



3CE Annual Update

City of Hollister

August 4th, 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

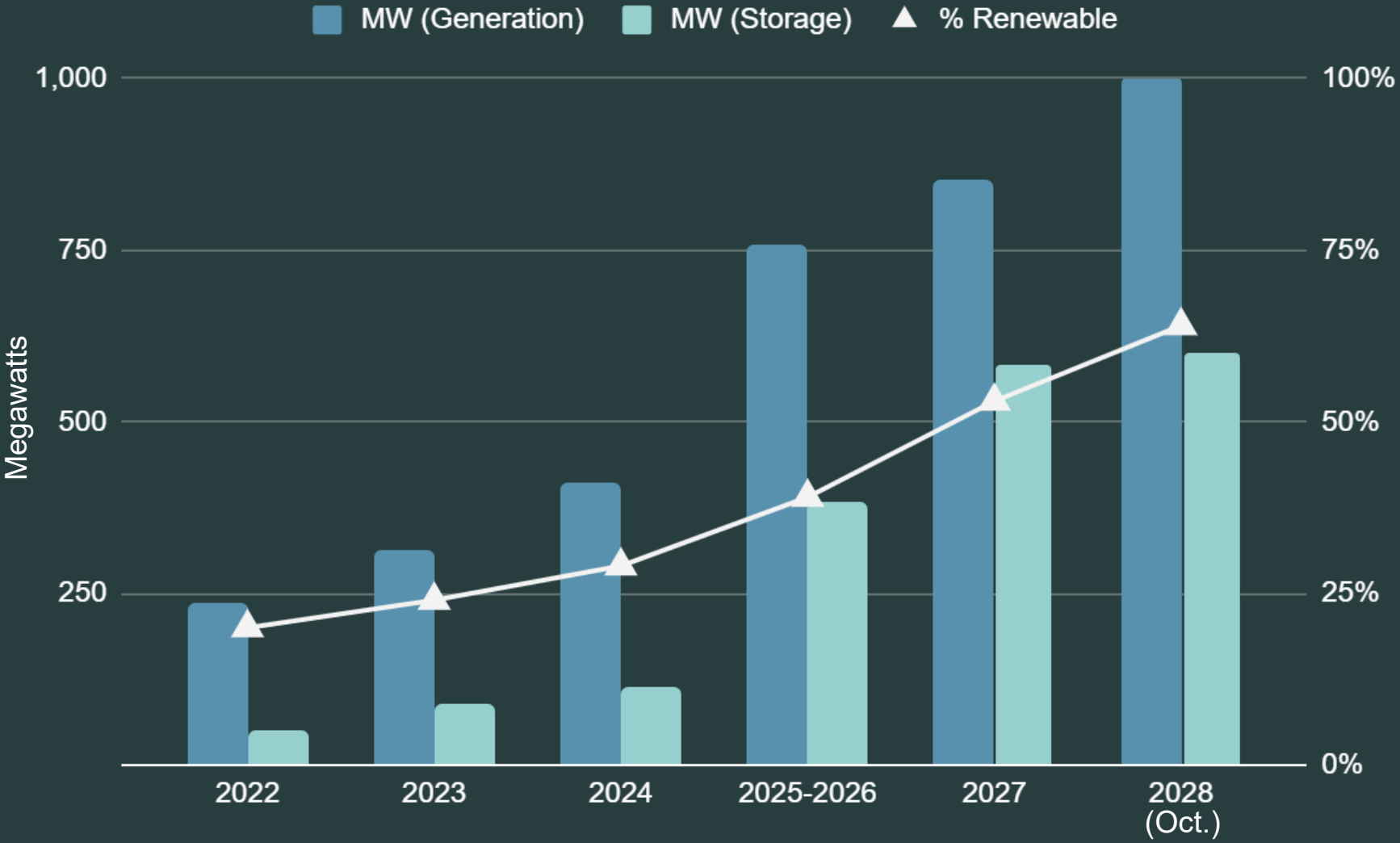
of clean & renewable energy in 2024, enough to power 350,850 households with renewable energy.

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.



Renewable Energy Progress

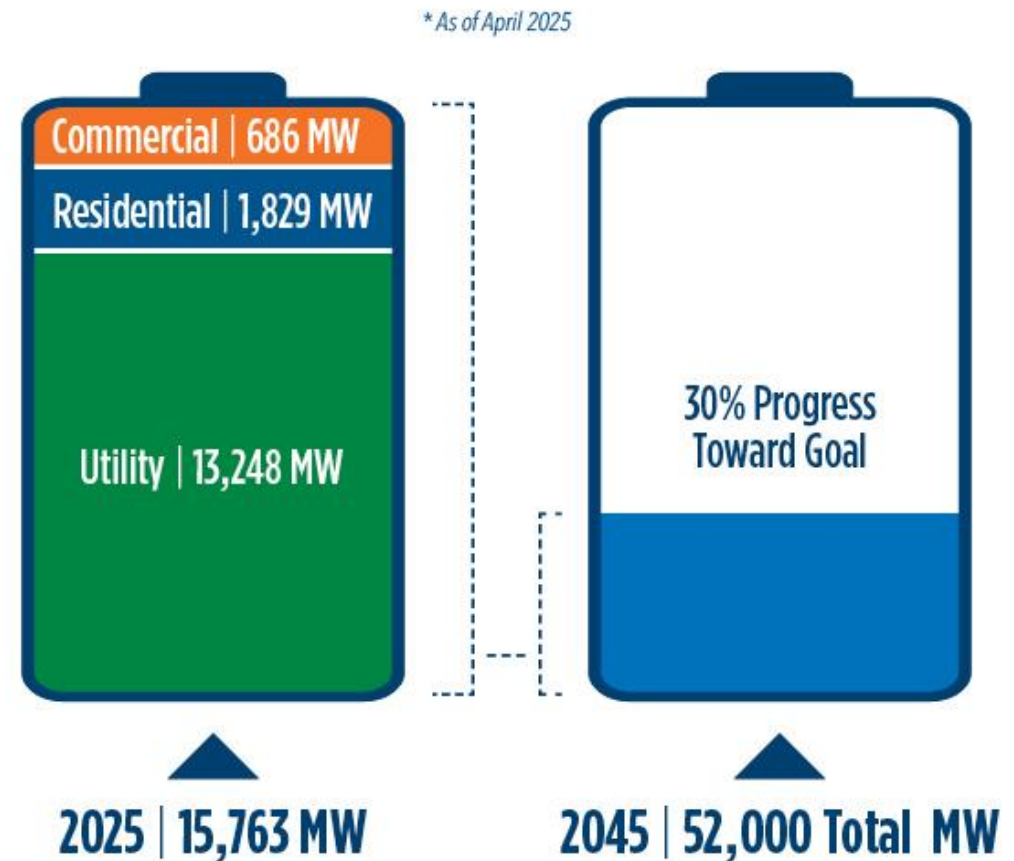


Battery Energy Storage Systems

Support the Renewable Transition

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

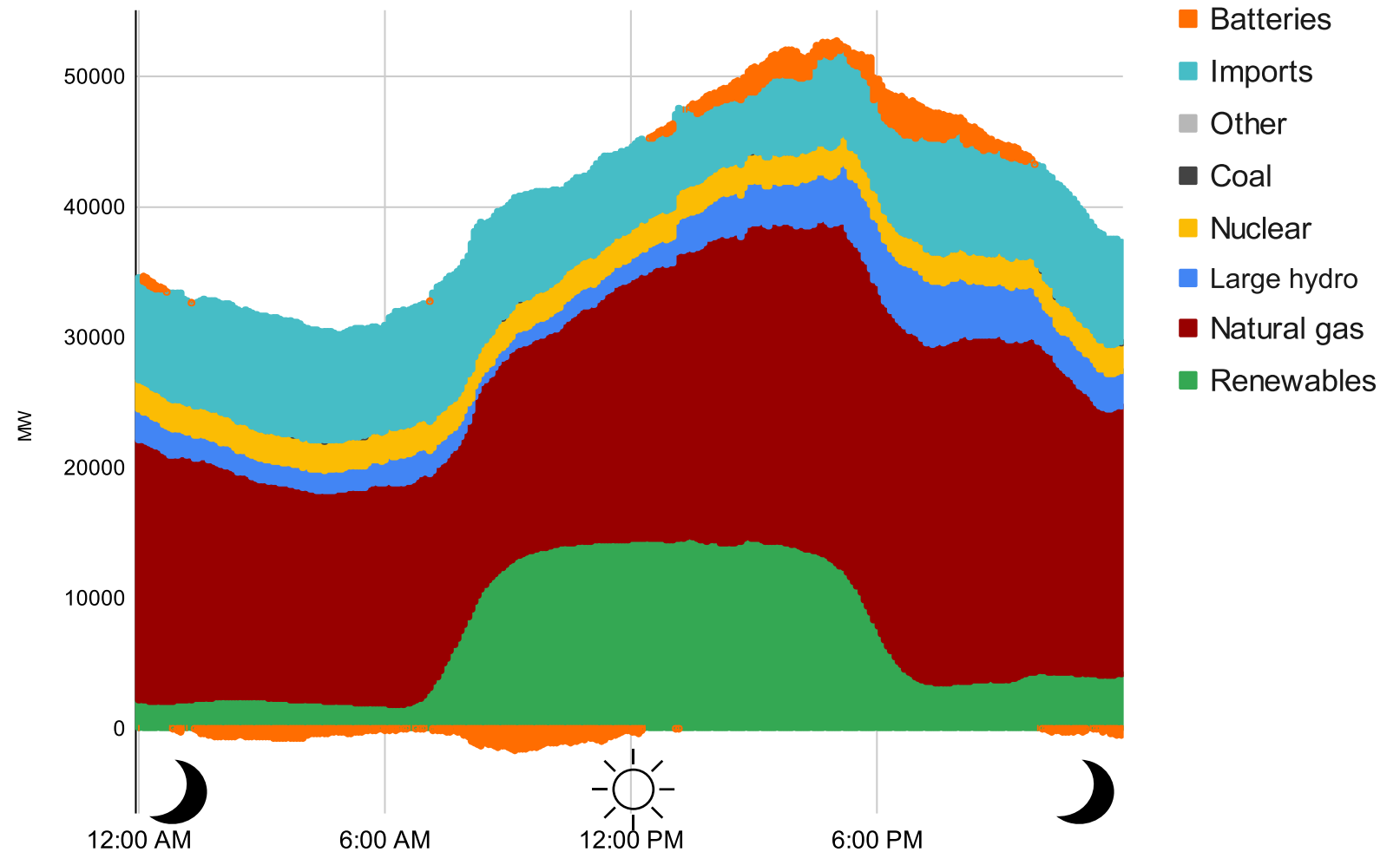
Energy Storage in California by Type



Supply Trend September 2022

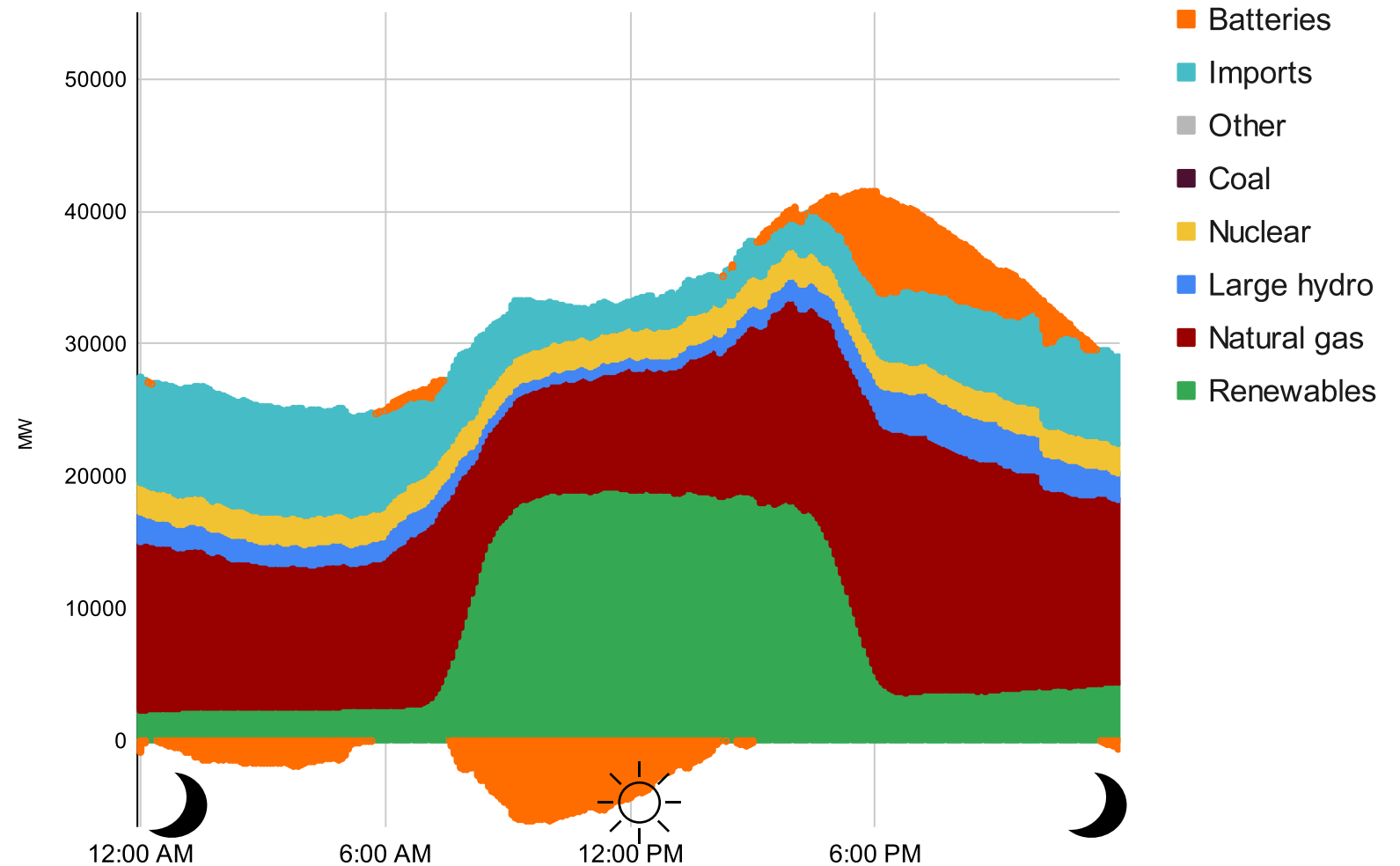


- **Labor Day Weekend 2022**
- **Flex Alert**
- **Text message from Governor's Office**

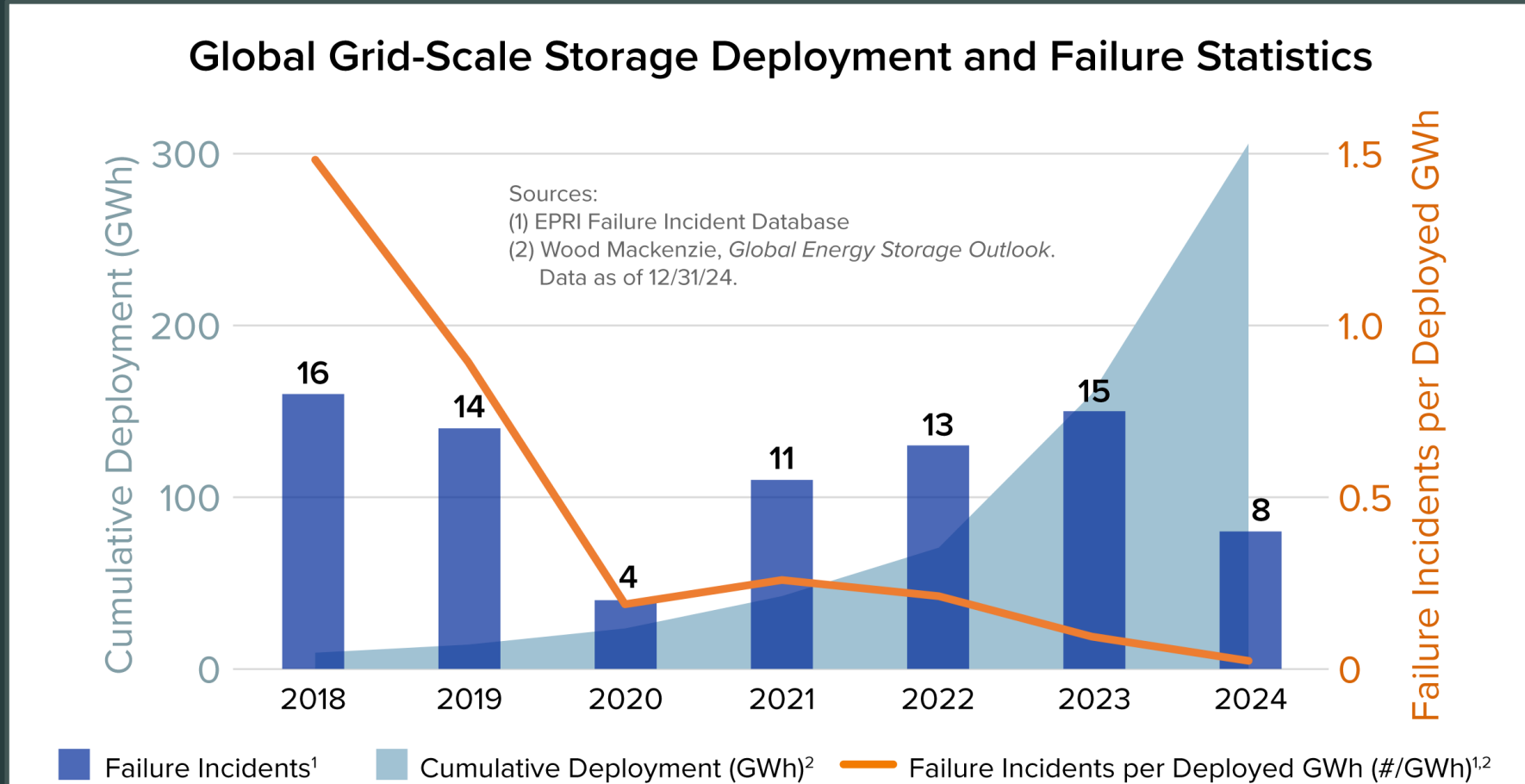


Supply Trend July 2024

- **Independence Day holiday weekend 2024**



Utility Scale Battery Safety



Energy Storage Innovation

Advanced Compressed Air Energy Storage (A-CAES)



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 Projects



Aratina Solar + Storage

- 120 MW to power 90,000 homes

Atlas Solar

- 150 MW to power 105,100 homes

Victory Pass Solar + Storage – **ONLINE**

- 100 MW 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



Hollister 3CE Investment:

- \$84,064 – Ag Electrification
- \$287,659 – Electrify Your Ride
- \$60,000 – New Construction Electrification

San Juan Bautista 3CE Investment:

- *\$9,819 – REACH Codes*
- *\$10,000 – Ag Electrification*
- *\$75,168 – Electric Bus*
- *\$34,823 – Electrify Your Ride*

Legislative Update

- EV and Home Energy Tax Credits
- Federal Taxes and Tax Credits
- Resource Adequacy Slice of Day
- Pathways Initiative (SB 540)

Thank You!

Contact Us:

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Learn more & apply for programs at 3Cenergy.org