



May 11, 2023

MEMORANDUM

TO: MT Advisory Board (MTAB)

FROM: Jeff Mitchell, Resource Innovations & Jennifer Barnes, 2050 Partners

SUBJECT: MTI Intake Materials and Process

This memo was prepared for the MTAB to describe intake materials and process for the request for ideas (RFI) that will open on CalMTA’s website in mid-June.

Introduction

A working group from the CalMTA team, called the Intake Working Group (WG), was formed to develop the intake process, including the intake questions, submission process, and requirements. This group also supported the development of the website content and functionality. The Intake WG included the following members:

- Jennifer Barnes (2050 Partners)
- Jeff Mitchell (Resource Innovations)
- Priya Sathe (Cadmus Group)
- Melinda Lopez (Ortiz Group)
- Alexis Allen (Brio)

Intake Planning

This section describes the planning activities conducted by the Intake WG.

Personas and Use Cases

One of the first activities of the Intake WG was to develop an understanding of the likely MTI idea submitters so we could ensure that the intake requirements met the needs of these submitters. The Intake WG brainstormed the entities likely to submit as well as their motivation for submitting and estimating their level of expertise in both the idea topic and MT. The most important realization from this process was that, if the CalMTA wanted to encourage submissions from a wide variety of organizations, then the submission requirements and process could not be too burdensome or require complex or technical information. This process resulted in the development of five personas that represent the likely combinations of motivation and expertise: National Lab, Manufacturer, Program Implementor, Utility, and Non-profit Community Based Organization.

The Intake WG then developed use cases for each of the personas. These were used to help understand the functionality that the intake process would need to accommodate each persona-type. These included things like starting the intake form but needing to save it to complete it later; realizing that they had made an error or had found additional information that they wanted to change or add to their submission; or checking the status of their submission.

Intake Strategy

Armed with the knowledge and insight from the personas and use cases, the Intake WG set out to determine the overall strategy for the intake process. Given it was unlikely that many of the submitters would be able to provide the level of detail required for a full MTI plan, or even basic data such as savings per unit, the Intake WG agreed that the submitters should be asked to complete a set of short, open-ended questions rather than input data or information. The CalMTA team would then use their expertise to develop the scoring inputs.

Intake Question Development

The intake questions were developed by first reviewing the scoring criteria and summarizing the broad areas of data/information needed to inform them. Once the team agreed on these, draft questions were developed and reviewed. A mapping of intake questions to the scoring criteria helped to focus the discussions and eliminate any questions that were nice to have but not required to complete the scoring. A mapping of the final intake questions to the scoring categories is presented in Attachment 1.

To balance the need to provide clarifying guidance, particularly prompts to the submitter to describe opportunities for equity, against the concern about developing leading questions, the team agreed that introductory language about equity and California policy objectives was critical. This allowed for the intake questions to be clear and concise while reminding the submitter to include this important information, where applicable.

There was robust debate about the best wording of the questions. These were resolved by having CalMTA team members who had past experience with programs or MTI but who were not on the Intake WG, to complete the intake form using products or MTIs from their past. This process was very enlightening and identified questions that were unclear or confusing as well as those that did not generate the responses that we assumed they would. The team was able to quickly finalize the intake questions using these insights. Another benefit of this exercise was to demonstrate the type and level of detail that the scoring committee would receive.

The proposed intake questions for the 2023 RFI launch are presented in Table 2.

Table 2. RFI Intake Questions

Product Description & Benefits
1. Please describe the technology or practice. <i>(250 words)</i>
2. Describe how the technology or practice saves electricity or natural gas, reduces peak demand, and/or reduces GHG emissions. <i>(100 words)</i>
3. Are there additional benefits that your technology or practice will provide? If so, please describe these benefits. <i>(100 words)</i>
Target Market Description
4. Describe the target market sector and customers that will benefit from your technology or practice in California. For example, commercial, industrial, single family residential, multifamily residential, agricultural, etc., and, if applicable, key subsector. Be sure to specify whether it will benefit hard-to-reach customers, low-to-moderate income markets, disadvantaged communities, etc. and how. <i>(100 words)</i>
5. Where, specifically, is the technology or practice available? Is it available to consumers in California? Please provide an example of a specific outlet or service provider, if possible. <i>(100 words)</i>
6. Describe how the technology or practice is (or will be) delivered to the market. For instance, will it be available for direct purchase by the consumer through traditional retail establishments, or will it be available only through installation by a licensed professional, or something else? Is there a well-established distribution channel that can be used, or would one need to be developed or adapted? Also include information about any partnerships, including those with community-based or environmental/social justice organizations, if applicable. <i>(500 words)</i>
7. What is your best estimate of current market adoption of the technology or practice? For instance, how many units or what percentage of the target market(s) have already adopted the technology or practice? <i>(150 words)</i>
Market Adoption Barriers
8. What is keeping the market from adopting your technology or practice? Please list the key market barriers. <i>(250 words)</i>
9. What limitation(s), if any, does the technology or practice have that must be overcome? What are the technical barriers, if any? <i>(500 words)</i>
10. Beyond the standard or base case technology or practice, what are the alternative competing products or services (direct and indirect), and how does your technology or practice compete with them? <i>(250 words)</i>
11. What type of market interventions, assistance, or support do you think are necessary to overcome the identified barriers? <i>(250 words)</i>
Additional Information

12. Is there any additional information that would be helpful in evaluating your proposed idea? (100 words)

13. If available, please provide names and links to any recently completed studies, work papers, measure packages, whitepapers, industry publications, articles, interviews, and other supporting documentation related to this idea. (250 words)

Intake Process Flow

The Intake WG developed process flow charts of the submission and scoring processes to illustrate the sequence, relationships, and timing of activities from both the submitter and CalMTA perspectives. Walking through this process as a team was an essential exercise to align disparate assumptions about the team's scoring process and communications with submitters. The exercise identified the following opportunities to streamline communications with the submitters:

- (1) The team originally envisioned notifying the submitters when their idea advanced from one stage to the next. However, laying out the process from end to end revealed that interim notifications for passing the threshold and stage 1 reviews are not meaningful to the submitters and would only be confusing;
- (2) We also realized that the team needed to take a coordinated approach to our review process so that we only need to reach out to bidders once with a set of collected questions rather than contacting them at multiple points;
- (3) We identified an important opportunity to send submitters reminders when they have incomplete intake forms; and
- (4) Terms were carefully crafted to communicate clearly about the process. For instance, because we plan to revisit ideas periodically, submitted ideas are never rejected but rather archived.

Intake Website Development

The Intake WG worked with Resource Innovations' (RI) IT department to develop the intake form and associated, supporting content. The intake and self-screening questions and introductory guidance developed by the Intake WG was reviewed and refined to ensure a logical flow of information relative to the submitters path from the broader CalMTA website to the Participate Landing Page. Terminology was aligned and links to content housed on other sections of the site were made. The WG also worked with RI's staff to develop a graphical element that illustrated the stages of the intake process and included links to supporting information.

Recognizing that some submitters will need support to develop their ideas, the WG developed the following resources:

- **Frequently Asked Questions** - the WG developed an initial set of questions and will update the list, as needed;

- **Office Hours** - the submitters will have the ability to schedule a window of time to meet with a CalMTA team member to get assistance with their submission; and
- **Bulletin Board** - submitters will be able to post their questions to a bulletin board moderated by CalMTA team members.

Lastly, the Intake WG conducted user testing of the intake functionality. CalMTA team members not on the Intake WG were provided with intake question content (developed through the testing of the intake questions) and tasked with submitting the idea through the test intake portal. This testing process provided valuable feedback and uncovered a number of opportunities for refinement. For example, navigation labels were added so the submitter could track their progress through the submission form.

A draft example of the website content for the intake process is provided in Attachment 2 (page 6).

Attachment 1: Mapping of Intake Questions to Scoring Categories

Intake Questions	Scoring Criteria Coverage							
	TSB/ Energy Savings	TSB/ Grid Benefits	TSB/ GHG Impacts	Readines s	MTI Cost & C/E	Equity (HTR/ DAC Impacts)	Non- energy Impacts	MT Alignmen t
Please describe the technology or practice. (250 words)	x	x	x	x	x	x	x	x
Describe how the technology or practice saves electricity or natural gas, reduces peak demand, and/or reduces GHG emissions. (100 words)	x	x	x					
Are there additional benefits that your technology or practice will provide? If so, please describe these benefits. (100 words)							x	
Describe the target market sector and customers that will benefit from your technology or practice in California. For example, commercial, industrial, single family residential, multifamily residential, agricultural, etc., and, if applicable, key subsector. Be sure to specify whether it will benefit hard to reach customers, low to moderate income markets, disadvantaged communities, etc. and how. (100 words) Where, specifically, is the technology or practice available? Is it available to consumers in California? Please provide an example of a specific outlet or service provider, if possible. (100 words)	x	x	x		x	x		
Describe how the technology or practice is (or will be) delivered to the market. For instance, will it be available for direct purchase by the consumer through traditional retail establishments, or will it be available only through installation by a licensed professional, or something else? Is there a well-established distribution channel that can be used, or would one need to be developed or adapted? Also include information about any partnerships, including those with community based or environmental/social justice organizations, if applicable. (500 words) What is your best estimate of current market adoption of the technology or practice? For instance, how many units or what percentage of the target market(s) have already adopted the technology or practice? (150 words)				x	x	x		x
What is keeping the market from adopting your technology or practice? Please list the key market barriers. (250 words) What limitation(s), if any, does the technology or practice have that must be overcome? What are the technical barriers, if any? (500 words)					x			x
Beyond the standard or base case technology or practice, what are the alternative competing products or services (direct and indirect), and how does your technology or practice compete with them? (250 words) What type of market interventions, assistance, or support do you think are necessary to overcome the identified barriers? (250 words)					x			x
Is there any additional information that would be helpful in evaluating your proposed idea? (100 words) If available, please provide names and links to any recently completed studies, workpapers, measure packages, whitepapers, industry publications, articles, interviews, and other supporting documentation related to this idea. (250 words)								

Attachment 2: DRAFT Submission Landing Page

Participate

CalMTA is seeking ideas that will help California reach its aggressive energy efficiency, greenhouse gas (GHG) reduction, workforce development, and equity goals through market transformation. We aim to create long-lasting, sustainable changes in the structure or functioning of targeted markets by reducing barriers to the adoption of targeted technologies or practices.

If you have an idea that will accelerate market adoption of a new or under-used energy efficiency technology or practice, then we want to hear about it. If your idea is selected for funding, the CalMTA will develop a plan for executing it and conduct a competitive solicitation of bids for its delivery.

3 Simple Steps to Submit Your Idea

1. Prepare

- Answer the self-screening questions below to determine whether your idea is a fit for CalMTA's mission
- **Review the submission questions** in advance to understand the requirements, including information you must gather
- Review the **criteria** that will be used to screen and select the ideas
- Consult the **FAQs** if you have questions

2. Submit

- Complete the submission form
- You will receive a confirmation email
- You can **check out the video** or **schedule office hours** to get live support

3. Follow up

- CalMTA may contact you if there are questions about your idea
- You will be notified about whether or not your idea advances to **Phase 2**. The selection process takes approximately 4-6 weeks
- You can check the status of your submission on the **applicant portal**
- If the market circumstances change, you can log into the portal and resubmit your idea

The MTAB oversees the process, and their meetings are public. **Register for an upcoming MTAB meeting or view past meeting materials.**

Self-screening Questions

Use the following questions to determine whether your idea is an appropriate fit for CalMTA:

- Does your technology/product or practice/service have the potential to save energy in California? Can the energy savings be measured?
- Is the technology/product or practice/service commercially available now or on track to be within the next six months?
- Is there a compelling opportunity to address a non-financial market barrier that is keeping your technology or practice from being widely adopted? Typical market barriers are cost, lack of supply, low awareness, etc.

If you answered "No" to any of the questions, unfortunately your idea does not qualify for CalMTA development. If you are unsure of the answer to any of these questions, you should address those issues prior to submitting your idea to CalMTA. If you need help clarifying your answers, you can schedule office hours [LINK] to speak to the CalMTA team, or watch the video below for support.

If you can answer "yes" to all the questions, we encourage you to submit and are excited to have your help to create a marketplace of ideas to develop an impactful market transformation portfolio for California!

RFI Submission Form

Idea Name:

Submitter Name:

Company Name:

Address:

Email:

Phone:

Project Submitter Type (drop down with Manufacturer, National Laboratory, Utility/Program Administrator, Non-profit Organization, Consulting Firm, etc.)

Is your idea a: (radio buttons for Technology/Product, Service/Practice, and Other _____(specify))

Product Description & Benefits

1. Please describe the technology or practice. *(250 words)*
2. Describe how the technology or practice saves electricity or natural gas, reduces peak demand, and/or reduces GHG emissions. *(100 words)*
3. Are there additional benefits that your technology or practice will provide? If so, please describe these benefits. *(100 words)*

Target Market Description

4. Describe the target market sector and customers that will benefit from your technology or practice in California. For example, commercial, industrial, single family residential, multifamily residential, agricultural, etc., and, if applicable, key subsector. Be sure to specify whether it will benefit hard-to-reach customers, low-to-moderate income markets, disadvantaged communities, etc. and how. (100 words)
5. Where, specifically, is the technology or practice available? Is it available to consumers in California? Please provide an example of a specific outlet or service provider, if possible. (100 words)
6. Describe how the technology or practice is (or will be) delivered to the market. For instance, will it be available for direct purchase by the consumer through traditional retail establishments, or will it be available only through installation by a licensed professional, or something else? Is there a well-established distribution channel that can be used, or would one need to be developed or adapted?

Also include any information about potential partnerships or partnership opportunities, including those with community-based or environmental social justice organizations, that would support the advancement of the technology or practice, if applicable. (500 words)

7. What is your best estimate of current market adoption of the technology or practice? For instance, how many units or what percentage of the target market(s) have already adopted the technology or practice? (150 words)

Market Adoption Barriers

8. What is keeping the market from adopting your technology or practice? Please list the key market barriers. (250 words)
9. What limitation(s), if any, does the technology or practice have that must be overcome? What are the technical barriers, if any? (500 words)
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11. What type of market interventions, assistance, or support do you think are necessary to overcome the identified barriers? (250 words)

12. Do you have any additional information that would help the CalMTA evaluate your proposed idea?? (100 words)

13. If available, please provide names and links to any recently completed studies, work papers, measure packages, whitepapers, industry publications, articles, interviews, and other supporting documentation related to this idea. (250 words)

14. Please upload any files or documents to support your idea. Mark any files that should not be shared as CONFIDENTIAL.