

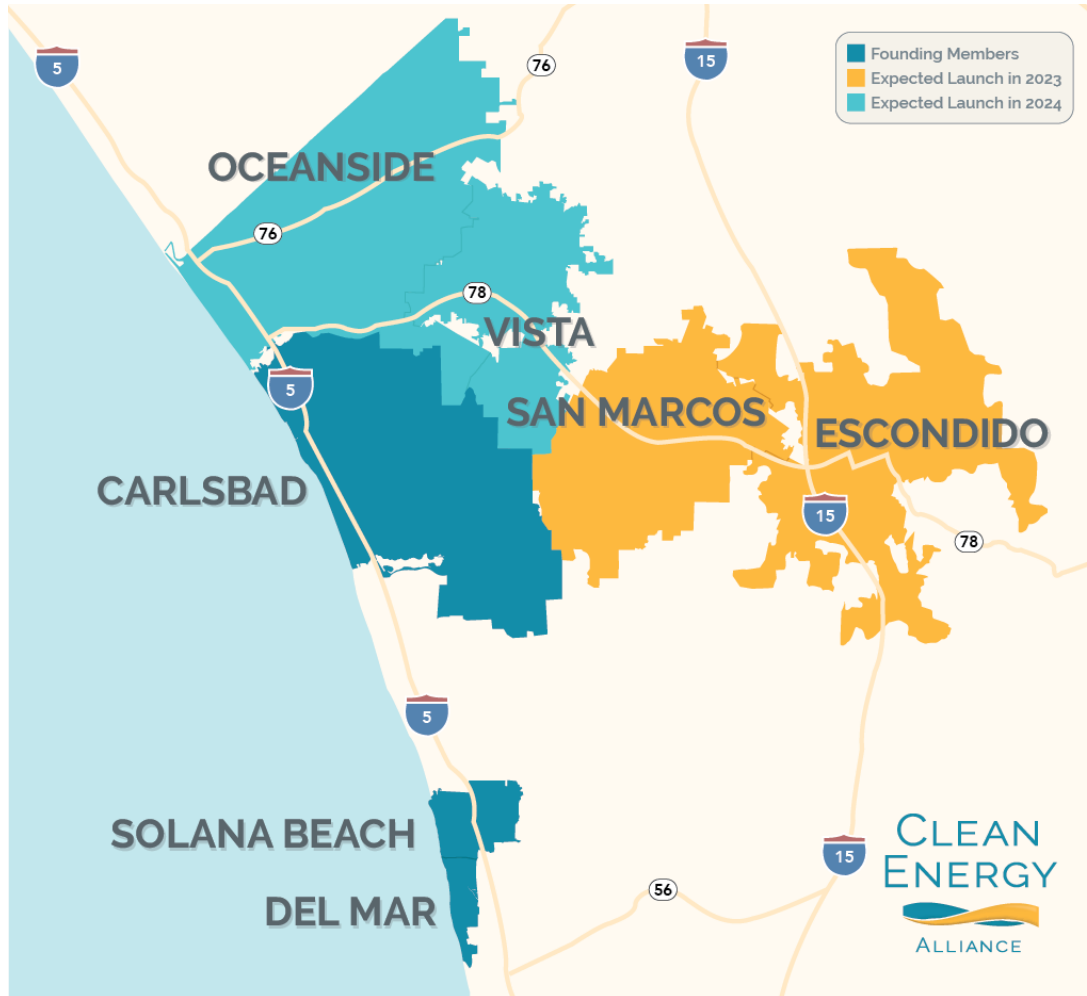


City of San Marcos Planning Commission

March 20, 2023

Barbara Boswell,
Clean Energy Alliance Chief Executive Officer

About Clean Energy Alliance

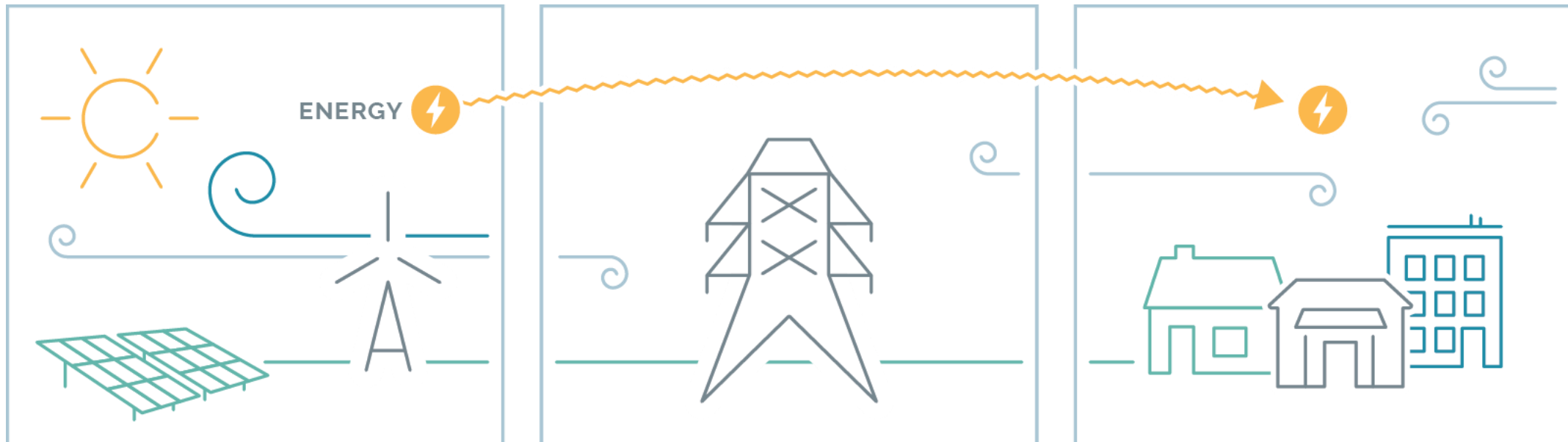


- Joint Powers Agency Membership
 - 2019 - Carlsbad/Del Mar/Solana Beach
 - ~ 60,000 Accounts
 - 2021 - Escondido & San Marcos
 - ~ 120,000 Accounts
 - 2022 - Oceanside & Vista
 - ~ 270,000 Accounts
 - Will become 10th largest CCE in California out of 25 operational CCEs

About Clean Energy Alliance

- Goals
 - Meeting Climate Action Plan Goals of Member Agencies
 - Minimum 50% Renewable Energy increasing to 100% by 2035
 - Maximize Locally Generated Renewable Energy
 - Support Local Businesses & Local Jobs
 - Target 2% generation cost savings compared to SDG&E
 - Savings not guaranteed
- SDG&E on record stating it wants out of generation business
 - CCE puts energy generation decision-making in hands of locally elected officials

How it Works



1

Clean Energy Alliance purchases power directly from power providers and/or builds energy generation sources.

2

SDG&E delivers energy, handles billing and serves customers.

3

You receive energy at competitive rates.

Benefits of CEA

- Top Initiative to Achieve Climate Action Plan Goals
 - Reduce Greenhouse Gas Emissions
 - 1st year reduced GHG by over 50% in member cities
 - SDG&E sourced from 41% renewable – CEA is minimum 50% (default 75% Carbon Free)
 - SDG&E no longer offers 100% renewable
- Local Control –
 - Decision-making about power supply, programs & rates stay local
- Net revenues stay local to support local programs
- Customers maintain discount programs currently received through SDG&E
- Customer receives just 1 bill – CEA charges on SDG&E bill

CEA Governance

- Board
 - 1 Primary and 1 Alternate from each member City Council
 - 1 City 1 Vote – no weighted vote
- Community Advisory Committee
 - 2 appointees from each member City
 - Advise the Board on programming and policy issues
 - Assist with education and outreach
 - Subcommittees – Vehicle Electrification/Programs/Disadvantaged Communities

San Marcos & Escondido Launch Schedule/Notices

- Customers automatically enrolled April 2023
 - Why automatically enrolled?
 - Requirement of legislation
- 4 notices sent out
 - 2 notices prior to enrollment (1st mailers February, 2nd March)
 - 2 notices after enrollment (May & June)
 - Provides info on automatic enrollment, power supply options, and opt-out
- Net Energy Metering Customers enrolled when relevant period ends
 - Avoid disruption by early true-up with SDG&E

In-Person Events

ACTIVITY	DATE
Meeting with CAP Working Group – San Marcos	February 15
Presentation at Senior Center Lunch – San Marcos	February 16
Table at Food Pantry Event – San Marcos	February 22
San Marcos Planning Commission	March 20
Presentation to Universidad Popular Group	March 21
Presentation to San Marcos Chamber – Community Connect Series	March 22
San Marcos Farmer's Market	March 28
Spring Fling Event Booth	April 2

Social Media Campaign – Sample Topics

TOPIC	DATE
Enrollment Video	February 14
FAQ – Grid Reliability under CCE	February 17
Understanding Your Bill Video	February 21
Be on the Lookout – Notice #2	March 1
FAQ – Local Economy Impact	March 8
Rates/Options Breakdown	March 21
FAQ – What is the Power Charge Indifference Adjustment (PCIA)	March 28

Bill Comparison

Clean Impact Plus Power Supply

2022 PCIA Vintage (Escondido and San Marcos Customers)

Rates Effective 2/1/23

Residential: TOU-DR-1

	CEA	SDG&E
Generation	\$ 60.00	\$ 80.85
SDG&E PCIA+FFS	\$ 19.23	\$ -
	<hr/>	<hr/>
	\$ 79.23	\$ 80.85
Clean Impact Plus Premium	\$ 0.41	
SDG&E Delivery	\$ 149.29	\$ 149.29
	<hr/>	<hr/>
Total Average Monthly Bill	\$ 228.93	\$ 230.14

Monthly Bill Difference CEA vs SDGE	\$ (1.21)
% Total Bill Savings CEA vs SDGE	-0.5%
% Generation Savings CEA vs SDGE	-2.0%

* CEA's generation charge is 25% lower than SDG&E
 * Actual customer savings dependent on SDG&E PCIA (Exit Fee)

Existing & Future Programs

- Partnership with OhmConnect
 - Discounted smart thermostats or smart plugs
 - Incentives for reducing energy use during certain timeframes
- Green Impact Champions
 - Recognition program for customers enrolled in CEA's 100% renewable energy power supply
- Considering program that would enable all customers to access solar and battery systems with no credit applications
- Opportunities through Inflation Reduction Act.

Where to get more information

TheCleanEnergyAlliance.org
Call Center: (833) 232-3110

Questions/Discussion