

# CENTRAL COAST POWER

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**Community Choice Energy  
for the Central Coast**

# What is Central Coast Power?

Central Coast Power is a consortium of local governments that has formed to explore the feasibility of a Community Choice Energy program to

1. empower our local **COMMUNITY** with the **CHOICE** of how and where our electricity is created and
2. enhance the **SUSTAINABILITY** and **ECONOMIC** vitality of the tri-county region.

# What is Community Choice Energy?

Community Choice Energy, or CCE, enables local governments to purchase or develop power on behalf of their residents, businesses, and public entities. CCE puts energy purchasing and pricing options into the hands of local decision-makers and allows the community to determine what type of energy mix and programs serve its needs.



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# What are the benefits of CCE?



## CHOICE

CCE introduces competition into the marketplace and provides customers with a choice about the energy sources they wish to support.



## COMMUNITY

CCE is typically run by a public agency, accountable to the community, not shareholders. Surplus funds may be reinvested locally in renewable energy, energy efficiency, and jobs.



## SUSTAINABILITY

CCE may help communities achieve their climate action goals by lowering energy-related greenhouse gas emissions through cleaner, renewable energy choices.



## ECONOMICS

CCE may provide customers renewable energy options at rates competitive with Pacific Gas & Electric and Southern California Edison.

# Which communities are participating?

- All **27 jurisdictions** in the tri-county region currently served by PG&E and SCE are included in a feasibility study to determine whether CCE is appropriate for the region.
- An **Advisory Working Group (AWG)** oversees the effort and includes representatives from:
  - Counties of San Luis Obispo, Santa Barbara, and Ventura
  - Cities of Camarillo, Carpinteria, Moorpark, Ojai, Santa Barbara, Simi Valley, Thousand Oaks, and Ventura
- The **feasibility study** will help each county's Board of Supervisors and each City Council decide whether to make the CCE option available to its residents and businesses.

# What's next for Central Coast Power?

## If proceed...

- Form JPA
- Outreach to community
- Submit implementation plan to CPUC



# How can you get involved?

- Learn about an upcoming event and join our mailing list at [centralcoastpower.org](http://centralcoastpower.org).
- Email [info@centralcoastpower.org](mailto:info@centralcoastpower.org) or call **(805) 568-3540**.
- **Share your thoughts on CCE** with your local Board of Supervisors and City Council.