



AUG. 26-27 • HOSTED BY CalMTA

RESIDENTIAL HPWH

MARKET ACCELERATION SUMMIT



Welcome & Introductions

Lynette Curthoys, Vice President,
CalMTA

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





Meet CalMTA



- CalMTA is developing and deploying a portfolio of market transformation initiatives in California
- Market-level initiatives will deliver cost-effective energy efficiency and also help California achieve its decarbonization, and equity goals
- Modeled on the proven best practices at the Northwest Energy Efficiency Alliance



Market Transformation



The strategic process of intervening in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices.



Market-wide, supply-chain strategies

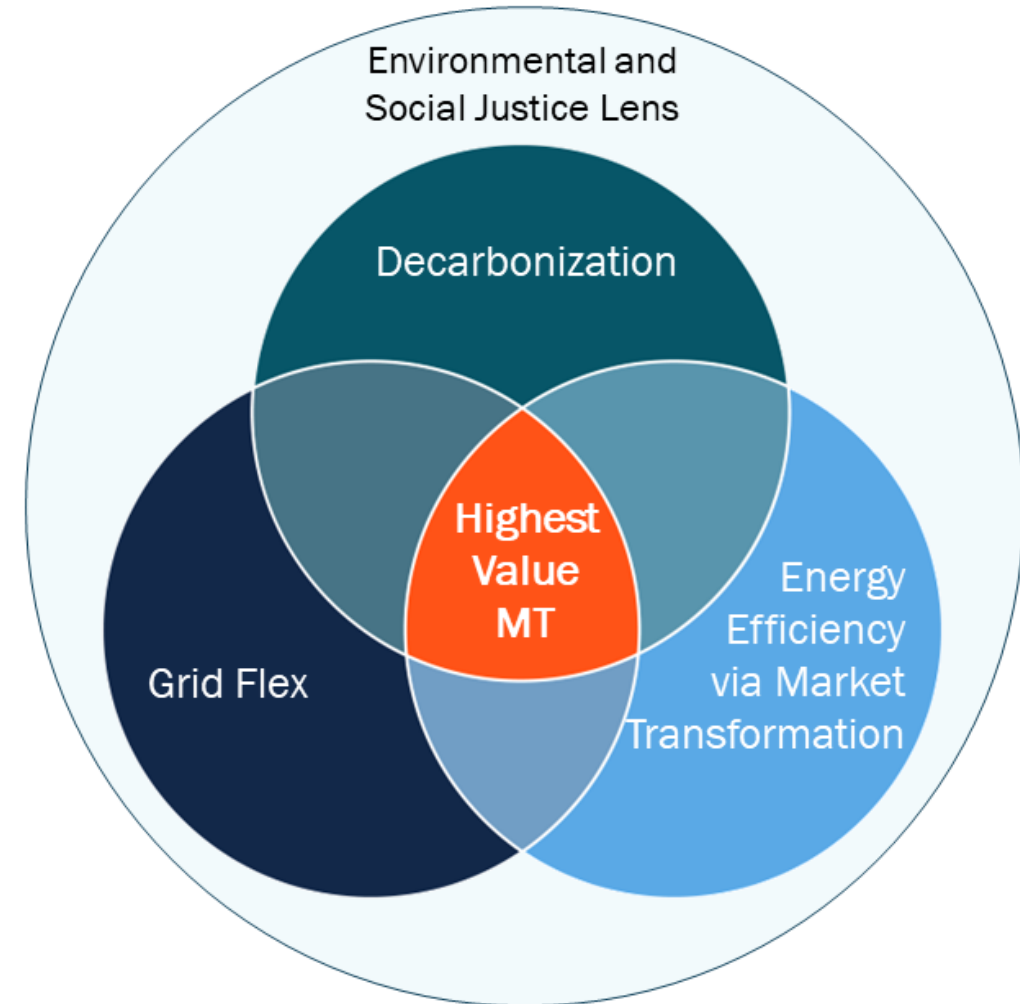




How we work

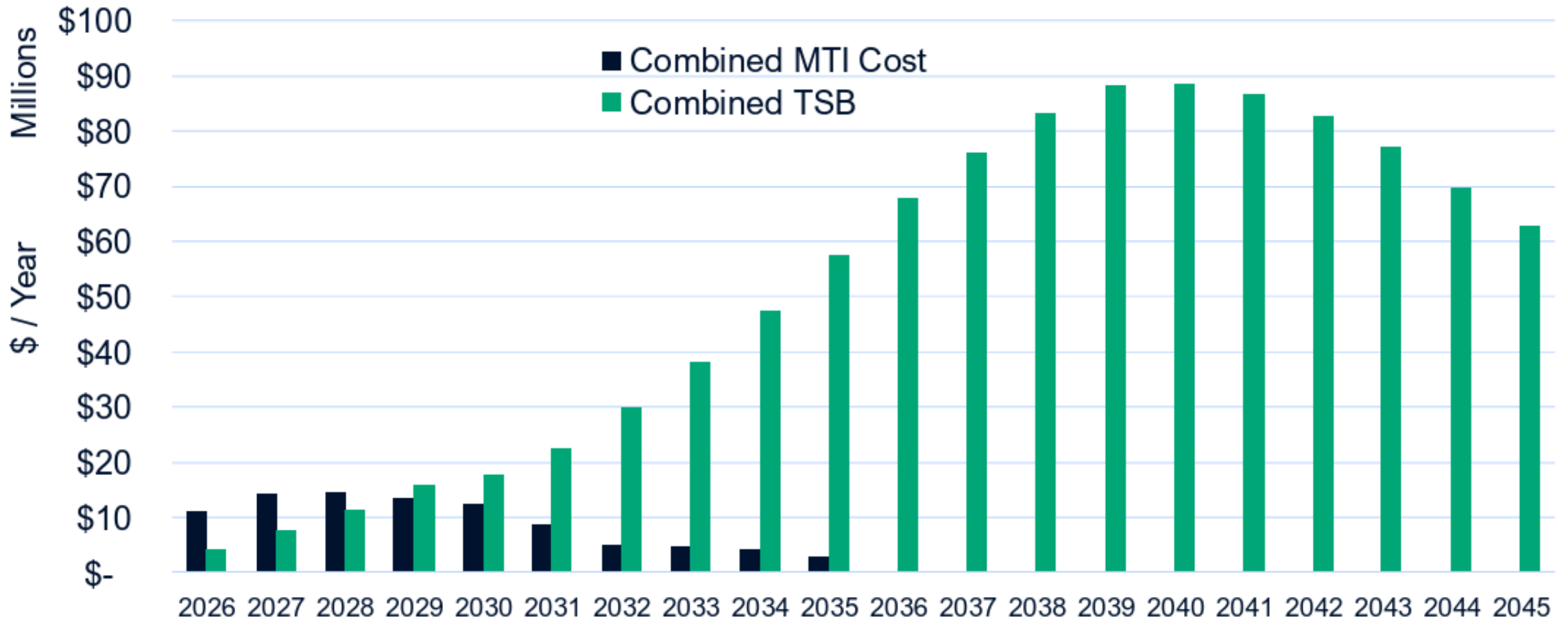


- Ensure selected initiatives meet MT criteria
- Collaborate with existing EE efforts
 - Avoid duplication
 - Faster scale
- Deliver high-value benefits at scale:
 - Energy efficiency
 - GHG reduction
 - Grid flexibility
 - Workforce education & training
 - Environmental and social justice (ESJ)





Near-term investment for long-term benefits





Why heat pump water heaters?



- **CA has 14.5 million housing units** with 11.5 million in-unit water heaters
- **Leveraging CA investment in HPWH** with 60+ programs across the state, yet still only 2-4% of units have HPWH installed
- **Significant value to be unlocked** by transitioning water heating to HPWHs by 2045 – a major opportunity for California
- **More than 12 million tons of CO2/year could be avoided in California** by replacing existing stock with HPWHs



Why we're here



Collaborate with fellow market leaders to identify the most promising pathways – existing and emerging – for transformative HPWH adoption



Share your experiences, insights, and ideas around statewide solutions and strategies to supercharge increased market share



Learn about CalMTA's potential role in this ecosystem and how you can stay engaged in shaping what's next



Our targeted outcomes



Participants emerge with a deeper understanding of the opportunities and their role in accelerating adoption



Build transparency and a shared understanding of statewide solutions and strategies that accelerate adoption



Identify stakeholder priorities, challenges, and resources to shape and strengthen CalMTA's future strategy



Facilitated by Clarity Consulting Group



CLARITY CONSULTING GROUP



"The story of the transition to electrification is that households become winners on multiple levels."

Volts podcast, Nov. 2024

Introducing Ari Matusiak



- Co-founder, President & CEO of Rewiring America, which **helps Americans save money, reduce emissions, improve health, and build the next generation of the clean energy workforce.**
- Founder & co-chair of Power Forward Communities (\$2B award from the Greenhouse Gas Reduction Fund)
- Special Assistant to the President & Director of Private Sector Engagement in Obama administration

REWIRING AMERICA



Market Barriers and Impacts to Transforming the HPWH Market

Alexis Allan, Strategy Manager,
Brio





Barriers?



- 1. Product Requirements:** Complex HPWH product requirements (e.g., connectivity, demand response) that don't add customer value for the added cost.
- 2. Market Opportunity:** Some California housing characteristics are less than ideal for cost-effectively switching to HPWH
- 3. Program Landscape:** There are multiple programs per territory with disparate participation requirements and incentives.
- 4. Supply & Demand:** Low customer value and demand results in supply chain inertia and lack of install experience.
- 5. Installation:** Complex installation requirements (e.g. permitting, electrical) add cost and prevent HPWH recommendations and installs.

Prioritizing the big ideas

Self select the pathway you want to work on – groups will go deeper:



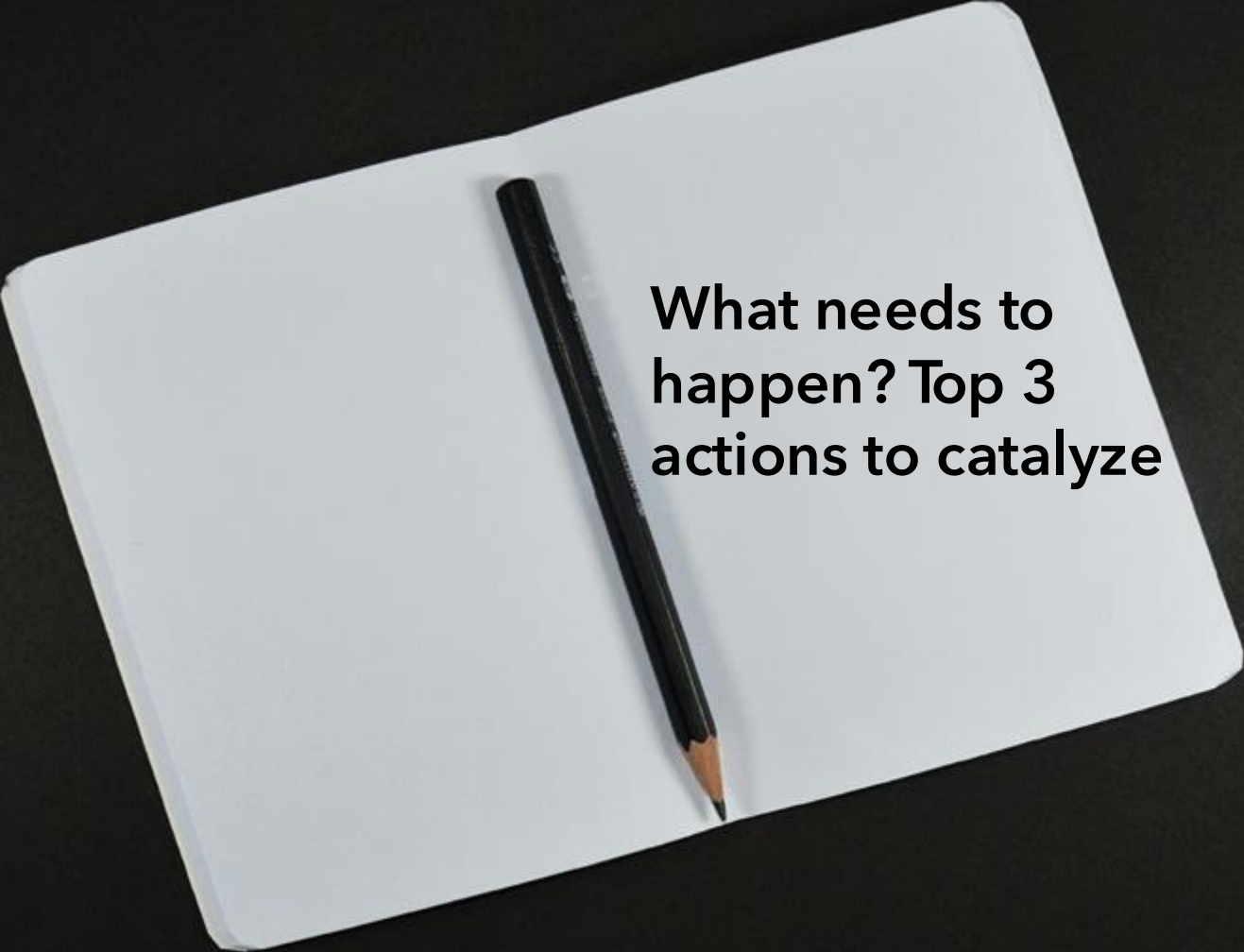
- 3 most important actions to catalyze
- What needs to start / stop / continue
- Which barriers are addressed?
- Impact/ Ease Grid
- Present out
- Discussion and Q&A



What do you see as the most impactful idea? Where can CalMTA make the most impact?

SELF SELECT YOUR TOPIC:

- | | |
|---|--|
| 1. Streamline all related permitting to remove barriers and create better experience throughout | 2. Establish single California incentive program upstream (and single application for consumers/contractors) |
| 3. Ari's advanced market commitment - create aggregated demand in California | 4. Tech matchmaking to California housing stock - consumer gets the right product at the right price |
| 5. Create market momentum by segments (ie electric resistance, solar, etc.) | 6. Create free HPWH program to distribute 1M units to create market momentum |

An open notebook with two blank white pages is shown at an angle. A black pencil lies diagonally across the center of the notebook, with its tip pointing towards the bottom right. The background is a solid dark grey or black.

**What needs to
happen? Top 3
actions to catalyze**



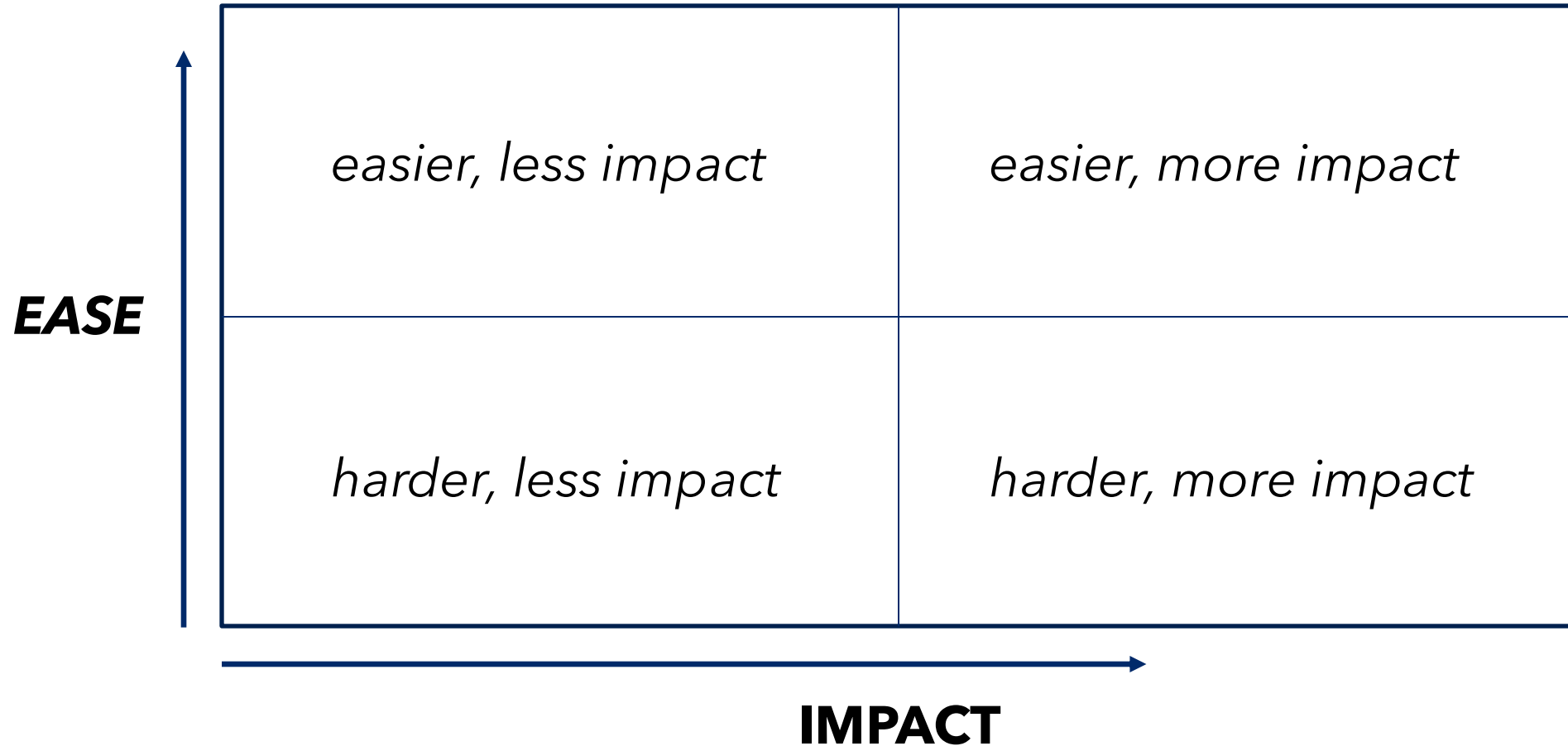
STOP

START

CONTINUE



Place your pathway on the impact/ease grid on the wall



Prioritizing the big ideas



Present out from your group:

- What did you have most passion around?
- Are there disagreements are you left with?
- What questions are you left with that you want CalMTA to know?



Carrying Forward

Alexis Allan, Strategy Manager,
Brio



Residential HPWH market



Opportunity: Unite the collective horsepower of individual HPWH efforts to accelerate adoption through collaboration, cooperation on research, technology enhancements, and removal of structural market barriers

- Gather key insights from summit and identify areas of opportunity for CalMTA's HPWH Market Transformation Initiative
- Share the work we generated together with summit participants





Post-summit activities



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



Idea to Initiative series



Part 1

- Market Characterization
- Logic Model
- Market Transformation Theory

November 12 & 13, 2025

Part 2

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

January 29, 2026

Part 3

- Evaluation Plan
- Draft Market Transformation Initiative Plan & Appendices

March 25, 2026

How to stay engaged



- Attend quarterly webinars and MTAB meetings
- Submit public comments and ideas to portal
- Sign up for updates:
calmta.org/subscribe/
- Follow us at
linkedin.com/showcase/calmta/

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



Parting words of wisdom



Transformative Energy Solutions for the public good

Market transformation is a proven approach that works to remove market barriers so that energy efficient, equitable, and climate-friendly approaches become the new standard practice for all Californians.

Sign up for updates at: calmta.org/subscribe/

Questions? Email info@calmta.org

Follow us on
LinkedIn:

