



California  
Energy  
Alliance



Photo: Michael David Rose



Take Your Seat at the Table





## California's Energy Stakeholder Advocates

California Energy Alliance is the leading advocacy organization for California's energy stakeholders. Founded in 2016, CEA is a nonprofit, non-partisan alliance of business, government, environmental and NGO leaders advocating for energy productivity to achieve economic growth, environmental justice, energy security, affordability, and resilience. Our work focuses on advocacy, outreach, and evolution of codes, standards, and policy.

We're all California energy stakeholders. Whether you live and work in California, other parts of the U.S., or abroad, what's happening with energy in California (the fifth-largest global economy) impacts you in some important way.

California leads the U.S. with energy policies that meet the challenges of climate change and sustainable, resilient growth – policies that 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 and the marketplace 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 process to the market, and advising regulators on market realities.

## 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 codes, standards and policy through active participation. Often, this is literally a seat at a real or virtual table in one of our quarterly member meetings or our many working group meetings. This is where our work on specific energy 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 California energy stakeholders, government officials, policy influencers, and industry professionals at a much lower cost than retaining dedicated lobbying staff or a research analyst firm. Become a leader in developing a twenty-first 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. 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



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  
Lutron

# CEA Achievements

CEA is the only energy advocacy organization to have its code change proposals adopted as part of recent California Energy Standards updates. CEA's proposals are self-funded and developed by members in collaboration with interested public participants, industry experts, and the people living and working every day in California buildings.

## Evolution of Codes, Standards, and Policy

CEA actively participates in the development and implementation of environmentally and economically sound building energy standards and other initiatives.

**2019 Energy Code** - For the 2019 code cycle, several CEA recommendations for Automated Demand Response and Lighting Systems Alterations were adopted by the California Energy Commission into code.

**2022 Energy Code** - For the 2022 code cycle, we developed and submitted multiple code change proposals to the California Energy Commission:

- Detailed recommendations for a Central Nonresidential Data Registry/Repository to support improved compliance and enforcement of California's Building Energy Efficiency Standards
- A code change proposal on Demand Management for Controlled Receptacles
- A new, highly flexible, voluntary compliance option for nonresidential, new construction based on the building's actual metered energy use

## Advocacy

Our advocacy work is founded on the working partnerships we have established with NGOs, industry stakeholders, and California regulators. This work drives meaningful, innovative policy and regulatory improvements that support California's strategic energy and environmental goals.

## Convenings

CEA hosts convenings on top-priority issues concerning California's energy future from which to launch subsequent advocacy and codes and standards evolution work. Recent convenings have addressed 2022 Energy Standards and Outcome-Based Code.

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 and 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 Board of Directors (based on availability)
- Opportunities for Initiative and Working Group 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
- Member bios in CEA annual report and website
- Access to and participation in six annual webinars on a broad range of California energy topics
- Invitation to quarterly in-person meetings

## Nonprofit Member: \$2,500

For nonprofits and NGOs including academic, labor, or trade organizations. Membership benefits include:

- Company membership for senior team of up to five participants
- Eligibility to participate on Board of Directors (based on availability)
- Opportunities for Initiative and Working Group leadership
- Co-branding opportunities
- 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 two participants
- Opportunities for Initiative and Working Group leadership
- Co-branding opportunities
- 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 Working Group participation
- Member bio in CEA annual report and website
- Access to and participation in six annual webinars



CEA really provides interested parties a seat at the table. CEA allows us all to see and share different perspectives with one common goal: to provide clean, safe and responsible recommendations for California's energy codes, standards, and policies.

### Randy Young

Sacramento Business Rep, District 2  
Sheet Metal Workers' Local 104

## Sponsor

Sponsors host or underwrite CEA events such as quarterly in-person meetings or conference events. As a contributing sponsor, you 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.



In the past several years I've spent far too much time trying to solve code issues with customers, partners, and vendors by doing a lot of groundwork and not getting the kind of results we need. CEA offers us a longer term solution to adapting to changing markets and technology by being much more effectively involved in California's regulatory process.

### Susan Larson

Vice President, Western Region  
Specialty Lighting Group

## Patron

Patrons support specific CEA programs through a structured investment for a specific initiative or research project. As a CEA patron, your support promotes and advances 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>



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