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For Immediate Release

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Sonoma Clean Power Officially “Flips the Switch”

May 1st Marks First Day of Service to Customers

(**Santa Rosa, CA**) Sonoma Clean Power (SCP), the county’s new electricity provider, commemorated their first day of service to approximately 22,000 customers with a “flip the switch” celebration at their May 1st Board of Directors meeting.

SCP is one of two not-for-profit community choice programs in California which allow communities to purchase power on behalf of their residents and business owners – secures electricity from renewable sources such as geothermal and solar at competitive rates, while creating competition in the marketplace and providing customer choice between the locally run public agency, and the offerings of the monopoly for-profit, investor- owned utility Pacific Gas & Electric (PG&E).

“The formation of Sonoma Clean Power is the single largest action Sonoma County has taken so far to address climate change,” said Sonoma Clean Power CEO, Geof Syphers. “On this first day of service to customers, we celebrate the environmental and economic benefits that this local agency brings to Sonoma County,” added Syphers.

SCP offers two electricity services to customers. The first is their basic CleanStart service, which is 33% renewable and costs 4-5% less (as compared to PG&E’s 22% renewable basic service). CleanStart is the service SCP customers will receive unless they choose to opt-out and continue to receive their electricity service from the incumbent monopoly utility.

The second service, EverGreen, is the first of its kind in California. EverGreen is 100% local, 100% renewable electricity starting with energy from the Calpine geothermal facility. EverGreen is a voluntary service and costs 3.5¢ per kWh more than the basic CleanStart service.

“Today is a historic day in the evolution of Sonoma Clean Power, and our goals to create true competition, to provide customer choice, and to bring more renewable energy to Sonoma County at very competitive rates,” said Sonoma Clean Power Board Chair, Sonoma County Supervisor Susan Gorin. “The implementation of Sonoma Clean Power is a win/win for the environment, our local economy and the residents and business owners of Sonoma County.

Sonoma Clean Power provides local, renewable electricity to residential and commercial customers to the following participating Sonoma County cities: Santa Rosa, Windsor, Sonoma, Sebastopol and Cotati, as well as all the unincorporated areas of the county. The cities of Petaluma, Rohnert Park and Cloverdale have been given an opportunity to join Sonoma Clean Power by January 31, 2015.

For more information, visit sonomacleanpower.org or call (707) 978-3468.

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