

# CCA Customers Opt-Out: what can we learn from default green electricity services

Presenter: Julien Gattaciecce, Director CCA Market Development – Calpine Energy Solutions  
Authors: Dr. Rebecca Ford and Leo Kleiman-Lynch- See Change Institute



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Presented by Calpine Energy Solutions

November 2023 – BECC, Sacramento



# Our Partnership

## Calpine Energy Solutions:

- Largest data manager for CCAs in CA and NH
- More than 5 million meters
- Data, Billing, Call centers, load disaggregation, demand flexibility more...



## SeeChange Institute

- Behavioral scientists
- 4 years working with Calpine CCA clients
- White papers and webinars

# Community Choice Aggregation in California

200+

California Towns, Cities, Counties with  
Community Choice Energy Providers

14,000,000+

Customers Served by Community Choice  
Energy Providers in California



**6,248** Megawatts  
New Solar Panels

**1,376** Megawatts  
New Wind Turbines

**3,317** Megawatts  
New Energy Storage

**287** Megawatts  
New Geothermal

**8** Megawatts  
New Biogas

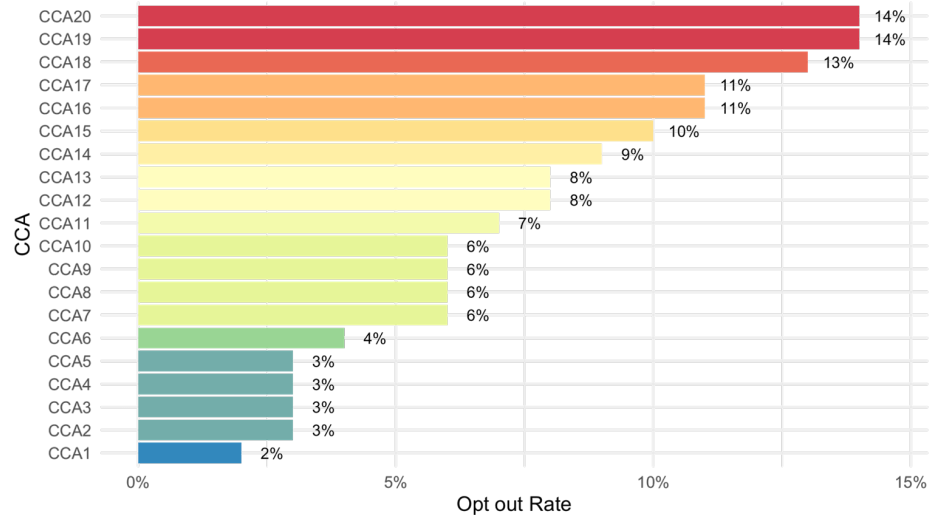


\* Not all towns/cities within a county are served by the local CCA program. Please visit individual agency websites for more detailed service area information. To learn more about CalCCA please visit our website at [cal-cca.org](http://cal-cca.org).

# Opt Out Drivers

## Key points:

1. **Diversity** of opt-out rates: 2-14%
2. Not fully explained by price variation: **correlation between price and opt-out rates is low.**
3. Not explained by **Renewable Energy Content**



# Post Opt-Out Survey (n = 1020)

Residents who opted out via CCA website were presented with anonymous survey link.

Survey probed **reasons for opt-out and potential for re-enrollment. They could select several reasons.**

**Cost & Programs** = branched to another set of questions

**Rates & Renewables** = opened question

Then:

“What changes could [CCA] make to encourage [your organization/you] to enroll in our service?”

# Post Opt-Out Survey: Discussion

Dislike auto-enrollment = 72%

Concerns about costs = 53%

Lack of trust = 25%

Confusion = 18%

# Recommendations

- 1) Raise awareness, early
- 2) Trust: who is the trusted messenger in your community?
- 3) Support Choice



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# Thank you.

Calpine Energy Solutions

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