



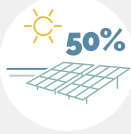



# KEY TALKING POINTS

 <p>Because CEA is a locally managed, not-for-profit entity, any excess revenue generated by CEA will be <b>reinvested in the community</b> through innovative energy projects, programs and other incentives.</p>	 <p><b>CEA provides a choice</b> where there wasn't one before—customers can choose to stay with CEA or opt-out and remain with SDG&amp;E.</p>
 <p>CEA will now purchase energy on your behalf instead of San Diego Gas &amp; Electric (SDG&amp;E); however, <b>SDG&amp;E will continue to deliver energy</b> to your home, maintain power lines and process your electricity bill.</p>	 <p>SDG&amp;E has indicated that they <b>may want to stop investing</b> in generation and only provide transmission and distribution services.</p>
 <p>CEA's power supply will come from a <b>minimum 50% renewable</b> sources, increasing annually to 100% renewable sources by 2035.</p>	 <p>The generation side of customers' electricity bill is <b>approximately 25%</b>, which is all CEA controls.</p>

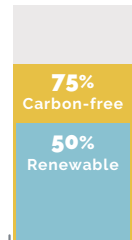
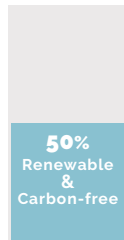
By default, customers will be enrolled in Clean Impact Plus, with the option to opt up to Green Impact or opt down to Clean Impact. Customers may also choose to opt out and remain with SDG&E.

  
**CLEAN IMPACT**

  
**CLEAN IMPACT PLUS**

  
**GREEN IMPACT**

  
**PERSONAL IMPACT**



Net energy metering program for customers generating their own wind or solar power.

Automatic Enrollment\*

**GREEN. CLEAN. CONNECTED.**

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.

