



October 10, 2024

MEMORANDUM

TO: Market Transformation Advisory Board

FROM: Rachel Good, Engagement Manager

SUBJECT: June 2024 ESJ Community Listening Sessions: Key Findings and Follow-Up Action

CalMTA recognizes the historical inequities of efficiency investment and is working to apply an equity lens in our approach to developing a market transformation (MT) portfolio for California that delivers benefits to environmental and social justice (ESJ) communities. Building on a series of listening sessions with organizations serving ESJ communities conducted in November 2023, we held a second series of sessions in June 2024 focused on the market transformation ideas, which at that time were in Phase I of our [development process](#). These included:

- [Residential Heat Pump Water Heating](#)
- [Foodservice Water Heating Systems](#)
- [Commercial Replacement & Attachment Window Solutions](#)
- Efficient Streetlighting (this idea is being considered with new MT ideas for future development)

The recently released [final report](#) summarizes key findings from each session as well as CalMTA's approaches to addressing them either in Phase II or in future implementation.

In all, we met virtually with 28 individuals from a list of identified representatives working with ESJ communities on energy-related topics, particularly those representing low-income communities, communities of color, Tribal lands, veterans, elders, workforce development, affordable housing, community resiliency, environmental health impacts, social justice, and public policy. CalMTA compensated participating organizations for their time.

Each session included prompts and learning objectives specific to the MT idea including barriers to adoption, potential benefits and negative impacts, and past experiences. We also shared and received feedback on preliminary metrics used to evaluate the equity impact of each MT idea, which will be considered as equity metrics are developed for the eventual full Market Transformation Initiative Plans. In the meantime, insights provided at these listening sessions informed CalMTA's final Advancement Plans describing Phase II research and investigation.