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MTI Name: (MTI Program Name)
MTI Life Cycle: XXXX - XXXX
Budget: (\$M)
Energy Savings: (kWH)

Market: (Target Market)
Lead: (Name)
Consultants: (Partnering Firms)
Total System Benefit: (\$M)



1 Executive Summary

This section summarizes the Market Transformation (MT) theory opportunity and strategy, the problem it is trying to solve, what ultimate sustained change in the market we are expecting to see, and desired end state. The Executive Summary will also provide a brief overview of key points from the other MTI Plan sections, including the equity and Environmental and Social Justice (ESJ) approaches, data management, stakeholder and market engagement, evaluation, risks, and mitigation.

2 Market Transformation Theory & Opportunity

In alignment with the MTI's Logic Model in Appendix A, this section summarizes the Market Transformation Theory and its associated end state, transition/exit strategy, target market, opportunities, barriers, and intervention strategies. Include also the ESJ approach.

Market Transformation Initiative Plan: INSERT MTI NAME

2.1 Theory of Market Transformation

Brief Product Definition	
Initiative Vision (Include opportunity assessment, why this, why now?)	
Target Market	
Transition Strategy (What do you expect to see in the market to know it is time to exit?)	
Market End State (What is the desired end goal if the MTI is successful?)	
Environmental & Social Justice (ESJ) Approach (How this MTI's strategies address and advance ESJ priorities)	
Opportunities	Description
(1)	
(2)	
(3)	
(4)	
(5)	

2.2 Market Barriers, Intervention Strategies, Outcomes and Progress Indicators

This subsection will have one table for each MTI barrier. Writers will duplicate the blank table and add additional barriers, strategies, outcomes and MPIs as needed.

Market Barrier (Description of barrier #1):	
--	--

Market Transformation Initiative Plan: **INSERT MTI NAME**

Intervention Strategies (Multiple intervention strategies may be listed for each barrier):	<ul style="list-style-type: none"> • • • 		
Short Term Outcomes (1-2 yrs)	Medium Term Outcomes (3-5 yrs)	Long Term Outcomes (6-10+ yrs)	Key Market Progress Indicators

Market Barrier (Description of barrier #2):			
Intervention Strategies (Multiple intervention strategies may be listed for each barrier):	<ul style="list-style-type: none"> • • • 		
Short Term Outcomes (1-2 yrs)	Medium Term Outcomes (3-5 yrs)	Long Term Outcomes (6-10+ yrs)	Key Market Progress Indicators

See Appendix B for the Market Progress Indicator data sources and Appendix A for the complete Logic Model.

2.3 Initiative Budget & Outcomes

This subsection describes the anticipated critical market outcomes/impacts expected to validate continued CalMTA investment. Depending on the program logic, the years are subject to change to reflect the appropriate timeline for the MTI.

Phase III - Market Development Budget (Estimate of total MTI cost):			
1-Year	Short Term	Med Term	Long Term

Market Transformation Initiative Plan: **INSERT MTI NAME**

Critical Activities: •	Critical Outcomes: • •	Critical Outcomes: • •	Critical Outcomes: • •
---------------------------	------------------------------	------------------------------	------------------------------

2.4 Total System Benefit (TSB) & Cost-Effectiveness Forecast

(Insert chart)

See Appendix B for the complete Forecasting Model Documentation.

2.5 ESJ Community Benefit

This section describes insights on how this MTI will bring benefits to the ESJ communities.

2.6 Workforce Development

This subsection outlines the MTI's approach to Workforce Development and how this leverages and/or coordinates with other CalMTA activities as identified in Section 5. It includes the strategies being used to create a positive wealth generation impact for ESJ communities.

2.7 Other Benefits

This section outlines additional unique benefits (i.e. non-energy benefits) of this MTI.

3 Product Definition & Assessment

This section summarizes the product, service or practice and its benefits. Presents current performance data, relevant behavior research, energy savings potential, competing products and the benefits associated with target and competing products.

3.1 Product, Service or Practice Definition

This subsection reflects the complete product, service, or practice definition.

3.2 Competitive Analysis

This subsection describes the Strength, Weakness, Opportunity & Threat (SWOT) assessment of alternative products/practices. Ensure there is alignment with risk assessment, management plan and product weakness.

Product	Strengths (Internal)	Weakness (Internal)
CalMTA Product/Practice		
Competing Product/Practice		
Competing Product/Practice		
Competing Product/Practice		

Product	Opportunities (External)	Threat (External)
CalMTA Product/Practice		
Competing Product/Practice		
Competing Product/Practice		
Competing Product/Practice		

Market Transformation Initiative Plan: **INSERT MTI NAME**

3.3 Product Total Market Potential

This subsection summarizes the total market potential of the product and other product benefits (Ex. electric, carbon, refrigerant savings).

3.4 Product Performance and/or Behavior Research Summary

This subsection summarizes the documented performance of the product, including relevant research on consumer behavior.

3.5 Potential Product Improvements

This subsection includes the strategy and approach to product/practice modifications, including improvements needed to meet the needs of consumers, maximize benefits in California climate zones and building stock, and to best serve ESJ communities.

See Appendix C for the complete Product Assessment Report and Appendix D for the complete Product Plan.

4 Market Characterization

This section summarizes the current state of the market for the MTI, including an overview of the target market, supply chain, market actors and other programs that support the MTI. Includes an overview of the customer experience, market baseline and assumptions.

4.1 Current Market State Summary

This subsection summarizes the current market state of the market for the MTI, including market size, dominant players, key supply chain components, emerging trends, Equity and ESJ activities, opportunities and/or partners.

4.2 Target Market Overview

Who makes the product?	
Who buys the product?	
Who uses the product?	

Market Transformation Initiative Plan: **INSERT MTI NAME**

How is product sold?	
Who influences purchase decision?	

4.3 Customer Assessment & Experience

This subsection summarizes the customer assessment and experience, including end-customer and supply chain customers.

4.4 Market Baseline & Assumptions

(Insert image of baseline)

4.5 Key Baseline Assumptions

This subsection summarizes the MTI's key baseline assumptions.

See Appendix E for the complete Baseline Market Characterization Report.

5 Stakeholder & Market Engagement

This section summarizes the MTI's stakeholders, supply chain players, their roles, and the strategy to coordinate to achieve the desired MT outcomes.

5.1 Stakeholder Engagement Strategy

Stakeholder/Program	Summary of Offering/Support	Coordination Strategy

See Appendix F for the complete Stakeholder Engagement Plan.

Market Transformation Initiative Plan: INSERT MTI NAME

5.2 Market Engagement Strategy

Market Actor	Role	Coordination Strategy

See Appendix F for the complete Stakeholder Engagement Plan.

6 Data Management

This section summarizes the MTI’s strategy for collecting, managing, and reporting data to track program progress.

6.1 Primary & Alternative Data Sources

This subsection describes data sources that will be used to measure initiative progress and success. Includes information about data sources for ESJ metrics.

6.2 Market Progress Indicators

This subsection details the data approach in place to measure the market progress indicators with their data sources. Additional MPIs can be added by inserting additional rows.

Market Progress Indicator	Data Type Collected	Data Sources	Responsible
(1)			
(2)			
(3)			

See Appendix A for the Logic Model and Appendix G for the complete Evaluation Plan.

7 Evaluation & Market Research

This section summarizes the strategy for evaluating and reporting on the MTI's impact over time.

7.1 Evaluation & Research Approach Summary

This subsection provides an overview of ongoing evaluation, measurement, and evaluation to track progress, adjust strategies or metrics if needed and to substantiate savings claims.

7.2 Key Evaluation & Research Activities

This subsection summarizes the critical evaluation and research activities needed to track the progress of the MTI.

Insert Year	Insert Year	Insert Year	Insert Year
•	•	•	•
•	•	•	•
•	•	•	•

7.3 Savings Forecast Strategy

This subsection summarizes a plan for updating the savings forecast at regular intervals.

7.4 Incremental Impacts Summary

This subsection summarizes the approach to estimating incremental impacts, i.e. how we will estimate the ROI attributable to CalMTA vs other program investments.

See Appendix G for the complete Evaluation Plan.

8 Risks & Mitigation

This section characterizes of the different risks associated with the initiative, and strategies to mitigate the risks.

Risk	Severity (H, M, L)	Likelihood of Occurring (H, M, L)	How We Will Know the Risk is Occurring	Mitigation Approach
			•	•
			•	•
			•	•
			•	•
			•	•

See Appendix H for the complete Risk Management Plan.

9 Budget

This section summarizes the MTI’s estimated budget, activities and expected timeline. Includes the estimated lifecycle of this initiative.

Estimated lifecycle of initiative: 20XX - 20XX

Section	Cost Estimate
Program Management/Administration	
Years 1- =end of contract*	
Lifecycle Of Initiative	
Market Actor & Supply Chain Engagement	
Years 1- end of contract*	
Lifecycle Of Initiative	
Stakeholder Engagement	
Years 1- end of contract*	
Lifecycle Of Initiative	
Product Management	
Years 1- end of contract*	
Lifecycle Of Initiative	
Market Research & Evaluation	

Market Transformation Initiative Plan: **INSERT MTI NAME**

Years 1- end of contract*	
Lifecycle Of Initiative	
Marketing	
Years 1- end of contract*	
Lifecycle Of Initiative	
Education & Training	
Years 1- end of contract*	
Lifecycle Of Initiative	
Incentives	
Years 1- end of contract*	
Lifecycle Of Initiative	
Total	

**All budget line items are estimated through the contract period.*

See Appendix I for the complete Budget.

10 Appendices

10.1 Appendix A: Logic Model

This appendix includes the MTI's full Logic Model. The Logic Model is a systematic and visual way of presenting CalMTA's understanding of the interventions necessary to remove barriers, expected outcomes of those interventions, and a pathway to the desired end state.

10.2 Appendix B: Forecasting Model Documentation

This appendix details the inputs, sources and methods used to develop the market forecasting, Total System Benefit (TSB), and cost-effectiveness model for this MTI.

10.3 Appendix C: Product Assessment Report

This appendix presents the findings on the technology research conducted in Phase II and on behalf of the MTI.

10.4 Appendix D: Product Plan

This appendix outlines the product roadmap the proposed direction, priorities, and progress of the product over time of this initiative..

10.5 Appendix E: Baseline Market Characterization Report

This appendix includes the baseline assumptions and a thorough assessment of the market state, supply chain, market actors and other programs that support the MTI.

10.6 Appendix F: Stakeholder Engagement Plan

This appendix describes how CalMTA will communicate and collaborate with key market actors and program stakeholders.

10.7 Appendix G: Evaluation Plan

This appendix describes the plan to track the progress and assess the impact of the MTI over time.

10.8 Appendix H: Risk Management Plan

This appendix documents the potential risks and obstacles to the MTI and CalMTA plans to mitigate the risks.

10.9 Appendix I: Budget

This appendix details the budget requirements for the MTI.