

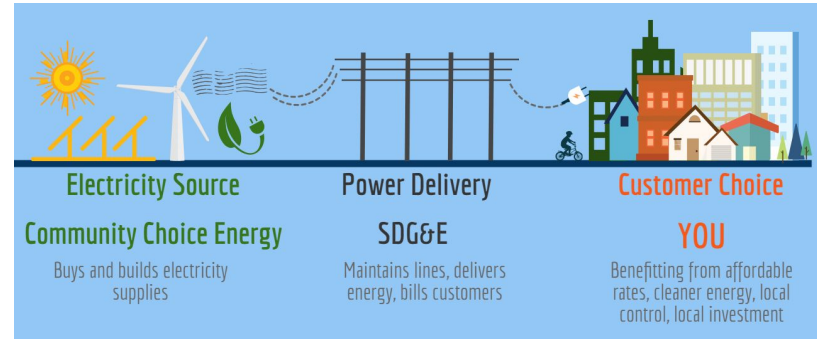
63 cities and 9 counties in California already have Community Choice Energy. It's time for the City of San Diego to join the movement and give our families and businesses the freedom of energy choice.

What is Community Choice Energy?

Community Choice Energy (CCE aka Community Choice Aggregation/CCA) is a program that brings local control, freedom of choice, and competition into the electricity marketplace. Currently, San Diego has only one electricity provider – San Diego Gas & Electric (SDG&E)– a de-facto monopoly. Community Choice allows cities and counties to purchase power on behalf of their residents and businesses to **provide cleaner power options at a competitive price.**

How does it work?

Community Choice is an agile **public-private partnership** between the City and the utility (SDG&E). The City purchases the power supply. SDG&E continues to deliver the power over their power lines and handle the billing. It is truly consumer choice -- customers may opt-out and return to the utility at any time.



How will Community Choice Benefit San Diegans?

- **The choice is yours.** You and your family have a choice of providers with Community Choice Energy. That choice creates competition, encouraging innovation and improving pricing.
- **Local control.** SDG&E rates continue to rise, in fact they are the highest rates in CA. CCE gives us local control and accountability of our rates.
- **More clean energy.** CCE can reduce the region's carbon footprint by providing a higher mix of clean energy sources than the existing monopoly utility. **We cannot get to 100% clean energy without CCE!**
- **Local jobs and economic development.** Today, millions of dollars leave San Diego to pay for electric generation. Over time, a local community choice program can buy increasing amounts of power from local sources, helping support local jobs and local economic development.
- **Cost.** Community choice energy offers competition in the marketplace, allowing the transition to 100% clean energy to be achieved at reasonable, competitive rates for cities, families, and businesses. Costs for other CCEs for their standard options have been able to beat the rates of the competing utility.

How Do You Pay for Community Choice?

- Community Choice Energy programs are revenue-based, not government subsidized
- They're self-supporting from an existing revenue stream (electricity bills)
- The electricity rates consumers pay to a retail electric supplier or an investor-owned utility are bundled and redirected to support the group purchase of electricity through a local CCE program

Ready for Choice? Raise your voice!

CALL/WRITE/E-MAIL the Mayor and your City Councilmember today and urge them to support Community Choice for San Diegans!

GET INVOLVED

Email info@ClimateActionCampaign.org for advocacy and volunteer opportunities, visit our website www.ClimateActionCampaign.org, or call us at 619-419-1222.