California’s Energy Stakeholder Advocates

California Energy Alliance is the leading advocacy organization for California’s energy stakeholders. Since our inception in late 2016, CEA has become known as a committed, credible force in realizing deep energy savings, sustainable energy generation, and policy integration in California. CEA actively participates in the development and implementation of pragmatic and environmentally and economically sound building energy standards and other initiatives, specifically at present, through focused work on California’s Building Energy Efficiency Standards (Title 24).

We’re all California energy stakeholders. Whether you live and work in California or other parts of the U.S. and abroad, what’s happening with energy in California, the fifth largest global economy, impacts you on some level.

California leads the U.S. in developing and implementing energy policies that support an economy facing the challenges of climate change and sustainable, resilient growth and stability, and California policies have long served as a model for other state and national governments. California’s legislature and local government agencies are committed to supporting economic progress.

The relationship between government regulators and the market is most productive and successful when it’s an active partnership. This partnership requires constant maintenance and inputs from government agencies and a range of stakeholder groups, including NGOs, professional organizations, building owners, practitioners, manufacturers, utilities, trade groups, and facilities managers. CEA functions as a vital conduit between regulatory agencies and California energy stakeholders, explaining the regulatory pro-

Take Your Seat at the Table

CEA gives you a “seat at the table,” a voice in the regulatory process, and an opportunity to influence policymaking through active participation. Often this is literally a seat at a real table in one of our quarterly member meetings or our many committee meetings. This is where our work on specific energy policy measures is done: discussion, debate, analysis, aggregating multiple perspectives, and developing specific recommendations.

CEA provides real-time access to valuable market intelligence on energy, energy efficiency and sustainability policy activities—synthesized, vetted information that would be prohibitively expensive to obtain in any other way.

CEA allows you to build lasting connections with other California energy stakeholders, government and policy influencers, and industry professionals at much lower cost than retaining dedicated lobbying staff or a research analyst firm. Become part of leadership in developing a 21st century engine for clean technology, energy efficiency and environmental policy that reflects a holistic approach to optimizing the built environment.

The caliber of people involved in CEA is crucial to its success and to how it has helped us in our business. There are no other organizations that offer us direct access to the actual rulemakers, where we have the chance to give them impactful input and learn how they operate and what the intentions are behind creating and evolving code.

John Busch
Energy Code Specialist & Regional Sales Manager
Leviton

CEA gives us both an awareness of what’s going on in California’s regulatory process, and an effective voice in it. We simply couldn’t get this through any other channels.

Kelly Seeger
Technical Policy Manager, Building Codes & Standards
Signify
Recent CEA Achievements

- CEA has formed a task force to develop and implement outcome-based energy code in order to help reach California’s strategic energy and environmental goals, including grid integration and decarbonization.

- Our code change proposal for simplifying California’s Energy Standards requirements for lighting controls was adopted by the Energy Commission as part of its 2019 Title 24 update.

- We have provided successful advocacy to improve building readiness for automated demand response technology and programs.

- We developed a HVAC Industry Modernization Plan published in support of California SB 1414, which mandates California address ways to improve compliance in the installation of AC and heat pump systems.

- CEA established a working partnership with advocacy foundations and California regulators to envision guidelines and standards for 2022 and beyond.

- We have cultivated relationships with industry stakeholders and California Energy Commission staff to effect positive collaboration.

- We have provided ongoing information and insight into state-level energy code that would not otherwise be available to our members.

- We convened a committee to provide recommendations for regulatory agencies to define costs, benefits and methodologies for calculating cost-effectiveness of energy measures and equipment that more accurately reflect current market values and conditions.

CEA gives us a voice in regulatory affairs that’s more powerful than only our company or even a single trade organization can possibly be. We can leverage CEA’s resources to great advantage as their recommendations carry great weight with California’s regulators.

- **Michael Jouaneh**
  Manager of Sustainability & Energy Standards

I joined CEA because it’s something I had always hoped for - a well-organized group of individuals who could understand and positively change California’s energy code.

- **Charles Knuffke**
  Systems VP & Evangelist
  Wattstopper/Legrand

Join Us Now!

We’re looking for members who are passionate about taking an active role California’s evolving energy future. Our membership spans a wide range of industries and organizations including: architects, engineers, designers, and specifiers; contractors; construction firms; NGOs; facilities managers; energy consultants; trade organizations; technical specialists; financial firms; and higher education.

The best thing about CEA for me is the diversity of opinion and expertise it provides – it’s not an echo chamber comprised only of like-minded people. It’s impressive how CEA has achieved impactful, practical results very quickly.

- **Craig Ochoa**
  Morrow Meadows Corporation
Membership Levels and Support Opportunities

**Sustaining Member: $10,000**
For larger for-profit organizations. Membership benefits include:
- Company membership for senior team of up to five participants
- Eligibility to participate on Executive Board (based on availability)
- Opportunities for Initiative and Task Team leadership
- Access to and use of CEA network offices in California (up to 4 events per year, advance notice required)
- One CEA email address with conferencing services
- Co-branding opportunities (upon CEA approval)
- Member bios in CEA annual report and website
- Access to and participation in six annual webinars California energy and related topics
- Invitation to quarterly in-person meetings

**General Member: $5,000**
For small to mid-size for-profit organizations. Membership benefits include:
- Company membership for senior team of up to five participants
- Opportunities for Initiative and Task Team leadership
- Co-branding opportunities (upon CEA approval)
- Member bios in CEA annual report and website
- Access to and participation in six annual webinars California energy and related topics
- Invitation to quarterly in-person meetings

**Nonprofit Partner: $2,500**
For nonprofits and NGOs including academic, labor, or trade organizations. Membership benefits include:
- Company membership for senior team of up to two participants
- Eligibility to participate on Executive Board (based on availability)
- Opportunities for Initiative and Task Team leadership
- Co-branding opportunities (upon CEA approval)
- Member bios in CEA annual report and website
- Access to and participation in six annual webinars California energy and related topics
- Invitation to quarterly in-person meetings

**Associate Member: $1,000**
For sole proprietorships or individuals. Membership benefits include:
- Company or professional membership for one participant
- Opportunities for Initiative and Task Team participation
- Member bio in CEA annual report and website
- Access to and participation in six annual webinars California energy and related topics
- Invitation to quarterly in-person meetings

---

**Sponsor**
Sponsors host or underwrite CEA events such as quarterly in-person meetings or conference events. As a contributing sponsor, you will gain access to our member network and work with leaders in the energy field during your sponsorship event. Sponsorship levels vary depending on the opportunity and generally range from $500-$2,500.

**Patron**
Patrons support specific CEA programs through a one-time investment for a specific initiative or other research project. As a CEA patron, your support will promote and advance our efforts within a defined range of energy policy, regulatory, or other activities. Investments typically start at $2,500.

**Apply Now to Join CEA!**
For a Member Application form, or for more information, visit [https://caenergyalliance.org/join](https://caenergyalliance.org/join)

California Energy Alliance is a 501(c)(3) organization. Membership fees, sponsorships, and other support are tax deductible to the extent provided by law.