



Room Heat Pump Market Implementation RFP Bidder Webinar

December 11, 2025

12:00 – 1:00pm

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

Welcome!

Before we begin:

- This webinar is being recorded but will not be shared publicly.
- Video and audio are disabled for participants. Your name will not be visible to other participants.
- The chat is disabled.
- Use the Q&A to ask questions or reach out with technical difficulties. Mark your question as anonymous before submitting.
- Submitted questions will be read aloud and an answer will be provided to the group.

Introductions



Jeff Mitchell
Principal of Market
Transformation



Alex Wurzel
Program Manager,
Room Heat Pumps



Taqua Ammar
Project Manager
CalMTA



Elaine Miller
Sr Manager, Market
Transformation Strategy



Alyssa May
Program Consultant,
Marketing &
Communications

Agenda



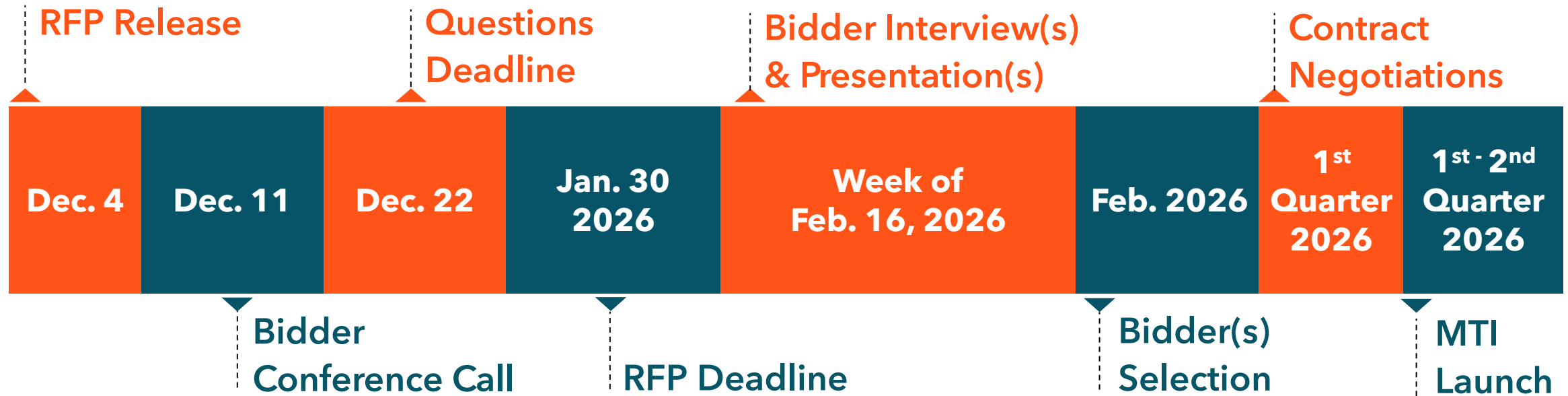
- Introductions & CalMTA
- RFP timeline
- RHP MTI overview
- RFP submission process
- Implementation area (IA) review
- RFP budget estimate
- Open Q&A

Meet CalMTA



- CPUC adopted market transformation strategy to supplement traditional efficiency approaches via CPUC Decision ([D.19-12-021](#))
- CalMTA funded for \$310 million through 2031
- [Resource Innovations](#) named Administrator; supported by other expert firms with MT Advisory Board input
- First initiative, now approved for implementation via CPUC [D.25-11-023](#), [will deliver over \\$480M in TSB](#) over its 20-year lifetime

RFP timeline



Product definition



- Cooling and heating capacity of approximately 8,000 to 14,000 BTU/h for 400 to 1,000 ft²
- 120V plug in that do not require a licensed HVAC technician for installation
- Portable heat pumps (a) fall under the category of Portable Air Conditioners, which describes moveable products that sit on the floor and connect to outdoor air via ducts running to a window
- Window heat pumps and through-the-wall heat pumps fall under the category of Room Air Conditioners with Reverse Cycle (b, c, d). Saddlebag, U-Shaped, Window



Room heat pump MTI summary



- **Target Markets:** Multi and single-family households, especially those on limited income
- **Key activities:** manufacturer engagement, demand aggregation, HVAC distribution and retail engagement, specification development, leverage of California programs, ENERGY STAR, and building market-awareness
- **Goal:** Deliver affordable, climate-appropriate room heat pumps to support California's decarbonization goals



Market barriers

- Product improvements needed for CA (climate appropriate and building stock form factors)
- Availability of CA-suitable product
- Lower purchase priced non-EE alternatives
- Performance metrics and labeling misalignment
- Consumer awareness
- Electric bill impacts, especially for ESJ communities moving from gas
- Regulatory resistance to use of lower GWP refrigerants

Vision of a transformed market

- Norm is to purchase a RHP instead of inefficient plugin resistance or gas heaters and window ACs
- RHPs are a key solution for primary heating and cooling in small MF units or homes
- RHPs serve as key technical solution to displacing GHG from inefficient heating in small spaces
- Over time RHPs increasingly incorporate air filtration capability and use lower GWP refrigerants

RHP: Theory of market change



Interventions

Outcomes

Manufacturer engagement, demand aggregation, policy engagement (refrigerants, electrification rates, E*)

- Availability of products for CA
- More consistent labeling
- Support for policy changes

Near term

Demand stimulation, product differentiation, program inclusion, awareness building, retail availability

- Awareness grows
- Market share grows
- Incremental cost to purchase and operate declines

Mid term

Higher levels of E* adoption, air filtration capability, lower GWP, DR

- Availability of products for CA grows
- More consistent labeling
- Market share grows

Long term

Submission process

- Download the zip file of RFP documents from [Room Heat Pumps Market Transformation Implementation - CalMTA](#)
- Create an account on the CalMTA RFP portal
- Complete the teaming form via the RFP portal (optional)
 - Your information will be made available for other firms to contact you within the RFP portal.

Submission process continued



- Complete the "Intent to Bid". While non-binding, it will provide bidders with the following:
 - NDA
 - Sign via DocuSign to receive the Program Services Agreement
 - Communications sent by CalMTA to bidders
 - Access to the Q&A
 - Permissions for creating, editing, and submitting a bid

Submission process continued

- Submit proposal by 6pm on Friday, Jan. 30. Proposals must include the following:
 - Proposal response document
 - Completed Cost Proposal Spreadsheet
 - Completed Conflict of Interest Certification
 - Completed RFP Supplier Questionnaire
 - Exceptions to Program Services Agreement or a No Exceptions Statement (The Program Services Agreement will be provided upon receipt of a signed NDA)

Ongoing Q&A

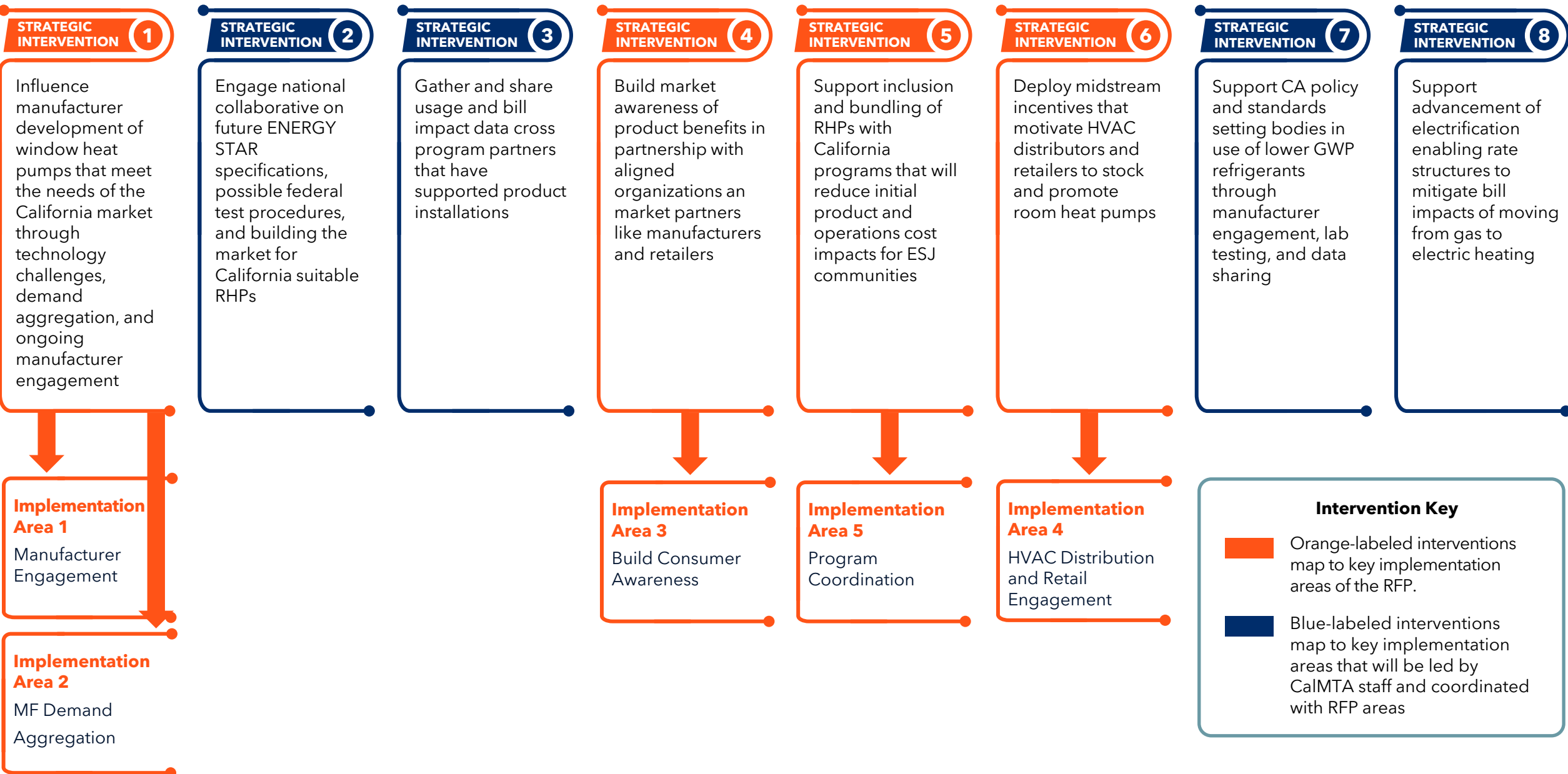


- Q&A documents will only be accessible to those that complete the Intent to Bid form
- Questions submitted through CalMTA portal
- CalMTA will reply to questions approximately every 2 days to provide immediate support to bidders
- Q&A from this webinar will also be summarized and included
- CalMTA will support ongoing submission of questions until **5pm PST on Monday, December 22.**

RFP Implementation Areas



Logic Model Interventions Mapped to RFP Implementation Areas (IAs)



IA 1 – engage RHP manufacturers on product development improvements

- **Overall goal:** Address barriers of product availability suitable for CA market and associated product improvements
- **Strategies:**
 - Motivate manufacturers to develop CA appropriate products through compelling business case
 - Cultivate relationships with key manufacturers to influence future product development
- **Tactics:**
 - Develop strategic engagement plans and product roadmaps
 - Develop and administer CalMTA RHP Technology Challenge
 - Provide technical support for product spec development

IA 2 - engage MF building owners to increase market demand

- **Overall Goal:** Build market demand in critical MF market
- **Strategies:**
 - Aggregate CA MF market demand to build business case for manufacturer investment in appropriate RHP products
 - Begin to build awareness in MF market of RHP benefits with key MF building owners
- **Tactics:**
 - Identify and engage MF building with primarily sliding windows
 - Coordinate product demos for building owner properties
 - Develop effective, innovative approaches to aggregate the demand of MF building owners and local programs

IA 3 - build consumer awareness

- **Overall Goal:** Increase awareness and build demand signal for RHPs
- **Strategies:**
 - Develop market-informed consumer awareness campaign
 - Leverage key partnerships with market partners (manufacturers, retailers, HVAC distribution) to deploy marketing and drive awareness
- **Tactics:**
 - Conduct market research on effective consumer messaging / labeling
 - Develop market-informed campaigns and metrics on effectiveness in reaching target audiences and building awareness of RHPs
 - Deploy marketing strategies and tactics, including partnerships with local programs

IA 4 - engage HVAC distribution and retail partners on stocking and sales

- **Overall Goal:** Increase RHP stock and priority with supply chain partners
- **Strategies:**
 - Target leading HVAC distribution partners to stock and promote RHPs as key business offering
 - Leverage retail partnerships to introduce RHPs as a consumer product and build stocking and sales practices to replace plugin inefficient products
- **Tactics:**
 - Build relationships with key HVAC distribution partners
 - Leverage ESRPP relationships and program systems
 - Execute key promotions to increase RHP stocking and sales

IA 5 - coordinate and leverage other California programs



- **Overall Goal:** Reduce market confusion and ensure program leverage between CalMTA program and CA downstream programs
- **Strategies:**
 - Develop and deploy joint coordination plans between CalMTA RHP program and local programs, especially those targeting MF and ESJ
 - Stack RHPs incentives when possible and align on marketing
 - Support downstream program development priorities
- **Tactics:**
 - Provide data and analytic support for measure package development
 - Implement coordination plans
 - Develop and deploy data collection strategies

RFP Budget Estimate



	2026	2027	2028
IA 1: MFR Engagement	\$500,000	\$660,000	\$660,000
IA 2: MF Building Engagement	\$480,000	\$624,000	\$624,000
IA 3: Awareness Building	\$550,000	\$715,000	\$715,000
IA 4: Supply Chain Engagement	\$500,000	\$650,000	\$650,000
IA 5: External Program Coordination	\$100,000	\$130,000	\$109,000
Incentive(s)	\$1,500,000	\$2,750,000	\$2,950,000
Total	\$3,630,000	\$5,529,000	\$5,708,000

Other implementation area considerations



- Coordination between CalMTA and contracting team across implementation areas is crucial for MT program deployment
- CalMTA encourages bidders to suggest additional and/or alternate implementation ideas if, based on experience, they see additional ways to accelerate RHP adoption
- Keep contract length in mind: initial contract term is 3 years with annual renewals

Bidding practices & teaming



- CalMTA encourages firm partnerships to create the most effective bidding team
- CalMTA encourages any firms looking for a partner to fill out the CalMTA RHP RFP Firm Teaming Form
- Bidders can select a minimum of two or maximum of all five Implementation Areas to bid on
- All bids must include Implementation Area 5 (Coordination with other California programs).
 - IA 5 is connected to IAs 1-4 and cannot be separated into an individual bid

Questions?

Submit questions via the Q&A feature. Mark questions as anonymous before submitting.

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.

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