



San Diego Community Choice Alliance

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Four City of San Diego Business Improvement Districts (BIDs) Endorse Community Choice

Business Leaders Encourage Mayor and Council To Act Now

SAN DIEGO, May 18, 2018 - For more than a century, families and businesses in San Diego have gone without a choice in their energy provider. Now, in 2018, a Community Choice program under consideration by the city's leaders offers the first viable way to change that reality.

Over the past several months, the following four San Diego Business Improvement Districts (BIDs) have voted to urge the mayor and council to move forward with Community Choice, asserting that it's the only tried-and-true pathway for the City to reach its Climate Action Plan-mandated goal of 100 percent renewable energy by 2035.

- Adams Avenue Business Association
- North Park Main Street
- La Jolla Village Merchants Association
- College Area Business District

“As business owners, we know the value of competition, and recognize that an alternative in the energy market could greatly benefit the consumer,” said Alison Flynn, Vice President of Adams Avenue Business Association. “We can see that communities who have enacted [Community Choice] have seen lower rates and an increase in the rates of alternative energy, and we want the same for our city of legendary sunshine.”

San Diego's Business Improvement Districts (BIDs) are City-designated areas where the business owners are assessed annually to fund activities and improvements to promote their individual business districts. The City of San Diego supports BIDs as a tool for strengthening small business communities, creating new jobs, attracting new businesses and revitalizing older commercial neighborhoods across the City. To implement a BID program, the City partners with the merchants association that represents that area's assessed business owners.



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Collectively, these four BIDs represent nearly 3,000 small businesses in San Diego. Their endorsements send a strong message that choice and competition matter in asking the mayor and council to move forward with the only tried-and-true pathway to lowering bills and providing greener energy for all San Diegans.

#CountdownToChoice

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San Diego Community Choice Alliance is a congregation of business, faith, community, elected and labor leaders calling for the adoption of the only tried-and-true pathway to 100% clean energy, Community Choice. Choice will accelerate the transition to a clean energy economy by creating a not-for-profit public agency that offers families choice, drives innovation, builds the local economy, and keeps revenue in the community.