CalMTA

10/25/24

Market Transformation Advisory Board (MTAB) Meeting

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

Agenda Day

Time	Agenda Item	Presenter
11:00 a.m.	**1. Welcome & Agenda**	Stacey Hobart
11:05 a.m.	**2. COI Declarations & Review draft MTAB meeting notes 9/19 & 9/23/24**	Stacey Hobart
11:10 a.m.	**3. Room Heat Pumps: Market Progress Indicators and Milestones**	Karen Horkitz & Cadmus Team
12:10 p.m.	*Lunch (40 mins)*	
12:50 p.m.	**4. Induction Cooking: Market Progress Indicators and Milestones**	Karen Horkitz & Cadmus Team
1:50 p.m.	**5. Public Comment**	
1:55 p.m.	**6. Next Meeting & Next Steps**	Stacey Hobart
2:00 p.m.	*Adjourn*	

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

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COI Declarations & MTAB Meeting Notes

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.

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

[MTAB Charter with Conflict of Interest]

Draft MTAB meeting notes:

9/19/24

9/23/24

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idea to initiative
TIMELINE

CalMTA

AUGUST	SEPTEMBER	OCTOBER	NOVEMBER
INTRO	PART 1	PART 2	PART 3
Idea to Initiative Campaign Overview	**Market Transformation Theory + Logic Models**	**Market Progress Indicators**	**Cost Effectiveness + Evaluation Plans**
MTAB MEETING	MTAB MEETING	MTAB MEETING	MTAB MEETINGS
Aug. 26	Sept. 19	Oct. 25	Nov. 20 + 21

Market Progress Indicators and Milestones

Karen Horkitz
Lead, Market Research and Evaluation

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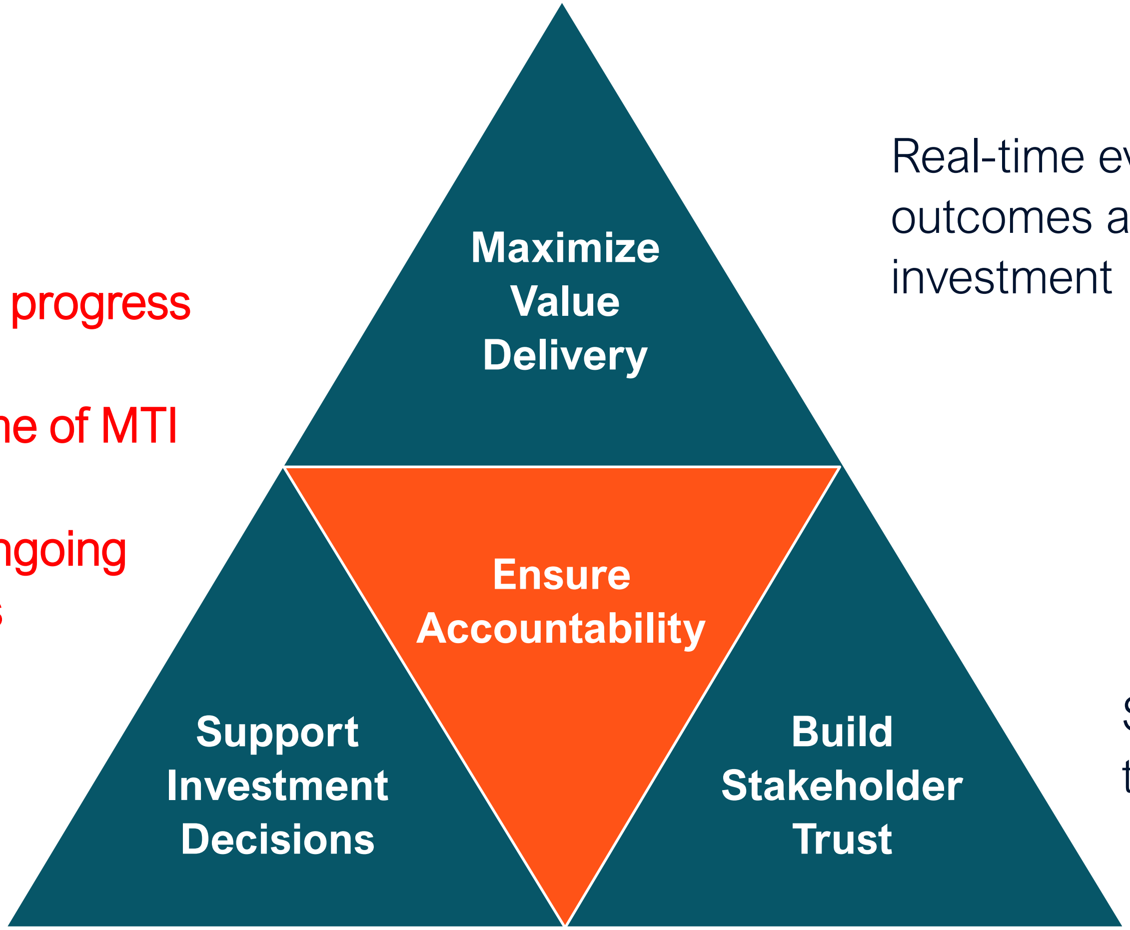
Agenda

Market Progress Indicators & Milestones

- Introduction, Definitions, & Timeline
- Room Heat Pumps MTI
  - MTI theory and logic model recap
  - Synopsis of market progress indicators
  - Detailed example with milestones
  - Discussion
- Induction Cooking MTI
  - MTI theory and logic model recap
  - Synopsis of market progress indicators
  - Detailed example with milestones
  - Discussion

Evaluation is instrumental to success

Performance against progress indicators and goals established at the time of MTI adoption supports accountability and ongoing investment decisions



Real-time evaluation improves outcomes and return on investment

Stakeholder trust is critical to CalMTA success

Evaluation approach is grounded in best practices

CalMTA idea to initiative

Foundational Principles

Unambiguous MTI progress and impact goals and metrics established at time of adoption, along with data collection plan that substantiates MTI evaluability

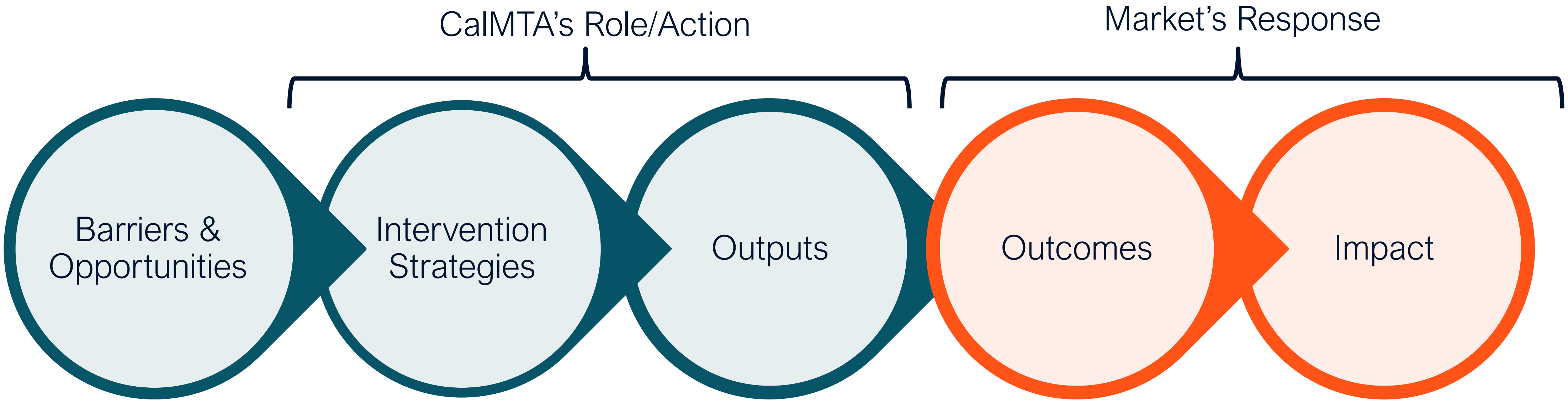
Theory-based evaluation (TBE) clear program theory, logic models, and **associated market progress indicators** as the foundation upon which to establish market influence, progress, and causal impact of MTI interventions

Data-driven, transparent analysis methods to estimate market diffusion, cost-effectiveness, and incremental impact

Use of widely accepted best practices to develop and refine baseline market adoption forecast

Agreed upon methodology to determine MTI incremental impact that supports California's policy goals, statewide collaboration, and decisions about future market transformation investments

Logic Model Components



Barriers & Opportunities	Intervention Strategies	Outputs	Outcomes	Impact
The MTI Market Context	The strategies and activities that will address the barriers and opportunities and have the greatest market leverage	The **work products** resulting from the implemented activities	The short-, medium-, and long-term **market response** resulting from the implemented activities	The desired, ultimate market result.

Definitions

Output	The work product associated with MTI strategic market interventions or activities
Outcome	Market response to one or more MTI strategic market interventions or activities
Market Progress Indicator (MPI)	Metric(s) used to assess theorized outcomes resulting from MTI market interventions
Market Progress Milestone	Specific expected quantitative or empirical achievements, including timing, corresponding with MPIs
Equity Metric	Market progress indicator or milestone used to measure equity *(denoted in green)*

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Additional Concepts

Primary Influence	Market outcome or metric that reflects a primary focus of the MTI; useful in assessing MTI performance
Secondary Influence	Market outcome or metric that the MTI seeks to influence but which the MTI has less potential to influence; useful in assessing MT progress

Evaluation Plan Timeline

10/24
Draft Evaluation Plan (share with Evaluation Advisory Group)

Share MPIs with MTAB
10/25

10/31
Evaluation Advisory Group Feedback

Final Draft Evaluation Plan - Appendix F of MTI Plan (share with MTAB)
11/14

11/20-21
Discuss Evaluation Plan Questions (MTAB meeting)

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Room Heat Pumps

Market Progress Metrics

Karen Horkitz
Lead, Market Research and Evaluation

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Recap: MT theory - vision

Room heat pumps are a new class of products that could fill critical market gap

But there is a gap in products that serve the California market

Through a manufacturer engagement, demand aggregation, ENERGY STAR specification development, leverage of IRA funding, and market awareness building, this MTI will work to ensure that the market delivers affordable, climate appropriate room heat pumps

Room HP will add to California's goal of 6M heat pumps by 2030 and fill a critical need in the multifamily, small residential and renter markets

Over time, products will also provide consumers with air filtration capability and use of natural refrigerants

Recap: Strategic Interventions

- Drive manufacturer development of window heat pumps that meet the needs of California market through tech challenges, demand aggregation and ongoing manufacturer engagement
- Engage national collaborative on federal test procedures for products suitable for California climates and future ENERGY STAR specifications
- Support inclusion and bundling of product with EE and climate resilience programs that will reduce initial product and operations cost impacts for ESJ communities
- Gather usage and bill impact data across program partners that have supported product installations
- Engage retail channel with midstream stocking incentives and co-marketing targeting LI consumers
- Support CA policy and standard setting bodies in use of natural refrigerants through manufacturer engagement, lab testing and data
- Support advancement of electrification enabling rate structures to mitigate bill impacts of moving from gas to electric cooking
- Build market awareness of product benefits in partnership with aligned organizations and market partners like manufacturers and retailers

Synopsis of Market Progress Indicators

Baseline Condition	Outcomes	Time frame	Market Progress Indicators (MPIs)
No availability of CA-appropriate products	Products appropriate for CA climate and window types available	Short Med	# Manufacturers respond to challenge, # Products available for purchase
Limited market demand	Bulk purchase agreements with property owners/ managers Inclusion in ESJ-targeted programs	Short Med Med	Manufacturer agreements, Units committed - purchase agreements, ***# ESJ-targeted programs including RHP***
Market confusion/poor product differentiation	Consistent labeling	Short	Manufacturers update naming/labeling
No availability at bricks-and-mortar retail stores	Products stocked in stores	Med	***% space heating/cooling products stocked that are qualified RHP***
Opportunity for improved standards	ENERGY STAR specification amendments Updated federal standard	Short Med Long	E* spec amendment in 2027 E* spec amendment in 2030 10% higher CEER by 2032
Limited market awareness	Awareness of benefits and features grows	Med	***% of decision-makers aware of technology, benefits***
Market saturation ~ 0	Market share grows	Med-Long	***Unit sales, qualified RHP market share***

Denotes metric with equity component

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Detailed Example #1 – with Milestones

Influence manufacturer development of window heat pumps that meet the needs of the California market through technology challenges, demand aggregation, and ongoing manufacturer engagement

LM Outcome	MPI	Time	MPI	Milestone
Manufacturers respond to specification with product plans and prototypes for CA-suitable products	1	Short	# of manufacturers engaging with CalMTA	2 manufacturers sign on to Tech Challenge by 12 months from contract execution
Multifamily building owners value product and begin to purchase	2	Short	# of units covered by bulk purchase agreements	Agreements in place for MF bldg owners/property managers to purchase >=10,000 by 12 months from contract execution
Availability of products that fit slider and casement windows and CA-suitable temperature performance grows. Some products are available with air filtration capability.	3	Med	# of Type 2 and 3 products for sliding and casement windows available for purchase	3 RHP Type 2 or 3 products for sliding and casement windows become available for purchase by 2030
	4	Med	# of RHP products with air filtration capabilities available for purchase	4 RHP products with air filtration available by 2030

Note: all milestone dates reflect end of year and assume MTIs are approved to begin market deployment by the end of 2025

Detailed Example #2 – with Milestones

Engage national collaborative on federal test procedures for products suitable for California climates and future ENERGY STAR specifications

LM Outcome	MPI	Time	MPI	Milestone
ENERGY STAR specification adopted for products that provide both heating and cooling (including portable forms)	7	Short	ENERGY STAR specification amendments	ENERGY STAR specification amendment in place by 2027
ENERGY STAR specification update that includes separate tiers for moderate and cold climates		Med		ENERGY STAR specification amendment in place by 2030
Manufacturers and market partners adopt more consistent product labeling, market confusion declines	8	Short	# of RHP manufacturers that update product naming and descriptions	At least 3 RHP manufacturers adopt recommendations of the national RHP Collaborative to update product naming and description by the end of 2027
Federal efficiency standards add heating efficiency and increase stringency for cooling efficiency for all target HP products	9	Long	Federal appliance standards	Heating energy efficiency rating (HEER) minimum standard in place by 2032
				Federal standards reflect at least a 10% higher CEER by 2032

Discussion

- What are your overall reactions?
- What concerns do you have?
- What additional information would help you feel confident about the MTI's market progress (or lack thereof)?

Break (40 min)
We will be back soon.

Induction Cooking

Market Progress Metrics

Karen Horkitz
Lead, Market Research and Evaluation

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MT theory - vision

Induction cooking offers an improved cooking experience with clear benefits

Cooking represents highest profile end-use in an all-electric homes and serves as linchpin technology to full electrification

Induction products are available but product availability of 120V products, consumer awareness, market share and overall availability of affordable products remain low

Overcoming consumers’ reluctance and addressing availability of affordable, 120V product need to be addressed at scale now

If we can capitalize of induction’s benefits, overcome product availability, cost challenges and persuade consumers to overcome their attachment to gas stoves, we can facilitate a faster and easier transition to an all-electric home

Recap: Strategic Interventions

Drive manufacturer development of affordable,120V battery-equipped ranges that fill the product availability gap for CA electrical infrastructure and multifamily market needs

Engage influential builders and remodelers firms through incentives or bulk purchase pricing coupled with marketing support

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

Support advancement of electrification enabling rate structures to mitigate bill impacts of moving from gas to electric cooking

Support inclusion of affordable induction cooking products in CA programs that leverage IRA funding

Deploy midstream stocking incentives that motivate retailers to target LI consumers with more affordable induction products

Engage ENERGY STAR specification development to support continued product differentiation and increased EE stringency

Build consumer acceptance and drive awareness through marketing and education campaign on the benefits of induction cooking in partnership with aligned organizations

Synopsis of Market Progress Indicators

CalMTA idea to initiative

Baseline Condition	Outcomes	Time frame	Market Progress Indicators (MPIs)
Market gap – affordable 120V products	***Increased availability of affordable 120V battery-equipped induction range products***	Short Med	# Manufacturers respond to challenge ***# Competitively priced products available for purchase***
Builder barriers to induction include limited demand, price, supply chain delays	Building installation of induction cooking and grows; induction share of new construction grows	Short Med Long	Bulk purchase agreements Appliance suites include induction Induction market share – new homes
Efficient electric prices high relative to inefficient options	***More affordable products available***	Short Med	***Retail prices*** ***Builder incremental cost***
Opportunity for improved standards	ENERGY STAR version 2.0 specification developed	Med	ES Spec updated to include battery-equipped products and reflects at least 10% increase in efficiency
Limited market awareness of product and benefits	***Awareness and preference for electric cooking increases***	Ongoing	***% of decision-makers aware of technology, benefits***
Market saturation ~ 3%	CA Market share of efficient electric reaches tipping point	Ongoing	Market share (% of full category sales

Denotes metric with equity component

DRAFT

Detailed Example #1 – with Milestones

Drive manufacturer development of affordable,120V battery-equipped ranges that fill the product availability gap for CA electrical infrastructure and multifamily market needs

LM Outcome	MPI	Time	MPI	Milestone
Manufacturers respond with plans for product roadmaps and scaled production of 120V battery-equipped induction range products	1	Short	# of manufacturers who respond with plans for product roadmaps	2 manufacturers engage with CalMTA Tech Challenge by 2027
Increased availability of affordable 120V battery-equipped induction range products	2	Med	# of 120V products available to purchase from major retailers either in-store or online (not only direct from manufacturer)	At least 2 120V products are available to purchase from major retailers either in-store or online (not only direct from manufacturer) by 2031
	3	Med	***Incremental cost of battery-equipped 120V induction compared to 240V induction***	***Average price of 120 V battery products is not more than double the average price of 240V induction by 2031***

Note: all milestone dates reflect end of year and assume MTIs are approved to begin market deployment by the end of 2025

Detailed Example #2 – with Milestones

Outcomes resulting from all strategic interventions and awareness-building interventions

LM Outcome	MPI	Time	MPI	Milestone
Sales of Induction and ENERGY STAR rated electric radiant cooking products increase relative to gas cooking products	23	Med	Efficient electric cooktop market share (% of full category sales)	Market share (% of full category sales) increases 10% points by 2029
CA Market share of efficient electric reaches tipping point	24	Long		Market share (% of full category sales) increases 20% points by 2033
Consumers adopt induction 120V battery-equipped range product to realize additional benefits (e.g., resilience, DR)	25	Long	Units of adoption	Units of adoption increase over time

Detailed Example #3 – Secondary Influence

Support advancement of electrification enabling rate structures to mitigate bill impacts of moving from gas to electric cooking

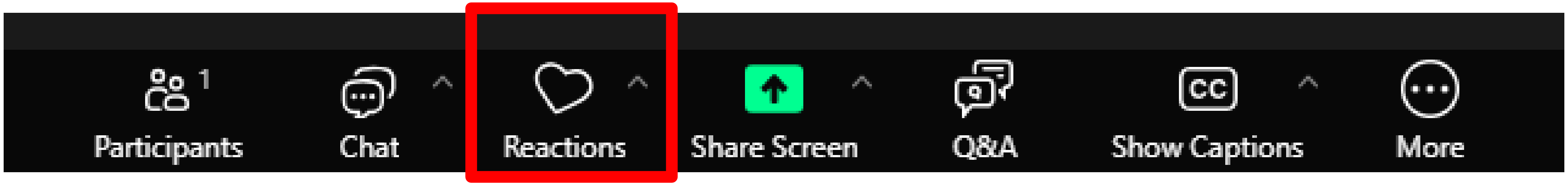
LM Outcome	MPI	Time	MPI	Milestone
More data available on bill impacts for low-income (LI) consumers	13	Short	***Low-income programs reference CalMTA data sources in RHP program documentation***	***Progress tracking only***
Prevalence of electrification-enabling rate structures grows across the state	14	Med	***# of policies or new electrification-friendly rate structures that the MTI supported that are proposed/referenced by utilities, regulatory bodies, etc.***	***Progress tracking only***

Discussion

- What are your overall reactions?
- What concerns do you have?
- What additional information would help you feel confident about the MTI's market progress (or lack thereof)?

5. 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

Upcoming MTAB meeting

Wednesday, November 20 Noon – 5:30 pm
Main Agenda Topics
Cost Effectiveness & Evaluation Plan: Room Heat Pumps *Includes market adoption forecasting & TSB
Full MTI Plan Discussion: Room Heat Pumps
Stage 2 Scoring & Prioritization of RFI Ideas

Thursday November 21 9:00 am to 3:00 pm
Main Agenda Topics
Cost Effectiveness & Evaluation Plan: Induction Cooking *Includes market adoption forecasting & TSB
Full MTI Plan Discussion: Induction Cooking
Application Overview

Transformative Energy Solutions

for the public good

CalMTA

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/

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Detailed MPIs and Milestones

Room Heat Pumps

Karen Horkitz
Lead, Market Research and Evaluation

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Metrics by strategic intervention:

Influence manufacturer development of window heat pumps that meet the needs of the California market through technology challenges, demand aggregation, and ongoing manufacturer engagement

LM Outcome	MPI	Time	MPI	Milestone
Manufacturers respond to specification with product plans and prototypes for CA-suitable products	1	Short	# of manufacturers engaging with CalMTA	2 manufacturers sign on to Tech Challenge by 12 months from contract execution
Multifamily building owners value product and begin to purchase	2	Short	# of units covered by bulk purchase agreements	Agreements in place for MF bldg owners/property managers to purchase >=10,000 by 12 months from contract execution
Availability of products that fit slider and casement windows and CA-suitable temperature performance grows. Some products are available with air filtration capability.	3	Med	# of Type 2 and 3 products for sliding and casement windows available for purchase	3 RHP Type 2 or 3 products for sliding and casement windows become available for purchase by 2030
	4	Med	# of RHP products with air filtration capabilities available for purchase	4 RHP products with air filtration available by 2030

Note: all milestone dates reflect end of year and assume MTIs are approved to begin market deployment by the end of 2025

Metrics by strategic intervention:

Influence manufacturer development of window heat pumps that meet the needs of the California market through technology challenges, demand aggregation, and ongoing manufacturer engagement

LM Outcome	MPI	Time	MPI	Milestone
Prices decline, especially of CA-suitable products	5	Med	***Incremental cost of RHP vs. (1) Room ACs (2) Space heaters and (3) combined costs of space heaters and room ACs***	***Incremental cost declines compared to each alternative technology by 2029 and is equal to the combined price of window AC and space heater by 2030***
Growing number of manufacturers support use of natural refrigerants	6	Short	Number of manufacturers who support use of natural refrigerants	2-3 manufacturers formally support movement to use natural refrigerants by the end of 2027

Metrics by strategic intervention:

Engage national collaborative on federal test procedures for products suitable for California climates and future ENERGY STAR specifications

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LM Outcome	MPI	Time	MPI	Milestone
ENERGY STAR specification adopted for products that provide both heating and cooling (including portable forms)	7	Short	ENERGY STAR specification amendments	ENERGY STAR specification amendment in place by 2027
ENERGY STAR specification update that includes separate tiers for moderate and cold climates		Med		ENERGY STAR specification amendment in place by 2030
Manufacturers and market partners adopt more consistent product labeling, market confusion declines	8	Short	# of RHP manufacturers that update product naming and descriptions	At least 3 RHP manufacturers adopt recommendations of the national RHP Collaborative to update product naming and description by the end of 2027
Federal efficiency standards add heating efficiency and increase stringency for cooling efficiency for all target HP products	9	Long	Federal appliance standards	Heating energy efficiency rating (HEER) minimum standard in place by 2032
				Federal standards reflect at least a 10% higher CEER by 2032

Metrics by strategic intervention:

Support inclusion and bundling with energy efficiency and climate resilience programs for ESJ communities; gather and share usage and bill impact data across program partners that have supported product installations

LM Outcome	MPI	Time	MPI	Milestone
Programs include products as measures in energy efficiency, weatherization, and climate resilience programs	10	Short	*Number of California PA and regulatory bodies who include RHPs (as defined by MTI) in their program*	*milestones will be associated with outputs – not outcomes (e.g., # PA's engaged)*
More data available on bill impacts for LI consumers	11	Short	*PAs contribute to and utilize datasets published and shared by CalMTA*	*Report on bill impacts published by 2026*
More CA-suitable products installed in SF and MF homes through California decarbonization, energy efficiency, and weatherization programs	12	Med	*Number of programs promoting, incentivizing, or directly installing RHPs*	*At least 5 programs – at least 3 LI-focused - offer RHP as an eligible measure or directly install by 2029*
	13	Med	*Number of RHP units installed through California programming*	*At least 10,000 RHP units are installed through California programming by 2031*

Metrics by strategic intervention:
Engage retail channel with midstream stocking incentives targeting LI consumers

LM Outcome	MPI	Time	MPI	Milestone
Retail partners stock and sell more affordable products in ESJ predominant communities year-round	14	Short	***Share of qualified RHP stocked in brick-and-mortar locations; stocking trends are similar in stores in ESJ communities***	***Share of qualified RHP products in brick-and-mortar retailers participating in ESRPP reaches 8% by 2027***
	15	Short	***Price of qualified RHP in brick-and-mortar locations in ESJ communities***	***Average price of qualified products is lower in ESRPP stores in ESJ communities compared to other stores by 2027***

Metrics by strategic intervention:

Support advancement of electrification enabling rate structures to mitigate bill impacts of moving from gas to electric cooking

LM Outcome	MPI	Time	MPI	Milestone
Prevalence of electrification-enabling rate structures grows across CA	16	Med	***# of MTI-supported policies or new electrification-friendly rate structures proposed/ referenced by utilities, regulatory bodies, etc.***	***At least 3 PA's file for MTI-supported rate structures by 2029***

Metrics by strategic intervention:

Support CA policy and standard setting bodies in use of natural refrigerants through manufacturer engagement, lab testing, and data

LM Outcome	MPI	Time	MPI	Milestone
Growing number of manufacturers support use of natural refrigerants	6	Short	# of manufacturers who support use of natural refrigerants	2-3 manufacturers formally support movement to use natural refrigerants by end 2027
Key standard-setting bodies (ASHRAE; Underwriters Laboratories (UL)) amend guidance to allow the use of natural refrigerants based on mfr. feedback	17	Med	Amended ASHRAE guidance to allow for use of natural refrigerants	ASHRAE approves guidelines by 2029
Relevant state regulations have been updated to allow natural refrigerants in room heat pumps	18	Long	State regulations updated to allow for natural refrigerants	State approves updates by 2031
Availability of products that use natural refrigerants grows	19	Long	# of products available utilizing natural refrigerants	At least 2 products utilize natural refrigerants are available by 2034

Outcomes resulting from all strategic interventions and awareness-building interventions

LM Outcome	MPI	Time	MPI	Milestone
Consumer awareness of benefits and features grows starting with multifamily markets and key influencers	20	Med	***% consumers aware of RHP products and their benefits (LI and non-LI)***	***Awareness increases over period***
	21	Med	***% Property Managers aware of RHP products and their benefits (LI and non-LI)***	***Awareness increases over period***
Prices decline, especially of CA-suitable products	22	Med	***Incremental cost of RHP compared to alternatives (room Acs; space heaters; space heaters + room ACs***	***Incremental cost declines compared to each alternative technology by 2029 and is equal to the combined price of window AC and space heater by 2030***
Market share of RHPs grow and standalone AC window units and electric resistant heaters decline	23	Long	RHP Market share (% of full category sales)	10% of window AC sales by 2036 10% of space heater sales by 2036

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Detailed MPIs and Milestones

Induction Cooking

Karen Horkitz
Lead, Market Research and Evaluation

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Metrics by strategic intervention:

Drive manufacturer development of affordable,120V battery-equipped ranges that fill the product availability gap for CA electrical infrastructure and multifamily market needs

LM Outcome	MPI	Time	MPI	Milestone
Manufacturers respond with plans for product roadmaps and scaled production of 120V battery-equipped induction range products	1	Short	# of manufacturers who respond with plans for product roadmaps	2 manufacturers engage with CalMTA Tech Challenge by 2027
Increased availability of affordable 120V battery-equipped induction range products	2	Med	# of 120V products available to purchase from major retailers either in-store or online (not only direct from manufacturer)	At least 2 120V products are available to purchase from major retailers either in-store or online (not only direct from manufacturer) by 2031
	3	Med	***Incremental cost of battery-equipped 120V induction compared to 240V induction***	***Average price of 120 V battery products is not more than double the average price of 240V induction by 2031***

Note: all milestone dates reflect end of year and assume MTIs are approved to begin market deployment by the end of 2025

Metrics by strategic intervention:

Engage influential builders and remodelers firms through incentives or bulk purchase pricing coupled with marketing support

LM Outcome	MPI	Time	MPI	Milestone
Builders change design plans and installation of induction cooking grows in new construction	4	Short	# of bulk purchasing agreements in place with builders	3 bulk purchase agreements in place with production builders in California by 2027
SF and MF Builders both increasingly utilize induction products	5	Med	# of standard order appliance kitchen suites that include induction	At least 4 major brands offer induction in-suite models and bulk quantities with shipping timelines on par with gas and electric alternatives by 2029
Induction and ENERGY STAR rated electric radiant cooking products increase relative to gas cooking products in new construction market	6	Med	Market share in new construction sector	Market share increases over time
Average price of induction ranges and cooktops decline in new construction	7	Med	Incremental cost (for builder/wholesale pricing) of 240V options above electric radiant	Incremental cost shrinks to less than 10% for builders by 2029

Metrics by strategic intervention:
Support inclusion of affordable induction cooking products in California programs

LM Outcome	MPI	Time	MPI	Milestone
Programs include product as measure, especially in programs that target LI customers	8	Short	***# LI programs including induction as a measure***	***CalMTA engages with at least 7 PAs by 2026, 4 of which are Low Income programs, to increase awareness about induction***

Metrics by strategic intervention:
Engage ENERGY STAR specification development to support continued product differentiation and increased EE stringency

LM Outcome	MPI	Time	MPI	Milestone
EPA develops version 2.0 of ENERGY STAR specification for cooking which includes increased efficiency and provisions for 120V battery-equipped range product	9	Med	ENERGY STAR version 2.0 specification developed	ES Spec is updated to include battery-equipped products and reflects at least 10% increase in efficiency (reduction in IAEC) by 2030

Metrics by strategic intervention:

Deploy midstream stocking incentives that motivate retailers to target LI consumers with more affordable induction products

LM Outcome	MPI	Time	MPI	Milestone
Retail partners stock and sell more affordable products in ESJ predominant communities	10	Short	*Share of efficient electric stocked in brick-and-mortar locations; stocking trends are similar in stores in ESJ communities*	*Share of induction products in brick-and-mortar retailers participating in ESRPP reaches 15% by 2027– same level for stores in ESJ communities (as defined by ESRPP for Equity Pilot)*
	11	Short	*Price of induction and ES Electric Radiant in brick-and-mortar locations in ESJ communities*	*Average price of induction and ES Radiant products are lower in ESRPP stores in ESJ communities compared to other stores by 2027*

Metrics by strategic intervention:

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

LM Outcome	MPI	Time	MPI	Milestone
Polices, codes and electric rate structures that decrease consumer and builder use of gas cooking products adopted in California	12	Short	Number of policy forums, partnerships, or opportunities that CalMTA engages in or supports (i.e. codes and standards advocacy group)	CalMTA engages with at least 3 organizations on opportunities for codes, standards, and electrification-enabling rate structures by 2026

Metrics by strategic intervention:

Support advancement of electrification enabling rate structures to mitigate bill impacts of moving from gas to electric cooking

LM Outcome	MPI	Time	MPI	Milestone
More data available on bill impacts for low-income (LI) consumers	13	Short	***Low-income programs reference CalMTA data sources in RHP program documentation***	***Progress tracking only***
Prevalence of electrification-enabling rate structures grows across the state	14	Med	***# of policies or new electrification-friendly rate structures that the MTI supported that are proposed/referenced by utilities, regulatory bodies, etc.***	***Progress tracking only***

Outcomes resulting from all strategic interventions and awareness-building interventions - Awareness

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LM Outcome	MPI	Time	MPI	Milestone
Awareness and preference for efficient electric cooking increases	15	Med	*% consumers aware of induction technology (LI and non-LI)*	*Awareness increases over time*
	16	Med	*% landlords/property managers aware of induction technology (LI and non-LI)*	
	17	Med	*% consumers who prefer electric and induction fuel types to gas (LI and non-LI)*	
	18	Med	*% landlords/property mgrs who prefer electric/induction fuel types to gas (LI, nonLI)*	
	19	Med	*% consumers aware of health and safety benefits of induction*	
	20	Med	*% property managers aware of health and safety benefits of induction*	
Consumers utilize induction 120V battery-equipped range product as tool for increased energy benefits (resilience, DR)	21	Long	*Percentage of consumers and property managers aware of 120V battery-equipped products*	*Awareness increases over time*
	22	Long	*Percentage of consumers aware of resilience and peak shifting benefits 120V battery-equipped products*	

Outcomes resulting from all strategic interventions and awareness-building interventions – Market Share/Units

LM Outcome	MPI	Time	MPI	Milestone
Sales of Induction and ENERGY STAR rated electric radiant cooking products increase relative to gas cooking products	23	Med	Efficient electric cooktop market share (% of full category sales)	Market share (% of full category sales) increases 10% points by 2029
CA Market share of efficient electric reaches tipping point	24	Long	Efficient electric cooktop market share (% of full category sales)	Market share (% of full category sales) increases 20% points by 2033
Consumers adopt induction 120V battery-equipped range product to realize additional benefits (e.g.,resilience, DR)	25	Long	Units of adoption	Units of adoption increase over time

Denotes final metric not yet determined.