



Induction Cooking Market Transformation Initiative

Appendix E: External Program Alignment & Coordination

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List of Abbreviations

Abbreviation	Definition
BAAQMD	Bay Area Air Quality Management District
BUILD	Building Initiative for Low-Emissions Development
CA	California
CalMTA	California Market Transformation Administrator
CARB	California Air Resources Board
CEC	California Energy Commission
CEE	Consortium for Energy Efficiency
CPUC	California Public Utilities Commission
C&S	Codes and Standards
EPA	Environmental Protection Agency
EPIC	Electric Program Investment Charge Program
ESA	Energy Savings Assistance
ESJ	Environmental and Social Justice
ESRPP	ENERGY STAR Retail Products Platform
IOU	Investor-Owned Utility
MT	Market Transformation
MTAB	Market Transformation Advisory Board
MTI	Market Transformation Initiative
NEEA	Northwest Energy Efficiency Alliance
NYSERDA	New York State Energy Research and Development Authority
PDA	Public Document Area
PG&E	Pacific Gas and Electric
RA	Resource Acquisition
REN	Regional Energy Network
RFI	Request for Idea
RFP	Request for Proposal
SCAQMD	South Coast Air Quality Management District



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1 Introduction

The Market Transformation (MT) Framework attached to the California Public Utilities Commission (CPUC) D.19-12-021, which established the California Market Transformation Administrator (CalMTA), called for MT ideas that are developed to “carefully consider” potential impacts on resource acquisition (RA) program(s) and codes and standards (C&S) implementation. Notably, CalMTA and “any impacted [program administrator(s)], 3P implementers (3PIs) of RA programs, and C&S teams each have a role in charting a course that enhances the efficiency outcomes [...] of the proposed MTI [market transformation initiative] 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 (Section 8, page 133).”

In addition to the entities identified above and listed in the decision, CalMTA recognizes other types of activities that require coordination with potential MTIs, including California Energy Commission (CEC) programs such as the Electric Program Investment Charge (EPIC) program, and market transformation or standard setting efforts outside of California, such as programs at the Northwest Energy Efficiency Alliance (NEEA) or national collaboratives at the Consortium for Energy Efficiency (CEE). CalMTA also understands that many interested parties not currently active in related markets want to monitor or be engaged with the formation of market transformation initiatives in California.

To ensure California’s MTIs effectively leverage and align with other programs and efforts, CalMTA has pursued and will continue to pursue substantial coordination, outreach, engagement, and collaboration with key groups focused on four objectives:

- Maximize understanding of the MT idea development process among key groups and share relevant aspects of the ideas being developed.
- Seek to create opportunities for collaboration through briefings, discussion, and formal mechanisms to receive and resolve feedback.
- Collaboratively identify and work to eliminate or minimize any conflicts between the programs.
- Collaboratively identify leverage opportunities that ensure resources are deployed efficiently across programs that complement each other.

The “conflicts” or “overlaps” described in the decision between potential MTIs and programs are identified and described in the MTI Plan as “points of alignment” that need to be reviewed and resolved in the case of a conflict. Additionally, these points of alignment may result in opportunities for leveraging activities that will benefit both programs. These specific and defined points of alignment explain how an MTI will work synergistically with an existing program and will be critical to successful market transformation implementation in order to: 1) limit customer and market confusion, 2) enhance the ability of programs to achieve their goals, 3) overcome barriers to a program serving a unique market segment, and 4) ensure effective use of program and



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CalMTA resources by aligning activities. Because the MT ideas under development vary, their relationship and need for alignment with established or emerging programs in the energy efficiency portfolio vary as well. However, our approach and process for minimizing overlap of these MTIs with existing efforts and optimizing alignment for the benefit of both the MTI and the established program are for the most part consistent across all MTIs under development.

This document describes our approaches to engaging with identified external entities in order to align development activities and future implementation planning for the Induction Cooking MTI with existing programs and other efforts in California as well as nationally. These approaches include the types of engagement undertaken to date and plans for formalizing the ways in which the MTI and current programs will align in during delivery for leverage and enhanced outcomes.

2 Alignment in each development phase

Engagement activities for each MTI are conducted throughout [CalMTA's three-phase development process](#). Recognizing that Phase III activities will commence after the application requesting their approval is completed, we have described below in Section 2.3, "Post-application collaboration and Phase III delivery," the activities that will be undertaken at that time. While Phase I activities and preliminary outreach on Phase II activities have been completed, ongoing engagement will take place to further evolve collaborative relationships and understand points of alignment between the MTI and current efficiency programs as the CPUC considers its approval.

At every phase, this coordination intends to identify points of alignment that: 1) eliminate duplication or redundancy in market activities; 2) ensure that the MTI adds value to the market and fills any gaps needed to drive long-term market change; and 3) increase scalability and the efficiency with which desired results are achieved by leveraging existing work.

2.1 RFI to Phase I MT Idea Selection (Aug. 2023 – Feb. 2024)

The Induction Cooking idea was identified through a Request for Ideas conducted by CalMTA during summer of 2023. This idea was officially prioritized by staff in collaboration with the Market Transformation Advisory Board (MTAB) through review, two stages of scoring, and approval to move forward to Phase I.

During Phase I, a preliminary set of local, state, and national programs were identified for future coordination and summarized in Table 8 of the [Induction Cooking Advancement Plan](#) that concluded Phase I development.

Channels to engage directly with these and other interested parties during the development and review of the Advancement Plan included direct collaborative meetings that allowed for an exchange of information, as well as formal opportunities to provide feedback on the plan through

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public meetings and public comment through the CPUC Energy Division's Public Document Area (PDA). These engagements sought to identify additional programs or activities to consider for coordination as well as to assess the extent of potential overlap between the MT idea with current energy efficiency and other related programs. Specifically, CalMTA's external engagement activities included the following:

- **Briefings for interested parties.** To begin cultivating market awareness of CalMTA and maximize participation in the inaugural request for ideas (RFI), CalMTA conducted a series of introductory briefings in 2023 with key energy efficiency organizations in California. CalMTA's engagement team continues to schedule these briefings as new organizations are identified or as requested by interested parties.
- **Market Transformation Advisory Board (MTAB) meetings,** which are open to the public, allow CalMTA to share information about developing MT ideas. MTAB members can ask questions and make comments; public attendees can also do so at a designated time and via an online form. CalMTA [discussed the planning of the Induction Cooking MTI](#) at eight MTAB meetings: Oct. 13, 2023; Nov. 30, 2023; Jan. 25, 2024; April 25, 2024; July 12, 2024; Sept. 19, 2024; Oct. 25, 2024; and Nov. 20-21, 2024.
- **Official opportunities to comment** on the Induction Cooking Advancement Plan were offered via the CPUC's PDA site in Dec. 2023. A total of 78 comments were received on the plan from 14 submitters, including investor-owned utilities (IOUs) and other interested parties. [CalMTA provided a formal response to these comments](#) and integrated feedback into the Advancement Plan when possible.
- **Quarterly meetings with IOU energy efficiency portfolio directors** solicited input on the developing Induction Cooking MTI and identified projects/programs with potential overlap or alignment. Energy efficiency directors were briefed on the development of the Induction Cooking MTI during three meetings. Additional meetings were also held in some cases with third-party implementers.
- **Regular meetings with the IOU Codes & Standards working group** include representatives of the Statewide Codes and Standards Advocacy Program and related subprograms. These meetings allow CalMTA to identify relevant C&S activities that can be leveraged in each market, ensure alignment and consistency with market actors, and support CalMTA's goal of solidifying MTI-focused technologies in future C&S. In addition, we determined areas where potential MTI efforts such as data gathering for targeted products, could support the working group's goals.
- **Bi-weekly coordination calls with CalNEXT** inform participation in CalMTA's RFI and public comment processes and collaboration related to CalNEXT's Technology Priority Maps and focused pilot scoping. CalNEXT plans to share results from an active study of 120V battery-equipped induction ranges installed at the Cher-Ae Heights Indian Community of the Trinidad Rancheria, which investigates power usage in standby and cooking modes, cooking patterns and collecting qualitative feedback from users. CalMTA

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solicited feedback from CalNEXT on plans for a behavioral study with Eden Housing that will document how users interact with a battery-equipped 120V induction range and will continue maintaining the relationship, sharing data, and looking for any future opportunities for collaboration.

2.2 Phase II Advancement Plan research to MTI Plan finalization

Under Phase II, activities described in Section 2.1 continued but expanded to gain deeper knowledge about other program efforts and how they relate to the developing MTI. These activities include the following:

- **Expanded research.** The initial list of potentially overlapping energy efficiency programs was expanded through additional research and discovery. These programs and related organizations are currently active in the target market for this MTI and offer opportunities for potential leverage, need for alignment, or co-creation/partnership. Related programs with potential alignment needs are described in Section 3 of this Appendix.
- **Direct meetings.** The CalMTA team met directly with identified stakeholders with the goal of raising awareness about the MTI and securing at least preliminary agreement on the extent of the overlap and approach to alignment of programs that informed the final MTI Plan. These near-term engagements are further described in Section 4 of this Appendix.
- **Market characterization work.** Structured market characterization interviews with key stakeholders and subject matter experts, including program administrators and implementers, helped inform CalMTA’s understanding of the current market as summarized in Appendix D: Market Characterization Report.
- **An equity lens.** The CPUC decision intended that MTIs should integrate strategies to maximize equity and should consider transformational efforts that maximize “energy savings, health, affordability, and job access for disadvantaged communities (Section 10.2 page 103).” To better understand how to align potential MTIs with environmental and social justice (ESJ) community needs, CalMTA held a series of listening sessions with ESJ representatives in November 2023.

These 90-minute sessions yielded important insight into past experiences and attitudes of participants about energy efficiency program engagement and technologies like induction cooktops and ranges. Participant feedback was distilled into key takeaways that subsequently informed the final logic model and strategic market interventions included in this MTI Plan. A [report summarizing key takeaways from the listening sessions](#) is available on CalMTA’s website.

- **Formation of an Equity Sounding Board.** To further our ability to apply an equity lens in the development of a market transformation portfolio for California, CalMTA is establishing a new Equity Sounding Board comprised of professionals who advocate for, or work within, ESJ communities. Sounding Board members’ participation will result in MTIs that positively impact ESJ communities by guiding outreach activities, identifying

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actions that may cause unforeseen harm, and serving as a resource of equity-oriented feedback on CalMTA's work.

- **Formation of an Evaluation Advisory Group.** Through an open solicitation, CalMTA identified qualified energy efficiency evaluation professionals with expertise in market transformation to serve as members of the program's newly formed Evaluation Advisory Group. The Evaluation Advisory Group, which is not a decision-making body, provides expertise and unbiased recommendations to CalMTA's evaluation management team regarding evaluation plans for upcoming MTIs as well as planning, selection, and review of third-party MTI evaluation activities.
- **Idea to Initiative Educational Campaign.** To help educate MTAB members, program representatives, and other interested parties about the Induction Cooking MTI Plan, CalMTA undertook a four-month educational campaign with a series of presentations to share vital aspects of the plan. Individual sessions focused on the MT theory and logic model, product assessment, market characterization research, market progress indicators, market forecasts, cost-effectiveness analysis, and other vital components. Information delivered through the Idea to Initiative educational campaign can be found at <http://www.calmta.org/idea-to-initiative>.

Although CalMTA did not have a formal process for public comment leading up to the application submission of the Induction Cooking MTI Plan, a public comment period will be part of the CPUC application process, as described below. Official feedback from MTAB members is appended to the MTI Plan.

2.3 Post-application collaboration and Phase III delivery

CalMTA's coordination with programs and organizations and response to feedback will be ongoing while the CPUC application requesting approval for the Induction Cooking MTI Plan is under consideration. These future activities will continue to inform approaches that will minimize conflicts and create opportunities for collaboration, with a goal of enhancing outcomes for both the MTI and other active programs, bringing more certainty to the IOUs and third-party implementers, and providing the greatest value for program investment to California and its ratepayers. These activities include the following:

- **Response to comment.** Through the CPUC application process, interested parties will have the opportunity to formally comment on the Induction Cooking MTI Plan. CalMTA will consider and respond to any feedback and requests for information received on the MTI Plan through this process. All comments and responses will be publicly available.
- **Ongoing monitoring and tracking.** CalMTA recognizes that the California energy efficiency market will evolve before this MTI moves into Phase III and will closely monitor planned future programs with potential alignment/overlap to supplement the list of currently identified programs found in Section 3.1. In addition, current programs with potential overlap with the Induction Cooking MTI that may be renewed or rebid before

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the contract term ends will be added to this watchlist. As new programs launch or existing programs re-launch, we will meet with program administrators and implementation teams to ensure early alignment on implementation planning and coordinate related activities between that program and the MTI. This engagement may result in deeper collaboration that allow for co-creation or co-delivery of mutually beneficial activities, such as workforce development, product testing, or standard setting.

- **RFP planning.** After approval of the application in 2025, CalMTA will issue a request for proposals (RFP) to solicit an implementation contractor for the MTI. Leading up to that event, CalMTA will use the regular meetings with key stakeholders to further develop details related to the points of alignment between the MTI and energy efficiency programs. Ultimately, this coordination will surface and provide transparency on issues that may need to be addressed in the future.
- **MTI contracting and implementation.** As described in the MT Framework, the future RFP for Induction Cooking MTI implementation will include descriptions of current program incentives and other aspects related to this market and will require bidders to “include a discussion of how their potential MTIs would dovetail with existing RA/C&S implementation effort(s)” (Section 15.4, page 136).
- **Ongoing collaboration.** Once the MTI is active in the market, we will continue to monitor the points of alignment to ensure they are addressing all potential overlaps between the MTI and existing energy efficiency programs. These efforts will be reported and discussed through ongoing, regular meetings with IOUs and third-party implementers of related programs, especially for activities that involve end-use customers that may be solicited by or participating in a statewide or local efficiency program. These milestones and ongoing touchpoints will help avoid market confusion, ensure points of alignment are holding, and provide an opportunity to adjust strategies, if needed. In addition, coordination with CalMTA will allow us to support external programs as described in the “Reciprocal support from MTI and CalMTA” column in Table 2 below. Potential support for these programs may include:
 - 1) CalMTA messaging research and subsequent marketing materials that can be shared with and customized for other parties to utilize
 - 2) Increased product availability and product enhancements through CalMTA’s market actor engagement
 - 3) Data-sharing, including the full category market data that CalMTA will access
- **Market progress evaluation.** As part of the MTI implementation, a third-party implementer will also be secured to review ongoing activities and measure progress toward MTI objectives. These Market Progress Evaluation Reports are public documents and will be shared with efficiency program leads and other interested parties. If the case should arise that a strategic intervention as described in the logic model does not result in



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the expected outcomes, the MTI may change course. In that case, CalMTA program managers will work with energy efficiency program leads to adjust as needed.

3 Related programs for potential alignment

Beginning in Phase I of the MTI development process, CalMTA conducted an investigation to understand the ecosystem of programs and market activities with potential relevance to induction cooking. While prioritizing California-based programs and organizations, this section also documents efforts to scan for national and regional efforts that could support the MTI's scalability and long-term impact on the market. This market scan sought to capture active programs or projects in the following key areas:

- **IOU codes and standards programs** provide a critical point of coordination and leverage as CalMTA seeks to align MTI activities with code development/enforcement and collaborate on engagement with the U.S. Department of Energy's test procedures, the ENERGY STAR® designation process, and the CEE's product qualification list. Additional policy-making entities working in the residential electrification market are also important engagement targets.
- **Existing research and development projects/programs** provide leverage for CalMTA to develop and launch the MTI more quickly. This includes CalNEXT, the CEC's EPIC program, and work from partners outside of California like NEEA and the New York State Energy Research and Development Authority (NYSERDA).
- **Online energy efficiency marketplaces and the ENERGY STAR Retail Products Platform (ESRPP)** can make this technology more readily accessible to consumers across the state and yield important market data to track adoption as the MTI develops.

In addition, CalMTA understands that in many cases organizations and programs identified below have established relationships with the market actors (i.e., manufacturers, distributors, retailers) that this MTI will also seek to engage. We will work to complement or leverage these interactions whenever possible, thus minimizing the time and effort requested of any individual entity working in the induction cooking target market. For more information about CalMTA's engagement with market actors see Appendix A: Logic Model and Appendix D: Market Characterization Report.

Recent California legislation related to decarbonization may create additional opportunities for alignment and coordination outside of the external program landscape, such as pilots in the priority neighborhood decarbonization zones identified through SB 1221. CalMTA will continue to track this work and will proactively engage as voluntary pilot program scopes are developed.

While this should not be considered a comprehensive list of all work in California or nationwide, research identified more than 30 programs or organizations with potential relevance to the Induction Cooking MTI's target market as of October 2024. Table 1 below summarizes the



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preliminary list of programs or organizations developed by CalMTA to engage with during our development of the Induction Cooking MTI.

Table 1. Induction cooking-related programs

Program/Organization name	Program description
Statewide Codes and Standards Advocacy Programs	The statewide Codes and Standards Advocacy programs seek to influence agencies that are involved in the development of appliance and building codes at the state and national level by: (1) Developing Codes and Standards Enhancement studies in support of Title 20 and 24 building code improvements and submitting comments on federal standards, (2) Supporting the implementation of recently adopted versions of the energy code, (3) Participation in public rulemaking proceedings for both state and federal standards and test procedures, and (4) Facilitating discussions with the CEC and across utilities regarding impacts of codes and standards on future gas and electric operations.
CalNEXT	The statewide electric emerging technologies program identifies, tests, and improves electric energy technologies and delivery methods. Project categories include research and development addressing appliances, HVAC, lighting, process loads, water heating, and whole buildings. Selected projects are tested and potentially incorporated into IOU programs.
Electric Program Investment Charge Program (EPIC)	The CEC’s EPIC program invests in scientific and technological research to accelerate the transformation of the electricity sector to meet the state’s energy and climate goals.
CEC Equitable Building Decarbonization Statewide Direct Install Program	The Equitable Building Decarbonization (EBD) Statewide Direct Install Program provides and installs energy-efficient electric appliances, energy efficiency measures, and related upgrades at no cost to low-income households in under-resourced communities.
Main Energy Savings Assistance (Basic/Plus) Program	Implemented in each IOU territory, this trade-ally-driven program offers no-cost energy-saving measures to low-income homeowners and renters.
ESA Building Electrification Program	This targeted offering helps eligible homeowners and renters electrify their homes by replacing natural gas and propane appliances with high-efficiency electric equipment at no cost.
ESA Whole Home Pilot	Targeting deeper energy savings than the standard ESA program, this pilot is implemented in each IOU territory and offers a holistic package of no-cost energy-efficiency and decarbonization measures.
Self-Generation Incentive Program (SGIP)	Relevant to our exploration of battery-enabled induction products, SGIP provides financial incentives for installing clean,

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Program/Organization name	Program description
	efficient, on-site distributed generation, including small residential storage.
The Switch is On	The statewide education and awareness campaign provides information, resources, and tools to help homeowners and renters electrify their homes, as well as tools for contractors.
Air quality policymakers, specifically the California Air Resources Board (CARB), Bay Area Air Quality Management District (BAAQMD), and (SCAQMD)	At the state and local level, these entities develop emissions standards and ordinances for space and water heating measures in addition to other appliances like cooktops and ranges.
Local and regional incentive programs such as 3C-REN Home Energy Savings, BayREN's Bay Area Multifamily Building Enhancements Program (BAMBE), BayREN Efficiency and Sustainable Energy (EASE) Home program, Marin Clean Energy's Marin Clean Energy's Multifamily Energy Savings and Low-Income Families and Tenants programs, PG&E Powerful Neighborhoods program (the zonal electrification pilot), SCP Appliance Rebates, Silicon Valley Clean Energy FutureFit Homes Rebates, and Sacramento Municipal Utility District Appliance Rebates	While each program is structured differently, these offerings reduce the upfront cost of adoption through rebates on qualifying products, including electric cooking technologies.
Local induction cooktop loaner programs, including SCE's Induction Lending Program, the Pacific Gas and Electric (PG&E) Induction Cooktop Loaner Program, the City of San Jose Induction Cooktop Checkout Program, Sonoma Clean Power's Induction Cooktop Check Out, and the Electric Home Cooktop Program offered by USGBC-CA in the San Diego area	While each program is structured differently, these offerings reduce the upfront cost of adoption through rebates on qualifying products.
Local utility online marketplaces like the PG&E Energy Action Guide, Los Angeles Department of Water and Power's Efficient Product Marketplace, and the	These online marketplaces allow utility customers to shop for energy-efficiency products online and apply instant rebates to qualifying models. They also highlight energy-efficiency financing options, including solutions for low-income consumers.

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Program/Organization name	Program description
Southern California Edison Marketplace	
ENERGY STAR	Administered by the U.S. Environmental Protection Agency (EPA), ENERGY STAR is a voluntary labeling program for products that meet energy efficiency specifications set by the EPA. Initial engagement will support the ENERGY STAR Residential Cooking Products V1.0 specification; CalMTA plans to work with ENERGY STAR on V2.0 which will continue to improve efficiency of induction cooking.

4 Priority programs for alignment

In developing the market transformation theory for the Induction Cooking MTI, CalMTA identified several priority programs for direct coordination. As explained in Section 2, Phase III: Market Deployment includes strategies to enable the MTI team to work synergistically with these organizations during MTI implementation.

Over the course of Phase II engagement, the CalMTA team has already established collaborative relationships with many of the entities and organizations listed to provide insight into the approaches for the MTI development and gain their feedback along the way. Outcomes of the discussions helped inform refinements to the MTI logic model and proposed market interventions including foundational conversations with entities such as ENERGY STAR, the California Energy-Smart Homes Program, BUILD, the California Electric Homes Program, Golden State Rebates, the ESA Building Electrification Program, and Whole Home Pilot, and CARB, BAAQMD, and SCAQMD. Attachment 1 provides a report of all stakeholder engagement activities conducted to support development of the Induction Cooking MTI Plan.

Below is a summary of points of alignment, targeted programs that the Induction Cooking MTI is seeking to align with, and reciprocal support that the program may expect from the MTI. In addition to ongoing meetings as described in Section 2.1, the CalMTA team held personal meetings with representatives from most of these targeted programs from August-December 2024.

Table 2. Induction cooking external program coordination approach

MTI alignment goal	Targeted program(s)	Reciprocal support from MTI and CalMTA
Understand and encourage opportunities to solidify induction cooking technology as a	Statewide Codes and Standards Advocacy Program	Support product development/enhancements and messaging at the manufacturer level, particularly action that supports



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MTI alignment goal	Targeted program(s)	Reciprocal support from MTI and CalMTA
code or standard, including collaboration on national standards, test procedures, and messaging	CARB, BAAQMD, SCAQMD U.S. Department of Energy/ENERGY STAR	policymaking (i.e., indoor air quality, health and safety) Provide market data as MTI moves into implementation Support product availability through retailer engagement Increase consumer awareness and acceptance through CalMTA's marketing efforts
Collaborate on research, including pilots, to better understand product performance and necessary enhancements	CalNEXT EPIC	Share market and pilot data Support product development/enhancements at the manufacturer level
Support equity program efforts to drive induction adoption in ESJ communities	Equitable Building Decarbonization Statewide Direct Install Program Main ESA Program ESA Clean Energy Homes Program ESA Building Electrification Program ESA Whole Home Pilots	Engage with manufacturers to increase availability and accessibility (including lower cost) of 120V product Collaborate on technology demonstrations with an emphasis on preparation of traditional recipes in diverse communities Coordinate on bulk purchase agreements or layered incentives
Encourage addition of induction cooking incentives into existing midstream retail channel and marketplace programs Encourage retail stocking and assortment practices that make induction cooking products more visible and accessible	Online utility marketplaces ENERGY STAR	Facilitate manufacturer connections Coordinate on bulk purchase agreements Offer stocking incentives/spiffs in retail channel that can be layered with midstream consumer incentives, potentially supplemented by retailer training Work at the national level with ENERGY STAR to encourage product differentiation tools for programs

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MTI alignment goal	Targeted program(s)	Reciprocal support from MTI and CalMTA
Support existing programs offering induction incentives, including zonal electrification programs, to motivate consumer adoption	Local and regional incentive programs SCAQMD	Engage with manufacturers to increase availability and accessibility of qualifying products Provide marketing and messaging support Share market and pilot data Promote layering with midstream and other incentives
Leverage technology loaner programs to accelerate the path to purchase	Local induction cooktop loaner programs	Provide consumer-facing information on product availability and available incentives Promote loaner programs as a bridge to full adoption in interactions with active programs and community partners Promote loaner programs via expanded Chefluencer marketing efforts
Incorporate incentives for battery-equipped induction cooking technology into demand response programs	SGIP	Partner on pilots and share data related to performance/user acceptance Engage with manufacturers to increase availability and accessibility (including lower cost) of battery-enabled 120V product
Educate the market on benefits of induction cooking technology and promote available incentives	The Switch is On	Provide messaging support and case studies Facilitate requests for information and assets from manufacturers Promote Chefluencer events through website and social media channels

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