



# Market Transformation Advisory Board (MTAB) Meeting

June 27, 2025

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

# Agenda



Time	Agenda item	Presenter
10:00 a.m.	<b>1. Welcome, Agenda &amp; COI Declarations</b>	Stacey Hobart
10:10 a.m.	<b>2. Introductions &amp; ice breaker</b>	All
10:25 a.m.	<b>3. Finalize draft MTAB meeting notes - 4/22/25</b>	Stacey Hobart
10:30 a.m.	<b>4. Review draft Advancement Plan: Commercial Building Efficiency Accelerator (CBEA)</b>	Jeff Mitchell & Rick Huddle
11:00 a.m.	<i>Break (15 min)</i>	
11:15 a.m.	<b>5. Review draft Advancement Plan: CBEA - continued</b>	Jeff Mitchell & Rick Huddle
12:15 p.m.	<b>6. Public comment</b>	
12:25 p.m.	<i>Lunch (45 min)</i>	
1:10 p.m.	<b>7. Commercial Rooftop Units (CRTUs) preliminary field study</b>	Spencer Lipp & Nick Fiore

***Phone participants will be muted throughout the meeting and can raise their hand during the public comment period to be unmuted.***

# Agenda - *continued*



Time	Agenda item	Presenter
1:30 p.m.	<b>8. Residential HPWH Market Acceleration Summit overview</b>	Stacey Hobart & Alexis Allan
1:55 p.m.	<b>9. Application update</b>	Lynette Curthoys
2:15 p.m.	<i>Break (15 min)</i>	
2:30 p.m.	<b>10. Overview of CalMTA Organizational Performance Review</b>	Karen Horkitz
3:15 p.m.	<b>11. CalMTA equity update</b>	Rachel Good
3:35 p.m.	<b>12. New website @ calmta.org</b>	Stacey Hobart
3:45 p.m.	<b>13. Public comment</b>	
3:55 p.m.	<b>14. Next steps &amp; preview of 2025 Idea to Initiative Campaign</b>	Stacey Hobart
4:15 p.m.	<i>Adjourn</i>	

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# COI Declarations

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



# 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



**MTAB Charter with  
Conflict of Interest**

# 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.

# 2. Introductions & Ice Breaker

What is your favorite spectator activity? Movie, sports game, concert, etc.?



# 3. MTAB Meeting Notes

DRAFT MTAB Meeting Notes  
April 22, 2025



# 4. Review Draft Advancement Plan: Commercial Building Efficiency Accelerator (CBEA)

Jeff Mitchell | Principal, Market Transformation

Rick Olson-Huddle | Strategy Manager

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

# Advancement Plan

**Definition.** An Advancement Plan outlines the strategies, research, and activities that need to be conducted to determine the viability of a potential MTI. The activities identified in the Advancement Plan are those needed to inform the development of an MTI Plan.



# MTI Development/Deployment Process



# MTAB's Role Today

- Identify critical gaps in knowledge or planned research
- Identify key market activities already happening
- Identify missing market leverage opportunities
- Highlight risks



# Commercial Building Efficiency Accelerator (CBEA)

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



# Preliminary MTI opportunity



- Commercial buildings are responsible for 35% of electricity consumed and 18% of total energy use
- California has over 88,000 commercial buildings
- The most energy-intensive buildings - which account for 1/5<sup>th</sup> of the floorspace - consume between 65%-180% more than the average

**Lots of use & lots of opportunity**

# Vision for the future



The average energy use and greenhouse gas emissions of commercial buildings is reduced by 30% without increasing rent or energy burden in ESJ communities.



# What is the initiative?

- It's **NOT** a piece of technology or even a system
- **It's a practice:** incorporating energy use, emissions, and peak demand management into asset management
- It's for building owners, energy professionals, and financial professionals
- It's for existing commercial buildings and multifamily housing over 20,000 ft<sup>2</sup>
- We expect different playbooks for different ownership structures



# Market events should increase the value proposition

- SB48 is poised to create Building Performance Standards, or similar
- Benchmarking data provides insights into high-savings candidates
- California energy costs continue to rise
- California Air Resources Board is starting to impose stricter emissions requirements
- Demand reduction and virtual power plants provide a potential revenue source

# Leverage points

- National interest in whole-building retrofits
- Existing financial analysis tools
- Existing green financing options
- Energy professional/auditor job training organizations
- US Green Building Council-CA




# Questions?

## Comments?



**Break (15 min)**  
**We will be back soon.**





# 5. Review Draft Advancement Plan: Commercial Building Efficiency Accelerator (CBEA) - continued

Jeff Mitchell | Principal, Market Transformation

Rick Olson-Huddle | Strategy Manager

# Key components of logic model



## Contextual Factors: Barriers, Opportunities

- Why the program is needed—challenges it must overcome
- Conditions that may contribute to the program's success
- External conditions

## Strategic Interventions (Actions)

- What CalMTA will do (directly or in collaboration with others)

## Outcomes

- What results in the short, medium, and long terms

## Goal / Impact

- What the program ultimately seeks to achieve



# Conceptual Logic Model - Barriers



Building owners don't see the value proposition for energy/decarb upgrades

Energy professionals don't understand the financial needs of building owners

High costs of major energy upgrades and access to capital

Split incentives for leased spaces

Complex Building Performance Standards

## Key

-  Market
-  Financial
-  Policy

# Conceptual Logic Model - Opportunities




Senate Bill 48

Benchmarking  
requirements & data

National interest in  
whole-building retrofits

DOE, NEEA, IMT, RMI, NYSERDA

## Key

-  Market
-  Financial
-  Policy

CPUC decarbonization  
goals

Emissions regulations

# Conceptual Logic Model - Interventions



Retrofit playbook and financial analysis tool for commercial building upgrades

Collaborate with  
CRE finance  
professionals



Work with the  
market to  
develop a  
qualified pool of  
energy  
professionals



Collaborate with  
existing  
commercial utility  
programs



Increase  
awareness of  
financing  
opportunities



## Key



Market



Financial



Policy

Green Lease  
promotion



National  
collaboration



Support market-  
enabling policy  
development





# Conceptual Logic Model - Outcomes



CRE finance professionals incentivize long-term financial plans that include energy, emission, and demand response impacts



Energy professionals use the tool and provide lifecycle planning based on CBEA playbook and tool



Increased number of buildings in ESJ communities with a building plan and tracking their EUI/GHG



Increase in affordable financing options and increased number of financing use cases



## Key

 Market

 Financial

 Policy

# Conceptual Logic Model - Outcomes (cont.)



Building owner awareness of the value proposition of reducing EUI and emissions

Business practices change to a more holistic approach to building upgrades

Increased number of participants in utility programs who track performance

Increased number of skilled workforce trained in holistic building performance business case

## Key

-  Market
-  Financial
-  Policy

BPS policy reflects market needs highlighted by CalMTA

# CBEA Impact



The average energy use and greenhouse gas emissions of commercial buildings is reduced by 30% without increasing rent or energy burden in ESJ communities.





# Questions?

## Comments?



# Equity Sounding Board feedback



1. Important to look into leases and how they can be improved
2. Consider impacts that improved buildings could have on rents - especially in multifamily
3. Many banks are interested in using Community Reinvestment Act funds to help low-income residents
4. Make initiative as simple as possible
5. Pilot projects can help build trust
6. Low interest rates can be very impactful

# Diffusion and lastingness mechanisms



- CRE finance professionals will expect long-term financial plans that include energy
- Air quality, BPS, and CA decarbonization goals will make this type of planning necessary to building owners
- Building owners will realize this is a better (more profitable) way to manage assets



# Market research priorities



1. Characterize market landscape and baseline market conditions
2. Assess current drivers for building upgrades
3. Characterize affordable housing structure
4. Characterize the state and role of BPS and policy

# Market research priorities (cont.)




5. Determine relevant financing opportunities
6. Identify existing information sources and tools that inform building upgrades
7. Assess how market actors may react to key program concepts
8. Conduct targeted mini-investigations
9. Assess workforce needs and gaps




# Tech assessment priorities



- 
- A circular inset image on the left side of the slide shows a person's hand holding a blue pen, poised over a laptop keyboard. The background of the inset is blurred, showing what appears to be an office setting.
1. Survey and evaluate existing datasets
  2. Identify trends across building types by analyzing existing building energy consumption data
  3. Define metrics and recommend a metric for tracking performance by the CBEA MTI
  4. Assess tools that empower building owners to make informed, cost-effective performance and efficiency upgrades

# Tech assessment priorities (cont.)



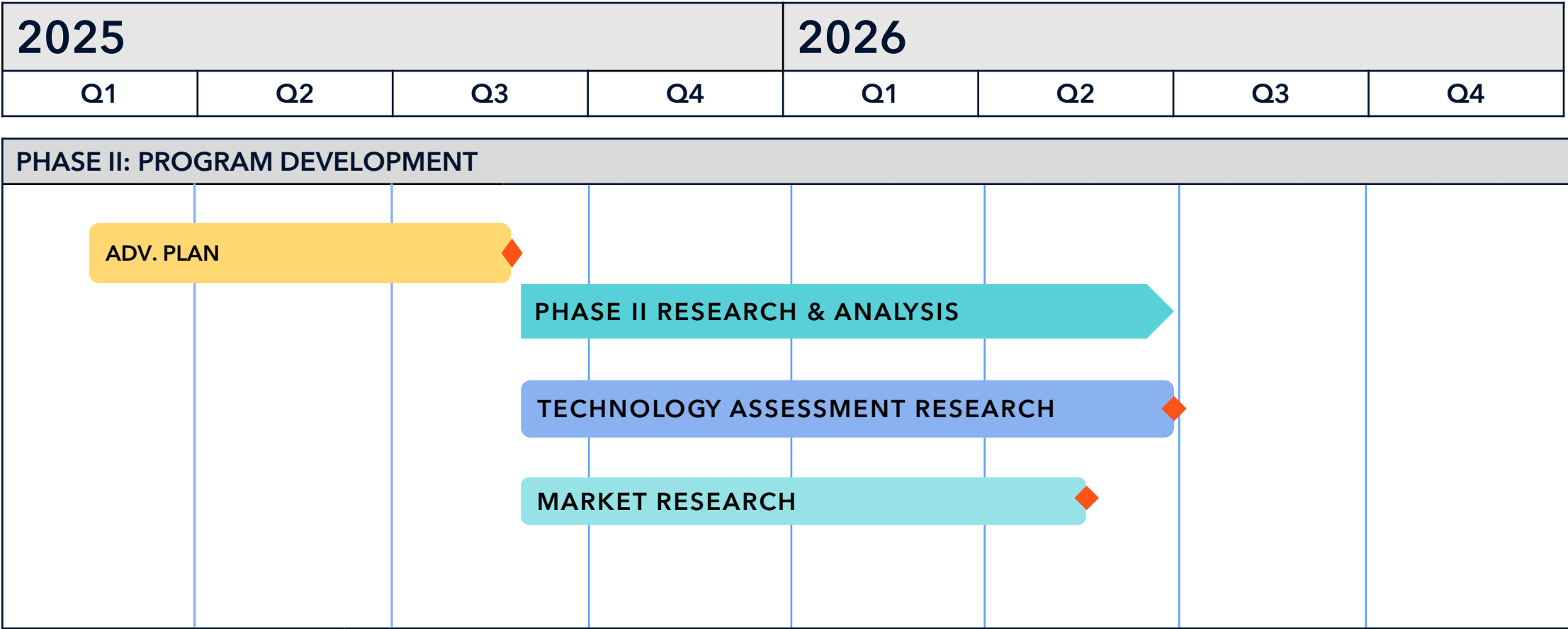
- 
- A decorative graphic on the left side of the slide, showing a stylized financial chart with multiple colored lines (green, yellow, red, blue) and a grid background, partially obscured by a white circular shape.
5. Identify areas for improving building efficiency and analyze savings potential
  6. Document the points of intersection between CBEA and energy codes and codes programs
  7. Review BPS and related policies to guide the CBEA MTI with best practices in existing building efficiency policies

# Proposed research cost estimates



Task	Estimated cost
Market research	\$575,000
Technology assessment	\$245,000
Total	<b>\$820,000</b>

# CBEA Phase 2 proposed timeline



◆ Final deliverable





# Questions?

## Comments?



# CBEA public comment period

Opportunity for public comment until July 9

Public can learn more about how to comment:

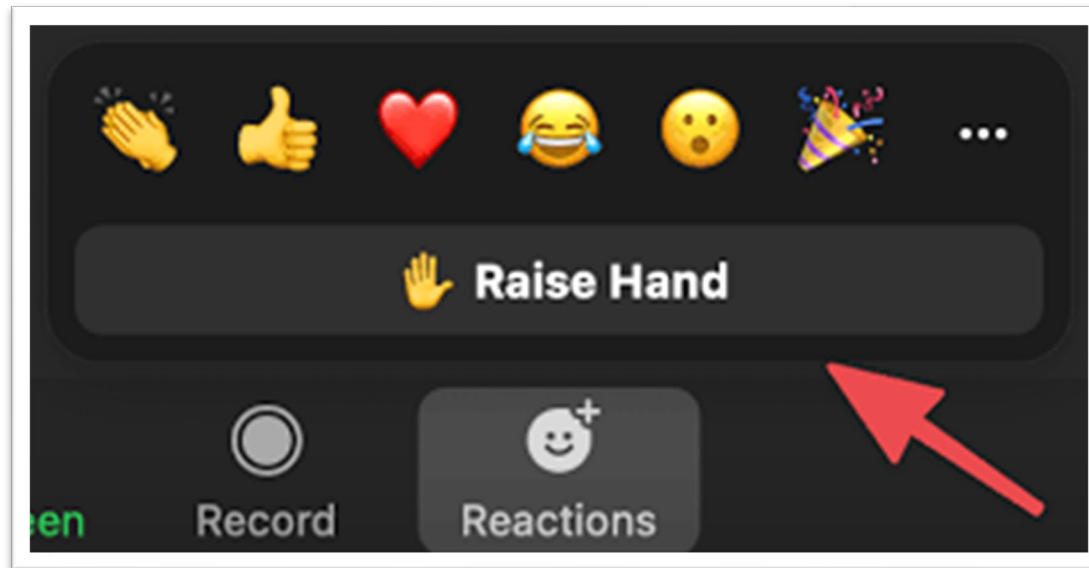
<https://calmta.org/public-comment/>

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

## 6. Public Comment



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



**Lunch (45 min)**  
**We will be back soon.**





# 7. Commercial Rooftop Units (CRTUs) Field Study Preliminary Findings

Spencer Lipp | Contractor, 2050 Partners

Nick Fiore | Program Manager





# UC Davis / WCEC RTU demonstration



## Overview & research objectives

- Select, install, and monitor performance of all-electric heat pump RTU to replace existing mixed fuel RTU on the UC Davis campus
- Understand barriers, limitations, costs, and decision process to increase adoption of high-performance electric heat pump RTUs in existing buildings
- Evaluate performance and energy savings potential relative to standard, code-minimum mixed fuel RTU
- Evaluate benefits and market demand/acceptance for app-based commissioning

# Objectives and preliminary observations



## **Unit selection process/cost analysis**

UC Davis facilities solicited bids for 1 baseline (code minimum) and 4 high performance heat pump RTUs:

Baseline: TempMaster (code minimum)

High performance: AAON, Daikin, Greenheck, CaptiveAire. All feature:

- Insulated enclosure
- Variable speed heat pump
- High efficiency cooling
- Energy Recovery Ventilator (ERV)
- Connected commissioning and controls

# Objectives and preliminary observations (cont.)



- Cost for full-featured RTU with ERV was 3 to 4 times baseline heat pump RTU
- RTU selected for study did not have insulated box or ERV, significantly reducing cost to about 2x baseline
- Determined that ERV is unlikely to be cost-effective in most parts of CA

**Real-world equipment bids helped the team understand costs and refine product definition to focus on cooling efficiency, variable capacity, and connected controls and commissioning**

# Objectives and preliminary observations (cont.)



## Barriers and limitations

### Electric panel capacity

Manufacturer was uncomfortable installing heat pump with **zero** strip heating

However, they reduced the sizing of the strip heating element

***This change enabled the unit to be installed without need to upgrade electric capacity, but increased lead time for the RTU***

### Curb adapter

High-performance unit required curb adapter, adding cost and complexity

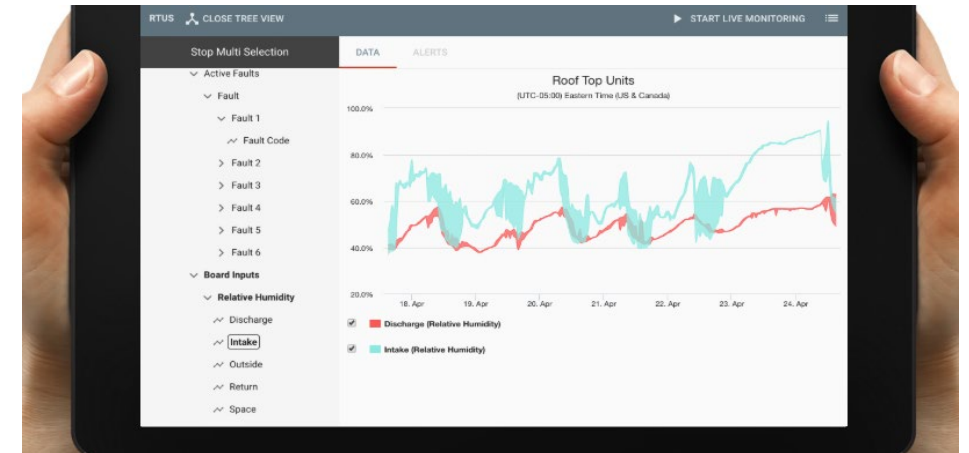
# Objectives and preliminary observations (cont.)



## CASLink platform and process needs to be refined

The team observed the use of the CASLink app to support commissioning and startup

After a week of operation, the team reviewed trends and identified and repaired control sequence creating heavy reliance on backup resistance heating





# Objectives and preliminary observations (cont.)

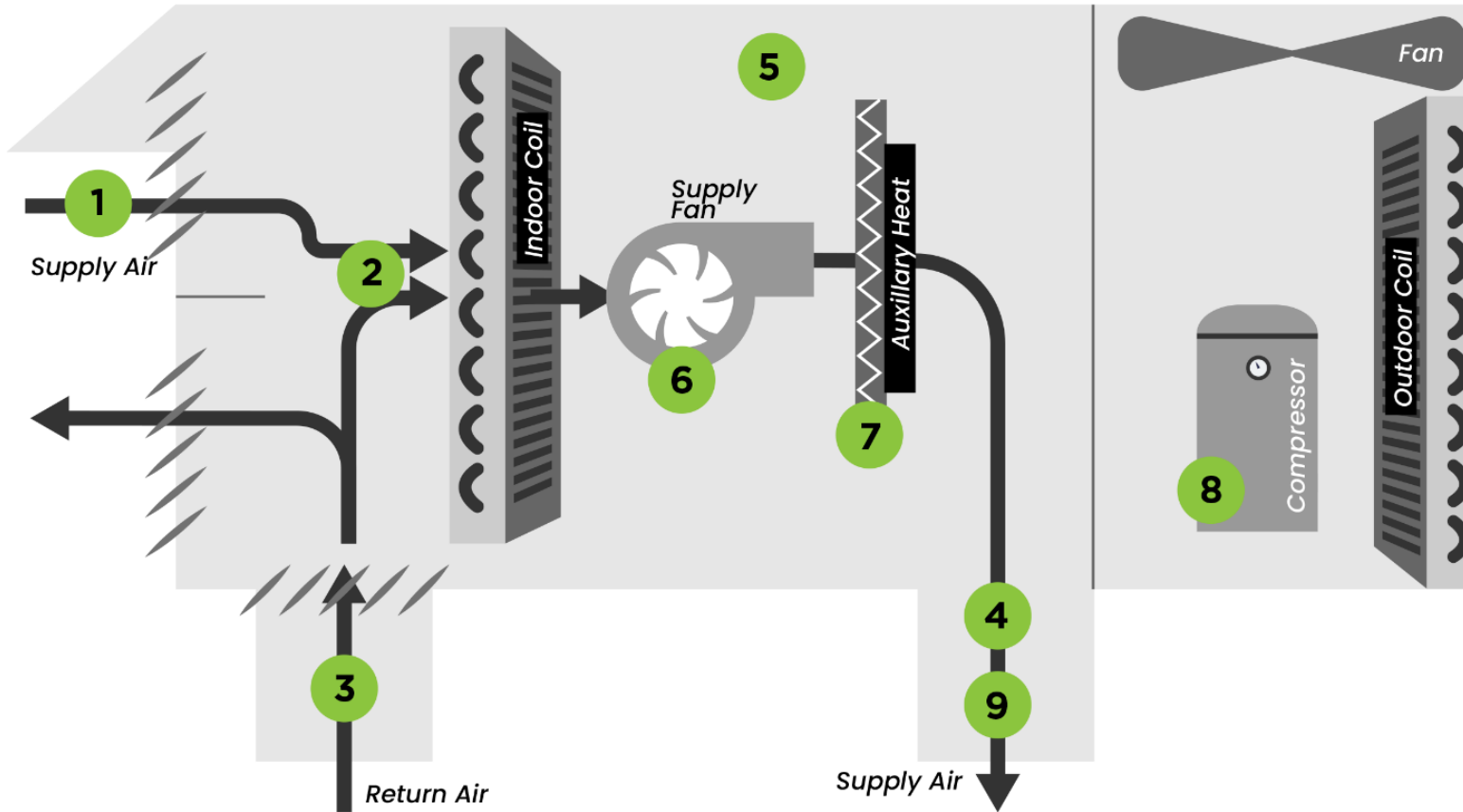


The app-base monitoring system identified and allowed the team to resolve a fault that might have gone undetected for years without the app

However, the fault should have been detected at startup, showing that the CASLink platform and process still needs to be refined



# M&V Monitoring sensors & data

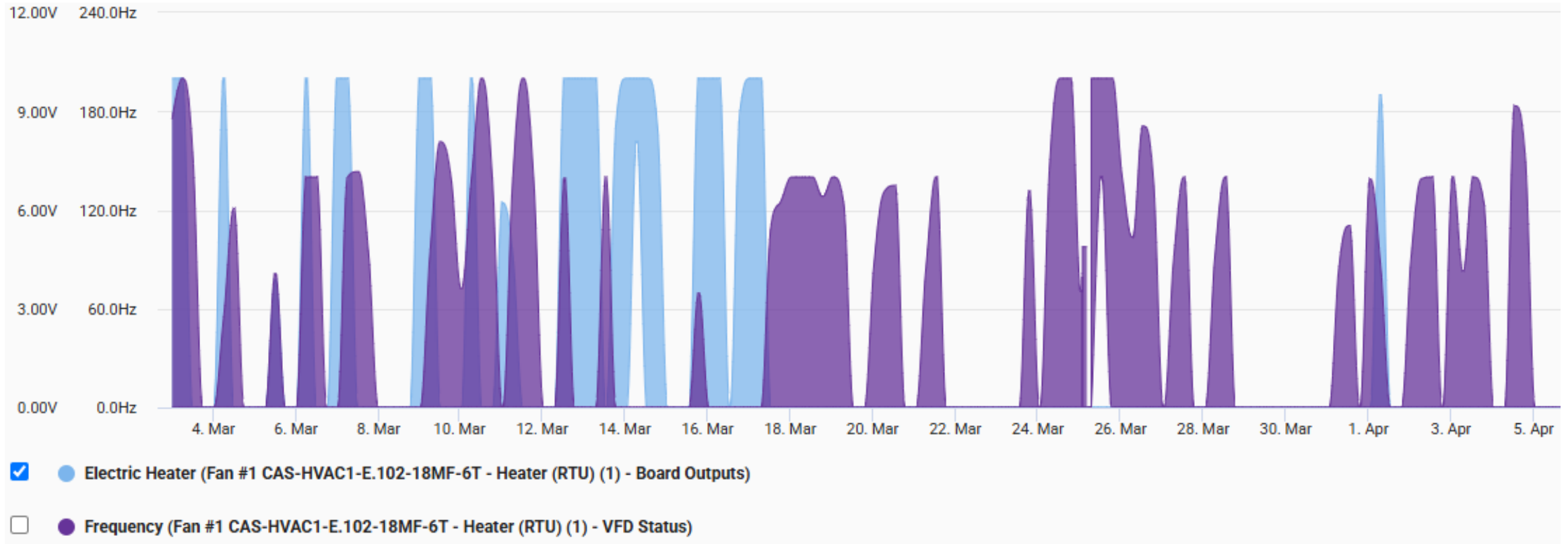


*Illustration of monitoring instruments installed on the RTU*

## SENSORS

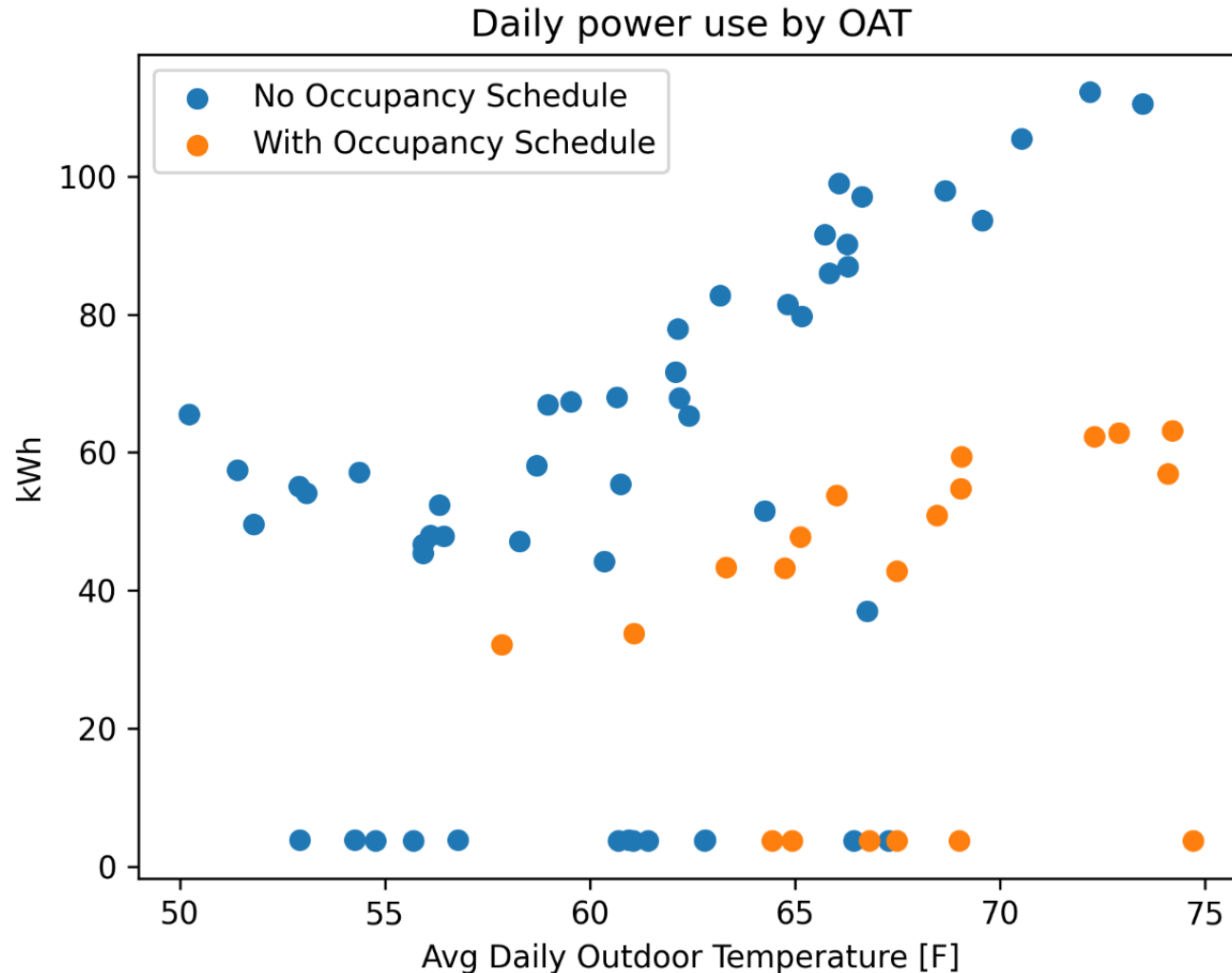
1. Supply air temperature and humidity
2. Mixed air temperature and humidity
3. Return air temperature and humidity
4. Conditioned air temperature and humidity
5. Whole system current
6. Supply fan current
7. Auxillary heat current
8. Compressor current
9. Conditioned air static pressure

# CASLink: Electric heat usage



*CASLink monitoring data showing reliance on electric heat after installation (blue – electric heat [0-10V], purple – compressor speed [0-200 hz])*

# Preliminary results: occupancy schedule



*Daily power totals before and after an occupancy schedule was applied.*

# Preliminary results: occupancy schedule (cont.)



**Before** occupancy schedule was set:

**Average kWh used per day was 53.36 kWh**

**After** occupancy schedule was set:

**Average dropped to 36.46 kWh for a fan energy savings of 16.9 kWh per day.**

- Data points at 0 kWh represent weekends and holidays and were included in this average
- It was observed that the supply fan draws 1850-2000 W so turning off the fan during unoccupied periods resulted in significant energy savings



# Next steps & outstanding research questions



- Work with manufacturer/distributor to track RTU performance
- Survey/interviews on occupant experience and CASLink interface
- What is the difference in energy consumption pre-manufacturer connected commissioning and after the manufacturer optimizes the system?
- Demand controlled ventilation (DCV) testing
  - How important is DCV?
  - What are the energy savings potential?
- Using the non-residential Energy Code Forms, how many of the forms can be completed using only remote monitoring tools?



# Questions?

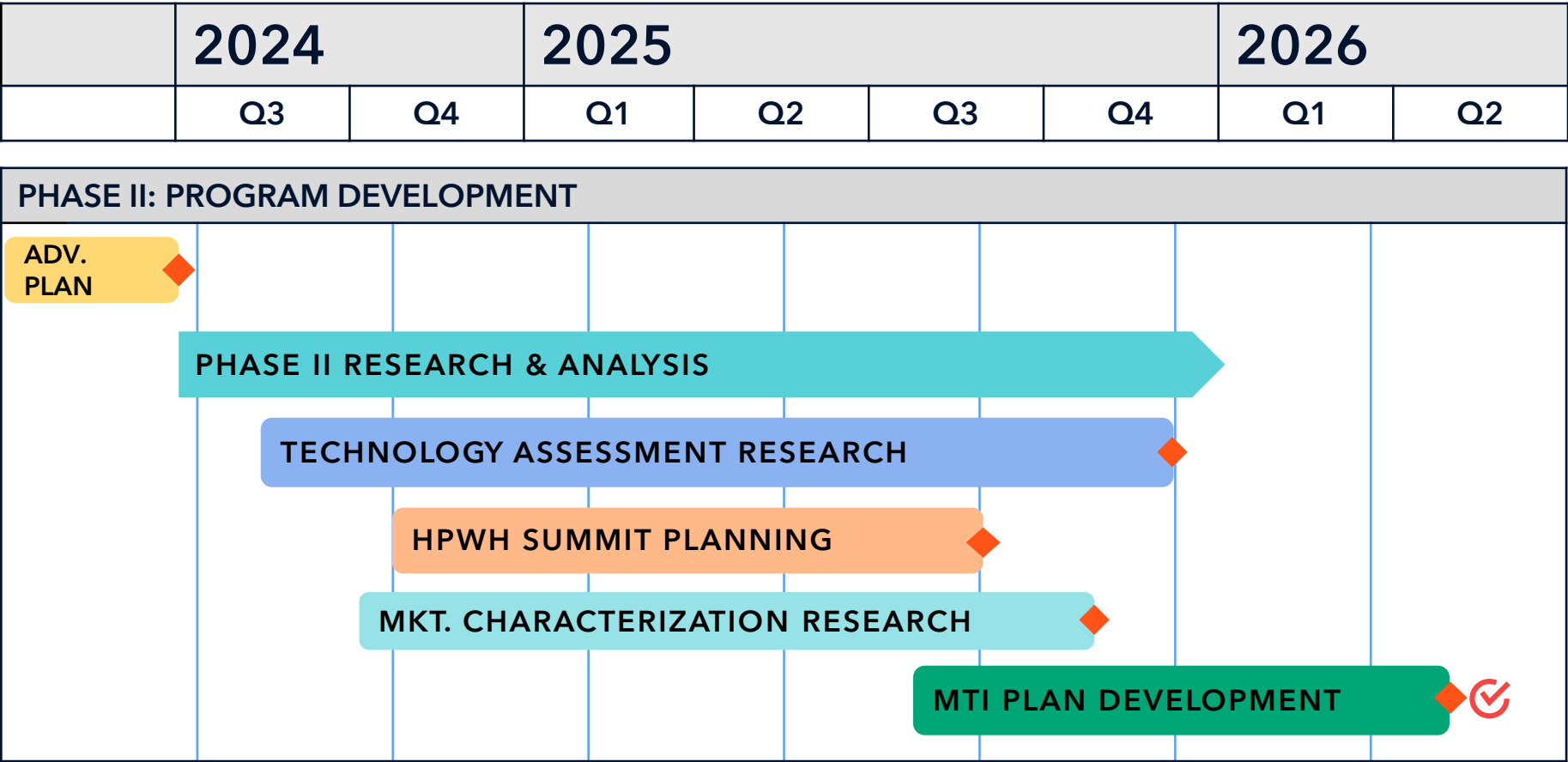
## Comments?



# 8. Residential HPWH Idea & Market Acceleration Summit Overview

Alexis Allan | Strategy Manager, Brio

# Residential Heat Pump Water Heating timeline



◆ Final deliverable    ✓ Advice Letter

# Residential Heat Pump Water Heating

## Phase II research



### Technology assessment

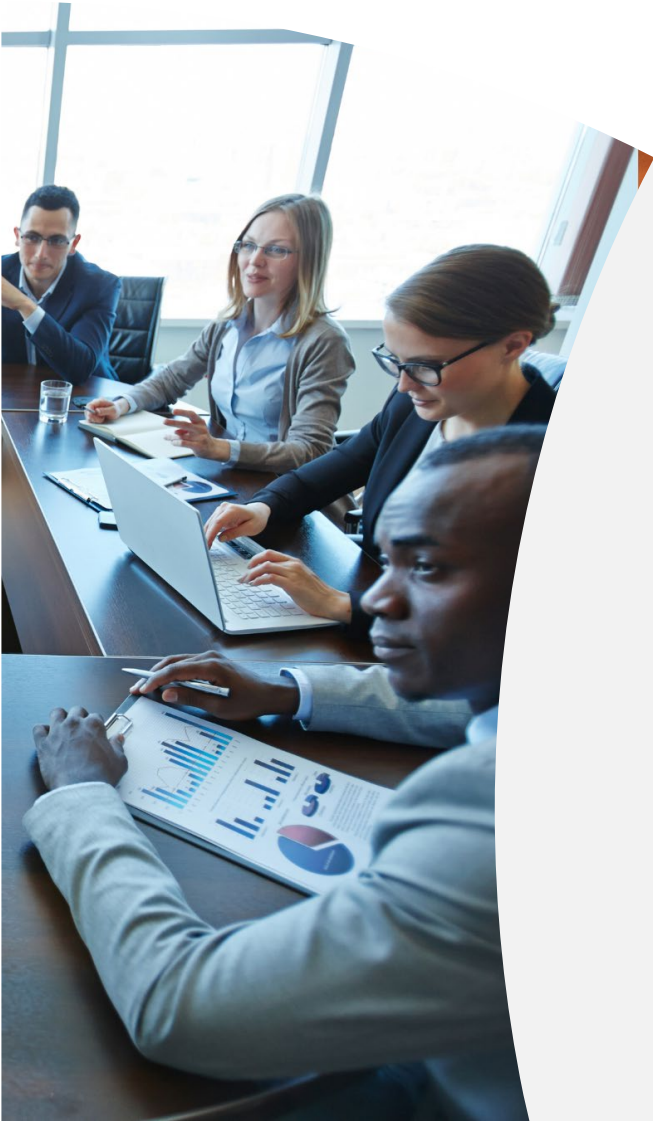
- Load flexibility assessment
- HPWH reliability assessment
- Electric panel readiness assessment
- Product definition and product scenarios

### Market characterization

- Interviews
- Surveys
- Journey map
- HPWH program data repository



# Summit objectives



**Market transformation pathways:** Identify viable, innovative, and existing pathways to transform California's HPWH adoption process, to enable CalMTA to define its potential role in accelerating this transformation

**Stakeholder alignment & engagement:** Create transparency and shared understanding among participants about statewide solutions and strategies to supercharge adoption while ensuring stakeholders feel heard

**Stakeholder input:** Understand stakeholder priorities, challenges and available resources to inform CalMTA's strategy moving forward

# Summit timeline



## Planning

Secure facilitator  
Develop objectives  
Reserve venue

## Engagement

Publish webpage  
Send invitations  
Meetings with key stakeholders

## Development

Pework & in room materials  
Journey map  
Content & run of show

## Execution & follow up

Aug 26-27 event  
Post summit engagement & work plan  
MTI development  
Innovation Roadmap development



# Market Acceleration Summit



## Day 1 - August 26 | 9AM - 4PM

### Welcome

Meet and reconnect with key stakeholders in CA HPWH market

### Innovation In Action

- Get inspired by innovative leaders in market transformation
- Engage in collaborative design sessions pushing the market's thinking on what's possible

### Lunch Break

### Market Research & Transformation Opportunities

- Hear the newest insights on the HPWH market in California and understand it's impact on your work.
- Partner with attendees to focus on what's possible and identify pathways forward to ensure market transformation for HPWH in California

## Day 2 - August 27<sup>th</sup> | 9AM - 1PM

### Dynamics of Change

Get interactive and understand the dynamics of change

### Break

### Prioritizing Forward

- Ideate and share key supports and resources required to move forward on the most promising innovative transformation pathways.
- Be inspired by the work of key players in the room and understand what happens next

# Journey map



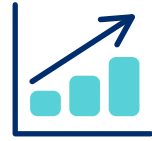
## Objectives:

- Illustrate how California programs and intervention strategies impact the customer journey and HPWH supply chain experience – positively or negatively – using insights from market research
- Engage workshop participants to validate findings and identify potential opportunities for CalMTA to uniquely address statewide or market challenges and accelerate HPWH adoption

# Types of organizations for participation



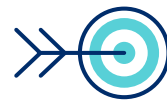
Policy/regulatory  
SME



Technology/  
market SME



Program  
administrator



Program  
implementor



Workforce  
representative



Equity  
stakeholder



# Participant criteria & recruitment



## Key roles and influence

- Decision-makers with authority over HPWH priorities and strategy
- Budget gatekeepers and program fund allocators
- Contract managers working with consultants/implementers
- Strategic leaders guiding vision, goals, and metrics

## Experience and background

- Depth of HPWH or adjacent industry experience
- Experience with large-scale operations vs. pilot programs
- Geographic relevance, especially within California
- Time in field and exposure to cross-sector insights

## Mindsets and perspectives

- Traditional vs. innovative thinkers
- Skeptics vs. enthusiasts
- Diverse points of view on HPWH challenges
- Willingness to act as post-summit ambassadors

# Post Summit activities



- Assess Summit outcomes & launch MTI Development and stakeholder engagement activities
- Create and distribute innovation ideas:
  - Documenting ideas generated during summit
  - Clearly identifying concepts CalMTA anticipates including in MTI Plan
  - Documenting new barriers/opportunities identified and recommendations



# 9. Application Update

Lynette Curthoys | Vice President, Market Transformation

# Application update



On December 20, 2024, PG&E filed an Application to the Commission on CalMTA's behalf.

The Application included:

- Request for approval of the Room Heat Pumps and Induction Cooking MTIs
- Detailed cost-estimate for the first five years of implementation funding approved in D.19-12-021, OP 9, for the first two MTIs and future MTIs
- Request that future MTIs are approved through Tier 2 advice letters (consistent with D.19-12-021)
- Request to discontinue the filing of ABALs and replace the ABAL with a Trigger-Based Budget Advice Letter (TBBAL)

# Parties & filings



Party	Filed protest or response	Participated in PHC	Intervenor Testimony	Rebuttal Testimony
Pacific Gas & Electric Company (PG&E)	None	Yes	No	No
The Utility Reform Network (TURN)	Response	Yes	Yes	No
Cal Advocates	Protest	Yes	Yes	Yes
Jointly: Southern California Edison Company (SCE) & San Diego Gas & Electric Company (SDG&E)	Protest	Yes	No	No
Northwest Energy Efficiency Alliance (NEEA)	Response	Yes	Yes	Yes
California Efficiency + Demand Management Council (CEDMC)	Response	Yes	No	No
Southern California Gas Company (SoCalGas)	None	Yes	Yes	Yes
Jointly: Bay Area Regional Energy Network program (BayREN) & TriCounty Regional Energy Network program (3C-REN)	None	Yes	No	No
California Environmental Justice Alliance (CEJA)	None	Yes	Yes	No



# Summary of issues: supportive



- Policy changes support approval of the Application
- MTI's target appropriate technologies that would bring substantial benefits to ESJ communities
- Intervention strategies and forecasting methodologies are consistent with MT best practices
- MTIs are cost-effective – individually and as the beginning of a portfolio
- Suggestion to require that the portfolio be cost effective
- MTIs are complementary and do not duplicate other programs
- \$250 million budget is reasonable and should be approved
- Procedural requests are reasonable and should be approved

# Summary of issues: unsupportive

- Deny approval of both MTI Plans and the full five-year implementation budget
- Duplication with other programs
- Affordability
- Cost-effectiveness
- Bill impacts
- Forecasting methodologies and data sources
- Update utility funding allocation percentages
- Level of detail in budgets
- Funding source
- Unsupportive of procedural requests

# 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							

**Break (15 min)**  
**We will be back soon.**



# 10. Overview of CalMTA Organizational Review

Karen Horkitz | Lead of Market Research & Evaluation





# CalMTA Organizational and Performance Reviews

## Organizational Review\*

### **Objective:**

Identify opportunities to improve CalMTA systems and operational practices

### **Timing:**

End of year 3 (after application decision)

## Performance Review

### **Objective:**

MTAB will review performance of CalMTA and recommend to the Commission one of these courses of action:

- a) renew the current independent MTA's contract,
- b) conduct another solicitation to identify a new administrator, or
- c) the Commission initiates the necessary processes to allow the CPUC to directly manage the MTA's contract

### **Timing:**

2 years before end of initial timeframe

# Organizational review scope considerations



1

Compliance with the MT Framework will be addressed as part of the Application Proceeding

2

Forecasting, measurement, and MTI effectiveness will be addressed as part of 3<sup>rd</sup> party evaluations

3

CalMTA leadership and Energy Division staff envisions input from MTAB and others

4

Organizational review would be conducted over the period Q4 2025 - Q1 2026 and should therefore focus on practices and systems relevant to the startup period that will not be addressed by the Application Proceeding

# Preliminary scope



## Operational practices

- Stakeholder engagement and reporting
  - Quarterly and Annual reports
  - CalMTA website
  - Stakeholder calls
  - Equity Sounding Board
- MTAB Operations
- Administrative Activities
  - Financial administration (Invoicing, Accruals, Forecasting)
  - Operations plan execution (meeting milestones)
- MTI Concept and Strategy Development
  - AP and MTI Plan development & management

## Systems

- Salesforce
- Asana

# Preliminary research questions



1. How effective has CalMTA reporting and external communication been from the perspective of key stakeholders and the MTAB?
2. How effectively has CalMTA managed the operations of the Market Transformation Advisory Board (MTAB), including meetings, communication, opportunities for and responsiveness to input?
3. How has CalMTA performed against its operating plan? In terms of meeting objectives and milestones?
4. How has CalMTA performed in terms of financial administration, including invoicing, accruals, and forecasting?
5. How is CalMTA performing with respect to its equity approach?

# Preliminary research questions (cont.)



6. How effective are CalMTA's processes for concept and strategy development of its MTIs, including:
  - a. Request for Ideas process
  - b. Concept and strategy development activities
  - c. Work planning
  - d. Team management
  - e. Documentation of data and communications
7. For each of the questions above:
  - a. What has worked well?
  - b. What are opportunities for improvement?



# Organizational review tasks



## Materials Review

Plans (Operations plan, Asana project plans)

Work Products (MTI Plans, Adv Plans, etc.)

Reporting (annual and quarterly reports)

Stakeholder survey results

## Interviews

MTAB members/  
former members

CalMTA staff

Key stakeholders

## Reporting

Draft  
recommendations

Draft report

Final report

# Management and oversight



## Energy Division

- Final decision authority: consultant selection and deliverables
- Review and approve RFP and scoring criteria/approach
- Score proposals
- Consultant oversight

## MTAB

- Review project scope
- Participate in interviews
- Review and comment on draft report

## CalMTA Leadership

- Score proposals
- Review draft report

## CalMTA Staff

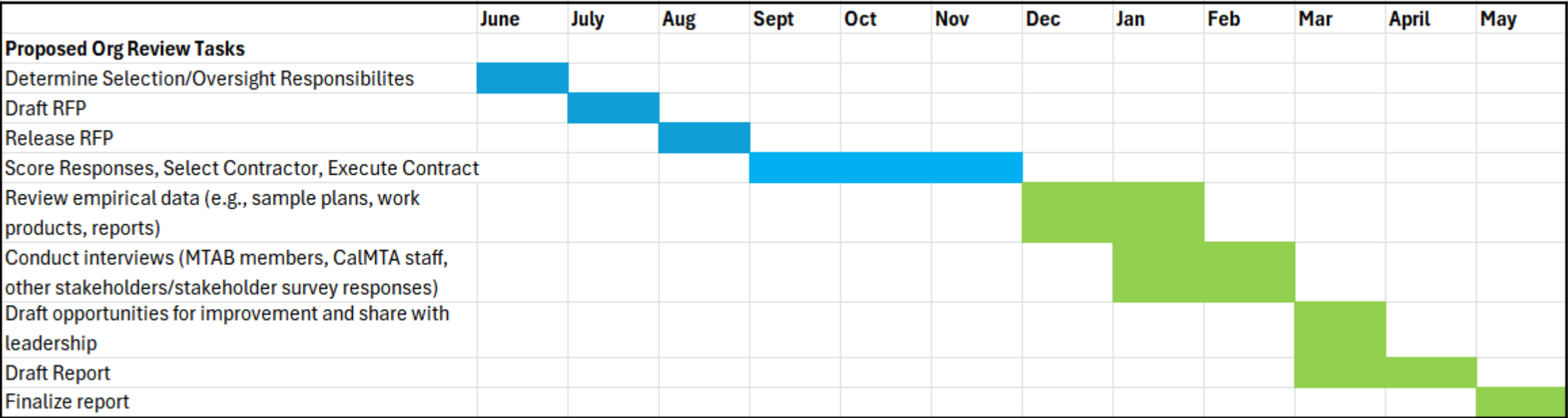
- Draft RFP
- Administer solicitation and contract with awardee
- Serve as liaison to facilitate materials review, interviews, meetings

# Organizational review timeline



2025

2026



CalMTA

Consultant

# 11. Equity Update

Rachel Good | Stakeholder Engagement Manager



# Our cross-cutting equity efforts



To apply an equity lens to CalMTA's MT work:

- MTI teams identify and develop equity-oriented intervention strategies and equity metrics specific to a given market
- A cross-cutting team provides guidance on equity integration, works to ensure consistency and create efficiencies across the MTIs, and helps manage relationships with equity entities





# MTI equity integration



- Guidance on integrating equity into:
  - Research practices
  - Logic models (conceptual and final)
  - Intervention strategies
- In use by MTI teams following initial roll-out/training
- A living document - allows us to respond to learnings as we move forward in our equity journey



# Equity Impacts - CalMTA Strategy Pilots & Phase II research



# Equity Sounding Board engagement

- **Full Equity Sounding Board meetings:**
  - Jan. 24
  - May 15
  - Oct. 6
- Equity Sounding Board consultations:
  - **Equity metrics** for CRTU and Foodservice WH Systems MTIs
  - Identification of **CRAWS market characterization interviewees**
  - Feedback on **bill impacts and affordability concerns**
  - Input on **CBEA MT theory/logic model components**



# Tracking and accountability



1. Capture actionable insight in feedback tracker, mapped to MTI where applicable
2. Share feedback with relevant CalMTA staff (e.g., strategy managers, research leads)
3. Use tracker to maintain record of follow-up action taken and impacts/outcomes
4. Report back to equity stakeholders to show how their input has impacted our work

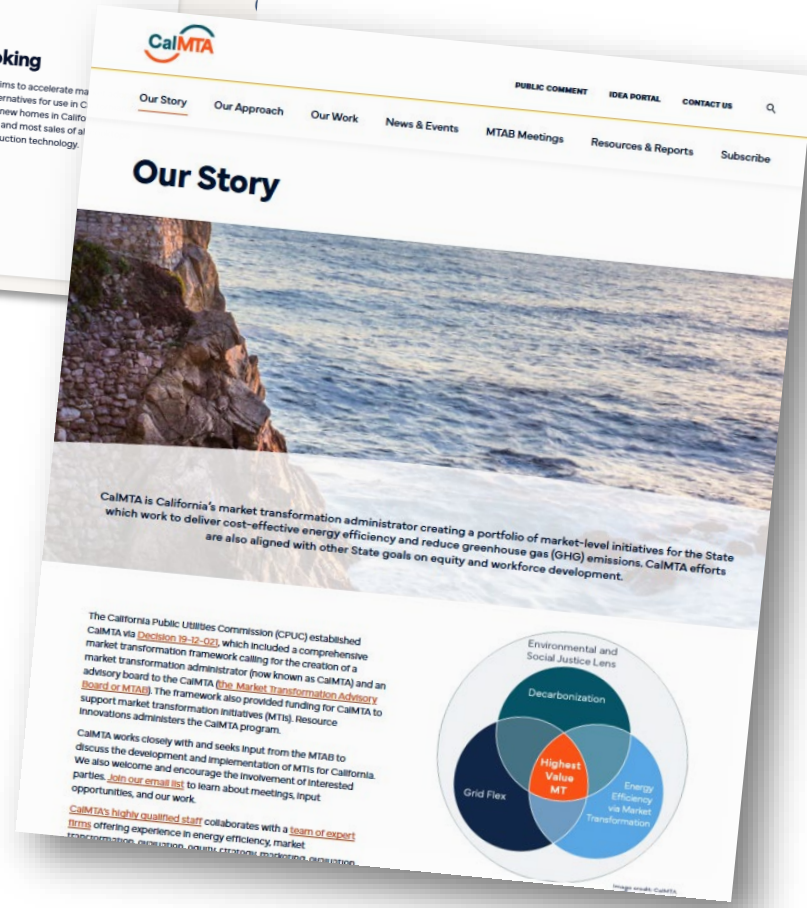
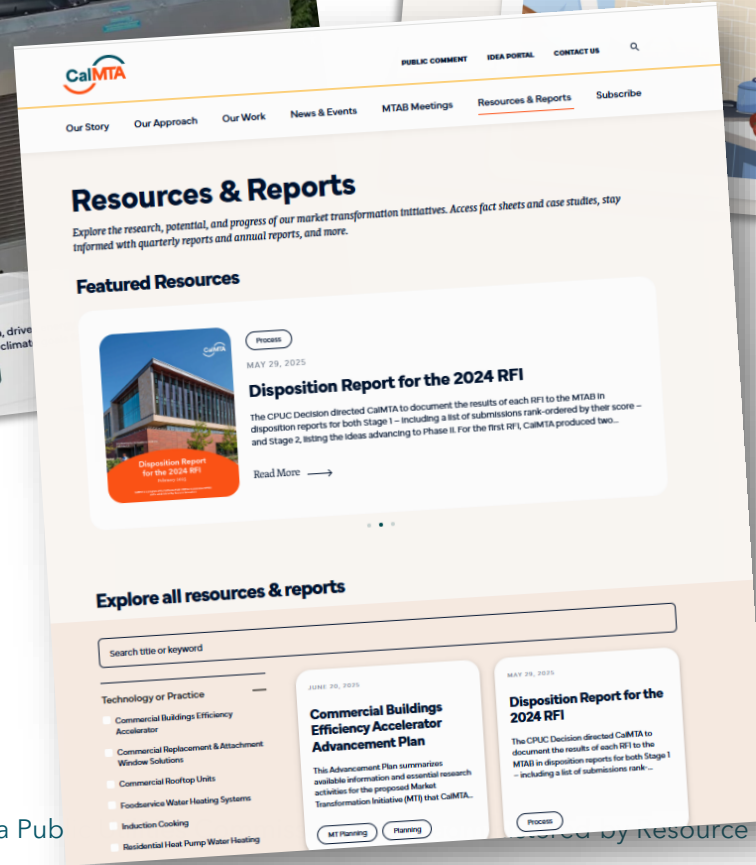
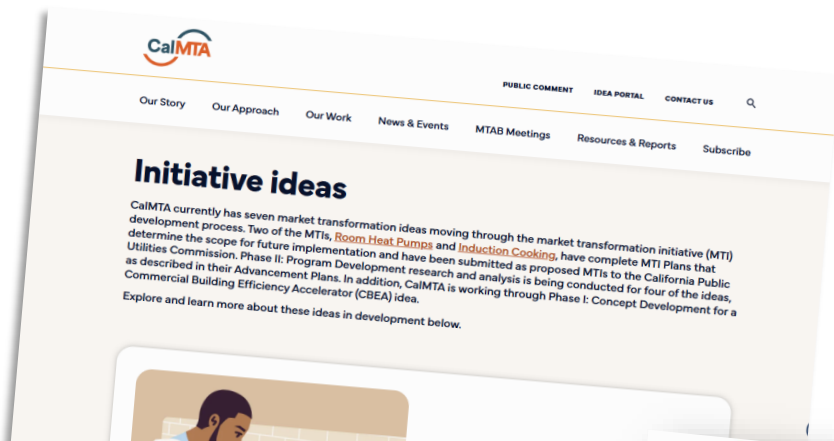
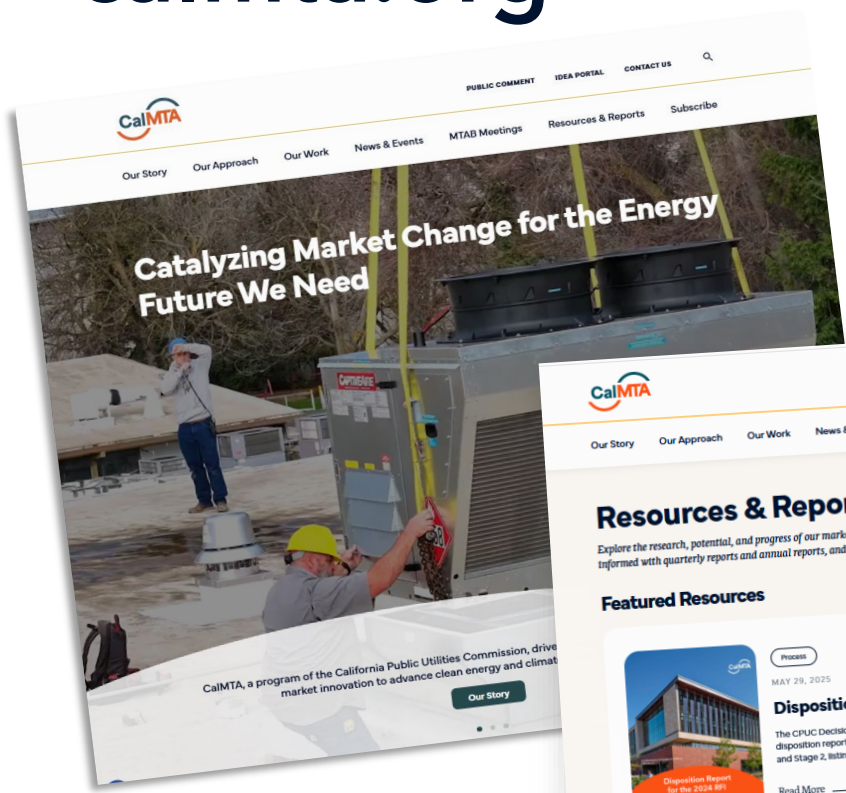


# 12. New Website

Stacey Hobart | Principal of Engagement & Communications





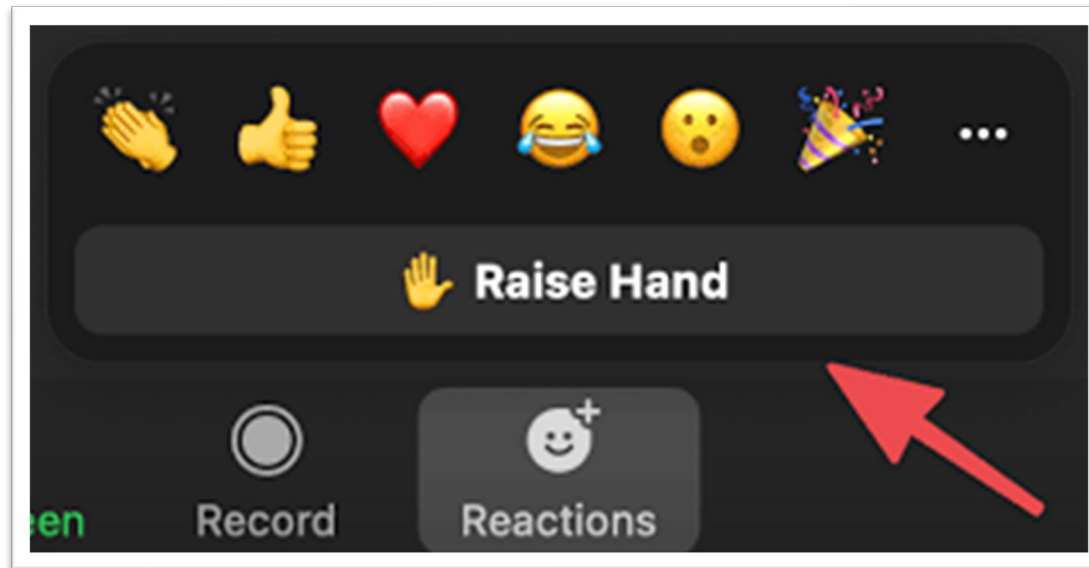




# Public Comment



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



# 14. Next Steps & Preview of 2025 Idea to Initiative Campaign

Stacey Hobart | Principal of Engagement & Communications

# MTI Development/Deployment Process



# Anatomy of an MTI



**Market Opportunity  
& Market Context**



**Product/Practice  
Definition**



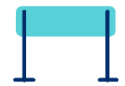
**Target  
Market**



## Market Transformation Theory



### LOGIC MODEL



**Key Market Barriers  
& Opportunities**



**Strategic Interventions  
to Tackle Barriers &  
Optimize Leverage**



**Diffusion & Mechanism  
for Longevity**

Adaptive Management

### OUTCOMES & EVALUATION



**Expected Outcomes**  
Market response that shows  
progress toward goals



**Expected Benefits**  
Energy Savings,  
Grid Benefits,  
GHG Savings, etc.



**End State**

# MTI Plan



The MTI Plan describes the business case supporting the MTI and the market development and evaluation activities that will be implemented during Phase III: Market Deployment.

**Phase II research  
summary**

**Complete program  
logic and MT theory**

**Include updated market  
adoption curves, TSB,  
and C/E estimates**





# MTI Plan Appendices



**A: Logic Model Packet**

**B: Market Forecasting & CE Modeling Approach**

**C: Product Assessment Report**

**D: Market Characterization Study**

**E: Stakeholder Engagement**

**F: Evaluation Plan**

**G: Risk Mitigation Plan**

**H: MTI Lifecycle Cost Estimate**

**I: MTAB Comments**

**Market  
Transformation  
Initiative Plan**

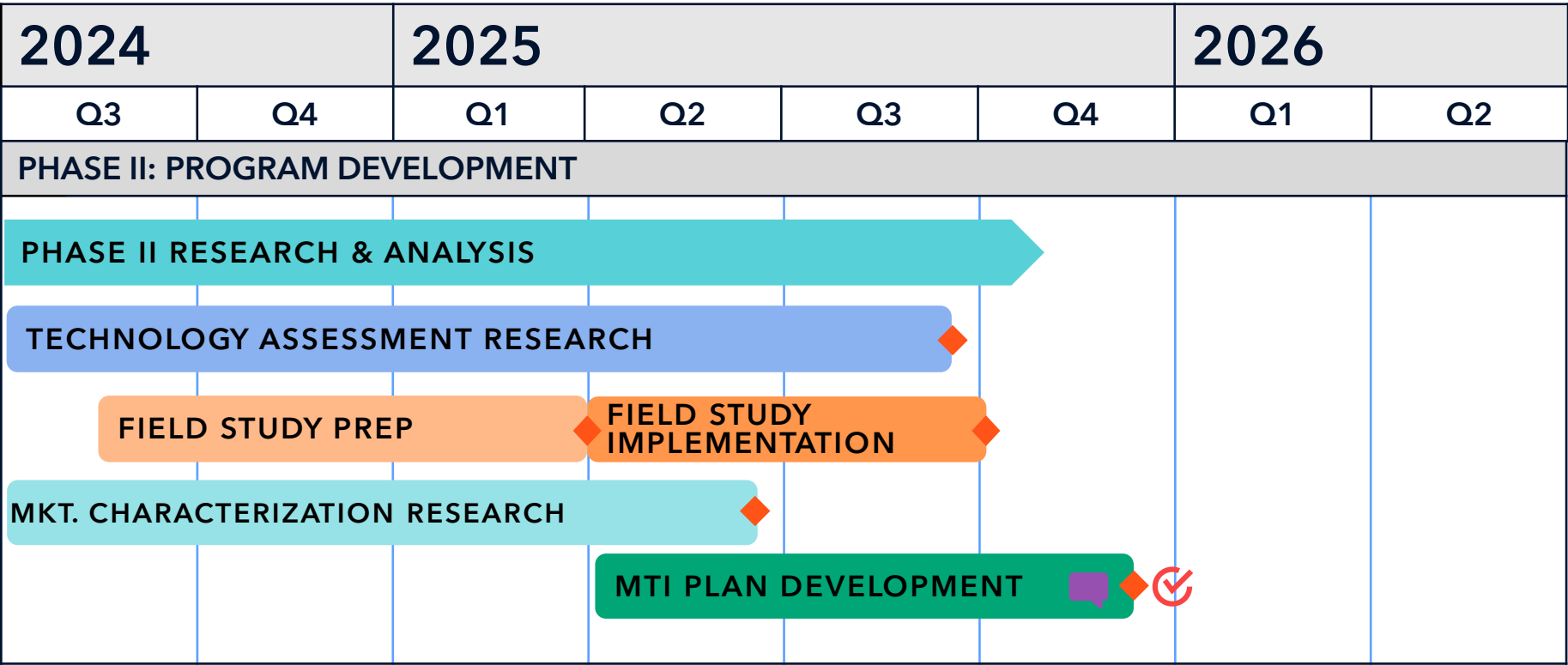
The diagram shows a large light blue circle on the right side of the slide. Inside the circle, the text "Market Transformation Initiative Plan" is written in bold black font. To the left of the circle, there is a vertical stack of nine horizontal bars of varying shades of blue. Each bar contains a letter and a title. The bars are arranged such that they all point towards the circle, with the bar for "E: Stakeholder Engagement" being the longest and pointing directly at the circle.

# *Idea to Initiative* educational campaign introduction



- 1 Preview and discuss key portions of MTI Plan
- 2 Grow understanding of critical aspects of the MTI Plan before public comment and the final draft is filed with the CPUC in December

# Commercial Rooftop Units



Final deliverable
 Advice Letter
 Public Comment Period

# CRTUs *Idea to Initiative* topics and dates

## Part 1

- Logic Model
- Market Transformation Theory
- Market Characterization

**August 20**

## Part 2

- Market Progress Indicators & Milestones
- Product Assessment
- Total System Benefit & Cost Effectiveness

**September 29**

## Part 3

- Evaluation Plan
- Draft Market Transformation Initiative Plan & Appendices

**November 12**

# Upcoming MTAB meetings



	Wed, Aug. 20, 2025	Mon, Sept. 29, 2025	Wed, Nov. 12 & Thurs, Nov. 13
Time	9 am - noon	1 - 4 pm	Between 9 am - 5 pm
Location	Virtual - Zoom	Virtual - Zoom	In-person SF/Bay Area, location TBD

	Thurs, Jan. 29, 2026	Thurs, Mar 5, 2026	Wed, Mar 25, 2026
Time	Between 9:00 AM - 5:00 PM	Between 9:00 AM - 5:00 PM	9:00 AM - 1:00 PM (4 hours virtual)
Location	In-person SF/Bay Area, location TBD	In-person SF/Bay Area, location TBD	Virtual - Zoom





# 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/](https://calmta.org/contact/)

Questions? Email [info@calmta.org](mailto:info@calmta.org)

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