



DATE

MEMORANDUM

TO: Margie Gardner
FROM: Stacey Hobart
SUBJECT: Summary of goals for CalMTA

During the CalMTA meeting on April 19, the MTAB nominees undertook an exercise to imagine what success would look like for CalMTA by 2050. To spur dialogue and focus the ideas, the teams were asked to imagine newspaper headlines that highlighted CalMTA's success. The meeting attendees formed two groups to consider and record their ideas. The groups reported on their work surfacing several key themes and ideas for consideration by the MTAB and CalMTA staff going forward.

Key Themes

1. *Substantial Climate Impact.* Mitigation GHG emissions; achievement of climate goals
2. *Value Delivered.* Cost-effective energy efficiency achieved
3. *Universal Availability & Affordability.* Benefits shared equitably; energy burden reduced
4. *Excellence in Collaboration.* CalMTA delivers on collaborative leadership; leveraged funds from other programs and federal funding
5. *Workforce development.* Clean energy job growth
6. *Supportive of grid health.* Reduce peak, enhance demand flex
7. *Cultural Norms.* Efficiency becomes a normal part of business and choice of consumers

CalMTA plans to adapt these themes as we optimize the market transformation portfolio. Objectives for each of these categories will need to be created to define intended impacts. Reported outputs from the two groups are listed below as well as a summary of the themes.

Group One Outputs

- CalMTA provides model for collaborative leadership
- Gas loads gone, electric loads collapsing
- Climate goals met early
- Everyone's buying the good stuff
- Energy burden at an all-time low
- Affordable equipment is energy-efficient

- CalMTA leads CA to all-time energy efficiency high
- Green job growth exceed expectations
- California workforce leads clean tech
- Building operating costs fall to new low
- CalMTA has a TRC of 10
- CalMTA gooses the duck curve

Group Two Outputs

- MT reduces climate impacts by 20%
- One example where one technology or practice is completely transformed in 5 years
- Workforce in ESJ communities is trained and delivering on efficiency (entrepreneurialism)
- CalMTA is seen as a good steward of ratepayer funds and the value to ESJ communities exceed the cost to those communities
- CalMTA successfully collaborates with all the other rate-payer funded programs. There's exponential impacts because CalMTA coordinates
- Not just CA funds, but CalMTA leverages IRA/federal dollars for highest outcomes
- Benefits reach across California's diverse geography and customer segments
- Manufacturers/other market actors call on CalMTA for more
- Communities are more resilient because of the MTI outcomes; that people are safer and more able to be comfortable during an outage
- Higher efficiency levels for gas that reduces pollution with a focus on Ag/Ind sectors for gas efficiency reduces pollution in Central Valley
- Cultural transformation: People are thinking differently about efficiency as a health and safety benefit
- Affordability of energy serves increases and the cost of those services goes down especially for disadvantaged communities

