Celebrating Five Years of Clean Energy Alliance

Impact Report 2026

Clean Energy Alliance

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Letter from the CEO

Five years ago, the cities of Carlsbad, Del Mar and Solana Beach came together to offer their communities a new choice for electricity: Clean Energy Alliance (CEA). While service to our customers began overnight on May 1, 2021, the path to that switch was not simple. CEA's formation was the result of our member cities' multi-year preparation and decades of statewide persistence from people who believe our communities deserve cleaner energy and a more sustainable future.

CEA builds on the work of those who came before us. In 2018, Solana Energy Alliance became San Diego County's first Community Choice Aggregation (CCA), following years of local advocacy. As the city manager of Solana Beach at the time, I saw firsthand the hard work and dedication of city staff, elected officials and residents. Progress began even earlier at the state level, with statewide advocacy that led to legislation enabling CCAs in 2002, the launch of California's first CCA, Marin Clean Energy, in 2010 and the formation of the California Community Choice Association (CalCCA) in 2016.

We extend our gratitude to the many advocates who worked to make CCAs possible, to those who laid the foundation by launching the first CCA in California and to local leaders and residents who brought this model to San Diego County. Their commitment paved the way for CEA's formation and our ability to serve clean energy to the communities of Carlsbad, Del Mar, Solana Beach, San Marcos, Escondido, Oceanside and Vista.

In our first five years, CEA has delivered meaningful local impact, advancing cleaner power and supporting our member agencies' climate action plan goals. Approximately 256,000 residents and businesses are powered by electricity that is 50% to 100% renewable and/or carbon-free through CEA. With a strong foundation and continued collaboration, the next five years will continue setting the stage for a sustainable future in our region and beyond.

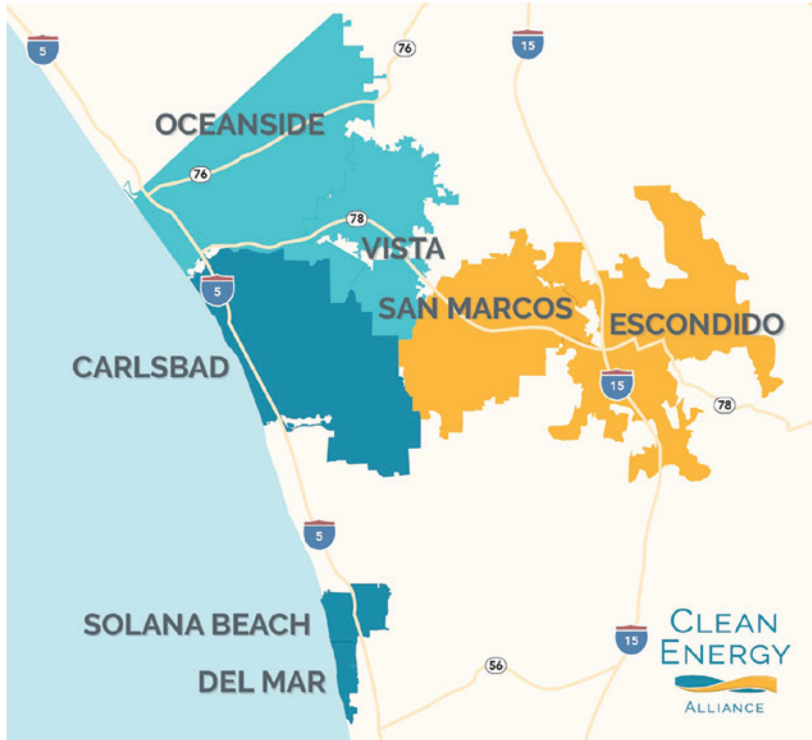
I am proud of what we have achieved together and optimistic about our path ahead.

Sincerely,

Greg Wade

Who We Are

Clean Energy Alliance (CEA) powers approximately 256,000 customers across the cities of Carlsbad, Del Mar, Solana Beach, San Marcos, Escondido, Oceanside and Vista. As a locally governed community choice aggregator (CCA), CEA offers clean electricity, competitive rates and local benefits to the communities we serve. CEA has proudly served customers since May 2021.

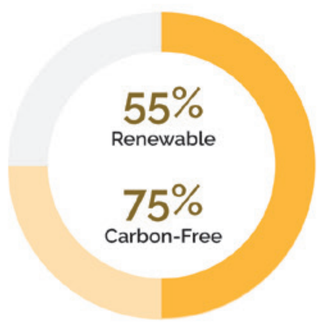


Mission

To empower local communities with the choice of sustainable and affordable energy for all customers, accelerating the transition to clean energy and fostering local economic growth, environmental responsibility, inclusivity and community well-being.

CLEAN IMPACT
CLEAN ENERGY ALLIANCE

CLEAN IMPACT PLUS
CLEAN ENERGY ALLIANCE



GREEN IMPACT
CLEAN ENERGY ALLIANCE

CEA offers customers three energy choices, all of which offer more renewable and carbon-free energy than required by California's standards.

By the Numbers

"Celebrating CEA's fifth anniversary is a powerful reminder of the impact local advocacy and leadership can have. As the founding Board Chair, I had the privilege of seeing CEA take shape from the very beginning—defining a vision to serve our communities with clean, renewable energy. Today, I'm proud to see that vision realized through meaningful greenhouse gas reductions and energy choices that go beyond state standards. I'm excited for the progress still ahead."

Kristi Becker
Founding Board Chair and current Board Member

Our customers are helping build a clean energy future through their adoption of solar and battery storage.

505MW
Behind-the-meter solar in CEA's service area

38MW
Behind-the-meter battery storage in CEA's service area

CEA's GHG reductions are equivalent to emissions from driving roundtrip from San Diego to New York 363,000 times with a gas-powered car.

7
Member Cities

256,877
Total Customers

93%
Participation Rate

225,724
Residential Customers

31,153
Commercial Customers

845
Customers Enrolled in Clean Impact

254,571
Customers Enrolled in Clean Impact Plus

1,461
Customers Enrolled in Green Impact

56,724
Customers Enrolled in CARE, FERA or Medical Baseline

746,092
Metric Tons of CO_2-equivalent GHG[1] Reductions from Launch to 2024

[1] Based on data from 2021-2024. Emission reductions are based on what the emissions would've been if customer(s) had purchased electricity from SDG&E.

Securing a Clean Energy Future for All

CEA proudly secures energy for more than 256,000 customers, reliably powering homes and businesses while leading the transition to a cleaner, more sustainable future. We are committed to expanding renewable energy for the communities we serve in a way that is fiscally sound.

Our goal is to achieve 100% renewable energy by 2035, a decade earlier than California's statewide target of reaching this milestone by 2045.

Building the Foundation for 100% Renewable Energy

Reaching a clean energy future requires planning today. That's why CEA is prioritizing new renewable energy projects that add clean power to the grid, like solar, wind and geothermal. CEA helps make these projects possible by committing to buying their electricity as they are built and begin operating.

CEA is also preparing for a future of 100% renewable energy by investing in battery storage projects. These batteries store excess energy when renewable energy generation is high and release it when it's needed most, such as using daytime solar power at night.

Clean Energy Investments at a Glance

190MW
New renewable energy projects or under development

$750+MILLION
Committed to new build renewable energy projects

197MW
New build battery storage projects

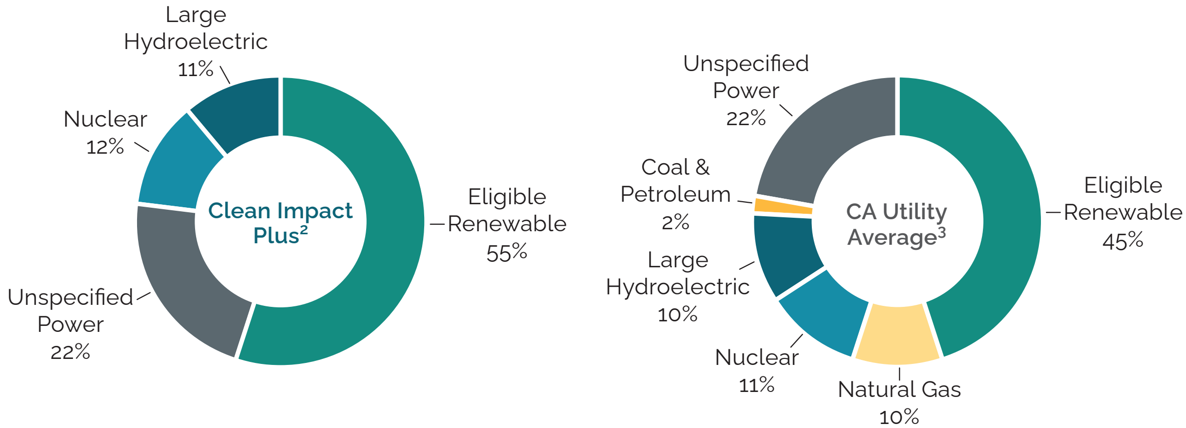
"Why renewable energy? An important goal shared by all of CEA's member cities is to reduce greenhouse gas emissions. Transitioning to renewable energy is a key to achieving that goal. Investing in clean, renewable energy means investing in public health, protecting natural resources and building a more resilient future for generations to come. I'm proud to have served on our Board since the beginning, helping make these investments possible for our community."

Priya Bhat-Patel
Founding and current Board Member

Image courtesy of Vistra Corp

Together, CEA's clean energy investments will produce enough energy to power approximately 122,000 homes in CEA's territory and supply clean, non-fossil fuels equaling about 33% of CEA's annual peak electricity needs.

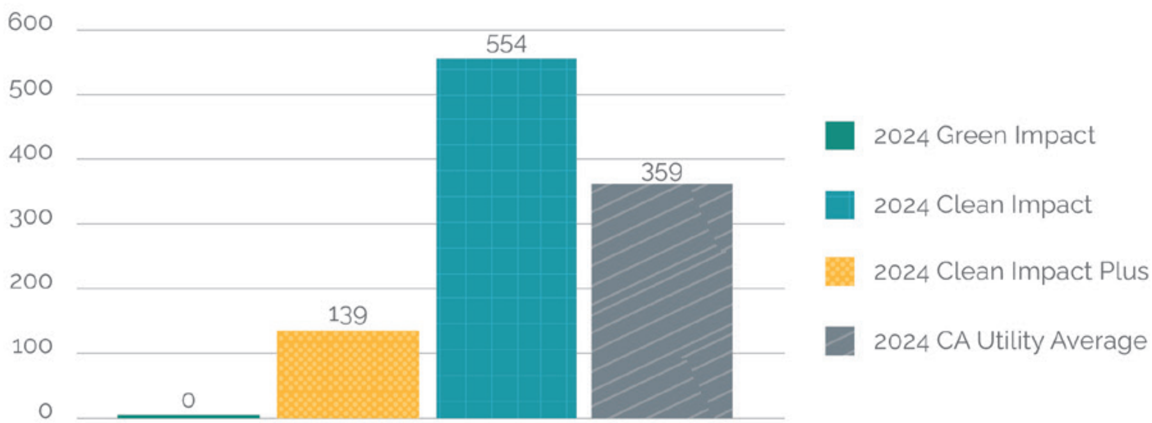
Our Power Sources

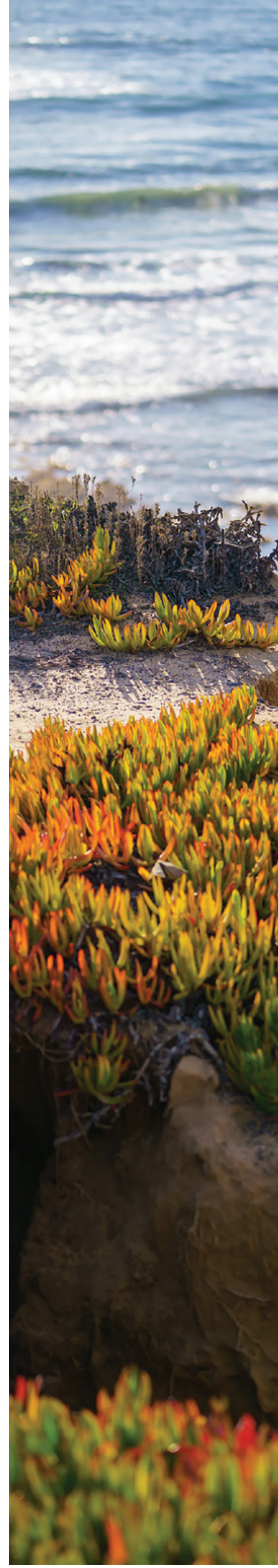


[2] Based on the 2025 Power Content Label. The average CEA customer is enrolled in Clean Impact Plus.

[3] Per the 2024 Power Content Label.

Greenhouse Gas Emissions Intensity (lb CO2e/MWh)





Advocating for Our Customers Since Day One

CEA offers our communities a choice in who they buy their electricity from and the choice to purchase cleaner energy. For decades, customers in San Diego County could only buy power from San Diego Gas & Electric. In North County San Diego, CEA changed that for our customers in our member cities, and today we continue to work every day to protect that choice.

2024 - SDG&E General Rate Case (Phase 1)

CEA successfully urged the CPUC to require SDG&E to justify how it split costs between customers, stopping a costly infrastructure project that wouldn't benefit unbundled customers, like CEA's customers, and set a rule for future projects.

2023 - Integrated Resource Plan (IRP)

Through the IRP process, CEA and San Diego Community Power prevented customers from paying twice for electricity resources that offered them no benefit, saving customers an estimated $54 million over 12 years.

2024 - SDG&E General Rate Case (Phase 2)

CEA improved bill transparency by securing a CPUC requirement for SDG&E to clearly show the Power Charge Indifference Adjustment on customer bills and tariffs, helping customers understand and track these costs.

2024 – SDG&E ERRA Compliance

CEA strengthened oversight and accountability by obtaining detailed disclosures from SDG&E on its sales of excess Resource Adequacy, which prompted the CPUC to formally review these practices in current and future proceedings.

Advocacy at a Glance

130+

Filings with the CPUC advocating for CEA customers

$165.4MILLION

Positive customer cost impacts associated with Energy Resource Recovery Account (ERRA) proceedings since 2020

"Since the beginning, CEA has worked with local governments, businesses and community advisors to provide renewable energy to our region. Together, we are moving forward with solutions to climate change and cost concerns, including expanding access to community solar and battery storage, offering rate relief options to address affordability and making strategic power-purchasing decisions that grow clean energy in our region while keeping rates competitive for our customers.

Now, with the development of a Strategic Plan, we will continue to invest in community programs, govern with transparency and build a sustainable future for North County San Diego."

Katie Melendez
Current Board Chair

CEA legislative staff joined the Community Choice Energy Alliance (CCEA) and CCA partners from across the country at the 2026 National CCA Advocacy Days in Washington, D.C., focusing on federal engagement around policies shaping the future of community choice energy.

CEA staff joined CalCCA and CCA colleagues from across the state in Sacramento for CalCCA's Annual Lobby Day. Through this annual effort, CEA works alongside CalCCA and other CCAs to advocate at the state Capitol for policies that advance affordability, reliability and clean energy for our customers.

Bridging the Gap to an Affordable Clean Energy Future

CCAs offer a unique benefit as revenues can be reinvested in local communities instead of paid to shareholders. CEA leverages this model to deliver programs that help address unmet needs, reduce barriers to participation and advance community priorities.

In its first five years, CEA has focused on paying down startup debt, building financial reserves and launching programs with minimal investment needed. As CEA strengthens its financial position, we are stepping into a position of being able to expand customer-facing programs, which will be guided by the FY 2025/26-2030/31 Energy Programs Plan.

Programs Pillars

1. Clean Energy Supply and Grid Resilience
2. Building Electrification and Energy Efficiency
3. Transportation Electrification
4. Local Workforce and Community Education

SOLAR PLUS Residential

SOLAR PLUS Business

BATTERY BONUS

Clean Energy Alliance LOCAL SOLAR

PEAKSMART SAVERS

CEA GREEN IMPACT CHAMPION 100% RENEWABLE ENERGY CUSTOMER

Programs at a Glance

8
CEA-led programs available to customers

19
Program initiatives identified in CEA's 2025/26 – 2030/31 Energy Programs Plan

398kW
Total solar installed or pending installation through suite of Solar Plus programs

1,339kWh
Total battery storage installed or pending installation through suite of Solar Plus programs

188
Total program participants across all CEA existing programs

$2,102,485
Self-Generation Incentive Program funds secured for customers to install solar and battery systems

1,461
Total Green Impact customers

"Serving on the CAC from the beginning has been a meaningful experience. It's been especially rewarding to support efforts around programs like solar and battery storage, which not only move us toward sustainability but also strengthen reliability and long-term resilience for our community. For me, this service is about more than energy, it's about making sure our community is informed, included and able to benefit from a cleaner, more resilient future."

Debra Schade, PhD
Founding CAC Member
and current CAC Chair

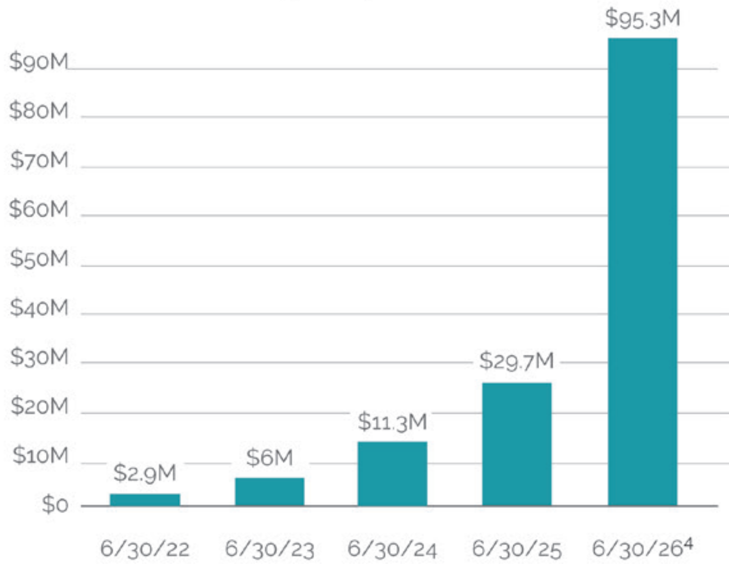
Planning for a Future of Community Reinvestment

Building and maintaining financial stability is at the core of CEA's mission. Our strategic plan calls for long-term financial sustainability and building reserves: a key component of offering stable, competitive rates and reinvesting in the communities we serve.

Like many CCAs, CEA spent its early years paying down startup debt. We are proud to share that in fiscal year 2024/2025, CEA reached a net positive position, a significant milestone that reflects strong fiscal management. This progress has enabled growth in our Days Liquidity on Hand (DCOH), which supports our pursuit of an investment-grade credit rating and strengthens our ability to secure better energy contracts for our customers. CEA conducts annual independent audits and publishes quarterly financial statements, ensuring transparency remains central to our operations.

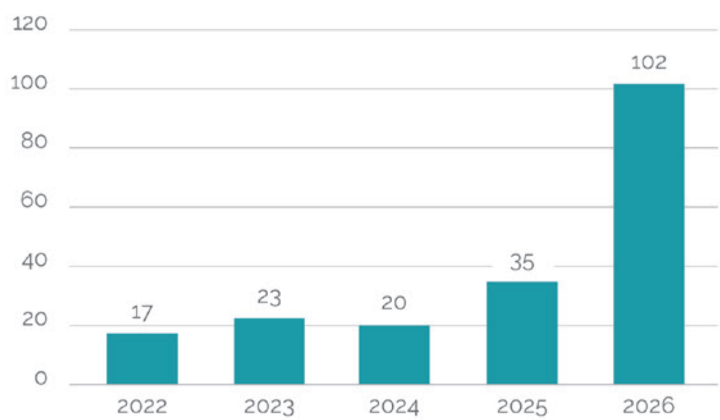
In early 2026, CEA's financial strength allowed us to provide a rate relief credit to customers to help offset rising Power Charge Indifference Adjustment fees. Between February and December 2026, $10.6 million in rate relief was available to residential and commercial customers.

Annual Liquidity since Launch



[4] *The June 2026 liquidity is a forecast*

Days Liquidity on Hand [DCOH]



"I am proud to see CEA celebrate this major milestone and its accomplishments. In bringing cleaner energy at a competitive price to north county San Diego, CEA helped grow the number of CCAs statewide. The organization's success in meeting climate action plans of its members is another powerful example of the meaningful impact CCAs are delivering for communities across our state."

Barbara Boswell
Founding CEO

Connecting with Our Communities

CEA was created to offer the communities we serve more choice, and connecting with those communities is at the heart of our mission. Our strong presence at local events and consistent engagement online helps us raise awareness about CEA and how we can help customers participate in and benefit from a clean energy future.

We're dedicated to reaching customers in ways that meet their needs. Whether someone prefers to engage through social media or receive information in person, CEA makes multiple options available. For customers who do not speak English, CEA provides translated materials, a call center with agents who speak English and Spanish and access to a language service line that supports other languages.

"I'm proud to have played a role in CEA's formation. I joined the CAC early on and saw the agency grow from its initial three city members to the organization it is today. It was the dream of the early founders for the public to have a greener, more cost effective and more responsive public entity to manage power in the north county. CEA has fulfilled that dream well beyond my expectations."

Dwight Worden
Founding CAC Chair

Outreach at a Glance

7,280
Estimated number of people engaged at community events since 2024

151
Community engagements, including presentations, booths, sponsorships and event attendance since 2024

$125,865
Investment in community participation since 2024

$77,640
Investment in sponsorships to expand awareness of CEA since 2024

2,216
Social media followers across all platforms

3,479
Social media posts across all platforms since CEA's launch

23,485
Social media engagement across all platforms since CEA's launch

3
Full-time Spanish-speaking employees

35,792
Customer support calls since launch

250+
Language support available with CEA's call center language access line

Our Path Ahead

Strategic Plan Core Guiding Principles and Goals

1. PROMOTE USE & DEVELOPMENT OF CLEAN ENERGY

Reduce GHG emissions by providing 100% renewable energy as the default product for all CEA customers by 2035.

2. BUILD & MAINTAIN FINANCIAL STABILITY

Achieve financial sustainability and build reserves.

3. PROVIDE BENEFICIAL CUSTOMER PROGRAMS

Offer a variety of programs that serve the needs of our customers, promote affordability, and further reduce GHG emissions.

4. ACTIVELY ENGAGE IN CUSTOMER ADVOCACY

Engage and advocate for CEA and its customers in regulatory and legislative matters.

5. PROVIDE EXCEPTIONAL CUSTOMER SERVICE & ENGAGEMENT

Provide highly responsive and helpful customer service and opportunities for our staff to engage with our customers.

6. PROMOTE ORGANIZATIONAL DEVELOPMENT

Continue to create and cultivate an organization that fosters employee creativity and engagement in meeting CEA's goals, recognizes employee achievements and supports employee development and growth.

"After working many years advocating for community choice energy as a viable means of addressing climate change at the local level, I was pleased to be nominated to serve on the CAC and continue advocating along others to bring renewable energy to our communities. It is my hope that our efforts and guidance to the CEA Board results in equitable and sustainable programs that make a meaningful impact in reducing greenhouse gas emissions in our region and beyond."

Paige DeCino
Founding and current CAC Member

City of Carlsbad

City of Del Mar

Escondido City of Choice

City of Oceanside

San Marcos Discover Life's Possibilities

City of Solana Beach, California 1986

City of Vista California

Contact Us!

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