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April 28, 2023

WEBINAR

**Theory of Market
Transformation**

Introductions



Jeff Mitchell

Principal of MTI
Development & Deployment



Margie Gardner

Vice President, Market
Transformation



Stacey Hobart

Principal of Stakeholder
Engagement & Communications

Meet CalMTA



- CPUC created a Market Transformation Framework (D.19-12-021)
- Resource Innovations named Administrator
- Supported by other expert firms
- New CalMTA develops & manages MT initiatives (MTIs) with MT Advisory Board input
- Responsibilities eventually transition to a nonprofit

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Our team of experts & roles



CalMTA Administrator & overall management

CADMUS

Market research and MT evaluation expertise

**2050
PARTNERS**

Support MTI development & assessment

BRIO

Support MTI strategy and deployment

ORTIZ

Ensure ESJ, WET & DEI are embedded in MTIs

UNROZ
SOLUTIONS

Support ESJ & diversity, equity & inclusion goals

Senior Advisors

Steve Schiller, Ralph Prah, and Steve Nadel

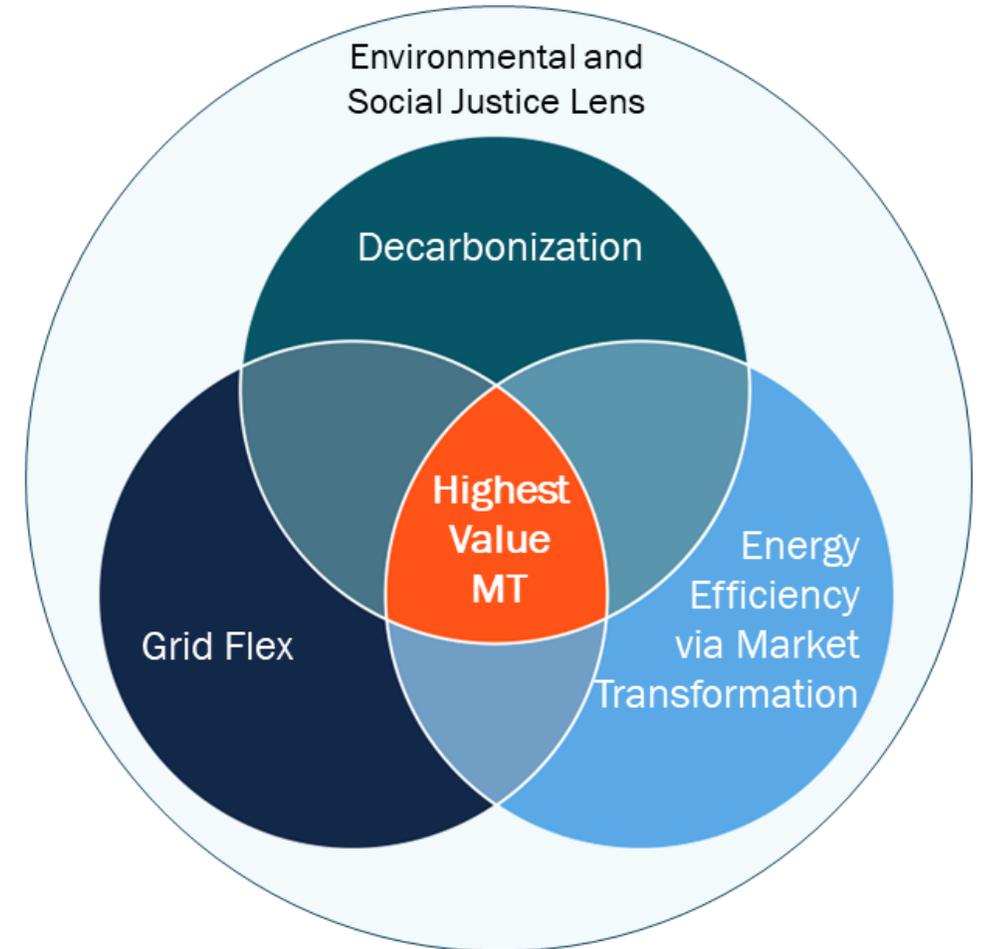
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How we work



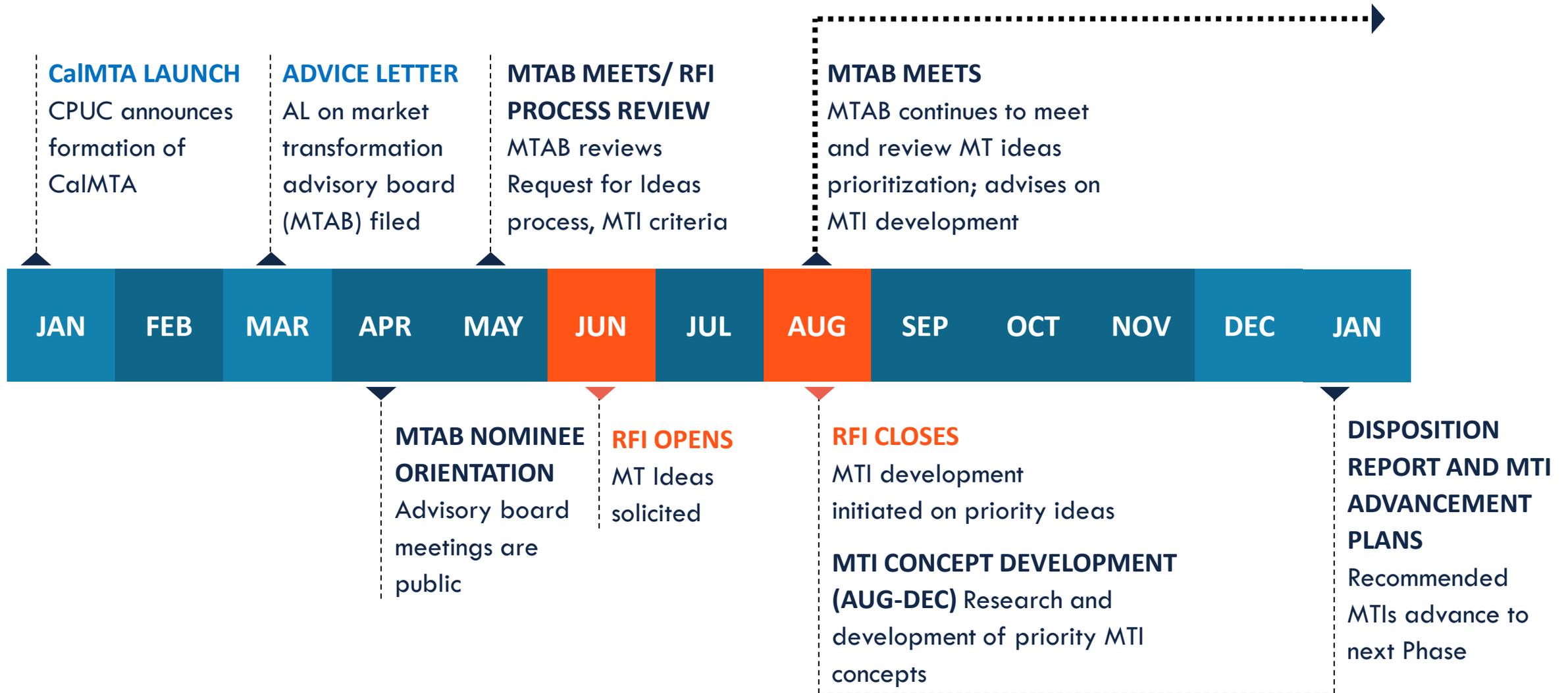
- Collaborate with existing EE efforts
 - Avoid duplication
 - Faster scale
- Advance other state goals: GHG reduction, WE&T, environmental and social justice (ESJ)
- Add value to grid health: “grid flex”
- Ensure initiatives meet MT criteria



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First Year CalMTA Timeline



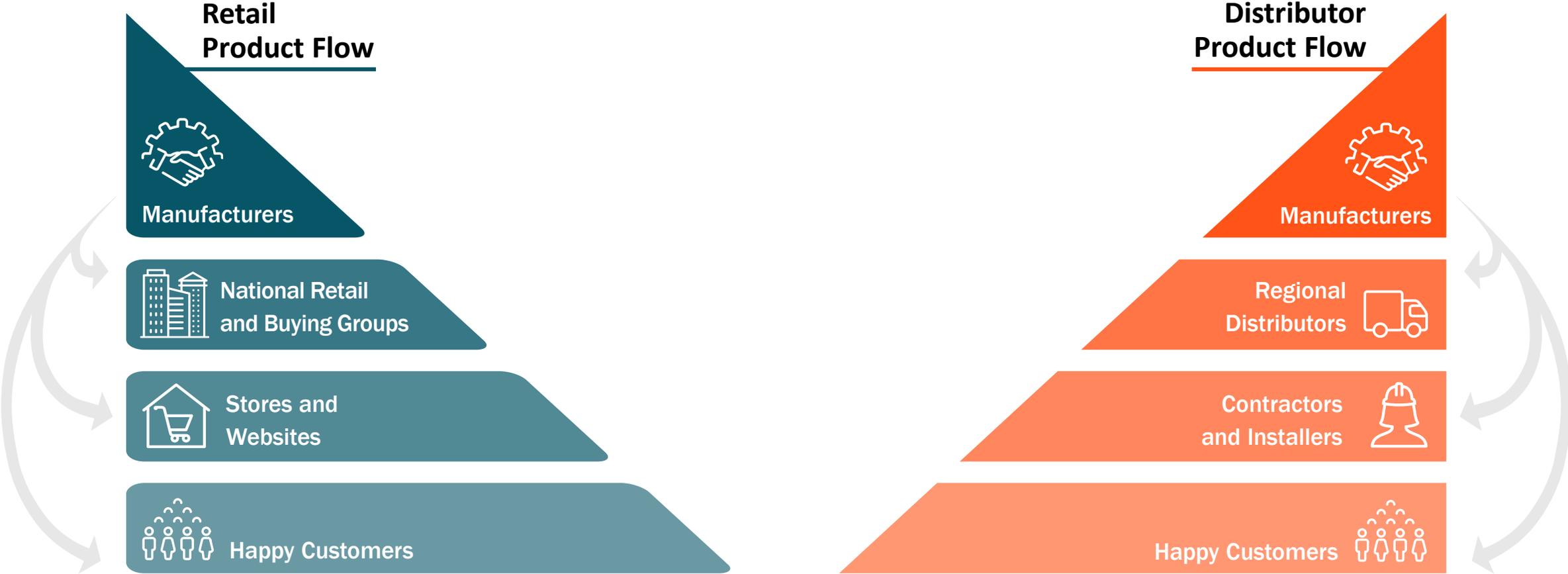
Market Transformation Overview



Let's talk about markets



Retail vs. distributor product flows



Common market barriers

Supply-side barriers

- Raw materials
- Limited manufacturing capabilities
- Limited suppliers
- Paths to market
- Lack of inventory



Demand-side barriers

- Lack of awareness
- Lack of information
- Availability
- Value proposition
- Quality, features, performance

Market Transformation



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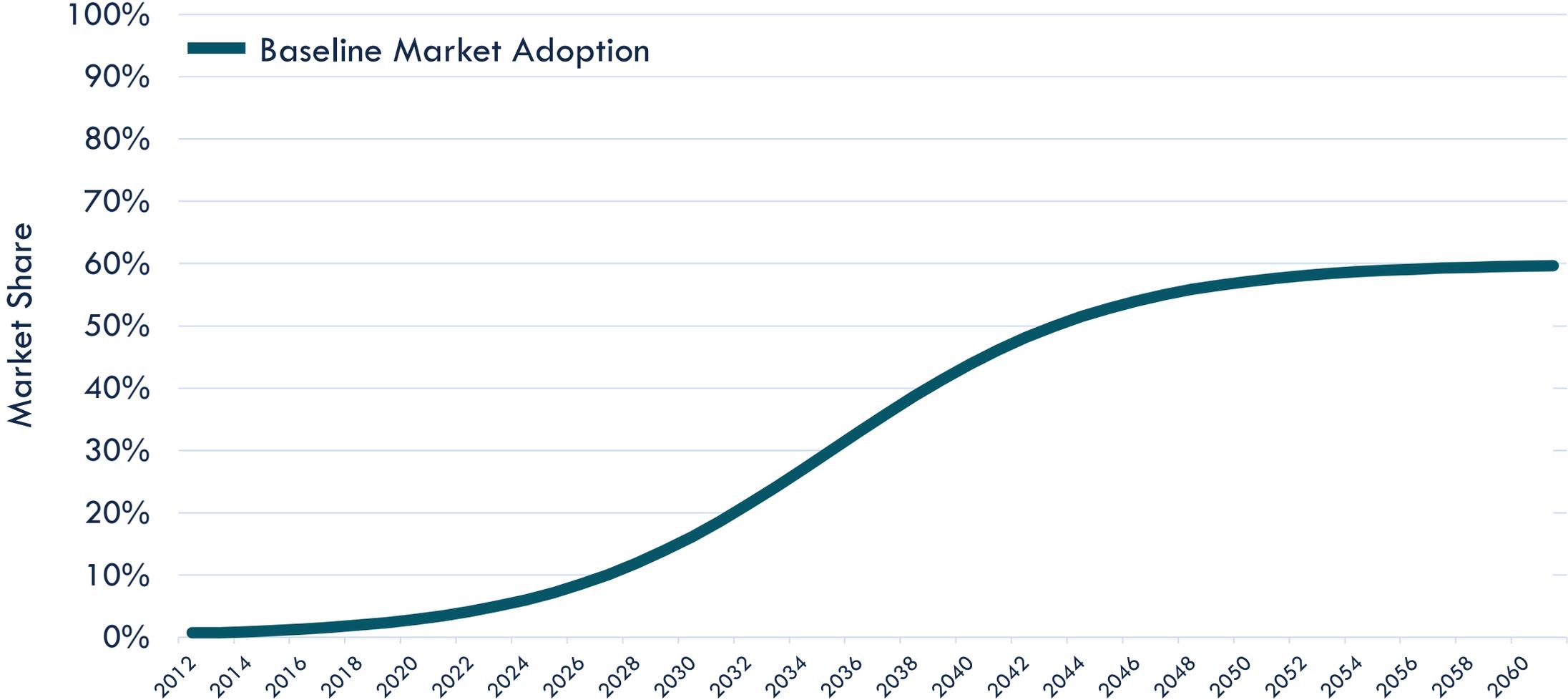
Market Transformation

“The strategic process of intervening in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices.”

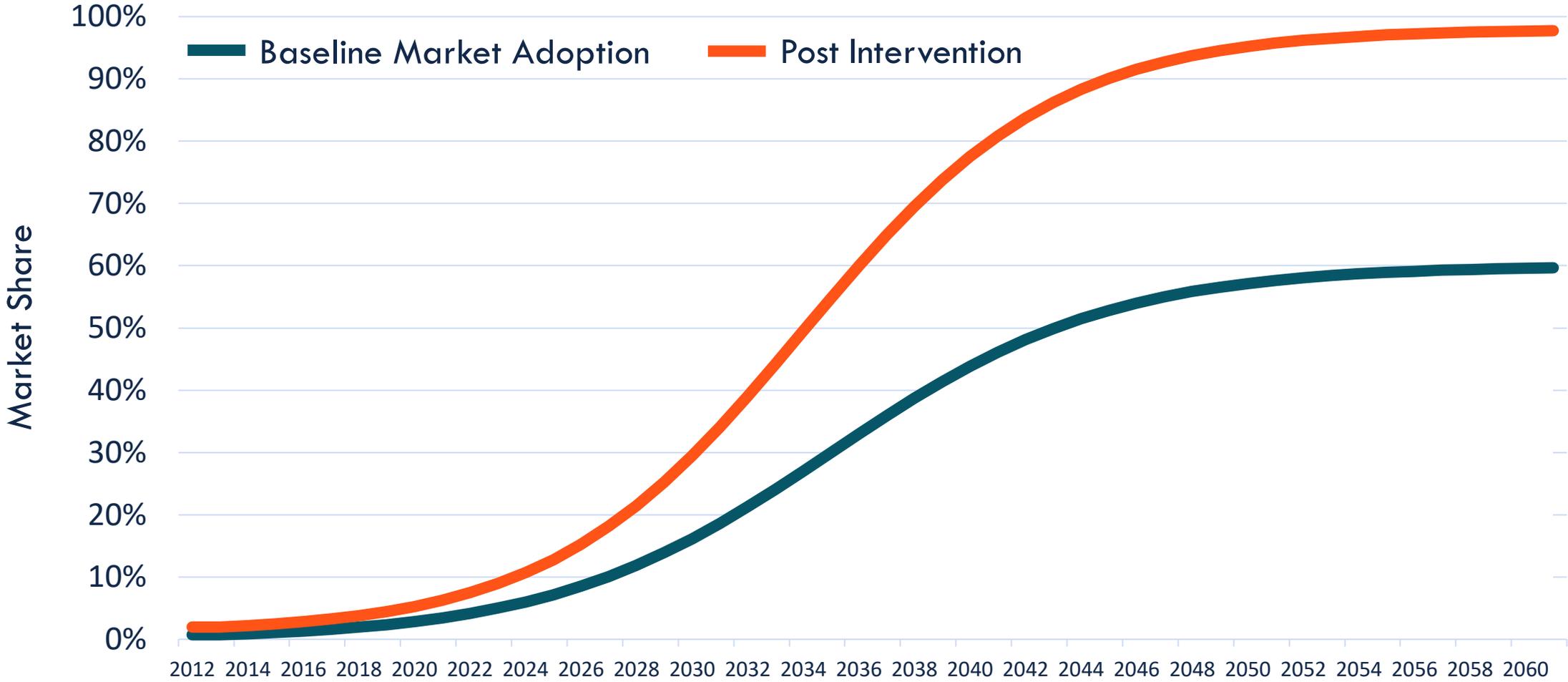
Market Transformation

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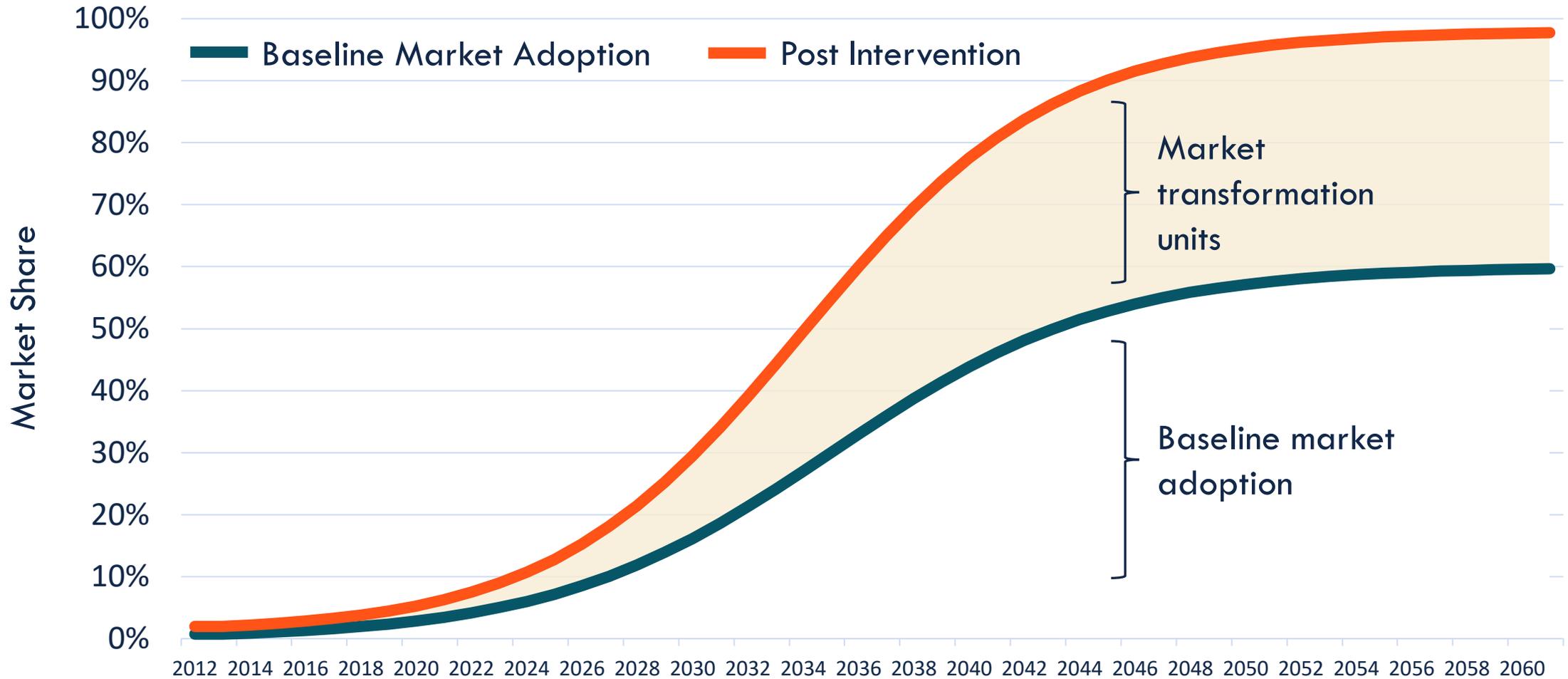
How innovations are adopted: the diffusion curve



How innovations are adopted



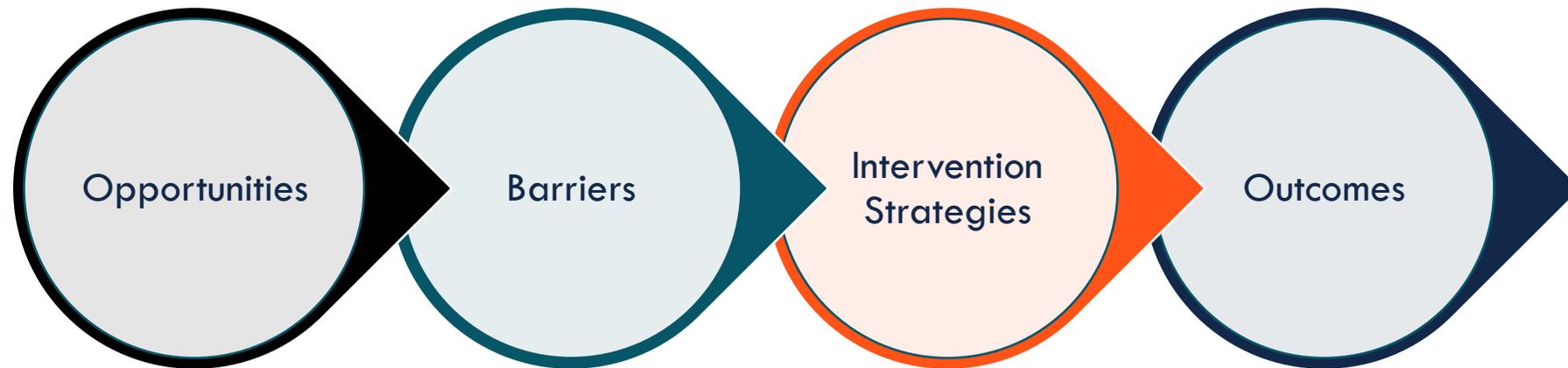
How innovations are adopted



Market Transformation Case Study



Market Transformation Program Components



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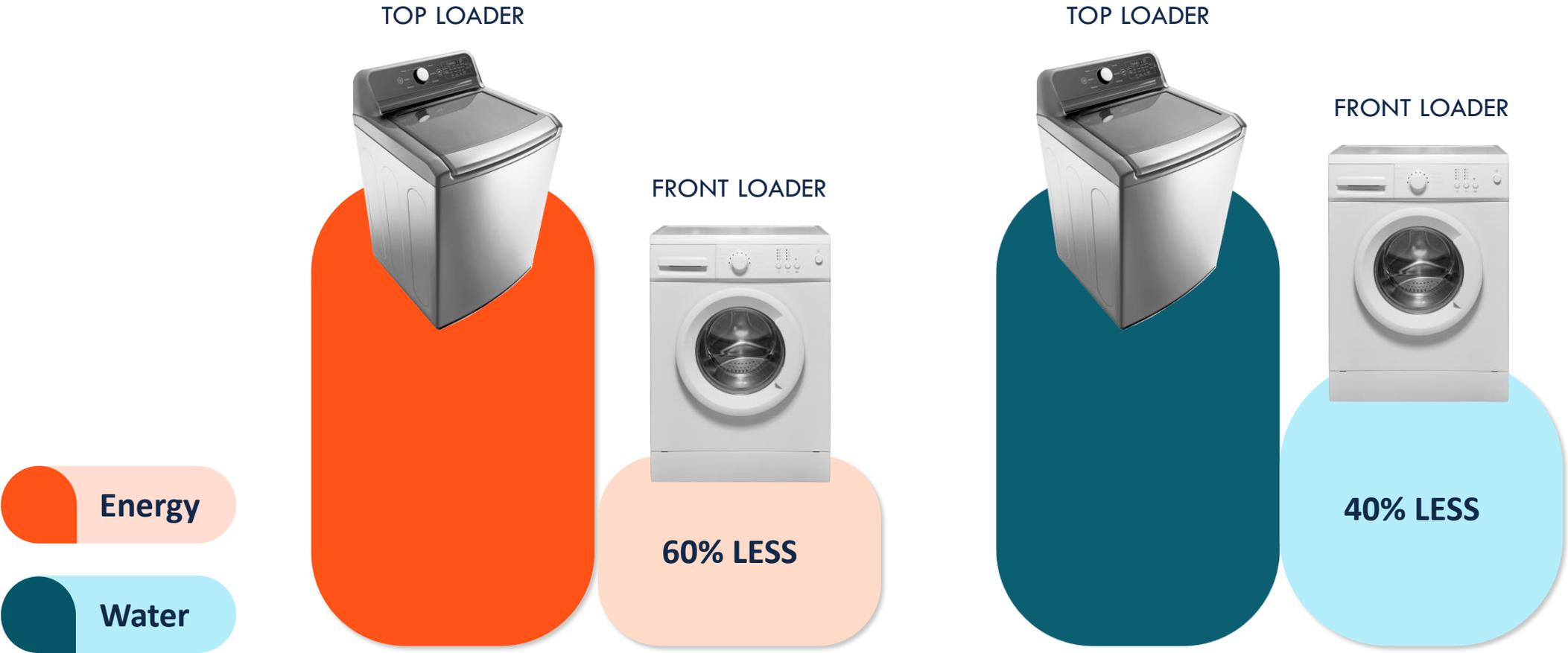




**Did you ever think
about what it
takes to wash your
clothes?**



Opportunities



Barriers



THELMA

- (1) high initial cost
- (2) lack of consumer familiarity
- (3) limited availability of products
- (4) few products that meet
consumer design preferences

Intervention Strategies

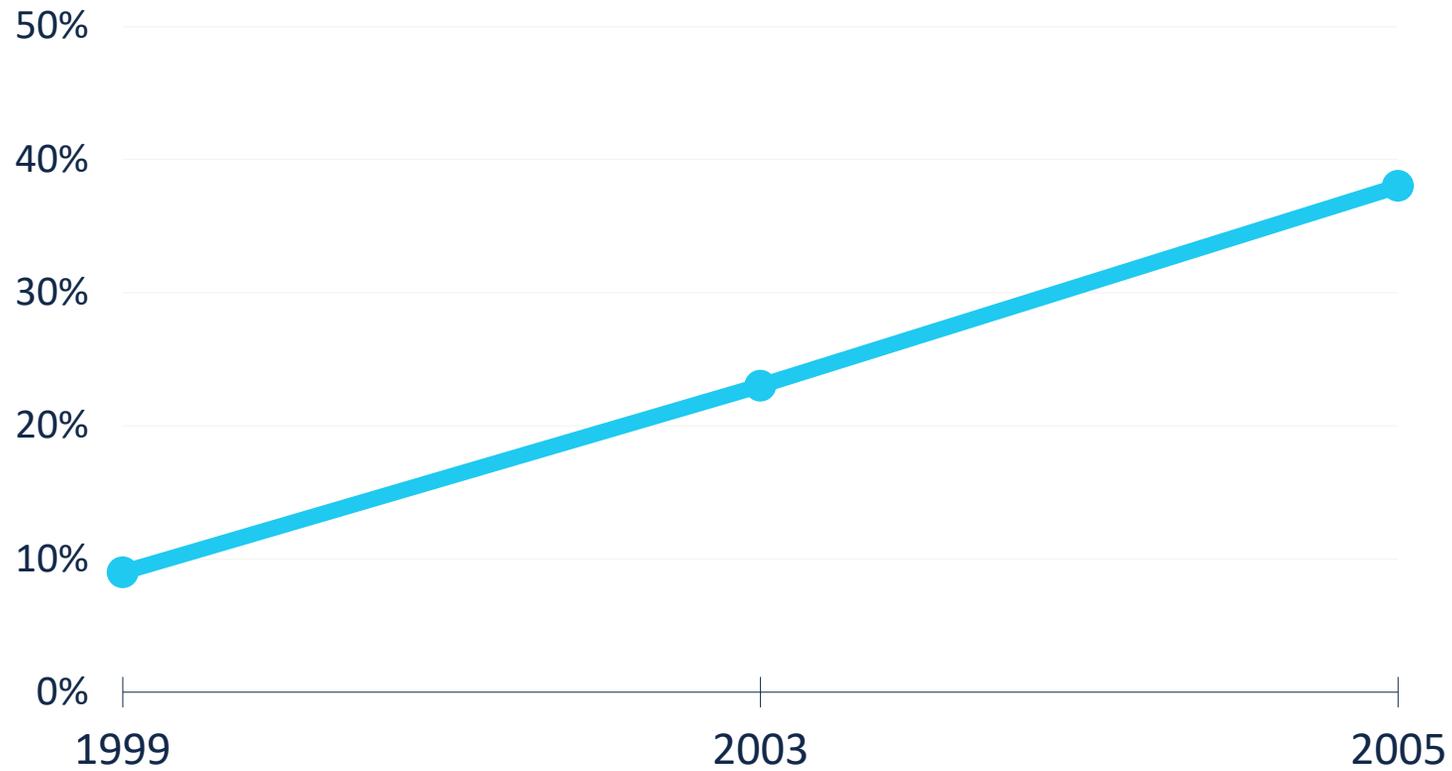


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Outcomes

National Market Share Over Six Years



COMING SOON

CalMTA is planning a public Request for Ideas to form California's Market Transformation Portfolio.

CalMTA is working to develop and deploy initiatives to help California achieve its energy and climate goals, while also advancing workforce development and equity.

We are seeking cutting-edge energy efficiency and GHG reducing technologies and practices to couple them with activities that remove market barriers and jump-start market adoption.

Get in touch.

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