



3CE Annual Update

County of Santa Barbara

July 1, 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.

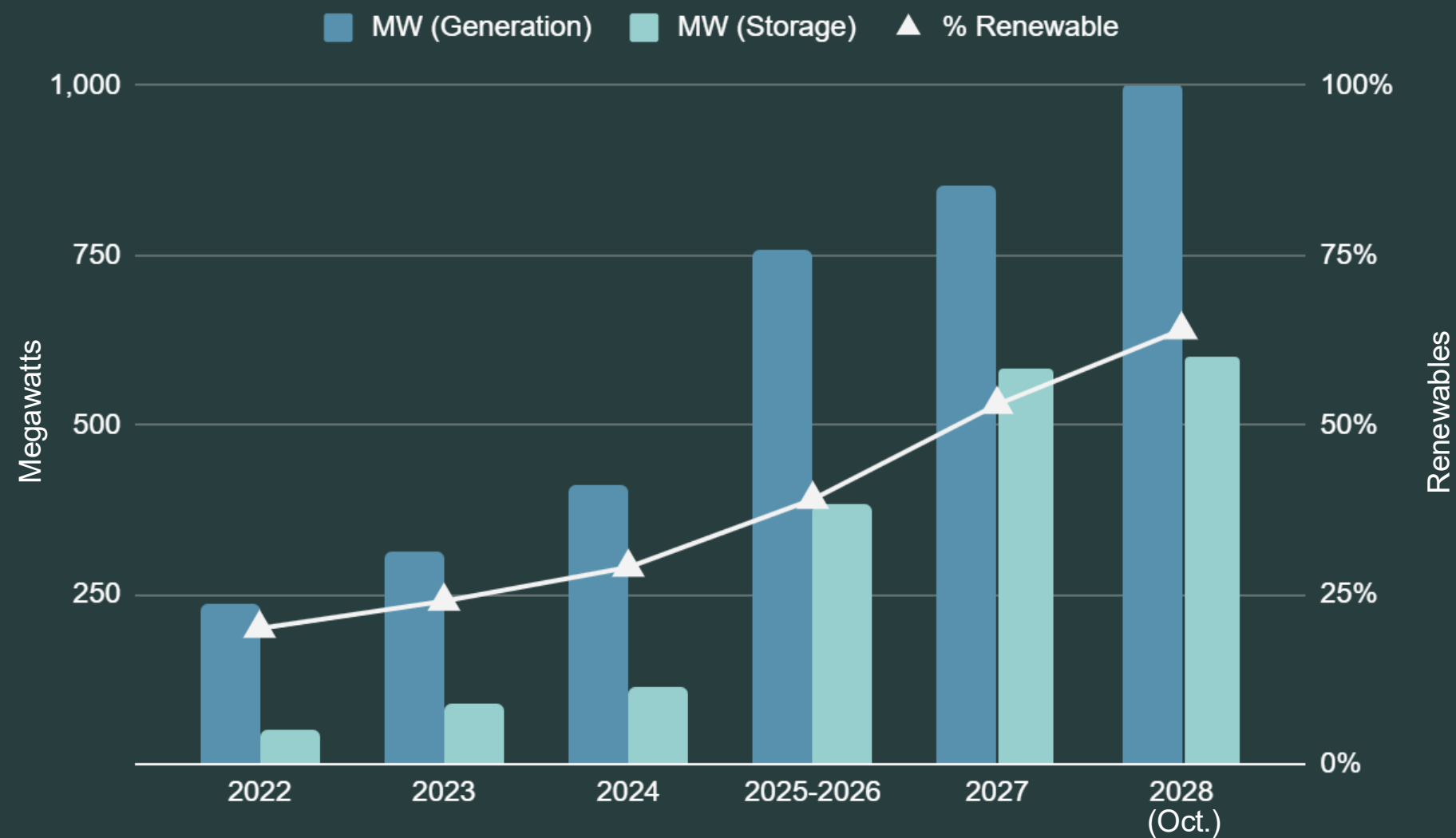
Sourcing Renewable Energy

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.



Central Coast
Community
Energy

Renewable Energy Progress

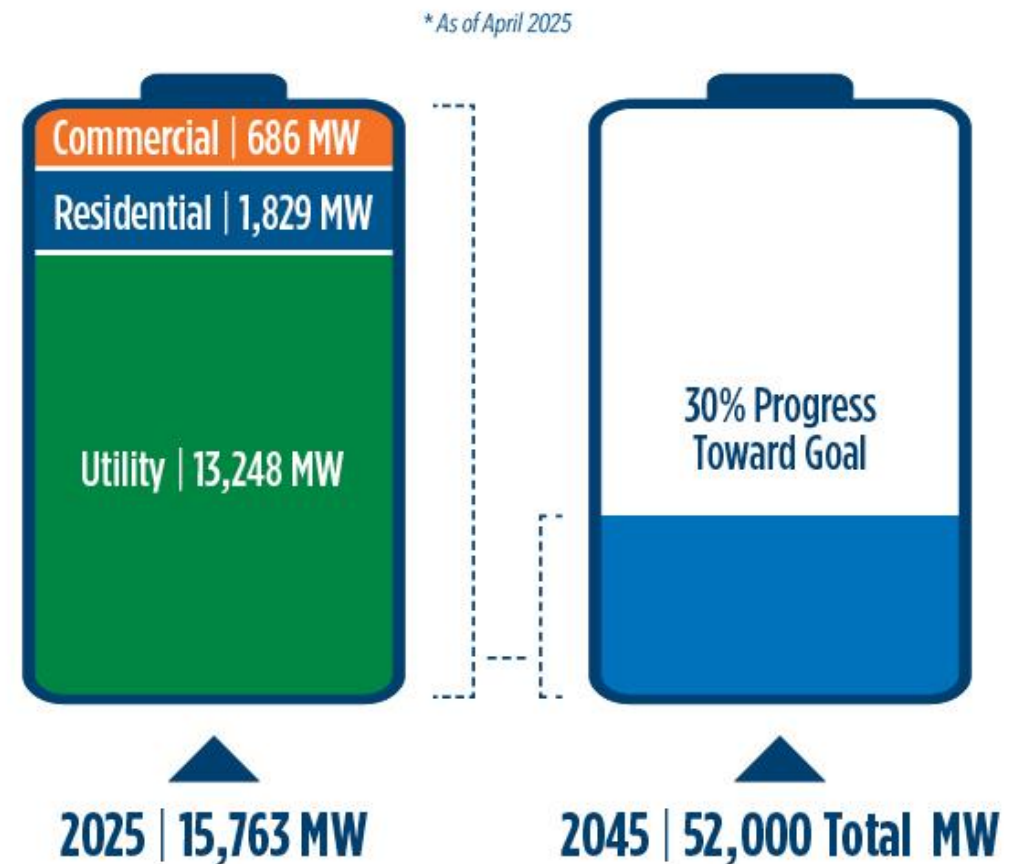


Battery Energy Storage Systems

Support the Renewable Transition

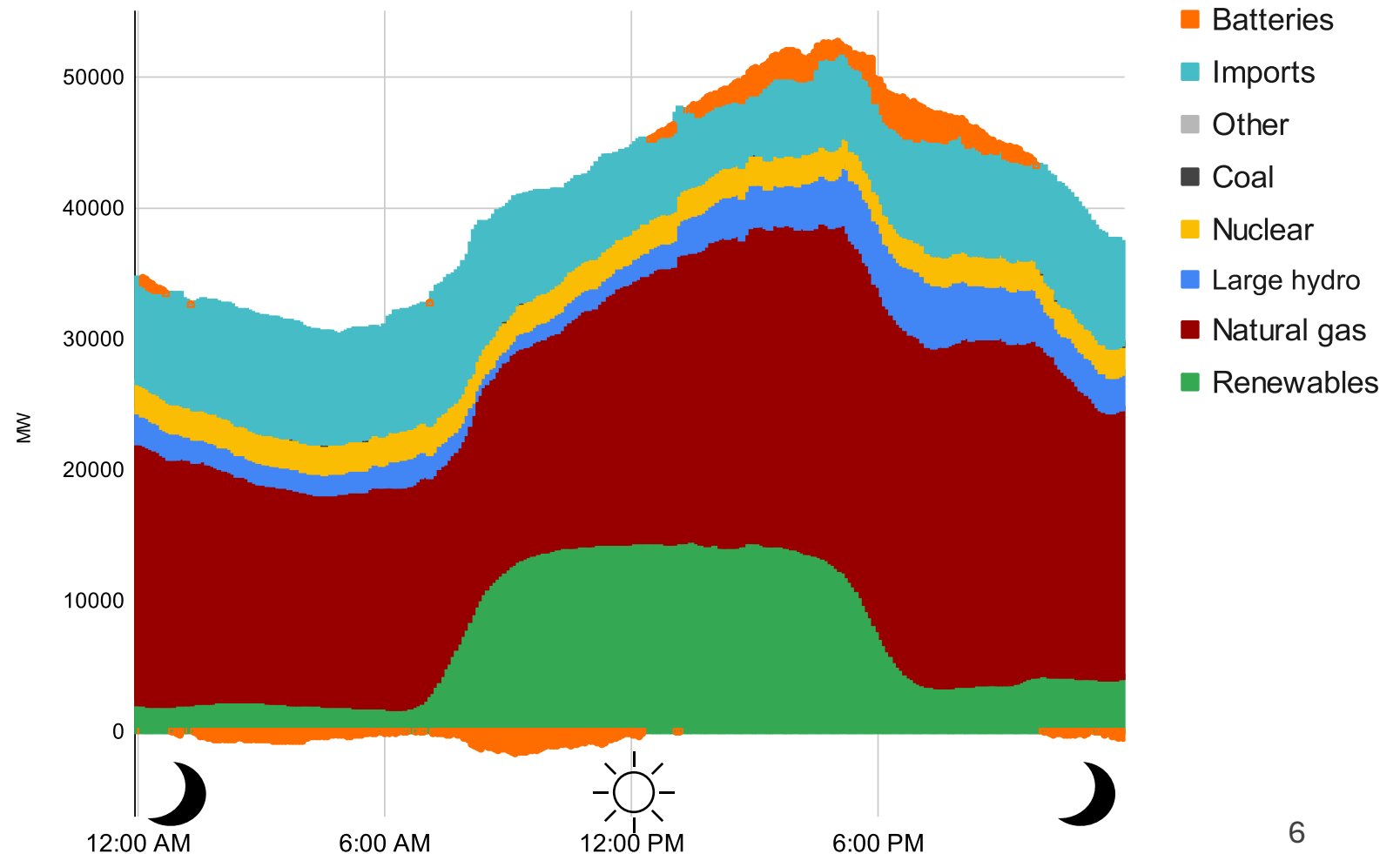
- Balances intermittent renewables
- Supports stability
- Reduces reliance on fossil fuels
- Drives affordability
- Empowers customers

Energy Storage in California by Type



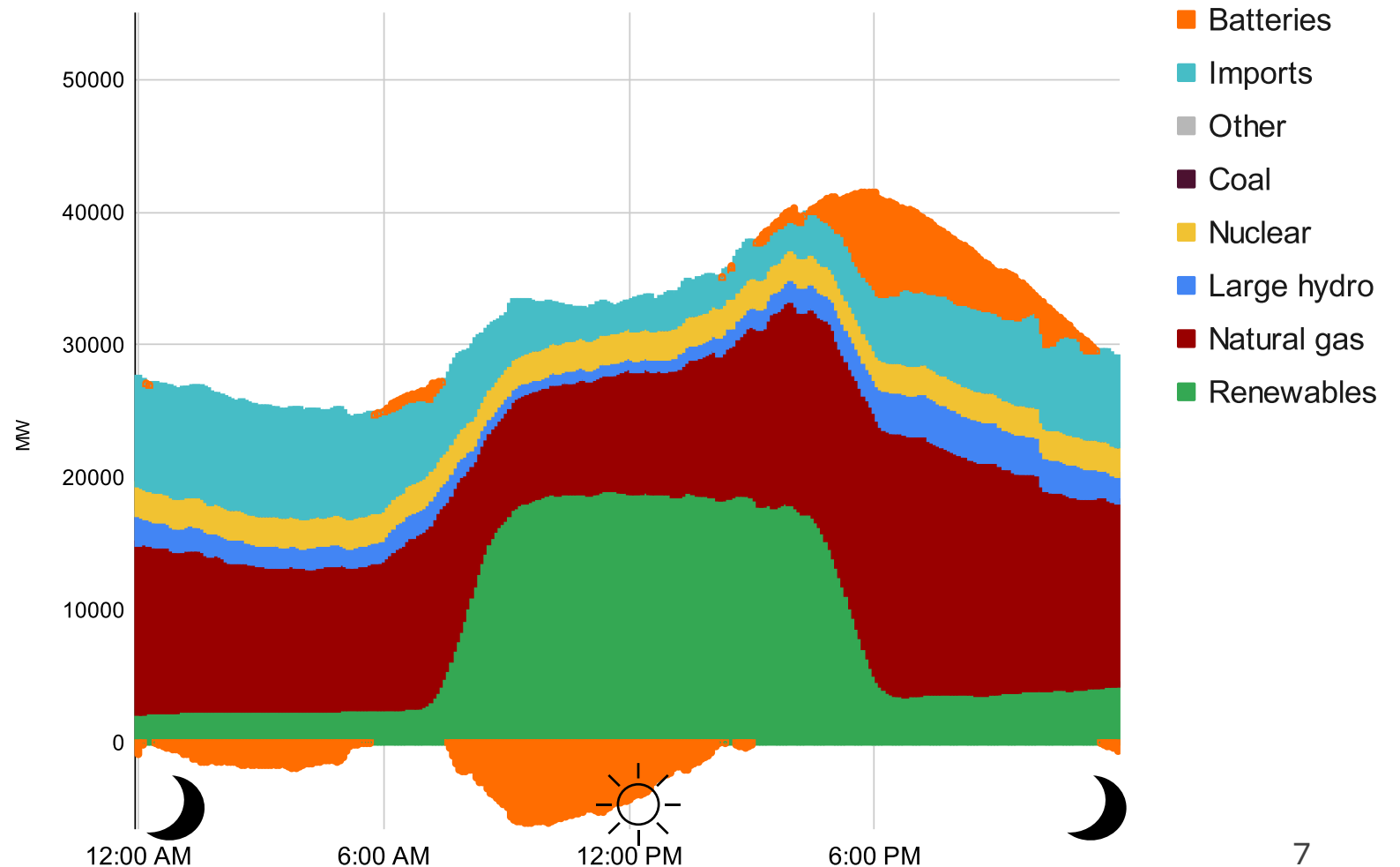
Supply Trend September 2022

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

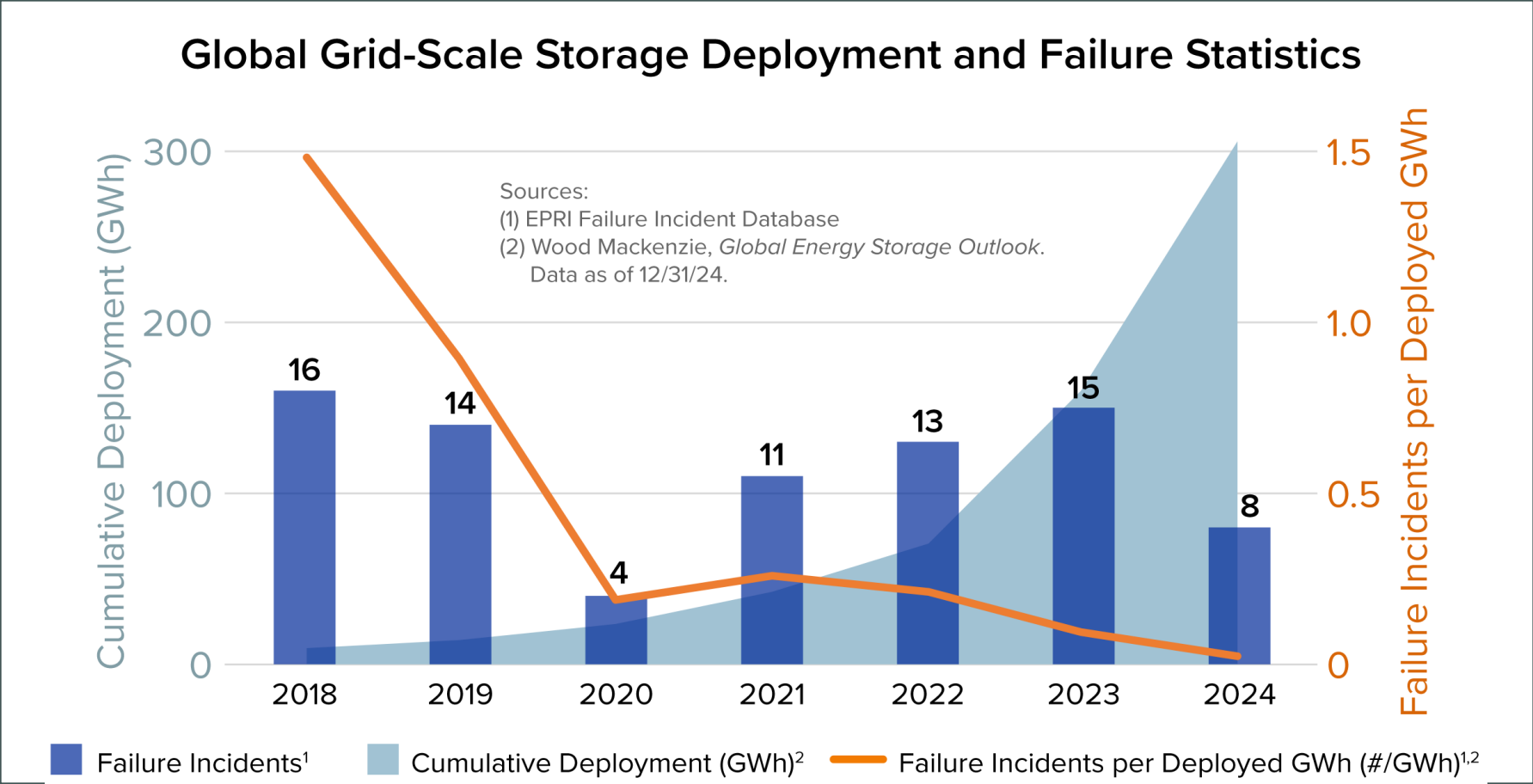


Supply Trend July 2024

- **Independence Day
holiday weekend
2024**



Utility Scale Battery Safety



Our Energy Future

New Renewable Energy Project



Willow Rock Energy Storage Center

- Storage is essential for CA's transition to carbon-free energy
- Utilizes compressed air to generate power on demand
- Largest compressed air energy storage project in the world
- 200 megawatts for 3CE customers

Our Energy Future

New Renewable Energy Project



Atlas Solar

- 150 megawatts for 3CE customers
- Enough to power 105,100 homes

Our Energy Future

New Renewable Energy Project



Aratina Solar + Storage

- 120 megawatts for 3CE customers
- Enough to power 90,000 homes

Online Now

New Renewable Energy Project



Victory Pass Solar + Storage

- 100 megawatts for 3CE customers
- Enough 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

**\$1,000-4,000
\$150,000**



Electrify Your Home

**\$17,385
\$2,500 per unit**



New Construction Electrification Program

**\$5,000 ADU
\$250,000**



Agricultural Electrification Program

\$75,000



Residential Battery Rebate Program

\$13,000

Public Agency Programs



Plan Your Fleet

Fleet & Charging
Infrastructure Plans



Electric Bus Program

\$400,000



Charge Your Fleet

Up to
\$150,000



Electrify Your Fleet

Up to
\$150,000



Reach Codes Program

Assistance for
development and
adoption

Making a Difference

Community Investment



Snapshot of Rebates & Incentives:

- 2,843 electric vehicles
- 2,085 EV chargers
- 1,663 projects for EV readiness
- 38 electric buses
- 746 all-electric water heaters & HVAC systems
- 1,458 all-electric affordable housing units
- 93 all-electric agriculture equipment projects

Community Investment

Rebates & Incentives



County of Santa Barbara 3CE Investment:

- \$ 375,334 – Charge Your Fleet
- \$ 164,00 – Electrify Your Fleet
- \$ 43,860 – Plan Your Fleet
- \$ 216,148 – Agriculture Electrification Program
- \$ 74,894 – Electric Bus Program
- \$ 279,655 – Electrify Your Home
- \$ 1,026,513 – Electrify Your Ride
- \$ 160,000 – New Construction Electrification Program
- \$ 18,600 – Residential Battery Rebate Program

DC Fast Charging?

Thank You!

Contact Us:

- **Community Relations Manager, Southern Region:** Spencer Brandt (sbrandt@3ce.org)
- **Senior Advisor for Policy and Legislative Affairs:** Das Williams (dwilliams@3ce.org)

Learn more & apply for programs at 3Cenergy.org

