



# 2026 Operations Plan - DRAFT

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

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# 1 Introduction

2026 will be a pivotal year as CalMTA progresses beyond the program’s initial three-year start-up phase and moves California’s first Market Transformation Initiatives (MTIs) to implementation. Following the California Public Utilities Commission (CPUC)’s unanimous approval of the first-ever statewide energy efficiency MTIs in November 2025, CalMTA is authorized to immediately begin market deployment of the [Room Heat Pumps MTI](#) and prepare an update to the [Induction Cooking MTI](#) to enter the market later this year.

CPUC Decision D.25-11-023, which authorized the first tranche of California’s MTIs, reaffirmed the Commission’s commitment to market transformation (MT) and extended the implementation period to a sixth year (through 2031), reflecting the long-term investment required to deliver lasting benefits to ratepayers. This milestone paves the way for California to begin realizing the high-value benefits that MT can deliver while supporting progress toward the State’s decarbonization goals. For its part, CalMTA is committed to the development of initiatives that accelerate market adoption of energy efficient technologies and practices but also provide grid benefits and greenhouse gas (GHG) emissions reduction. These are measured by Total System Benefits as defined by the State, which are forecasted for each MTI.

We also recognize that energy affordability continues to challenge residential and business customers across the state. While market transformation is a long-term strategy, the initiatives in CalMTA’s developing portfolio are designed to enable demand flexibility, which will reduce system costs over time. MTIs also inherently include strategic interventions that work to make targeted technologies more accessible and affordable to consumers – putting critical energy efficiency benefits within reach of California’s residents and businesses. Finally, we recognize that the electrification of buildings may result in bill increases as the cost of gas fuel is currently less expensive than the alternative kilowatt. CalMTA is working to better understand, track, and explore ways to address the bill impacts of fuel substitution.

This 2026 Operations Plan outlines the activities CalMTA will pursue and the milestones we will seek to reach throughout the year (see section 6 of this plan for a full list of milestones by quarter). In 2026, we will focus on achieving the following key outcomes to advance CalMTA’s work:

- Launch California’s first two MTIs, Room Heat Pumps (RHPs) and Induction Cooking, in the market with third-party implementers.
- Continue to develop the MT portfolio with an Application seeking CPUC approval to move three additional MTI Plans to [Phase III: Market Deployment](#). These include [Commercial Rooftop Units \(CRTUs\)](#), [Commercial Replacement and Attachment Solutions \(CRAWS\)](#) and [Residential Heat Pump Water Heating \(HPWH\)](#).
- Continue conducting [Phase II: Program Development](#) research and activities for CalMTA’s next tranche of ideas, including [Foodservice Water Heating Systems](#) and the [Commercial](#)



[Building Efficiency Accelerator \(CBEA\)](#), while leveraging the [permanent Request for Ideas \(RFI\)](#) to continue to scan for and research new opportunities.

- Apply [an equity lens](#) in our work so that MTIs can effectively deliver benefits to Environmental Social Justice (ESJ) communities.
- Continuously optimize and improve business systems and practices as our organization matures and evolves, including effective management and execution of CalMTA's Phase III initiatives.
- Leverage our strong network of stakeholder relationships to broaden awareness of CalMTA efforts while expanding and nurturing our circle of partners and allies.

As we begin 2026, we will continue closely collaborating with CPUC Energy Division staff, our [Market Transformation Advisory Board \(MTAB\)](#), energy efficiency Program Administrators, and other interested parties to drive our proven strategic MT approach to deliver large-scale, transformational climate solutions for all Californians.

## 2 MT idea development

CalMTA [develops MTIs](#) using a three-phase process with “stage-gates” or decision points to confirm whether to proceed into the next phase.

Figure 1. MTI Development Process



In [Phase I: Concept Development](#), potential MT ideas are identified, scored, and prioritized. This phase concludes when an Advancement Plan is delivered for each idea recommended to move to Phase II: Program Development. Advancement Plans describe the research and other investigation needed to develop the ideas into full MTI Plans and are reviewed and commented on by the MTAB and the public.

In [Phase II: Program Development](#), CalMTA conducts market research and collects data to inform MTI strategy and sound program logic, identify market barriers, and ensure that potential MTIs have viable market leverage points. This phase concludes with the development of an MTI Plan and supporting appendices for MT-ready ideas.

After MTI Plans are approved by the CPUC to move forward, [Phase III: Market Deployment](#) begins with CalMTA committing resources to implement strategic interventions that will break down structural market barriers. This work will be carried out by third-party firms solicited and selected through a formal Request for Proposals (RFP) process. In addition, third-party evaluation firms will be solicited and hired to verify reported market adoption and incremental program impacts.

CalMTA’s emerging MT portfolio includes seven ideas representing targeted technologies or practices in various stages of development including:

- Two MTI Plans were approved by the CPUC in November 2025 via [Decision 25-11-023](#) and will begin Phase III: Market Deployment in 2026.
- Three ideas are currently in the final stages of Phase II: Program Development with completed MTI Plans to be submitted as a second tranche of MTIs to the CPUC via an Application in the second quarter of 2026.
- Another two MT ideas are also in Phase II: Program Development, with the CalMTA team conducting ongoing research and investigation to determine MT viability and inform eventual MTI Plans.

Each of these ideas and their status are represented in the figure below and are explained in more detail in the following sections.

**Figure 2. MT ideas in development and deployment in 2026**



Additional ideas submitted through CalMTA’s open RFI process are being explored and could move through Phase I: Concept Development into Phase II: Program Development by the end of 2026.

## 2.1 First-ever MT initiative enters the market

### Room Heat Pumps MTI

CalMTA’s first initiative to be approved for implementation, the [Room Heat Pumps MTI](#), is now in Phase III: Market Deployment. This initiative aims to accelerate adoption of 120-volt plug-in heat pump space conditioners, a high-efficiency solution that provides dual heating and cooling for small residential spaces while eliminating the need for costly electrical panel upgrades.

Following the RFP released in late 2025, CalMTA will contract with a third-party implementer and launch Phase III: Market Deployment with an implementation plan for the Room Heat Pumps MTI in the third quarter of 2026. In addition, an RFP will be issued in the second quarter to identify an embedded third-party evaluation contractor for this MTI.

With these contracts secured, CalMTA will begin deploying interventions to achieve the outcomes identified in the [Room Heat Pumps MTI Plan](#).

#### *Ongoing Market Engagement & Phase III Activities*

CalMTA will continue to strengthen relationships in the RHP market by working closely with manufacturers and supply chain partners. To expand product availability, the team will deploy a technology challenge to RHP manufacturers focused on advancing product designs compatible with horizontal sliding windows, a dominant window form factor in California. We will also activate the supply chain by working with HVAC distributors and retailers to familiarize them with currently available RHPs.

By the end of the first quarter, CalMTA will lay the groundwork for retail channel mobilization by securing statewide agreements with national retailers to access full category sales data for qualified RHPs. In collaboration with aligned partners participating in the [Room Heat Pump National Collaborative](#), CalMTA will also create a plan for RHP product labeling and building consumer awareness, scheduled for completion in the third quarter.

CalMTA will continue to monitor RHP market activities across the California program landscape and, in the third quarter, will kick off external program alignment meetings with other Program Administrators and implementers to ensure effective coordination and collaboration in driving market transformation.

Also in the third quarter, CalMTA will complete the extended [Room Heat Pumps Self-Installation Practices Strategy Pilot](#). While the initial study launched in 2024 assessed residents’ ability to install the units without contractor assistance, ongoing research engaged 20 participants to attach

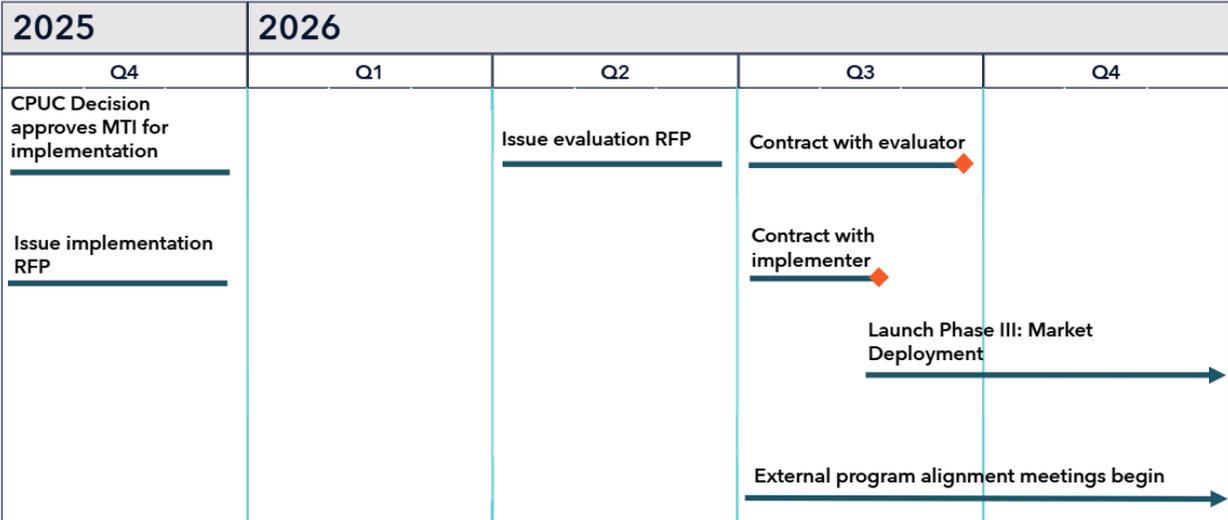


data loggers for temperature monitoring, provide monthly utility bills, and complete a survey. This data will offer insights into user behavior and RHP performance across a full 12-month cycle.

We will also continue to lead the National Room Heat Pump Collaborative in partnership with the [Northwest Energy Efficiency Alliance \(NEEA\)](#), [Consortium for Energy Efficiency \(CEE\)](#), and [New York State Energy Research and Development Authority \(NYSERDA\)](#). The Collaborative includes over 40 organizations with significant market influence, working together to raise awareness of RHP products, accelerate their integration into consumer-facing programs, expand product availability through manufacturer engagement, enhance data and research sharing, and provide a unified national voice for RHP specifications and labeling.

In 2026, the Collaborative seeks to expand membership to organizations aligned with California’s climate conditions and window form factor needs. Broadening participation will strengthen the Collaborative’s ability to engage with manufacturers more effectively and advance development of products that are well-suited to California building types.

**Figure 3. Room Heat Pumps MTI timeline**



◆ Final Deliverable      ✓ Application/Advice Letter

**2.2 Ideas in Phase II: Program Development**

CalMTA is working on six ideas in various stages of Phase II: Program Development, which will be ongoing in 2026. A summary of expected progress to be made this year can be found below.

**Induction Cooking MTI**

The [Induction Cooking MTI](#) was conditionally approved for Phase III: Market Deployment via CPUC [Decision 25-11-023](#) in November 2025. Pursuant to the conditional approval, CalMTA will revise the MTI Plan and resubmit via a Tier 2 Advice Letter in the first quarter of 2026. The



updated MTI will focus on accelerating the adoption of 120V plug-in induction cooking solutions, both with and without battery backup. These products can eliminate the need for electric panel or other site upgrades while delivering a high-quality cooking experience and offering a more efficient alternative to traditional electric resistance or gas ranges/cooktops.

Once approved, CalMTA will issue an RFP for implementation of the Induction Cooking MTI in the third quarter and select a contractor to launch Phase III: Market Deployment. The third-party contractor will then deliver an Implementation Plan for this MTI by the fourth quarter. Also in the fourth quarter, an RFP will be released to select an embedded third-party evaluation contractor for the Induction Cooking MTI.

### ***Ongoing market engagement***

CalMTA will continue strengthening relationships in the induction cooking market by collaborating with manufacturers on research initiatives and deepening engagement with retail channel partners. In the first quarter, we will establish the foundation for one of the Induction Cooking MTI's key strategic interventions by finalizing statewide agreements with national retailers to access full category sales data for induction products. We will also work with a subset of these retailers to familiarize them with the currently available 120V products and, in partnership with manufacturers, develop plans to introduce these products more widely in the retail channel.

Additionally, CalMTA will expand partnerships with multifamily property owners/managers and other key market actors to establish agreements that incorporate induction cooking products into their building upgrades. This work will include projects that are working towards full electrification of multifamily buildings as well as neighborhood-scale zonal electrification.

### ***Continuing research activities***

CalMTA will continue advancing collaborative research projects in 2026, including a decarbonization project at Villa Esperanza, a 32-unit affordable multifamily housing development in Los Angeles. In partnership with the [Association for Energy Affordability, Los Angeles Cleantech Incubator, Copper](#) and the [Stanford Doerr School of Sustainability](#), this project installed 120V "Charlie" induction ranges and indoor air quality (IAQ) monitors in residents' homes. Throughout 2026, CalMTA will continue collecting key data, including IAQ before and after equipment installation, induction range usage information, and user experience insights via a qualitative survey to all participating residents. Cooking usage data will include how often households cook with possible numbers of burners, how often and when they use the oven, and the peak power demand from both cooktops and ovens to inform battery-size needs.



Figure 4. Induction Cooking MTI timeline

2025	2026			
Q4	Q1	Q2	Q3	Q4
CPUC Decision grants conditional approval for MTI	Submit revised MTI Plan via Tier 2 Advice Letter to the CPUC		Issue implementation RFP	Contract with implementer Launch Phase III Issue evaluation RFP and contract External program alignment meetings begin

◆ Final Deliverable      ✓ Application/Advice Letter

In the second quarter of 2026, full MTI Plans for the following three ideas will be finalized and submitted in an application to the CPUC for approval to advance to Phase III: Market Deployment. This application proceeding is expected to take 10-12 months to conclude. CalMTA had anticipated approval through an Advice Letter process, which would have taken less time. Therefore these timelines represent an update from schedules that were previously shared.

**Commercial Rooftop Units (CRTUs) MTI**

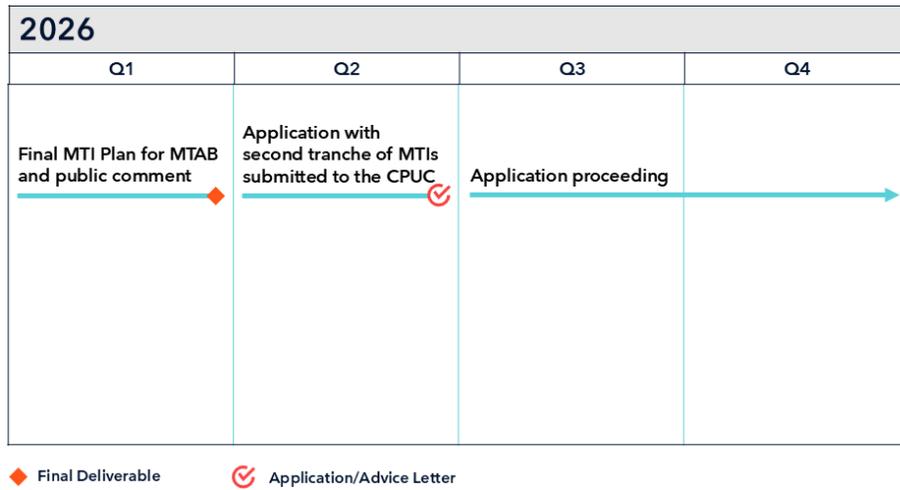
The [CRTUs idea](#) aims to increase the heating and cooling efficiency of California’s commercial buildings by accelerating statewide market adoption of high-performance heat pump RTUs with advanced features. The draft [CRTUs MTI Plan](#) was completed and posted for MTAB and public review at the end of 2025. In the first quarter of 2026, CalMTA will finalize the CRTUs MTI Plan and all appendices.

**Ongoing market engagement**

Throughout 2026, CalMTA will continue its regular monthly or bi-monthly coordination with other organizations working in the RTU market, such as NEEA and Minnesota’s [Center for Energy and Environment](#) (MN CEE). We will also remain active participants in CEE’s Commercial ACHP Committee Heat Pump RTU Project meetings, where national market actors collaborate to advance aligned RTU program specifications.



Figure 5. CRTUs MTI timeline



**Commercial Replacement & Attachment Window Solutions (CRAWS) MTI**

The [CRAWS idea](#) seeks to provide lower-cost options to traditional single-pane window replacement and transform the market for more affordable, energy-saving technologies, including commercial secondary windows (CSW).

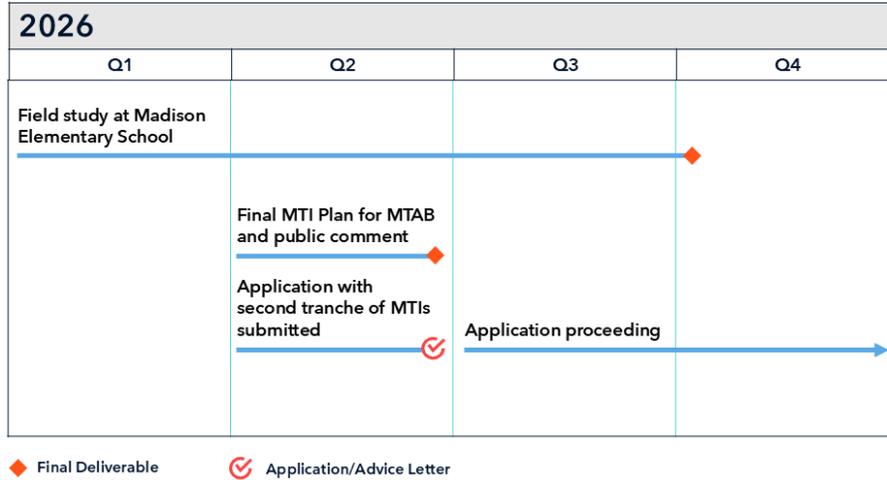
The CRAWS MTI Plan, including all appendices, will be developed and made available for MTAB and public review ahead of its submission to the CPUC in the second quarter.

***Ongoing market engagement and research activities***

Throughout 2026, CalMTA will continue Phase II activities for the CRAWS MTI, including a field study focused on energy impacts and non-energy benefits of CRAWS installation at a public elementary school in an ESJ community in Madera, California. CalMTA plans to host a tour of the school in the second quarter, highlighting the technology and initial outcomes of the installation. The study will conclude at the end of August 2026, capturing a full year of data collection. A final report will be delivered in the fourth quarter.



Figure 6. CRAWs MTI timeline



### Residential Heat Pump Water Heating (HPWH) MTI

The [Residential HPWH idea](#) seeks to align various California-wide efforts currently underway to accelerate market adoption of HPWHs an energy-efficient alternative to conventional gas and electric resistance water heating in the single-family and small multifamily property sectors.

The Residential HPWH MTI Plan, including all appendices, will be developed and made available for MTAB and public review in second quarter ahead of its submission to the CPUC.

#### *Ongoing market engagement and research activities*

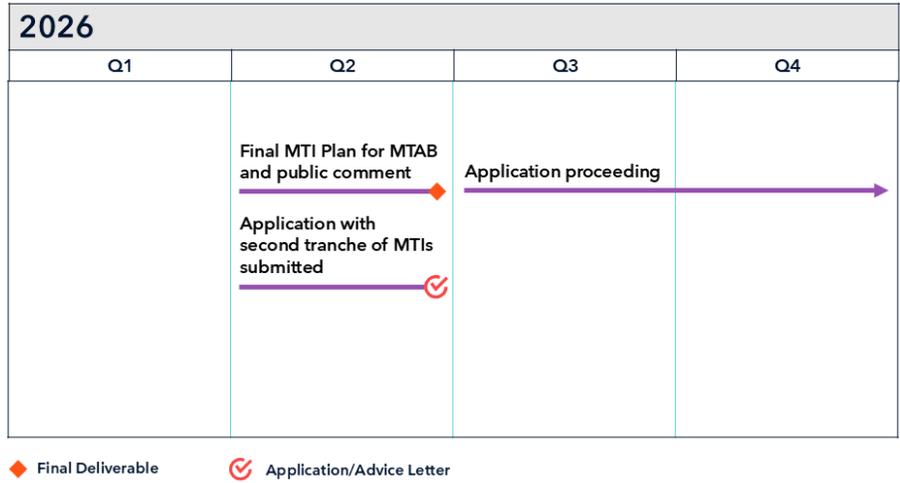
CalMTA will continue to coordinate with programs in California working to advance market adoption of residential HPWHs, including efforts related to program development, research activities, and manufacturer engagement. The team also plans to investigate research activities that can occur prior to Phase III, including research on California housing stock characteristics, development of a HPWH market segmentation tool, and data gathering on residential HPWHs in the small/medium retail channel.



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**Figure 7. Residential HPWH MTI timeline**



Phase II activities for the final two CalMTA ideas currently in development will continue throughout 2026. These activities will inform MTI Plan development prior to submitting an Application (or Advice Letter, pending CPUC direction) for approval in early 2027.

**Foodservice Water Heating**

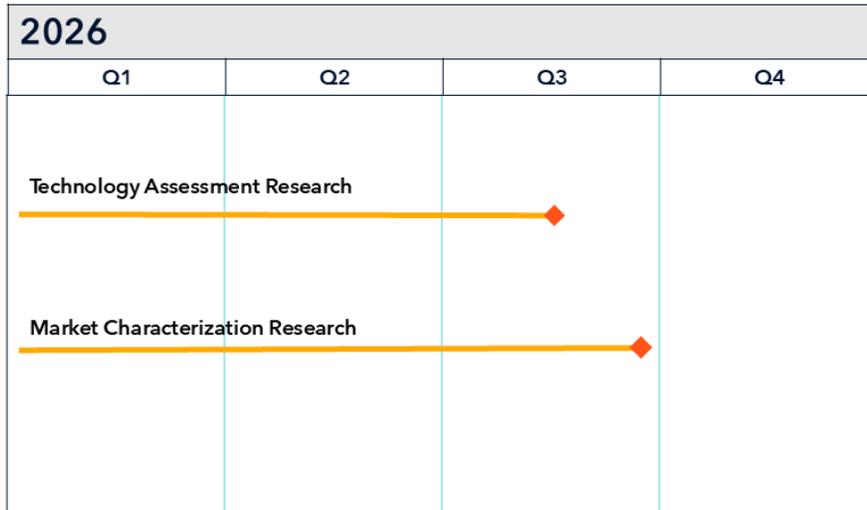
The [Foodservice Water Heating idea](#) seeks to transform the market for efficient, GHG emission-reducing water heating technologies in the foodservice industry.

Phase II research and activities for Foodservice Water Heating are progressing, with the development timeline modified from what was initially forecasted in the Advancement Plan. The revised timeline reflects the fact that this MTI Plan cannot be submitted for approval until the CPUC issues its decision on the 2026 application. CalMTA anticipates that future MTIs will be approved with an Advice Letter rather than a full application proceeding, enabling a more rapid approval process.

Ongoing Phase II activities for this MTI include the development of a Market Characterization report and Product Assessment report, which are both slated for release in the third quarter. Lab testing, field testing and site surveys will also be completed in 2026, with the results informing CalMTA’s final Product Assessment report.



Figure 8. Foodservice Water Heating Systems MTI timeline



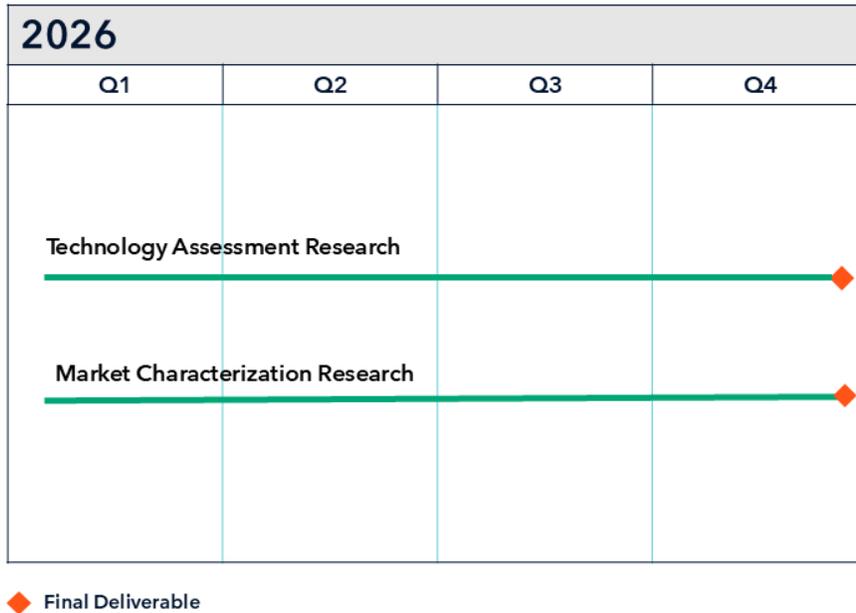
◆ Final Deliverable

### Commercial Building Efficiency Accelerator (CBEA) MTI

The [CBEA idea](#) aims to accelerate the adoption of energy efficiency, decarbonization, and demand response measures in California’s commercial building sector by advancing market adoption of life-cycle planning practices into standard building management and investment decision-making.

With the approval of the [CBEA Advancement Plan](#) in late 2025, Phase II activities are now underway. A Product Assessment and Market Characterization report, as well as an external program coordination plan, are all scheduled to be completed in the fourth quarter of 2026.

Figure 9. CBEA MTI timeline



## 2.3 Evaluation of MTIs

As California’s first MTIs enter the implementation phase, CalMTA will simultaneously pursue evaluation efforts. The [CPUC Decision \(19-12-021\)](#) that established CalMTA underscored the need for clear savings goals and other MTI metrics to ensure accountability and ongoing evaluation to mitigate performance risk. To fulfill this directive, CalMTA will apply the [MTI Evaluation Framework](#) developed in 2024, which defines the policies, principles, and high-level approaches for assessing the MTI portfolio.

Complementing this framework, our [Evaluation Advisory Group](#) will play a critical role in shaping and overseeing evaluation activities. This five-member team of experts provides guidance and unbiased recommendations on the MTI Evaluation Plans (Appendix F of each MTI Plan) as well as planning, selection, and review of third-party MTI evaluation activities. Through its work, the Evaluation Advisory Group helps ensure high-quality, credible, and appropriately independent evaluations. In 2026, CalMTA will seat one new member to the group to fill a vacancy.

### *Third-party Evaluation RFPs and contracting*

CalMTA will issue an Evaluation RFP for the Room Heat Pumps MTI in the second quarter of 2026, with a third-party evaluation firm contracted in the third quarter to launch activities such as monitoring market progress indicators, tracking milestones, and conducting annual evaluations. Assuming CPUC approval of the revised Induction Cooking MTI in second quarter, CalMTA will also release an Evaluation RFP for this initiative in the fourth quarter of 2026, with a third-party firm contracted to begin evaluation activities by the end of the year.



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### *Phase II ideas evaluation planning*

Evaluation Plans for all ideas in Phase II: Program Development are currently in progress, incorporating input from the Evaluation Advisory Group. For initiatives in the second tranche, these plans will be included with the full MTI Plans scheduled for submission to the CPUC in the second quarter.

## **2.4 Upcoming MT ideas**

CalMTA will continue scanning the market for MT opportunities throughout 2026, while also assessing viable ideas to advance into MTI development. The [Idea Portal](#) will remain continuously open, enabling interested parties to share recommendations for energy-efficient products and practices to be considered for MT development year-round. CalMTA's comprehensive, publicly available [online dashboard](#) will be updated with new ideas as they are submitted.

As many of CalMTA's MTIs move closer to implementation, we will continue soliciting new ideas to fill the portfolio pipeline. In 2026, we seek to develop one additional Advancement Plan if a viable idea is identified.

## **3 Applying an equity lens**

This year's efforts to integrate equity into MTI development will build on the resources created and strategies pursued in 2025 while responding to and anticipating the evolving needs of the MTI portfolio. Key activities include:

- Ongoing management and engagement of the [Equity Sounding Board](#) through three meetings and ad-hoc consulting hours, yielding critical insight to make MTI activities more inclusive and responsive to ESJ community needs
- Tracking and providing guidance on implementation of equity-focused interventions as Phase III MTIs move into market deployment
- Ensuring that MTI Plans for Phase II ideas reflect CalMTA's integrated equity approach and include thoughtful strategies to maximize benefits to ESJ communities
- Expanding existing and forming new relationships with equity stakeholders in California to increase understanding of CalMTA's work and identify allies with the potential to support MTI activities
- Maintaining and promoting internal resources, tools, and support that enable teams to consistently apply CalMTA's equity lens in MTI development and implementation.



## 4 Stakeholder engagement and communications

In 2026, the CalMTA team will build on the relationships established during the start-up period. As MTIs move into implementation, collaboration with existing programs becomes critical to ensure activities are aligned, eliminating duplication of efforts and minimizing customer and market actor confusion. We will also continue optimizing platforms and systems to effectively communicate with CalMTA stakeholders and other interested parties as our work progresses.

### 4.1 Program alignment and coordination

CalMTA will continue monitoring and engaging with existing efficiency-related programs in California and nationally with the objective of enabling all programs to more effectively meet their goals. Key 2026 activities include:

- Continuing regular coordination with key statewide entities, including the Investor-Owned Utilities (IOUs) codes and standards programs, IOU energy efficiency portfolio managers, the California Energy Commission (CEC) and CPUC programs, as well as CalNEXT
- Supporting external program coordination for Phase III MTIs as they move into market deployment, including documentation of agreed-upon approaches
- Developing the external program alignment and coordination approach for each Phase II MTI, including meeting with key external programs prior to MTI Plan finalization to identify areas of potential collaboration and exchange market insights
- Promoting public engagement opportunities to key external program stakeholders, including CalMTA's RFI process, *Idea to Initiative* information-sharing at MTAB meetings, and public comment period
- Maintaining a current understanding of the external program landscape relevant to each MTI through market monitoring, attendance at webinars/industry events, and documentation in CalMTA's customer relationship management (CRM) system.

### 4.2 External communications: Summary of reporting and documents to be shared

In 2026, CalMTA will develop and publish plans and reports, including market characterization studies, field studies, and comprehensive MTI Plans (as outlined in Section 7 of this document). These materials will be packaged and distributed through multiple channels as detailed below.

*Resources and reports at calmta.org.* Research findings, including market characterization studies, serve as important resources for stakeholders. CalMTA will ensure timely publication of these findings on our website to provide open and accessible information to the public.



*Annual and quarterly progress updates.* CalMTA will continue to produce and publish annual reports documenting finances, operational activities, and MTI development progress for the prior year. Quarterly activity reporting webinars will also be conducted to provide timely updates on ongoing work and comprehensive financial and operational updates, including progress toward the milestones outlined in this plan.

*Newsletter updates.* We will create and distribute regular email updates featuring information on CalMTA activities, MTAB meetings, and MTI development progress.

*Webinars and events.* To share MTI development updates, the CalMTA team will host webinars as needed and deliver presentations at industry events/conferences.

*CPUC service list.* CalMTA will provide updates to the service list for MTAB meeting notices, documents posted for public review and comment, or significant deliverables are posted to calmta.org.

*Social media and direct email.* CalMTA will conduct targeted engagement with key audience segments via social media platforms and direct email communications.

### 4.3 Public comment

CalMTA will solicit review and comment from MTAB and the public on key deliverables in 2026. These deliverables will be posted to calmta.org with feedback taken via the CPUC Public Document Area during open, formal comment periods. Timing for public comment on MTI Plans can be seen in Table 1 with comment summaries and responses provided by CalMTA following this process.

**Table 1. MTAB and public review periods for CalMTA documents**

Document	Review	Timing of comment
CRTUs MTI Plan	MTAB & public comment	1 <sup>st</sup> quarter
Residential HPWH MTI Plan	MTAB & public comment	2 <sup>nd</sup> quarter
CRAWS MTI Plan	MTAB & public comment	2 <sup>nd</sup> quarter

## 5 Administration and operations

To ensure ongoing efficiency of CalMTA’s operational and administrative infrastructure, the processes listed below will continue to be implemented and iteratively streamlined and updated:

- Contract management with subcontractors and vendors
- Ongoing management and compliance monitoring of conflict-of-interest policies



- Maintenance, management, and assessment of IT and data systems including developing and managing the Idea and Solicitations Portals
- Staffing and project management
- Development and execution of an annual Operations Plan

## 5.1 Solicitations and reporting

CalMTA will significantly accelerate procurement and reporting activities in 2026, driven by upcoming third-party solicitations and contracting as well as the associated reporting requirements.

### *Third-party MTI contracts*

CalMTA will execute and manage four new major implementation and evaluation contracts in 2026 that are essential to our mission of market transformation. Leveraging CalMTA's [Solicitations Portal](#) developed in 2025, RFPs for both the Room Heat Pumps and Induction Cooking MTIs will be issued, procured, and initiated this year as outlined in Table 2.

These contracts are solicited through a transparent, fair, and competitive process, with proactive steps taken to encourage supplier diversity and follow procurement best practices. CalMTA will evaluate proposals submitted in response to each RFP using a standardized scoring process that includes review by a multiple-person, cross-functional team, use of an approved scoring rubric, and scheduled interviews with high-scoring bidders to ensure selection of a qualified implementer or evaluator.

**Table 2. 2026 RFPs to be issued and launched**

RFP name	RFP issued	Contract launch
Room Heat Pumps Implementation	Fourth quarter 2025	Third quarter 2026
Room Heat Pumps Evaluation	Second quarter 2026	Third quarter 2026
Induction Cooking Implementation	Third quarter 2026	Fourth quarter 2026
Induction Cooking Evaluation	Fourth quarter 2026	Fourth quarter 2026

### *Key performance indicator scorecard*

CalMTA will continue to publish a [quarterly scorecard](#) for key performance indicators (KPIs) via calmta.org. Launched in 2025, the scorecard tracks financial performance and progress on operational goals. Because no MTIs were yet in Phase III: Market Deployment, last year's scorecards focused solely on Operations Plan milestones. In the fourth quarter of 2026, we will expand the scorecard to include KPIs related to Phase III: Market Deployment, including MTI-focused metrics and MTI-specific equity indicators for Room Heat Pumps and Induction Cooking.



### *CalMTA organizational review*

In 2025, CalMTA issued an RFP to select a firm to conduct an organizational review of CalMTA's operations and identify opportunities to improve practices and systems developed during CalMTA's three-year start-up period, including those related to communication, administration, MTI management, and overall organizational effectiveness. Proposals were scored by a team of CalMTA and CPUC Energy Division staff, and a consultant was selected and contracted with at the end of 2025. The work will continue into the first half of 2026 with a final report scheduled for delivery in the second quarter.

## **5.2 Market Transformation Advisory Board**

In 2026, CalMTA plans to hold two-to-three in-person [MTAB meetings](#) and an additional two-to-three virtual meetings as needed. These will be supplemented by four quarterly webinars providing updates for MTAB members and the public (see 4.2 External Communications). To support these sessions, CalMTA will manage all logistics and prepare meeting packets including agendas, memos, reports, and other materials to facilitate discussions on CalMTA operations and MTI development.

We will also initiate a recruitment and selection process for three MTAB seats with terms expiring in 2026. This effort is scheduled for the first and second quarters, with new members expected to be seated by April. The recruitment process will include an open application period, review of submissions, and recommendations to the CPUC for final appointment.

Key MTAB activities for 2026 include updates from staff and/or review of the following:

- The draft CRAWs and Residential HPWH MTI Plans and appendices via the *Idea to Initiative* education series in the first quarter
- Revisions for the Induction Cooking MTI Plan in the first quarter
- Review of this Operations Plan and CalMTA budget
- Progress toward MPIs for initiatives in implementation
- Kick off for sharing of Foodservice Water Heating Systems and CBEA research and MT theory via the *Idea to Initiative* education series in the fourth quarter.

## **5.3 Policy alignment, regulatory filings, and budget**

### *Policy alignment*

CalMTA will maintain alignment with current and emerging policies in California and nationally through ongoing monitoring and analysis. Relevant activities include tracking relevant regulations and legislation, conducting research, and summarizing findings in memos, presentations, and other materials. These efforts ensure CalMTA leadership and MTI teams remain informed about the evolving regulatory landscape while supporting strategic decision-making.



CalMTA will also track and potentially participate as a party to the CPUC proceeding for energy efficiency and upcoming Program Administrator applications for program years 2028 - 2031. Tracking and participation can potentially extend to other proceedings relevant to CalMTA and MTIs, such as those related to building decarbonization, long-term gas systems, and enhanced demand response.

CalMTA will monitor and engage with the California Energy Commission (CEC) and California Air Resources Board (CARB) in rulemakings and proceedings that are related to appliances and market sectors relevant to active MTIs. This includes engagement on building energy performance (Title 24, Part 6 of the California Energy Code) and zero-emissions appliance standards, as well as the CEC's Building Performance Standards (BPS) work and California Building Energy Action Plan.

### **Regulatory filings**

In 2026, CalMTA anticipates filing two key documents for CPUC approval, listed here and described throughout this document. They include:

- A Tier 2 Advice Letter for the revised Induction Cooking MTI in the first quarter
- An Application for a second tranche of MTIs including CRTUs, CRAWs and Residential HPWH MTIs in the second quarter

### **Budget**

CalMTA will report on funding authorizations and budget expenditures at quarterly report webinars. Per CPUC directive in D.25-11-023, CalMTA will also file an Annual Report on the same schedule as other energy efficiency portfolio administrators which will detail spending, results, bill impacts, and progress toward metrics, goals, and timelines of the MTI Plan. The 2026 Operations Budget can be found appended to this plan at [ADD LINK WHEN FINAL.](#)

## **6 Milestones by quarter**

CalMTA will initiate, continue, and complete a robust series of activities over the course of 2026. The table below provides a quarterly breakdown of when key milestones will be completed. Color coding per key below indicates the related topic for each activity listed.



**Table 3. Activities summary**

MT idea development (18)	An equity lens (5)	Stakeholder engagement & communications (9)	Administration & operations (16)
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<b>1st quarter activity</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Final CRTUs MTI Plan for MTAB and public comment	○			
Finalize statewide engagement contracts with national retailers for Induction Cooking stocking incentive	○			
Finalize statewide engagement contracts with national retailers for RHP stocking incentive	○			
Submit revised Induction Cooking MTI Plan via Tier 2 Advice Letter to the CPUC	○			
Host Equity Sounding Board meeting Q1	○			
<i>Idea to Initiative</i> education series for upcoming MTIs	○			
Publish 2025 Annual Report	○			
Publish 2026 Operations Plan	○			
Hold Q4 2025 quarterly report webinar + publish KPI scorecard	○			
Hold Q1 MTAB meetings	○			
Recruit for MTAB members whose two-year terms expire in April 2026	○			
Seat a new member to the Evaluation Advisory Group due to a vacancy	○			
<b>2nd quarter activity</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Final CRAWs MTI Plan for MTAB and public comment		○		
Final Residential HPWH MTI Plan for MTAB and public comment		○		
Host Equity Sounding Board meeting Q2		○		
Hold Q1 2026 quarterly report webinar + publish KPI scorecard		○		
Application with next tranche of MTIs submitted to CPUC		○		
Hold Q2 MTAB meeting		○		
Seat new MTAB members for those whose two-year terms expired		○		
Final Organizational Review completed and delivered to CPUC/MTAB		○		
Issue Evaluation RFP for RHP initiative		○		



<b>3rd quarter activity</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Release Foodservice Market Characterization report			○	
Complete Foodservice product assessment report			○	
Launch RHP Phase III: Market Deployment with implementation plan			○	
Contract with third-party implementer for RHP initiative			○	
Contract with third-party evaluator for RHP initiative			○	
Hold Q3 MTAB meeting			○	
Issue implementation RFP for Induction Cooking initiative			○	
Hold Q2 2026 quarterly report webinar + publish KPI scorecard			○	
Kick off external program alignment meetings for RHP			○	
<b>4th quarter activity</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
Release CRAWs field study report				○
Release CBEA market characterization report				○
Complete CBEA product assessment report				○
Launch Induction Cooking Phase III: Market Deployment with implementation plan				○
New idea #8 Advancement Plan				○
Develop agreements to include induction in their facility updates with one of the following: building owners, property managers, or remodelers				○
Select manufacturers that can meet RHP tech challenge				○
Host Equity Sounding Board meeting Q4				○
Recruit and seat Equity Sounding Board members to fill four vacancies				○
Kick off external program alignment meetings for Induction Cooking				○
Kick off <i>Idea to Initiative</i> education series for CBEA and Foodservice				○
Hold Q3 2026 quarterly report webinar + publish KPI scorecard				○
Hold Q4 MTAB meeting				○
MTI scorecard launch				○
Issue evaluation RFP for Induction Cooking initiative				○
Contract with third-party implementer for Induction Cooking				○
Contract with third-party evaluator for Induction Cooking Initiative				○

