

# GREEN. CLEAN. CONNECTED.

## The CEA Brand Statement

Clean Energy Alliance (CEA) is a Joint Powers Authority formed by the cities of Carlsbad, Del Mar and Solana Beach to operate a Community Choice Energy program within their communities. Like the people who live and work in its North San Diego County service territory, CEA is environmentally conscious, civically minded and intellectually curious.


CEA's progressive perspective on achieving its participating municipalities' Climate Action Plan goals is rooted in local control. Elected officials from the cities of Carlsbad, Del Mar and Solana Beach—all directly accountable to the residents who chose them—govern CEA and oversee financial and programmatic decisions. Each member city has equal voting power and an equal voice. Board meetings are open to the public, assuring community engagement, candid dialogue and transparent action.

**CEA is a powerful new asset for hastening the move from dirty fossil fuels to clean renewable energy. Maximizing the procurement of carbon-free energy is its focus.**

By accelerating investment in renewable energy infrastructure and energy efficiency programs, CEA will generate regional jobs and cultivate resilient communities. CEA's service territory includes not only a robust residential customer base but also a thriving commercial and industrial sector with high-tech, life science, sport and technology hubs that will greatly benefit from the program. Its financial model is feasible. Discretionary net proceeds from CEA will fund programs and projects—including enhanced green programs and projects in CEA's participating municipalities.

**CEA pursues innovation with diligence and integrity.**



CLEAN  
ENERGY  
  
ALLIANCE

For more information, please visit:  
[TheCleanEnergyAlliance.org](http://TheCleanEnergyAlliance.org)

(833) 232-3110

We are available to assist  
Monday — Friday from 8 AM to 5 PM.