



Residential Heat Pump Water Heating Market Transformation Initiative

Appendix A: Logic Model - DRAFT

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Purpose

This document presents CalMTA's logic model for the Residential Heat Pump Water Heating (HPWH) Market Transformation Initiative (MTI), outlining the specific market barriers and targeted interventions relevant to CalMTA's market transformation role. The model focuses intentionally on the areas where CalMTA can deliver unique value, distinguishing its efforts from those of other programs and stakeholders operating in the HPWH space. By defining a precise scope and concentrating on interventions aligned with CalMTA's mandate, the model attempts to provide a clear framework for understanding CalMTA's contribution to market progress and ensures that activities remain coordinated, non-duplicative, and strategically impactful.

The model focuses only on the market barriers and interventions relevant to market transformation and appropriate for CalMTA to address. It does *not* attempt to cover the entire water heater market. For example, although heat pump water heaters can increase operating costs compared to gas units, rate-design work that affects customer bills is outside CalMTA's scope.

The barriers included in this logic model are specific to CalMTA's efforts. Other barriers such as local code confusion or permitting delays are being handled by other programs or parties and are not included here.

The listed strategic interventions are unique to CalMTA and highlight key collaboration activities. To avoid confusion or the appearance of duplicating other organizations/programs work, the team intentionally moved away from broad intervention categories in favor of more precise tailored actions. As a result, the model reflects CalMTA's unique contribution to the market.



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

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