



Market Transformation Advisory Board (MTAB) Meeting

Agenda



Time	Agenda Item	Presenter
11:00 a.m.	1. Welcome & Introductions/Ice Breaker	
11:10 a.m.	2. Meeting Agenda	Margie Gardner
11:15 a.m.	3. Review Meeting Notes from 5/26	Margie Gardner
11:20 a.m.	4. 2024 Draft Budget Review	Jim Giordano
12:40 p.m.	5. Next Steps & Next Meeting	Margie Gardner
12:50 p.m.	6. Public Comment	Margie Gardner
1:00 p.m.	Adjourn	

Phone participants can raise their hand during the public comment period and will be unmuted.

Icebreaker



What is your favorite vacation location?



Review May MTAB Meeting Notes

Draft May 26 Notes



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CalMTA Leadership



Budget Structure and Background



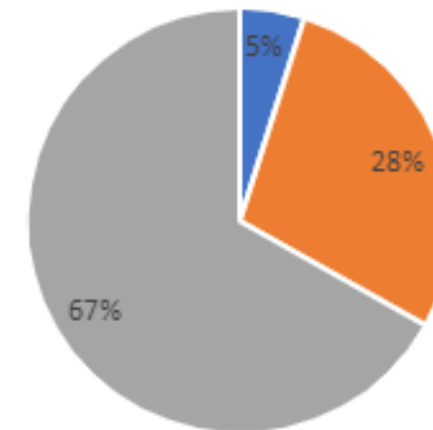
Cost Category	Major Activity
MTA Administration	Routine Financial and Administrative Tasks
MTA Operations	Operations
	Project Management and Operations
	MTAB Operations
	Policy
	Stakeholder Engagement and Communications
	Data Systems Development and Management
Initiative/Concept Development	Concept Development
	<i>Concept Identification</i>
	Technology Scanning and RFI Support
	Outreach, reporting, research
	<i>Concept Assessment</i>
	Benefit analysis and forecasting models
	Advancement plan development, reporting
	Program Development
	<i>Strategy Development and Testing</i>
	Detailed benefit analysis
	Market Research
	Strategy Testing, MTI Plan Development, Reporting
	Strategy Testing/Pilots
MTI Market Deployment	
Evaluation	

2024 =Year 2 of 3-year startup

Startup budget NTE \$19.6M/year

5 cost categories (3 active)

% of Total Budget by Cost Category



■ Administration ■ Operations ■ MTI Development

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CalMTA Administration

Jim Giordano

Principal, CalMTA Operations

MTA Administration



- Routine financial and contract administration activities:
 - Invoicing
 - Monitoring contract compliance
- Budget management including:
 - Accruals
 - Forecasting
- Contingency funds for non-routine admin requests
 - Ad hoc financial reporting requests
 - Financial audits

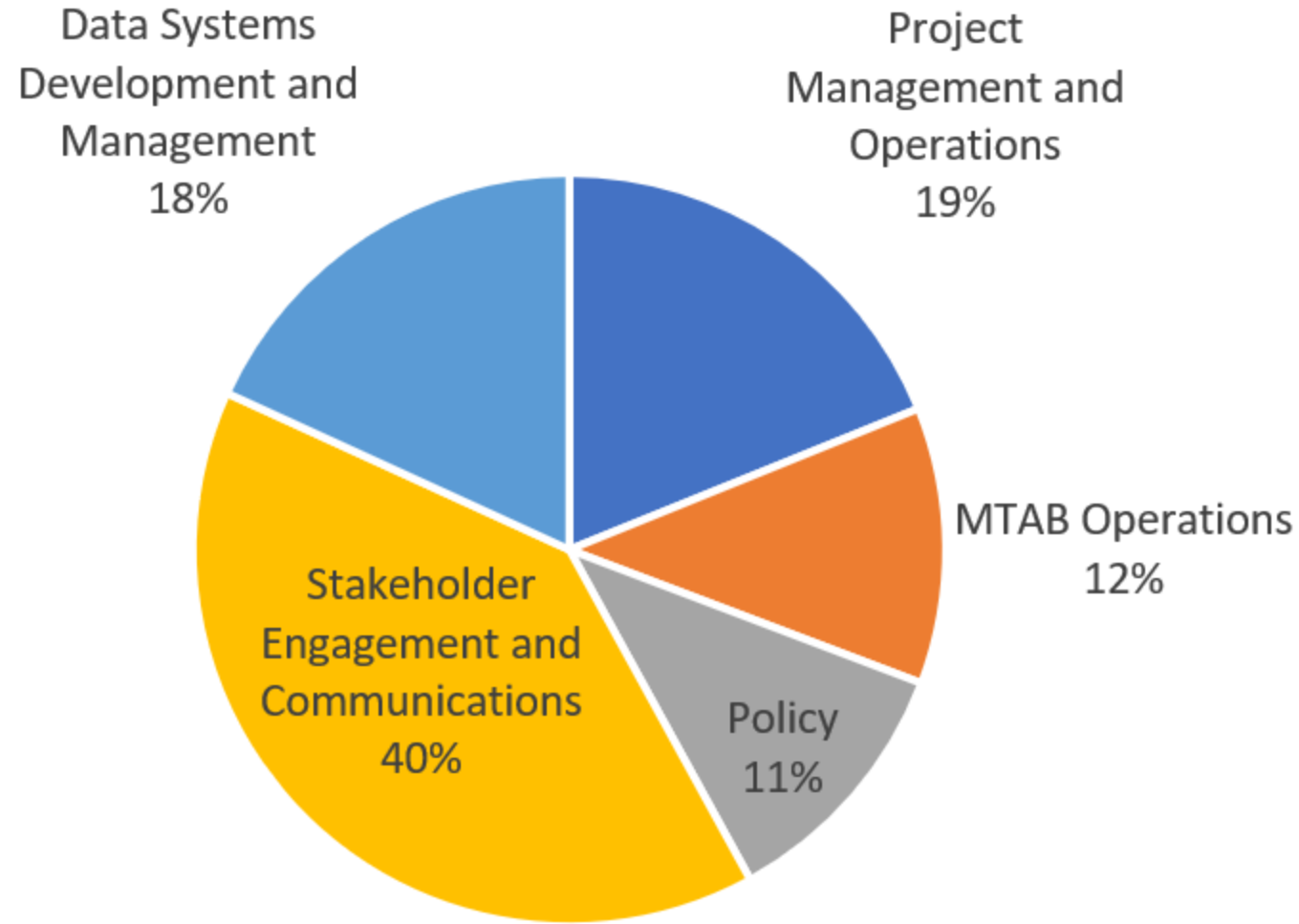


CalMTA Operations

Jim Giordano

Principal, CalMTA Operations

MTA Operations



MTAB Operations



- Budget for maximum virtual and in-person MTAB meetings
- Meeting prep & follow up
- Meeting execution
- Direct costs including:
 - Facility, meals
 - Member stipends
 - Travel costs (for both CalMTA team and MTAB members)

Data Systems Development and Management



Key activities:

- IT needs assessment and design
- Managing & improving existing systems:
 - CalMTA website and CRM
 - Administrative portal (RFI “back-end”)
- Assessing and developing solutions:
 - Future RFP/procurement activities
 - MTI data needs
- Developing program/portfolio tracking and monitoring solutions
 - Data analytics and dashboarding
- Data integration with partner systems

Policy (Part of Operations)

Nils Strindberg

Principal, Policy



Policy



Goal is to ensure CalMTA's efforts align with CA policy

- Tracking and informing CalMTA about key agency activities:
 - California and Federal Agencies' regulations, rulemakings and programs, including the CPUC, CEC, CARB, DOE and others;
 - California and Federal legislation;
- Conducting research related to California and Federal regulations and legislation.
- Providing support for CPUC filings and deliverables.

Stakeholder Engagement & Communication (Part of Operations)

Stacey Hobart

Principal, Stakeholder
Engagement & Communications



Stakeholder Engagement & Communications



Key Activities

- Publish annual and quarterly reports
- Distribute semi-monthly news updates
- Host webinars and event presentations
- Development/maintenance of calmta.org, collateral, CRM, etc.
 - Collaborations to help disseminate CalMTA information
- Outreach/coordination with efficiency and other stakeholders
- Outreach to targeted audiences in support of MTI development
- Craft outreach and communications strategies for specific MTIs

Stakeholder Engagement & Communications

Key Deliverables

- Annual and quarterly reports to CPUC
- Semi-monthly stakeholder communications via newsletter or notices
- Live webinars on CalMTA activities, with on-demand recordings available at calmta.org
- Regularly updated calmta.org website, collateral, stakeholder contacts.

Market Transformation Initiative/Concept Development

Jeff Mitchell

Principal, MTI Deployment &
Development



2024 Concept Development Activities



Continue to monitor the market for new technology or practice opportunities

- Open RFIs at regular intervals to scan market for new ideas
- Collaborate with stakeholders to develop new or build off existing concepts
- Conduct light market research as needed to fill gaps in knowledge
- Develop draft benefit and forecasting models to assess MT opportunity
- Coordinate with the MTAB to review submissions and prioritize MTI for further development

2024 Concept Development



Key deliverables

- 2-4 RFI solicitations w/summary reports
- MTI Advancement Plans for prioritized MTI's

2024 Program Development Activities

Develop full MTI Plans for MTI ideas selected in 2023

- Execute tasks in MTI Advancement Plans developed in 2023
 - Conduct market research, laboratory testing, field testing, and pilots
 - Develop MTI specific benefit analysis, logic models and strategic market interventions
 - Conduct outreach to stakeholders
 - Launch and manage MTI working groups
- Submit 1-3 full MTI plans for CPUC approval
- Continue developing MTI plans for all viable MTIs as learnings from research and testing allow

2024 Program Development



Key deliverables

- Market characterizations and other completed market research as identified per MTI Advancement Plans.
- Launched MTI Working Groups.
- Up to three full MTI Plans submitted to the CPUC via an application.

CalMTA 2024 Budget



Cost Category	Major Activity	Activity Detail								Cost Category Totals
		# FTEs			Labor Costs			Non-Labor Costs	Activity Totals	
		RI	Subs	Total	Subs	RI	Total			
MTA Administration	Routine Financial and Administrative Tasks	2.4		2.4		\$ 744,897	\$ 744,897	\$ -	\$ 744,897	\$ 744,897
MTA Operations	Operations Subtotals	9.0		9.0		\$ 3,835,695	\$ 3,835,695	\$ 456,783	\$ 4,292,478	\$ 4,292,478
	Project Management and Operations	1.6		1.6		\$ 675,070	\$ 675,070	\$ 135,500	\$ 810,570	
	MTAB Operations	1.0		1.0		\$ 421,259	\$ 421,259	\$ 89,000	\$ 510,259	
	Policy	1.0		1.0		\$ 482,810	\$ 482,810	\$ -	\$ 482,810	
	Stakeholder Engagement and Communications	3.7		3.7		\$ 1,527,602	\$ 1,527,602	\$ 181,283	\$ 1,708,885	
	Data Systems Development and Management	1.8		1.8		\$ 728,953	\$ 728,953	\$ 51,000	\$ 779,953	
Initiative/Concept Development	Concept Development Subtotals	0.9	1.5	2.4	\$ 655,906	\$ 420,680	\$ 1,076,586	\$ 75,000	\$ 1,151,586	\$ 10,547,781
	Concept Identification									
	Technology Scanning and RFI Support	0.2	0.3	0.5	\$ 125,534	\$ 80,514	\$ 206,048		\$ 206,048	
	Outreach, reporting, research	0.1	0.2	0.3	\$ 74,142	\$ 47,553	\$ 121,695	\$ 75,000	\$ 196,695	
	Concept Assessment								\$ -	
	Benefit analysis and forecasting models	0.3	0.5	0.8	\$ 222,379	\$ 142,628	\$ 365,006		\$ 365,006	
	Advancement plan development, reporting	0.3	0.5	0.9	\$ 233,851	\$ 149,986	\$ 383,837		\$ 383,837	
	Program Development Subtotals	7.1	8.6	15.8	\$ 3,716,802	\$ 3,080,902	\$ 6,797,705	\$ 2,598,490	\$ 9,396,195	
	Strategy Development and Testing									
	Detailed benefit analysis	1.2	1.4	2.6	\$ 617,187	\$ 511,594	\$ 1,128,781		\$ 2,257,563	
	Market Research	2.0	2.4	4.4	\$ 1,043,858	\$ 865,266	\$ 1,909,124		\$ 3,818,248	
	Strategy Testing, MTI Plan Development, Reporting	4.0	4.8	8.7	\$ 2,055,757	\$ 1,704,042	\$ 3,759,799	\$ 98,490	\$ 7,618,088	
Strategy Testing/Pilots							\$ 2,500,000	\$ 2,500,000		
MTI Market Deployment				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Evaluation				\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Subtotals		19.5	10.1	29.6	\$ 4,372,708	\$ 8,082,174	\$12,454,883	\$ 3,130,273	\$ 15,585,156	
								Grand Total	\$ 15,585,156	

2024 ABAL Development Schedule



Target Date	Task or Deliverable
8-Jun	Present draft ABAL at MTAB meeting and take notes on feedback
13-Jun	Written feedback on ABAL due from MTAB members and CPUC Survey instrument will be sent at the end of this meeting
26-Jun	Send final ABAL with Recommendation section to MTAB
30-Jun	MTAB meeting to review final ABAL, including Recommendations
~20-Jul	File final ABAL with CPUC

MTAB ABAL Recommendations



A survey form will be emailed to you after this meeting.

Please complete the form by

Tuesday, June 13 COB

The image shows a screenshot of a web-based survey form titled "MTAB ABAL Recommendations". The form has a blue header bar with the title and a three-dot menu icon. Below the header, the text reads: "Thank you for taking the time to review CalMTA's budget. Please fill in this form by **COB June 13.**". There are two bullet points: "• If you don't have a comments for a spec" and "• If you want to revise a prior answer, use". Below this, it says: "We will start by asking if you have any overa Budget Advice letter (ABAL) 'wrapper' or the ask questions specific to each cost category". A blue "Next" button is at the bottom of this section. The second part of the form is titled "MTAB ABAL Recommendations" and "MTA Operations". It contains four numbered questions, each with a text input field: "4. Add any comments on 'MTA Operations: **MTAB Operations**'", "5. Add any comments on 'MTA Operations: **Policy Engagement**'", "6. Add any comments on 'MTA Operations: **Stakeholder Engagement and Communications**'", and "7. Add any comments on 'MTA Operations: **Data Systems Development and Management**'". Each question has an "Enter your answer" placeholder.

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#5 Next Steps & Meetings



Margie Gardner

Vice President, Market
Transformation



MTAB Meeting Dates



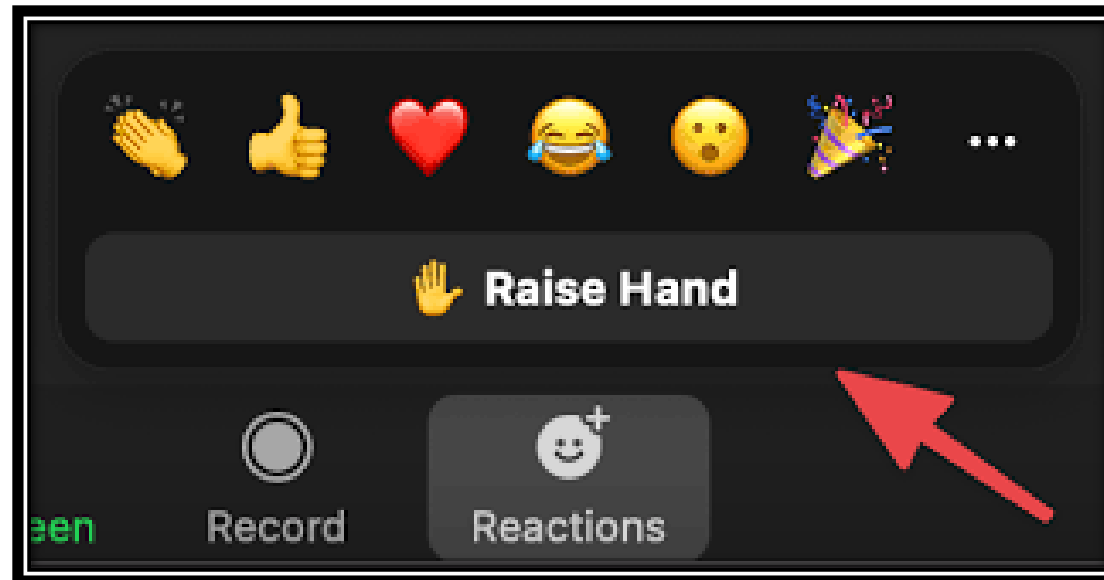
Meeting Date	Format	Key Topic
Tues. June 13		Written feedback on draft ABAL due from MTAB
Thurs. June 15	<i>RFI Opens</i> -----	
Fri. June 30	2-hour virtual 	Final ABAL and Recommendations Report
Fri. August 18	<i>RFI Closes</i> -----	
Fri. Sept. 8	2-hour virtual 	Initial summary of RFI ideas
Thurs. Nov 30 & Fri. Dec. 1	In-person	Draft Disposition Report Draft Advancement Plans for front runners
Thurs. Jan 25	In-person	Final Disposition Report Additional Advancement Plans

*CalMTA Request for Ideas Briefing 6/14/23 and around July date TBD
Register at: <https://calmta.org/meetings-events/>

Public Comment



Raise your hand using the “Reactions” feature and we will allow you to unmute yourself.





Thank you for attending!
See our upcoming meetings & events at
calmta.org