



REQUEST FOR PROPOSALS

CalMTA Induction Cooking Market Transformation Initiative Implementation

Proposals due

Friday, July 17, 2026 by 6:00 p.m. PT

*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

Contents

| | |
|---|----|
| Introduction | 3 |
| RFP at a glance | 4 |
| Supporting documentation | 5 |
| Submittal instructions | 6 |
| MTI overview and product description | 7 |
| Logic model highlights linked to Implementation Tasks | 10 |
| Implementation Tasks | 11 |
| Bidder eligibility | 22 |
| Pre-bid webinar | 23 |
| Submitting an Intent to Bid | 23 |
| NDA Requirement | 23 |
| Bidding team & policies | 23 |
| Question & answer period | 24 |
| Cost proposal | 24 |
| Evaluation criteria | 24 |
| Bidder presentations/interviews | 24 |
| Contractual considerations | 24 |
| RFP attachments | 25 |



Introduction

CalMTA is California's market transformation administrator, creating a portfolio of market transformation initiatives (MTIs) which work to deliver cost-effective energy efficiency and reduce greenhouse gas (GHG) emissions. CalMTA was formed as a result of California Public Utilities Commission (CPUC) Decision 19-12-021, which authorized funding for and creation of a statewide Market Transformation Administrator and adopted a framework for identifying and managing a portfolio of market-level initiatives for the State.

Market transformation (MT) is the proven strategic process of intervening in a market to create lasting change by removing market barriers or leveraging opportunities and accelerating the adoption of identified technologies or practices. While traditional energy efficiency programs focus on delivering cost-effective impacts in the short term, MT programs focus on effecting structural market changes that deliver large and lasting savings in the long term. When successful, the interventions implemented by CalMTA will phase out as market forces take over and the targeted technology or behavior becomes standard practice.

CalMTA follows a [three-phase MTI development and deployment process](#) in alignment with D.19-12-021. [The Induction Cooking MTI Plan](#) developed by CalMTA is based on extensive research and analysis conducted in Phase II of CalMTA's process, including a product assessment, market characterization study, stakeholder and market actor engagement, and strategy pilot efforts. The plan describes in detail the market-level barriers, opportunities, and interventions seen as critical to success of this MTI. The comprehensive [logic model](#) included in this plan provides a systematic and visual presentation of the market-level interventions necessary to remove barriers, expected outcomes of those interventions, and a pathway to the desired end state based on CalMTA's market understanding. Links to all components of the Induction Cooking MTI Plan can be found in the "Supporting Documentation" section below, while key elements of the logic model are highlighted on the graphic on page 11...

The Induction Cooking MTI Plan was conditionally approved by the CPUC in November 2025 via [D.25-11-023](#). In accordance with that Decision, the MTI Plan was revised and resubmitted via [Tier 2 Advice Letter](#) in March 2026 and was approved for implementation in May 2026.

This Request for Proposals (RFP) seeks to identify qualified bidders or teams of bidders to implement activities associated with the strategic interventions identified in the Induction Cooking MTI Plan, with the goal of achieving outcomes defined as market progress indicators (MPIs). The RFP includes five Implementation Tasks to support the eight strategic interventions identified in the MTI Plan:

- Implementation Task 1: Engaging induction cooking manufacturers on product development and production of 120V induction products
- Implementation Task 2: Engaging property management firms and building



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

owners to build market demand

- Implementation Task 3: Building consumer market awareness on the benefits of induction cooking products
- Implementation Task 4: Engaging retail partners on 120V induction cooking product stocking and sales
- Implementation Task 5: Coordinating with external California programs.

More detailed information about each Implementation Task is provided in the dedicated sections below. Proposals must include bidder responses to all five Implementation Tasks.

The initial contract term for Induction Cooking MTI Implementation is from the date of contract execution through the end of 2027, with annual renewal opportunities through 2031. Please include proposed scopes through the end of 2029. Overall metrics used to track the success of these Implementation Tasks are detailed in the evaluability map included in [Appendix F of the Induction Cooking MTI Plan](#). Third-party evaluators will conduct annual evaluations to track progress towards the MPIs and milestones. Learnings from annual evaluations will be used to inform and adjust program strategies through adaptive management strategies.

RFP at a glance

| Key dates | |
|-----------------------------------|---|
| RFP release | Wednesday, May 27, 2026 |
| Pre-bid webinar | Monday, June 8, 2026 |
| Intent to bid form due | Prior to proposal submission |
| Question and answer period closes | Friday, June 26, 2026 |
| RFP proposals due | Friday, July 17, 2026 |
| Selected bidder presentations | Week of August 10, 2026 |
| Contract negotiations | Q3/Q4 2026 |
| Bidder award announcement | Q4 2026 |
| MTI launch | Q4 2026 |
| Contract dates | First potential renewal in December 31, 2027, with annual renewal through 2031 ¹ |

¹ As MT programs are deployed to overcome market barriers, they are inherently subject to market dynamics. The initial contract period is from Q4 2026 through 2027 to ensure CalMTA and the chosen implementation team can adjust the implementation to market dynamics in subsequent annual scopes of work.

Implementation Tasks and anticipated annual budgets

| Description | First contract period budget (2026 through Dec. 2027) | Expectations as program expands (See Appendix H) |
|---|---|---|
| Implementation Task 1: Engaging induction cooking manufacturers on product development and production of 120V induction products | \$800,000 | As part of supply chain engagement, the budget will increase as more manufacturers focus on 120V products |
| Implementation Task 2: Engaging property management firms and building owners to build market demand | \$600,000 | As part of supply chain engagement, budget will increase to \$500,000/yr as more MF building owners are engaged |
| Implementation Task 3: Building consumer market awareness on the benefits of induction cooking products | \$2,000,000 | As part of awareness building, budget will increase as tools are built and marketing partners identified |
| Implementation Task 4: Engaging retail partners on 120V induction cooking product stocking and sales | \$400,000 | Will be similar annually |
| Implementation Task 5: Coordinating with external California programs | \$125,000 | Will be similar annually |
| Potential budget total for initial term (Q4 2026 - 2027) | \$3,925,000 | |
| Incentives to leverage with manufacturers, property management firms and building owners, and retailers. These incentives are not part of this RFP's potential contract value but will be utilized as part of supply chain engagement activities identified in the RFP, paid directly by CalMTA | \$725,000 | The budget for incentives will increase over time as more 120V products come to market |

Supporting documentation

The list below provides hyperlinks to relevant publicly posted documents related to the Induction



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

Cooking MTI that contain critical information about the MT approach. Bidders should review all documents to ensure that proposals reflect an understanding of the market research and MTI development areas that inform the Implementation Tasks included in this RFP.

- [FAQ: Market Transformation](#)
- [Induction Cooking MTI Plan](#)
- [Appendix A: Logic Model](#)
- [Appendix B: Market Forecasting and Cost-Effectiveness Modeling Approach](#)
- [Appendix C: Product Assessment Report](#)
- [Appendix D: Market Characterization Report](#)
- [Appendix E: External Program Alignment & Coordination](#)
- [Appendix F: Evaluation Plan](#)
- [Appendix G: Risk Management Plan](#)
- [Appendix H: Phase III Cost Estimate](#)
- [Appendix I: MTAB Feedback](#)
- [Chefluencer Event Testing Strategy Pilot Report](#)
- [ESRPP Pilot Report](#)
- [120V Battery-Equipped Induction Ranges Field Study Report](#)

Submittal instructions

Bidders must submit all required RFP response documents via the CalMTA RFP Portal by the due dates specified in the “RFP at a Glance” section above. Submissions must be kept under 35 pages total (excluding work samples and team member resumes). Pages submitted beyond the 35 pages will not be included in the scoring. Complete and compliant proposals will include the following documents:

1. Main proposal response document including:
 - a. **Company background and qualifications:** Bidders should describe their company’s background and experience successfully delivering energy efficiency services similar to the implementation activities outlined in this RFP, particularly any experience implementing market transformation programs. Where applicable, bidders should provide examples of work with environmental and social justice (ESJ) communities, multifamily or affordable housing stakeholders, community-based organizations, or other partners serving ESJ communities. This information should also be provided for each subcontractor (if applicable). If the prime contractor has previously worked with subcontractors on their team, this should be described.
 - b. **Approach to Implementation Tasks** (limited to five pages per Implementation Task):



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

- Bidders should provide a detailed description of the approach and methodologies they propose for each of the implementation tasks outlined in this RFP and how they will manage these tasks. Bidders should also demonstrate how their proposed activities will lead to outcomes shown on the [Logic Model](#) and the associated MPIs detailed in [Appendix F: Evaluation Plan](#). We encourage bidders to propose innovative and creative solutions in each task to achieve the desired market impact. In addition, bidders are encouraged to identify potential market leverage opportunities that could amplify the impacts of the MTI. Whenever possible, bidders should describe past examples of where they have deployed proposed activities successfully.
- c. **Project timeline:** Bidders should provide a Gantt chart, supplemented by any additional narrative information, with the proposed timeline for key milestones and deliverables associated with each Implementation Task. The initial contract term will be through the end of 2027, with annual extensions through 2031 to ensure subsequent scopes of work can be adjusted to respond to dynamic markets. In proposed scope of work, please include proposed activities to be deployed through the end of 2029 for consideration.
 - d. **Work samples:** Bidders should provide examples of past work relevant to the Implementation Tasks, including deliverables from relevant past work. CalMTA is particularly interested in work samples related to Implementation Task 3 (“Building consumer market awareness on the benefits of induction cooking products”). Narrative descriptions of relevant work experience should be included in the “Company background and qualifications” section.
 - e. **Project team:** Bidders should describe their team structure, including subcontractors, with roles, responsibilities, and past experience defined for key personnel who will support each Implementation Task. If the bidder requires hiring or additional staff to complete the work, bidders should include the amount, the type, and timing of hiring required. For any team that includes subcontractors, bidders should describe how individual firms’ contributions will be managed to ensure accountability. Resumes for all key personnel should be included. Proof of CPUC Supplier Clearinghouse certification or other diverse supplier certifications should be provided for any diverse firms on the team.
- 2. Attachment 1: Completed Cost Proposal Sheet
 - 3. Attachment 2: Completed RFP Supplier Questions
 - 4. Attachment 3: Completed Conflict of Interest Certification
 - 5. Attachment 4 of this RFP offers detailed instructions on using and uploading documents to the CalMTA RFP Portal.
 - 6. Exceptions to Program Services Agreement or No Exceptions Statement (The Program Services Agreement will be provided upon receipt of a signed non-disclosure agreement [NDA]).

MTI overview and product description

As developed by CalMTA, the Induction Cooking MTI Plan aims to accelerate market adoption of



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

induction cooktops and ranges to provide a safe, high-performance, and energy-efficient cooking option for California households. With a forecasted Total System Benefit (TSB) of \$495 million over 20 years, induction technology represents a cost-effective opportunity to reduce natural gas use, improve indoor air quality, and advance California's overall decarbonization goals. Over time, the initiative will help transform the market, lock in energy savings, and shift consumer preference toward efficient, electric cooking as the standard.

Induction technology uses electromagnetic energy to directly heat cookware, delivering faster boil times, greater temperature precision, and greater energy efficiency compared to traditional electric resistance and gas cooking. Induction surfaces also remain cooler to the touch, improving safety for families with young children and seniors. As California pivots to more electrification-enabling rate structures, induction will provide a comparable alternative to gas cooking. Emerging battery-equipped and non-battery-equipped 120V products can offer opportunities for gas replacement that will plug into existing 120V outlets, limiting the need for home electrical infrastructure upgrades. Battery-equipped induction cooking products allow for charging during off-peak electric rate times, reducing demand when the electrical load is highest. Battery-equipped induction products also enable consumers to cook during power outages. 120V non-battery-equipped induction cooking products can serve as an affordable alternative that similarly eliminates the need for costly electrical panel or outlet upgrades in moving from gas cooking to electric. Given their additional benefits and status as an emerging market, most MTI interventions focus on accelerating development and adoption of 120V induction products, which in turn will result in greater overall adoption of all induction products.

Current data sources² indicate that more than 70% of the California residential market uses gas cooking products. As identified and validated by CalMTA's market research, common barriers inhibiting adoption of induction cooking include higher product and installation costs, low consumer awareness, consumer attachment to gas, and the need for compatible cookware. In addition, most induction ranges on the market require 240V outlets, limiting options for many existing homes.

The MTI's vision for a transformed market is one in which, over time, induction becomes the standard for cooking in California homes. Achieving this will require coordinated market-level interventions that include:

- Influencing manufacturers and retailers to bring affordable 120V induction products to market to increase product availability
- Engaging property management firms and building owners to increase awareness of and demand for induction cooking to accelerate adoption at scale
- Building consumer awareness of the health, safety, and performance benefits of induction cooking to increase demand

² <https://www.eia.gov/consumption/residential/data/2020/state/pdf/State%20Appliances.pdf>

- Increasing stocking, promotion and sales of induction cooking products at wholesale and retail channels
- Coordinating with and leveraging other energy efficiency, decarbonization and climate resilience programs to help bring down costs and build demand.

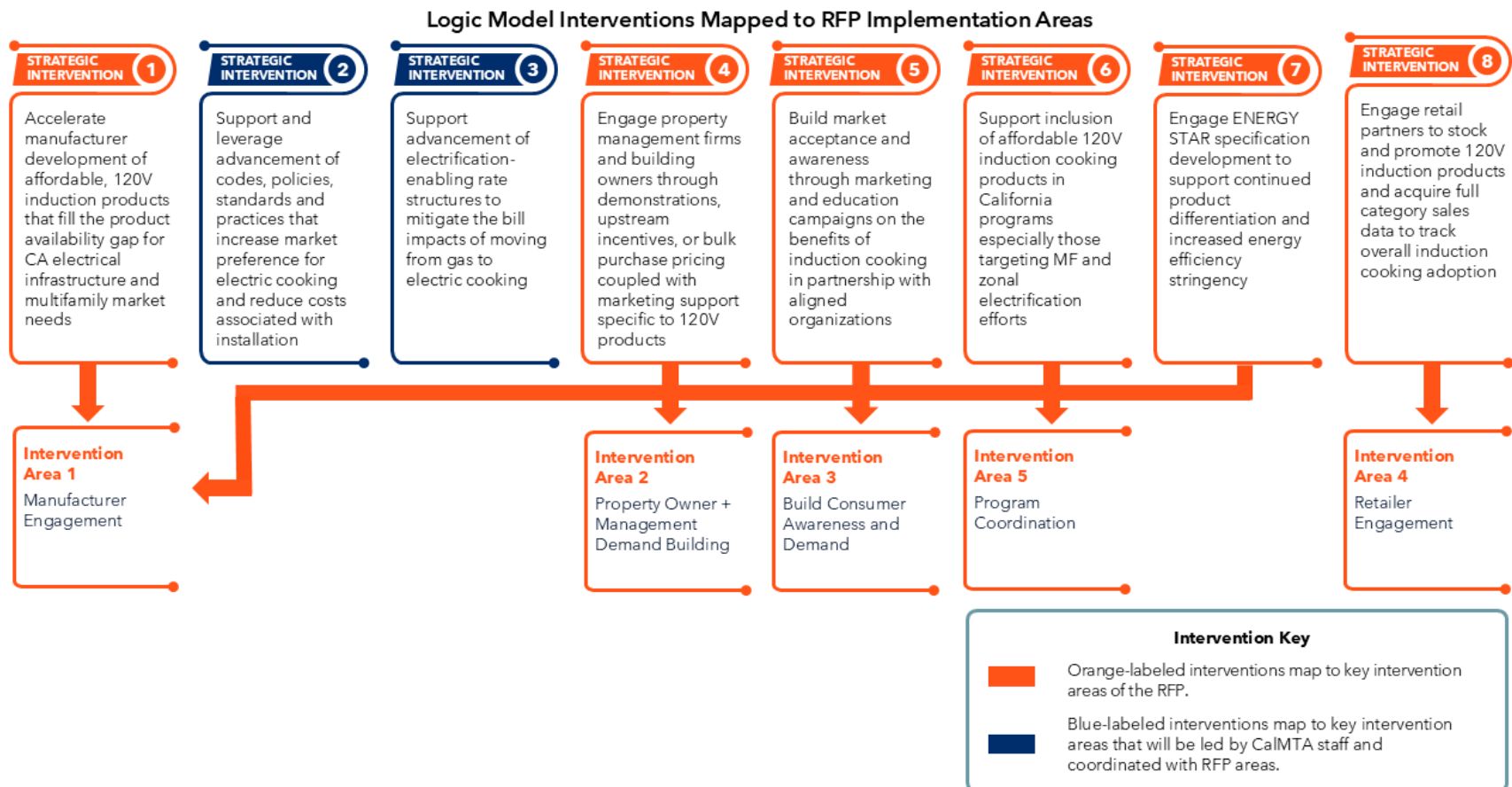
By intervening in the market in a sequenced way, the Induction Cooking MTI will work to overcome market barriers and enable Californians to transition away from gas cooking, improve household health and safety, and advance statewide electrification and decarbonization goals.



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

Logic model highlights linked to Implementation Tasks

The five Implementation Tasks included in this RFP are developed from a set of strategic interventions identified by CalMTA in the Induction Cooking MTI Plan Logic Model. They map directly to six key interventions proposed in the current logic model as detailed in the graphic below. [View the complete logic model on calmta.org](http://calmta.org).



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

Some interventions identified in [the full logic model](#) will be primarily implemented by CalMTA staff and not the selected bidder, as identified in blue above. For example, Strategic Intervention 3 (*Support advancement of electrification-enabling rate structures to mitigate the bill impacts of moving from gas to electric cooking*) will contribute to increased adoption of other electrification measures in addition to induction cooking products. This intervention also requires high-level engagement with policymakers and other organizations directly leading rate optimization efforts in California. CalMTA will therefore manage this intervention across multiple MTIs. The interventions in orange are those identified as the primary responsibility of the chosen implementation contractor.

MT programs inherently require coordination between all identified interventions, as outputs and outcomes linked to a specific intervention can often result in inputs or support for other interventions. For example, Strategic Intervention 1 (*Influence manufacturer development of affordable, 120V battery-equipped ranges that fill the product availability gap for CA electrical infrastructure and multifamily market needs*) can inform both building consumer acceptance and demand (Strategic Interventions 4 and 5) and support future ENERGY STAR® specifications (Strategic Intervention 7). This interconnected nature means that the teams deploying all Implementation Tasks must collaborate closely with the CalMTA Program Manager, who will serve as the primary point of contact, as well as other CalMTA subject matter experts.

While these tasks and activities listed in this RFP should be components of bidders' proposed approach, as they are based on CalMTA's research and market transformation experience, we recognize that the tasks and their associated activities listed may not be the only options to overcome market barriers. CalMTA encourages bidders to bring their expertise and ideas and propose additional activities and strategies they believe could quickly transform the market for induction cooking. In addition, MT programs inherently require adaptive management based on changing market conditions and results from annual evaluations that track impacts towards milestones and MPIS. Given this, bidders are encouraged to build into their proposals mechanisms for tracking progress towards goals, regular check-ins, and program management strategies that allow for course corrections and adaptations.

Implementation Tasks

Implementation Task 1: Engaging induction cooking manufacturers on product development and production of 120V induction products

Anticipated initial contract period budget: ~\$800,000

Implementation Task 1 focuses on activities and deliverables related to influencing manufacturers to develop and scale production of 120V induction cooking products (both battery-enabled and non-battery) that meet the needs of the California market. CalMTA's conversations with



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

manufacturers to date indicate an interest in and willingness to develop appropriate products if manufacturers see a large enough demand signal from the market and there is support from energy efficiency programs and CalMTA. Successful implementation of these activities will therefore require both technical expertise to effectively influence manufacturer product development and business acumen to build a compelling manufacturer-centered business case. Activities conducted through this task will be bolstered by the demand aggregation generated through Implementation Task 2.

Bidders' proposed approach to this task should consider and address the market-level barriers and opportunities identified by CalMTA through Phase II research and market transformation experience. Technical and market **barriers** include the following:

- The majority of existing California homes are built for gas cooking and do not have dedicated 240V kitchen circuits. Currently, there are no affordable 120V electric options that provide the same cooking capacity as 240V products.
- The induction market is currently linked to higher product and installation costs. If more affordable induction products were on the market, including 120V products, installation costs for moving from gas to electric would decline.
- Current electrical rates mean that utility bills may increase when replacing a gas appliance with electric, which can be particularly challenging for low-income households.

The following **opportunities** can be leveraged to achieve the desired goals for this Implementation Task:

- Increased awareness of the need for scalable electrification options for multifamily properties, renters, and resource-constrained households has created market momentum and sparked manufacturer interest in developing and bringing to market energy-efficient, affordable, 120V induction products.
- New market entrants and national partners are generating manufacturer momentum on both 120V battery-equipped and non-battery cooking products, with battery-enabled products offering additional energy and grid benefits.
- An ENERGY STAR specification exists for electric cooking products, with a growing number of qualified products.
- Induction cooking products offer appealing consumer benefits beyond energy efficiency such as faster boil times and greater temperature precision compared to traditional electric resistance cooking. Induction surfaces also remain cooler to the touch, improving safety, especially for families with young children and seniors.
- Future product improvements, like offering more 120V battery-equipped products which can be used during a power outage, will create an appealing value proposition for consumers.

The following **activities** are included in Implementation Task 1:

- Develop strategic engagement plans targeting key, influential induction cooking product



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

manufacturers.

- Support CalMTA staff's individual manufacturer engagement on product roadmaps and development of products suitable for California single- and multifamily residential building needs.
- Provide technical support for product specification development and future ENERGY STAR criteria, as well as assessment of potential trade-offs on future product features.
- Support product testing for 120V induction cooking technology development.
- Create and maintain a manufacturer business case that encourages investment in 120V induction cooking product development and production. This may include supporting product licensing between new startup manufacturers and more established manufacturers to bring more 120V products to market more quickly. CalMTA incentive budgets may be utilized in this activity to support key manufacturer 120V product development activities (e.g., licensing or prototype product development).
- Document all manufacturer engagements and product roadmaps to demonstrate market influence and expected market outcomes.

Key **deliverables** are likely to include:

- A targeted manufacturer engagement strategy to influence the development of 120V induction cooking products.
- Documentation of ongoing manufacturer engagement, including tracking product roadmaps and commitments.
- Technical guidance documents on product specifications, performance targets, and alignment with ENERGY STAR and additional standards.
- Product testing documentation to inform performance, usability, and cost considerations.
- A manufacturer-facing business case, demonstrating market demand and investment opportunities.

Expected **market outcomes** detailed in the logic model, the associated MPis and milestones this implementation task will need to work towards and track over time include:

- Increased manufacturer participation in 120V induction product development and product roadmaps, with the goal of at least one major manufacturer including 120V induction in its product roadmap by 2027.
- Average price of 120V battery products is no more than double the average price of gas ranges by 2031.



Implementation Task 2: Engaging property management firms and building owners to build market demand

Anticipated initial contract period budget: ~\$600,000

Implementation Task 2 focuses on activities and deliverables related to increasing induction cooking awareness and demand from property management firms and multifamily building owners, a critical step to sending a strong demand signal to manufacturers for the development and distribution of 120V induction cooking products. CalMTA's experience indicates that these entities are very price sensitive and wary of trying what they perceive to be new technologies. Multifamily building owners and property management firms are important aggregators of demand, and a "beachhead" market likely to influence the larger replacement market over time. If this MTI can influence leading building owners and their agents to install induction in their properties, then manufacturers will respond to growing interest and demand.

Developing a clear value proposition, backed by the best induction cooking use-cases for multifamily building owners and property management staff who make equipment decisions, will be the primary focus of this implementation task. Addressing barriers that are particularly pronounced for multifamily buildings serving low-income or environmental and social justice (ESJ) communities and engaging the support of local community-based organizations (CBOs), will also be important to successful implementation.

Bidders' proposed approach to this task should consider and address the market-level barriers and opportunities identified by CalMTA through Phase II research and market transformation experience. Technical and market **barriers** include the following:

- Cultural and consumer attachment to gas cooking, which may both deter property management firms and multifamily building owners from installing induction products.
- The higher upfront appliance and possible cookware costs deter building owners and tenants' interest in adoption, and may require near-term mechanisms (e.g., bulk-purchase discounts or program support) to send strong, aggregated demand signals to manufacturers.
- Multifamily building owners and property managers often lack knowledge about induction cooking or may be skeptical of its benefits for tenants, citing concerns about cost, reliability, or cookware compatibility.

The following **opportunities** can be leveraged to achieve the desired goals for this Implementation Task:

- Induction cooking improves indoor air quality and reduces risk of burns, which is particularly valuable for families, seniors, and children in multifamily housing.
- State policy momentum supporting all-electric buildings and growing awareness of IAQ



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

creates favorable conditions for induction product adoption with multifamily housing positioned as a priority sector.

- Induction can be paired with on-site solar and storage systems, supporting resilience strategies while reducing grid demand during peak load periods.
- Market momentum in other parts of the country, especially the Northeast, is driving 120V induction product development and deployment primarily in the multifamily, affordable housing market.

The following **activities** are included in Implementation Task 2:

- Coordinate product demonstrations for leading multifamily building owners' properties to increase their knowledge of and comfort with 120V induction cooking products (with or without batteries) as a solution for their buildings, potentially conducted in collaboration with other energy efficiency or decarbonization programs.
- Identify and engage local CBOs with affordable multifamily housing to provide the support needed for them to promote or, where applicable, include induction cooking products in their services.
- Identify and engage influential multifamily building owners and property management firms who are early adopters of electrification and would be willing to pilot inclusion of induction cooking appliances and publicize their experience to peers.
- Develop innovative demand aggregation approaches (e.g., bulk-purchase or buy-down programs) to allow multifamily building owners and local housing programs to send a strong, collective demand signal to manufacturers for affordable induction appliances.
- Identify and engage additional "early adopter" building owners in both affordable and market-rate multifamily housing.
- Develop and deploy building owner and tenant education tools in partnership with property management firms and manufacturers.
- Develop and deploy a broader engagement plan, possibility through market aggregators, targeting a wider swath of building owners to continue to build demand for induction cooking.
- Coordinate with and leverage other energy efficiency and decarbonization programs targeting building owners and property management firms, in alignment with the activities described in Implementation Task 5.

Key **deliverables** are likely to include:

- Execution and documentation of pilot and demonstration projects with early adopters.
- Strategy and execution of demand aggregation approaches (e.g., bulk purchasing or incentives).
- A targeted engagement strategy for property owners, affordable housing providers, property management firms and CBOs.



- Education tools for building owners, operators, and tenants.
- Documentation of MF building pipeline to engage properties and track participation and demand signals.

Expected **market outcomes** detailed in the logic model, the associated MPIs and milestones for this implementation task will need to work towards and track over time include:

- Three purchase agreements in place with key property owners or managers with multiple properties in California by 2027.
- Multifamily property management firms and building owners increasingly include 120V products in electrification efforts through MTI and in coordination with local programs.
- Increased awareness and acceptance among target decision-makers and tenants.

Implementation Task 3: Building consumer market awareness on the benefits of induction cooking products

Anticipated initial contract period budget: ~\$2,000,000

Implementation Task 3 addresses a critical early component of the marketing funnel: building consumer awareness creates the market pull needed to elevate technologies like induction cooking and helps ensure consumers have visibility into their benefits when they begin researching cooking products. Activities will focus on developing marketing tools and resources, deploying these resources through targeted marketing partnerships, and increasing consumer familiarity and understanding of induction cooking to stimulate demand.

Bidders' proposed approach to this Implementation Task should consider and address the market-level barriers and opportunities identified by CalMTA through Phase II research and market transformation experience. Implementation Task 3 seeks to remove a critical market barrier: consumers are largely unaware of induction cooking products, how they work, or the benefits they provide. Technical and market **barriers** include the following:

- Most consumers do not intuitively understand what induction cooking is, as it is a newer technology.
- Many consumers have a cultural attachment to gas cooking because they are either comfortable cooking on it and/or prefer an open flame, with the perception that gas cooking offers a superior cooking experience.
- A common consumer concern is the potential or perceived need for new pots and pans after switching to induction cooking.
- In existing homes, if a consumer is switching from gas cooking to electric, electrical outlet or infrastructure upgrades may be needed for 240V induction products.
- Consumers lack general knowledge about induction cooking benefits, including



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

enhanced cooking experience, improved safety, and improved indoor air quality (IAQ) when moving from gas to electric.

The following **opportunities** can be leveraged to achieve the desired goals for this Implementation Task:

- Manufacturers appear willing to support market acceleration efforts, especially new market entrants. They are well-positioned to be partners in co-marketing campaigns as 120V products come to market.
- As more induction cooking products come to market, availability of more affordable options in the retail channel will increase, creating opportunities for retailer marketing support.
- The ENERGY STAR V1.0 label for electric cooking products will increase consumer awareness and trust.
- Multiple energy efficiency, zonal electrification, and decarbonization programs exist that could support consumer awareness with both marketing and consumer incentives.

The following **activities** are included in Implementation Task 3:

- Conduct market research on effective consumer messaging that promotes and builds awareness for induction cooking.
- Conduct market research to identify community engagement partners (e.g., CBOs or other trusted messengers) and channels (e.g., multifamily building associations) to best reach key audiences at scale.
- Develop market-informed campaigns, and metrics for regular reporting on effectiveness in reaching target audiences and building awareness of induction cooking product.
- Deploy marketing strategies and tactics, including partnerships with manufacturers, local programs, and possible strategic partners like CBOs.
- Adaptively manage marketing campaigns based on identified metrics of success.

Key **deliverables** are likely to include:

- A consumer-focused marketing and communications strategy targeting specific audiences.
- Market research data gathering instruments and raw data.
- Summary reporting on market research to inform messaging, audience targeting, and outreach channels.
- Design and deploy marketing campaigns in partnership with manufacturers, retailers, utilities, and community organizations.
- Consumer multilingual and plain-language education materials addressing key adoption barriers.
- Marketing campaign performance tracking and optimized strategies based on results.



Expected **market outcomes** detailed in the logic model, the associated MPIs and milestones this implementation task will need to work towards and track over time include:

- Increased consumer awareness and understanding of induction cooking.
- Expanded reach into ESJ communities.
- Increased percentage of consumers (both market rate and low-income consumers) who state they would prefer to purchase induction products
- Increased percentage of consumers (both market rate and low-income consumers) for whom health or safety benefits of induction are a top consideration in their preference.

Implementation Task 4: Engaging retail partners on 120V induction cooking product stocking and sales

Anticipated initial contract period budget: ~\$400,000

Implementation Task 4 focuses on activities that will mitigate a key obstacle to adoption: affordable 120V induction cooking models, both with and without battery, are largely unavailable through retail and multifamily appliance distribution. Because consumers typically purchase competing kitchen and household appliances in retail locations, ensuring affordable induction products are available in stores – and encouraging beneficial stocking and sales practices – will be an important intervention strategy.

Accomplishing this involves working with retailers and multifamily appliance distribution to stock affordable 120V induction models online and in stores, training retail staff, and supporting promotional strategies such as SPIFs (Sales Performance Incentive Funds), sales associate training, live induction cooking demonstrations (e.g., [Chefluencer](#)), and co-marketing campaigns to build consumer awareness. Retailer stocking practices must also be equitable, with affordable products available in all regions.

Currently, CalMTA is leveraging its sponsorship of the national ENERGY STAR Retail Products Platform/Program (ESRPP) by providing retailer base incentives for all qualified ENERGY STAR induction cooking products sold through the retail channel. This effort engages four leading retailers (The Home Depot, Lowe's, Best Buy, and Nationwide, an aggregator of independent appliance stores) and serves to engage national retailers while creating a mechanism for collecting full category sales data. In addition, as more 120V products come to market and product availability increases, the activities in this task will include working with suppliers to introduce these newer products to their consumers. CalMTA will continue to manage the ESRPP budget outside this task budget and pay retailers incentives for sales of qualified products that will be supported through this task by the implementation team.

Barriers that this task should work to overcome include:



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

- Affordable 120V induction cooking products are unavailable or not promoted at common retail locations, making it hard for consumers to consider induction as an alternative to gas cooking options.
- Sales staff lack awareness of induction cooking technology and benefits, so they are not well-positioned to guide customers to these products and often end up guiding consumers to gas cooking products instead.
- Consumer awareness and demand remain low, which does not motivate retailer action.

The following **opportunities** can be leveraged to achieve the desired goals for this Implementation Task:

- CalMTA has established ESRPP retailer relationships, contracts, a system to pay midstream stocking incentives, and full category data gathering capability.
- The trusted ENERGY STAR label for induction cooking products will serve as a helpful product differentiator and sales tool.
- Several additional retail channel energy efficiency programs are active in California, providing potential marketing/promotional support and incentives to reduce upfront costs.
- Other distribution channels used by multifamily building owners to purchase products for their properties can offer promotional support or enable volume discounts.

The following **activities** are included in Implementation Task 4:

- Support CalMTA staff in their ESRPP sponsorship, including engagement with key retailers, analysis of induction cooking sales data, and implementation of any identified special promotions to introduce 120V induction cooking products to the retail channel.
- Develop and deploy training for retail sales staff that will educate them on 120V induction cooking products and assist in their ability to effectively answer questions and educate customers.
- Drive increased induction cooking sales in this channel through partnerships with retailers and their suppliers, including special promotions, and encouraging sales associates to sell 120V induction cooking products through SPIF programs.
- Coordinate with other CalMTA MTIs that include retail channel interventions (e.g., the concurrent Room Heat Pump MTI and the planned Residential Heat Pump Water Heating MTI).
- Analyze full category sales data acquired through the ESRPP program to enhance engagement with retailers, manufacturers, and future ENERGY STAR specifications.

Key **deliverables** are likely to include:

- A retail engagement strategy to increase stocking and promotion of 120V induction



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

cooking products.

- Communications and coordination tools (e.g., PowerPoints, memos) to support CalMTA's ESRPP-related activities, including retailer coordination and promotion implementation.
- Training and tools to improve retail staff's ability to promote and sell induction products.
- Point-of-purchase (POP) marketing tools that can be developed and deployed in the retail channel.
- Documentation of retail promotions (e.g., co-marketing, demonstrations, and SPIF support).
- Analysis of retail sales and stocking data to inform program strategy and market insights.

Expected **market outcomes** detailed in the logic model, the associated MPIs and milestones this implementation task will need to work towards and track over time include:

- Increased availability of 120V induction cooking products across retail channels with at least 2 models available in retail by end of 2028.
- Market share of all efficient electric cooking appliances is 10% by 2029.
- Market share of 120V induction cooking products (with or without battery) is 10% by 2031.

Implementation Task 5: Coordinating with external California programs

Anticipated initial contract period budget: ~\$125,000

Implementation Task 5 seeks to ensure successful deployment of the Induction Cooking MTI through close coordination with the many active programs in California working to promote induction cooking. Coordination with and leverage of other programs is inherent to market transformation: The MT Framework attached to CPUC D.19-12-021 called out the need for coordination between the MTI team and overlapping resource acquisition (RA) and codes and standards (C&S) programs, noting that "each have a role in charting a course that enhances the efficiency outcomes [...] of the proposed MTI as well as of RA and C&S programs. Each may also have a role in eliminating or minimizing and mitigating any conflict between the MTIs and RA/C&S programs."

Through collaboration, Implementation Task 5 will ensure that CalMTA's market-level interventions support and leverage external programs' goals. This alignment and coordination will also support progress towards the MTI's desired outcomes, as external programs will help lower appliance prices in the near term, expand consumer awareness, and in some cases mitigate electric bill impacts, especially for ESJ communities. In addition to energy efficiency programs, coordination can also extend to programs focused on public health (indoor air quality), affordable housing, comfort and safety (extreme heat and resilience planning), and climate action.

Deployment of this intervention will require close coordination with external program



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

administrators and other entities delivering relevant services to minimize overlap and maximize beneficial cooperation. An initial list of external programs and alignment approaches identified by CalMTA in Phase II can be found in [Appendix E of the Induction Cooking MTI Plan](#), although an updated list will be developed prior to implementation.

While CalMTA will maintain an active role in coordinating with external program administrators, Implementation Task 5 **activities** will include:

- Data and analysis to support any measure package development needed to support inclusion of new 120V induction products in external programs.
- Implementation of coordination plans developed between CalMTA and program administrators to identify and document program components where potential for overlap or duplication of efforts could arise and where agreement on roles and responsibilities will likely be needed (e.g., supply chain engagement or market awareness-building).
- Development and deployment of data collection strategies for market activities identified in coordination plans to support third-party evaluation.
- Participation in regular meetings with key external program teams to review coordination plan progress, recommend beneficial adjustments, and support collaboration on market interventions.
- Ongoing market monitoring to ensure early identification of potential areas of alignment with external programs and flag the need for cross-program coordination.

Respondents should propose their approach to complying with these plans with a focus on maximizing leverage, minimizing duplication of efforts, and enhancing results achieved by the Induction Cooking MTI as well as external programs.

Key **deliverables** are likely to include:

- Implement coordination plans with external programs to align activities and clarify roles and responsibilities.
- Provide data and analysis to support integration of induction cooking into external program offerings.
- Participate in ongoing coordination with program administrators and key stakeholders.
- Develop and implement data collection and sharing approaches to support evaluation and alignment.
- Conduct ongoing market monitoring to identify opportunities for coordination and leverage.

Expected **market outcomes** detailed in the logic model, the associated MPis, and milestones this implementation task will need to work towards and track over time include:



- Increased alignment between MTI activities and external programs.
- Expanded inclusion of induction cooking in external program offerings.
- Increased leverage of external funding and partnerships.
- Improved data availability to support evaluation and market tracking.

Bidder eligibility

A firm is ineligible to participate in a CalMTA implementation solicitation if it, or any of its contractors, subcontractors, or consultants bidding with the firm, are performing energy efficiency program impact-related studies for the CPUC, including embedded measurement and verification work, that produce impact findings on program or portfolio accomplishments for programs that target the same markets.

Bidders with such a conflict may be permitted to bid on this RFP following submittal of a mitigation plan, including but not limited to an appropriate internal firewall, subject to written approval of the CPUC Contract Manager.

A firm implementing other energy efficiency programs in the same markets as the Induction Cooking MTI will not automatically be excluded from bidding on this RFP since, in some cases, the external work could provide market leverage that would benefit both programs. Instead, bidders must identify such work in Attachment 4: Conflict of Interest Certification and address whether it presents a financial interest or contractual relationship that may impair the bidder's ability to deliver impartial and unbiased work. The scoring team will take this information into account when scoring potential bidders.

Active members of the CalMTA team are ineligible to participate as bidders in CalMTA competitive solicitations. Former members of the CalMTA team are eligible to participate as bidders in CalMTA competitive solicitations for any MTIs they did not work on or in cases where the work they performed as a member of the CalMTA team ended at least two years prior to the potential effective date of services for the MTI on which they are bidding. The work-end date shall be determined by the most recent date of billable work performed. Specific to this RFP, if former CalMTA staff worked on the development of the Induction Cooking MTI, they are ineligible to participate as a bidder.

Members of the CalMTA's Market Transformation Advisory Board (MTAB) are ineligible to receive funding from CalMTA, either directly or indirectly (e.g., as subcontractors). Direct or indirect funding means that a) the member; b) an immediate family member; c) the member's employer; d) a parent, affiliate, or subsidiary of the employer; or e) any business owned or operated wholly or in part by the member is in receipt of any CalMTA funding, outside of the stipend for MTAB service.



If an MTAB member participated in any MTAB discussions or provided any form of input to CalMTA about specific MT ideas after that idea advanced to Phase II: Program Development, that member may not bid on any RFP related to that MTI.

Pre-bid webinar

CalMTA will conduct a virtual pre-bid webinar for interested parties to learn more about the opportunity. The webinar will provide an overview of the RFP, scope of work, and key dates, in addition to allowing participants to ask clarifying questions that may assist them in determining if they are interested in pursuing this opportunity. Participants will have the ability to anonymize their names before joining the webinar, to remain hidden from other attendees. Questions can also be submitted anonymously via the chat feature. Zoom webinar registration information will be posted to CalMTA's website in advance. Following the webinar, CalMTA will post a recording of the pre-bid webinar and summary of questions and answers on the RFP webpage.

Submitting an Intent to Bid

The firm serving as prime contractor on any team that intends to submit a proposal must start the process by submitting an Intent to Bid. Firms can submit their Intent to Bid via the CalMTA Solicitation Portal, which is also where bidders will submit proposal responses. To access the Solicitation Portal, visit [the CalMTA website](#).

The Intent to Bid, while required, is non-binding. After submitting the Intent to Bid, bidders will:

1. Receive an NDA for DocuSign via email (see the next section for details)
2. Receive any communications sent to bidders
3. Be able to view the Q&A response document (summarized responses to bidder questions)
4. Be able to create, edit, and submit proposal response documents.

NDA Requirement

Only bidders who sign an NDA will have an opportunity to review the Program Services Agreement. Any proposed redlines to the Program Services Agreement terms must be submitted with your proposal documents. Bidders may also choose to submit a "Statement of No Exceptions" in lieu of redlines. Please note that bidders who heavily redline the Program Services Agreement terms may receive a lower Risk Management score.

While the NDA is included with all other RFP documents, it must be signed electronically via DocuSign. We will not consider exceptions to the NDA. After submitting an Intent to Bid, firms will receive the NDA for DocuSign via email. The recipient may reassign the DocuSign to a desired signatory. Once the NDA has been signed, CalMTA will send the Program Services Agreement via email.

Bidding team & policies



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

Bidders may be comprised of an individual firm or a team of firms. When bidding as a team, there must be an identified prime contractor. Prime contractors must submit the Intent to Bid and required proposal response documents. Bidder teams are required to bid on all Implementation Tasks included in this RFP.

Question & answer period

All bidder questions or requests for clarifications must be submitted through the CalMTA Solicitations Portal before 6pm PT Thursday, June 26, 2026. CalMTA will seek to respond within 48 hours, with answers posted on the portal.

Cost proposal

The cost proposal spreadsheet for this RFP can be found in Attachment 1. Bidders must follow all instructions in that sheet. Any submission that does not include a completed Cost Proposal Sheet will be disqualified.

Evaluation criteria

Proposals will be evaluated based on overall responsiveness to the RFP and specific criteria that include:

1. Technical expertise and capabilities
2. Implementation strategy and approach
3. Experience with market transformation programs
4. Budget compliance and cost-competitiveness
5. Adherence to project schedule/timeline
6. Bidder or members of implementation teams meet CPUC Supplier Clearinghouse ([as certified by the CPUC Supplier Clearinghouse](#)) or other diverse supplier certification requirements, and demonstrates in the Cost Proposal Sheet that certified diverse suppliers hold material responsibilities by allocating them an adequate share of the project budget
7. Risk management (bidder financial/contractual stability).

Bidder presentations/interviews

Top bidders will be invited to participate in an online presentation of their proposal. CalMTA will provide a minimum of two weeks' notice for bidders to prepare for the presentation.

Contractual considerations

CalMTA is a program of the CPUC and is administered by Resource Innovations under a contract with Pacific Gas & Electric Company (PG&E) with direct oversight by staff from the CPUC Energy



*CalMTA is a program of the California Public Utilities Commission (CPUC)
and is administered by Resource Innovations*

Division. The selected bidder will be required to enter a formal subcontract with Resource Innovations governed by the provided terms and conditions and negotiated scope of work. The initial contract term will be through the end of 2027, with potential annual contract extensions through 2031.

CalMTA has the right to accept or reject any proposals received and may negotiate with the selected prime consulting firm to finalize the terms of the engagement. Any proposed redlines to the contract terms and conditions must be included with proposal documents. The number of redlines included will be factored into the “risk management” evaluation criteria.

RFP attachments

The following attachments are included in CalMTA’s Induction Cooking MTI Implementation RFP:

- Attachment 1: Cost Proposal Sheet
- Attachment 2: CalMTA NDA
- Attachment 3: RFP Supplier Questions
- Attachment 4: Conflict of Interest Certification.

