



TO: Mayor and Councilmembers

FROM: Peter Imhof, Planning and Environmental Review Director

CONTACT: Dana Murray, Sustainability Manager
Angeline Foshay, Sustainability Analyst

SUBJECT: Central Coast Community Energy Annual Update

RECOMMENDATION:

Receive a presentation from Central Coast Community Energy (3CE) on its energy programs, offerings, and enrollment.

BACKGROUND:

On August 20, 2019, the Goleta City Council voted to join Central Coast Community Energy (3CE) (formerly Monterey Bay Community Power), a Community Choice Aggregation (CCA) electricity provider. On December 4, 2019, 3CE accepted eleven jurisdictions as new member agencies, including the Cities of Goleta, Carpinteria, Guadalupe, Solvang, Santa Maria and the County of Santa Barbara. Effective September 4, 2020, the name of the agency changed from Monterey Bay Community Power to 3CE to better reflect the expanded service area.

3CE is a public agency that sources competitively priced electricity from clean and renewable energy resources. 3CE is locally controlled and governed by board members who represent each community served by the agency. Revenue generated by 3CE stays local and helps keep electricity rates affordable for customers, while also funding innovative energy programs designed to lower greenhouse gas emissions and stimulate economic development. 3CE provides service to approximately 1.2 million people throughout the Central Coast, including residential, commercial, and agricultural customers in communities located within Monterey, San Benito, San Luis Obispo, Santa Barbara, and Santa Cruz counties.

Starting in October 2021, Southern California Edison (SCE) accounts within 3CE service area were automatically enrolled in 3CE's default electricity supply/generation program. However, customers have the option to choose to opt-out and return to SCE supply/generation service at any time. CCA's in general introduce competition and choice in the electricity markets, providing customers with options about their power supplier and the level of clean energy they wish to support. Joining a CCA allowed the City of Goleta to make progress towards the City Council-adopted 100% renewable energy goal by

2030, as outlined in the City's Strategic Energy Plan. Upon enrollment, Goleta customers gained access to various programs offered by 3CE, including rebates for electric vehicles and related charging infrastructure, agricultural electrification rebates, and home and business electrification support. It also allows the City an opportunity to reduce greenhouse gas emissions and invest in our local community.

DISCUSSION:

As an energy resource in the Central Coast region, 3CE engages its stakeholders, including member agencies and customers, through outreach, education and marketing activities. 3CE recognizes that member agencies are critical to the effective governance and delivery of services and programs for the agency and staff intends to support ongoing communications about 3CE in a variety of ways. Providing periodic updates to 3CE member agencies is just one way the agency maximizes visibility and awareness.

3CE will continue to strategically partner with the City of Goleta to raise awareness and deliver solutions that address climate change, electrification, fuel-switching, building community resiliency, eliminating greenhouse gas emissions, creating economic development opportunities and increasing social equity.

GOLETA STRATEGIC PLAN:

City-Wide Strategy: 1. Support Environmental Vitality

Strategic Goals:

- 1.1 Promote renewable energy, energy conservation and local energy resiliency
- 1.3 Adopt best practices in sustainability

FISCAL IMPACTS:

There is no fiscal impact associated with this item.

Legal Review By: Isaac Rosen, City Attorney

Approved By: Robert Nisbet, City Manager

ATTACHMENTS:

1. 3CE Annual Report 2024
2. Presentation

ATTACHMENT 1

3CE Annual Report 2024

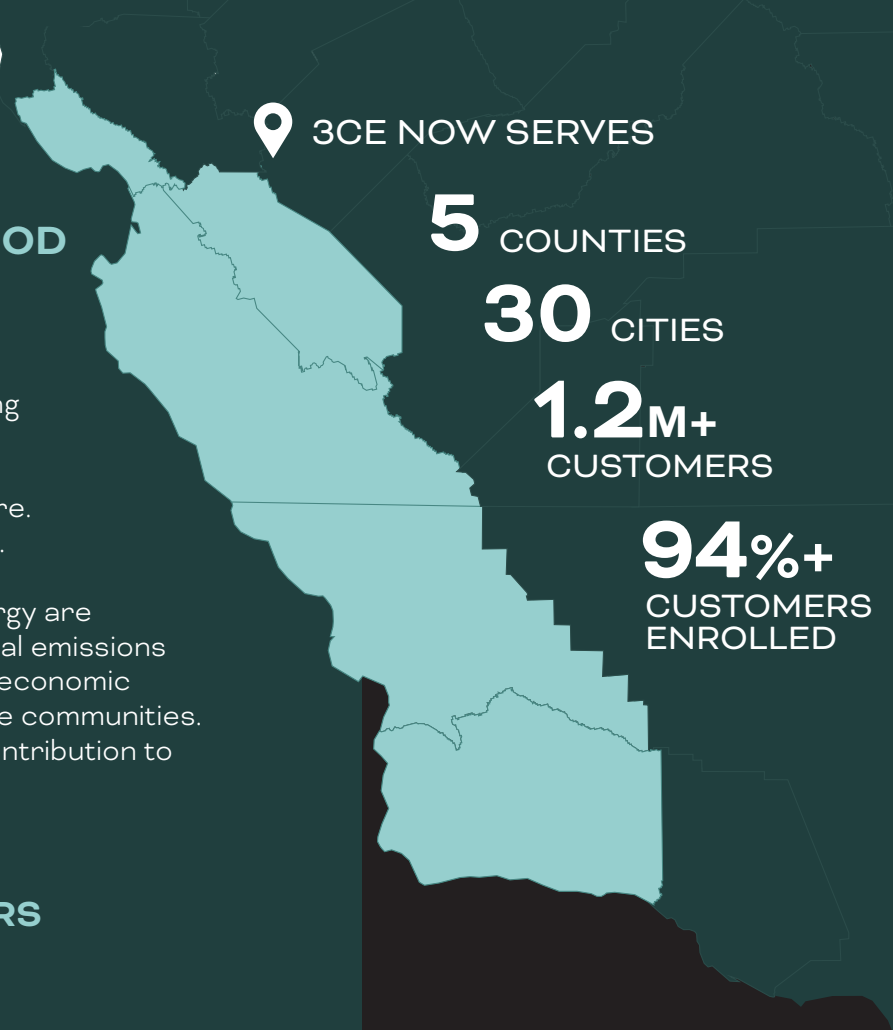


Central Coast
**Community
Energy**

ANNUAL REPORT 2024

“The rebates we received through this program will allow us to transport kids to where they need to be, even from rural areas. We couldn’t have done this without the help of 3CE funds.”

— Kris Sihler,
Transportation
Manager, Santa Cruz
City Schools



3CE NOW SERVES

5 COUNTIES

30 CITIES

1.2M+ CUSTOMERS

94%+ CUSTOMERS ENROLLED

WORKING TOGETHER, AND USING **POWER FOR GOOD**

Simply by being a 3CE customer, you empower 3CE to invest in local communities and build a cleaner, more reliable grid for all Californians. And by taking advantage of our rebates to electrify your transportation, home, or business, you can speed the transition to a clean-energy future. Every 3CE customer is making a difference.

The impacts of locally controlled clean energy are profound. Together, we are reducing regional emissions for cleaner, healthier air and improving the economic health of households, businesses, and entire communities. As a 3CE customer, you make a valuable contribution to powerful progress.

MEETING COMMUNITY MEMBERS WHERE THEY ARE

Covering Ground

Regional offices in Monterey and San Luis Obispo; Santa Cruz office opening in 2025

160 community events attended, supported, and/or hosted

41 memberships with local community-based organizations

16 farmworker outreach events

7 webinars in English and Spanish

2 community workshops

Spreading the Word

Spanish-language services and material

Underserved Communities Action Plan to reach underserved communities

Forums tailored for solar, commercial, and agricultural customers

Workshops for contractors, builders, affordable housing developers, and community advocates

Addressing the unique needs of our diverse Central Coast

Giving You Greater Control Over Your Electricity Needs

Providing a choice for service to all electricity customers

Residential Battery Rebate Program

OhmConnect partnership

Hourly Flex Pricing Pilot



2024

CLEAN ENERGY HIGHLIGHTS

Sourcing Renewable Energy

avoided more than **445,000** metric tons of CO2 in 2023, the equivalent of taking **105,911** gasoline-powered passenger vehicles off the road for a year.

Sourced 409 Megawatts

of clean & renewable energy in **2024**, enough to power **350,850** households

3CE Lowers Energy Costs via Power Prepayment

3CE's Prepay Program for Power Purchase Agreements has delivered significant benefits. By prepaying for electricity through a \$648 million bond issuance in 2023, 3CE is projected to reduce energy costs by nearly 11.4% over the initial seven-year period of the bonds, saving customers \$32.9 million.

BUILDING CAPACITY ADDING NEW RENEWABLE ENERGY SOURCES TO THE GRID

Atlas Solar

1 gigawatt solar energy generation
150 megawatts for 3CE customers*
*Enough to power 105,100 homes

Aratina Solar + Storage

530 megawatts solar energy generation
600 megawatts battery storage capacity
120 megawatts for 3CE customers*
*Enough to power 90,000 homes

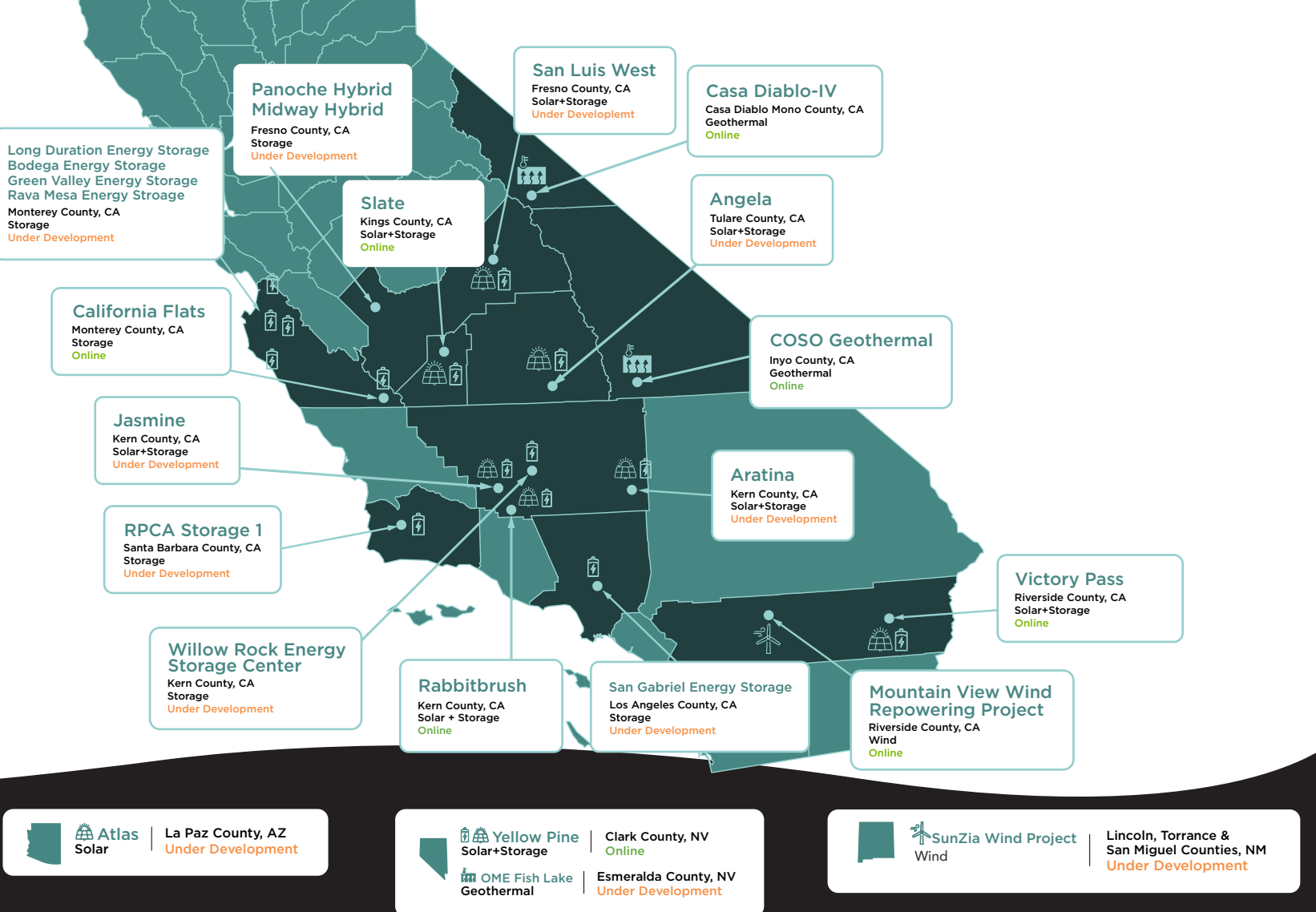
GENERATING RESULTS DELIVERING NEW RENEWABLE ENERGY

Victory Pass Solar + Storage

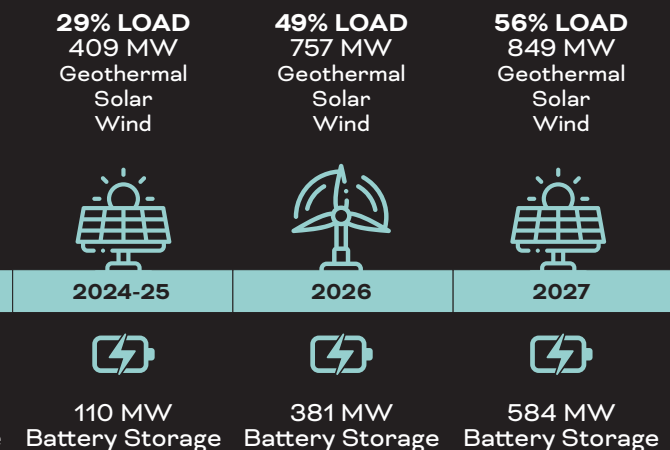
200 megawatts solar energy generation
50 megawatts battery storage capacity
100 megawatts for 3CE customers*
*Enough to power 68,000 homes

POWERFUL PROGRESS TOWARD 100% RE

20% LOAD	24% LOAD
234 MW	309 MW
Geothermal	Geothermal
Solar	Solar
Wind	Wind
	
2022	2023
	
46 MW	85 MW
Battery Storage	Battery Storage



GRESS RENEWABLE ENERGY



Innovative Renewable Energy Generation

Casa Diablo Geothermal, Mono County, CA

One of 21 new renewable energy projects 3CE has supported, the Casa Diablo Geothermal Plant is California's newest and most innovative geothermal energy generation site. Geothermal energy is clean and reliable 24 hours a day, and 3CE and its customers played an integral role in bringing this landmark project to fruition.

The Future of Energy Storage

Willow Rock Energy Storage Center, Kern County, CA

Battery storage capacity is essential for California's transition to carbon-free energy. Willow Rock Energy Storage isn't your typical battery; instead of lithium, it uses compressed air to generate power on demand. By supporting projects like this, 3CE customers are contributing to revolutionary innovation.

2023-24 COMMUNITY INVESTMENT*

FINANCIAL RESOURCES FOR HOMES AND BUSINESSES

3CE is helping our communities and our customers save money while transitioning transportation, households, and businesses from fossil fuels to clean, all-electric power

Plug into technical assistance and rebates for batteries, EVs & chargers, all-electric agriculture equipment and appliances

Nearly \$15 million available in rebates and incentives for households, businesses, and public agencies

NEW CONSTRUCTION ELECTRIFICATION PROGRAM REBATES BUILT MORE THAN 200 NEW, ALL-ELECTRIC AFFORDABLE HOUSING UNITS IN 2024

3CE CUSTOMERS ARE DOING MORE WITH THEIR ENERGY

\$11 million in total rebates distributed

\$4 million in rebates distributed to equity projects

Since 2018, more than 7,000 customers received rebates

RESIDENTIAL BATTERY REBATE PROGRAM EMPOWERS CUSTOMERS

Rebate covers equipment and installation, allowing participants to charge batteries during the day when renewables are available and electricity prices are lowest, and discharge batteries end-of-day during peak times when prices are highest

REBATES HAVE FUNDED ELECTRIFICATION FOR OUR CENTRAL COAST SINCE 2018

2,843 Electric Vehicles

2,085 EV Chargers

1,633 Projects for EV Readiness

38 Electric Buses

746 All-Electric Water Heaters & HVAC Systems

1,458 All-Electric Affordable Housing Units

93 Agricultural Equipment Electrification Projects



“When it was time to replace one of our fleet vehicles, we knew we wanted to explore electric options. 3CE’s rebates made the decision even easier. Their program was straightforward and provided a significant incentive that helped us make the switch to electric. We’ve seen a noticeable decrease in our fuel costs without any compromise in our service to our customers. Thanks to 3CE, the all-electric truck purchase was a true win-win for the Aromas Water District and the community we serve.”

— Robert Johnson,
General Manager,
Aromas Water District



Central Coast Community Energy
70 Garden Court, Suite 300
Monterey, CA 93940



PRESORT STD
U.S. POSTAGE
PAID
CENTRAL COAST COM-
MUNITY ENERGY

3CE GIVES YOU THE POWER TO DO MORE WITH YOUR ENERGY

- Plug into rebates for EVs & chargers, all-electric agricultural equipment and household batteries and appliances
- Reduce local emissions for healthier air
- Take control of your energy usage
- Support your local economy
- Give your community a voice in the statewide energy conversation
- Make California's grid cleaner and more reliable



POWER FOR GOOD

Learn More

www.3CEnergy.org/about-us

ATTACHMENT 2

Presentation



3CE Annual Update

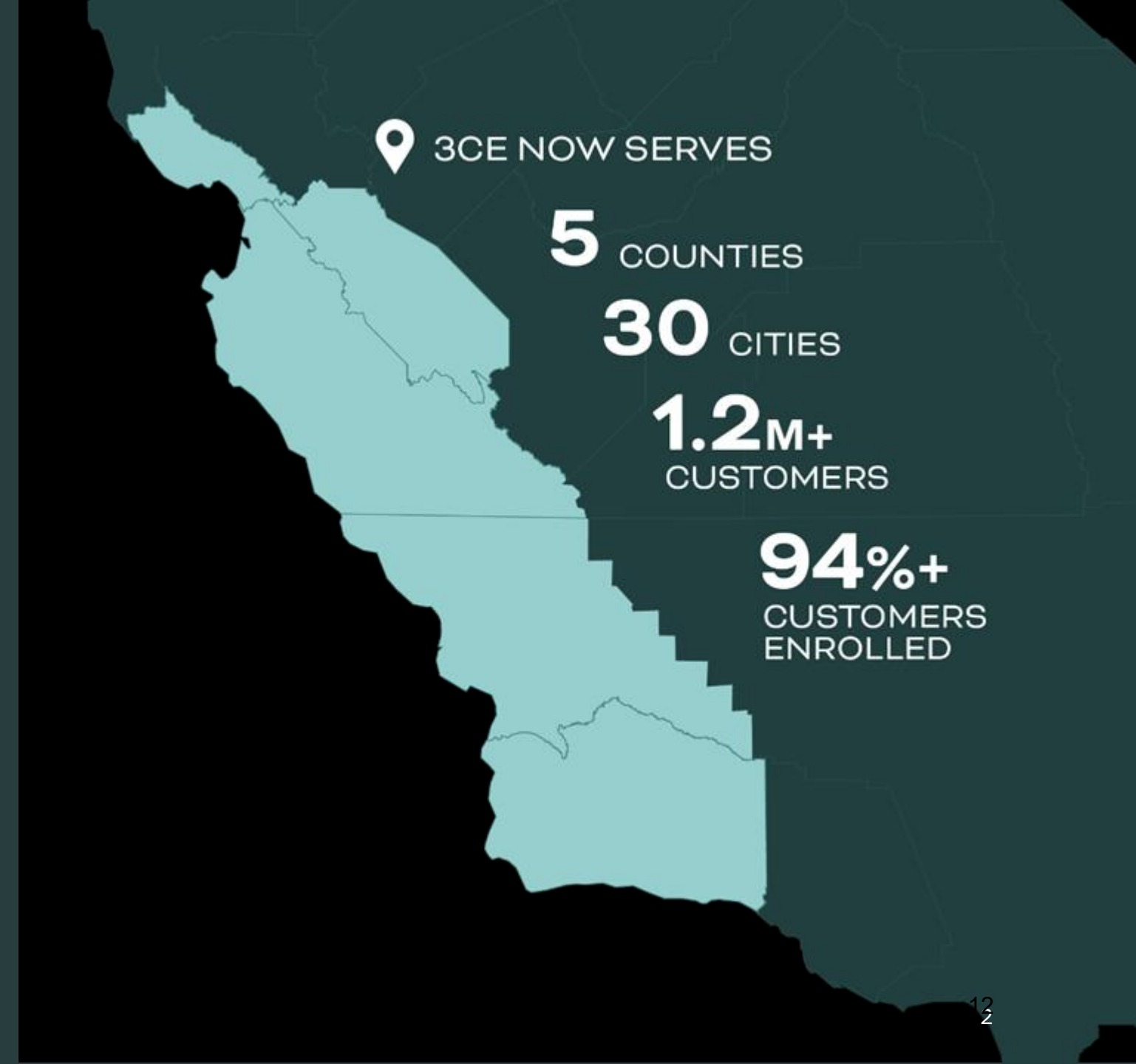
City of Goleta

November 4, 2025



Central Coast
Community
Energy

Together, Power for Good



3CE NOW SERVES

5 COUNTIES

30 CITIES

1.2M+
CUSTOMERS

94%+
CUSTOMERS
ENROLLED

2024 Energy Highlights



Sourced 409 Megawatts

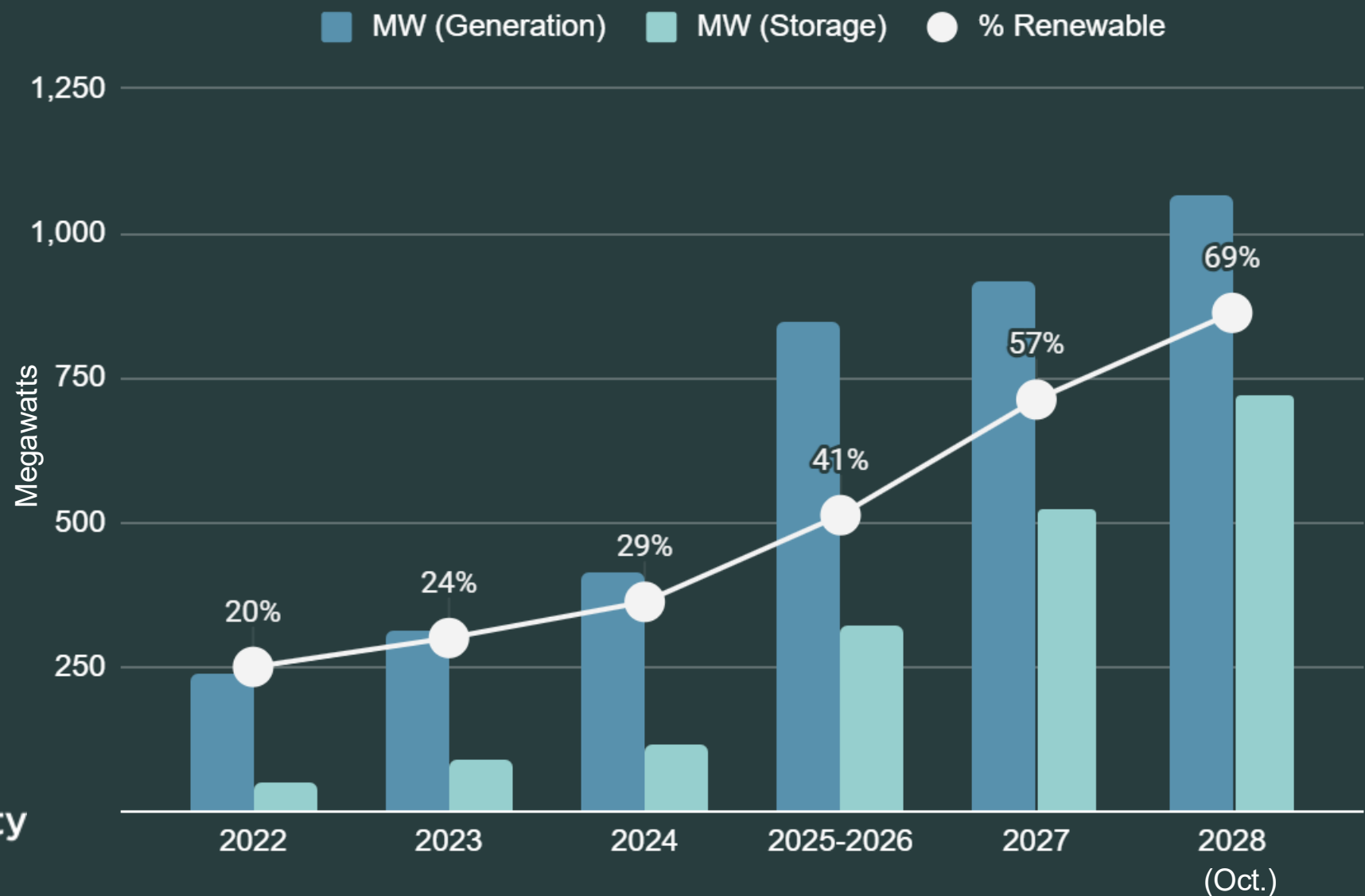
of clean & renewable energy in 2024, enough to power 350,850 households with renewable energy.

Sourcing Renewable Energy

avoided more than 445,000 metric tons of CO₂, the equivalent of taking 105,911 gasoline-powered passenger vehicles off the road for a year.



Renewable Generation & Storage

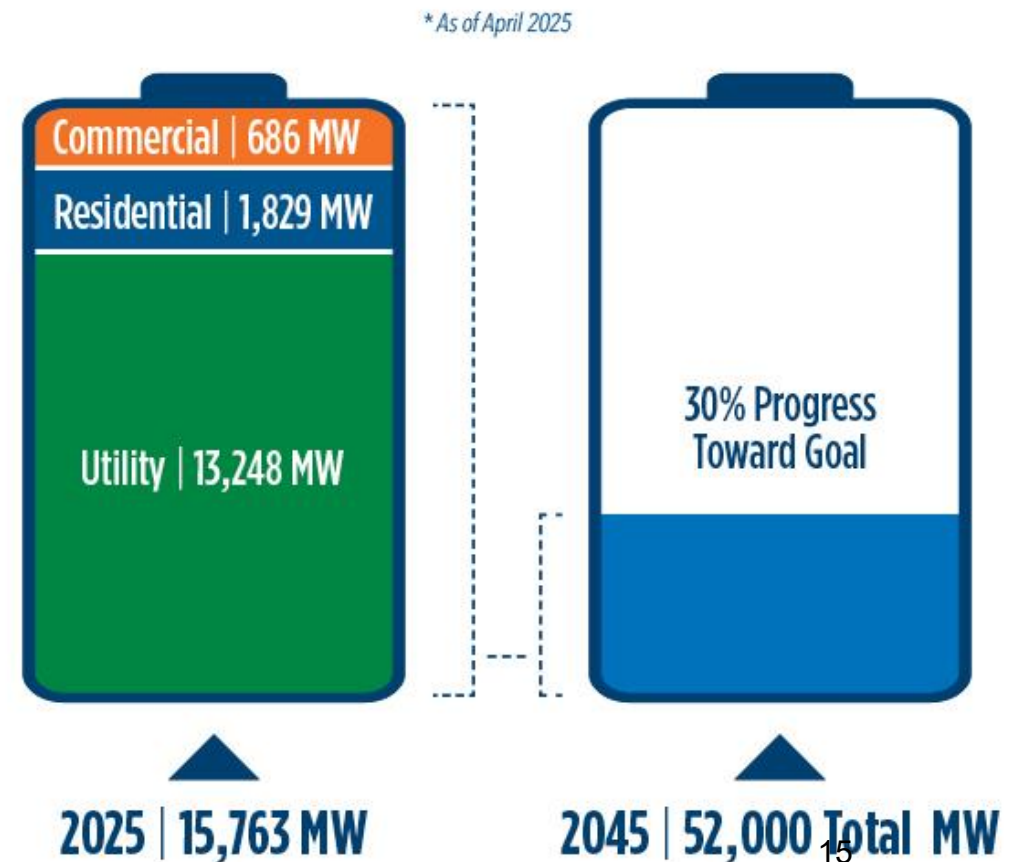


Battery Energy Storage Systems

Support the Renewable Transition

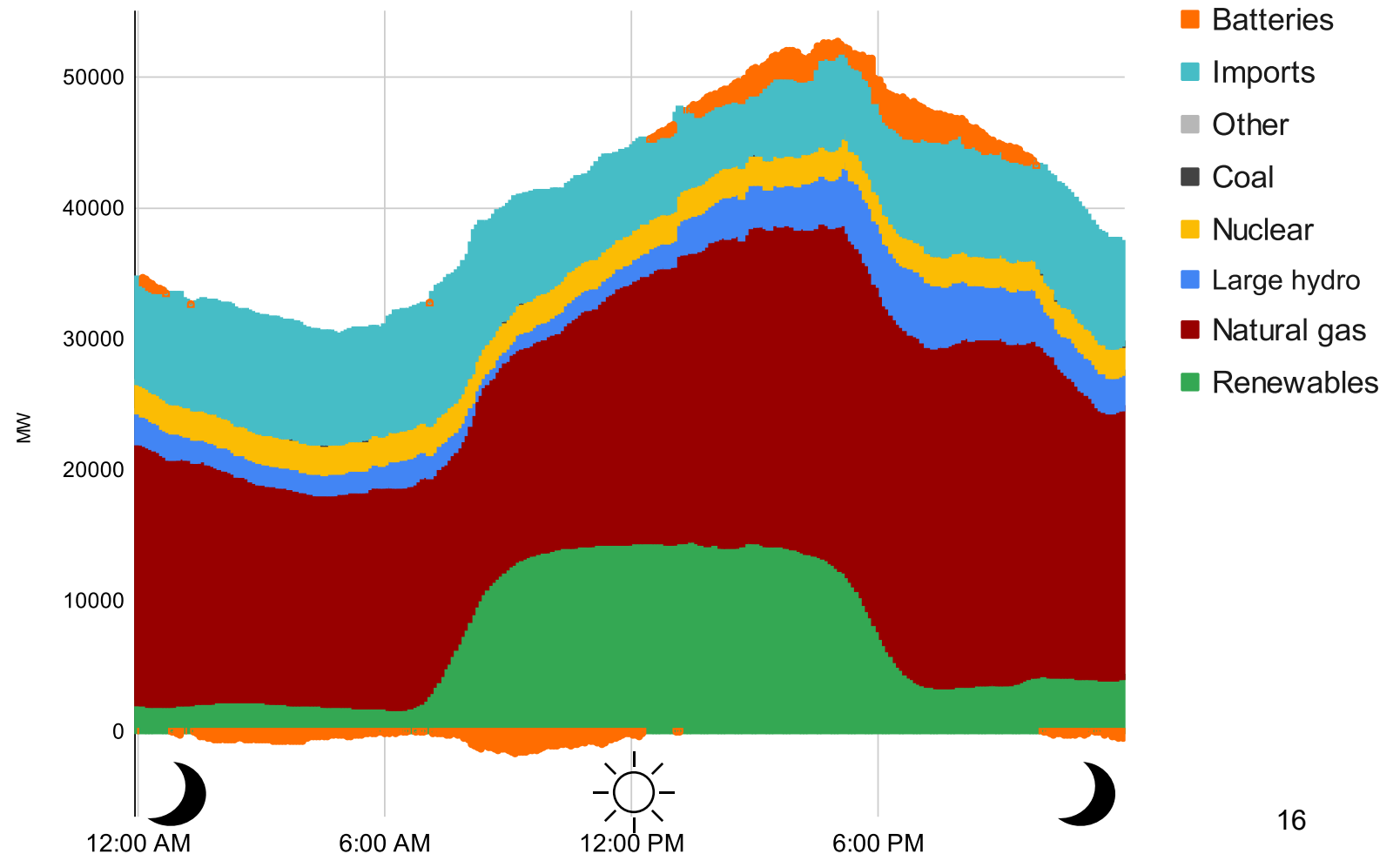
- Balances intermittent renewables
- Supports stability
- Reduces reliance on fossil fuels
- Drives affordability
- Empowers customers

Energy Storage in California by Type



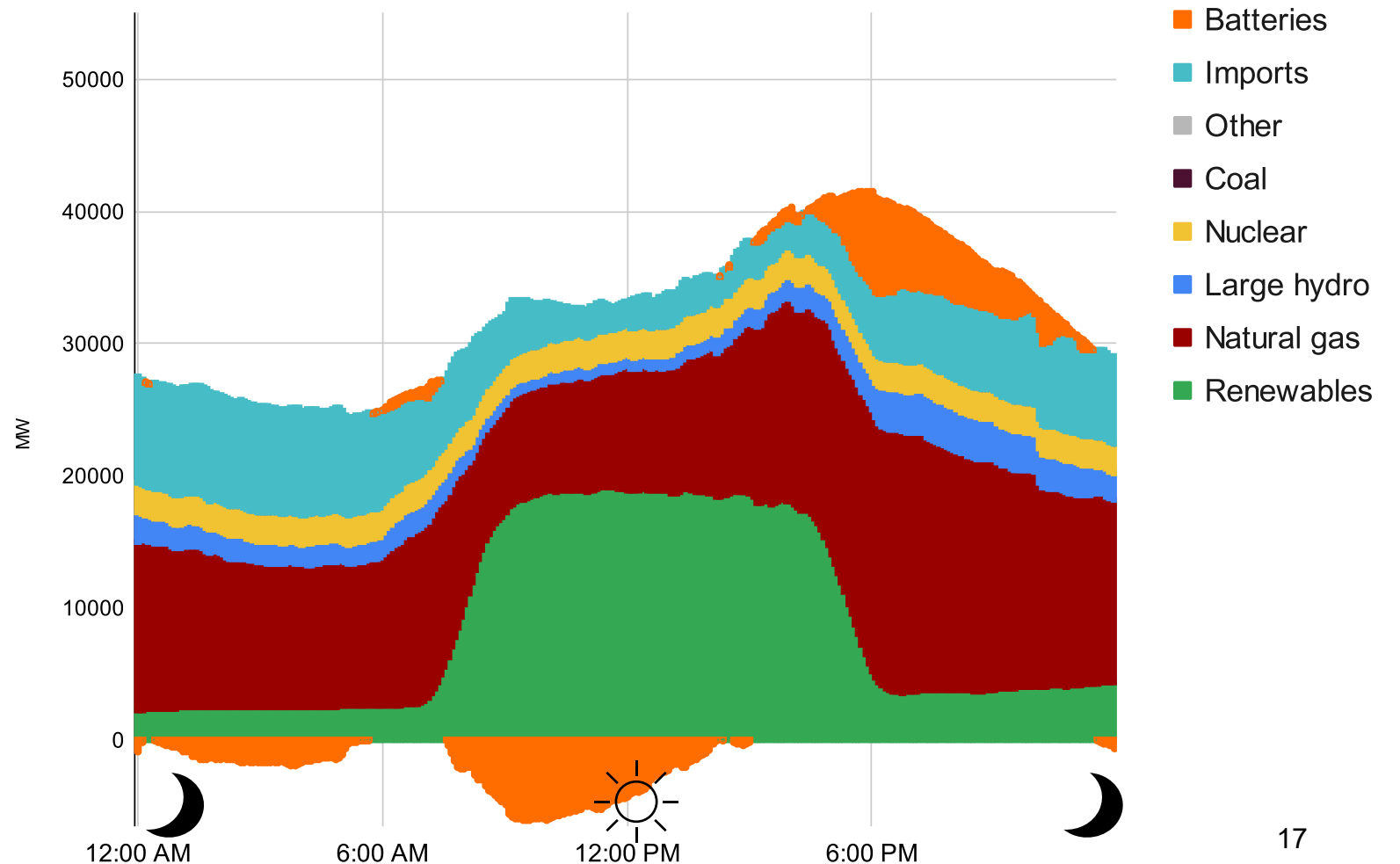
Supply Trend September 2022

- Labor Day Weekend 2022
- Flex Alert
- Text message from Governor's Office

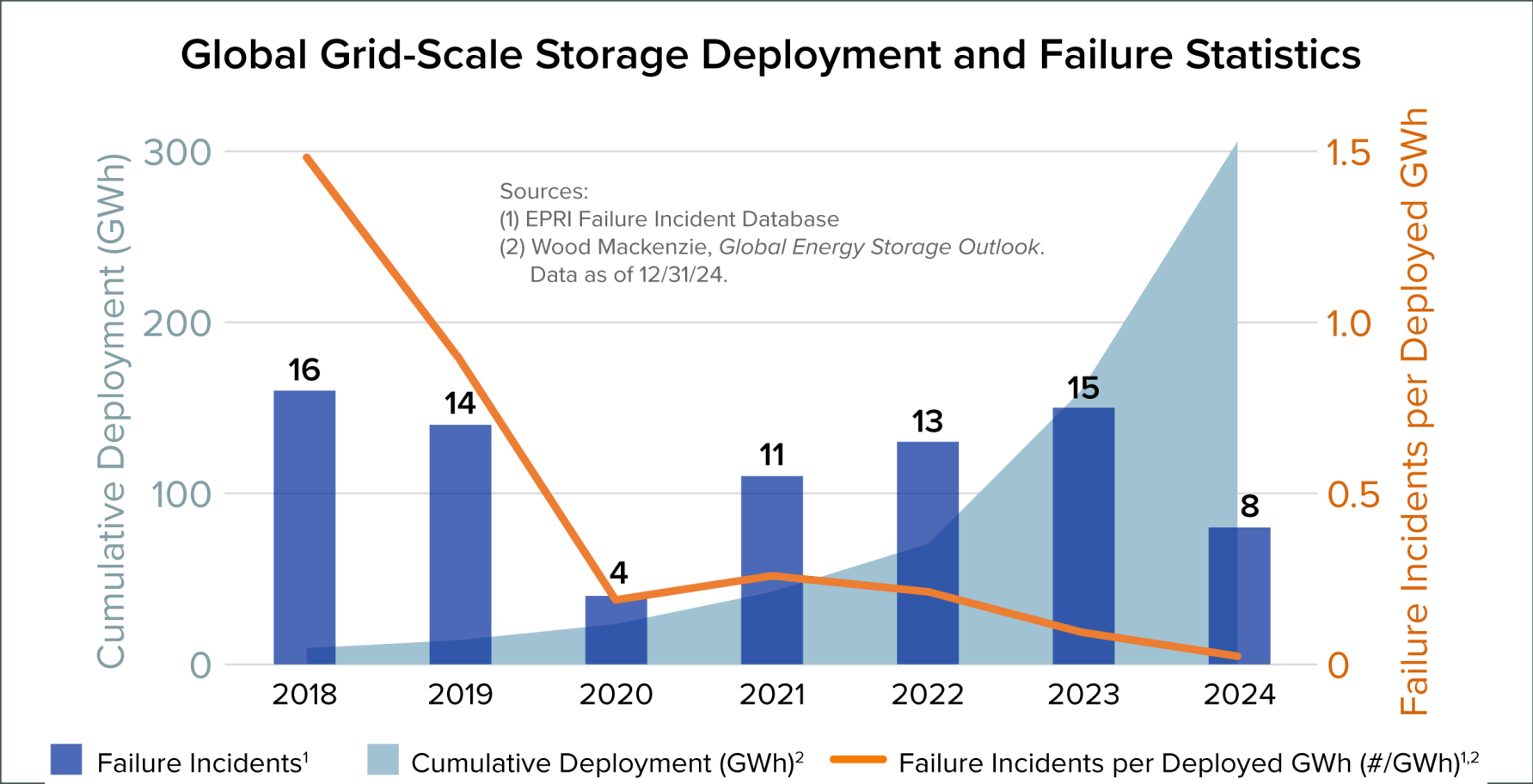


Supply Trend July 2024

- **Independence Day
holiday weekend
2024**



Utility Scale Battery Safety



Our Energy Future

New Renewable Energy Projects



Willow Rock Energy Storage Center

- 200 MW Advanced Compressed Air Energy Storage

Aratina Solar + Storage

- 120 MW to power 90,000 homes

Atlas Solar + Storage

- 150 MW to power 105,100 homes

Victory Pass Solar + Storage – **ONLINE**

- 100 MW to power 68,000 homes

Community Engagement



- Ongoing outreach through events, webinars, and workshops
- Added bilingual staff and expanded translated materials
- Adopted Underserved Communities Action Plan
- Increased access with interpreters and bilingual promotion

Community Programs



Electrify Your Ride

Up to
\$4,000 (EV)

Up to
\$100,000 (Charger)



Electrify Your Home

Up to
\$4,000
per project

Heat Pump Water Heater
Heat Pump HVAC
Induction Cooktop/Range
Portable Heat Pump HVAC
(Renters)



New Construction Electrification Program

\$5,000
per ADU
\$3,000
per Affordable Unit
\$2,000
per Market Rate Unit
\$15,000
per SFH Disaster Rebuild



Agricultural Electrification Program

50% up to \$10,000
Tier 1 Equipment
50% up to \$50,000
Tier 2 Equipment
(+\$5,000-\$25,000)
Income-Qualified Small
Businesses



Residential Battery Rebate Program

Up to
\$13,000

\$300 per kWh of Battery
Storage, up to 26 kWh

Public Agency Programs



Plan Your Fleet

No-Cost Technical Assistance Program



Electric Bus Program

50% up to \$200,000 per E Bus
+\$50,000 Per additional E Bus up to \$400,000



Charge Your Fleet

Up to \$300,000 Cumulative between CYF and EYF



Electrify Your Fleet

Up to \$300,000 Cumulative between CYF and EYF



Reach Codes Program

No-Cost Technical Assistance Program

Community Investment

Rebates & Incentives



Goleta 3CE Investment:

- \$ 10,647 – Charge Your Fleet
- \$ 14,000 – Electrify Your Fleet
- \$ 71,378 – REACH Codes Technical Assistance
- \$ 400,000 – Electric Bus Program
- \$ 31,400 – Electrify Your Home
- \$ 557,160 – Electrify Your Ride
- \$ 17,700 – Residential Battery Rebate Program

San Luis Obispo 3CE Investment:

- *\$ 46,932 – Charge Your Fleet*
- *\$ 115,000 – Electrify Your Fleet*
- *\$ 58,755 – Plan Your Fleet*
- *\$ 132,959 – REACH Codes Technical Assistance*
- *\$ 200,000 – Electric Bus Program*
- *\$ 406,302 – Electrify Your Home*
- *\$ 2,253,496 – Electrify Your Ride*
- *\$ 102,100 – Residential Battery Rebate Program*

Legislative Update

- EV and Home Energy Tax Credits
- Federal Taxes and Tax Credits
- Resource Adequacy Slice of Day
- Pathways Initiative (SB 540/AB 825)

Thank You!



Spencer Brandt

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