

# **Induction Cooking Market Transformation Initiative**

Appendix A: Logic Model

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

### **Barriers/ Opportunities**

**Existing California** homes built for gas no affordable 120\ electric options tha

ultural and consume

**New ENERGY STAR** specification for cooking products and IRA funding

New federal standards for cooking going into effect in 2028

New market entrants and national partners generating manufacturer momentum on 120V batteryequipped range products offering additional energy and grid benefits

7. Engage

California electrification momentum and growing awareness of IAQ benefits of electric cooking driving additional polices

#### Strategic Interventions



MTľs Role

Markeť s Response

Interventions with a focus on equity considerations

1. Influence manufacturer development of affordable,120V battery-equipped ranges that fill the product availability gap for CA electrical infrastructure and multifamily market cooking needs

2. Support advancement of codes. policies, standards, and practices that increase consumer preference for electric cooking and reduce costs associated with installing electric

3. Support advancement of electrificationenabling rate structures to mitigate the bill impacts of moving from gas to electric

ဂိုဂိုဗိ 4. Engage influential builders. remodelers, and property management firms through incentives or bulk purchase pricing coupled with marketing support cooking

5. Build consumer acceptance and awareness through marketing and education campaigns on the benefits of induction cooking in partnership with aligned organizations

6. Support inclusion of affordable induction cooking products in California programs and use of IRA funding

specification development to support continued product differentiation and increased energy efficiency stringency

**ENERGY STAR** 8. Deploy midstream stocking incentives that motivate retailers to target ESJ communities with more affordable induction products

## **Outputs**

Tech challenge released and purchase agreements in place for guaranteed unit purchase with large MF property owners

Agreements in place for expansion of product licensing for manufacture of 120V battery-equipped range products

CA policy map and advocacy plans with appropriate CalMTA role identified to support advancement of codes, policies, standards and rate structures with

Agreements with key Marketing plan, assets, builders, remodelers and and key partner coproperty management firms in marketing agreements place of either per unit in place incentives, bulk purchase pricing, and/or pot giveaways

Program tools (use cases, benefits messaging, manufacturer product buy downs) delivered for programs to leverage

Awareness and preference for

efficient electric cooking

increases (A11, A12, A13, A14,

A15 and A16)

**ENERGY STAR** roadmap and engagement plan armed with data

Programs include product as

measure, especially in programs

that target ESJ customers (P21)

Average price of induction ranges

and cooktops decline (B7)

Retailer partner agreements. incentive tracking, and retail data sharing

Retail partners stock and

sell more affordable

products in ESJ

predominant

communities (R9 and

R10)

#### **Outcomes**

**Short-Term** (1-2 yrs) 2025-2026

> **Med-Term** (3-5 yrs) 2026-2029

Long-Term (6-10+yrs)

**IMPACT** 

Manufacturers respond with plans for product roadmaps of 120V batteryequipped induction range products (M1)

Increased availability of 120V battery-equipped induction range products (M2 and M3)

Consumers utilize induction 120V battery-equipped range product as tool for increased energy benefits (resilience, DR) (A17 and A18)

supporting data and research

Prevalence of

electrification-

enabling rate

structures grows

across the state

(L22)

CARB and air quality

districts set zero emissions

appliance standards that

impact the sale of new

cooking products (S23)

induction cooking grows in new construction (B4) Builders in both single-family and multifamily increasingly utilize induction

Builders change design

plans and installation of

Market share of induction and ENERGY STAR certified electric radiant cooking products increase relative to gas cooking products (B6)

products (B5)

Market share of efficient electric products reaches majority for all cooktops and ranges sold in CA (U19)

By 2035 efficient electric cooking products are the norm when purchasing a cooktop or range in CA

EPA develops version 2.0 of **ENERGY STAR specification for** cooking which includes increased efficiency and provisions for 120V battery-equipped range product (S8)

> **Key for Market Progress** Indicators (MPIs) included in each market outcome

- A: Awareness
- **B**: Builders
- L: Regulatory
- M: Manufacturers
- P: Program
- R: Retail
- S: Code/Standard U: Units