

Charter for CalMTA Evaluation Advisory Group

Purpose of the Evaluation Advisory Group

Pursuant to [D.19-12-021](#), CalMTA will bid out evaluation, measurement, and verification (EM&V) activities to independent third-party evaluators via competitive solicitations, as described in the [MTI Evaluation Framework](#). The purpose of the Evaluation Advisory Group is to provide expertise and unbiased recommendations to the California Market Transformation Administrator's (CalMTA's) evaluation management team regarding the planning, selection, and review of third-party MTI evaluation activities.

Members

The Evaluation Advisory Group shall have no more than five members, including a designated California Public Utilities Commission (CPUC) Energy Division (ED) evaluation lead and the CalMTA evaluation lead, and should include three additional members with expertise and experience in these areas:

- Energy efficiency program EM&V
- Evaluation of market transformation programs
- Knowledge of national and California-specific market and program data sources
- Knowledge of energy efficiency and market transformation policies in California
- Metrics and measurement approaches to assess equity of program impacts
- Working as a constructive member of advisory groups

CalMTA seeks to form an advisory group with diverse evaluation expertise across customer sectors (residential, commercial, industrial, agricultural, MUSH) and initiative types (technology, practices, behavioral). Members may have expertise in one or more areas, and CalMTA will recommend members who collectively hold expertise across customer sectors and initiative types.

Selection Process

Notification

A notification of Evaluation Advisory Group formation and instructions for how to apply will be distributed to interested parties and posted on [the CalMTA website](#). At least three weeks will be given for applications to be submitted.



Evaluation

CalMTA will compile the information received from applicants and review it against the qualification criteria. CalMTA will make recommendations of the highest-ranked applicants to the CPUC Contract Manager. Note: CalMTA will evaluate the qualifications of individual applicants - *not* the qualifications of firms. Selected applicants may not substitute another person to be a member of the Evaluation Advisory Group.

Approval

The CPUC Contract Manager will consider CalMTA's recommendation and make the final selection of members.

Duties and Responsibilities

The Evaluation Advisory Group is a non-authoritative body, making non-binding recommendations to the CalMTA evaluation management team (the CalMTA evaluation lead and the designated ED evaluation lead). The ED evaluation lead has authority to make final decisions. Members must:

- Understand and be dedicated to supporting the goal of CalMTA
- Complete all assignments on the requested timeline, including:
 - Review MTI evaluation plans
 - Review RFPs for third-party MTI evaluators
 - Review and score third-party MTI evaluator proposals
 - Review and provide feedback on evaluation deliverables
 - Advise Evaluation Management Team, as requested
- Fulfill all assignments made. If the member cannot fulfill an assignment, they must alert the evaluation management team ahead of time, and either work out an acceptable review schedule or agree to skip the assignment.
- Attend all meetings. If this is not possible, alert CalMTA ahead of time, and follow up on the material covered.
- Come to meetings fully prepared, having reviewed pre-meeting materials.
- Participate constructively in meetings, helping to create reasonable solutions that further the goal of CalMTA.

CalMTA estimates the annual time commitment to be 60-80 hours per member. This may vary depending on actual timing of MTI development and implementation. The CalMTA evaluation management team will provide regular schedule updates to members, to assist with workload planning. The Evaluation Advisory Group will function as described in Attachment A.



Term of Appointment

Members will be asked to commit to three-year terms (October 1, 2024 – October 1, 2027), with the option to extend for an additional term lasting one to three years.

Removal

Members can be removed by agreement of the ED evaluation lead and the CalMTA evaluation lead if:

- The member is not regularly fulfilling assignments (i.e., misses two or more of the past four assignments or meetings) unless there are extenuating circumstances; or
- An insurmountable or continuing series of conflicts of interest arise for the member.
- The member's disclosed conflict of interest is such that it is or can be perceived by a reasonable person to reduce the likelihood that the member's influence on the Evaluation Advisory Group and CalMTA is impartial and in the best interests of CalMTA.

Vacancy

Vacancies will be filled according to the process in Attachment B.

Compensation

Members of the EWG are advisors and are not employees of CalMTA or Resource Innovations, which administers CalMTA, the CPUC, participating investor-owned utilities, or the State of California.

Members will be paid an hourly professional services rate, as negotiated for the contract scope of services.

Compensation and expense reimbursement will be paid by Resource Innovations to the member if self-employed or the member's employer if they are employed by an organization.

Travel Reimbursement

CalMTA anticipates that the Evaluation Advisory Group will operate primarily or entirely in a virtual manner. However, any approved travel expenses will be paid per the terms of the contract between Resource Innovations and PG&E and augmented as needed by specific Resource Innovations' travel policies.

Conflict of Interest

Members agree to abide by conflict-of-interest policies per Attachment C.

Confidential Information

Should the Evaluation Advisory Group need to review confidential information, a non-disclosure agreement will be required.



Meetings

CalMTA anticipates that most of the group's work will occur virtually, with ad hoc meetings to discuss recommendations on selected topics including MTI evaluation plans, third-party evaluator selection, and MTI evaluation findings. Third-party evaluator solicitation and selection work is confidential. Meetings to discuss the Evaluation Advisory Group's input will be operational in nature and not open to the public,¹ however, the result of the Evaluation Advisory Group's input on evaluation plans and findings will be reflected in final documents published on the CalMTA website. The designated CPUC ED evaluation lead will be included in all advisory group communications and will have final decision-making authority on all issues.

Records

CalMTA will keep a record of communications and include the CPUC ED evaluation lead on all communication with members.

Effective Date

This charter becomes effective on the date it is approved by the CPUC Contract Manager.

Amendments

After review by the CPUC Contract Manager, CalMTA may recommend amendments to this Charter to be approved by the CPUC Contract Manager provided the amendment does not alter the Charter as it relates to the role of the Evaluation Advisory Group or the CPUC.

About CalMTA

CalMTA works to deliver cost-effective energy efficiency and decarbonization benefits to Californians through market transformation. CalMTA-developed market transformation initiatives also aim to advance State goals on demand flexibility, workforce development, and equity. It is a program of the California Public Utilities Commission (CPUC) and is administered by Resource Innovations.

¹ CalMTA will hold quarterly webinars that are open to the public beginning in the fourth quarter of 2025 to provide updates on MTI evaluation activities.



ATTACHMENT A to Evaluation Advisory Group Charter: Third-Party Evaluation Management and Oversight

Per D.19-12-021, CalMTA will bid out the planned EM&V activities to third-party evaluators via competitive solicitations described in the CalMTA MTI Evaluation Framework section **Error! Reference source not found. Error! Reference source not found.**. During the process of finalizing the evaluation framework, CalMTA and the MTAB had extensive discussion regarding the appropriate roles of CalMTA versus CPUC Energy Division staff in MTI third-party evaluations, which are different than those established for IOU impact evaluations, as delineated in D.05-01-055. Specifically, Decision 19-12-021 recognizes the value of timely, ongoing evaluation to the success of market transformation programs and calls for CalMTA to administer third-party market progress evaluations, which include assessment of outcomes.

CalMTA and MTAB concurred on these points:

- D.19-12-021 authorizes CalMTA to administer third-party evaluations
- It is vitally important to establish a management and oversight structure that ensures credibility and appropriate independence, avoids any potential conflict of interest, and ensures timely evaluation that can effectively inform decision-making.

Toward that end, CalMTA will adopt the approach to management and oversight of third-party evaluation activities summarized in Table 1 and further described below.



Table 1. Management and Oversight of Third-Party Evaluations

	Members	Roles
Evaluation Management Team	<ul style="list-style-type: none"> • Designate Energy Division Evaluation Lead • CalMTA Evaluation Lead 	<ul style="list-style-type: none"> • Day-to-day management of third-party MTI evaluations • Energy Division Representative has final decision authority on all related matters • Seeks advice of Evaluation Advisory Group, as needed
Evaluation Advisory Group	Evaluation Management Team and three additional members	<ul style="list-style-type: none"> • Review MTI evaluation plans • Review RFPs for third-party MTI evaluators • Review and score third-party MTI evaluator proposals • Review evaluation deliverables • Advise Evaluation Management Team, as requested

A management team comprising the CalMTA evaluation lead and a designated Energy Division evaluation lead will be responsible for ongoing day-to-day management of third-party evaluations. Prior to Phase III: Market Deployment, CalMTA will form an evaluation advisory group that includes the CalMTA management team and three other independent evaluation experts with relevant evaluation experience. Evaluation Advisory Group members will review RFP solicitations before they are finalized and score proposals according to an agreed upon set of criteria. Once MTI third-party evaluators are selected, based on advisory group scoring, the CalMTA evaluation lead will include the Energy Division representative in all communications and meetings with the third-party evaluator including, but not limited to, discussion of evaluation findings, analysis, and conclusions.

Evaluation advisory group members will review all third-party evaluation deliverables including, but not limited to, work plans, interim findings, and draft and final reports. Third-party evaluators will determine the ultimate contents of final evaluation reports. CalMTA will ensure that all final evaluation reports are publicly available on its website and in the CALMAC database.

CalMTA, together with MTI implementers and evaluators, will assess and adjust the MTI as needed to achieve success. CalMTA will document its response to all recommendations included in each evaluation report and will make that response publicly available within three months of posting the final evaluation report.



ATTACHMENT B to Evaluation Advisory Group Charter: Process for Filling Vacancies

After the initial appointment of members via the process described in the Evaluation Advisory Group charter, vacancies will be filled according to the following process.

Notification

The notification of membership openings will be distributed to interested parties and posted on the CalMTA website. At least two weeks will be given for applications to be submitted. Current members may apply for additional terms.

Criteria

Criteria can be amended as needed to evolve with the needs of CalMTA.

1) Threshold criteria may include:

- The nominee has a long-term background in energy efficiency or market transformation evaluation.
- The nominee is willing to abide by advisory group conflict of interest policies.
- The nominee is willing to sign non-disclosure agreements as the need arises.
- The nominee is willing to abide by advisory group roles and responsibilities, including providing appropriate time and attention to assignments.

2) Criteria to select among candidates may include:

- The level of the candidate's understanding of market transformation principles.
- The experience of the candidate working constructively on advisory (or similar) committees.
- The knowledge of the candidate in energy efficiency and market transformation policies in California.
- The knowledge of the candidate in market function and/or energy efficient technologies or services.
- Experience developing metrics and measurement approaches to assess equity of program impacts
- Offers a unique perspective and/or expertise that complements those of other members to engage more diverse viewpoints.



Selection Process

CalMTA will compile the information submitted during the application process and review it against the criteria. CalMTA will make recommendations of the highest ranked applicants to the CPUC Contract Manager.

Approval

The CPUC Project Manager will make the final selection of representatives to serve on the Evaluation Advisory Group.



ATTACHMENT C to Evaluation Advisory Group Charter: Conflict of Interest (COI) Rules

Introduction

The Evaluation Advisory Group was conceived as an integral component of the CalMTA evaluation management and oversight structure, to help ensure credibility, appropriate independence, and avoid any potential conflict of interest, while facilitating timely evaluation that can effectively inform decision-making. This COI policy allows individual advisors to participate and contribute as members without creating actual, potential, or perceived conflicts of interest.

The primary mechanisms used to avoid COIs are member eligibility rules, recusal, and disclosure.

This Policy should be interpreted and implemented in a manner consistent with the best interests of California's energy customers in an equitable manner, prioritizing those actions that result in the best/highest Evaluation Advisory Group input and public outcomes toward meeting California's policy goals through energy-efficiency market transformation efforts.

- This policy is consistent with the COI policy adopted by CalMTA and approved by [Advice Letter](#) for the CalMTA Market Transformation Advisory Board (MTAB).
- This Policy may be amended from time to time based on:
 - Written direction from the Energy Division Director
 - A recommendation from CalMTA after consultation with the MTAB and written agreement from CPUC contract manager.

Conflict of Interest Requirements

Member Eligibility

- Evaluation Advisory Group membership requires that the member not receive funding, directly or indirectly, from CalMTA, including any subcontractors, with the exception of MTAB members and CalMTA Strategic Advisors. Disqualification will apply if: a) the member, b) an immediate family member,¹ c) the member's employer, or d) a parent, affiliate, or subsidiary of the employer, e) any business owned or operated wholly or in part by the member, is in receipt of any CalMTA funding, outside of the compensation for Evaluation Advisory Group service, with the two exceptions noted above.²

¹ Immediate family members are a person's parents, siblings, spouse, and children.



- Advisory group membership requires that the member not be in pursuit of funding from CalMTA. Disqualification or removal will result if a) the member, b) an immediate family member, c) the member's employer, or d) a parent, affiliate, or subsidiary of the employer, or e) any business owned or operated wholly or in part by the member, has submitted a bid in response to any Request for Proposal (RFP) or Request for Qualifications (RFQ) issued by CalMTA.
- A person is ineligible to participate as a member of the Evaluation Advisory Group if they or their firm: (1) have performed MTI or energy efficiency program implementation work that targets the same market as the MTIs that are in development or being implemented as part of the CalMTA portfolio; (2) such prior work was performed during the period that commences two years prior to the potential effective date of Evaluation Advisory Group membership. For example, an individual or firm who is currently working on program implementation in a California market that is being addressed by an MTI that is under development or part of the CalMTA portfolio, such as residential cooking or heat pumps, would not be eligible to be a member of the Evaluation Advisory Group. But if that firm stopped implementing such programs at least two years before the expected evaluation advisory services term, then the individual would be eligible to be a member of the Evaluation Advisory Group.

One exception to the above, is that members with such a conflict may be permitted to serve with submission of a mitigation plan, including but not limited to an appropriate internal firewall, subject to written approval of CPUC Staff.

Member Recusal

- If a member participates in any Evaluation Advisory Group discussions or provides any form of input to CalMTA about specific Market Transformation Initiative evaluations, that member may not bid on any RFP or RFQ related to that initiative.
- Members may recuse themselves from discussion or review assignments on individual initiative evaluations if the Evaluation Advisory Group member, a family member, or the member's employer (and a parent, affiliate or subsidiary of the employer) wish to apply for CalMTA funding for the subject initiative, although per this COI policy, if funding were applied for the member would be removed from the group.
- Such recusal must be declared by the member and documented in writing/e-mail, with written/e-mail acknowledgement of the CalMTA and ED evaluation leads. Such recusal would allow the Evaluation Advisory Group member, family member, or the member's employer (and a parent, affiliate, or subsidiary of the employer) to bid on an RFP or RFQ related to that initiative.

² Except for the CalMTA Evaluation Lead, who receives compensation as a subcontractor to Resource Innovations on the CalMTA contract.



Member Disclosure Requirements

Each member must complete a COI disclosure using the form in Attachment D, which will then be posted on the CalMTA website. The disclosure form will be filled out by each member:

- Prior to joining the Evaluation Advisory Group and annually thereafter.
- When an member becomes aware of an actual or potential conflict of interest, or the appearance of an actual or potential conflict of interest, related to an Evaluation Advisory Group topic that has not been previously disclosed.



ATTACHMENT D to Evaluation Advisory Group Charter

Conflict of Interest Disclosure Form

Note: This COI Disclosure Form is included here for reference. It will be provided to Evaluation Advisory Group members for completion and signature in an electronic form.

Members must complete this form and return it to CalMTA to be posted on its website:

- Prior to joining the Evaluation Advisory Group, annually and upon the conclusion of the member's service,
- When a member becomes aware of an actual or potential conflict of interest or the appearance of an actual or potential conflict of interest related to an Evaluation Advisory Group topic that has not been previously reported per item (a) above.

1. Name and Title:

2. Email Address:

3. Employer:

4. Do you, your immediate family member, your employer, or a parent, affiliate, or subsidiary of your employer currently provide services to CalMTA?

Yes / No

If yes, please describe.

5. Do you, your immediate family member, your employer, or a parent, affiliate, or subsidiary of your employer currently have, or are planning to have, a financial



relationship with Resource Innovations, Cadmus, 2050 Partners, Brio, Unrooz Solutions, or Ortiz Group?

Yes/No

If yes, please describe the nature and duration of those financial relationships. _____

6. Are you aware of other circumstances that could be an actual or perceived conflict of interest?

Yes / No

If yes, please describe.

I attest that the above material is accurate. If I discover that I might have a perceived or actual conflict in addition to those listed above, I will immediately inform the appropriate individuals.

Name: _____

Signature: _____ Date: _____

