



Meet CalMTA

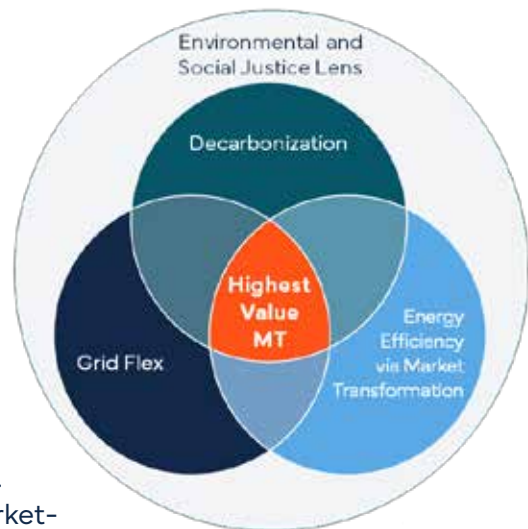
California has set a bold path to catalyze energy efficiency and decarbonization innovation through market transformation.

CalMTA, a program of the California Public Utilities Commission and administered by Resource Innovations, will deliver high-impact solutions that further the State's clean energy economy and climate goals to benefit all Californians.

Market transformation is the strategic process of intervening in a market to create lasting change by removing market barriers, leveraging opportunities, and accelerating the adoption of identified technologies or practices.

Helping to achieve California's climate goals

California has set ambitious decarbonization goals in its climate plan as well as targets for cutting air pollution and investing in workforce development. Energy efficiency is a critical strategy to achieve these goals. In late 2022, the California Public Utilities Commission (CPUC) created the State's first-ever Market Transformation Administrator (CalMTA) to advance groundbreaking energy efficiency transformation initiatives that will bring sustained, cost-effective market changes to California. CalMTA will play a key role by developing strategic, market-level initiatives to remove barriers and accelerate adoption of energy-efficient technologies and practices. CalMTA's efforts, which will invest \$310 through 2031, will achieve outcomes consistent with the goals of the State's Climate Action Plan.





Why is market transformation important?

Market transformation is a long-term, high value strategy that helps lower the cost and increase access of energy-efficient products and services for consumers. Because CalMTA initiatives will work to change the way markets operate to favor efficiency and greenhouse gas-reducing solutions, the benefits are lasting and result in large savings over the long term. Market transformation initiatives (MTIs) that are forming in California will align with current programs both within the state and across the country, significantly growing our collective influence to catalyze market change.

For more information about CalMTA and a timeline of our activities through 2030, please visit calmta.org/faq-calmta/.

The MTI development process

CalMTA follows a three-phase model with stage gates at each step to select and develop market transformation ideas, from initial concept identification through the eventual exiting of the market.



Ideas under development

CalMTA is developing a portfolio of MTIs with seven ideas currently in process.

Ideas in Phase III

During Phase III, CalMTA resources are fully committed to intervening in the market to drive higher adoption of targeted products or practices and deliver on cost-effective energy efficiency. Currently, there are two MTIs in Phase III.



Room Heat Pumps

This MTI aims to bring to market efficient and affordable alternatives to AC window units in the summer and small-space electric resistance or gas heating in the winter. We envision a market where an improved version of this technology dominates product sales over portable electric resistance heaters, window AC-only units, and possibly air purifiers.



Induction Cooking

The Induction Cooking MTI aims to accelerate market adoption of 120-volt (120V) options for these efficient, electric alternatives. We envision widespread use of induction cooking across California by addressing the electrical infrastructure challenges posed by the dominant 120V circuitry found in most kitchens.

Ideas in Phase II

During Phase II, CalMTA works to confirm market barriers and ensure the potential MTI has sufficient market leverage points and sound program logic. We develop cost-effectiveness models, and conduct a market characterization study, technology assessment, and in some cases, Strategy Pilots to test market transformation strategies, all feeding into the MTI Plan at the culmination of this phase. Currently, there are five MTIs in Phase II.



Commercial Rooftop Units (CRTUs)

CalMTA is pursuing an MTI to increase the heating and cooling efficiency in California's commercial buildings by accelerating market adoption of more efficient CRTUs that include remote monitoring and controls for better performance.



Commercial Replacement & Attachment Window Solutions

CalMTA is pursuing this MTI to increase market share of affordable alternatives to full window replacements through retrofit technology that improves envelope performance, saving energy and delivering comfort to occupants.



Residential Heat Pump Water Heating

CalMTA is pursuing an MTI that seeks to align the various statewide efforts currently underway to accelerate market adoption of highly efficient, electric heat pump water heaters in single family homes and small multifamily buildings.



Foodservice Water Heating Systems

CalMTA is pursuing a potential MTI that seeks to transform the market for more efficient, greenhouse gas (GHG) emission-reducing water heating technologies in the foodservice industry.



Commercial Building Efficiency Accelerator (CBEA)

The CBEA MT idea will accelerate reductions in energy use intensity (EUI) and GHG emissions in existing commercial and multifamily buildings over 50,000 ft² by advancing market adoption of life cycle planning practices that incorporate EUI or GHG reduction goals into standard building management and investment decision-making.

Ideas in Phase I

During Phase I, we identify technologies or practices that might be an appropriate MTI. CalMTA vets the opportunity against established criteria through a two-stage scoring process and explores available research to fill gaps in knowledge. To view all ideas submitted, please visit the Previously Submitted Ideas Dashboard at calmta.org/previously-submitted-ideas-dashboard/.

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CalMTA is a program of the California Public Utilities Commission (CPUC) and is administered by [Resource Innovations](http://ResourceInnovations.com)