



Market Transformation Advisory Board (MTAB) Meeting

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

Agenda



Time	Agenda Item	Presenter
3:00 p.m.	1. Welcome & Agenda	Stacey Hobart
3:05 p.m.	2. COI Declarations & Review draft MTAB meeting notes 7/12/24	Stacey Hobart
3:10 p.m.	3. Comment Summary on Draft Advancement Plans: <ul style="list-style-type: none"> Residential Heat Pump Water Heating Commercial Replacement & Attachment Window Solutions 	Jeff Mitchell
3:25 p.m.	4. Strategy Pilot Updates	Jeff Mitchell
3:40 p.m.	5. 2nd Quarter Financial Review	Jim Giordano
4:05 p.m.	6. Introduction to Idea to Initiative Campaign	Stacey Hobart
4:40 p.m.	7. Public Comment	
4:50 p.m.	8. Next Meeting & Next Steps	Stacey Hobart
5:00 p.m.	<i>Adjourn</i>	

Phone participants will be muted throughout the meeting and can raise their hand during the public comment period to be unmuted.

MTAB Declaration of COI

MTAB Eligibility

- Can't receive funding from CalMTA or be in pursuit of funding

Recusal Requirements

- Can't bid on RFP/RFQ if giving input after Phase I
- Those with competitive interest can recuse from discussion, but must leave MTAB if responding to RFP
- Agree not to influence remaining MTAB
- Interpretation, if needed, done by CPUC staff

Transparency

- Public meetings & process where COI concerns can be raised by the public



CalMTA COI Policies



- The CalMTA program has robust COI policies to ensure decision-making is transparent, impartial, and unbiased.
- The Resource Innovations team that administers CalMTA has deep experience implementing market transformation and other energy efficiency programs in California and throughout North America.
- Resource Innovations employees and subcontractors who function in decision-making roles for CalMTA are firewalled from any ongoing work with California utilities or other covered entities and sign COI certifications.
- CalMTA seeks CPUC approval when there is a need to draw on specialized expertise from subject matter experts who also support work with covered entities.



Draft MTAB meeting notes – 7/12



A photograph of a modern building's interior lobby. The space is characterized by large glass walls and a prominent, cylindrical metallic pillar. A revolving glass door is visible on the right side. The floor is highly reflective, mirroring the surrounding architecture and light. The overall atmosphere is bright and professional.

3 Comment Summary on Draft Advancement Plans

Jeff Mitchell
Principal, Market Transformation

Advancement Plan Feedback Timeline



6/10/2024. Advancement Plans included in June MTAB packet

6/14/2024. Advancement Plans presented and discussed with MTAB

6/20/2024. Advancement Plans posted for public comment on PDA

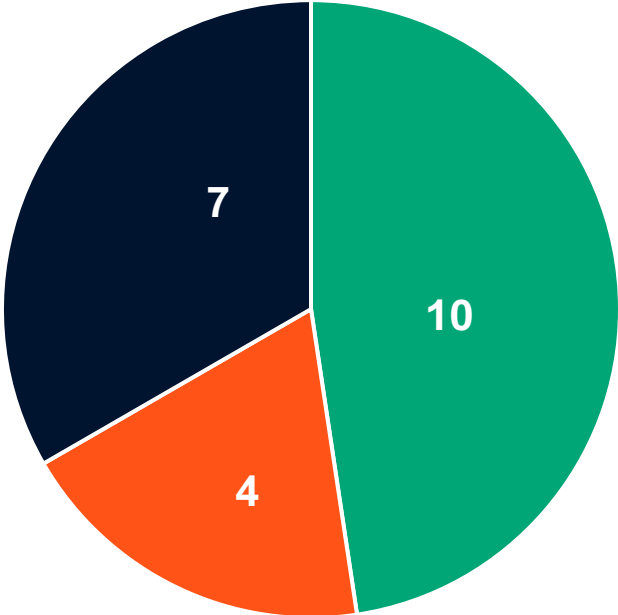
7/11/2024. Public comment period closed

8/20/2024. Comment response memo shared with MTAB and posted on CalMTA.org

Residential Heat Pump Water Heating



Advancement Plan Comments



■ MTAB ■ Public ■ CPUC

Comments and responses: risks



Consider additional risks: (1) duplication of efforts with other programs and initiatives; (2) policies mandating HPWHs negate the need for a market transformation initiative

Response:

Added suggested risks to Table 9
MTI risk review

Comments and responses: stakeholders



Consider additional HPWH program stakeholders: California Heat Pump Partnership, PG&E's WaterSaver and SCE's SmartShift Rewards Hot Water programs

Response:

Added programs to Table 8 stakeholder list and/or Section 4.4 Points of leverage and strategy interventions

Comments and responses: mobile homes



Address barriers related to space constraints in manufactured and mobile homes

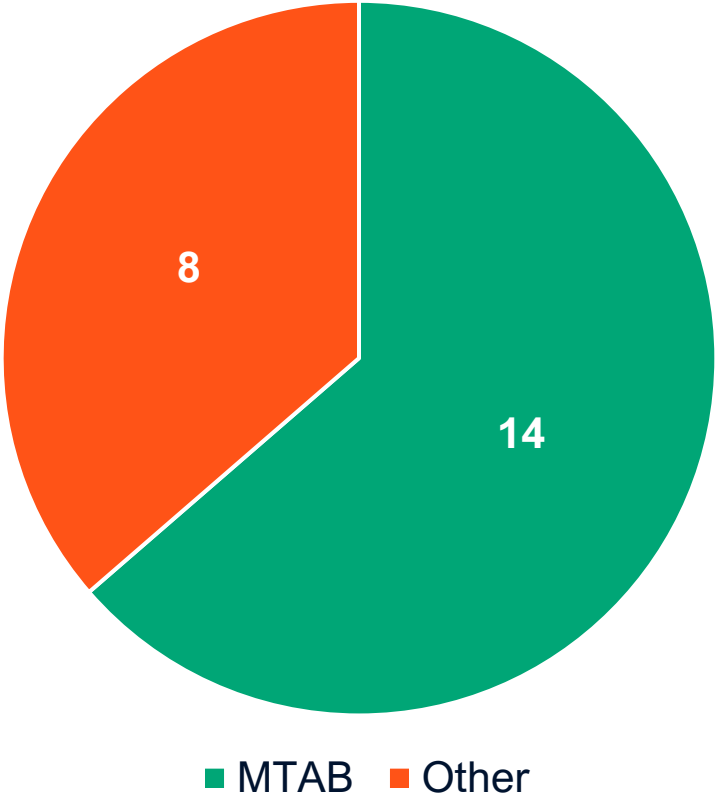
Response:

Updated Section 4.5
Environmental & social justice to discuss specific sizing barriers for manufactured and mobile homes

Commercial Replacement and Attachment Window Solutions



Advancement Plan Comments



Comments and responses: lightweight options



Add "Ease of installation due to light weighting options for CSWs (thin glass, polymers, etc.)" to benefits?

Response:

We have added a statement addressing lightweight options in Section 3.

Comments and responses: building types



The stated target market of the plan is municipal, university, school, and hospital buildings. Why limit the market to those four building types?
(Kyle, Energy Solutions)

Response:

The "total" market includes all commercial, but the initial "target" market is MUSH. This is now made more explicit in the Executive Summary and throughout the document.

Comments and responses: contractor barriers



The list of barriers did not include the fact that it's simpler, faster, and more profitable for HVAC contractors to specify a larger HVAC system rather than coordinate with a windows firm to put in windows first...

Response:

Updated the Advancement plan to include added narrative in Section 4.3 related to HVAC contractor barriers.



Next Steps

- Review discussion comments, make final updates to Advancement Plans
- Final Advancement Plans approved by CPUC PM
- Post final Advancement Plans on CalMTA.org
- Launch Phase II activities (targeting mid-September)

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Chefluencer Strategy Pilot Update

Jeff Mitchell
Principal, Market Transformation

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Strategy Pilot Update



- CalMTA's six-month timeline for Chefluencer was not feasible for big box retailers such as Lowe's, Best Buy, and Nationwide
- The modified scope will focus on 10-15 Chefluencer events scheduled from August to October 2024
- These events will occur at farmers markets, community centers, and community learning events throughout California
- CalMTA will incentivize participants with gift cards/raffles to complete event surveys



Original targeted barriers and interventions



Key barriers identified:

**Consumers' attachment
to gas cooking**

**Low awareness of
induction's benefits**

Draft interventions this pilot will inform:

**Change public opinion
and build awareness**

**Build retailer induction
stocking and sales
practices**

Updated targeted barriers and interventions



Key barriers identified:

**Consumers' attachment
to gas cooking**

**Low awareness of
induction's benefits**

Draft interventions this test will inform:

**Change public opinion
and build awareness**

**Understand induction
messaging that
resonates most**

Revised Strategy Pilot Cost Estimate



Task	Original Cost Estimate	Updated Cost Estimate	Reduction
Task 1: Scope Agreement, Project Kickoff, Program Management	\$75,000	\$68,250	\$6,750
Task 2: Planning, Design & Incentives	\$144,000	\$115,950	\$28,050
Task 3: Implement Pilots and Deploy Marketing Materials	\$540,000	\$324,900	\$215,100
Task 4: Pilot Evaluation Support	\$107,000	\$107,000	\$0
TOTAL	\$866,000	\$616,100	\$249,900

Upcoming Chefluencer events



September 13th in LA Basset Heights

September 22nd Sunday Streets in San Francisco

October 1st in Brentwood, Bay Area

October 1st in Morgan Hill

October 5th Eco Fair in San Diego

October 8th Bakersfield, Bakersfield College

October 24th in Daly City: Tagalog Speaking Event

October 26th – 27th Napa

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Geographic Targeting using ESRPP

Jeff Mitchell
Principal, Market Transformation

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Revised Strategy Pilot Cost Estimate



Task	Cost Estimate
Task 1: Engage ESRPP collaborative and program sponsors	\$150,000
Task 2: Engage leading manufacturers and retailers	\$25,000
Task 3: Engage local AC-Recycling partner or CBO	\$350,000
Task 4: Implement ESRPP strategy pilot	(reflected in the incentive budget)
Task 5: Conduct strategy pilot assessment	\$100,000
ESRPP incentive budget	\$900,000
TOTAL	\$1,525,000

Revised Strategy Pilot Cost Estimate



Task	Cost Estimate
Task 1: Engage ESRPP collaborative and program sponsors	\$150,000
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Task 5: Conduct strategy pilot assessment	\$100,000
ESRPP incentive budget	\$900,000
TOTAL	\$1,525,000 \$1,175,000

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The slide features a background image of a coastal landscape with a large orange circle on the left side. The background shows a coastline with a large orange circle on the left side. The background shows a coastline with a large orange circle on the left side. The background shows a coastline with a large orange circle on the left side.

5 2nd Quarter Financial Review

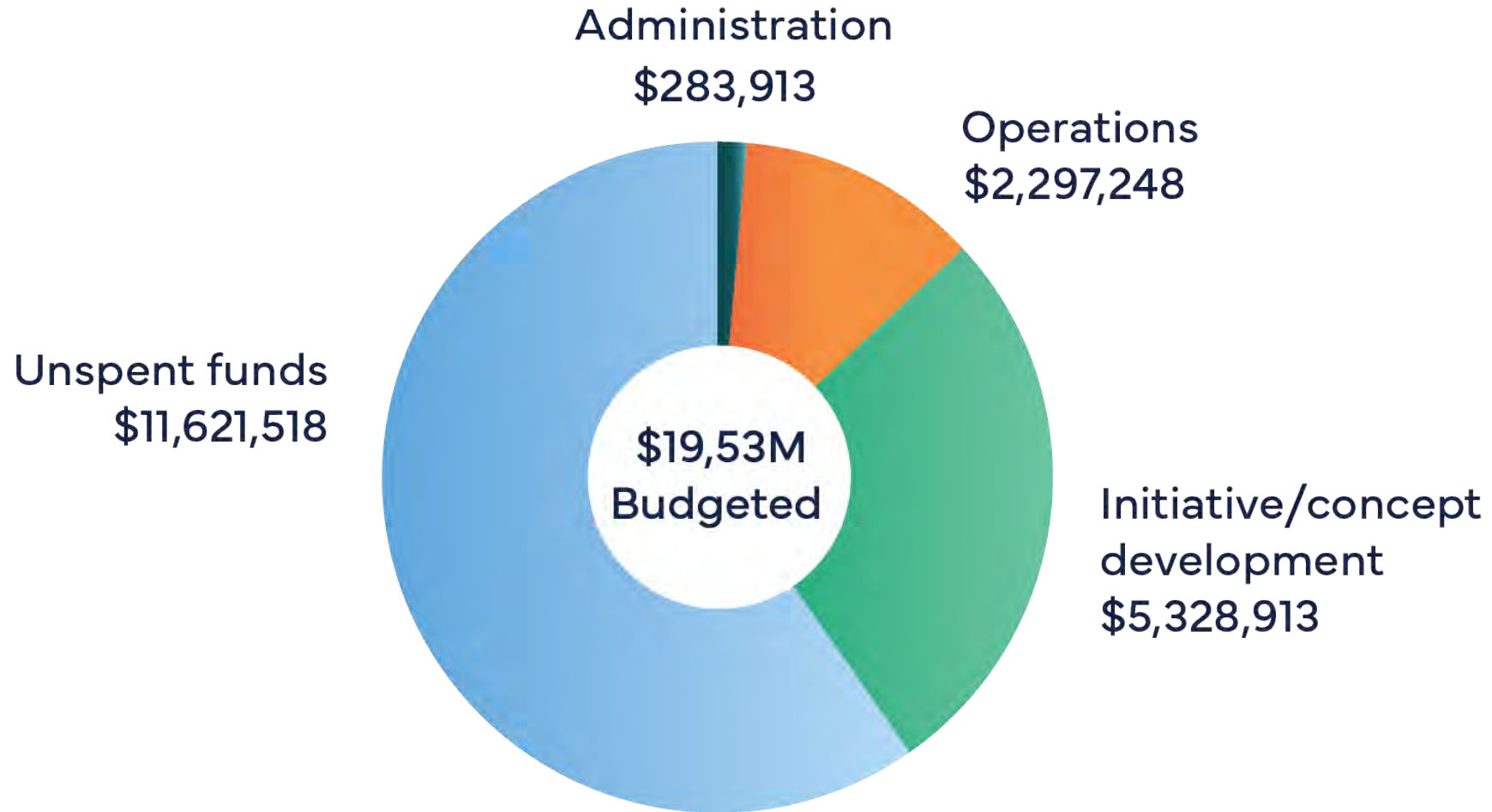
Jim Giordano
Principal, Business Operations



Financial Review Topics

1. Expenditures through Q2
2. Update on Funding Shift
3. ABAL Status Update

Expenditures Through Q2



Additional Budget Detail



Major Activity	Budget Allocations		
	2024 ABAL Estimates	2024 Reallocated	Actual spend through end of Q2
1. Financial & Administrative Tasks	\$1,011,287	\$1,011,287	\$283,913
Administration Cost Category Subtotal	\$1,011,287	\$1,011,287	\$283,913
2. Project Management	\$868,390	\$868,390	\$501,376
3. MTAB Operations	\$510,259	\$510,259	\$158,286
4. Policy	\$482,810	\$482,810	\$296,209
5. Stakeholder Engagement and Communications	\$1,759,515	\$1,759,515	\$994,257
6. Data Systems Development and Management	\$823,217	\$823,217	\$347,120
Operations Cost Category Subtotal	\$4,444,191	\$4,444,191	\$2,297,248
Concept Development (Phase I Activities)	\$1,200,976	\$4,000,975	\$2,707,177
7. Technology Scanning and RFI Support	\$215,500	\$655,500	\$78,475
8. Outreach, Reporting, Research	\$202,278	\$582,278	\$516,249
9. Preliminary Benefit Analysis & Forecasting	\$381,751	\$561,751	\$170,632
10. Advancement Plan Development & Reporting	\$401,446	\$2,201,446	\$1,941,821
Program Development (Phase II Activities)	\$12,875,137	\$10,075,138	\$2,621,735
11. Program Strategy Development	\$8,375,137	\$6,458,638	\$2,200,576
12. Strategy Pilots	\$4,500,000	\$3,616,500	\$421,160
Initiative/Concept Development Cost Category Subtotal	\$14,076,113	\$14,076,113	\$5,328,913
Grand Totals	\$19,531,591	\$19,531,591	\$7,910,073

Summary of all Q1/Q2 Funding Shifts



Major activities	Budget increase or (decrease)
Concept Development (Phase I)	
<i>Concept Identification</i>	
Technology Scanning and RFI Support	\$840,000
Outreach, Reporting, and Research	\$280,000
<i>Concept Assessment</i>	
Preliminary Benefit Analysis & Forecasting Models	\$280,000
Advancement Plan Development & Reporting	\$1,400,000
Concept Development (Phase I)	
<i>Technology Scanning and RFI Support</i>	(\$400,000)
<i>Advancement Plan Development</i>	\$400,000
<i>Preliminary Benefit Analysis & Forecasting Models</i>	(\$100,000)
<i>Outreach, Reporting, Research</i>	\$100,000
Program Development (Phase II)	
<i>Program Strategy Development</i>	
Funds shifted to Phase I tasks (listed above)	(\$2,800,000)
New strategy development activities	\$883,500
<i>Strategy Pilots</i>	(\$883,500)



Fund shifts since last MTAB meeting

ABAL Update



- 2025 ABAL submitted on 8/16/24
- 7 MTAB members recommended, 1 member did not recommend, CPUC Contract Manager abstained as a non-voting member
- 20-day period for responses or protest ends 9/9/24
- CalMTA reply to responses received due 9/16/24
- CalMTA continuing to work with Ky-An to provide additional details on labor budget buildup

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Introduction to Idea to Initiative Educational Campaign

Stacey Hobart
Principal, Stakeholder Engagement and
Communications



MTI Development/Deployment Process



MTI Development - status of ideas



**PHASE I
Concept
Development**

STAGES 1 & 2
Identify & Score Ideas

Advancement Plan

**PHASE II
Program
Development**

STAGES 3 & 4
Strategy Development
& Testing

MTI Plan

**PHASE III
Market
Deployment**

STAGES 5 & 6
Market Deployment
& Long-Term Monitoring

Market Progress Reports

- Commercial Replacement & Attachment Window Solutions
- Residential Heat Pump Water Heating
- Foodservice Water Heating Systems

- Room Heat Pumps
- Induction Cooking
- Efficient Rooftop Units (ERTUs)



MTI Development - status of ideas



**PHASE I
Concept
Development**

STAGES 1 & 2
Identify & Score Ideas

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**PHASE III
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STAGES 5 & 6
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Market Progress Reports

- Commercial Replacement & Attachment Window Solutions
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- Room Heat Pumps
- Induction Cooking
- Efficient Rooftop Units (ERTUs)



MTI Plan



The MTI Plan describes the business case supporting the MTI and the market development and evaluation activities that will be implemented during Phase III: Market Deployment.

**Phase II research
summary**

**Complete program
logic and MT theory**

**Include updated market
adoption curves, TSB,
and C/E estimates**



Anatomy of an MTI

RESEARCH



**Market Opportunity
& Market Context**



**Product/Practice
Definition**



**Target
Market**



Market Transformation Theory



LOGIC MODEL



**Key Market Barriers
& Opportunities**



**Strategic Interventions
to Tackle Barriers &
Optimize Leverage**



**Diffusion & Mechanism
for Longevity**

Adaptive Management

OUTCOMES & EVALUATION



Expected Outcomes
Market response that shows
progress toward goals



Expected Benefits
Energy Savings,
Grid Benefits,
GHG Savings, etc.



End State

MTI Plan Appendices

A: Logic Model Packet

B: Market Forecasting & CE Modeling Approach

C: Product Assessment Report

D: Market Characterization Study

E: Stakeholder Engagement

F: Evaluation Plan

G: Risk Mitigation Plan

H: MTI Lifecycle Cost Estimate

A large light blue circle containing the text "Market Transformation Initiative Plan". The circle is positioned to the right of a large teal arrow that points from the list of appendices towards it.

Market
Transformation
Initiative Plan

Forming CalMTA's first Market Transformation Initiatives



Room Heat Pumps



formerly Portable/Window Heat Pumps

Induction Cooking



formerly Induction Cooktops & Ranges



PHASE I: Concept Development




- ✓ Request for Ideas (Aug)
- ✓ Stage 1 & 2 scoring (Sept/Oct)
- ✓ Recommendation and review with MTAB (Oct/Nov)
- ✓ Advancement Plan development (Nov)
- ✓ Public comment (Dec)

2023				
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
PHASE I ACTIVITIES FOR INDUCTION COOKING & ROOM HEAT PUMPS				



PHASE II: Program Development

	2024				2025			
	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	JAN	FEB	MAR	
PHASE II – PROGRAM DEVELOPMENT								
Induction Cooking	ADV PLAN	PHASE II RESEARCH & STRATEGY PILOTS			MTI PLAN DEVELOPMENT			CPUC REVIEW
Room Heat Pumps	ADV PLAN	PHASE II RESEARCH & STRATEGY PILOTS			MTI PLAN DEVELOPMENT			CPUC REVIEW

 Strategy Pilot Comment Period

 Final Advancement Plan Delivered

 Market Characterization Study

 Full Draft MTI Plan

 MTAB Feedback

 MTI Plan & Application Submitted

Idea to Initiative Educational Campaign



Introduction

- 1 Preview and discuss key portions of both the Induction Cooking and Room Heat Pump MTI plans
- 2 Grow understanding of critical aspects of the MTI plans before the draft is released in mid-November

Part 1: Logic Model & MT Theory



Event Date: 9/19 | 10 a.m.- 2 p.m. Virtual

Summarizes:

- target market and product
- opportunities & barriers,
- intervention strategies to overcome barriers
- ESJ integration strategies
- outcomes
- end state and transition/exit strategy

Related appendices:

- Logic Model Packet (A)
- Product Assessment Report (C)
- Market Characterization Study (D)

Idea to Initiative Educational Campaign

Part 2: Market Forecasts, Cost-Effectiveness, MTI Lifecycle Cost Estimates

Event Date: 10/25 | 12-2 p.m. Virtual

Details the inputs, sources and methods to develop:

- market forecast for savings
- Total System Benefit (TSB)
- cost-effectiveness model

Related appendices:

- Market Forecasting & Cost-Effectiveness Modeling Approach (B)
- MTI Lifecycle Cost Estimate (H)

Idea to Initiative Educational Campaign

Part 3: Evaluation



Event Date: 11/20 & 11/21 | In-Person

Describes the plan to:

- track the progress
- assess the impact of the MTI over time

Will be reviewed by an Evaluation Advisory Group

Related Appendices:

- Market Forecasting & Cost-Effectiveness Modeling Approach (B)
- Evaluation Plan (F)

Idea to Initiative Educational Campaign

Idea to Initiative Timeline



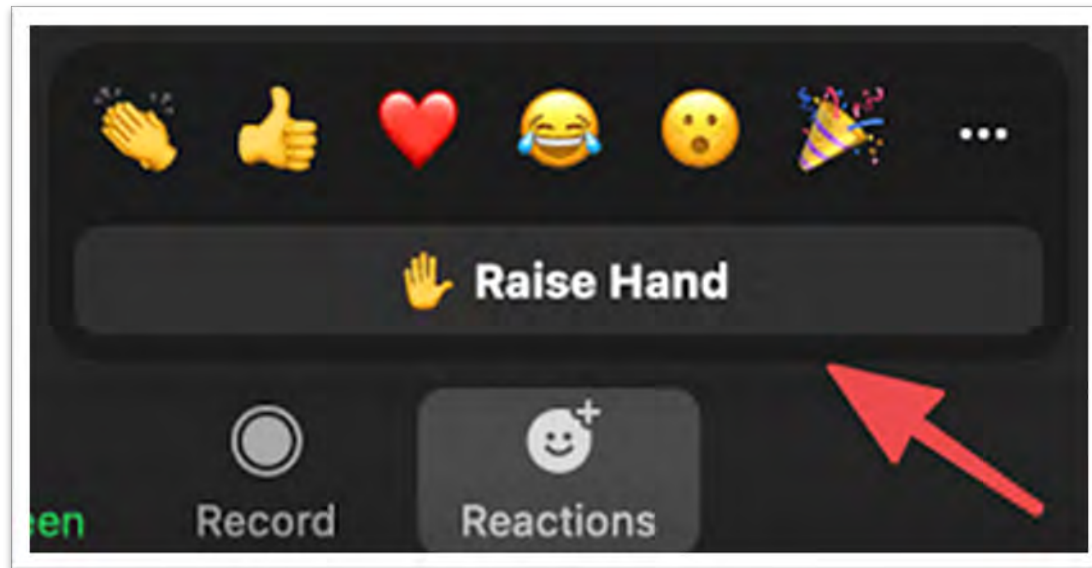
2024			
AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
INTRODUCTION (8/26)	PART 1: LOGIC MODEL & MT THEORY (9/19)	PART 2: MARKET FORECAST, CE & COST ESTIMATES (10/25)	PART 3: EVALUATION PLAN (11/20-21)
	Evaluation Advisory Group forms (9/25)	Market Characterization Study (C) released (11/1)	Draft MTI Plans released for MTAB review & comment (11/13) Review is due 11/27

Registration will automatically include all Idea to Initiative MTAB meetings listed: <https://calmta.org/news/market-transformation-advisory-board-mtab-meeting-8-26/>

7. Public Comment



Raise your hand using the “Reactions” feature and we will allow you to unmute yourself.



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Next Meeting & Next Steps

Stacey Hobart

Principal, Stakeholder Engagement and
Communications



Upcoming MTAB Meetings 2024



	Thursday, Sep. 19 (Virtual) 10 am to 2 pm	Monday, Sep 23 (Virtual) 3:00 to 5:00 pm	Friday, Oct 25 (Virtual) noon to 2:00 pm	Nov 20 & 21 (in person) Irwindale, CA
MT Idea Advancement Plans				
Food Service Water Heating Systems	Comment summary memo			
Efficient Streetlighting				Idea is now included for reconsideration with new batch of MT ideas
Idea to Initiative Education				
Induction Cooking	Logic Models & MT Theory		BMA/TMA & Cost Effectiveness	Draft MTI Plans Evaluation Plans
Room Heat Pumps				
New Batch Ideas				
2024 Request for Ideas		Stage 1 scoring & prioritization		Stage 2 scoring & prioritization
Admin & Ops				
Application				Application overview
Quarterly updates				3rd Q report with financials + pilot updates



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.

Sign up for updates at: calmta.org/contact/

Questions? Email info@calmta.org

Follow us at [linkedin.com/showcase/calmta/](https://www.linkedin.com/showcase/calmta/)