



POTRERO ENERGY

CASE STUDY



Potrero Energy is an impact-driven team specializing in bringing cost-effective, high-performing home energy

systems to Bay Area homeowners. Founded by a team of electrical engineers, Potrero Energy is experienced in the design, installation and operation of comprehensive electrification systems, including solar panels, energy storage systems and heat pumps. Its mission is to accelerate the deployment of high-performance, grid-connected battery systems to enable customers to maximize returns and break free from rising utility costs.

“

We find more predictable inspections using SolarAPP+, as there is a clear checklist that inspectors must run through. It provides more structure for both the installer and the inspector, leading to higher quality inspections that stay focused on the right things.

”

Steve Joseph
CEO

Founded to Improve the Process for Others

Potrero Energy stemmed from its Founder and CEO, Steve Joseph, installing solar panels on his own home. What at first seemed like it should be a simple process turned into an undertaking that required learning the nuances of local requirements that presented obstacles at various stages of the process. Once his home project was successfully completed, friends and neighbors turned to him to help them also install solar panels on their homes, and Potrero Energy was founded with the goal of making the process simpler for those who followed.



Streamlined Support in Complex Markets

Navigating the requirements of varying cities and counties has not always been easy. The Bay Area has a strong regulatory environment with multiple jurisdictions implementing specific regional rules in addition to state and national codes and standards. There are often unexpected hurdles as well, from running into rules about specific ways to print a piece of paper to cities requiring specific fire alarms for energy storage projects.

One resource that Potrero Energy has some to rely on to navigate these complexities is SolarAPP+. Because SolarAPP+ automatically integrates codes and regulations into the permit submission process, Potrero Energy can see any potential issues within a project's permit application in SolarAPP+ in real-time. SolarAPP+ ensures no elements are missed and flags potential inconsistencies to reduce back-and-forth review with jurisdictions.

Schedule and Cost Certainty

Potrero Energy counts schedule and cost certainty as the number one benefit of utilizing SolarAPP+. By removing the uncertainty associated with lengthy plan check cycles, admin hours educating plan reviewers on the design, chasing down plan review departments, two-week back-and-forth revisions with a jurisdiction, and managing customer relationships through the delays SolarAPP+ has reduced installation delays, provided schedule certainty and cost savings.

Continued Improvements Support Business Growth

With the team at SolarAPP continually making improvements on the tool, Potrero Energy has found that with each feature and update, SolarAPP+ saves its team time and money. Because SolarAPP+ does not require plan sets, Potrero Energy saves hundreds of dollars per project on internal labor by eliminating the need for redundant and expensive plan set preparation. Its team can take the information from standard install designs, enter them into SolarAPP+ and quickly move forward with permitting projects. The recent addition of templates is making it even easier to process permits and makes the tool more accessible to non-technical team members. The output of an Inspection Checklist with every approved SolarAPP+ permit, further reduces unnecessary paperwork and overhead.

[Recent announcements from SolarAPP+](#) to expand service offerings to include storage only, electrical vehicle charging, and virtual inspections have the potential to support the growth of offerings from Potrero Energy. And as SolarAPP+ continues to expand its geographic footprint, Potrero Energy benefits from expanding to regions that use the tool to streamline operations as it grows.

KEY METRICS*

- 7 Active SolarAPP+ Jurisdictions
- 38 SolarAPP+ Permits to Date
- \$1,000+ Per project savings using instant vs. traditional permitting