



Welcome to the March edition of 3CE's Plugged In newsletter! Central Coast Community Energy works in partnership with our customers to deliver economic and environmental benefits to the communities we serve. To that end, we welcome collaboration in designing and refining our innovative [Energy Programs](#) to meet the needs of our unique region. To ensure that we continue to deliver value back to our customers with community investment, we will host two more community workshops in April to encourage feedback on our [Electrify Your Home](#) program, which aims to make building electrification more accessible and affordable for everyone. Read on below to learn when and where to attend and make your voice heard! Together, we are using Power for Good.

This month, 3CE also welcomes the new members of our Policy and Operations Boards. We hope this newsletter will keep you Plugged In to the powerful progress 3CE makes monthly towards our decarbonization goals!

In this newsletter, you'll find:

- **3CE Releases Annual Impact Report Highlighting “Power for Good”**
- **Join 3CE's Community Workshop on Our Home Electrification Program**
- **3CE Opens New San Luis Obispo Office, Deepening Local Roots**
- **3CE Rate Adjustment Takes Effect April 1**
- **3CE in the Community**
- **Automatically Lower Your Bill & Get Rewards**
- **Upcoming Meetings**

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3CE Releases Annual Impact Report Highlighting “Power for Good”



Central Coast
**Community
Energy**

ANNUAL REPORT 2024

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— Kris Sihler,
Transportation
Manager, Santa Cruz
City Schools

Central Coast Community Energy (3CE) is proud to announce the release of our [2024 Annual Impact Report](#), highlighting a year of powerful progress toward a clean-energy future for the Central Coast. The report showcases how 3CE customers and communities are achieving more with their energy — electrifying transportation, building affordable housing, lowering emissions, and helping California lead the way in renewable energy.

Thanks to the active participation of 3CE customers, the agency invested nearly \$15 million in community programs and rebates in fiscal year 2023-24. These investments helped build more than 200 new all-electric affordable housing units, supported the electrification of school and public agency fleets, and empowered thousands of residents and businesses to upgrade to cleaner, more efficient technologies.

“The rebates we received through [3CE's [Electric Bus](#)] program will allow us to transport kids to where they need to be, even from rural areas,” said Kris Sihler, Transportation Manager for Santa Cruz City Schools. “We couldn’t have done this without the help of 3CE funds.”
By the numbers, since 2018, 3CE has:

- Distributed \$11 million in total rebates
- Funded over 7,000 electrification projects
- Supported the purchase of 2,843 electric vehicles and 2,085 chargers
- Provided \$4 million in rebates for income-qualified customers and disadvantaged communities
- Delivered rebates for 1,458 all-electric affordable housing units

Beyond rebates, 3CE continues to grow its clean energy portfolio. In 2024, the agency sourced 409 megawatts of renewable power — enough to serve more than 350,000 homes — and helped avoid over 445,000 metric tons of CO2 emissions, equivalent to taking over 105,000 gas-powered cars off the road for a year.

3CE also made major strides in energy affordability. Through its innovative Prepay Power Purchase Agreement program, the agency is projected to save customers \$32.9 million over seven years by reducing power procurement costs by more than 11%.

The full report, available [here](#), also highlights 3CE’s commitment to community outreach and customer empowerment, including:

- Participated in 160 community events
- Hosted 16 farmworker outreach events
- Expanded Spanish-language services and offered tailored forums for the community
- Launched the hourly pricing and battery rebate programs to give customers more control over their electricity use

The 2024 Annual Impact Report reflects the meaningful progress made possible by the shared commitment of 3CE and its customers. As 3CE continues to expand access to clean energy and invest in local communities, every customer plays a vital role in shaping a cleaner, healthier, and more resilient future.

Join 3CE's Community Workshop on Our Home Electrification Program



Central Coast Community Energy (3CE) invites you to participate in an interactive workshop designed to shape incentives and support programs that make the transition to all-electric homes easier and more affordable.

In November of 2024, 3CE hosted two Community Workshops to discuss the [Electrify Your Home](#) program. In April, we will host a second pair of workshops that we encourage all to attend, even if you missed the first session. We welcome community members, homeowners, renters, contractors, builders, affordable housing developers, senior advocates, low-income advocates, and anyone interested in learning more about how to transition to an all-electric home.

During this session, we'll discuss how we incorporated the feedback received from the November workshops to the Electrify Your Home program and gather input on how to expand and improve support for all-electric upgrades. This is your opportunity to share experiences, challenges, and questions to help shape the future of home electrification in our community.

- Spanish-language interpretation services will be available at both workshops.
- A light dinner will be provided for all attendees.
- Children's activities will be available.

All are welcome!

North Workshop

Thursday April 10, 5:30-7:30 PM

Watsonville Civic Plaza Community Room

275 Main St., Floor 6, Watsonville

Register [here](#)

South Workshop

Thursday April 17, 5:30-7:30 PM

Goleta Community Center

5679 Hollister Ave, Goleta

Register [here](#)

Your feedback is essential in shaping the future of our programs, and we hope to see you at one of the workshops!

3CE Opens New San Luis Obispo Office, Deepening Local Roots



Central Coast Community Energy (3CE) is excited to share the grand opening of our new office in downtown San Luis Obispo! Located at 1026 Palm Street, this new space strengthens our commitment to serving the Southern region of our service area and brings us even closer to the communities we serve.

To celebrate this milestone, we welcomed community members, local officials, and partners for an Open House and Ribbon Cutting Ceremony on March 19. Guests had the chance to tour the new office, connect with 3CE staff, and hear from distinguished local leaders including SLO Mayor Erica A. Stewart, SLO County Supervisor and 3CE Policy Board Vice Chair Dawn Ortiz-Legg, Santa Cruz Mayor and 3CE Policy Board Chair Fred Keeley, and 3CE CEO Robert M. Shaw.

Our new San Luis Obispo location replaces our previous local office and creates more space for community engagement, staff collaboration, and in-person customer support. This new office is one more way we're showing up for you — our community. Stop by and say hello!

3CE Rate Adjustment Takes Effect April 1

Since 2018, Central Coast Community Energy (3CE) has offered fair and responsible rates for clean energy while providing economic and environmental benefits across the Central Coast. When setting customers' rates, 3CE's goal is to fairly recoup the cost of serving you, our customers. As a local public agency, we have no shareholders, and customer rates never include profit.

As of April 1, 3CE's rates will be adjusted to an average of \$0.14646 per kilowatt hour for residential customers. This adjustment represents an increase of approximately \$1.60 per monthly bill compared to 3CE rates as of January 1, 2025.

On average across all rate categories, including Residential, Commercial, Agricultural, Business EVs, Standby Power, and Streetlights, customers will see an increase of 0.43 cents/kWh, or 3%. The adjustment is the result of increases in costs associated with market conditions, a lower demand forecast, and changes in state regulations.

With the new 3CE electric generation rates, all customers will see average savings of between 1% and 3% compared to PG&E or SCE electric generation rates. Rates for [residential](#), [commercial](#), and [agricultural](#) customers in PG&E's and SCE's service areas can be viewed on 3CE's website.

As part of 3CE's work to invest in local communities, we offer our customers rebates and financial resources to electrify their homes, businesses, and transportation. More than \$14.8 million in cost-saving [rebates and incentives](#) is available to help customers save money in their transition to clean energy and to accelerate our region's progress toward 100% clean and renewable energy.

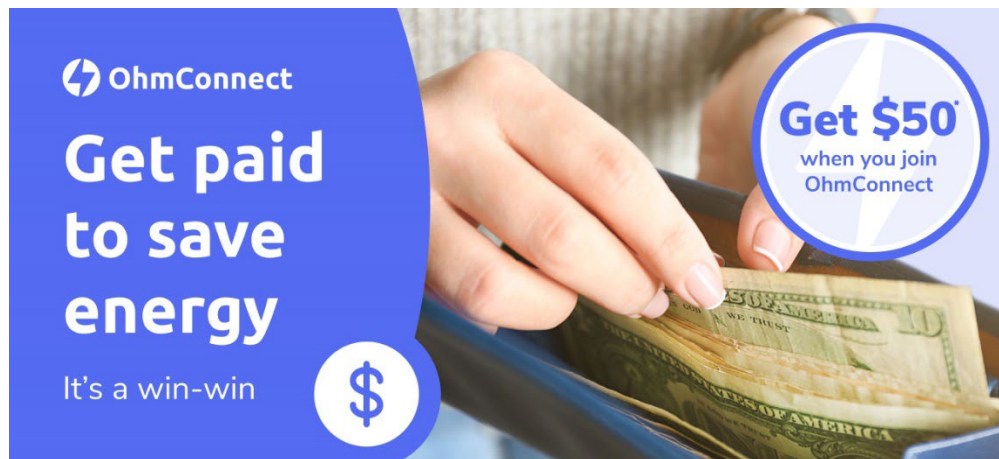
Additionally, rate relief programs are available for eligible 3CE customers in need. [Click here](#) for more information on rate assistance. 3CE remains committed to providing clean and renewable energy at fair and responsible rates. It's part of our approach to reducing emissions, supporting grid reliability, and investing in our communities. 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. Join us for Earth Month in April!

4/3	<u>Santa Cruz County Chamber of Commerce 2025 Annual Celebration</u>	Cocoanut Grove, 400 Beach St., Santa Cruz
4/3	<u>Monterey County Resource Conservation District Annual Stewardship BBQ</u>	Monterey Room at the Monterey County Fairgrounds
4/3	<u>Santa Maria Valley Chamber EV Fleet Demo, Infrastructure Tour, Expert Panels and BBQ</u>	1223 Fairway Dr., Santa Maria
4/5	<u>Atascadero Chamber Annual Awards Dinner</u>	Rava Wines, 6785 Creston Rd., Paso Robles
4/12	<u>Marina Earth Day</u>	Marina Library 190 Seaside Circle, Marina
4/19	<u>Earth Day Santa Cruz</u>	Downtown Santa Cruz on Cooper St. and Abbott Square
4/25	<u>Monterey County Business Council 29th Annual Economic Development Awards</u>	The Inn at Spanish Bay, 2700 17 Mile Dr., Pebble Beach
4/26	<u>SLO Earthfest</u>	Meadow Park, San Luis Obispo
4/27	<u>Santa Barbara Earth Day Festival</u>	Alameda Park, Santa Barbara

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!

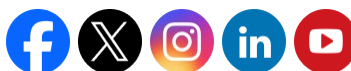
[SIGN ME UP!](#)

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](#)

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