

# COMMUNITY CHOICE AGGREGATION

REM2024

Communicating with Residential Customers  
About Green Premium Electricity Products

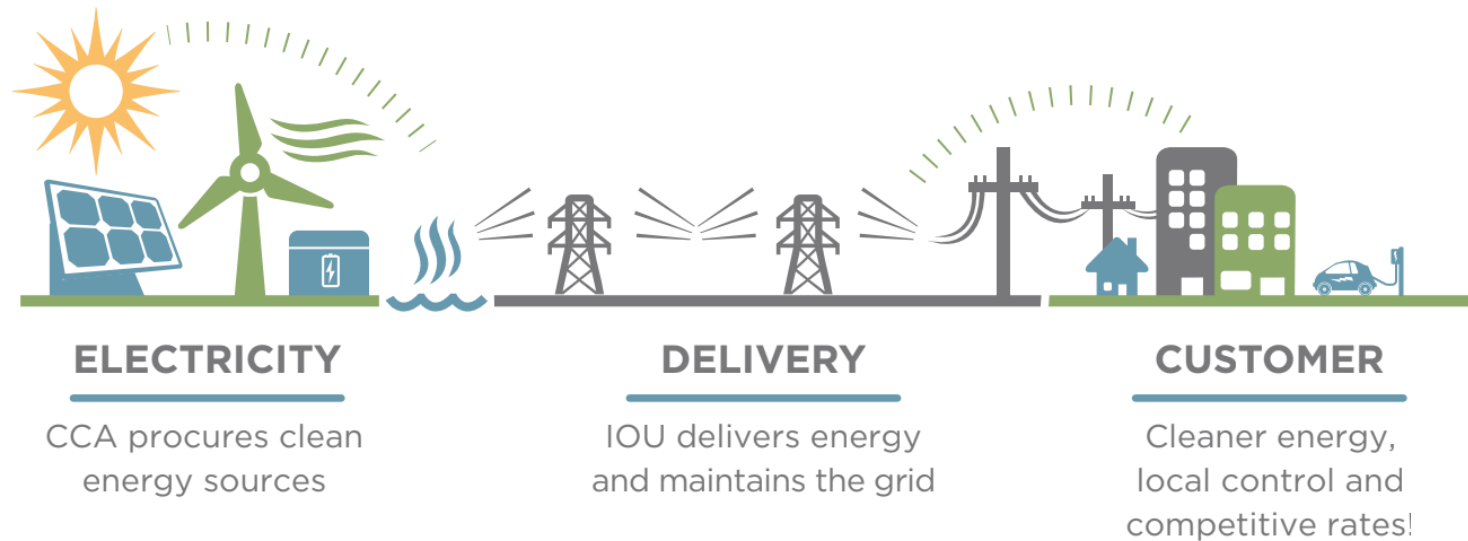
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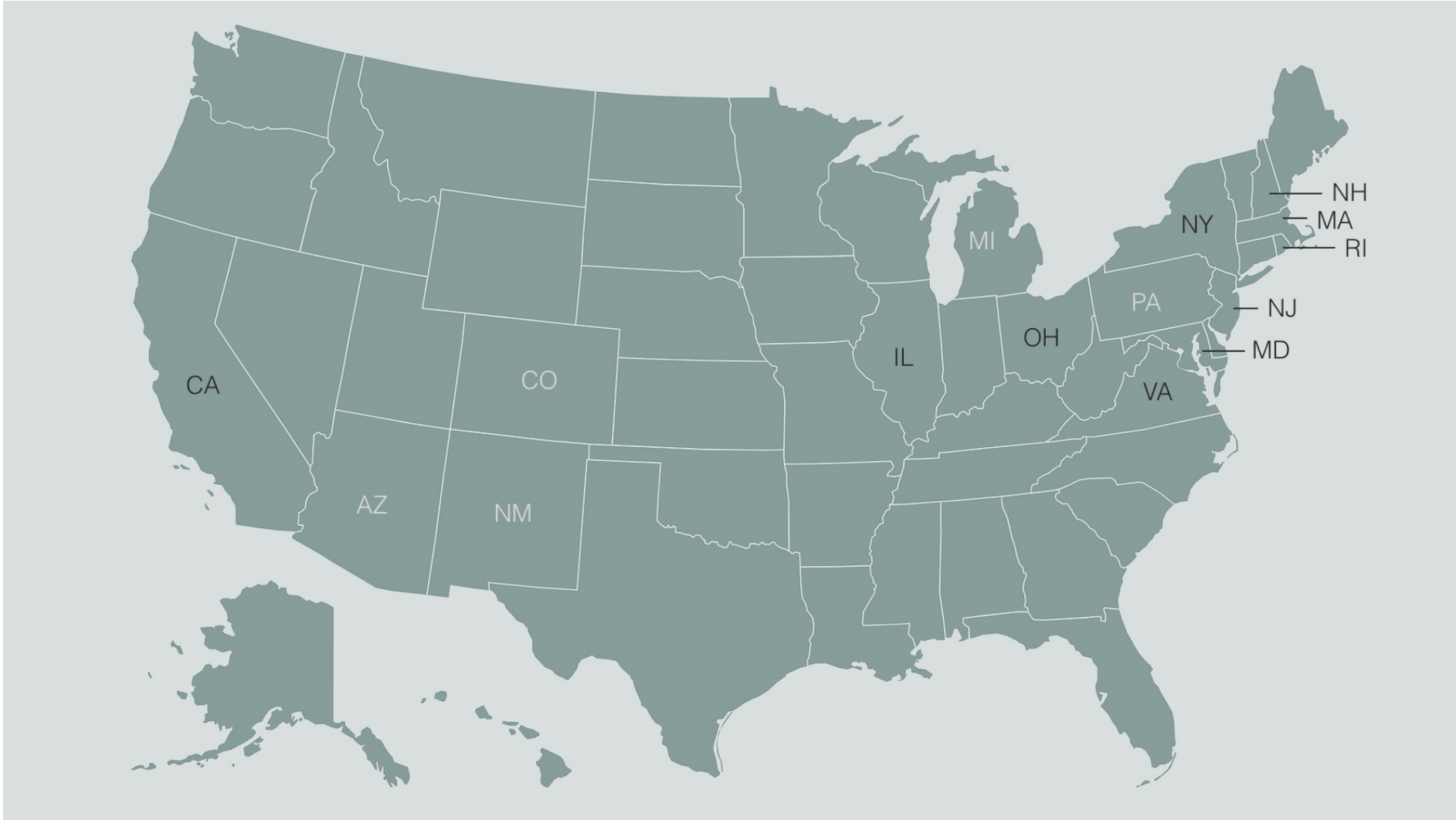
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## Case Study: Community Choice Aggregation (CCA) Programs

Community-driven model enshrined in state law that allows local governments to purchase and/or develop power on behalf of their residents and businesses



Graphic: CalCCA



- >30 million participants across 8 states
- 75-100% of CCA programs in CA, IL, and NY have default or optional 100% renewable energy offerings
- 60% of the U.S. voluntary green power market captured by CCAs in 2021
- 7% of the US residential power consumption with 100 million MWh of electricity procured in 2022

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- Adapt and simplify complex information
- Build trust
- Provide customer support
- Engage with local, state, and federal agencies

# THANK YOU

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