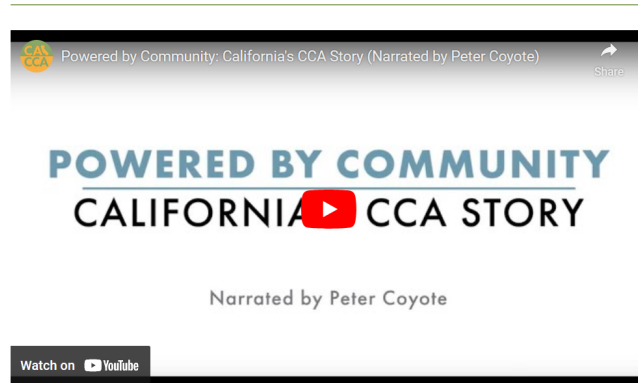


# At Last, Community Choice

How did CCA start? Watch the video.



For decades, [Community Choice energy](#) – aka Community Choice Aggregation, or CCA -- has been the biggest tool in the toolbox available to California cities and counties to meet social justice goals, reduce carbon emissions, and accelerate the transition from fossil fuels to renewable energy. SLO County has finally gotten the message.

Circa 2016, the objections to CCA heard in the chamber of the SLO County Board of Supervisors were thick on the ground. Because it was a new thing, dire warnings were issued, failure and mass bankruptcies were predicted. Because when something is new, anybody can predict anything they want.

Those were the days. Paul Fenn, the father of CCA in California, notes that PG&E opposed the creation of CCA by supporting [Proposition 16](#) in 2010, which would have made it extremely difficult for California to implement CCAs across the state. San Diego Gas & Electric attempted to stop local government from implementing a CCA program, creating a separate entity that would allow them to lobby against CCAs in San Diego County.

Meanwhile in SLO County, the supervisors heard and eagerly disseminated stories about growing pains and bumps in the road presented as shocking deal breakers and reasons why we should stick with PG&E. They did not hear about how many people died in CCA-caused wildfires or CCA-natural gas pipeline explosions, nor how many corruption scandals there have been involving community choice energy programs and overly cozy commissioners at the PUC... because there were none. PG&E did those.

They heard about how undemocratic it would be to institute a program that has an opt out option, but not an opt in option. They did not hear about how much choice any of us had when it was time to hook up to the monopoly utility and there was no choice.

Nine California CCAs provided energy to consumers in 2017, when this county walked away from CCA. There are more than 20 today. [Central Coast Community Energy](#), (3CE) procures carbon-free and renewable electricity for over 400,000 customers in 33 communities in Monterey, San Benito, Santa Cruz, San Luis Obispo, and Santa Barbara Counties. 3CE began serving commercial customers in March 2018, with residential service beginning July 2018. 3CE reinvests in the communities it serves by discounting its electric generation rates and providing energy program incentives. It has the largest land area of any CCA in the state.

And on March 21, the San Luis Obispo County Board of Supervisors finally agreed to join it. As it turns out, there really is no stopping an idea whose time has come.