

# CALIFORNIA ENERGY ALLIANCE STRATEGIC PLAN 2022-2027

## MISSION

CEA's Mission is to bring beneficial, equitable change to energy standards, policies and programs by developing consensus among diverse and engaged stakeholders.

## VISION

CEA's Vision is a healthy and equitable built environment that is powered by carbon-free, reliable energy sources.

## OUR PILLARS

These Pillars reflect the areas where the Alliance can have the most impact on improving the built environment while engaging the most diverse stakeholders. They are interrelated and rely on a fact-based, collective voice to guide the organization's research and advocacy activities.

**BUILDING ENERGY &  
ENVIRONMENTAL POLICY**

**CODES & STANDARDS  
IMPROVEMENT & EVOLUTION**

**GOVERNMENT &  
INDUSTRY ENGAGEMENT**

**EDUCATION, TRAINING &  
OUTREACH**



**TAKE YOUR SEAT AT THE TABLE**  
[caenergyalliance.org](http://caenergyalliance.org)



## SIX-YEAR STRATEGY

“Be the conduit between the market and policy & code makers.”

CEA helps its Members to build lasting connections with energy stakeholders, government officials, policy influencers, and industry professionals.

Over the next six years, CEA will develop pathways to increase engagement in the codes & standards making process and focus research efforts on larger policy-related issues.

This strategic vision is based on code development cycles and is meant to be implemented in a cyclical manner (every 3 years).

### IMAGINE

Identifying opportunities for growth and expanding stakeholder participation in codes, standards & policy development.

➤➤➤ Developing 2x the codes & standards proposals, identifying new partnerships, increase funding streams for capacity building

### ACTIVATE

Engaging new & existing stakeholders to participate in research and development through working groups, mentorship, and advocacy.

➤➤➤ Submitting codes & standards proposals, 10% membership growth, develop & support new legislation to advance CEA initiatives

### EQUITABLE CHANGE

Enacting change which promotes a healthy & equitable built environment.

➤➤➤ Adoption of new codes & standards, provide workforce development, increased revenue growth, advocacy work in Western states

## CURRENT INITIATIVES

- Codes & Standards Evolution
- Code Compliance Improvement
- Cost-Effectiveness Metrics
- Outcome-Based Approach
- Healthy Existing Buildings
- Education & Outreach