



**Market Transformation
Advisory Board (MTAB)
Meeting**

April 22, 2025

CalMTA is a program of the
California Public Utilities
Commission and is administered
by Resource Innovations.



View the Chefluencer Strategy Pilot video:

<https://www.youtube.com/watch?v=Lbu2dR3OW00>



3. Review Draft MTAB Meeting Notes

[Feb. 19 MTAB meeting notes](#)

4. Annual MTAB Charter & COI Refresher

Stacey Hobart | Principal, Stakeholder Engagement &
Communications



MTAB application process



After posting the application information and form at calmta.org, the team promoted the opportunity, and scored applications received.

MTAB application

- Application period: Feb. 5 - 21
- Method: Microsoft form posted on website

[MTAB Application 2025](#)

Outreach conducted

- Two push emails from CalMTA
- Two LinkedIn Posts
- Emailed the service list
- Solicited recommendations from IOUs, CCAs/RENs

Scoring & recommendations

- 4 MTAB applicants
 - 2 current MTAB members
 - 2 non-MTAB members
- Internal scoring team:**
- Stacey, Lynette and Karen

MTAB Members List 2025



Name	Organization	Category represented
Christie Torok	CPUC Energy Division	CPUC Representative
Cyane Dandridge	Strategic Energy Innovations	Workforce and/or Labor Representative
Fred Gordon	Independent (formerly Energy Trust of Oregon)	Evaluation Professional
Hayley Goodson	The Utility Reform Network (TURN)	Ratepayer Advocacy/Protection
Jeff Harris	Northwest Energy Efficiency Alliance (NEEA)	National/Regional EE Policy Professional
Peter Miller	Independent (formerly NRDC)	Environmental Advocacy
Mary Anderson*	Pacific Gas & Electric	IOU Representative
TBD	--	CCA/REN

*Mary Anderson is replacing Randall Higa as the IOU representative

MTAB Charter Review

CalMTA is a program of the California Public Utilities Commission and is administered by Resource Innovations.

Charter: Roles & responsibilities



The MTAB is a non-authoritative body, making non-binding recommendations.



Charter: Other aspects



Terms

- Two-year terms starting April 22, 2025, through April 2027



Stipends for eligible members

- Representatives from Energy Efficiency Program Administrators and government agencies are not eligible for stipends.
- MTAB members are volunteers and not employees
- Eligible MTAB members will be provided stipends for meeting attendance, document review, and travel expenses will be reimbursed



Meeting notices & public comments

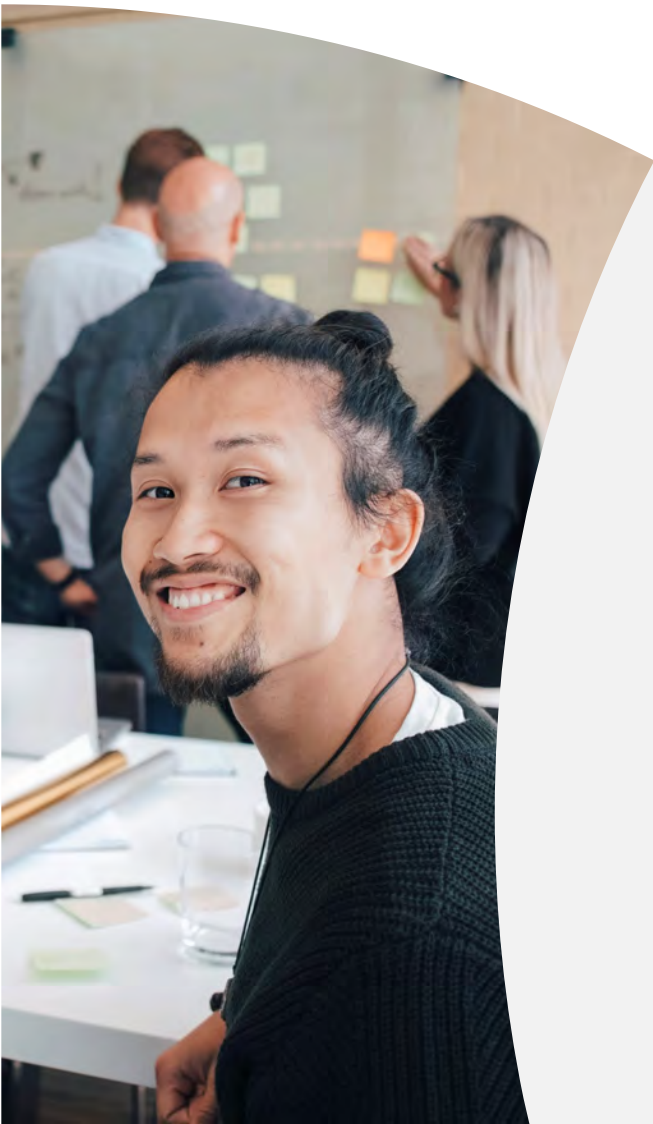
- Public meetings announced at least 4 business days prior
- Members of the public can comment at meetings and online at <https://calmta.org/mtab-comments/>

Meeting notes



- MTAB meeting notes will summarize discussion and recommendations
- Notes serve as the record of MTAB recommendations
- Each MTAB meeting will ask for acceptance or edits of the prior meeting notes
- Any member may choose to write a summary of their own view, which will be appended to the meeting notes

MTAB member expectations



- Member should attend at least 80% of the meetings
- If a member can't make a meeting, notify CalMTA in advance and someone else from the organization can attend as proxy
- Recommendations should be constructive
- Silence means agreement



Conflict of Interest Rules

CalMTA is a program of the California Public Utilities Commission and is administered by Resource Innovations.

Conflict of interest definition

A conflict of interest shall mean any financial interest or contractual relationship that may impair the ability of an MTAB member to be impartial and unbiased in fulfilling the MTAB member's duties identified in the MTAB charter.

MTAB declaration of COI

MTAB eligibility

- Can't receive funding from CalMTA or be in pursuit of funding

Recusal requirements

- Can't bid on RFP/RFQ if giving input after Phase I
 - All ideas under development are now in Phase II except for CBEA
- Those with competitive interest can recuse from discussion, but must leave MTAB if responding to RFP
- Agree not to influence remaining MTAB members
- Interpretation, if needed, done by CPUC staff

Transparency

- Public meetings & process where COI concerns can be raised by the public



CalMTA COI policies



- The CalMTA program has robust COI policies to ensure decision-making is transparent, impartial, and unbiased.
- The Resource Innovations team that administers CalMTA has deep experience implementing market transformation and other energy efficiency programs in California and throughout North America.
- Resource Innovations employees and subcontractors who function in decision-making roles for CalMTA are firewalled from any ongoing work with California utilities or other covered entities and sign COI certifications.
- CalMTA seeks CPUC approval when there is a need to draw on specialized expertise from subject matter experts who also support work with covered entities.

MTAB COI public disclosure form



MTAB Public disclosure form will be sent for electronic signature:

- Prior to joining MTAB, annually, and at conclusion of service
- Or if become aware of COI not previously reported

Questions:

1. Do you (et al) provide services to CalMTA?
2. Do you (et al) have, or are planning to have, a financial relationship with RI, Cadmus, 2050 Partners, Brio, Unrooz Solutions, or Ortiz Group?
3. Are you aware of other circumstances that could be an actual or perceived conflict of interest?

Disclosure forms will be posted on CalMTA website once signed.

Signed forms will be posted here: <https://calmta.org/advisory-board/>



5. CalMTA Application Update

Lynette Curthoys | Vice President, Market Transformation

Pre-hearing conference



Application (A. 24-12-009) assigned to Commissioner Baker and ALJ Fitch

ALJ Fitch circulated draft scope and schedule on Feb. 28 in the ruling setting the pre-hearing conference (PHC)

PHC was held on March 17 and was attended by Commissioner Baker and 9 parties including CalMTA

Parties commented on:

- Scope
- Schedule
- Need for evidentiary hearings
- Classification of application

Transcript is available here:

<https://docs.cpuc.ca.gov/PublishedDocs/Efile/G000/M559/K995/559995286.PDF>

List of parties



Party	Filed protest or response	Participated in PHC
Pacific Gas & Electric Company (PG&E)	None	Yes
The Utility Reform Network (TURN)	Response	Yes
Cal Advocates	Protest	Yes
Jointly: Southern California Edison Company (SCE) & San Diego Gas & Electric Company (SDG&E)	Protest	Yes
Northwest Energy Efficiency Alliance (NEEA)	Response	Yes
California Efficiency + Demand Management Council (CEDMC)	Response	Yes
Southern California Gas Company (SoCalGas)	None	Yes
Jointly: Bay Area Regional Energy Network program (BayREN) & TriCounty Regional Energy Network program (3C-REN)	None	Yes
California Environmental Justice Alliance (CEJA)	None	Yes

Scope



The final scope of the proceeding includes 13 questions relating to the following categories:

- Policy Landscape for Energy Efficiency Market Transformation Overall
- Design of the MTIs
- Coordination with other programs
- Budget
- Process issues

Link to scoping ruling:

<https://docs.cpuc.ca.gov/PublishedDocs/Efile/G000/M560/K138/560138216.PDF>

Policy Landscape for Energy Efficiency Market Transformation Overall



1

Has anything changed since the adoption of Decision (D.) 19-12-021 to merit reconsideration of funding for market transformation initiatives (MTIs) overall, including, for example: in light of changes in federal energy policy or in relation to the Governor's Executive Order N-5-24 issued on October 30, 2024?

Design of the MTIs



- 2 Are the two proposed MTIs appropriate initial technology targets?
- 3 Are the strategic interventions and the targeted units for each MTI reasonable and likely to be successful in achieving market transformation impacts?
- 4 Is it appropriate or advisable to target Environmental and Social Justice (ESJ) communities with the initial MTIs?
- 5 How should overall (electric and natural gas) bill impacts to customers, particularly in ESJ communities, be calculated and addressed with the MTI proposals?
- 6 Are the initial proposed MTIs cost-effective and are the Total System Benefits projected to be delivered reasonable?

Coordination with Other Programs



7

Are the proposed MTIs duplicative or overlapping with other ratepayer-funded programs or other programs whose funding comes from a source other than ratepayers?

Budget



8

Is the budget for the initial tranche of MTIs reasonable and should it be approved?

9

Should the entire \$250 million budget be released if the initial tranche of MTIs is approved, recognizing that D.19-12-021 contemplated authorizing the full budget?

Process Issues



10 Does the Application comply with all of the requirements of D.19-12-021?

11 Should the requirement for CalMTA to file an Annual Budget Advice Letter (ABAL) for approval of fiscal year funding (from D.19-12-021) be eliminated?

12 Should the ABAL be replaced with a trigger-based budget advice letter that would only be filed if the CalMTA annual budget forecast exceeds the budget amount approved in this application for each year by 25 percent or more, as proposed in the Application?

13 Should the CalMTA be allowed to use Tier 2 advice letters to approve future MTIs or to discontinue approved MTIs? If not, how should new MTIs be approved and approved MTIs be cancelled?

Application proceeding schedule



	Due Date	April	May	June	July	Aug	Sep	Oct
Intervenors prepared direct testimony served	June 4			█				
Rebuttal Testimony	June 20			█				
Deadline to file a motion to request evidentiary hearings	June 30			█				
ALJ ruling confirming need for evidentiary hearings	July 7				█			
No Evidentiary Hearings								
Opening Briefs	July 25				█			
Reply Briefs	Aug 8					█		
Proposed decision published for party comments	Sept. 5						█	
Proposed decision on Commission agenda for vote	Oct. 9							█
Evidentiary Hearings (if required)								
Evidentiary hearings	July 22-23				█			
Opening Briefs	Aug 15					█		
Reply Briefs	Aug 29						█	
Proposed Decision published for party comments	Sept. 26							█
Proposed Decision on Commission agenda for vote	Oct 30							█



6. Review of Disposition Report for 2024 Request for Ideas

Jennifer Barnes | 2050 Partners

Overview



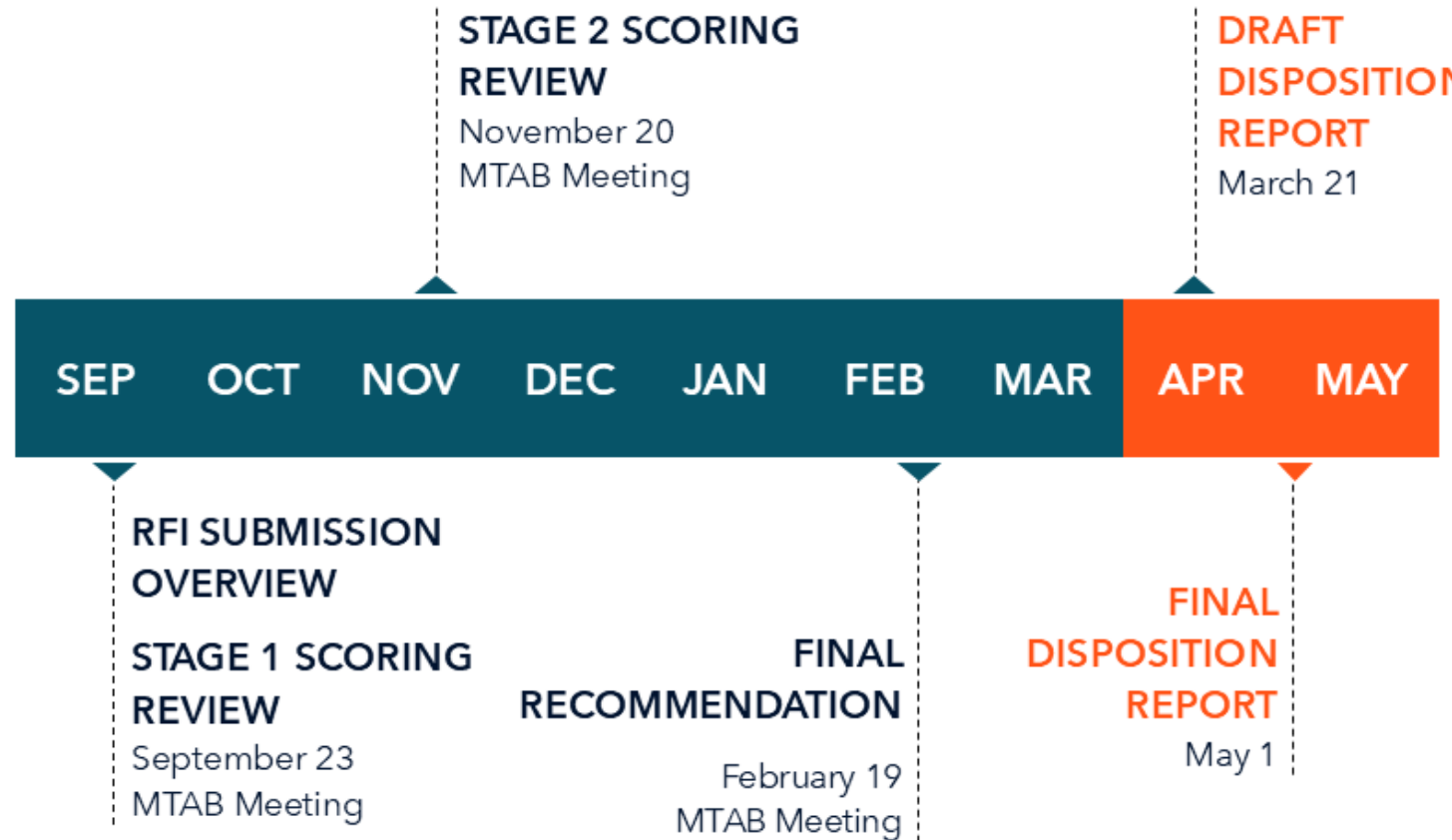
MTAB comments received by March 28:

3

MTAB members submitted a total of

33

comments



Transparency: Scored ideas



- CalMTA has received over 200 ideas across two RFIs
 - Many ideas are the same, overlapping, or related
- It's a lot to digest but we've tried to make it as clear as possible:
 - Figure 8 shows how the previously & newly submitted ideas evolved over the scoring stages & Appendix A (now B) provides more detail on the individual ideas & how they are combined
 - Added way finders early in the report to indicate that more detail follows



Transparency: Landscape of ideas



- The disposition report is intended to describe the scoring process & is not meant to show CalMTA's overall process
 - To help understand the broader MT idea landscape, we are developing an idea directory to be made available on calmta.org that will list all the ideas & their status



TSB, PAC, & TRC in report used for scoring only



- We estimate TSB, PAC & TRC for the purposes of Stage 2 scoring
- The values we develop are used to "rank" the ideas against one another
- We use this ranking to determine whether the idea receives a high, medium, or low score (for TSB score) or greater than/less than 1.0 (for cost-effectiveness scores)
- More robust analysis is completed during Phase II

Report changes



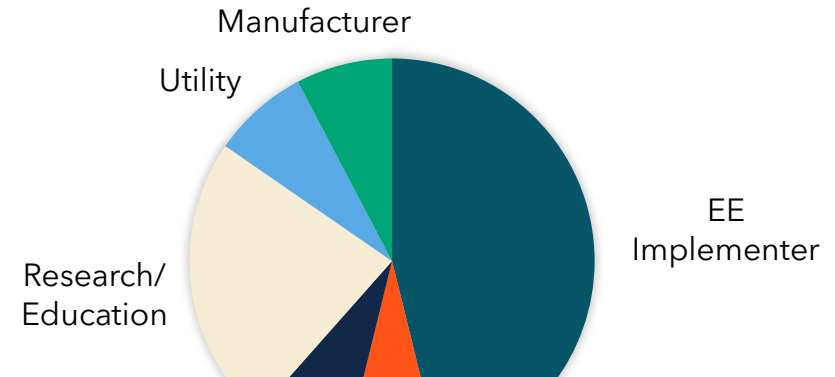
- Added an appendix with the scoring framework rather than referencing the scoring section of the Phase I Disposition Report from the 2023 RFI
- Scoring framework includes:
 - Scoring categories
 - Scoring criteria
 - Category and criteria weights
 - Scoring rubric and guidance

Report changes

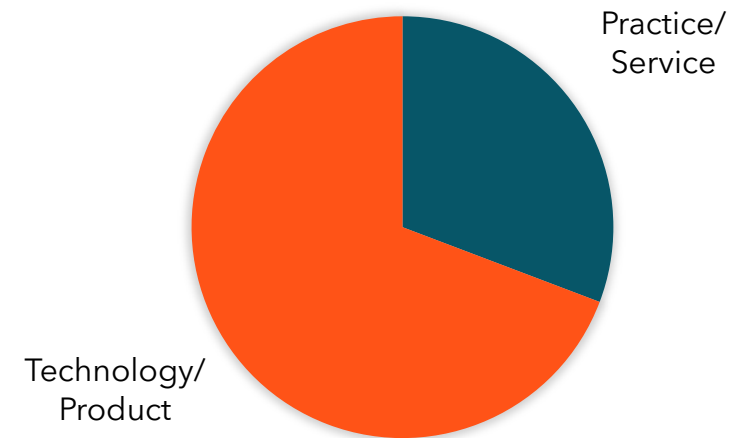
- Added charts summarizing the submissions (new & all scored) by:
 - Technology/product versus practice/service
 - Fuel type
 - Submitter industry role



Submitter industry



Product type category



Report changes



- Layered in additional details in the outreach section to indicate the specific organizations targeted
- Added information to tables indicating which ideas were submitted in the 2024 RFI
- Minor changes to footnotes & hyperlinks
- Added the table with MTAB report comments as Appendix C



Next Steps

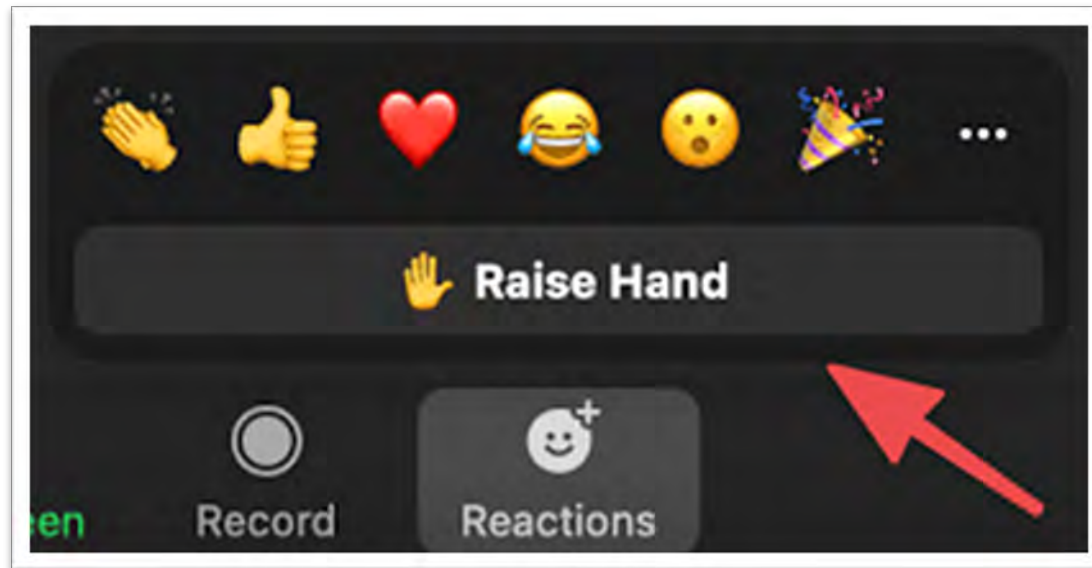


- Finalize report & post by May 1, 2025
- Post RFI idea directory to calmta.org by July 2025

8. Public Comment



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



A photograph of blue metal stairs with orange sneakers, partially obscured by a large blue circular graphic on the left side of the slide.

9. Next Meeting & Next Steps

Stacey Hobart | Principal, Stakeholder Engagement & Communications

2025 MTAB meetings



	Friday JUNE 27	Wednesday AUG 20	Monday SEP 29	Wednesday, Nov. 12 & Thursday, Nov. 13 <i>Two-day meeting</i>
Time	Between 9 am - 5 pm PT (7 hrs.)	9 am - noon PT (3 hrs.)	1 - 4 pm PT (3 hrs.)	Between 9 am - 5 pm PT (5-7 hrs. each day)
Location	In-person SF/Bay Area Exact location TBD	Virtual - Zoom	Virtual - Zoom	In-person SF/Bay Area Exact location TBD
Main Topics	<i>CBEA Advancement Plan</i>	<i>Idea to Initiative</i>	<i>Idea to Initiative</i>	<i>Idea to Initiative</i>



Transformative Energy Solutions for the public good

Market transformation is a proven approach that works to remove market barriers so that energy efficient, equitable, and climate-friendly approaches become the new standard practice for all Californians.

Sign up for updates at: calmta.org/contact/

Questions? Email info@calmta.org

Follow us at [linkedin.com/showcase/calmta/](https://www.linkedin.com/showcase/calmta/)