



Mayor Kevin Faulconer  
City of San Diego  
202 C Street, 12<sup>th</sup> Floor  
San Diego, CA 92101

RE: Yes to Moving Forward on Community Choice Energy for Lower Costs,  
Choice & More Clean Energy

Dear Mayor Faulconer,

We are writing you on behalf of Business for Good San Diego, a group of over 230 small business owners who believe that investing in our employees and our communities is just as important as our bottom line. As you know, small business is the backbone of the San Diego economy and employs hundreds of thousands of people in the city, as well as bringing in over 60% of San Diego's taxable sales. When we succeed, everyone in the community wins. Unfortunately, we have the highest energy rates in the state and no choice in our electricity provider, so we cannot manage our energy costs. This hurts our ability to thrive. We urge you to move forward with the development of a business plan for Community Choice Energy (CCE) and offer us choice, lower rates and local control.

Currently, there is only one choice in our utility market: SDG&E/Sempra Energy, which charges us the highest rates in the contiguous United States. Some of us have seen our electricity bill more than double over the last ten years. We're not using double the electricity, not even close; we're not in a new "bracket;" we are simply at the mercy of a monopoly that has only one customer to serve: their shareholders.

As business owners, we believe in competition. It keeps us honest. It makes us beholden to our customers. We must, as a matter of course, offer the best product, at the best value to our customers. If monopolies are allowed, product quality degrades, and prices skyrocket.

If SDG&E/Sempra has the best product for the best price, let them prove it. We would like an opportunity to see what other options are available. We would love to choose energy that is procured from renewable sources, as that allows us the comfort of knowledge that our employees will live in a world where the money they're raising for their children will not go to waste as the planet continues to warm. More importantly, we'd love to pay less than they pay in Los Angeles, New York, San Francisco, Houston, Chicago, and San Jose for our electricity. In a city with endless sunshine, shouldn't we be allowed the choice to purchase

more solar energy? What if that energy cost the same or less than dirty natural gas?

We don't invest in San Diego because we like living here today only. We invest in San Diego because we want our businesses and our employees to thrive for many generations to come. That can't happen if we go out of business or cannot expand due to unfair, inflated utility rates. It also can't happen if we don't consider where our energy comes from.

Please consider how important it is for San Diego small businesses to have a choice in our utilities. Remember that we are beholden to market forces, and that is a good thing. We are best when we compete for your dollars, and San Diegans win when we succeed.

The next step in Community Choice is simply to move forward on developing a business plan. As business owners, we have all done this. A business plan is not a commitment to moving forward. It is a gathering of information and forecasting of potential outcomes. If San Diego believes that the monopoly that currently charges us the highest rates in the contiguous United States deserves the benefit of the doubt, we, the undersigned, beg to differ. Let us see the full picture. Let us choose where our energy comes from. Allow competition into the marketplace where we must compete. If SDG&E/Sempra has the best product for the best price, we'll choose that option. In the end, San Diegans win.

Thank you,

Mikey Knab  
Director of Operations, Ponce's Mexican Restaurant  
President, Business For Good San Diego

Encl. Additional signatories

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