



# REPORT 2024



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## ABOUT 3CE: LOCAL POWER, LOCAL CHOICE

### What is Central Coast Community Energy and who does it serve?

Central Coast Community Energy (3CE) is a local public agency providing clean, renewable electricity to more than 1.2 million people across five counties and 30 cities along California's Central Coast. Formed in 2017, 3CE gives communities control over their energy supply and a voice in shaping the region's clean-energy future.

3CE's mission is to provide clean and renewable energy at responsible rates, reduce greenhouse-gas emissions, support the development of new renewable generation and storage projects, and invest in our communities through programs that support electrification, innovation, and economic opportunity. Cities and counties served by 3CE are represented on the Board of Directors, ensuring that member communities have a direct voice in shaping local energy policy.

In 2024, 3CE delivered more than 4,744 gigawatt-hours (GWh) to customers across the region, including 110 GWh of 100% renewable power through 3Cprime service. Together, these efforts are accelerating the Central Coast's transition toward a cleaner, more resilient energy future.

## A MODEL FOR COMMUNITY-DRIVEN ENERGY

Across the Central Coast, forward-thinking businesses, farms, and public agencies are taking bold steps to reduce their carbon footprint and strengthen their sustainability commitments. Powering operations with 100% renewable energy helps 3Cprime customers reduce emissions, meet sustainability targets, and demonstrate climate leadership.

For many organizations, opting up to 3Cprime is part of a broader sustainability strategy that includes aligning with corporate climate goals and responding to stakeholder expectations for environmental leadership. Their decision sends a powerful message: Clean energy is not only good for the planet, it's good for businesses and for the communities they serve.

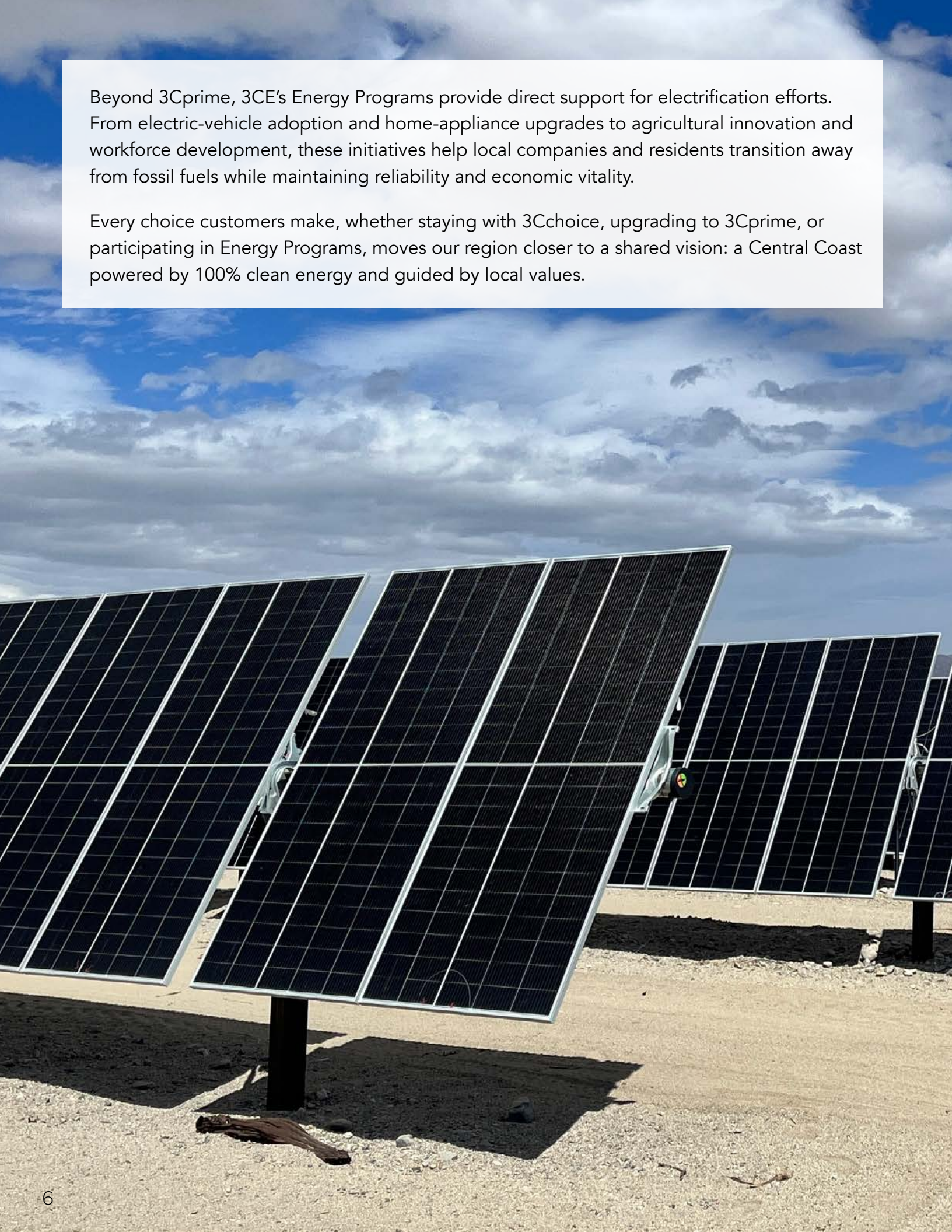


3Cprime Certification verifies that 3CE procures sufficient renewable energy to serve its 3Cprime customers in full compliance with California's Renewables Portfolio Standard (RPS). The electricity supplied is tracked through the Western Renewable Energy Generation Information System (WREGIS) which is the verification platform relied on by the California Public Utilities Commission.



*"At Graniterock, sustainability is a cornerstone of how we operate. Our enrollment in the 3Cprime energy program means that 100% of the electricity at our Wilson Quarry in Aromas is sourced from clean, renewable resources. The transition to 3Cprime was seamless — energy reliability and performance remain excellent, while our operations now contribute to a cleaner Central Coast. Our partnership with 3CE reflects our ongoing commitment to building a more sustainable future for our employees, our customers, and the communities we serve."*

— Peter Lemon, Graniterock CEO



Beyond 3Cprime, 3CE's Energy Programs provide direct support for electrification efforts. From electric-vehicle adoption and home-appliance upgrades to agricultural innovation and workforce development, these initiatives help local companies and residents transition away from fossil fuels while maintaining reliability and economic vitality.

Every choice customers make, whether staying with 3Cchoice, upgrading to 3Cprime, or participating in Energy Programs, moves our region closer to a shared vision: a Central Coast powered by 100% clean energy and guided by local values.

## OUR ENERGY SERVICES: CHOICE AND LEADERSHIP IN CLEAN ENERGY

### Empowering Customers Through Local Choice

3CE customers have the power to choose the level of renewable energy that aligns with their goals, values, and budget.

Service Option	Energy Mix	Average Cost	Overview
3Cchoice	Primarily carbon-free electricity, supplemented by market purchases	Competitive with the local IOU	Default service providing affordable, clean energy
3Cprime	100% renewable energy from solar and wind resources tracked through the Western Renewable Energy Generation Information System (WREGIS)	+\$0.008 per kWh	Offered at cost to customers seeking to demonstrate climate leadership

### Demonstrating What's Possible

By voluntarily selecting 100% renewable power through 3Cprime, participating customers showcase the Central Coast's readiness for a carbon-free future. Your leadership strengthens public confidence in a path to 100% renewable energy.

### 2024 Impact Highlights

**643,619**  
metric tons of  
CO2 avoided

equivalent to  
**150,128**  
cars off the road  
for a year

strengthening  
grid reliability for  
**1.2 MILLION**  
central coast residents

## HOW 3CE PROCURES CLEAN ENERGY

### Powering the Grid with Purpose

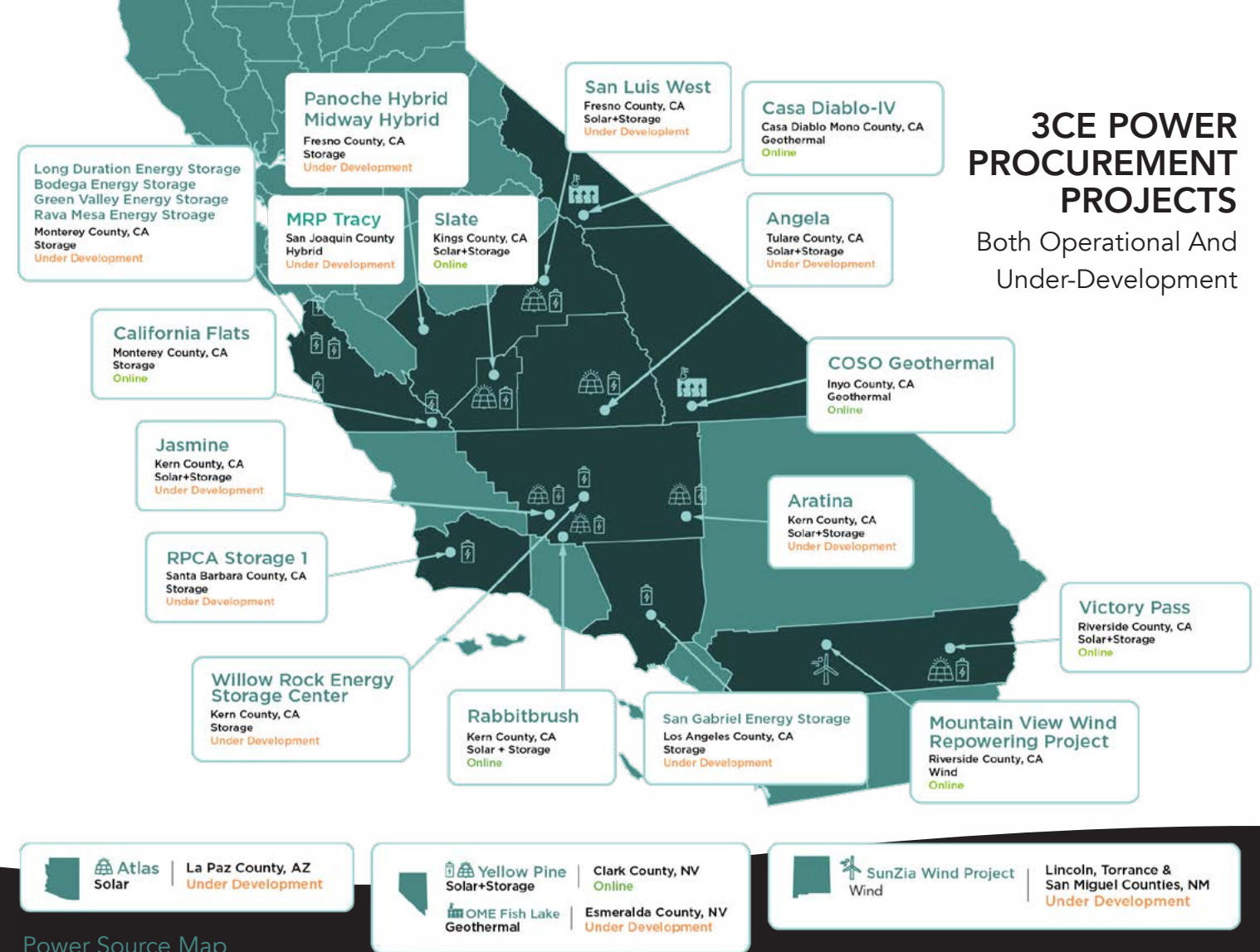
A reliable grid powered by renewable electricity requires thoughtful planning and strategic investment. 3CE is meeting this challenge by building a power portfolio that delivers dependable service today while preparing for the fully renewable grid of tomorrow.

3CE's power procurement strategy is guided by the principal of additionality: adding new solar, wind, geothermal, and energy-storage projects to California's grid rather than relying solely on existing resources. These investments strengthen reliability, create regional benefits, and reduce emissions across the state.

In 2024, 3CE supplied 3Cprime customers with over 110 GWh of 100% renewable energy, avoiding approximately 643,619 metric tons of carbon dioxide, the equivalent of removing over 150,000 gasoline-powered vehicles from the road for an entire year.

## RENEWABLE GENERATION SOURCES

3CE Power Purchase Agreements (by year coming online)						
Project Name	Source	Generation Megawatts	Battery Megawatts	Locations (CA unless otherwise specified)	Month Online	Contract Term (Years)
<b>2022</b>						
COSO Fixed Geothermal	Geothermal	66.3	-	Inyo County	January	15
Slate	Solar + Storage	67.5	33.7	Kings County	March	17
Casa Diablo IV	Geothermal	7.0	-	Mono County	July	10
Mountain View Wind	Wind	33.3	-	Riverside County	July	20
Rabbitbrush	Solar + Storage	60.0	12.0	Kern County	October	15
<b>2023</b>						
Yellow Pine	Solar + Storage	75.0	39.0	Clark County, NV	July	20
<b>2024</b>						
Victory Pass	Solar + Storage	100.0	25.0	Riverside County	March	15



## FROM VISION TO IMPACT: HOW WE CHOOSE OUR PROJECTS

Adopted in 2023, 3CE's Project Selection Methodology ensures each investment delivers environmental, economic, and community value.

### Projects are evaluated using six key criteria:

1. **Advancement Toward 100% Clean Energy:** Maximize renewable generation while minimizing risk and ensuring long-term reliability.
2. **Workforce Development:** Support skilled and trained labor, including local and under-represented hires.
3. **Innovation:** Accelerate decarbonization through emerging technologies.
4. **Location:** Prioritize projects within the 3CE service area and the broader California Independent System Operator (CAISO) market.
5. **Environmental Stewardship:** Protect critical lands, habitats, and water resources.
6. **Equity and Community Inclusion:** Engage local stakeholders and ensure shared benefits.

This holistic approach positions 3CE as both an energy provider and a sustainability partner that advances clean power while fostering jobs, innovation, and equity across the Central Coast.


In 2024, 3CE applied its Project Selection Criteria to evaluate the following new renewable-energy projects. Both hybrid projects reduce emissions at otherwise high-emission gas facilities.

**Panoche Hybrid Energy Center**, located in Firebaugh, California, is a 49.5 MW simple-cycle gas turbine facility with a 57 MW/57 MWh BESS. The hybrid BESS is scheduled to be operational by January 2026.

**Midway Hybrid Energy Center**, also located in Firebaugh, California, is a 122 MW simple-cycle gas turbine facility with a 120 MW/120 MWh BESS. It benefits from resource sharing with nearby Panoche, and the hybrid BESS is expected to be operational by January 2026.

## LOOKING AHEAD: BUILDING A RESILIENT GRID

As 3CE expands its renewable energy portfolio, Battery Energy Storage Systems (BESSs) are emerging as a cornerstone of grid reliability. By storing solar and wind energy for use after sunset and/or during peak demand, BESSs reduce fossil-fuel dependence and keep clean power flowing when it matters most.



Clean energy's next chapter is about more than generation — it's about storing, sharing, and sustaining power for generations to come.

## HOW STORAGE STRENGTHENS THE GRID

### Battery storage delivers multiple community benefits:

- Cleaner Peak Power: Replaces natural-gas generation during high-demand hours
- Energy Flexibility: Stores renewable electricity for evening use or calm-wind periods
- Resilience and Reliability: Helps balance supply and demand, stabilizing California's grid

### Reducing Emissions Through Smarter Storage

Each time stored renewable power displaces natural-gas generation, emissions drop. On average, battery-storage projects can reduce associated greenhouse-gas emissions by about 37%.

### Advancing Clean Energy, Safely

Safety and innovation go hand-in-hand. Today's BESS facilities meet rigorous state and federal safety standards, and advances in battery chemistry are making storage cleaner and safer than ever.

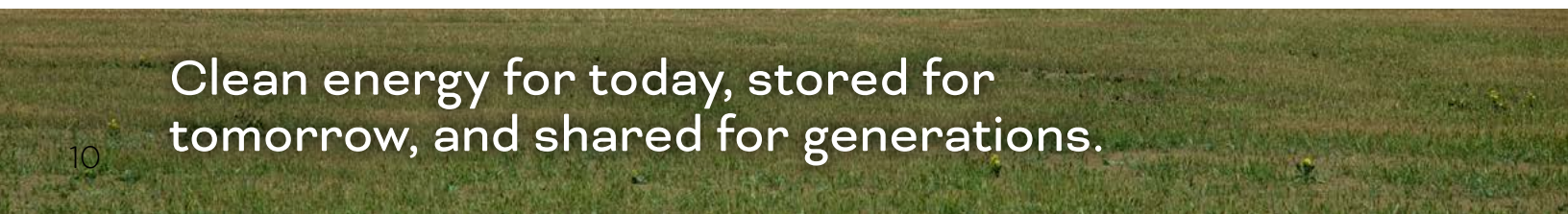
### 3CE's Approach:

- Partnering with developers that adhere to industry-leading safety protocols
- Monitoring projects for environmental compliance and performance
- Pursuing emerging long-duration technologies, including the innovative 200 MW Willow Rock compressed-air energy-storage facility under contract

Reliability and safety are non-negotiable. Storage is central to a reliable, renewable future — and 3CE is committed to advancing it responsibly.

### Innovative Investments

Battery energy storage is redefining what renewable power can achieve, turning intermittent generation into around-the-clock reliability. As technology evolves, 3CE will continue investing in innovative solutions that make clean energy accessible, dependable, and enduring.



Clean energy for today, stored for tomorrow, and shared for generations.

## EMPOWERING OUR COMMUNITIES

### From Power to Progress

3CE exists to serve the people and communities of the Central Coast. Through thoughtful investment and collaboration, 3CE transforms renewable energy goals into meaningful local benefits.

While large-scale generation and storage projects strengthen the local and state grid, 3CE's Energy Programs bring those benefits directly to customers. These programs help residents, farms, and businesses adopt cleaner technologies, lower energy costs, and reduce emissions. By supporting transportation and building electrification, agricultural innovation, and workforce development, 3CE is ensuring that the clean-energy transition benefits all sectors of the community.

### Investing in Local Electrification

Since 2018, 3CE's Energy Programs have issued \$23 million in rebates to more than 9,000 customers. In 2024 alone, 3CE distributed \$11 million in incentives, with roughly one-third dedicated to equity projects that prioritize underserved and low-income communities.

### 2024 Energy Program Highlights

- Transportation Electrification: Support for more than 900 electric vehicles, 1,000 EV charger installations, and 10 electric buses
- Building Electrification: Over 400 heat-pump water-heaters and HVAC systems installed, and 200 new all-electric affordable-housing units constructed
- Agricultural Innovation: Incentives for 15 pieces of all-electric farm equipment and electrification of additional agricultural facilities
- Together, projects have reduced approximately 4,000 metric tons of CO<sub>2</sub>, the equivalent of removing 933 gasoline-powered vehicles from the road

### Equity and Local Impact

3CE's approach to program design emphasizes inclusion and access. By collaborating with community organizations, local governments, and business partners, 3CE ensures that benefits reach those most affected by high energy costs and climate impacts.

### Looking Ahead: Expanded Program Offerings

3CE will continue to expand program offerings to align with community priorities and technological advances. Future initiatives will focus on supporting multi-family housing electrification, medium- and heavy-duty vehicle charging, and agricultural energy efficiency.

Through these ongoing investments, 3CE strengthens the connection between renewable energy generation and the people and businesses it serves, ensuring that local power continues to deliver measurable, lasting benefits.

## 3CE'S CLIMATE COMMITMENTS

### Sustainability in Our Operations

3CE leads by example through workplace practices that reflect the mission to reduce greenhouse gas emissions and promote renewable energy. By operating sustainably, 3CE demonstrates that organizational values and daily operations can align to advance a cleaner and more resilient energy future.

### All-Electric, Renewable-Powered Offices

3CE's administrative offices in Santa Cruz and San Luis Obispo are all-electric, powered by 100% renewable energy through 3Cprime. Both offices feature heat-pump heating and cooling systems, high-efficiency lighting, and EV charging stations that provide employees with discounted daytime charging. Charging during daylight hours helps balance the grid by taking advantage of abundant solar generation.

### Efficient Operations and Reduced Emissions

3CE's regional office structure has shortened employee commute distances and helped reduce travel-related emissions across the five-county service area.

3CE also prioritizes resource efficiency within its daily operations. Digital workflows have replaced many paper processes, and staff are encouraged to minimize printing and waste. When possible, 3CE engages local and sustainable vendors to reduce supply-chain impacts and support local economies.

### Embedding Sustainability in Culture

Sustainability is not limited to facilities or policies. It is part of 3CE's workplace culture. Employees are encouraged to identify opportunities for improvement, participate in local sustainability initiatives, and share ideas that enhance environmental performance and community impact.



## CONNECT WITH US THE CUSTOMER ACCOUNTS TEAM

Central Coast Community Energy is powered by partnership. The Customer Accounts Team works directly with businesses, local governments, and organizations across the Central Coast to help them understand their energy options, access program incentives, and identify opportunities for renewable leadership.

Whether a customer is exploring the 3Cprime 100% renewable option, planning an electric fleet, or developing a climate action strategy, the Customer Accounts Team provides individualized support and resources to help meet those goals.

### Your Energy Partners

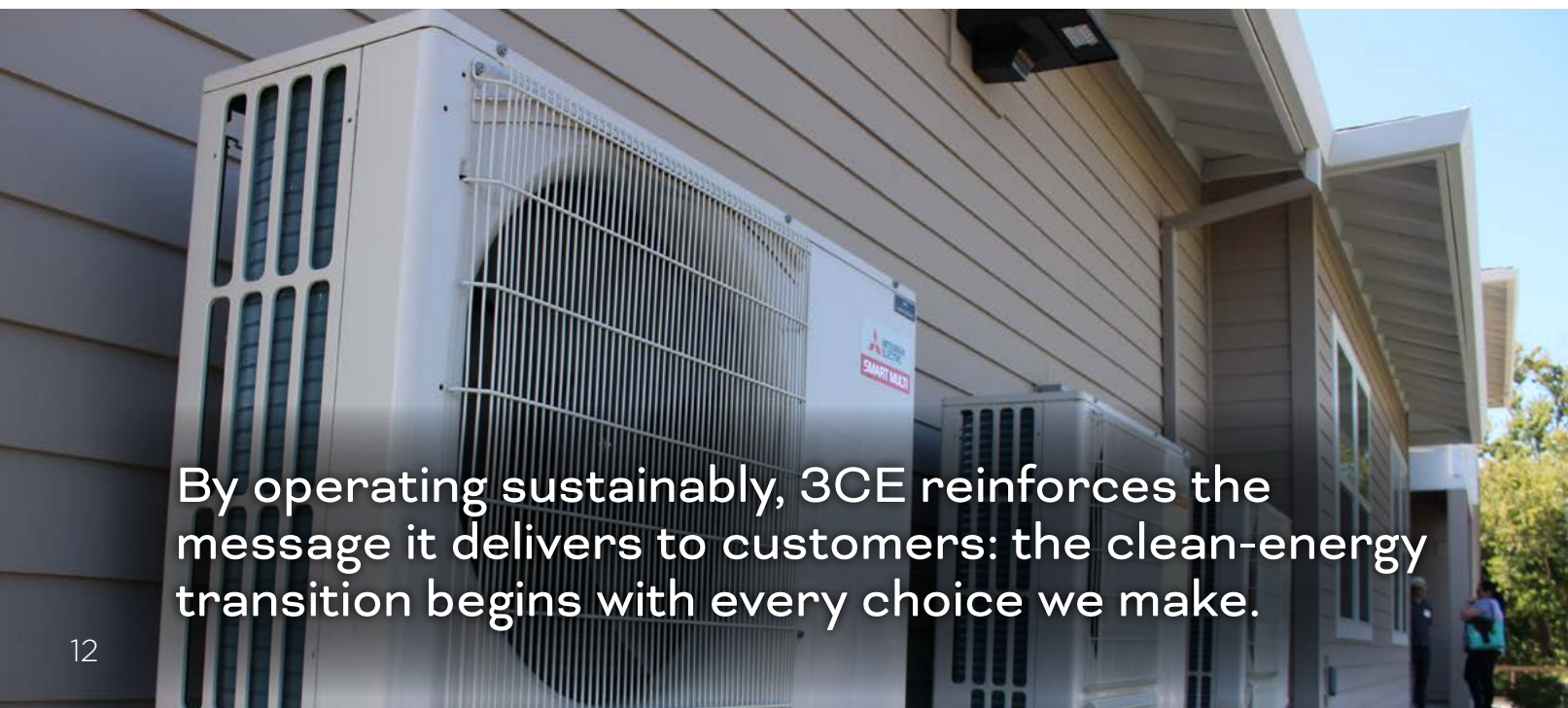
Our team is here to answer questions, guide participation in Energy Programs, and connect customers with the data and tools they need to measure progress. We take pride in helping our communities lead the transition to clean energy.

Commercial customers and member agencies in Monterey, San Benito, or Santa Cruz Counties:

**Colleen Courtney**  
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Commercial customers and member agencies in San Luis Obispo or Santa Barbara Counties:

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By operating sustainably, 3CE reinforces the message it delivers to customers: the clean-energy transition begins with every choice we make.

## THE FUTURE OF CLEAN ENERGY CHOICE

The Central Coast is demonstrating what local leadership in clean energy looks like. Through the continued growth of renewable generation, battery energy storage, and customer participation in programs, 3CE and 3Cprime customers are building the foundation for a more resilient and equitable energy future.

Over the coming years, 3CE will expand its investments in new renewable projects, explore emerging storage technologies, and introduce programs that make electrification more accessible to residents and businesses. These efforts will bring the agency closer to its goal of providing 100% renewable energy for all customers ahead of state timelines.

The path forward is collaborative. Every customer, community, and partner plays a role in shaping the region's clean-energy transition. Through transparency, innovation, and shared commitment, 3CE will continue to advance a vision of reliable, affordable, and sustainable power for the Central Coast.

**Together, we are building a cleaner future, one powered by choice, innovation, and community.**

## CENTRAL COAST COMMUNITY ENERGY Power for Good

2024 Impact Snapshot		
Category	Metric	Impact
Renewable Electricity Delivered	110 GWh through 3Cprime	100% renewable energy for participating customers
Total Clean Energy Delivered (All Services)	4,744 GWh	Serving 1.2 million customers across 30 cities and five counties
Greenhouse Gas Emissions Avoided	643,619 metric tons of CO2	Equivalent to 150,128 gasoline-powered vehicles removed from the road
Energy Program Investments	11 million dollars in 2024	Over 9,000 customers served through electrification and efficiency programs
Lifetime Program Funding	23 million dollars since 2018	Advancing transportation, building, and agricultural electrification

### Our Commitment

Central Coast Community Energy (3CE) is leading California's clean-energy transition through responsible procurement, local reinvestment, and community partnerships. Together, we are reducing emissions, improving air quality, and building a renewable energy future that reflects the values of the Central Coast.



Central Coast  
**Community  
Energy**

Photo credit: Studio 101



## **Contact Us**

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**Local Power. Clean Energy. Power for Good.**  
Serving the Central Coast since 2018