



3CE Annual Update

City of Watsonville

October 28th, 2025



Central Coast
Community
Energy

Together, Power for Good



📍 3CE NOW SERVES

5 COUNTIES

30 CITIES

1.2M+
CUSTOMERS

94%+
CUSTOMERS
ENROLLED

Energy Highlights



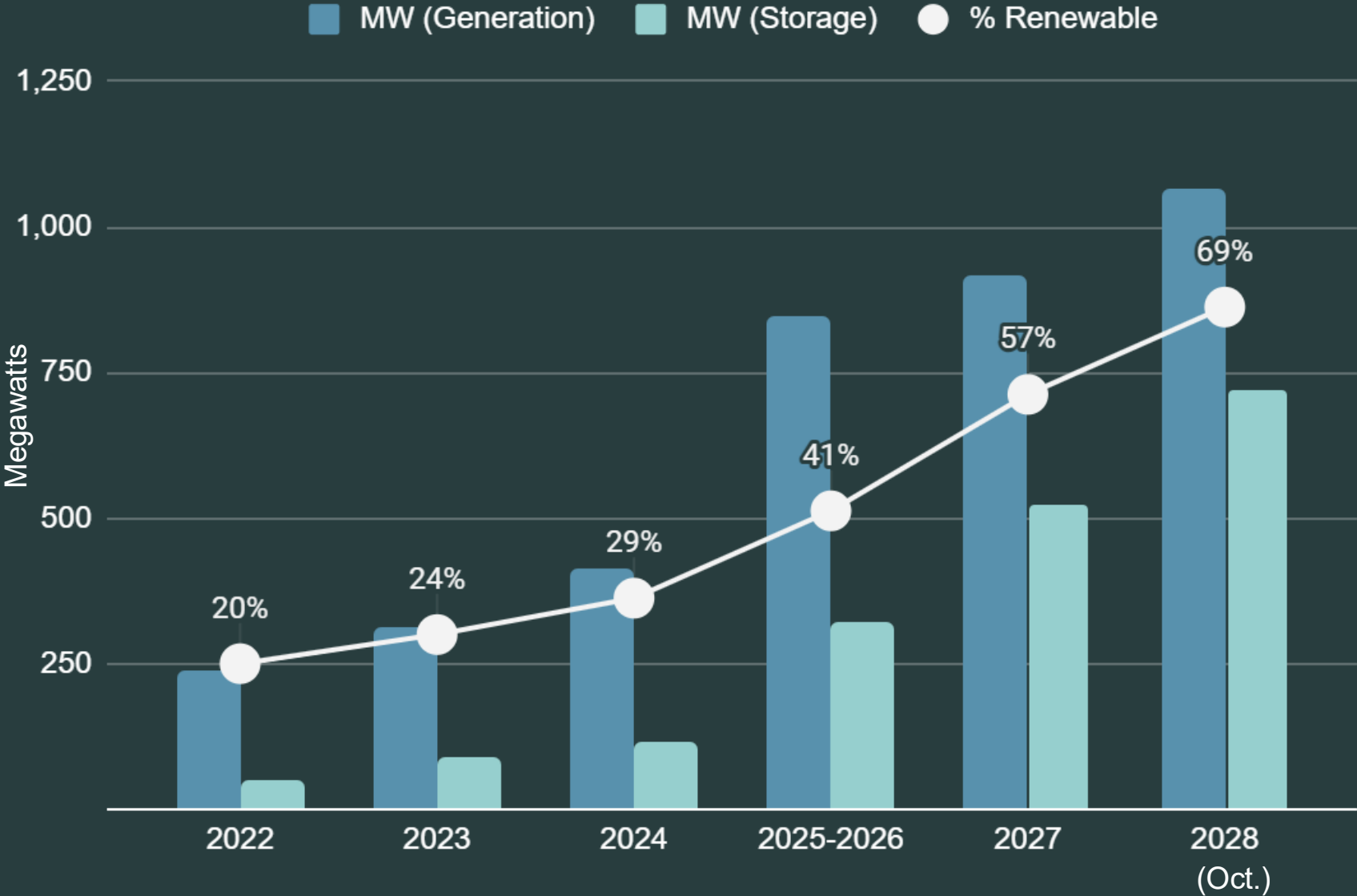
Sourced 409 Megawatts

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

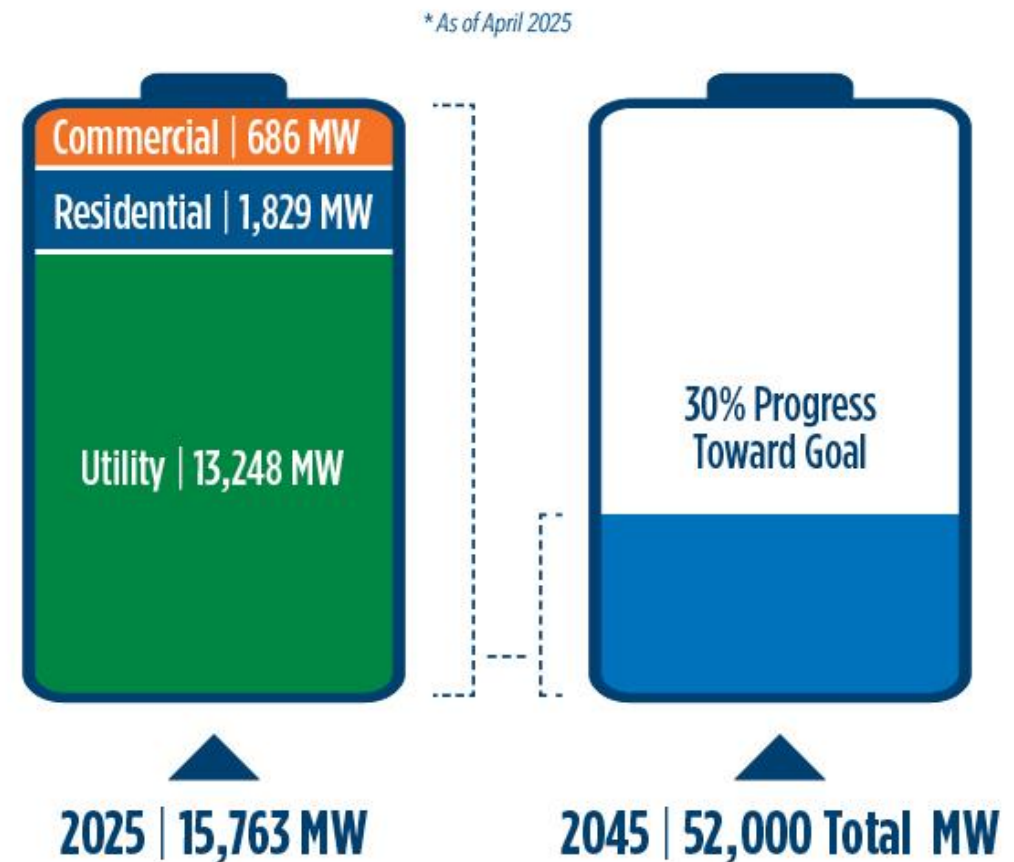


Battery Energy Storage Systems

Support the Renewable Transition

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

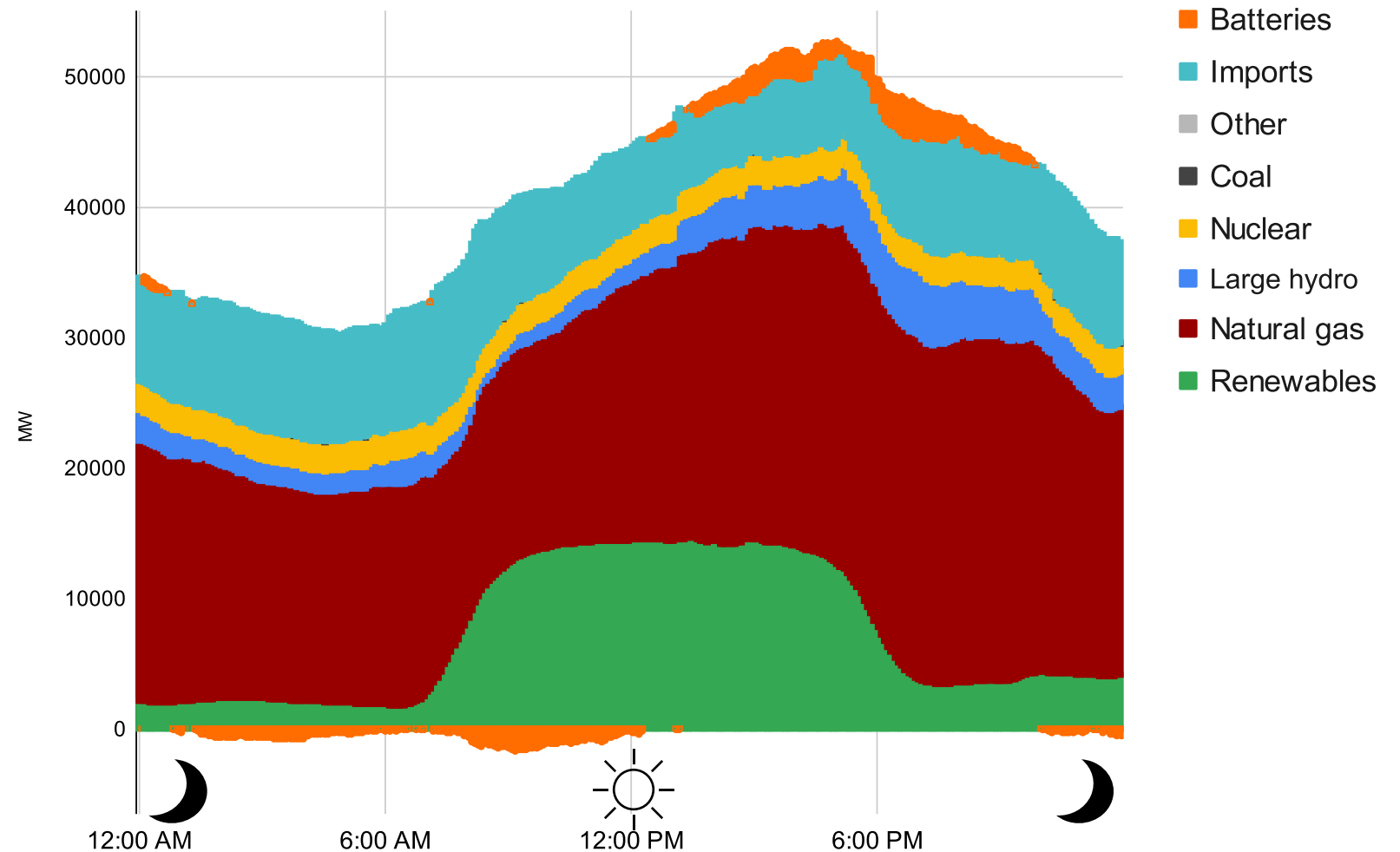
Energy Storage in California by Type



Supply Trend September 2022

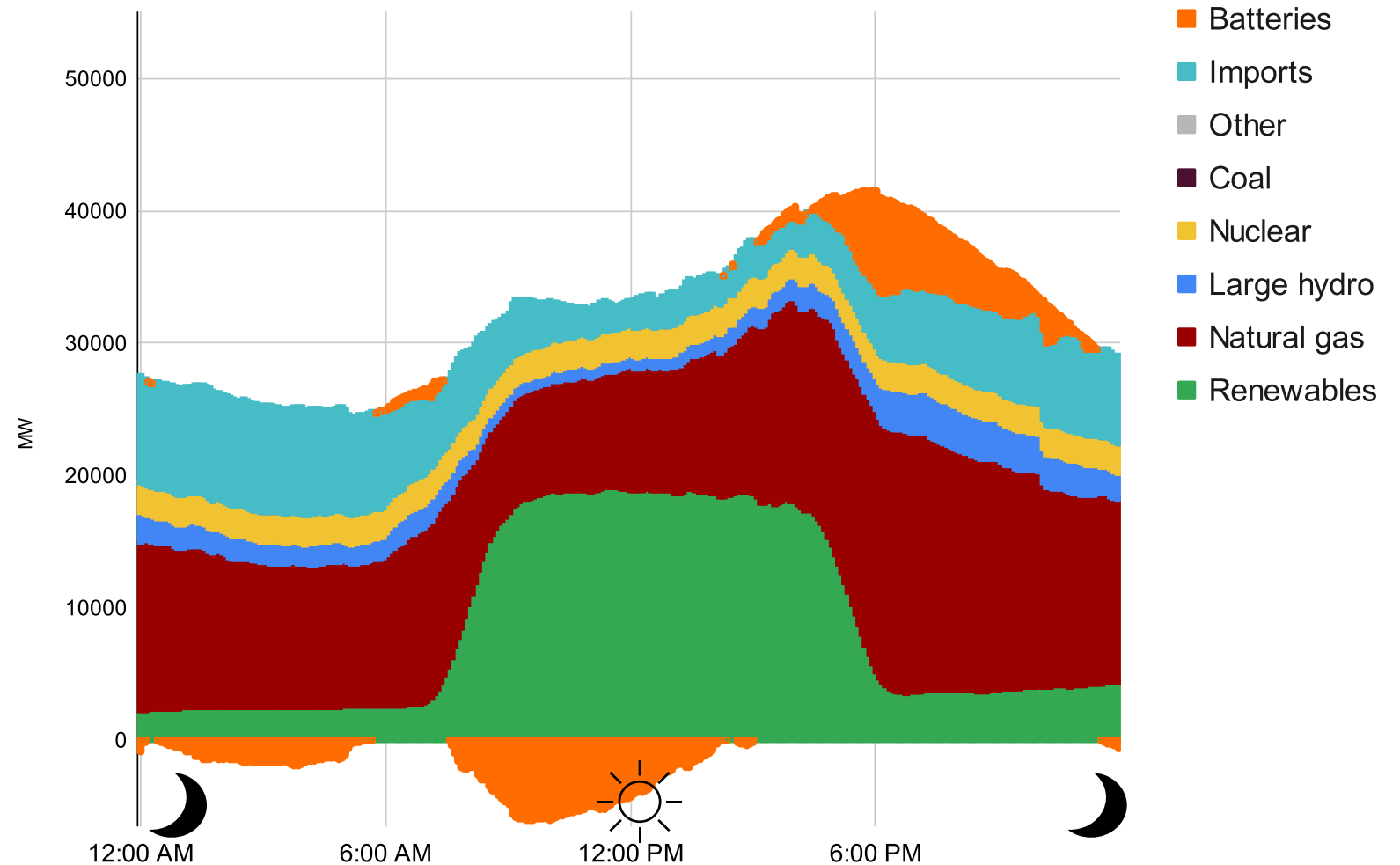


- **Labor Day Weekend 2022**
- **Flex Alert**
- **Text message from Governor's Office**

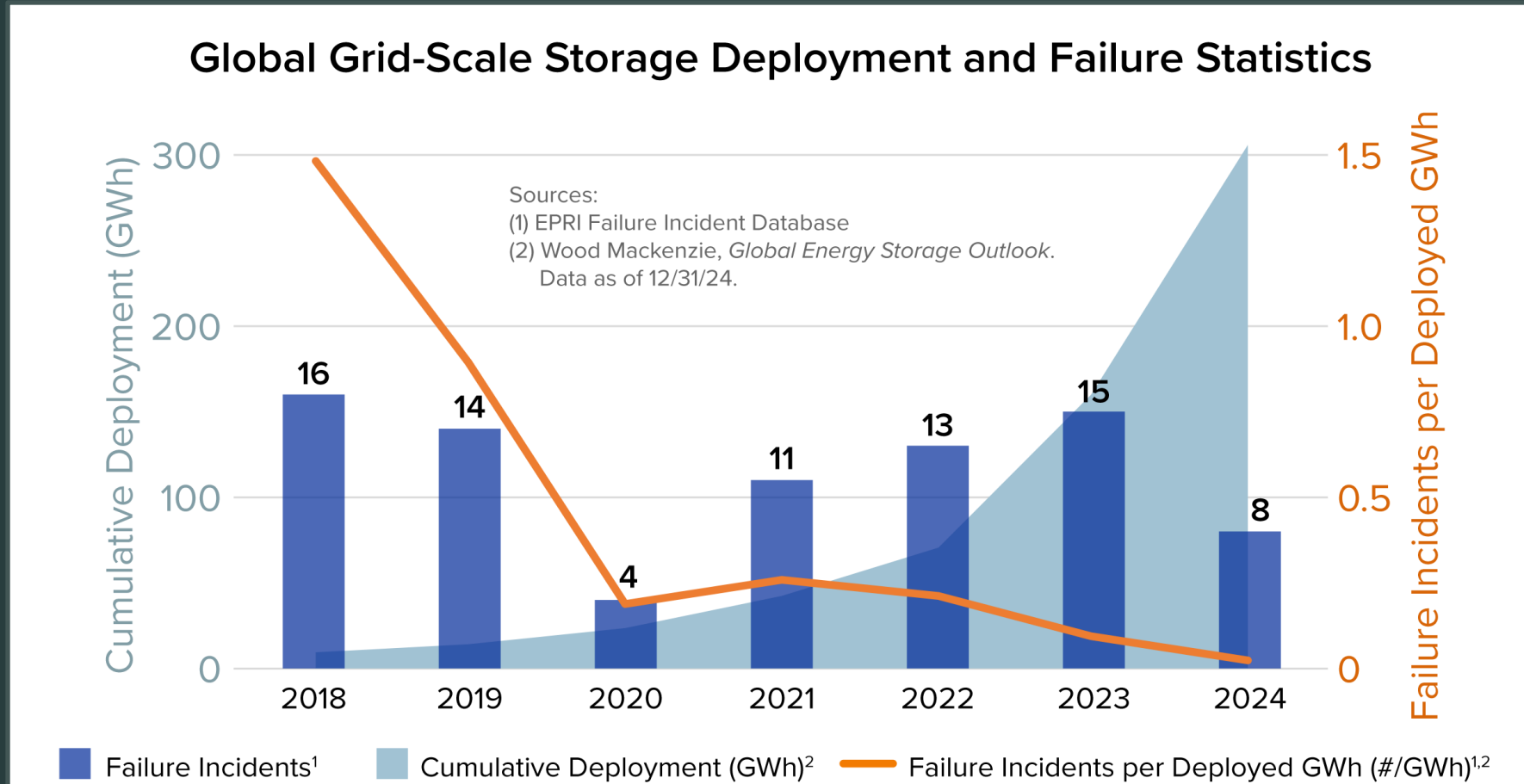


Supply Trend July 2024

- **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 + Storage

- 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

Up to
\$4,000 (EV)

Up to
\$100,000 (Charger)



Electrify Your Home*

Up to
\$4,000
per project

Heat Pump Water Heater
Heat Pump HVAC
Induction Cooktop/Range
Portable Heat Pump HVAC
(Renters)



New Construction Electrification Program

\$5,000
per ADU
\$3,000
per Affordable Unit
\$2,000
per Market Rate Unit
\$15,000
per SFH Disaster Rebuild



Agricultural Electrification Program

50% up to \$10,000
Tier 1 Equipment
50% up to \$50,000
Tier 2 Equipment
(+\$5,000-\$25,000)
Income-Qualified Small
Businesses



Residential Battery Rebate Program

Up to
\$13,000

\$300 per kWh of Battery Storage, up to 26 kWh

Member Agency Programs



Plan Your Fleet

No-Cost Technical Assistance Program



Electric Bus Program

50% up to \$200,000 per E Bus
+\$50,000 Per additional E Bus up to \$400,000



Charge Your Fleet

Up to \$150,000



Electrify Your Fleet

Up to \$150,000



Reach Codes Program

No-Cost Technical Assistance Program

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



City of Watsonville All-Time 3CE Investment:

- \$129,834 - Charge Your Fleet
- \$41,000 - Electrify Your Fleet
- \$4,524 – Plan Your Fleet
- \$3,441 – REACH
- \$616,011 – Ag Electrification
- \$21,500 – Electrify Your Home
- \$385,006 – Electrify Your Ride
- \$511,750 – New Construction Electrification
- \$7,200 – Residential Battery Rebate Program

Legislative Update

- EV and Home Energy Tax Credits
- Federal Taxes and Tax Credits
- Resource Adequacy Slice of Day
- Pathways Initiative (SB 540/AB 825)

Thank You!

Contact Us:

- **Northern Region:** Sophia Schwirzke (sschwirzke@3ce.org)
- **Senior Advisor for Policy and Legislative Affairs:** Das Williams (dwilliams@3ce.org)

Learn more & apply for programs at [3Cenergy.org](https://www.3Cenergy.org)