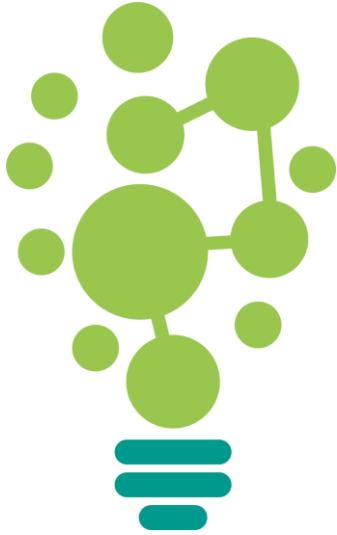# Communicating the Community Choice Aggregation (CCA) Value Proposition

Dr. Beth Karlin

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We help good
people
do good *better.*

See Change Institute is an applied behavioral science firm.

We specialize in **Research, Strategy, Design**, and **Evaluation** of environmental and health behavior change.

What is Community Choice Aggregation?

source ∨ **CCA** buying and building electricity supply

delivery ∨ **UTILITY** delivering energy, maintaining lines, billing customers

customer ∨ **YOU** benefitting from affordable rates, local control, cleaner energy

This model is expanding across the country…

Tier 1: Enabling legislation in place
Tier 2: May pass legislation in near future
Tier 3: Additional restructured markets
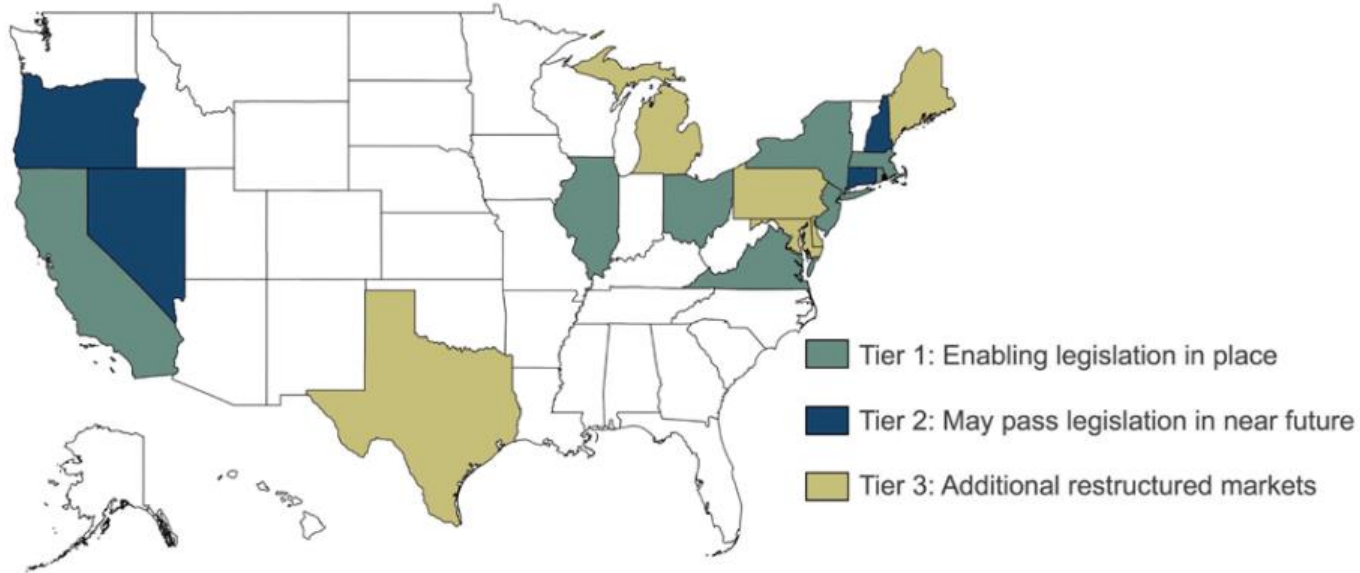
Figure 9. States most likely to soon have CCA-enabling legislation

… and customers have a choice.

So communicating the value proposition is key!

Communicating **CCA Value Proposition**

Study 1: Talking about renewable energy
*Do **rate names** influence customer buy-in?*

Study 2: Impact of different benefits
*Which **benefits should CCAs emphasize** to customers?*

Study 3: Impact of programs
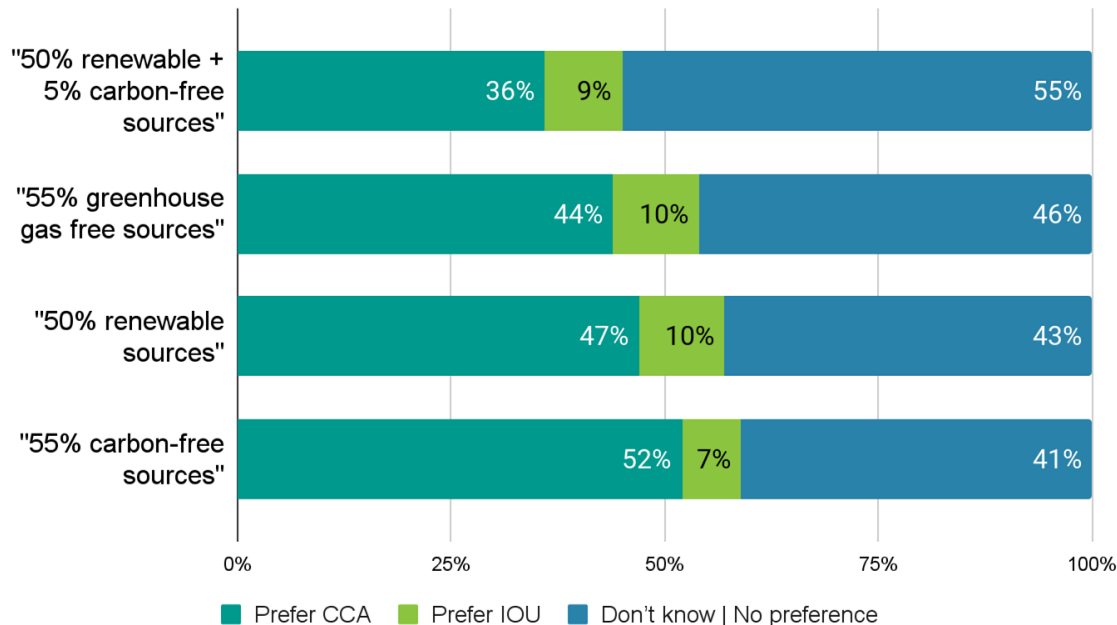*Does information on programs **build customer support?***
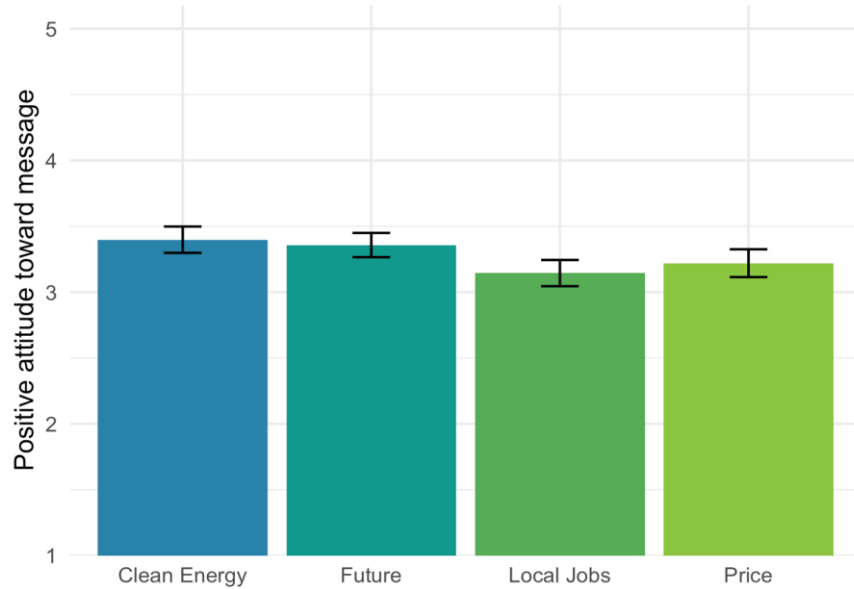
Study 1: Rate labels significantly impact CCA buy-in

Overall, "*55% carbon-free sources*" performed best.

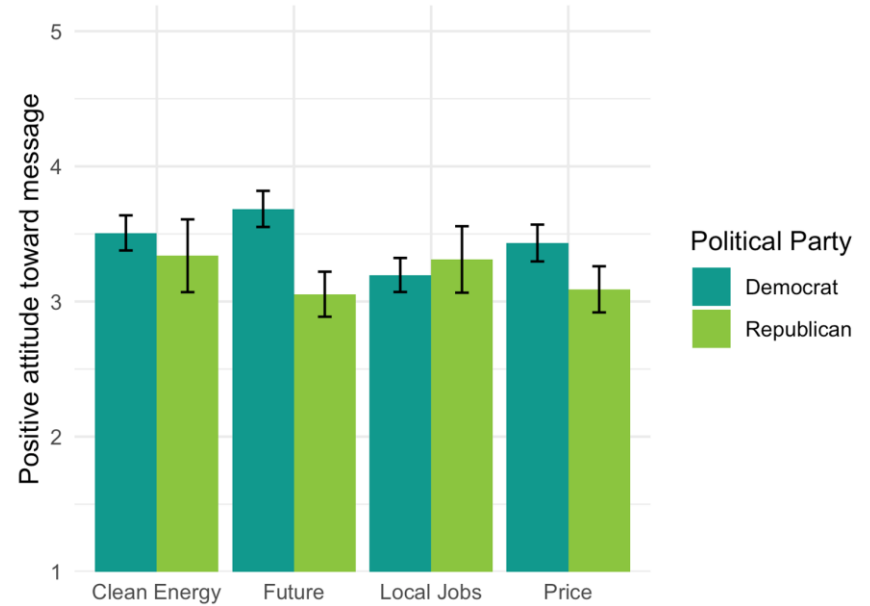However, this this effect was weaker for Republicans.

"*50% renewable*" performed well across parties.

Study 2: Emphasizing clean energy benefits is effective

Participants responded marginally more positively to the **clean energy benefit**

Future benefits were **less effective** with Republicans

Study 3: Information about programs increases support

Respondents were shown the following **list of CCA programs**:

1. EV Charging and Parking Benefits
2. Instant Solar Permitting
3. Home Energy Toolkits
4. Expanded EV Charging
5. Community Energy Resilience
6. Discounted Battery Installations
7. Climate Hero Recognition Program
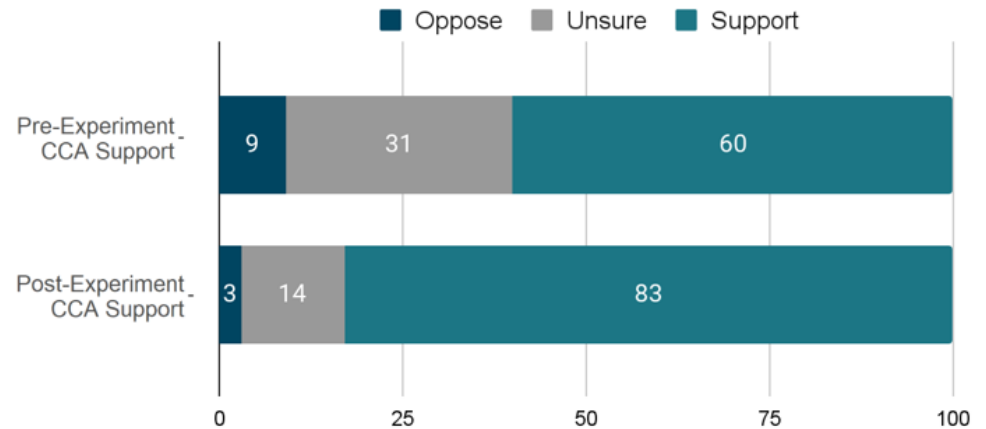
Showing this list significantly increased support and decreased opposition for CCAs.

Recommendations

1. Design a value proposition that **presents multiple benefits in detail**.

1. Craft communications to **specific populations**.

1. **Pre-test communication materials** before deploying at scale.

A World of Thanks to...

- **Dr. Hale Forster** who (let's be honest) designed and implemented all of the research in this presentation.

- **Calpine Energy Solutions** for funding this and many other studies to bring Behavioral Science to CCAs.

- **SDCP, SJCE, and OCPA** for partnering with us and believing that research could help you.

- **You** for attending this session. I hope you liked it! :)

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