California Solar & Storage Association
2019 ANNUAL REPORT

ONE MILLION SOLAR ROOFS & COUNTING!
Celebrating Smart Local Energy For All Californians

CALIFORNIA SOLAR + STORAGE ASSOCIATION
smart local energy
In 2006, California set out to build a million “solar roofs”. At the time, the initiative was visionary and audacious, but also highly achievable. By 2019, we hit the goal and then some by building not just the 3 gigawatts called for in SB 1, but three times that amount.

A new decade calls for a new goal: One Million Solar Batteries by 2025.

Solar remains a popular choice for many different types of consumers illustrated by the fact that Clovis, where CALSSA officially celebrated hitting the Million Solar Roofs mark with former Governors Arnold Schwarzenegger and Jerry Brown, has three times more solar consumers than Berkeley. But, it is solar-charged batteries that represent a game changer for us all.

With declining costs, advances in installation, and rapid innovation, solar-charged batteries can transform our energy system, benefiting state power grids and providing customer savings. Bringing on one million solar batteries is a simple, yet revolutionary, way to help reach California’s 100 percent clean energy goal.

California’s success with building a million solar roofs shows us the path to also building a million solar batteries: sustained and consistent government support, protection of policies like Net Energy Metering, eliminating barriers and red tape, and robust incentives to encourage solar battery choices.

If California is going lead the way in clean energy, secure an increasingly unstable grid, and help people keep the lights on, we must think boldly. Leaders’ support for real solutions needs to match their values and rhetoric. One Million Solar Batteries is poised to be California’s next energy breakthrough. Yet, big ideas never just happen. They require sustained commitment from those who champion the cause.

So, let’s keep working together, both on the job site and in the State Capitol, to score another historic clean energy milestone for California and the world.

Thank you for your support of the California Solar & Storage Association.

Bernadette Del Chiaro
Executive Director

Ed Murray
Board President
OUR MEMBERS

2019 Members by Business Type

- **18%** Manufacturer
- **23%** Racks/Mounts/Trackers
- **14%** Modules
- **29%** Storage
- **51%** Contractor/Developer/EPC
- **20%** Service Provider
- **3%** Financial Entity
- **3%** Nonprofit/Educational

### Manufacturer
- A1 Sun Contractors
- A-C Electric Company
- ACR Solar International, Corp.
- Action Energy
- ActiveProspect
- Adara Power
- Advanced Conservation Systems, Inc.
- Advanced Microgrid Solutions
- AET Solar
- Aeterna Energy, LLC
- AgEnergy Systems
- Aguillon Enterprises LLC
- Alameda Electrical Distributors
- Albion Power Company, Inc.
- ALIVE Solar & Roofing
- All Save Energy
- All Valley Solar Inc.
- Alpha Energy Management Inc.
- AlsoEnergy
- Altadena Energy & Solar Inc
- Alkar Solar
- Alternative Energy Systems (AES Solar)
- Altonx Solar Inc.
- Ameco Solar Inc.
- Ameresco
- Amped Solutions, Inc.
- Antenna Group
- Apex Natural Renewable Generation, LLC
- AP Solar
- ASystems
- Aquatherm Industries, Inc.
- Aram Solar Inc.
- Arcadia Solar
- Arnold Solar Inc
- Artwel Electric
- ASCC - American Solar Cleaning Company
- Aurora Solar
- Avalon Battery
- AWS Electrical & Solar Inc.
- Axiom Exergy
- Axis Solar Design
- Aztec Solar
- B & B Solar Inc
- Baja Carport
- Baker Electric Home Energy
- Barrier Solar Inc.
- Base Energy, LLC
- BayWa r.e. Solar Systems LLC
- Bear Solar Inc.
- Belvedere Solar Finance
- Berger Solar Electric, LLC
- Bland Solar and Air
- Blue Planet Energy
- Blue Sky Utility LLC
- BlueFlame Energy Finance LLC
- Boice Dunham Group
- Booth Construction
- Borrego Solar Systems, Inc.
- BPI
- Brainart Energy Systems
- Bright Power
- Brighton Energy
- Broadstreet Power
- Brooks Engineering
- Brown-Hooper International Energy
- BTA Solar
- Burnham Energy Inc.
- BVI Solar
- BYD Energy
- Byers Solar
- Caiman Engineering Inc.
- Cal Paso Solar Electric
- CalCom Energy
- Cali One Services
- California Clean Energy LLC
- California Solar Electric Company
- California Solar Electric Systems, Inc.
- California Solar Exchange
- CalSolar, Inc.
- CalState Solar
- Canadian Solar
- Canyon Construction Services
- Capital City Solar
- Capital One
- CED Greentech
- Cenergy Power
- Center for Climate Protection (Solar Sonoma County)
- Centrica Business Solutions
- Century Roof & Solar
- CHERP, Inc.
- Chico Electric
- Chico Solar Works
- Chilicon Power
- Chint Power Systems
- Cinnamon Energy Systems
- Citadel Roofing & Solar
- CivicSolar
- Clayco Electric, Inc
- Clean Energy Group
- Clean Energy Jobs List
- Clean Solar
- CleanSpark
- CleanTech Docs, Inc.
- CleanTech Energy Solutions, Inc.
- CleanView Capital
- Climatec, LLC
- CNG Solar Engineering
- Coastal Constructors, Inc.
- Cobalt Power Systems
- Combined Energy Technologies
- Cool Earth Solar
- Corda Solar, LLC
- Cosmic Solar
- Cross Consulting Services
- CSA Group
- CSE (Center for Sustainable Energy)
- Current Renewables Engineering Inc.
- Custom Power Solar
- Darfon America Corp.
- Davis Wright Tremaine
- DBL Partners
- Diable Solar Services

Continued on page 10
Wildfire Response
Local energy took center stage after a series of planned outages and another season of wildfires. CALSSA worked with legislators, reporters and community leaders to make sure they have accurate information about backup power and to develop policy options.

NEM Solar Plus Storage
In January, the CPUC approved our petition to ease restrictions for solar plus storage under net metering. It then took multiple rounds of pushback until the utilities got the right language added to their NEM tariffs.

Self-Generation Incentive Program
CALSSA’s 2018 bill – SB 700 (Wiener) – authorized up to $800 million in additional funds for SGIP. We convinced the CPUC to use the full authority with most of it for energy storage. They added a strong focus on providing backup power for vulnerable people and critical facilities in fire zones.

We won support for streamlining some of the steps in the SGIP application process, but also had to push back against excessive regulation intended to ensure every storage system reduces greenhouse gas emissions. The new GHG rules were finalized with some of the most difficult provisions pulled out.

Rates
This year was dominated by questions around implementation of previous decisions on TOU rates. We also helped negotiate a deal with SCE to make their residential TOU rate more tolerable for solar customers.

Defending the New Homes Solar Mandate
As we headed toward the beginning of a mandate estimated to lead to 65,000 new solar installations per year, the Sacramento Municipal Utility District proposed to allow homebuilders to buy into existing solar farms rather than putting solar on new rooftops. We convinced the California Energy Commission to reject the first two versions of the proposal.

Consumer Protection
The CPUC continues to press for more rules ensuring consumers are not harmed by unscrupulous contractors. While supporting the overall effort, we convinced the CPUC to back down from unreasonable parts of the proposals,
such as prohibiting electronic signatures, regulating solar companies through a new registration process, and banning companies from using their own solar savings calculators. We also organized forums in the Central Valley to educate people about solar and resolve outstanding complaints.

**Codes and Permitted**

When the International Residential Code Committee proposed to restrict the size of residential batteries and where they could be installed, CALSSA defeated the proposal and later won support for more reasonable code updates. We also helped lead efforts to update the California Solar Permitting Guidebook and have been engaged in a storage counterpart. CALSSA’s permitting hotline helps members respond to cases where local officials are misinterpreting codes with unreasonable requirements or charging excessive fees.

**Interconnection**

The gradual rewrite of Rule 21 continued in 2019 with weekly working group meetings throughout most of the year. The CPUC approved the first round of changes, which allow applicants to avoid transmission studies and modify pending applications, among other things. Other changes under consideration include tighter timelines for studies and upgrades, improvements to application portals, and easier approval for non-export controls. In addition, CALSSA is fighting utility attempts to use smart inverter standards to shut down the market.

**Other Soft Cost Issues**

We sponsored and passed AB 1208 (Ting), which extends an exemption of solar generation from local energy taxes. We also campaigned vigorously at the Contractor State Licensing Board to ease restrictions on solar contractors installing batteries and to oppose increased restrictions.

**Net Metering**

The official proceeding for NEM-3 will not open until mid-2020, but CALSSA has been working with the CPUC on methodology for calculating the value of solar that will provide the foundation for the upcoming battle. We fought a proposal at SMUD that would have gutted net metering and set a dangerous precedent.

**Solar Water Heating Incentives**

We have been busy teeing up the next phase of policy support after the CSI-Thermal program expires in 2020. Solar water heating will be eligible for incentives in a new program on building decarbonization. The eligibility details and program support are still under development.

Our fact sheets and webinars are available on our website at [www.calssa.org/members-only](http://www.calssa.org/members-only). Be sure to use these resources to stay informed.
LEADERSHIP

Officers
President
Ed Murray, Aztec Solar
Vice President
Jeanine Cotter, Luminalt
Treasurer
Alexander McDonough, Sunrun
Secretary
Ben Airth, Center for Sustainable Energy

Board Members
Rachel Bird, Borrego Solar
Rich Borba, JKB Energy
Yann Brandt, Quick Mount PV
Gary Gerber, Sun Light & Power
Les Nelson, IAPMO
Keith Randhahn, Baker Electric Home Energy
Rick Reed, SunEarth
Jeff Spies, Planet Plan Sets
Catherine Von Burg, SimpliPhi Power
Howard Wenger, Wenger Ventures
Walker Wright, ENGIE Storage Services

COMMITTEES

CODES & STANDARDS
Chair: Jeff Spies, Planet Plan Sets

COMMUNITY CHOICE AGGREGATION
Chair: Scott Murtishaw, CALSSA

CONSUMER PROTECTION
Chair: Gary Gerber, Sun Light & Power

ETHICS
Chair: Ed Murray, Aztec Solar

HEALTH & SAFETY
Chair: Carlos Ramirez, Sunrun

INTERCONNECTION
Chair: Jeff Lounsberry, CalCom Energy

LEGISLATIVE & REGULATORY POLICY
Chair: Ben Airth, Center for Sustainable Energy

MUNICIPAL UTILITIES
Chair: Ben Davis, CALSSA

PERMITTING
Chair: Mark Rodriguez, Sunrun

SMART GRID
Chair: Tim McDuffie, Smarter Grid Solutions

STORAGE
Chair: Andy Schwartz, Tesla

THERMAL
Chair: Les Nelson, IAPMO
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. In 2019, our six chapters organized 16 events with nearly 600 attendees covering important topics such as energy storage, the latest on modules, solar financing, and consumer protection. Meetings are open to all employees at member companies so if you have not attended a meeting yet, make sure to join us in 2020! You can sign up for chapter updates on our website.

Thank You To Our REGIONAL CHAPTER LEADERS

**Bay Area**
Mary Shaffer Gill, AMS
Charlie Seltzer, CivicSolar
Adrienne Underwood, Sunrun
Tor Valenza, UnThink Solar
Randy Zechman, Clean Solar

**Central Valley**
Tom Cotter, Solar Gain
Jack Ramsey, Altsys Solar
Joseph Smick, Service Finance

**Los Angeles**
Deep Patel, GigaWatt
Eric Presley, Ironridge

**North Bay**
Tyson Berg, CED Greentech
Keith Kruetzfeldt, Sunegrity Solar
Jeff Mathias, Synergy Solar

**Sacramento**
Ed Ayala, Eco Foundations Systems
Steve Geiger, Grid Alternatives

**San Diego**
Cecilia Aguillon, Aguillon Enterprises
Tara Kelly, Sullivan Solar Power
Martin Learn, HES Solar
Linda Turner, Solaria
RESOURCES & EVENTS

In 2019, CALSSA helped members understand, navigate, and succeed in an increasingly competitive marketplace. Each week we publish a high-level weekly update for members only, that provides timely information about changes and developments in the market. We also publish fact sheets, hold webinars and provide in-person trainings throughout the year to keep our members armed with the latest information to continue to run their business successfully.

2019 REVENUE SOURCES

- Membership Dues: 66%
- Fundraising Events: 18%
- Special Contributions & President’s Circle: 12%
- Grants: 4%

MEMBER EDUCATION

In 2019, CALSSA helped members understand, navigate, and succeed in an increasingly competitive marketplace. Each week we publish a high-level weekly update for members only, that provides timely information about changes and developments in the market. We also publish fact sheets, hold webinars and provide in-person trainings throughout the year to keep our members armed with the latest information to continue to run their business successfully.

- Weekly Newsletter Updates: 50
- Informational Emails: 147
- Policy Alerts: 44
- Educational Webinars: 5
- Chapter Meetings: 16
In 2019, we organized events throughout the state to support business-to-business networking, professional development, and policy advocacy, all while also providing CALSSA with much needed resources to keep the California market growing. From huge parties like Solar Battle of the Bands to our more intimate events like Contractor Day and our SoCal Golf Tournament, thousands of business professionals joined in the fun. We’d like to thank all of the companies that support our events through sponsorship and involvement. Without the industry’s active participation in our events, our work would not be possible!
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<th>Year</th>
<th>Members</th>
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THANK YOU TO OUR 2019 PRESIDENT’S CIRCLE

515 MEMBERS
110 NEW MEMBERS

87% OF CA PV PROJECTS INSTALLED BY A CALSSA MEMBER
75% OF CA GRID-TIED STORAGE PROJECTS INSTALLED BY A CALSSA MEMBER
75% OF CA SOLAR THERMAL PROJECTS INSTALLED BY A CALSSA MEMBER

87% OF CA PV PROJECTS INSTALLED BY A CALSSA MEMBER
75% OF CA GRID-TIED STORAGE PROJECTS INSTALLED BY A CALSSA MEMBER
75% OF CA SOLAR THERMAL PROJECTS INSTALLED BY A CALSSA MEMBER

Sighten
Smhirp Power
Skelly Electric
Sky Power Solar
Skyven Technologies
SMA America, LLC.
Smarter Grid Solutions
Sol Systems
Solahart Industries Pty Ltd
Solar Action Network
Solar Corporations Direct
Solar Design Tool
Solar Energy Network
Solar FlexRack
Solar Forward
Solar Insure
Solar One
Solar Optimum
Solar Pro Energy Systems
Solar Richmond
Solar Savings Direct
Solar Symphony
Solar Technologies
Solar Unlimited Inc
Solar Vast
Solar Wholesale Group
SolarWorks
SolarCraft
Solarare Energy, Inc.
SolarEdge Technologies
SolarGain West
SolarGem Electrical
SolarGrossis
SolarHealer
Solaria
Solar-Klean, LLC
Solar-Log
SolarNexus
SolarOPS - Radiocap Corp
Solarplaza
Solarsponds
SolarPowerRocks.com
SolarReviews.com
solarXperts
SoFuture LLC
Solgent
SoPal
Soitage, LLC
Sollection
Soi-Tek Industries, Inc.
Sonnentech
SoundView Risk Advisors
Southwestern Solar Systems
S-PACE
Span.IO
Spano VPP Dev Co
Spectrum Energy Development, Inc
StableSolar, Inc.
Stada Energy
Standard Solar
StarSeed
Stellar Solar
Stem, Inc.
Sullivan Solar Power
Sun Light & Power
Sun Pacific Solar Electric, Inc
Sun Solar Electric
Sunbank Solar, Inc.
SunCo Solar Inc
Sundam Energy
Sundram Solar
SunEarth, Inc.
Sungage Financial, Inc.
Sungeria Solar Solutions
Synergy Energy Solutions
SunGreen Systems Inc.
Sunmizer Solar Roofing Systems
SunModo Corporation
Sunnova Energy Corporation
Sunny Energy of California
SunPower By Sun Solar
Sunpower Corporation
Sunriver Solar
Sunrun
SunSolar U.S. Inc.
SunSpark Technology Inc
SunSpec Alliance
SunStreet Energy Group LLC
SunTegrity Solar
Suntera Solar Inc
Sunthurst Energy, LLC
Suntek Industries, Inc.
Sunworks, Inc.
Surrette Battery
Sustainability
Sustained Technologies
Sustroco
Sutton Enterprises
Swell Energy
Symmetric Energy LLC
Symmetry Home Improvement
Synergy Power
Synergy Solar & Electrical Systems Inc.
Tangerine
T & Financial Group
TerraVerde Energy, LLC
Teledyne
The Energy Loan Network, Inc.
The Solar Energy Company
ThinkWire Energy Services
Tigo Energy, Inc.
Titanium Power
Tony Haske Consulting
Top Energy USA LLC
Tosdal Law Firm
TransUnion
Treepublic
Triple Line Solar
Turtle Energy Storage Services
UC Solar/UC Merced
UL LLC
UMA Solar Inc.
Unique Solar
UNIRAC, Inc.
United Sun Energy
Urban Ore
US Solar Distributing Inc
Utility Cost Management
UtilityAPI
Vasco Solar Energy
Vector Green Power and Materials LLC
Verdiera Partners
VGG Systems Corp.
Villara Building Systems
Vital Energy
Vivent Solar, Inc.
Voltic Power
Walter Mortensen Insurance/INSURICA
We Recycle Solar
Wendel, Rosen, Black & Dean LLP
Wenger Ventures
WESCO Distribution
West Coast Sustainables
West Hills Construction, Inc.
Westcoast Solar Energy
Westhaven Solar
Wing Solar & Wood Energy, Inc.
Wivy Inc.
Xero Solar
Yaskawa - Solecica Solar
Ygrene Energy Fund
Yotta Solar
YourSolarPlans, Inc.
YSG Solar
Zilla Corporation
ZSolar
California Solar & Storage Association

OUR TEAM

Bernadette Del Chiara
Executive Director

Brad Heavner
Policy Director

Elise De Grande
Operations Director

Josh Buswell-Charkow
Deputy Director

Carter Lavin
Membership Director

Meghan Vincent-Jones
Marketing Director

Scott Murtishaw
Senior Advisor, Regulatory Affairs

Ben Davis
Policy Associate

Donald Simon
Legal Counsel
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