

Community Choice Electricity Providers Launch Bright Energy Future Campaign, Highlighting Principles for Stronger, Greener, More Reliable Electric System

Concord, Calif. – The California Community Choice Association (CalCCA) announced the launch today of the Bright Energy Future CA campaign, a statewide coalition committed to building a stronger, greener, more reliable electric system — and preserving and promoting the role of local, not-for-profit Community Choice Aggregation (CCA) programs in California’s rapidly evolving energy system.

At a time of unprecedented uncertainty in electricity markets, the new [Bright Energy Future website](#) highlights three principles that will guide involvement of the CCA community and its partners in the transition ahead.

The campaign’s [Principles for a Stronger, Greener, More Reliable Electric System](#) emphasize the need for reforms to the state’s electric system that:



- **Prioritize safety** – especially after the last few years of devastating wildfires
- **Empower local action** – to ensure every community has a say in where their energy comes from
- **Maintain access to reliable, affordable, and clean energy** – to protect ratepayers and promote the green infrastructure California needs to meet its climate goals

“With the governor and Legislature thinking broadly about the future of California’s energy system, community choice providers want to be part of the solution,” said Beth Vaughan, executive director of CalCCA. “The Bright Energy Future campaign offers a platform for all of our partners — our constituents, our ratepayers, and many other stakeholders and allies — to contribute and advocate for a safer, more reliable, more affordable clean energy future.”

As the governor and state policymakers continue to review their options for reforming state regulation of the electricity system, the Bright Energy Future website will serve as a hub for the latest news on restructuring and the potential for long-term solutions. It will also provide a platform for harnessing the advocacy of a growing coalition of community choice providers, environmental and social justice organizations, consumer groups, renewable energy producers, and local governments.

The Bright Energy Future CA website can be found here:
<http://brightenergyfutureca.org>.

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About CalCCA

Launched in 2016, the California Community Choice Association (CalCCA) represents

California's community choice electricity providers before the state Legislature and at regulatory agencies, advocating for a level playing field and opposing policies that unfairly discriminate against CCAs and their customers. There are currently 19 operational CCA programs in California serving approximately 10 million customers.

For more information about CalCCA, visit www.cal-cca.org.