



MTAB Meeting Notes

August 26, 2024

Virtual Meeting

Welcome & Introductions

Stacey Hobart opened the meeting by welcoming attendees and reviewing the meeting agenda. She reiterated CalMTA's conflict of interest policies and asked the Market Transformation Advisory Board (MTAB) members to disclose any conflicts. Jeff Harris noted that he works for a market transformation organization in the Northwest that focuses on similar areas to CalMTA although not in California.

Stacey invited any comments regarding the previous meeting (7/12) notes. Randall Higa identified two items of feedback in need of clarification and CalMTA committed to updating those sections of the draft notes.

Comment Summary on Draft Advancement Plans

Jeff Mitchell presented an overview of comments received on the draft Advancement Plans for the market transformation ideas, Commercial Replacement & Attachment Window Solutions (CRAWS) and Residential Heat Pump Water Heating, during the June 10 to July 11 public comment period as well as CalMTA's response to address these comments.

Commercial Replacement & Attachment Window Solutions

There was no additional MTAB feedback.

Residential Heat Pump Water Heating

MTAB feedback included:

- The draft Advancement Plan identifies multiple incipient regulations related to this market. It would be useful to acknowledge having a regulation in place does not mean it will be implemented successfully and call out the ways in which working collaboratively with market actors now will help ensure the regulations take force and are accepted by the market.

Strategy Pilot Updates

Jeff then shared recent progress and modifications to two planned Strategy Pilots: (1) Induction Cooking Chefluencer Event Testing, and (2) Geographic Targeting Using ESRPP for Portable/Window Heat Pump and Induction Cooking. Regarding the scope change for the Chefluencer Strategy Pilot, which is documented in [a memo on CalMTA's website](#), MTAB members provided the following comments and questions:

- How does the revised scope impact the scale of the Strategy Pilot (i.e., any change to the number of consumers reached)?

- Jeff replied that CalMTA’s research team estimated that the pilot needed to reach approximately 150 consumers for its findings to be actionable and that we are confident that we can achieve this target through either channel. The modified scope focuses on 10-15 Chefluencer events at farmer’s markets, community centers, and community learning events throughout California, an increase from the estimated 10 events scoped for retail settings.
- How were the specific community events and locations selected? Given the desire to use insight from consumers at these events to inform future MTI messaging, how will CalMTA ensure that diverse or marginalized voices are captured through the process?
 - Elaine Miller noted that this Strategy Pilot leverages events previously scheduled by the Building Decarbonization Coalition (BDC), CalMTA’s partner on this work, which are already targeting diverse communities. The scope of work specifies CalMTA’s desire for broad geographic coverage and multilingual events.
- How is CalMTA using social media to promote these events?
 - Jeff shared that a videographer and photographer have been hired to cover the events to gather assets that can be used on social media and in a more robust future campaign.
 - Stacey added that the participating chefs are social media influencers who are promoting the event through their channels. The pilot also leverages The Switch Is On, the statewide electrification education and awareness-building campaign implemented by BDC, which has a significant social media following.
- How equitable is the geographic distribution of these events?
 - Stacey reiterated CalMTA’s desire for equitable geographic distribution. She referred MTAB to the current schedule of events, which includes sites in East LA County, Bakersfield, and San Diego, and mentioned that other events were still being added.
- What is the length of Chefluencer events and how are they standardized?
 - Jeff clarified that all events follow a similar approach with consistent talking points, but that the specific event can vary based on factors such as the audience, size, and type of food prepared.
 - Elaine added that the Chefluencer is supported at each event by BDC staff who represent the technology in an expert, standardized manner.

No additional MTAB feedback was received regarding the ESRPP strategy pilot.

2nd Quarter Financial Review

Jim Giordano presented an overview of CalMTA expenditures, an update on a funding shift, and status of the 2025 ABAL. Information about actuals-to-date will also be shared in the Q2 report, which will be finalized soon and shared publicly. MTAB feedback included:

- Given that some cost categories are approaching initial allocations, will surpluses in other areas be used to support those activities or have most of the activities planned for those categories been completed?
 - Jim replied that CalMTA is examining areas to shift funds from areas within the same cost category where less time and effort is needed than anticipated. For example, because fewer RFI submissions were received in 2024 than 2023, less funding is needed for RFI scoring and can be allocated to Advancement Plan development activities.
 - Lynette Curthoys added that funding will not shift between cost categories but some Phase I funding may be carried into Phase II.

Introduction to Idea to Initiative Campaign

Stacey Hobart presented CalMTA's plan for an educational campaign that will help socialize the first two MTI Plans to the market prior to the CPUC application process. MTAB questions and comments included:

- Previous market transformation organizations have developed an MTI's market progress indicators (MPIs) and logic models in parallel at approximately the same time in order to understand how to measure the success of intervention strategies in that logic model. Should CalMTA consider moving the MPI portion of the evaluation section of the campaign (Part 3) up closer to the logic model section (Part 1)?
 - Karen Horkitz expressed her familiarity with this approach and described the reasons that CalMTA has taken a slightly different schedule:
 - Most of the time allocated for the Sept. 19 MTAB will include a thoughtful discussion of the logic model and how key findings from the product assessment and market characterization research informed the logic model.
 - Meanwhile, CalMTA is actively developing a preliminary evaluability map that will relate to the Sept. 19 material but will need the additional time to work through all the details of the evaluation plan, such as firm milestones, that are likely to be scrutinized and discussed later.

Concrete milestones will be associated with each MPI, but from a timing perspective, it seems more useful to wait until after the logic model presentation to share these details. In the future, we may opt for a different approach.

- Stacey added that CalMTA is in the process of forming an Evaluation Advisory Group following MTAB feedback about potential mechanisms that would enable more objective review of evaluation plans. This group will review and provide feedback on the evaluation plans before they are presented to MTAB.

Public Comment

- Carol Yin (via Zoom chat): The MTI Plan Template did not provide more than a one sentence description about the contents of each Appendix. Would it be a good idea to share a template of each Appendix's contents soon in order get MTAB input on

whether the information in each Appendix can be expected to have enough info to support an MTAB member's evaluation of the MTI Plan?

- Carol Yin (via Zoom chat): Here is a document that essentially presents a reporting template for ETP product assessments. This may help in developing your own templates, and also give you an idea of the level of detail that ETP reports contain: https://www.calmac.org/publications/ETP_Best_Practices_Guidelines_Published.pdf (Although the CPUC calls it "Best Practices," it's really just a reporting template.).

Next Meeting & Next Steps

Stacey reviewed the schedule of upcoming MTAB meetings and planned agenda items.

MTAB questions included:

- Regarding the application process, has the question of whether CalMTA will be financially able to operate after the application is filed been resolved? Is there a rolling ABAL, for instance?
 - Lynette replied that the Decision wording limits start-up funding to 36 months. CalMTA assumes that period will end Nov. 23, 2025, and we will need to have the application approved by then or may reach a funding cliff. The application will include a proposed schedule based on this assumption and CalMTA hopes to get feedback early on regarding this schedule's feasibility. The Decision also estimates a 6-9 month period for processing the application, which would provide enough time to resolve this before the end of the start-up period. CalMTA is doing contingency planning to explore potential scenarios if it seems like the application will not be approved before the end of Nov. 2025 but currently feels confident that this timeline is feasible.
- The comment period after the November 2024 MTAB meeting will therefore need to be completed quickly.
 - Lynette confirmed this is correct. CalMTA's current schedule requires the application to be filed by Dec. 20, 2024, and PG&E will need to review in advance of this date since they will be filing it on our behalf, per the Decision.

The meeting was adjourned.

Attendees

MTAB Members

1. Karina Camacho, Inland Regional Energy Network
2. Hayley Goodson, The Utility Reform Network
3. Fred Gordon, Energy Trust of Oregon
4. Jeff Harris, Northwest Energy Efficiency Alliance
5. Randall Higa, Southern California Edison
6. Peter Miller, Natural Resources Defense Council
7. Stephen Miller, SEI (proxy for Cyane Dandridge)

8. Christie Torok, California Public Utilities Commission
9. Ky-An Tran, California Public Advocates

Participating Staff & Consultants

1. Taqua Ammar, CalMTA/Resource Innovations
2. Lynette Curthoys, CalMTA/Resource Innovations
3. Jim Giordano, CalMTA/Resource Innovations
4. Rachel Good, CalMTA/Resource Innovations
5. Stacey Hobart, CalMTA/Resource Innovations
6. Karen Horkitz, consultant to the Cadmus Group and evaluation lead
7. Elaine Miller, CalMTA/Resource Innovations
8. Jeff Mitchell, CalMTA/Resource Innovations
9. Nils Strindberg, CalMTA/Resource Innovations

Guests

1. Don Arambula, independent consultant
2. Nick Bagatelos, Net Zero Envelope, Inc.
3. Sam Bauer, Ad Hoc Group
4. Alicia Bohigian, Self-Help Enterprises
5. Kyle Booth, Energy Solutions
6. Jon Clark, NEEA
7. Sebastian Csapo, PG&E
8. Michael Daukoru, CalTF
9. Natalie Flores-Rios, SCE
10. Jose Gonzalez, Self-Help Enterprises
11. Tom Herron, National Fenestration Rating Council
12. Rachel Holley, Cascade Energy
13. Nathaniel Jutras, the U.S. Environmental Protection Agency
14. Alice La Pierre, City of Berkeley
15. Yang Li, Energy Solutions
16. Debra Little, AJO
17. Christopher Malotte, SCE
18. Maass, ILLUME Advising
19. Xico Manarolla, Clean Power Alliance
20. Savannah McLaughlin, CPUC
21. Lola Mull, ICF
22. Ritesh Nayyar, TRC
23. Lynda Powers, Resource Innovations
24. Samantha Putlak, Energy Solutions
25. Rebecca Rothman, VEIC
26. Vanessa Sanchez, Okapi Architecture, Inc.
27. Saurabh Shekhar, ICF
28. Andrew Steinberg, SoCalGas
29. Simpson Tanner, Energy Solutions
30. Patricia Terry, Redwood Coast Energy Authority
31. Rusty Tharp, Aozora Consulting
32. Rick Tonielli, ComEd
33. Carol Yin, Yinsight
34. Kate Zeng, SDG&E