veterans, and unhoused senior veterans. 3CE has signed a letter of intent with Cabrillo Economic Development Corporation for \$122,500 in support of these new affordable apartments.

Also in August, **3CE staff visited the Los Alamos Ranch in Santa Ynez**, managed by Coast Care Vineyards (CCV). The visit was a joint meeting with the Upper Salinas Las Tablas Resource Conservation District team and District director Devin Best, also a member of 3CE's Community Advisory Council. The group toured the ranch with CCV Operations Manager Greg Gonzales, who explained the strategy and tactics of optimizing energy usage in agriculture and discussed how technology adoption can improve operational efficiency.

Finally in August, **3CE was a sponsor of Santa Maria Day in the Park** and staff greeted the public at the agency's booth. The well-attended event had a festive atmosphere with food trucks, live music, activities, and information. People stopped at the 3CE booth to find out more about the agency and its mission. A few visitors asked how to apply for rebates, and some people stopped by to say they had already applied for a 3CE rebate and were excited to get their check in the mail.

In September, 3CE held **our Annual Meeting of the Policy and Operations Boards**. The event kicked off with a welcoming address from Senator John Laird (17th District) and featured a keynote speech by Katerina Robinson, Chief of Staff at the California Energy Commission. In addition to the enrollment of SLO County and Atascadero, 3CE leadership highlighted notable achievements from the past fiscal year:

- **3CE continues to drive incremental renewable resource development** that moves the agency closer to its 100% renewable goal while helping to lower and stabilize customer costs. In the last year, 3CE added 205 MW of onshore wind generation, 500 MWh of energy storage, and 177 MWh of hybrid energy storage designed to reduce existing natural gas generation.
- **3CE's operating projects avoided approximately 410,000 metric tons of CO2 emissions last year alone**, equivalent to the greenhouse gas emissions from more than 97,500 gasoline-powered passenger vehicles driven for one year. The agency improved market scheduling operations to ensure that these and future resources are optimized to achieve the greatest customer benefit.
- **3CE's energy programs are improved and expanded** to help accelerate climate action with a new management tool to streamline and enhance customers' experiences with energy programs.
- Working with its Community Advisory Council, **3CE performed a critical review of current offerings** and evaluated the feasibility of demand-response programs. The new behind-the-meter battery incentive program will offer customers greater control over their energy consumption.

Also in September, as part National Drive Electric Week, **3CE staff attended the City of San Luis Obispo's Electrify Your Life EV Showcase** at the Farmers' Market. Staff at the 3CE table answered questions about rebates, home and transportation electrification, and the upcoming expansion of 3CE into unincorporated SLO County.

Finally in September, 3CE's Programs team announced that **Santa Barbara County will receive \$130,000 in rebates for installing 26 electric vehicle chargers through our Charge Your Fleet Program, and Santa Maria will receive \$14,000 in rebates for purchasing two electric trucks through our Electrify Your Fleet Program.** [Partnerships with our Member Agencies](#) at the city and county level can be especially impactful: Fleet managers from the City of Atascadero and San Luis Obispo County met with 3CE staff to review fleet electrification planning and rebates, while Goleta amended its Municipal Code to adopt an Electric Vehicle Reach Code with help from 3CE's Reach Code Program.

In October, 3CE joined project developer and owner Clearway Energy Group **at the ribbon-cutting for the Victory Pass solar and storage project** that came online in March. The celebration took place at the project site in Riverside County and included remarks from Congressman Dr. Raul Ruiz and from Leuwam Tesfai, CPUC Deputy Executive Director for Energy and Climate Policy.

Also in October, 3CE Manager of Energy Programs Inaara Muhammad and Customer Accounts Manager Fernanda Ocaña **presented to students at Santa Cruz Gardens Elementary School.** The talk covered energy, information about 3CE, and career opportunities in the clean energy space. The assembly was hosted by Your Future is Our Business, a nonprofit organization in Santa Cruz County that helps students navigate college and career exploration. About 440 students were in attendance.

Finally in October, 3CE announced **a new program to help our Member Agencies achieve their legislatively mandated waste-diversion goals.** The [Bioenergy Market Adjusting Tariff](#) (BioMAT) Program is a CPUC procurement initiative to encourage the development of small bioenergy projects. Eligible projects include biogas from wastewater treatment, municipal organic waste diversion, food processing, and co-digestion; dairy and other agricultural bioenergy; and bioenergy using byproducts of sustainable forest management.

In November, Habitat for Humanity SLO hosted **a heartfelt Welcome Home celebration at the Vine Street housing development in Paso Robles** for nine families who achieved the dream of homeownership. Through their hard work, alongside dedicated volunteers, contributions from local businesses, and \$22,500 in funding from 3CE, these families built their own beautiful, fully electrified homes. The event was a joyous occasion, filled with pride and gratitude as families received their keys and showed off the results of their efforts. Children laughed and played on the new playground, while parents shared the pride of their accomplishment with neighbors and friends. These homes represent more than just a place to live – they symbolize resilience, community support, and a sustainable future. We're proud to have supported this project and celebrate these families as they embark on this exciting new chapter!

Also in November, 3CE employees participated in **the agency's first employee giving campaign to give back to the communities we serve, in partnership with United Way Monterey County**. United Way helps families and individuals achieve financial stability and improve health outcomes. 3CE CEO Robert M. Shaw said, "Our Central Coast has faced unprecedented challenges from fires, floods, landslides, and other climate-related disasters. As an agency, Central Coast Community Energy is building new renewable resources and providing innovative electrification programs to move our region away from fossil fuels. We have adapted programs in the face of adversity to help communities rebuild. Now, through our first employee giving campaign with United Way, our employees have an opportunity to strengthen and support their communities. Together with United Way, our employees are demonstrating their personal commitment to building a more sustainable, equitable, and resilient future for all."

In December, 3CE was proud to sponsor **the annual "Light Up the Downtown" event in Atascadero**. The 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.

Lastly, starting in January, **the City of Atascadero and unincorporated San Luis Obispo County officially begin service with 3CE**. By the end of January, 142,000 new customers will be fully enrolled and benefiting from 3CE's sustainable energy solutions and responsible rates. 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 for all.

As we embark on another year of serving the Central Coast, all of us at 3CE remain grateful to our customers for supporting the agency's mission and look forward to even more progress and achievements in 2025. Together, we're using Power for Good.

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.

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| 1/24/25 | Monterey Peninsula Chamber Membership Luncheon | Hyatt Regency, 1 Old Golf Course Road, Monterey |
| 2/4/25 | Paso Robles Wine County Alliance Vineyard Electrification | Courtyard By Marriott, 120 South Vine Street, Paso Robles |
| 2/6/25 | CHISPA Annual Celebration | City Center, 1 Main Street, Salinas |
| 2/13/25 | Santa Cruz County Chamber of Commerce Annual Chamber Member Breakfast | Dream Inn, 175 West Cliff Drive, Santa Cruz |
| 2/21/25 | Monterey County Business Council Membership Luncheon | Bayonet Grill, 1 McClure Way, Seaside |

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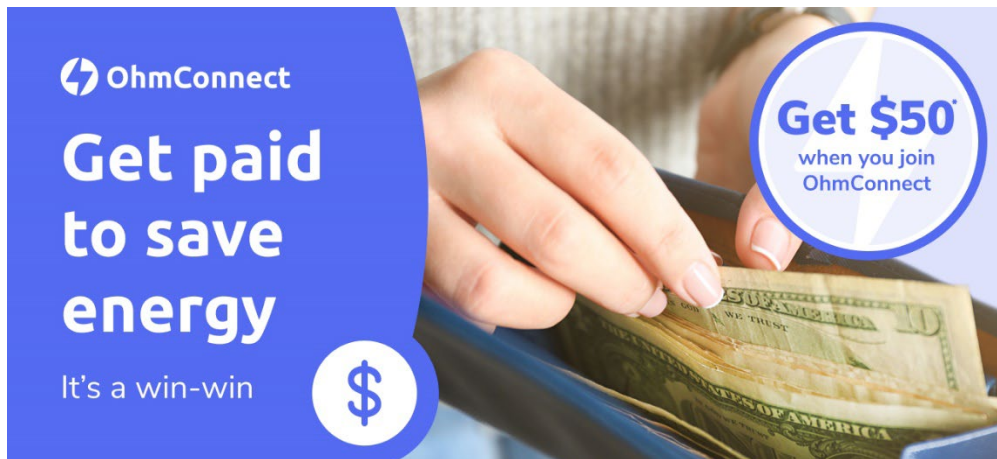


ElectrifyzeTM
Electric car buying simplified.

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!

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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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