Welcome to your newly branded organization! After forty years as CALSEIA, our new name—the California Solar and Storage Association—reflects current marketplace realities as well as our vision for the future.

As you well know, California solar businesses have been pairing batteries with PV panels since the 1970s. What’s more, as our thermal members point out, solar hot water systems are inherently about storing the sun’s energy in the form of heat. Our name change is simply recognition of the long-standing role storage has played in California’s deployment of clean energy solutions. At the same time, this new name is also a reflection of our efforts to develop market mechanisms for a whole new wave of consumer-facing energy products.

Interestingly, as you scroll through the pages of this Annual Report, you’ll note that 75% of the companies installing storage devices via the state’s incentive program are already members of the association. Storage has long been our shared reality and now it is officially part of our name.

Of course, the California Solar and Storage Association will continue to be the familiar group of committed people, businesses, and organizations. We’ll keep fighting for you in the decision-making forums that really matter to the California market. We’ll keep striving to keep you informed. And we’ll keep throwing the best industry parties in California!

Thanks, as always, for your continued support.

Sincerely,

Ed Murray
Board President

Bernadette Del Chiario
Executive Director
TOU Rates
Changing peak periods in time-of-use rates from mid-day to evening hours is a monumental shift. In 2017, staff intervened in rate cases for all three IOUs to ease the transition. We successfully petitioned the CPUC to remove construction deadlines for projects under development to maintain eligibility for TOU period grandfathering. We are currently litigating to maintain rate options that are more solar-friendly at the same time that we develop new rate options for storage.

Storage Market Development
In 2017, we added a dedicated storage advocate to enhance our work on energy storage. Our goal is to create a thriving marketplace for distributed storage through the development of rules and programs to allow storage to participate in demand response programs, to be compensated for grid services, and other strategies. We petitioned to allow the interconnection of larger DC-coupled solar plus storage systems that were previously prohibited. Our intervention in rate cases will result in new rate options specific to customers with storage.

Self-Generation Incentive Program (SGIP)
We worked with the CPUC to develop rules that improve the application process. SGIP is now available on an ongoing basis rather than for very limited windows of time. SGIP continues to require ongoing policy attention, with consideration of rules on low-income customers, greenhouse gas impacts, system performance requirements, residential participation, and more. In 2017, we helped implement a doubling of the SGIP budget and pressed for a much larger budget expansion. As part of that push, we raised the profile in Sacramento of customer-sited storage as a fundamental component of the California energy landscape.

Thermal
The California solar thermal market is growing, especially in the multifamily housing sector — with 32% annual growth between 2015 and 2016 in annual natural gas savings. That growth helped us secure a two-year extension of the CSI Thermal rebate program with AB 797 by Assemblymember Jacqui Irwin (D-Thousand Oaks). Roughly $100 million in solar thermal rebate funds will be available until December 31, 2019, with half of those funds targeted for low-income and disadvantaged communities.

Permitting, Codes & Soft Cost Reductions
We extended the expiring state law that caps solar permit fees for seven years to 2025 with AB 1414 by Assemblymember Laura Friedman (D-Glendale). AB 1444 also lowered the residential permit fee cap to $450 and expanded the cap to include ground mounts and solar thermal systems. Our member hotline fielded 70 requests for assistance with permitting and codes issues, helping 52 of our members in 47 cities and counties across the state.

Interconnection
In 2017, we were a core participant in a working group with utility engineers to develop an analysis to measure how much solar can be interconnected at every point on the grid. This will help companies design systems that avoid lengthy studies and uncertainty about upgrade costs. We worked with the CPUC to define the issues to address in a new proceeding to overhaul Rule 21 and we are now helping to lead the stakeholder group that is rewriting the rules.

Net Metering
The battle over “NEM 2.0” in 2016 was just the beginning. In fact, the 2019 “NEM 3.0” decision is right around the corner and the debate and foundational work got well underway in 2017. Our work focused on the critically important task of making sure the basis of “NEM 3.0” — the analysis of the value of distributed solar to the grid — is accurate and fair. We won agreement from the CPUC that the tool built by the utilities was not up to the task, and we will work to improve that tool in 2018.

Consumer Protection
The local solar and storage market relies heavily on consumer satisfaction and confidence. In this way, efforts to protect consumers from confusion, misinformation and bad actors is of critical importance to continued market growth. Toward this end, we supported a new law, AB 1070 by Assemblywoman Lorena Gonzalez Fletcher (D-San Diego), which created new and important consumer protection measures, including standardized and simplified disclosures for all residential solar contracts. The law will help eliminate confusion and will give consumers the ability to make “apples to apples” comparisons between different offers. In addition, we also supported two new laws designed to further advance consumer protections for Property Accessed Clean Energy (PACE) financed projects. Happy consumers equal a healthy industry.
LEADERSHIP

Officers
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Ed Murray, Aztec Solar
Vice President
Jeanine Cotter, Luminalt
Treasurer
Norm Nielsen, Chico Electric
Secretary
Ben Airth, Center for Sustainable Energy

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Allison Duffy, Yaskawa - Solectria
Gary Gerber, Sun Light & Power
Gina Heng, Mitsubishi Electric
Cathleen Monahan, GRID Alternatives
Les Nelson, IAPMO
Sanjay Ranchod, Tesla
Pat Redgate, AMECO
Rick Reed, SunEarth
Jeff Spies, Quick Mount PV
Walker Wright, ENGIE Storage Services

COMMITTEES

PERMITTING
Chair: Alan Fields (Solar Spectrum)

CODES & STANDARDS
Chair: Jeff Spies (Quick Mount PV)

THERMAL
Chair: Les Nelson (IAPMO)

HEALTH & SAFETY
Chair: Carlos Ramirez (Sunrun)

LEGISLATIVE & REGULATORY POLICY
Chair: Ben Airth (CSE)

STORAGE
Chair: Andy Schwartz (Tesla)

RATES
Chair: Marc Kolb (Tesla)

COMMUNITY CHOICE AGGREGATION
Chair: Ryan Carney (CSE)

MUNI NEM
Chair: Gina Goodhill Rosen (Tesla)

CONSUMER PROTECTION
Chair: Gary Gerber (Sun Light & Power)

SMART GRID
Chair: Tim McDuffy (CalCom Solar)

INTERCONNECTION
Chair: Andrew Hoffman (CalCom Solar)

ETHICS
Chair: Ed Murray (Aztec Solar)

REGIONAL CHAPTERS

Chapters are where professionals from across the storage, PV, and thermal value chain get together, network, share best practices and learn the latest industry developments. 2017 brought experts from around the state to over 15 chapter events with over 450 attendees. Whether it was a panel of Community Choice Aggregators in San Mateo, the California Insurance Commissioner, Dave Jones, in San Ramon, pitches from innovative start-ups in Fresno, beers in Sebastopol, a panel on commercial system design in Placentia, policy updates in Sacramento, or storage trainings in San Diego: Chapters were a hub of networking and education this year.

Bay Area Q2 Chapter meeting hosted at the SolarEdge office in Fremont
North Bay Q4 Chapter meeting in Petaluma

Thank You To Our REGIONAL CHAPTER LEADERS

Bay Area
Joe Roche, SunPower
Mary Shaffer Gill, CivicSolar
Rachel Bird, Borrego
Randy Zechman, Clean Solar

North Bay
Bill Stewart, SolarCraft
Jeff Mathias, Synergy Solar

Sacramento
Becca Russell, Grid Alternatives
Ed Ayala, Eco Foundations Systems
Lori Hodel, Owen Dunn Insurance

Los Angeles
Brian Cizmar, Enovative Group
Deep Patel, GigaWatt
Eric Presley, Intronite

San Diego
Eddie Potts, Grid Alternatives
Martin Leam, Home Energy Systems
Paul DeKleerman, Franus
Tara Kelly, Sullivan Solar Power

Central Valley
Glenn Siemens, Arise Solar
Jack Ramsey, Alysys Solar
Jeff Brown, J&M Solar

North Bay
Jeff Mathias, Synergy Solar

Sacramento
Lori Hodel, Owen Dunn Insurance

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Brian Cizmar, Enovative Group
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Eric Presley, Intronite

San Diego
Eddie Potts, Grid Alternatives
Martin Leam, Home Energy Systems
Paul DeKleerman, Franus
Tara Kelly, Sullivan Solar Power
In 2017, we organized events throughout the state to support business-to-business networking while also providing California Solar & Storage Association with much needed resources to keep the California market growing. From huge parties like Summerfest and Solar Battle of the Bands at Intersolar to our more intimate events like Contractor Days and our SoCal Golf Tournament, thousands of business professionals joined in the fun.

2017 REVENUE SOURCES

- Membership Dues
- Summerfest at Intersolar
- Other Fundraising Events
- Capital Campaign
- Intersolar Workshops & Exhibits
- Grants

MEMBER EDUCATION

Understanding policy risks and opportunities enables members to guide their businesses through marketplace ups and downs. In 2017, we sent out 66 informational emails, as well as 51 weekly newsletters and 28 policy alerts. We also hosted six webinars, published 24 fact sheets, hosted five policy summits, and fielded hundreds of calls and emails from members with pressing questions.

2017 EVENTS

A special thanks to Intersolar for outstanding support of CALSSA and California’s solar & storage market.