



**For Immediate Release:** October 8, 2018

**Contact:** La Mesa: Jenny Lybeck, (619) 667-1326, [jlybeck@ci.la-mesa.ca.us](mailto:jlybeck@ci.la-mesa.ca.us)

Chula Vista: Anne Steinberger, (619) 409-5446, [asteinberger@chulavistaca.gov](mailto:asteinberger@chulavistaca.gov)

---

## **Chula Vista and La Mesa Launch Joint Community Choice Aggregation Feasibility Study Request for Proposals**

The cities of Chula Vista and La Mesa will partner on a joint study to assess the viability of Community Choice Aggregation (CCA) in their respective communities. Under a CCA, residents and businesses have the opportunity to choose who will purchase energy on their behalf – either the CCA or the incumbent utility (San Diego Gas & Electric) – and the renewable content of their electricity. A feasibility study is the first step to determine whether such a program would address the climate and clean energy goals of each city.

The City of Chula Vista will manage the joint request for proposals (RFP) process to identify consultants with expertise preparing CCA feasibility studies. The cities will share the cost of the study, which will take approximately eight months to complete once a consultant is contracted. The cities of La Mesa and Chula Vista have both made a commitment to 100% clean electricity through their Climate Action Plans. La Mesa is the first city in East County and the sixth city in San Diego County to make such a commitment. The La Mesa City Council approved the Climate Action Plan in March 2018 and directed staff to initiate a CCA feasibility study within one year. The La Mesa City Council approved funding for a feasibility study in the Fiscal Year 2017-2019 Biennial Budget. The study also was included as an implementation item in the 2017 update of the Chula Vista Climate Action Plan and the Chula Vista City Council approved funding for the study as part of the FY 2019 budget. The City of Chula Vista adopted the first Climate Action Plan in San Diego County in 2000.

Many cities in California, including San Diego, are exploring CCAs. The cities of Encinitas, Oceanside, Carlsbad and Del Mar are currently conducting a joint CCA feasibility study. The City of Solana Beach has the only active CCA in San Diego County and is one of 18 active CCAs in California. By the end of 2018, CCA programs will be serving over 2.5 million customers in the state.

--more--

## **2-2-2 Chula Vista and La Mesa Launch Joint Community Choice Aggregation**

To learn more, visit [www.cityoframesa.us/1488/Climate-Action](http://www.cityoframesa.us/1488/Climate-Action) or [www.chulavistaca.gov/departments/clean/conservation/climate-action-plan](http://www.chulavistaca.gov/departments/clean/conservation/climate-action-plan).

###

### **About the City of Chula Vista**

The City of Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest City in San Diego County with a population of 268,000. Chula Vista boasts more than 50 square miles of coastal landscape, canyons, rolling hills, quality parks, and miles of trails. Chula Vista is a leader in conservation and renewable energy, has outstanding public schools, and has been named one of the top safest cities in the country. Established neighborhoods, contemporary communities, start-up firms, corporations, a U.S. Olympic and Paralympic Training Site, and historic downtown all contribute to Chula Vista's attraction for both families and businesses.

### **About the City of La Mesa**

Located 10 miles east of downtown San Diego, the City of La Mesa was incorporated in 1912. The City is centrally located in San Diego County with convenient access to major freeways, two trolley lines, and features the walkability valued by those who want to dine, shop, and play close to home. La Mesa is home to more than 5,000 businesses and has approximately 60,000 residents. At a little over 9 square miles, La Mesa has the 3rd highest population density and the highest gross residential density of any city in the San Diego region.