



Meet CalMTA

California has set a bold path to catalyze energy efficiency and decarbonization innovation through market transformation.

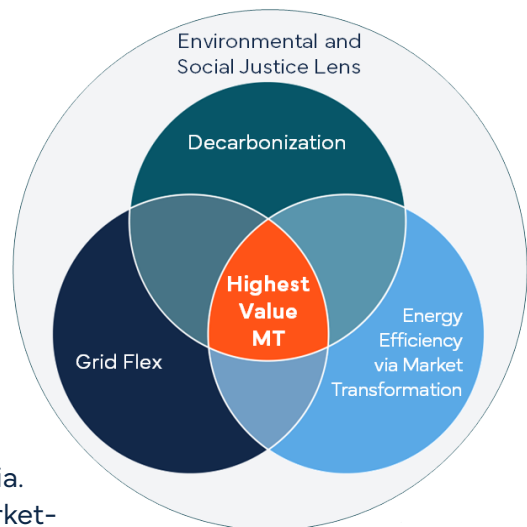
CalMTA, a program of the California Public Utilities Commission and administered by Resource Innovations, will deliver high-impact solutions that further the State's clean energy economy and climate goals to benefit all Californians.

Market transformation is the strategic process of intervening in a market to create lasting change by removing market barriers, exploiting opportunities, and accelerating the adoption of identified technologies or practices.

Helping to achieve California's climate goals

California has set ambitious decarbonization goals in its climate plan as well as targets for cutting air pollution and investing in workforce development. Energy efficiency is a critical strategy to achieve these goals. In late 2022, the California Public Utilities Commission (CPUC) created the State's first-ever Market Transformation Administrator (CalMTA) to advance groundbreaking energy efficiency transformation initiatives that will bring sustainable, cost-effective market changes to California.

CalMTA will play a key role by developing strategic, market-level initiatives to remove barriers and accelerate adoption of energy-efficient technologies and practices. CalMTA's efforts, which will invest \$310 million over eight years, will achieve outcomes consistent with the goals of California's Climate Action Plan.





Why is market transformation important?

The urgency of the climate crisis and the need to decarbonize all sectors of our economy make market transformation an important strategy for California. Because CalMTA initiatives will work to change the way markets operate to favor efficiency and low-carbon solutions, the benefits are lasting and result in large savings over the long term. Market transformation initiatives (MTIs) that are forming in California will align with current programs both within the state and across the country, significantly growing our collective influence to catalyze market change.

For more information about CalMTA and a timeline of our activities through 2030, please visit calmta.org/calmta-frequently-asked-questions/.

The MTI development process

CalMTA follows a three-phase model with stage gates at each step to select and develop market transformation ideas, from initial concept identification through the eventual exiting of the market.



Ideas under development

CalMTA is developing a portfolio of MTIs with six ideas currently in process.



Efficient Rooftop Units (ERTUs)

Efficient rooftop units (ERTUs) are forced-air systems that package cooling, ventilation, and heating components into a single unit. ERTUs include design improvements to increase energy efficiency, as well as advanced control systems.



Portable/Window Heat Pumps

Portable and window heat pumps are affordable, self-contained consumer products that provide efficient heating and cooling for small spaces. These devices can be self-installed and plugged into standard 120-volt outlets.



Induction Cooktops & Ranges

Induction cooktops and ranges use electromagnetic induction to heat cookware directly. They save energy through instant, direct, and efficient heat transfer, and provide precise temperature control. They do not emit noxious gases that contribute to reduced indoor air quality.



Commercial Replacement & Attachment Window Solutions

Commercial replacement uses the unique properties of vacuum-insulated glass (VIG) to increase uptake and investment in commercial retrofits, especially for buildings with single pane glass. Alternatives include commercial secondary windows, which attach to existing windows, creating additional insulation and offering options for solar control via low-E films.



Residential Heat Pump Water Heating

All-electric residential heat pump water heaters employ a compressor-based heating system to extract heat from the air and use it to heat water, making them far more efficient than conventional electric and gas water heaters. They also generate significantly fewer emissions.



Foodservice Water Heating Systems

Medium-duty electric commercial water heaters that can meet the unique hot water demand, delivery/recovery rate, and water temperature requirements of the foodservice industry offer significant emissions reductions and energy savings relative to the incumbent gas water heating technology used in most commercial kitchens.

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