



August 12, 2025

## MEMORANDUM

**TO:** Market Transformation Advisory Board

**FROM:** Simone Cobb, Program Manager  
Rick Olson-Huddle, Strategy Manager

**SUBJECT:** MTI Advancement Plan Feedback Memo: Commercial Building Efficiency Accelerator

CalMTA would like to thank both the Market Transformation Advisory Board (MTAB) and the public for the feedback provided on the Commercial Building Efficiency Accelerator (CBEA) market transformation initiative (MTI) Advancement Plan. The draft Advancement Plan was posted for comment on the California Public Utility Commission's (CPUC) Public Document Area (PDA) website from June 20 - July 9, 2025. During the comment period we received 64 submissions. This memo provides a high-level summary of the feedback and highlights themes that emerged related to aspects of the Advancement Plan. The attached table summarizes the specific feedback received and CalMTA's responses. A tracked version of the Advancement Plan has also been provided.

### Market Targeting and Strategic Intervention

Feedback emphasized the need to more precisely define CBEA's target market. In response, CalMTA refined its segmentation strategy in the Advancement Plan to prioritize factors such as portfolio scale, ownership tenure, and organizational structure. These updates will inform Phase II market research and guide efforts to tailor outreach, tools, and interventions to distinct ownership models. Comments also stressed the importance of designing tools that are simple, actionable, and adaptable. CalMTA has incorporated additional research questions in Section 8 of the Advancement Plan to assess existing tools, evaluate usability, and inform development of a flexible ownership planning playbook that supports a broad range of decision-making styles and investment strategies.

### Policy and Program Landscape

Comments emphasized the importance of a resilient response to various policy scenarios and for tools to help building owners navigate California's complex program landscape. CalMTA updated the Advancement Plan's market research and technology assessment activities in Section 8 to include additional research on the implications of federal policy changes and funding availability. This work will also examine how Building Performance Standards (BPS) interact with market readiness. If Phase II activities indicate that program incentives are critical to driving building

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decision-making, CalMTA will explore ways to ensure tools support navigation of overlapping incentives and align with future regulatory shifts.

## Workforce Training and Implementation

CalMTA received several comments related to workforce education and training (WE&T), recognizing workforce development as an important component of MTI success. These comments included recommendations that training for energy professionals needs to be curated and accessible to a wide variety of specific market actors. We agree and intend to use Phase II activities to identify WE&T priorities, align them with market demand, and better understand this potential MTI's role in addressing them.

CalMTA sincerely appreciates the thoughtful input from all parties who provided comments on the draft CBEA Advancement Plan. The resulting revisions will make Phase II research more impactful, relevant, and aligned with the needs of the market.

## About CalMTA

CalMTA is a program of the California Public Utilities Commission and is administered by Resource Innovations. We work to deliver cost-effective energy efficiency and decarbonization benefits to Californians through a unique approach called market transformation. Market transformation is 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. CalMTA-developed market transformation initiatives also aim to advance state goals on demand flexibility, workforce development and equity. Learn more at [www.calmta.org](http://www.calmta.org).