

CLEAN  
ENERGY



ALLIANCE

# Regular Board Meeting

March 28, 2024

# Item 2: CEO Report

# Item 2: CEO Report

- CEA Outreach Efforts
  - Presence at Community Events
  - Presentations to Community Groups
  - Enrollment Statistics

# Completed Community Events

| Event  | Date                   |
|--|------------------------|
| North County NAACP, Youth Council Black History Brunch | 2/24/24 11am – 2pm     |
| Vista Chamber of Commerce, Velocity Podcast            | 3/6/24 11am – 12pm     |
| MainStreet Oceanside, Sunset Market                    | 3/7/24 5pm – 9pm       |
| Roosevelt Middle School Career Day                     | 3/8/24 8:30am – 3:30pm |
| Vista Farmers Market                                   | 3/9/24 8am – 12pm      |
| Encinitas & North Coast Democratic Club                | 3/9/24 1pm – 3pm       |
| Vista Green Valley Mobile Home                         | 3/12/24 11:30am – 1pm  |

# Completed Community Events Cont.

| Event  | Date                  |
|--|-----------------------|
| Vista Realtor Group                          | 3/15/24 9:15am – 10am |
| Oak Tree Democratic Club                     | 3/18/24 6pm – 7pm     |
| Vista Senior Center                          | 3/20/24 11am & 5pm    |
| Supervisor Desmond Town Hall                 | 3/20/24 5:30pm – 7pm  |
| Oceanside Chamber of Commerce, Meet the City | 3/21/24 5pm - 7pm     |

# Upcoming Community Events

| Event   | Date                     |
|---|--------------------------|
| MainStreet Oceanside, Sunset Market                   | 3/28/24 5pm – 9pm        |
| Vista Chamber of Commerce, Government Affairs Meeting | 4/4/24 12pm – 1:30pm     |
| MainStreet Oceanside, Farmers Market                  | 4/4/24 9am – 1pm         |
| San Marcos Chamber of Commerce, Spring Fling          | 4/7/24 9am – 5pm         |
| City of Vista, Launch Reception & Presentation        | 4/9/24 3pm – 7pm         |
| Vista Farmers Market                                  | 4/13/24 8am – 12pm       |
| Alta Vista Botanical Gardens, Earth Day               | 4/20/24 10am – 3pm       |
| Sony Electronics, Earth Day Fair                      | 4/23/24 11:30am – 1:30pm |

# Upcoming Community Events Cont.

| Event  | Date               |
|--|--------------------|
| Carlsbad Chamber of Commerce, Green Business Expo        | 4/27/24 9am – 1pm  |
| Vista Business Breakfast                                 | 5/2/24 8am – 10am  |
| MainStreet Oceanside, Farmers Market                     | 5/2/24 9am – 1pm   |
| Vista Farmers Market                                     | 5/11/24 8am – 12pm |
| Ocean Hills Country Club, Senior Expo                    | 5/18/24 10am -2pm  |
| Escondido Downtown Business Association, Street Festival | 5/19/24 10am – 6pm |
| Vista Strawberry Festival                                | 5/26/24 8am-6pm    |

# Oceanside & Vista Enrollment Stats

| City         | # of Eligible Customers | # of Opt-Downs to 50% Renewable | # of Opt-Ups to 100% Renewable | # of Opt-Outs | Participation Rate |
|--------------|-------------------------|---------------------------------|--------------------------------|---------------|--------------------|
| Oceanside    | 60,362                  | 9                               | 6                              | 512           | <b>99.2%</b>       |
| Vista        | 32,980                  | 2                               | 2                              | 213           | <b>99.4%</b>       |
| <b>TOTAL</b> | <b>93,342</b>           | <b>11</b>                       | <b>8</b>                       | <b>725</b>    | <b>99.2%</b>       |



# CEA Enrollment Stats

| POWER SUPPLY PRODUCT                | JANUARY<br>2024 | FEBRUARY<br>2024 | Net<br>Change |
|-------------------------------------|-----------------|------------------|---------------|
| Clean Impact – 50% Renewable        | 504             | 523              | +19           |
| Clean Impact Plus - 75% Carbon Free | 149,299         | 150,480          | +1,181        |
| Green Impact – 100% Renewable       | 625             | 670              | +45           |
| <b>TOTAL ACCOUNTS</b>               | <b>150,428</b>  | <b>151,673</b>   | <b>1,245</b>  |

# Questions/Discussion

# Item 3: Consider Approval of a Feed-In Tariff Program

# Item 3: Consider Approval of a Feed-In Tariff Program (Local Solar)

- Recommendation:
  - Adopt Resolution No. 2024-002 approving a FIT Program Schedule, Application, and PPA
  - Authorize CEA staff to begin implementing the FIT Program, to be called the Local Solar program
  - Authorize the CEO to execute FIT PPAs for projects with fully completed Applications and meeting all requirements in the FIT Schedule

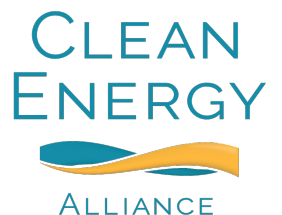
# Item 3: Feed-In Tariff Program

- Background
  - Feed-In-Tariffs (FITs) are “standard offer” power purchase program to incentivize local, small-scale renewable energy projects
  - Developers submit applications, are added to FIT queue; once construction-ready, project enters into long-term power purchase agreement with CCA offtaker
  - Many CCAs have FIT programs tailored to incentivize specific goals and objectives; CEA received Board approval to develop an initial FIT program with incentives for workforce development, inclusion of co-located storage

# Item 3: Feed-In Tariff Program

- Proposed Program Outline (as approved at Oct 2023 Board meeting)
  - Projects must be within CEA's service territory
  - 500kW – 1MW project size
  - Base FIT offer price of \$85/MWh
  - Bonus offer price for co-located battery storage of \$15/MWh
  - 20-year PPA term
  - New-build projects only
  - RECs must be transferred to and owned by CEA
  - \$500 application fee

*Program logo:*



# Item 3: Feed-In Tariff Program

- Next steps
  - Requesting Board approval today
  - FIT program webpage is ready to be released next week, along with all program materials (PPA, Schedule, Application)
  - Marketing will be conducted both to the local developer community and owners of potential sites
  - CEA staff will process applications as they are submitted

# Questions/Discussion



# Item 4: Regulatory Update

# Questions/Discussion

# Item 5: Solar Plus Program Website Portal

# Solar Plus – Solar + Battery Storage

- Affordable – \$0 Upfront Costs
- Equitable Access – No Credit Application
- Energy Cost Savings – Maximize use of battery to avoid generation & delivery costs
- GHG Reductions – Increased renewable energy in CEA
- Reliability – Full use of battery during power shut offs and/or peak demand times
- [www.TheCleanEnergyAlliance.org](http://www.TheCleanEnergyAlliance.org)
  - Program also accessible directly from [Tesla.com/solarpanels](https://tesla.com/solarpanels)

# Customer Journey – Sign Up



English

Sign Up for Email Updates

Solicitations

Future Member Agencies

Job Opportunities

FAQs



About Meetings & Agendas Your Options Billing & Rates Key Documents Resources **Programs** Contact

Solar Plus: Clean Energy Alliance's Solar and Battery Storage System

OhmConnect

Customer Electrification Resources

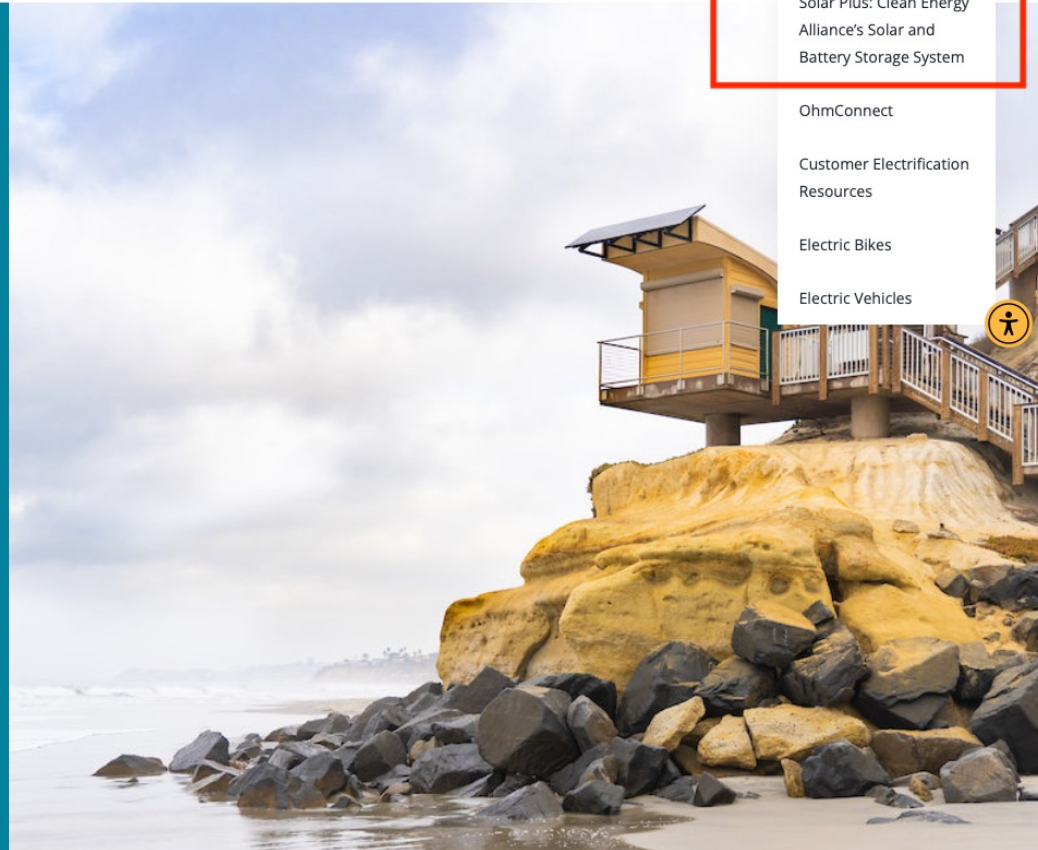
Electric Bikes

Electric Vehicles

## Clean Energy. More Choices. Locally Controlled.

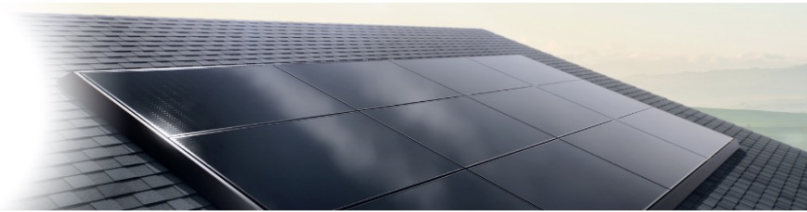
Clean Energy Alliance is the new default power provider for the cities of Carlsbad, Del Mar, Escondido, Oceanside, San Marcos, Solana Beach and Vista bringing residents and businesses clean power at competitive rates.

Learn More



# Solar Plus Website is live!

## Solar Plus: Clean Energy Alliance's Solar and Battery Storage System



The Clean Energy Alliance (CEA), in collaboration with Tesla, Inc. is excited to introduce the Solar Plus program, a groundbreaking initiative offering homeowners Tesla solar and Tesla Powerwall battery systems with no up-front costs or credit check.

### Benefits



**ZERO UPFRONT COST**

By joining the program, customers will transform their homes into microgrids that contribute to both personal energy needs and broader community benefits.



**RATE SAVINGS**



**RENEWABLE ENERGY**

### Savings Comparison



The Solar Plus program offers all customers energy independence and reliable power at predictable energy rates resulting in significant savings over the term of the program.

### How to Enroll

- Click the: "Enroll Now" button or you can [Request a Call](#)
- Enter your home address & average electric bill monthly cost
- Choose "Solar Panels + Power Wall" and click "Next"
- Under Solar Plus Program check the "Participate in Program" box
- Click the "Continue to Order" button
- Enter your personal information to set up a Tesla account
- After uploading your utility bill you will be contacted by a Project Advisor

Enroll Now

Information for Non-English Speakers

For more information, please contact us at [programs@thecleanenergyalliance.org](mailto:programs@thecleanenergyalliance.org)

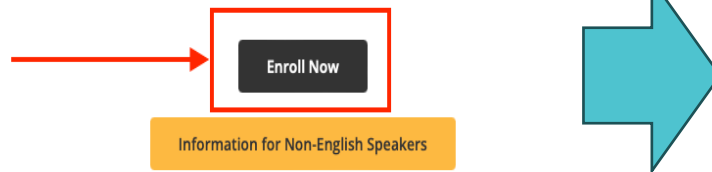
### FAQs

- + [How much money will this system save me over time?](#)
- + [How long does it take to install the system?](#)
- + [What happens if I rent out my home to tenants?](#)
- + [What size is the system that will be installed on my home?](#)
- + [How long do the solar panels last?](#)
- + [Will I ever need to replace my solar panel or battery?](#)
- + [How do batteries work with solar?](#)
- + [How much space will I need for the battery?](#)

# Click “Enroll Now” to go to Tesla.com

## How to Enroll

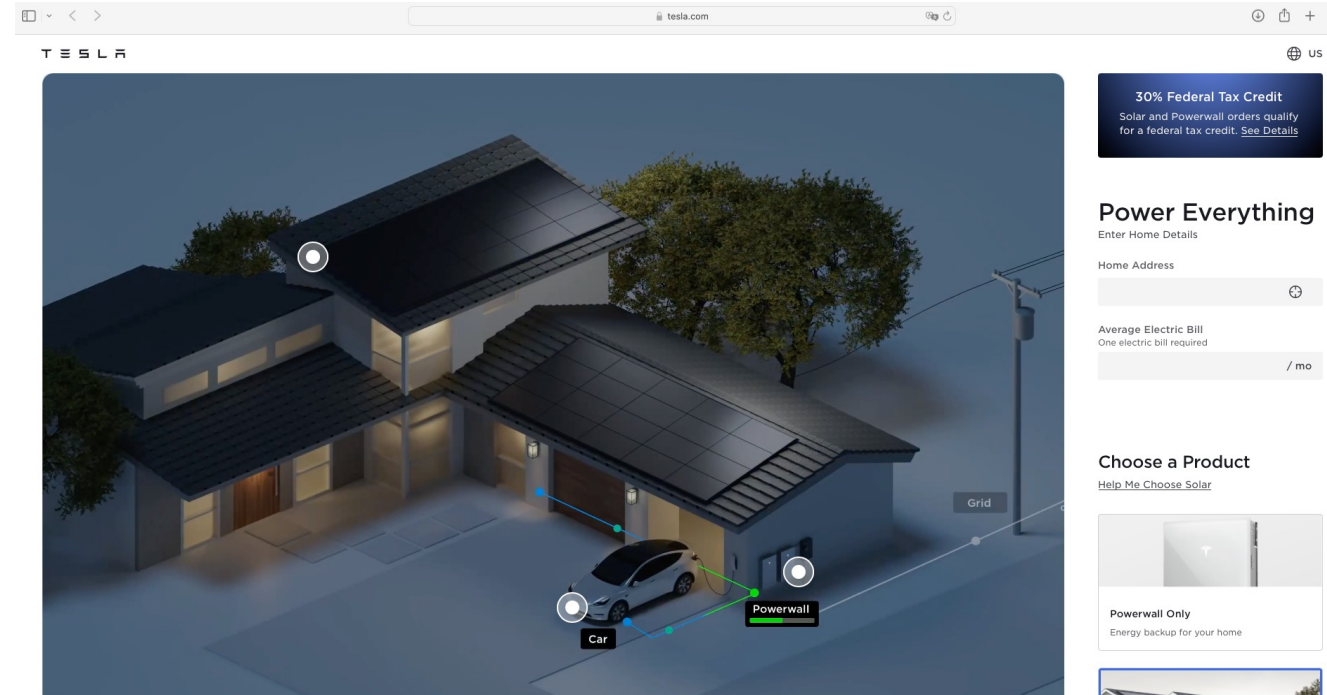
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For more information, please contact us at [programs@thecleanenergyalliance.org](mailto:programs@thecleanenergyalliance.org)

## FAQs

- + How much money will this system save me over time?
- + How long does it take to install the system?
- + What happens if I rent out my home to tenants?
- + What size is the system that will be installed on my home?



# Customer Journey: Enter Address and Estimate Monthly Bill

TESLA

US



**30% Federal Tax Credit**  
Solar and Powerwall orders qualify for a federal tax credit. [See Details](#)

## Power Everything

Enter Home Details

Home Address  
1 Civic Center Dr, San Marcos, C...

Average Electric Bill  
One electric bill required  
\$300 / mo

Roof Square Footage  
2000 sq ft

## Choose a Product

[Help Me Choose Solar](#)



**Powerwall Only**  
Energy backup for your home





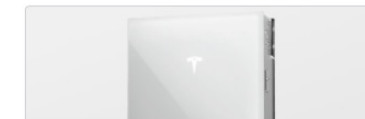
# Customer Journey: Select “Solar Panels + Powerwall” Click [Next]

TESLA

US



[Help Me Choose Solar](#)



**Powerwall Only**

Energy backup for your home



**Solar Panels + Powerwall**

Panels for your existing roof with backup protection



**Solar Roof + Powerwall**

New luxury integrated solar roof with backup protection

Prices include potential incentives, discounts, and Powerwall. Excludes future energy savings.

Next

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# Customer Journey: Select "Participate in (Solar Plus) Program"

TESLA

🌐 US



< Back

🗣️ Have Questions?  
[Call Now](#) Or [Schedule a Call](#)

## Your Home

Produce clean energy with the lowest cost solar panels, price match guaranteed



1900 homes in your area  
have Tesla solar + Powerwall  
1 Civic Center Dr, San Marc...

[Map Data](#) | [Terms](#)

## Solar Plus Program

Tesla solar and all the benefits of Powerwall backup for a lower cost than other Clean Energy Alliance solar and battery programs

- No money down
- Monthly payment to your provider over 25 years
- Pricing is based on consumption. Solar rate provided below.
- Available for Solar Panels + Powerwall orders only

Participate in Program

Powerwall required for this program

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03/28/24

# Customer Journey: Select the Right Combo and Click [Continue to Order]

TESLA

US



Your System  
5.265 kW Solar  
1 Powerwall

Solar Panels

## Produce Clean Energy

Solar rate of \$0.145 /kWh is based on your current energy consumption.

Potential Incentives\*

Purchase Price

### Meet Current Needs

5.265 kW Solar

- 7,945 kWh /yr Solar Production
- 102% Energy Offset

### Meet Future Needs

7.695 kW Solar

- 11,612 kWh /yr Solar Production
- 150% Energy Offset

### Custom Size

5.265 kW Solar

- 7,945 kWh /yr Solar Production
- 102% Energy Offset

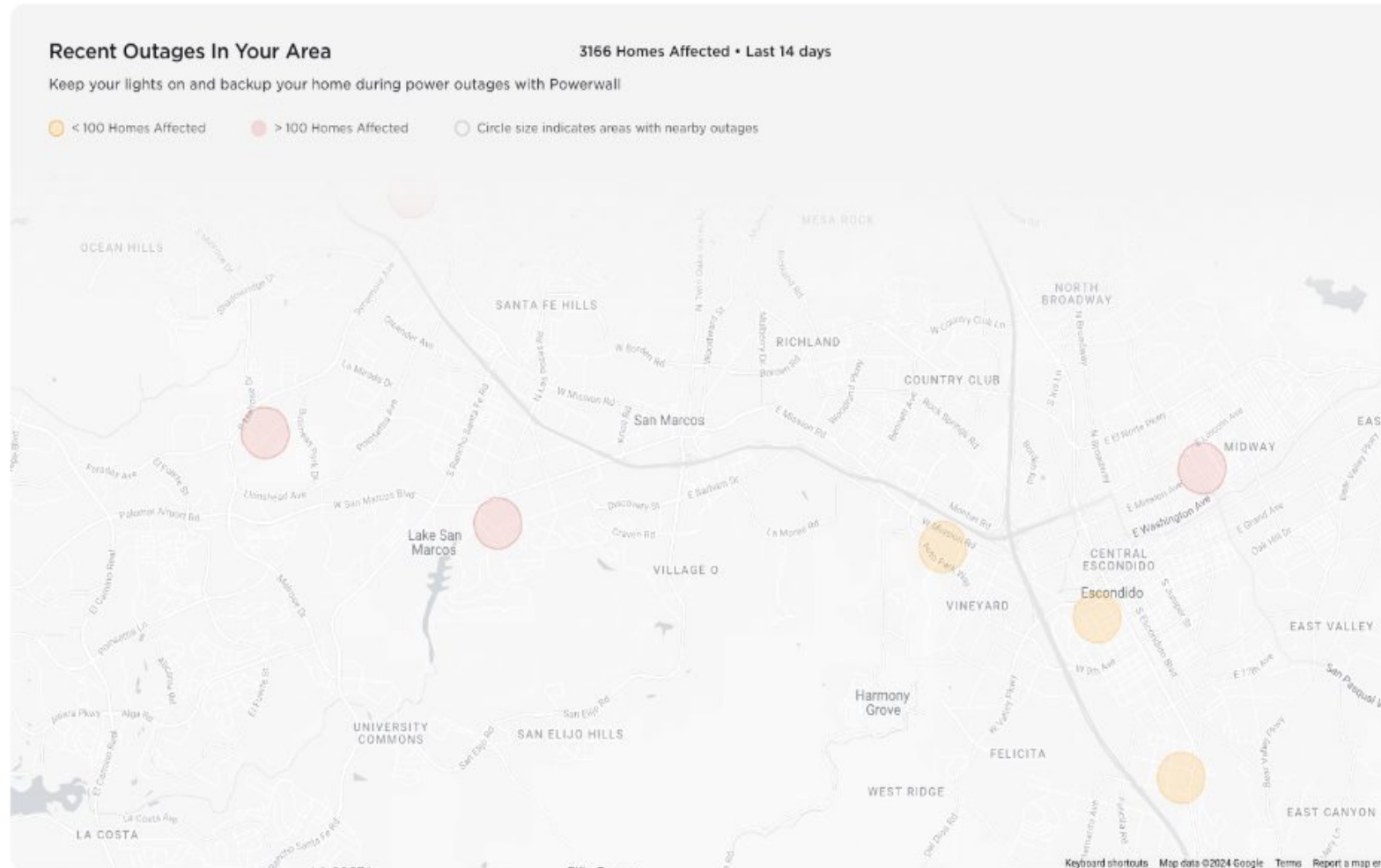
Compare Systems

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# Customer Journey: pick the right combo and click [Continue to Order]

TESLA

US



Your System  
5.265 kW Solar  
1 Powerwall

Powerwall

## Home Backup

**1** With the new Net Billing Tariff, a bundled system can maximize your savings and decrease your electric bill up to 90%. [Learn More](#)

Powerwall is a smart home battery that stores electricity for later use, offering backup power during outages and the ability to optimize energy consumption by storing excess energy from solar panels

**16 Hrs - 1 Day**

Avg Winter Day

**1 - 7+ Days**

Avg Summer Day

**1 Powerwall**

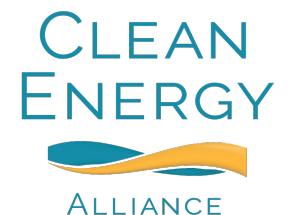
1 Powerwall Recommended

**\$115 /mo**

1 2 3 4 5 6 >

Your backup duration will vary based on a number of factors

[View Backup Guide](#)



# Customer Journey: pick the right combo and click [Continue to Order]

TESLA

US



Your System  
5.265 kW Solar  
1 Powerwall

Powerwall is a smart home battery that stores electricity for later use, offering backup power during outages and the ability to optimize energy consumption by storing excess energy from solar panels

**16 Hrs - 1 Day**  
Avg Winter Day

**1 - 7+ Days**  
Avg Summer Day

**1 Powerwall**

1 Powerwall Recommended

\$115 /mo

1 2 3 4 5 6 >

Your backup duration will vary based on a number of factors

[View Backup Guide](#)

## Order Your System

Continue to view pricing summary and order your system

[Continue To Order](#)

[Save System](#)

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# Customer Journey: Review Your Order Summary Again

TESLA

US



< Edit System

 **Have Questions?**  
[Call Now](#) Or [Schedule a Call](#)

## Order Summary

Final price will be provided when your system design is complete.

[Save System Details](#)

5.265 kW Solar Panels

1 Powerwall

**Solar Rate** \$0.145 /kWh

**1 Powerwall** \$115 /mo

Solar Plus Program available through [Clean Energy Alliance](#), a power provider serving your area.

Monthly payment to Clean Energy Alliance.  
Electricity rate will increase 1.9% annually.

If monthly consumption exceeds solar production, you will draw power from the grid and pay the market rate.



# Customer Journey: Enter Contact Information and Place Order!

TESLA

🌐 US



### Enter Account Details

Installation Address [Edit](#)  
1 Civic Center Dr  
San Marcos, CA 92069

First Name

Last Name

Email Address

Confirm Email Address

Phone Number

By entering my account details above, I agree to be contacted about Tesla products, including through automated calls or texts. This is not a condition of purchase.

By submitting this order, I agree to the [Energy Order Terms](#), [Payment Terms](#), and [Privacy Notice](#). I also authorize Tesla to begin submitting permits and preparing for my upcoming installation.



# Customer Journey: Receive confirmation via email right away!



## Thank You

Your Solar Panels Order is Confirmed

Getting your new Tesla solar system installed is a low-touch, digital experience. We communicate status updates and action items through your online account with reminders sent mostly via email and text message.

### Next Steps

Visit your Tesla Account and upload your utility bill within 48 hours to keep your project on schedule. We won't be able to design your system without this.

Community Choice Aggregation members receive a discount on their electricity bill. Not a member? [Join now](#)

Tesla Account

### Order Number

EN2599381

### Your Order

14.40kw Solar Panels  
2 Powerwall(s)

### Solar Rate

\$0.145 /kWh

### 2 Powerwall Battery(s)

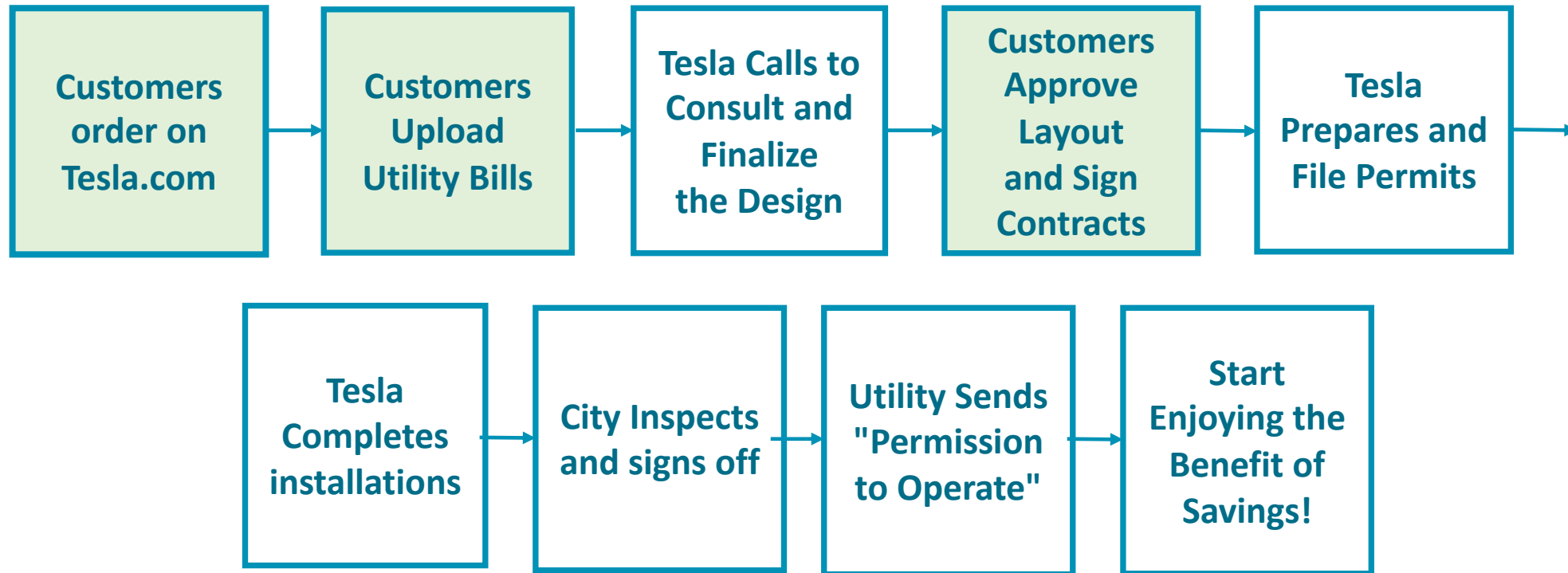
\$190 /mo

Monthly payment to Lancaster Energy. Electricity rate will increase 1.9% annually.

If monthly consumption exceeds solar production, you will draw power from the grid and pay the market rate.



# Customer Journey – Process Overview



# Questions/Discussion