

PROPOSED AGENDA
CESA Initiative: Collective State Efforts to Mainstream Solar
Conference Call #1

September 5, 2007 – 1:00 p.m. to 3:00 p.m. EST

Call-in number: 1-888-346-3659
Participant Code: 2805#

[NOTE: Please dial the # key after entering the code. Mark Sinclair will be the host.]

The purpose of this conference call is to: 1) discuss the interest and merits of actions that CESA solar programs could take collectively to advance solar PV markets, 2) identify priority actions, and 3) discuss specific strategies to achieve the goals.

Background:

Over the last few months, with the input of the Topline Strategy Group (a consulting firm), several CESA program managers have discussed how state solar programs could work together to advance the goal of “mainstreaming” solar. In a recent white paper, Topline Strategy Group identified several barriers to mainstream adoption, including lack of confidence in solar power technology, the large initial investment, the lack of standards and best practices, concerns about property values, and the lack of an effective channel to serve small system needs. (white paper: *What the Solar Industry Can Learn from Google and Salesforce.com* is enclosed). Recommendations to overcome these barriers include: increasing visibility of solar projects, introducing preconfigured systems, introducing standards for equipment rating, simplifying interconnection and permitting processes, developing better roof mounting technologies, implementing favorable financing, and making warranties transferable.

With these concepts as a starting point, CESA is initiating a conversation among the major CESA state solar programs to examine these and other recommendations and determine if there are collective strategies that states could implement to further solar markets. We enclose a memorandum that identifies some potential priority areas for CESA activity.

The purpose of this initial conference call is to determine if there is merit in this type of initiative, to identify appropriate areas of activity and the merits of these preliminary recommendations, to receive member input, and to identify specific next steps for action.

Please review the enclosed CESA memorandum before the call

AGENDA:

1:00 – 1:10 **Welcome, Introductions, and Agenda Review** – *Mark Sinclair, Lise Dondy, Warren Leon*

- 1:10 – 1:30 **Briefing by Topline Strategy Group on PV industry’s fundamental challenges and recommendations for states to overcome barriers – *Jon Klein, Rob Erlichman (invited)***
- 1:30 – 1:45 **Discussion of Merits of General Concept of CESA Collective Action**
- 1:45 – 2:45 **Identification and Discussion of Priority Areas of Action (see enclosed memorandum)**
- Collective adoption of strong, standard warranty requirements
 - Collective adoption of strong equipment performance standards
 - Approaching financial institutions regarding favorable financing
 - Research to address solar effects on residential property values
 - Identification and use of best practices to increase visibility
 - OTHER RECOMMENDATIONS??
- 2:45 – 3:00 **Identification of Next Steps**
- use of subgroups
 - outreach to trade associations
 - other
- 3:00 **Adjourn**