

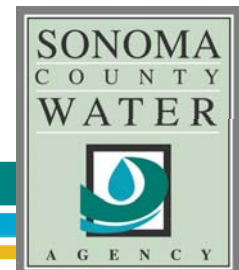


Local. Renewable. Ours.

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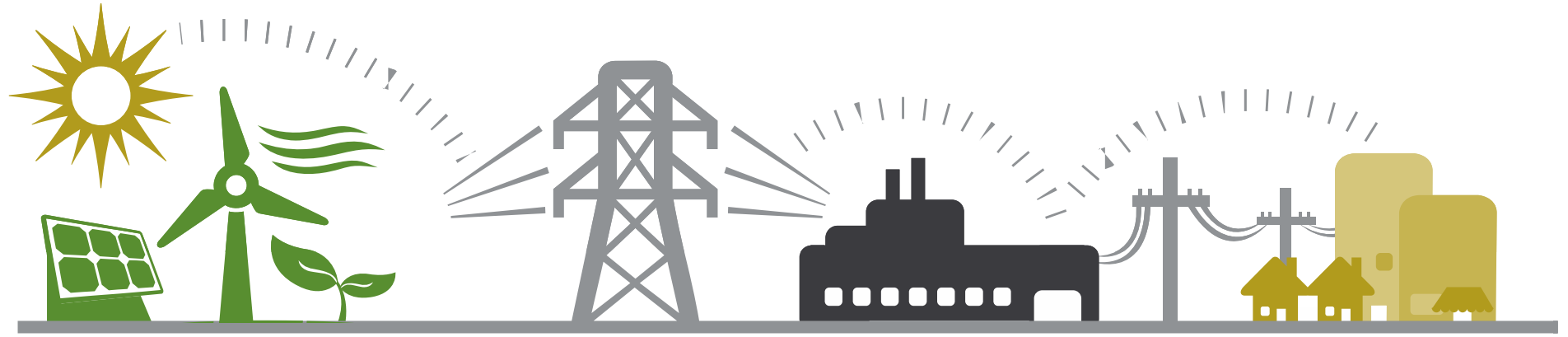
# What is Community Choice Aggregation?

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## AB 117 in 2002

- Reaction to the power crisis of 2001
- Counties/cities form block to purchase electricity generation on open market (JPA)
- Transmission, distribution, and billing remain with Investor Owned Utility (PG&E)
- Generation rates and power supply determined locally
- This is an opt-out program, all are included unless they specifically take action to remain with the local utility





**source**

**SCP**

**delivery**

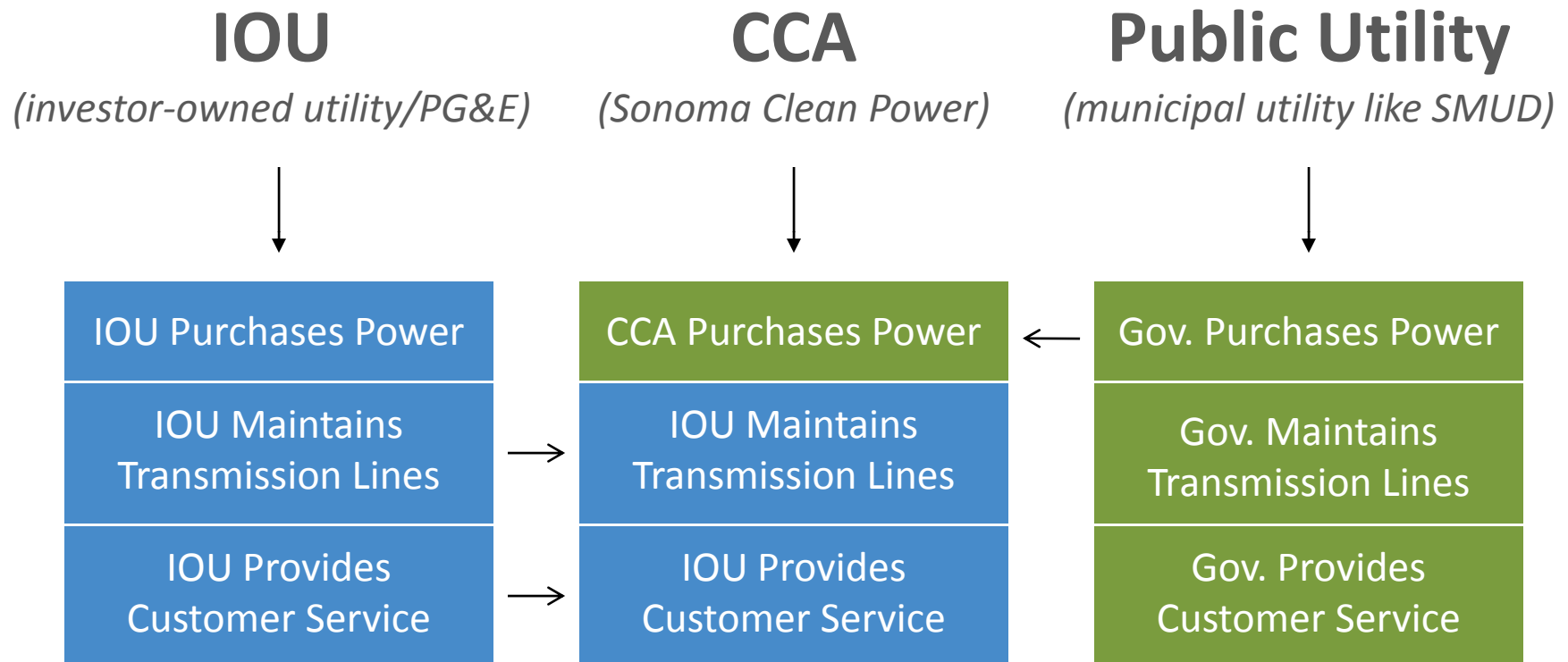
**PG&E**

**customer**

**YOU**

# CCA is a public-private mix

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# Public Power

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Oh no, not more government!!

- 39 Public Power Providers in CA
- 25% → Receive Municipal Utilities Power
- Average Municipal Rates → 20% Lower



# What are CCA's Benefits?

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- Gives customers a choice of power providers
- Local control of rates and programs
- Allows generation revenues to be used for local investment
- Permanent source of funding to support local jobs
- New renewable energy programs
- New energy efficiency programs
- Reduction in greenhouse gas emissions

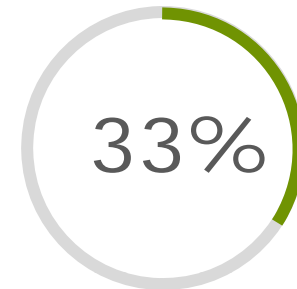


# The Marin County Experience

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- Began development in 2004
- Started service to customers in 2010
- Vigorous opposition from Pacific Gas and Electric
- Highly successful
- Expanding into other communities
- We used their program as a starting point and refined the power supply bidding process





33% renewable power — 1.5 times PG&E

Competitive rates — 4 to 5% lower than PG&E

Available to everyone in participating cities

Default service





100% local renewable power

3.5 cents per kWh (about 20% extra)

Available to everyone

Can sign up early

# Take Aways

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- We begin service May 1 with rates 4-5% below PG&E
- Technical aspects of CCA are easy
- People/politics are hard
- Education is the key to success
- Set realistic goals

