



Pre-Bid Webinar for Induction Cooking MTI Implementation

Monday, June 8, 2026

9:30am– 10:30am

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.
- We will answer questions at the end. Submitted questions will be read aloud and an answer will be provided to the group.

Introductions



Jeff Mitchell
Principal of Market
Transformation



Clarissa Kusel
Program Manager,
Induction Cooking



Taqua Ammar
Project Manager



Elaine Miller
Principal, Market
Transformation Strategy



Alyssa May
Program Consultant,
Marketing &
Communications

Agenda



- CalMTA overview
- RFP timeline
- Induction Cooking MTI overview
- Implementation tasks review
- RFP budget estimate
- RFP submission process
- Open Q&A

Meet CalMTA



- CPUC established a statewide market transformation administrator to supplement traditional efficiency approaches via 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
- Two initiatives are now approved for implementation in via [Decision 25-11-023](#): Room Heat Pumps and Induction Cooking
 - Induction Cooking MTI [will deliver over \\$495M in TSB](#) over its 20-year lifetime

Induction Cooking MTI RFP timeline



Induction Cooking Market Transformation Initiative

Elaine Miller | Principal, Strategy



Product definition



- Permanently installed electric cooktops and all-electric ranges using either induction or radiant electric technology
- Cooktops and ranges that use radiant technology must be certified to the current version of the ENERGY STAR® specification
- 240V products and new 120V induction cooktops and ranges (battery- and non-battery-equipped)
- Excluded: Cooktops and ranges with coil-style heating elements, standalone wall ovens, and induction cooking products that sit on top of the counter/designed to be mobile

Induction cooking MTI summary



- **Target Markets:** Multi- and single-family households, especially in ESJ communities
- **Key activities:** Manufacturer engagement on 120V products, demand aggregation, inclusion of induction products in downstream programs, retail engagement, ENERGY STAR specifications, and building market awareness
- **Goal:** Affordable efficient, electric cooking becomes the norm in multi-/single-family households and supports California's overall decarbonization goals

Market barriers

- Existing CA homes build for gas cooking (120V) and no affordable 120V electric options
- Higher product and installation costs
- Cultural and consumer attachment to gas cooking
- Low consumer awareness of induction and its benefits
- Need for new cookware when converting to induction (for some)
- Electric bill impacts, especially for ESJ communities moving from gas

Vision of a transformed market



- MF property management firms and building owners increasingly include 120V products as they upgrade their buildings
- Market share of 120V induction products grows (both battery and non-battery equipped)
- Average price of induction ranges and cooktops decline
- Consumers utilize induction 120V battery-equipped products for increased energy benefits
- Efficient electric cooking products are the norm when purchasing a cooktop or range in CA

Theory of market change



Interventions

Outcomes

Manufacturer engagement, MF demand aggregation, 120V retail availability, and building market awareness

- 120V product roadmaps / licensing
- Introduction to retail
- MF building owner demand aggregation
- Awareness grows

Near-term

Demand stimulation, program inclusion, awareness building, retail availability

- Product availability grows
- Incremental cost to purchase/install declines
- Awareness and demand grows
- Market share grows

Mid-term

Higher levels of ENERGY STAR, retailer engagement, inclusion of affordable 120V in CA programs

- Availability of products for CA grows
- Market share grows
- Costs decline
- Efficient cooking becomes the norm

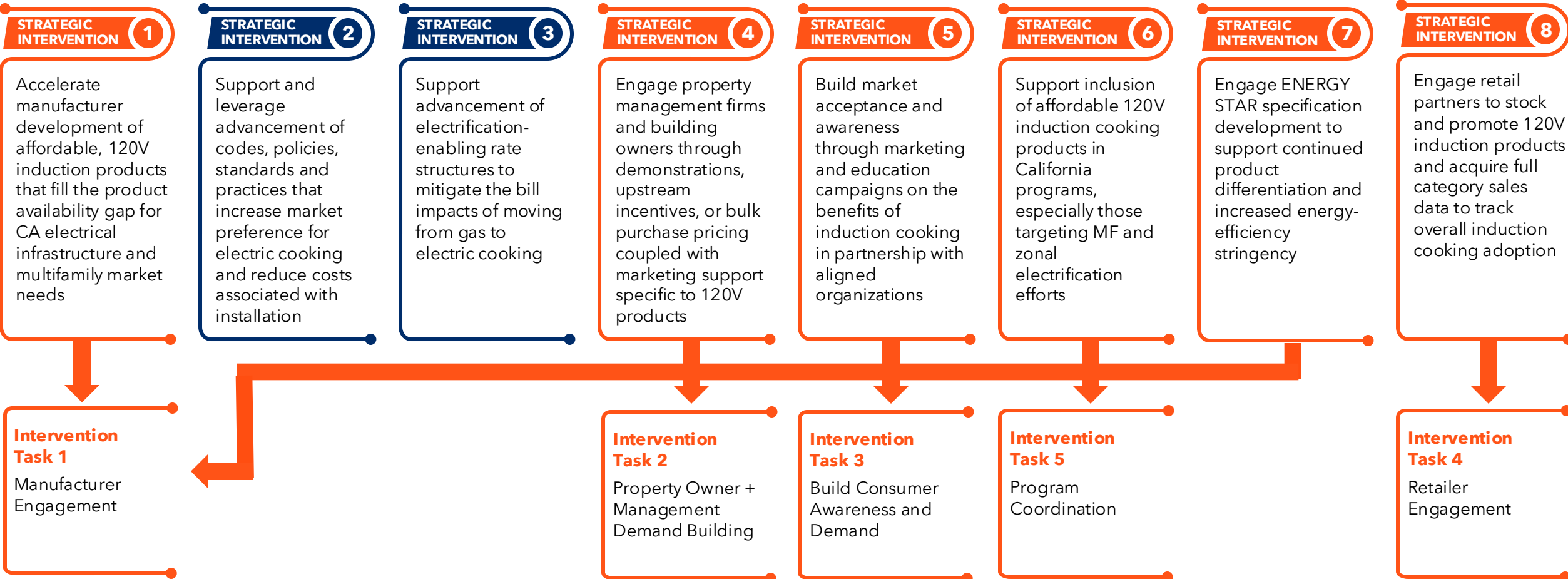
Long-term

RFP Implementation Tasks

Clarissa Kusel | Program Manager



Logic model interventions mapped to RFP Implementation Tasks



Intervention Key

- Orange-labeled interventions map to key intervention tasks of the RFP.
- Blue-labeled interventions map to key intervention areas that will be led by CalMTA staff and coordinated with RFP tasks.

Task 1: Engage manufacturers on product development and production of 120V products



- **Overall goal:** Address barriers of product availability suitable for CA market and develop affordable 120V induction products
- **Key activities:**
 - Cultivate relationships with key manufacturers to influence 120V product development/product licensing
 - Support product testing/demonstrations for 120V induction cooking products
- **Outputs:**
 - Develop strategic engagement plans and product roadmaps
 - Product testing/demonstration documentation to inform performance, usability, and cost considerations
 - Business case on market demand and investment opportunities for manufacturers.

Task 2: Engage property management firms and multifamily building owners



- **Overall goal:** Build market demand in critical multifamily market
- **Key activities:**
 - Identify and engage local CBOs and multifamily building owners/firms to promote and install affordable induction products
 - Support pilot programs and buy-downs to introduce 120V products
 - Coordinate with and leverage other energy efficiency and decarb programs targeting building owners
- **Outputs:**
 - Educational tools for building owners, operators, and tenants
 - Bulk purchase agreements
 - Documentation of multifamily pipeline to track participation and demand signals.

Task 3: Build consumer awareness

- **Overall goal:** Increase awareness and build demand signal for induction cooking
- **Key activities:**
 - Conduct market research on messaging and engagement channels
 - Develop market-informed consumer awareness campaigns
 - Deploy marketing strategies and tactics, including partnerships with manufacturers, local programs, and CBOs
- **Outputs:**
 - Consumer-focused marketing and communications strategy
 - Consumer multilingual/plain language education materials
 - Campaign performance-tracking.

Task 4: Engage retail partners on 120V induction cooking product stocking and sales



- **Overall goal:** Increase 120V induction cooking products available in retail
- **Key activities:**
 - Develop and deploy training for retail sales staff to educate shoppers about 120V induction
 - Analyze full category ESRRP sales data to inform retail stocking incentive strategy/design
 - Leverage retail partnerships to introduce 120V induction products
- **Outputs:**
 - Retail engagement strategy to increase stocking/promotion of 120V products
 - Training tools for retail staff to promote and sell induction
 - Point-of-purchase marketing tools for the retail channel.

Task 5: Coordinate with and leverage other California programs



- **Overall goal:** Reduce market confusion, leverage resources, and build demand
- **Key activities:**
 - Finalize and deploy joint coordination plans between CalMTA and local programs, especially those targeting multifamily properties and ESJ communities
 - Participate in regular meetings with key program teams
 - Provide data and analytic support for measure package development
- **Outputs:**
 - Implement coordination plans
 - Ongoing market monitoring to identify areas of coordination.

Near-term market milestones

- At least one major manufacturer with 120V induction in its product roadmap by end of 2027
- Three purchase agreements in place with key property owners or managers with multiple properties in California by end of 2027
- Multifamily and zonal electrification programs increasingly utilize 120V products
- Increasing percentage of consumers value health and safety benefits of induction when considering cooking products.

Budget estimates



	Contract period 1 Q4 2026 + 2027	Contract period 2 Estimated 2028	Contract period 3 Estimated 2029
Task 1: Manufacturer Engagement	\$800,000	\$400,000	\$100,000
Task 2: MF Building Engagement	\$600,000	\$300,000	\$300,000
Task 3: Awareness Building	\$2,000,000	\$2,200,000	\$2,200,000
Task 4: Retail Engagement	\$400,000	\$300,000	\$400,000
Task 5: External Program Coordination	\$125,000	\$200,000	\$200,000
Total	\$3,925,000	\$3,400,000	\$3,200,000
Incentives to Leverage	\$725,000	\$2,000,000	\$1,500,000

Other considerations



- CalMTA encourages bidders to suggest additional and/or alternate implementation ideas if, based on experience, they see additional ways to accelerate induction cooking adoption.
- Keep contract length in mind: the initial contract term is Q4 2026 and all of 2027 with annual renewals.
- Demonstrate meaningful efforts to integrate equity, diversity, and inclusion into internal operations and external work by highlighting any experience working in ESJ communities.



Submission Process

Taqua Ammar | Project Manager

Submission process

- Download the zip file of RFP documents from CalMTA's website ([Induction Cooking Market Transformation Implementation RFP](#))
- 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" form. 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 PT on Friday, July 17.** 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 (Program Services Agreement will be provided upon receipt of a signed NDA).

Bidding practices & teaming

- CalMTA encourages strategic partnerships between firms to create the most effective bidding team.
- CalMTA encourages any firms looking for a partner to fill out the CalMTA [RFP Firm Teaming Form](#) linked in the RFP portal.
- Diverse firms are encouraged to team and/or bid
 - RFP evaluation includes points for firms/teams that hold diverse supplier certification.

Ongoing Q&A and Support



- Q&A documents will only be accessible to those that complete the Intent to Bid form.
- Questions can be submitted through CalMTA portal until **5pm PT on Friday, June 26.**
- CalMTA will reply to questions approximately every two business days to provide immediate support to bidders.
- Q&A from this webinar will also be summarized and posted.
- For technical issues accessing the portal, documents, etc., use the technical support form in the portal or email info@calmta.org.

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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