

CAL  **SEIA**

CALIFORNIA SOLAR ENERGY
INDUSTRIES ASSOCIATION



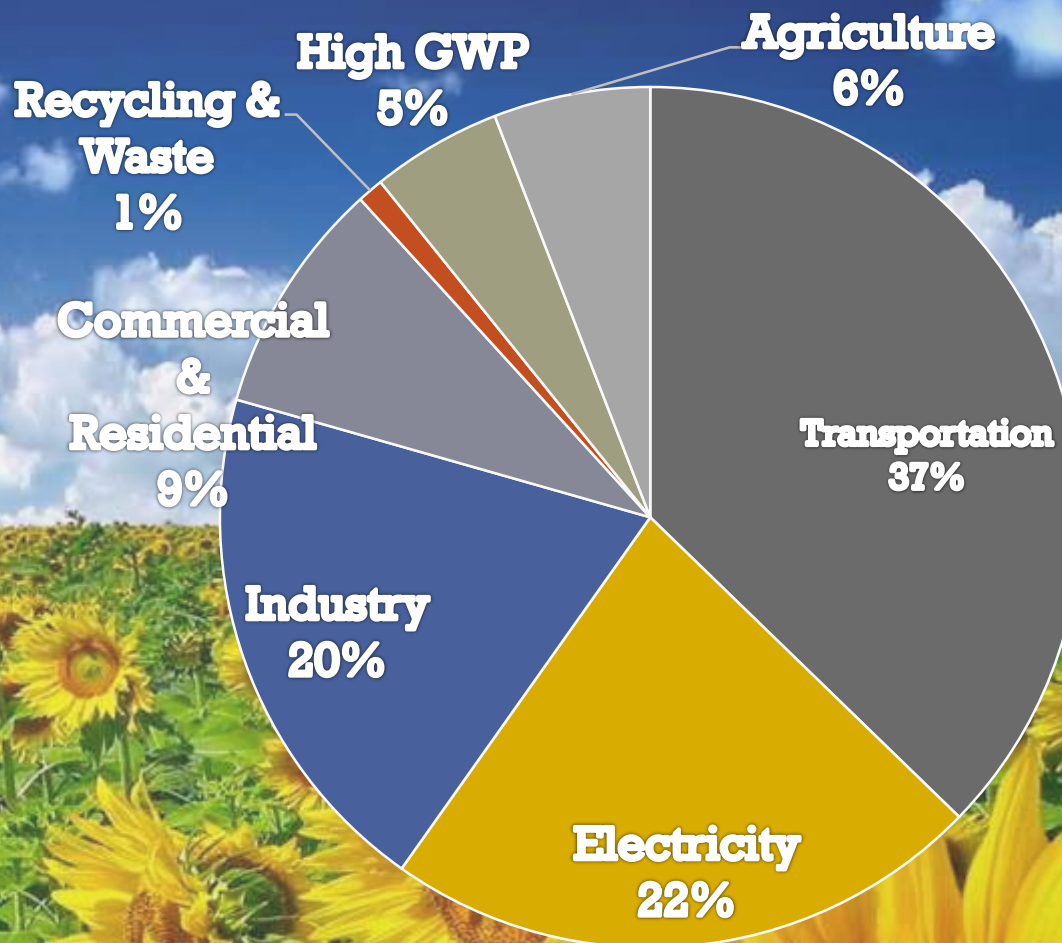
“BUILDING THE YES”

Bernadette Del Chiaro
Executive Director, CALSEIA

2014 UC Solar Symposium



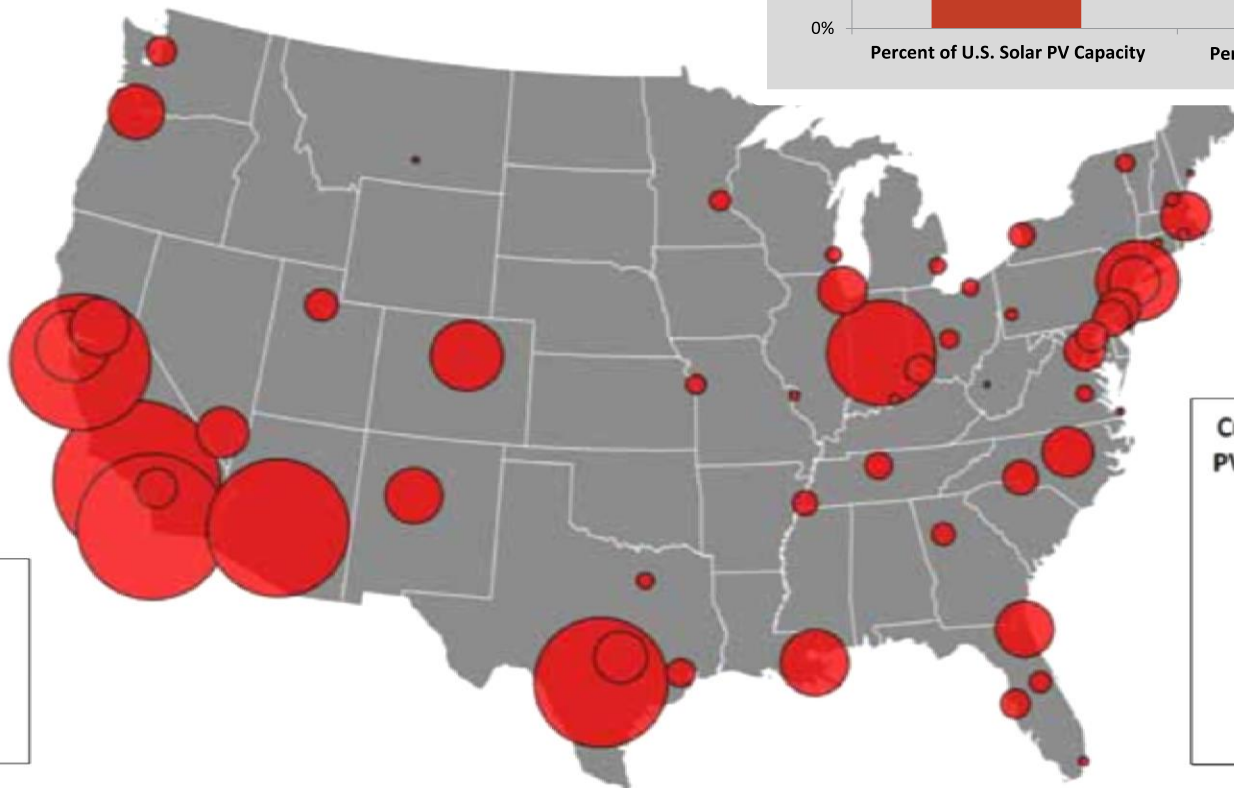
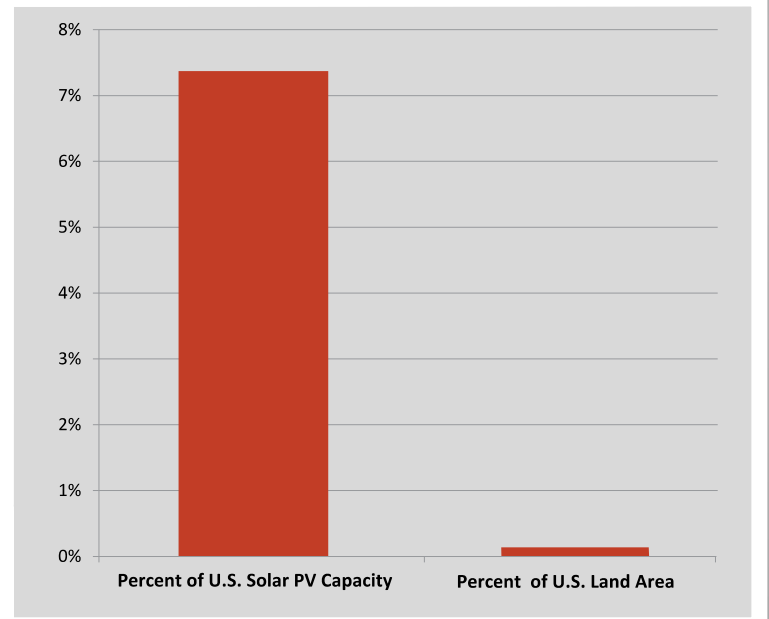
Electricity = 2nd largest source of GHG emissions in California



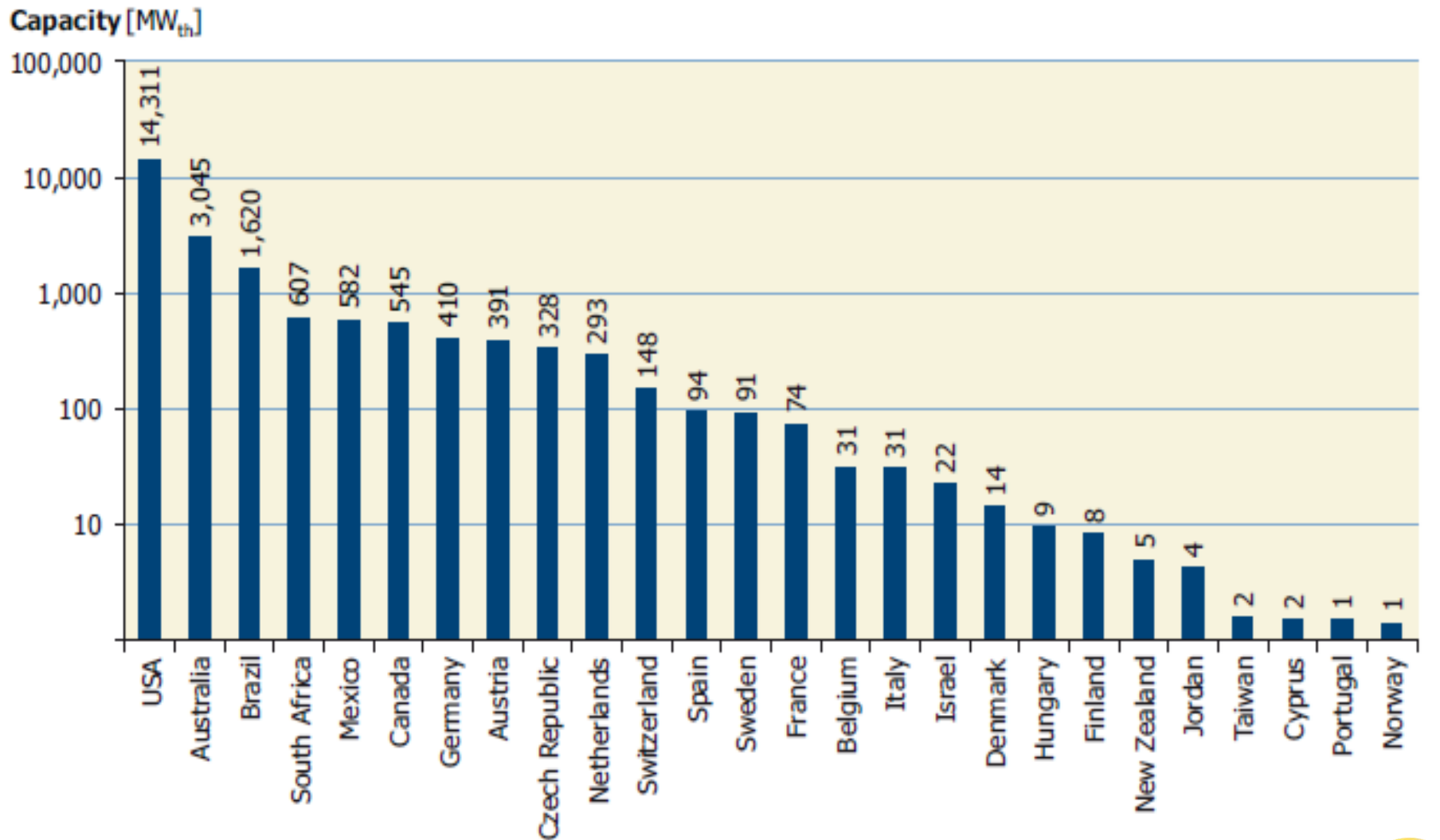
71% Consumed By Buildings

U.S. Fact:

**Just 20 cities,
representing .1%
U.S. land mass host
7% solar capacity**



U.S. Fact: More solar pool systems than in the next 24 largest markets combined



Note: Logarithmic Scale



California Fact: More solar in past 18 months than previous 18 years combined



California Fact: Rooftop Solar Installed Today Exceeds Capacity of San Onofre Nuclear Plant

Cumulative California Solar Rooftops 2000-2014

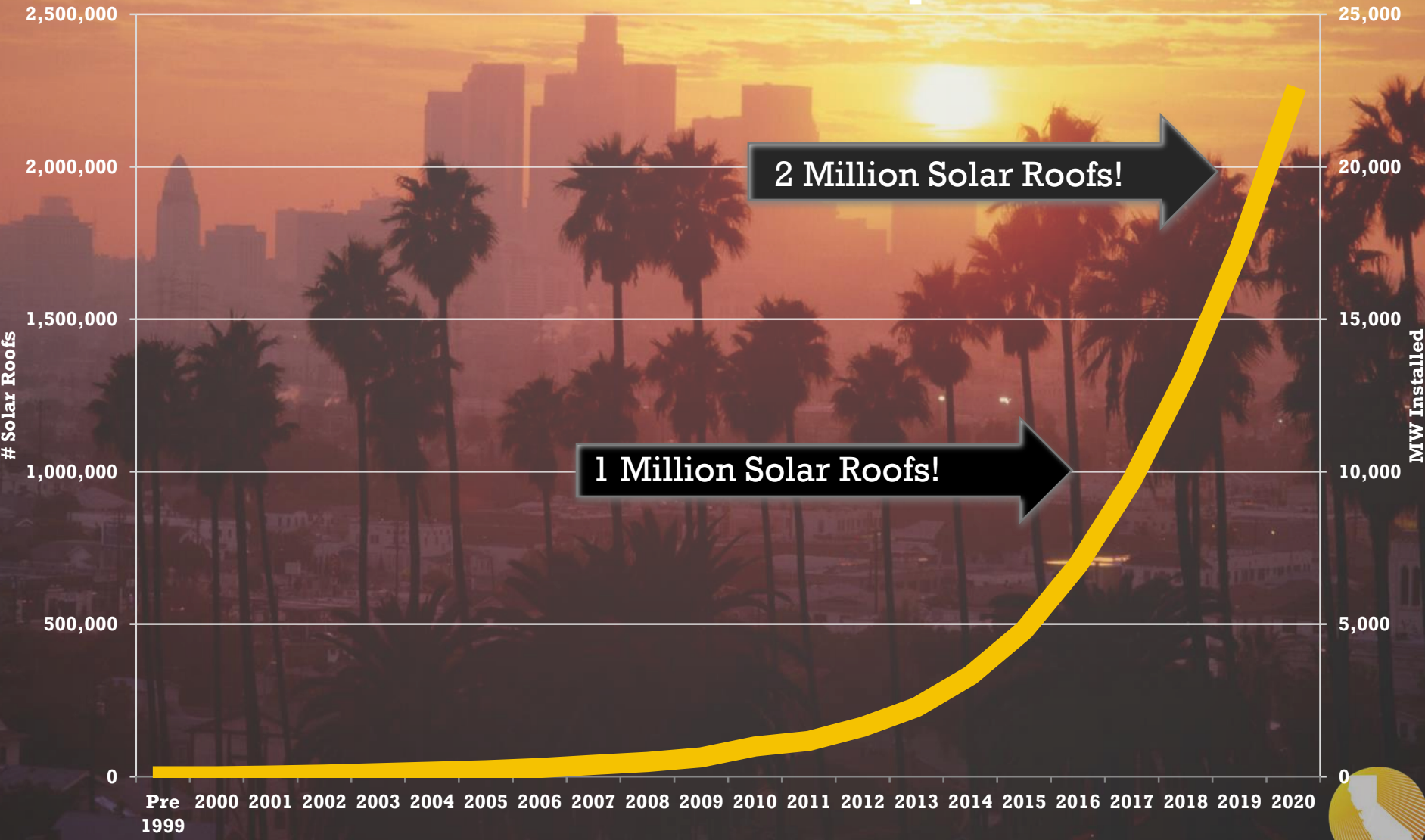


San Onofre's 2200 MW



California Fact: Rooftop Solar Market On Pace to Exceed 1 Million Mark by 2017

Cumulative California Solar Rooftops 2000-2020



California Fact: There are MORE people employed in the solar industry than in the traditional utility sector

IOU Utility
Workers

Solar
Workers

39,000

47,000

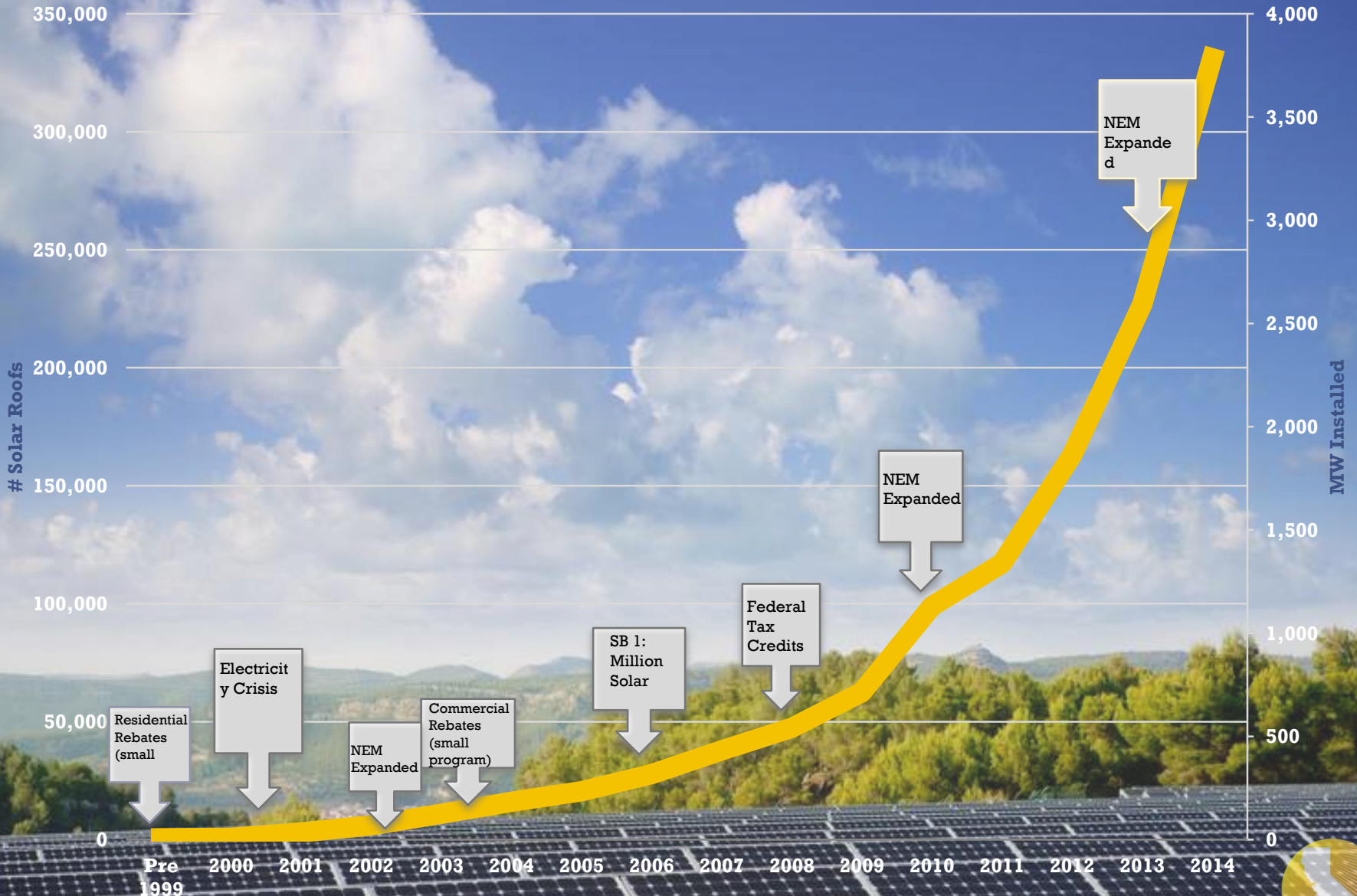


Major Political Drivers of Solar Success

1. Public Support = Political Action
2. Experienced Industry = Know How
3. Political Leadership = Certainty Upon Which to Build

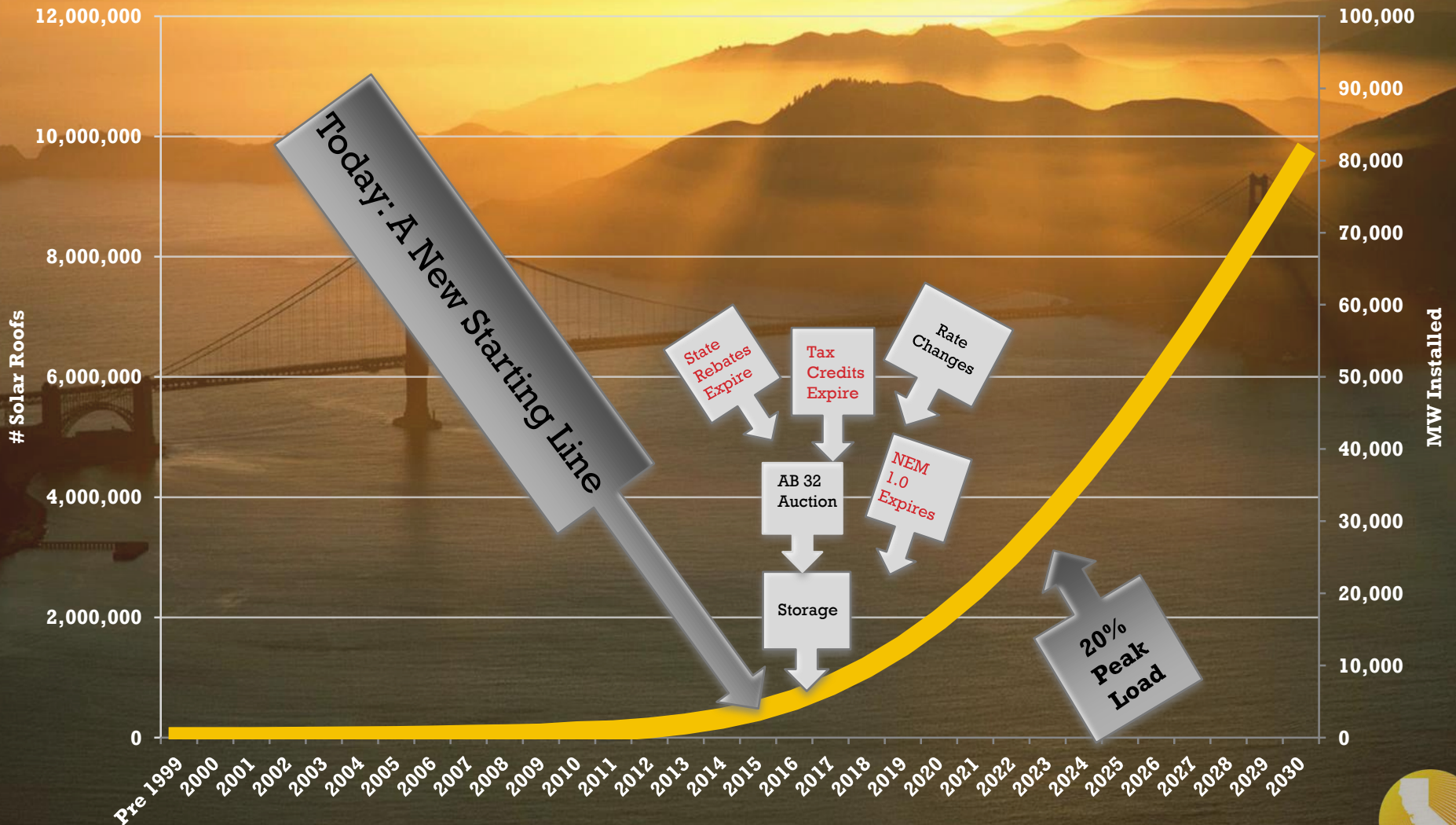


Policy Is Key To Solar Success: Incentives, Access to Consumers & Clear, Consistent Rules



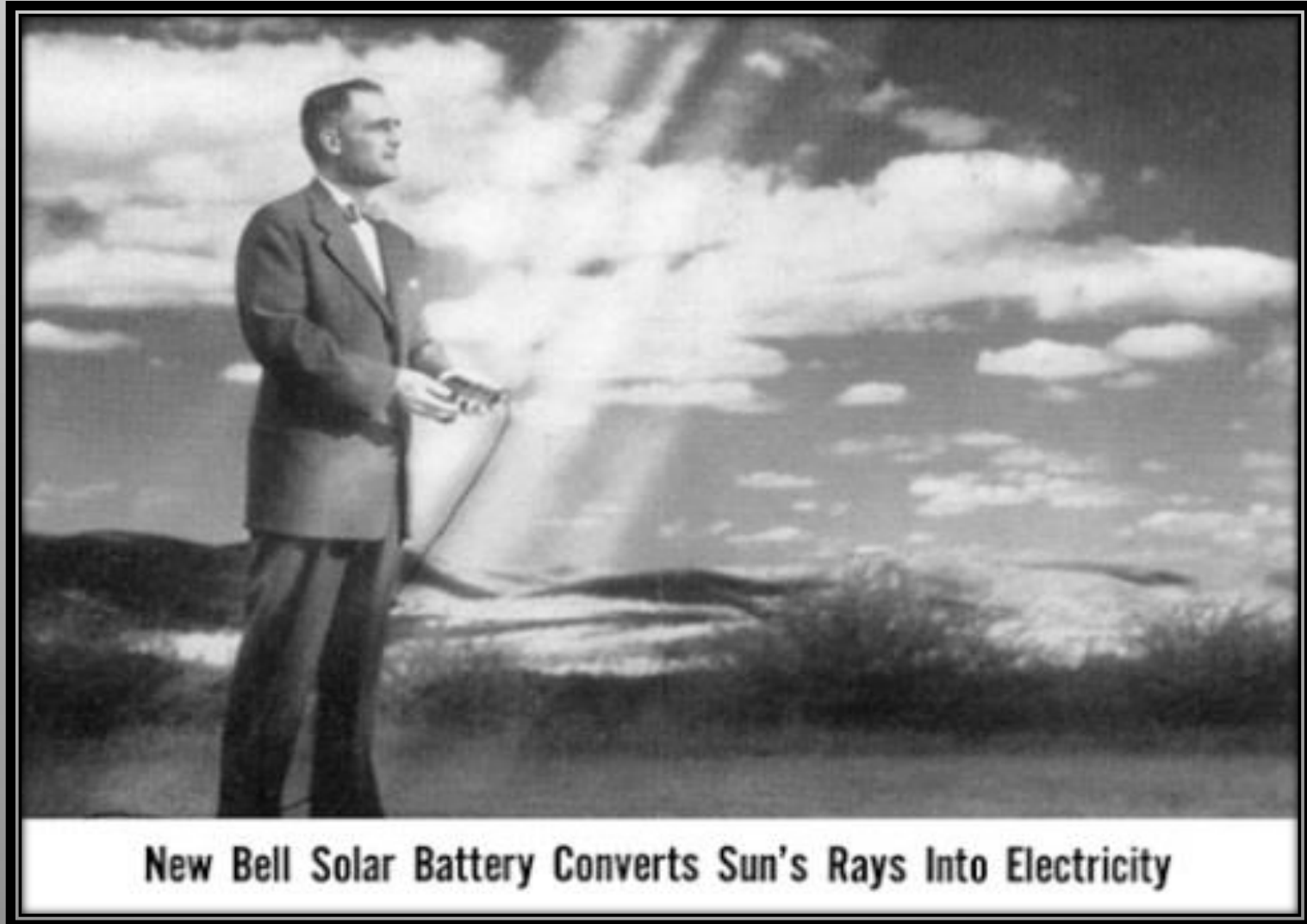
What Policies Will Drive Future Growth?

Continued Incentives & Accessible Financing, Soft Cost Reductions, and Clear Horizon That Takes Us Beyond 2020



60 Years Ago Solar PV Cell Invented

It took us 60 years to build 2 GW. We can build 20 GW
in 6 years, and ultimately get to 100%



1954 Announcement

