



August 19, 2024

MEMORANDUM

TO: Market Transformation Advisory Board

FROM: Nick Fiore, Program Manager
Katie Teshima, Program Manager
Alexis Allan, Market Transformation Strategy Manager
Elaine Miller, Senior Manager, Market Transformation Strategy

SUBJECT: MTI Advancement Plan Feedback Memo: Commercial Replacement and Window Solutions and Residential Heat Pump Water Heating

CalMTA would like to thank both the Market Transformation Advisory Board (MTAB) and the public for the feedback provided on two market transformation initiative (MTI) Advancement Plans including Commercial Replacement and Attachment Window Solutions (CRAWS) and Residential Heat Pump Water Heating. The draft Advancement Plans were posted for comment on the California Public Utility Commission's (CPUC) [Public Document Area \(PDA\) website](#) from June 19 - July 11, 2024. During the comment period we received 43 responses. This memo provides a high-level summary of the feedback and highlights themes that cut across the two Advancement Plans. Documents that summarize the specific feedback received and CalMTA's responses are attached.

Codes and Standards

CalMTA received several comments regarding codes and standards, emphasizing the importance of aligning with existing and upcoming regulations. Codes and standards are an integral part of the market transformation program development process and CalMTA collaborates closely with California's codes and standards programs to ensure that initiatives are supported and in sync. CalMTA also understands further research opportunities exist to better understand the policy landscapes that could impact the proposed MTIs and has incorporated this feedback into the research sections of the Advancement Plans. CalMTA will continue to track the progression of state and national standards/mandates and adjust strategies accordingly.

Barriers and Challenges

Advancement Plan feedback included recommendations for additional barriers and challenges pertaining to technology, contractors, and market readiness. CalMTA incorporated these suggestions into the Advancement Plans and added details to some sections to provide better clarity. CalMTA recognizes that the barriers listed in the Advancement Plans represent a high-level

overview of perceived barriers which limit the adoption of the technology in the market. These barriers will be verified during Phase II through the research and program development work outlined in Section 6 of each Advancement Plan.

Market Progress Indicators

Several comments recommended additions or adjustments to the market progress indicators described in Section 4.10, Tables 1 and 2 of the Advancement Plans. These indicators reflect CalMTA's preliminary progress metrics based on current thinking about the eventual market interventions for this proposed MTI. A more comprehensive set of progress indicators and equity metrics will be established during the development of the refined, formal logic model created for Phase III: Market Deployment. Feedback from the public and MTAB was insightful and has been incorporated into the indicated section of the Advancement Plans.