

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**

homes built for gas no affordable 120∖ electric options tha

Tech challenge

released and

purchase

agreements in place

for quaranteed unit

purchase with large

MF property owners

Manufacturers respond with plans for

product roadmaps of 120V battery-

equipped induction range products

(M1)

Increased availability of 120V

battery-equipped induction range

product (M2 and M3)

Consumers utilize induction

120V battery-equipped range

product as tool for increased

energy benefits (resilience,

DR) (A17 and A18)

ultural and consume

when converting to

New ENERGY STAR specification for cooking products and IRA fundina

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

ENERGY STAR

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

8. Deploy

Strategic Interventions



MTI's 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 needs

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

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

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

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

Marketing plan, assets,

and key partner co-

marketing agreements

in place

Awareness and preference for

efficient electric cooking

increases (A11, A12, A13, A14,

A15 and A16)

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

Program tools (use

cases, benefits

messaging, manufacturer

product buy downs)

delivered for programs to

leverage

product differentiation and increased energy efficiency stringency

Average price of induction ranges

and cooktops decline (B7)

ENERGY STAR roadmap and engagement plan armed with data

specification midstream stocking development to incentives that support continued motivate retailers to target ESJ communities with more affordable induction products

> Retailer partner agreements. incentive tracking, and retail data

> > sharing

Outcomes

Outputs

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

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

Long-Term (6-10+yrs)

Agreements in place for expansion of battery-equipped range products

product licensing for manufacture of 120V

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

builders, remodelers and property management firms in place of either per unit incentives, bulk purchase pricing, and/or pot giveaways

Agreements with key

Builders change design plans and installation of induction cooking grows in

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

products (B5)

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

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

Programs include product as measure, especially in programs that target ESJ customers (P21)

Retail partners stock and sell more affordable products in ESJ predominant communities (R9 and R10)

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

IMPACT

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