




CalMTA Overview

Agenda Item #5

Margie Gardner | VP Market Transformation
CalMTA

April 19, 2023, NRDC Offices



Meet CalMTA

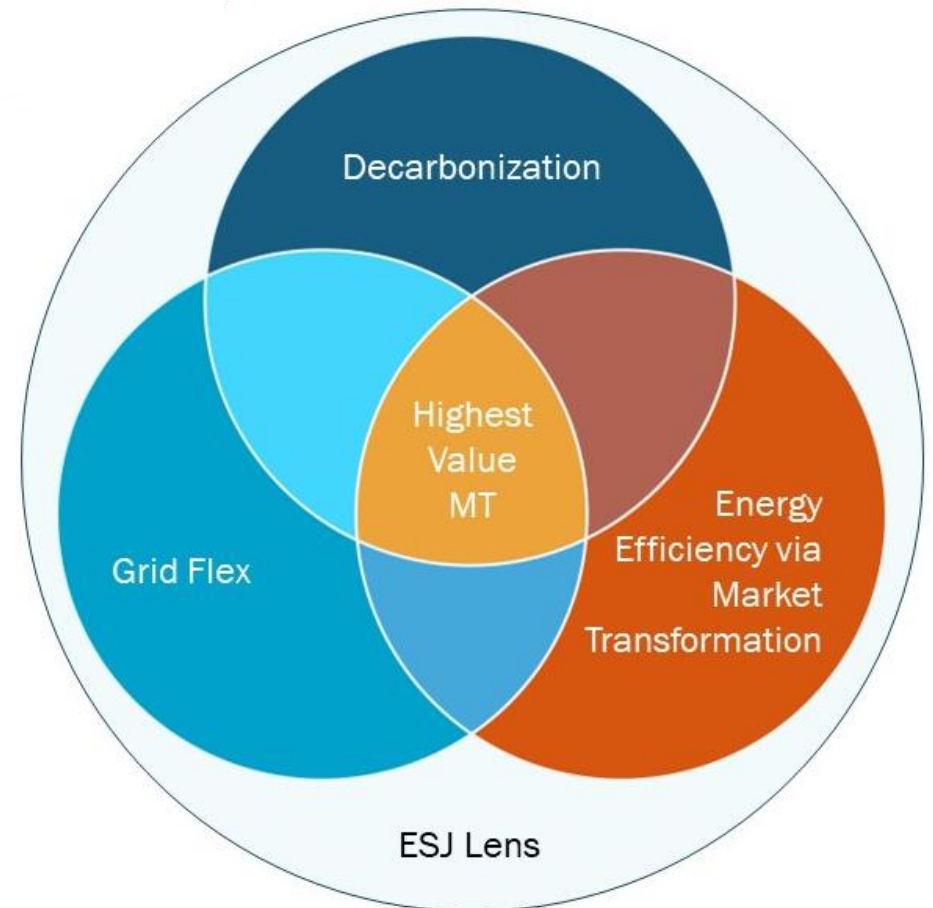
CalMTA is administered by



- CPUC created a Market Transformation Framework (D.19-12-021)
- Resource Innovations named Administrator
 - Supported by other expert firms
- New CalMTA develops & manages MT initiatives (MTIs) with MT Advisory Board input
- Responsibilities eventually transition to a nonprofit

How we work

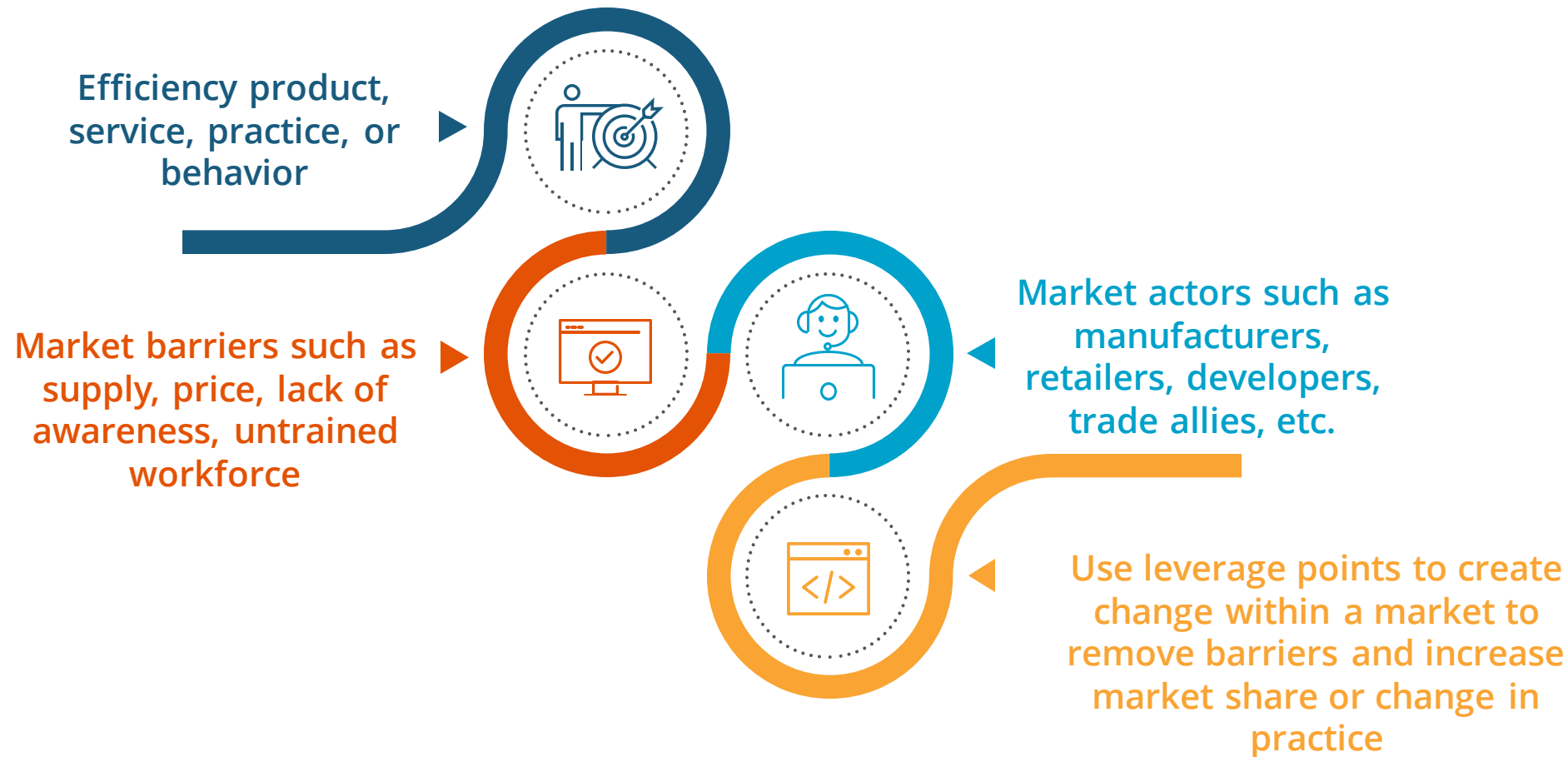
- Collaborate with existing EE efforts
 - Avoid duplication
 - Faster scale
- Advance other state goals: GHG reduction, WE&T, environmental and social justice (ESJ)
- Add value to grid health: “grid flex”
- Ensure initiatives meet MT criteria









Market Transformation

“The strategic process of intervening in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices.”

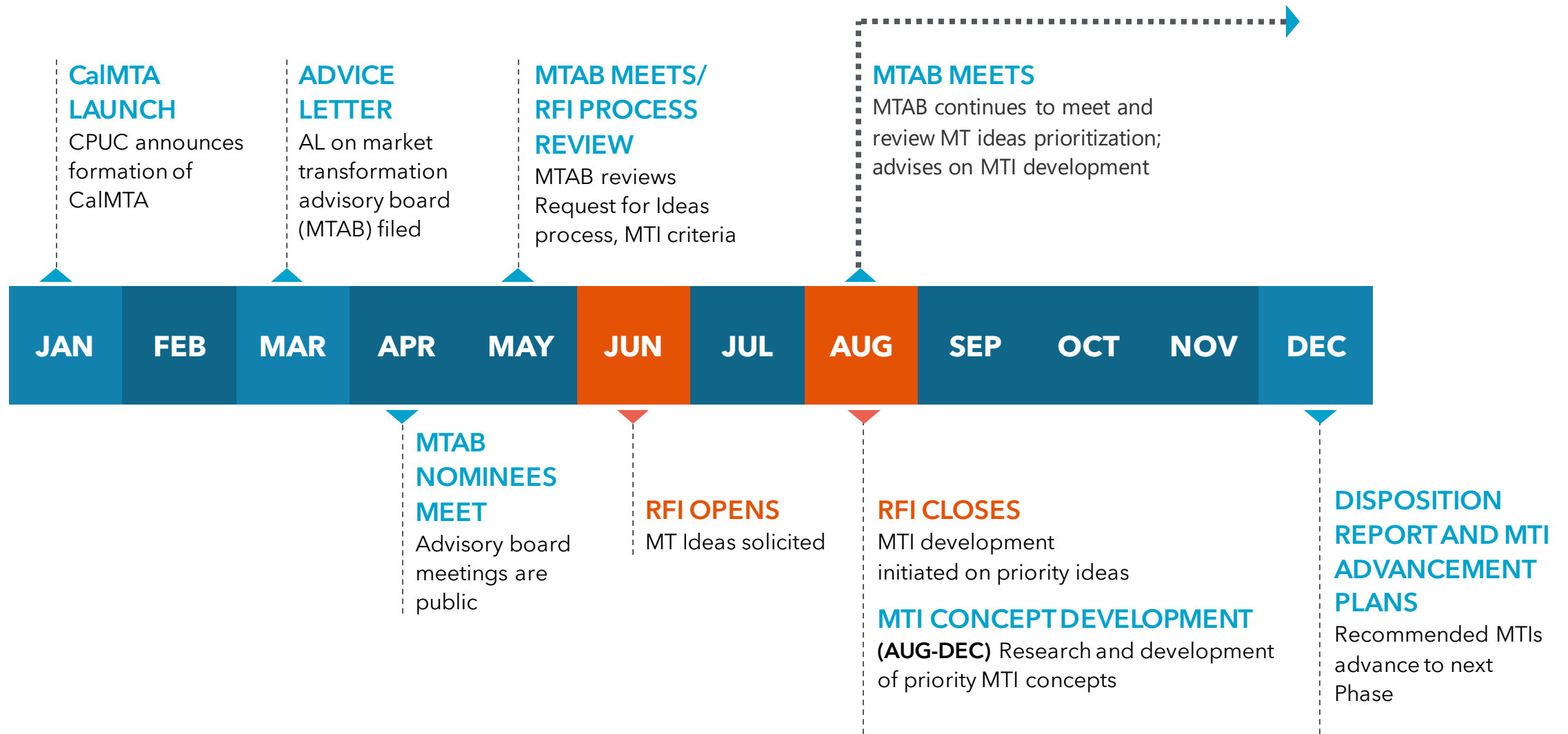
Strategic Market Intervention



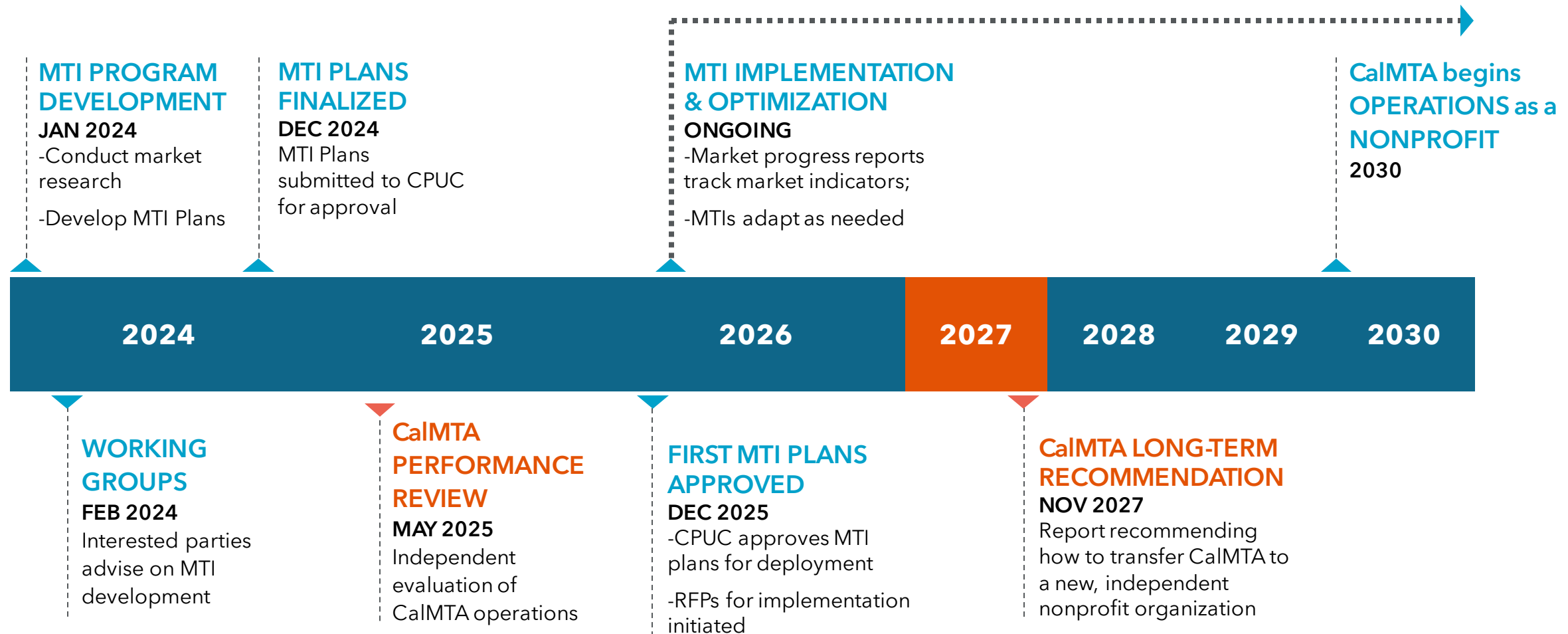
Our team of experts & roles

 resource innovations	CalMTA Administrator & overall management
 CADMUS	Market research and MT evaluation expertise
 2050 PARTNERS	Support MTI development & assessment
 BRiO	Support MTI strategy and deployment
 ORTIZ	Ensure ESJ, WET & DEI are embedded in MTIs
 UNROOZ SOLUTIONS	Support ESJ & diversity, equity & inclusion goals
Senior Advisors:	Steve Schiller, Ralph Prah, and Steve Nadel

Milestone Timeline 2023



Milestone Timeline 2024 - 2030





Market Transformation Advisory Board Background

Agenda Item #6

Stacey Hobart | Principal, Stakeholder Engagement & Communications
CalMTA

April 19, 2023, NRDC Offices

Orientation

- **This meeting is an orientation only**
 - MTAB members need to be confirmed by CPUC
 - Anticipated to occur soon

9 Nominees by Category Found in CPUC Decision

Lujana Medina, SoCal REN
CCA/RENs

Hayley Goodson, TURN
Ratepayer advocacy/protection

Ky-Ann Tran, Cal Advocates
Ratepayer advocacy/protection

Peter Miller, NRDC
Environmental advocacy

Fred Gordon, Energy Trust
Evaluation professional

Cyane Dandridge, Strategic Energy
Innovations
Workforce and/or labor

Jeff Harris, NEEA
National/Regional EE policy
professional

Randall Higa, Southern California
Edison Investor-Owned Utility (IOU)

Christie Torok, CPUC staff
CPUC representative

MTAB Primary Role & Purpose



Advise on Ideation, Design & Implementation

- Provide expertise and unbiased, non-binding recommendations
- Responsible for reviewing selection criteria, advising on market transformation ideas, and initiative design and implementation



Diversity of Thought

- No more than 9 members to represent diverse viewpoints

Proposed Meeting Norms

- MTAB meetings are public and will be recorded
- Packet materials are sent a week in advance and should be reviewed before the meeting
- Member should attend at least 80% of the time
 - If can't make a meeting, notify CalMTA in advance and someone else from the organization can attend as proxy
 - Recommendations should be constructive
 - Silence means agreement

Proposed Meeting Norms

- MTAB meeting minutes will summarize the discussion and recommendations
 - Minutes serve as the record of MTAB recommendations
 - Each MTAB meeting will ask for acceptance or edits of the prior meeting minutes
 - Any member may choose to write a summary of their own view, which will be appended to the minutes.

Charter & Conflict of Interest

Pending CPUC approval

Charter: Roles & Responsibilities



The MTAB is a non-authoritative body, making non-binding recommendations. Members:

- Understand/are dedicated to supporting CalMTA goals
- Attend all meetings and come fully prepared
- Participate constructively in meetings, helping to create reasonable solutions
- Serve as educators of market transformation efforts

Charter: Other Aspects



Terms

- Two-year terms ($\frac{1}{2}$ of first terms are 1-year)



Removal

- Members can be removed by agreement of CPUC/CalMTA for not meeting obligations



Vacancy

- Notification of openings will be posted, distributed to interested parties for 2 weeks



Stipend

- MTAB members are volunteers and not employees
- Stipend from meetings will be provided and travel expenses covered



Meetings & Records

- Public meetings announced at least 4 business days prior
- Members of the public can comment at meetings
- Written minutes will be prepared

COI Policy – Pending CPUC Approval

- Eligibility
 - Can't receive funding from CalMTA or be in pursuit of funding
- Recusal Requirements
 - Can't bid on RFP/RFQ if give input on MT idea after Concept Development Phase I
 - Can recuse from that MT idea discussion, but must leave MTAB if respond to RFP
 - If have competitive interest to an MTI or strategic prioritization, recuse from that discussion
 - Agree to not influence remaining MTAB
 - Interpretation if needed done by CPUC staff
- Disclosure
 - Complete publicly posted Disclosure Form with information about relationships
- Transparency
 - Public meetings & process where COI concerns can be raised by the public



Market Transformation Introduction

Agenda Item #7

Jeff Mitchell | Principal of MTI Development & Deployment
CalMTA

April 19, 2023, NRDC Offices



Purpose

- Cover some basics of Market Transformation
- Get everyone excited about this opportunity to make a meaningful impact!



What is Market Transformation?

“The strategic process of intervening in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices.”

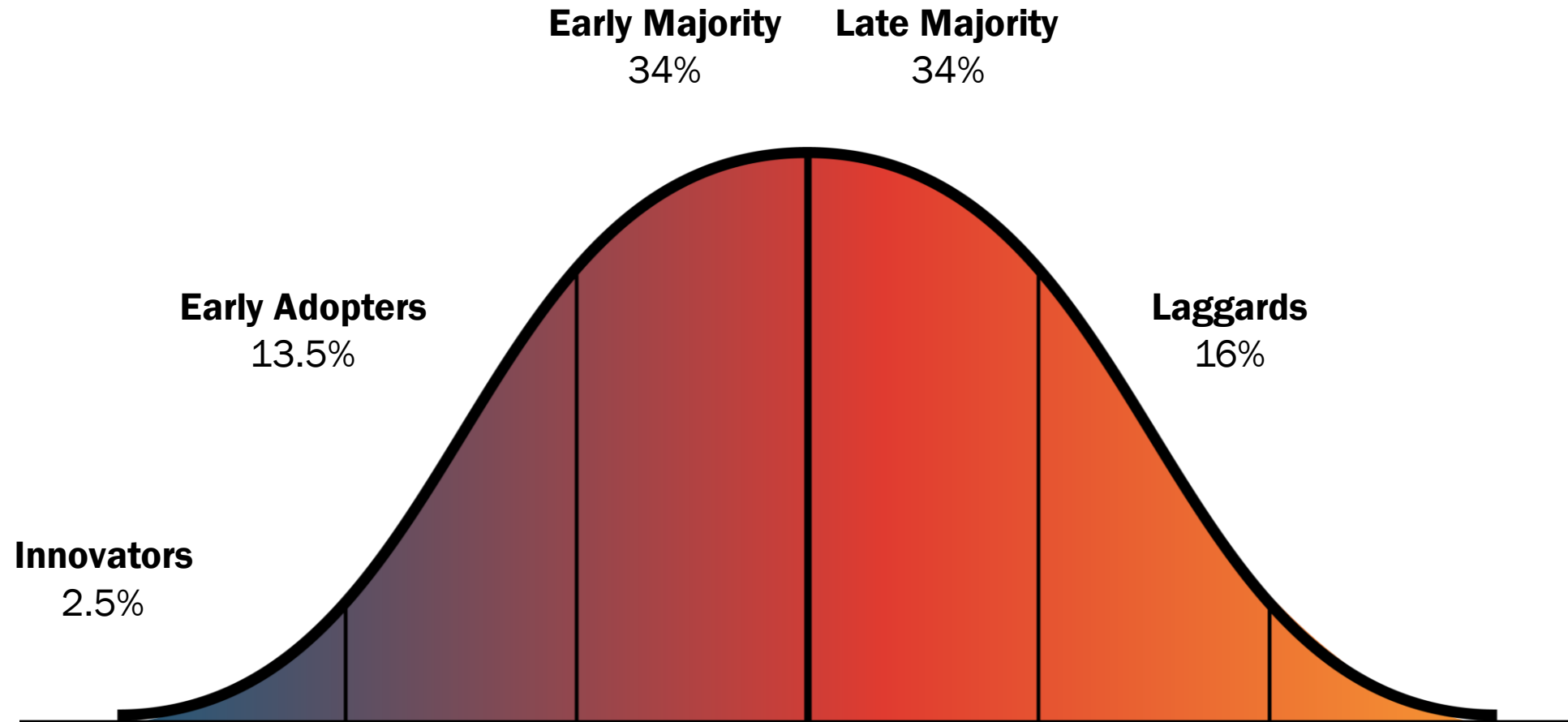




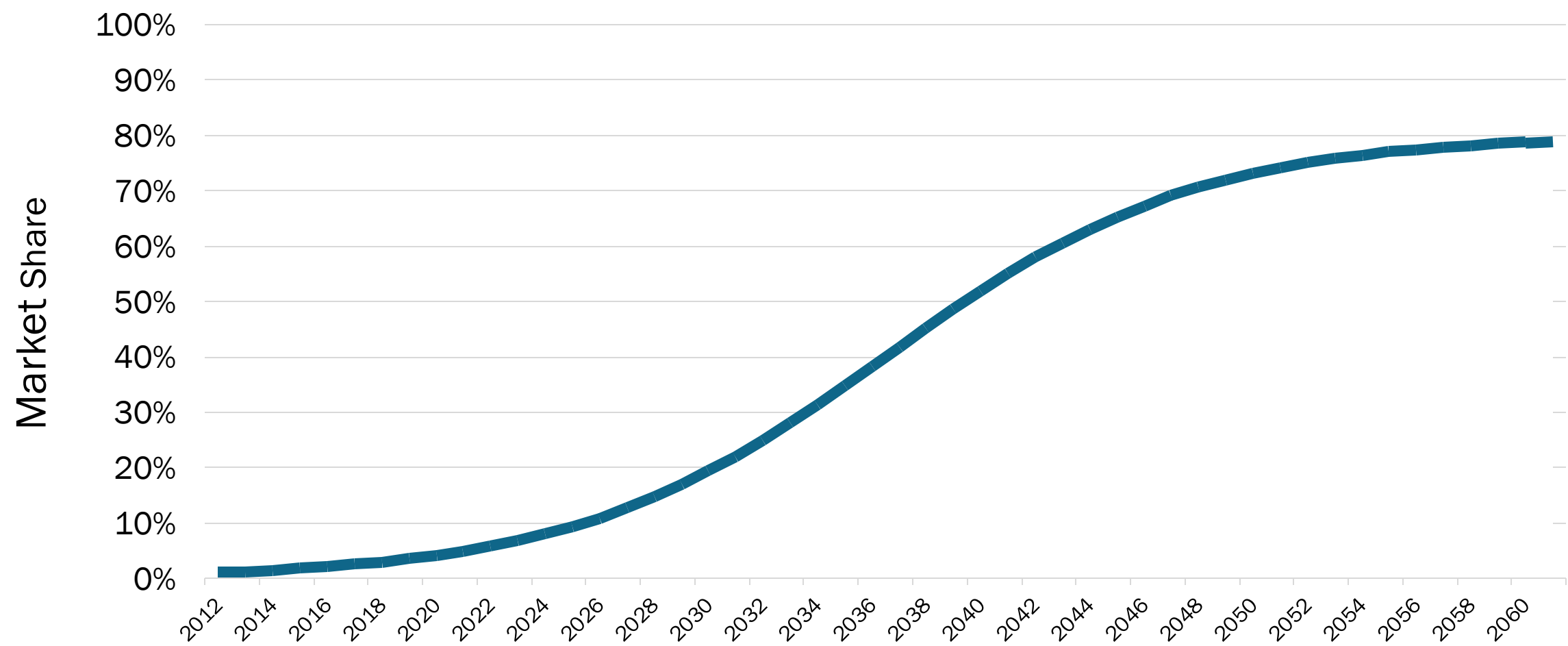




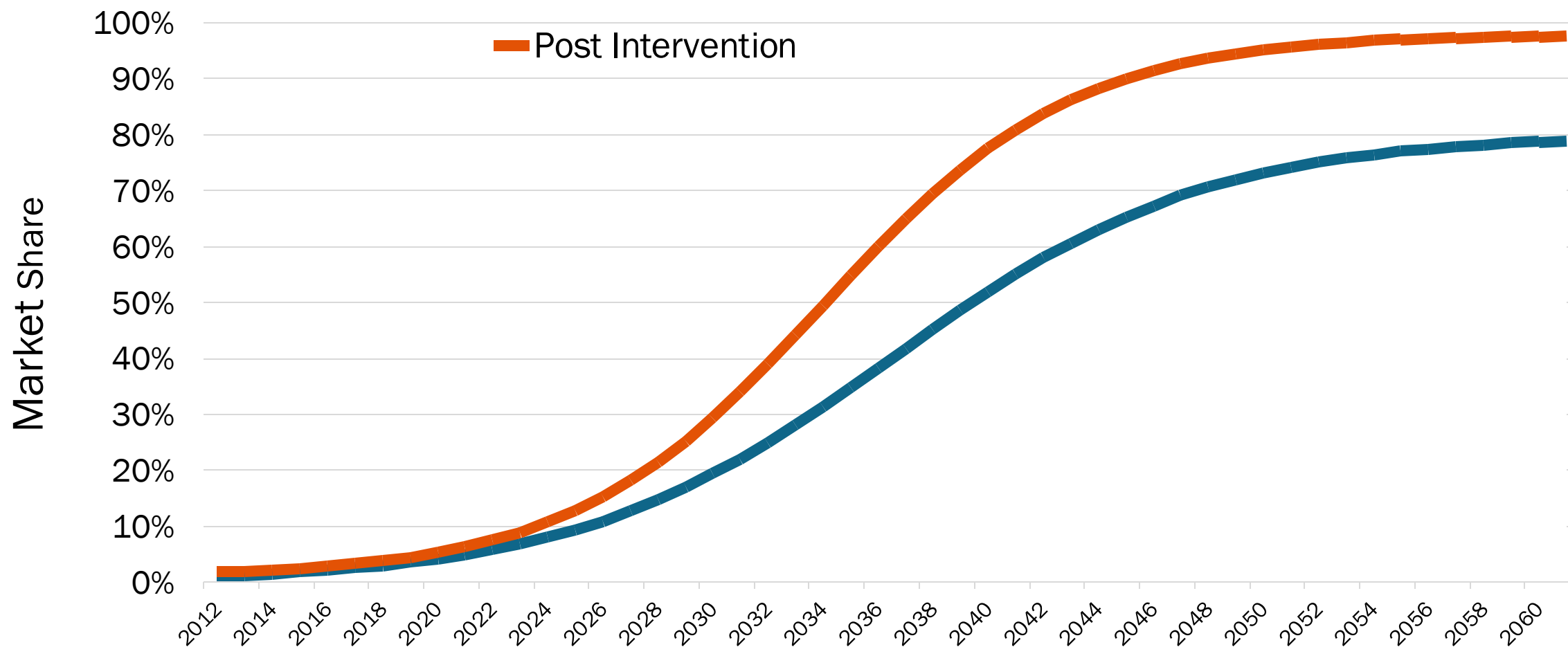
Market share of newly introduced technologies or practices



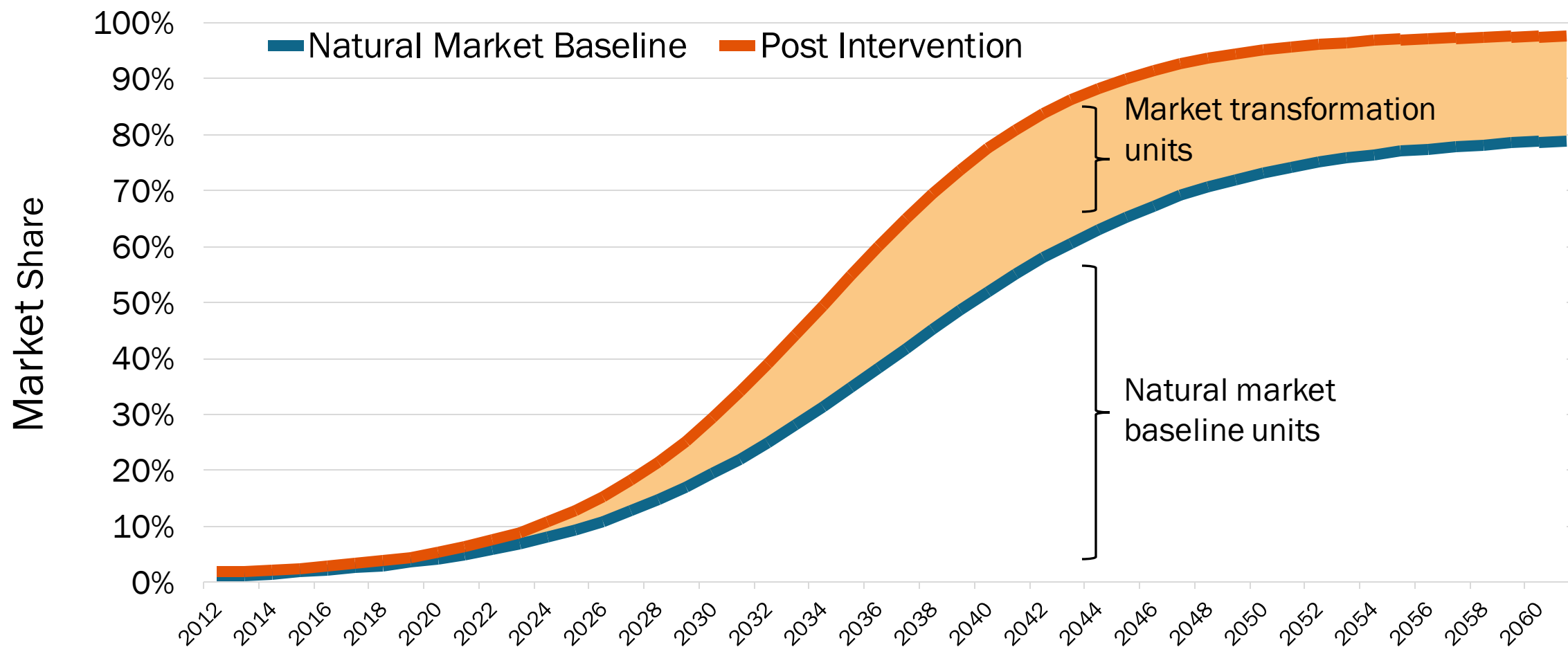
How innovations are adopted: the diffusion curve



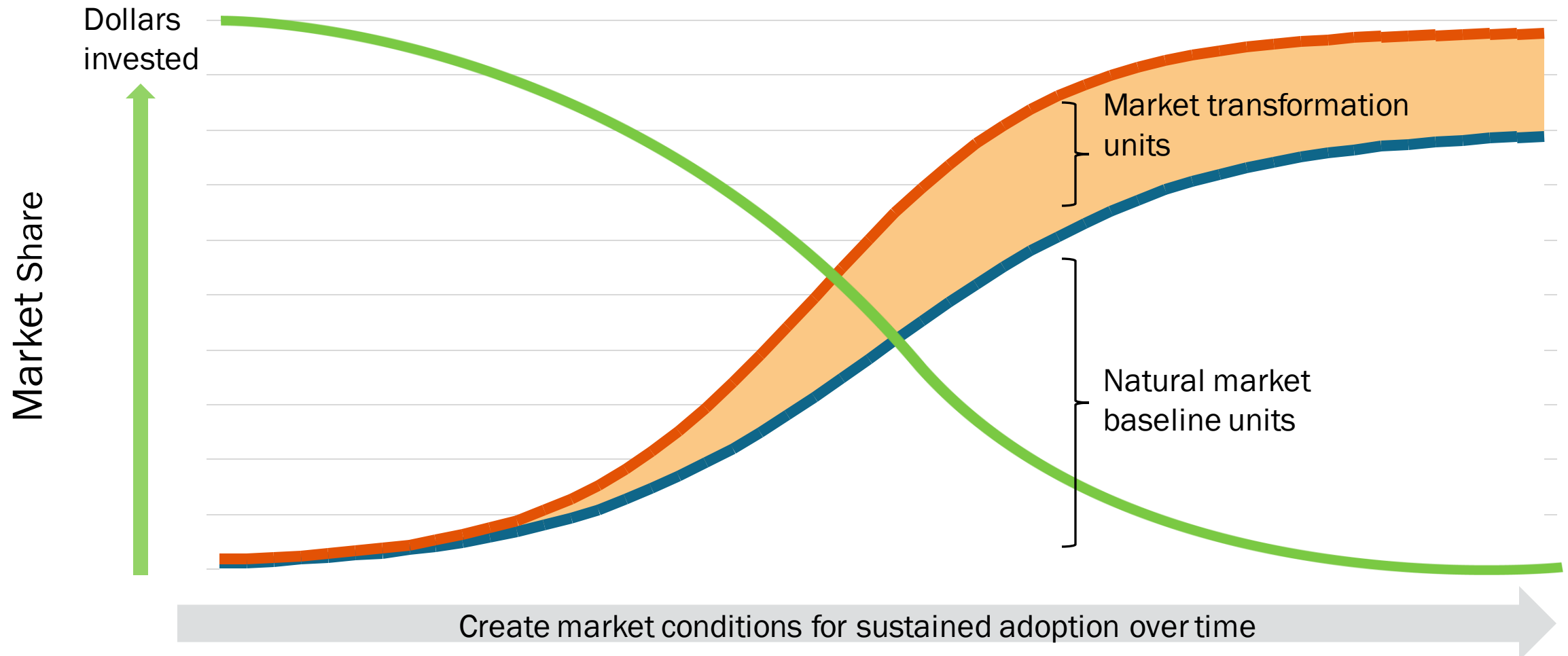
How innovations are adopted



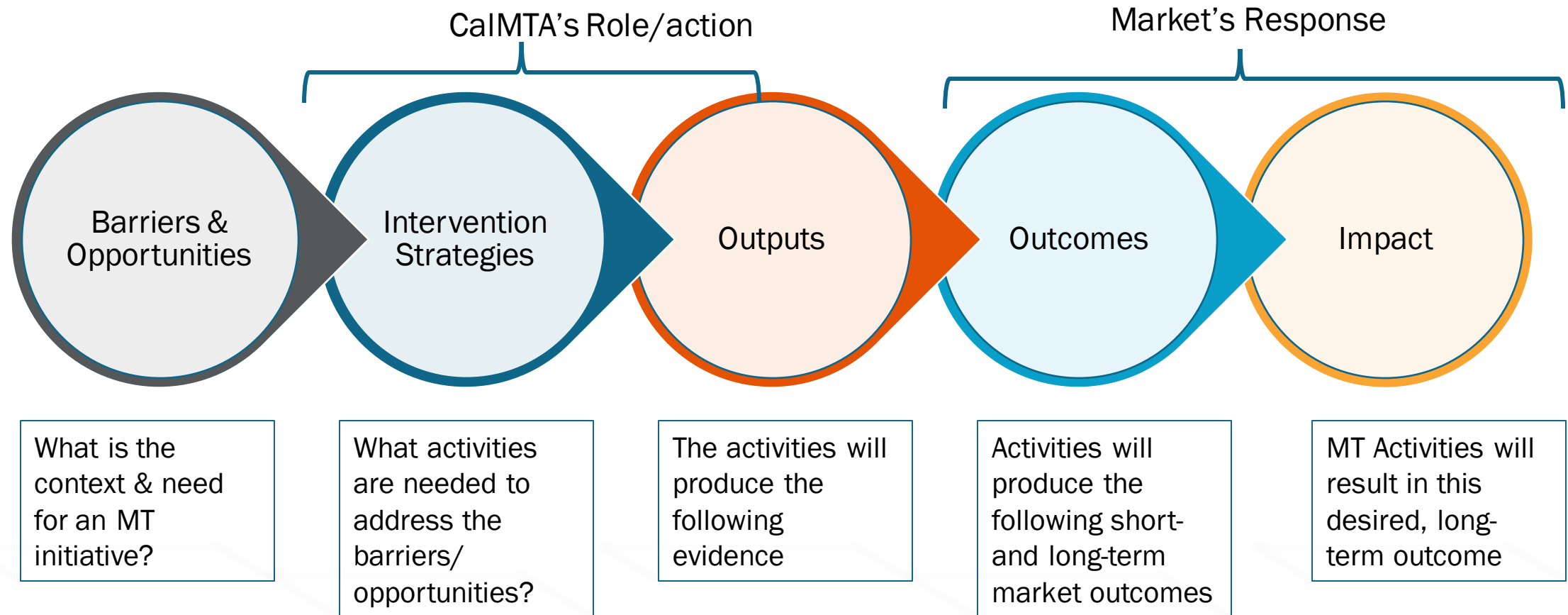
How innovations are adopted



How innovations are adopted



Logic Model: A Visualization of the Program Strategy



Upcoming Event

Webinar: The Theory of Market Transformation

Friday, April 28, 2023 from 10:00 AM to 11 AM PDT

Market transformation is now launching in California under CalMTA. Join us for a session on the theory of market transformation and why it's an important part of the state's energy efficiency and decarbonization portfolio. CalMTA initiatives will work to strategically intervene in a market to create lasting change by removing market barriers or exploiting opportunities, accelerating the adoption of identified technologies or practices. This session will cover the basics of market transformation and the process from logic model development to exit strategy.

Register: https://us06web.zoom.us/webinar/register/WN_3Zw1BIRUTYOFgp5M2YnGvg



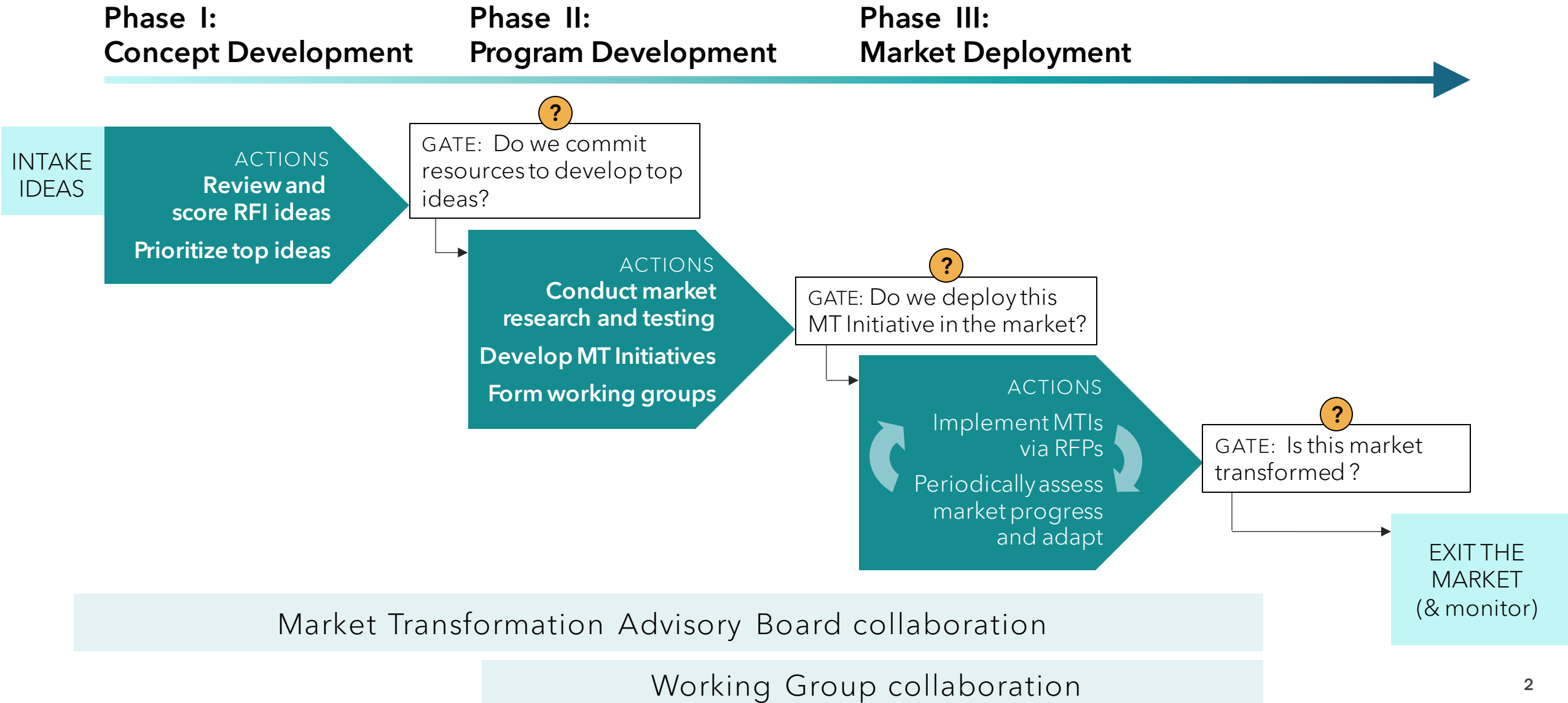
Introduction to CalMTA MTI Development Process

Agenda Item # 11

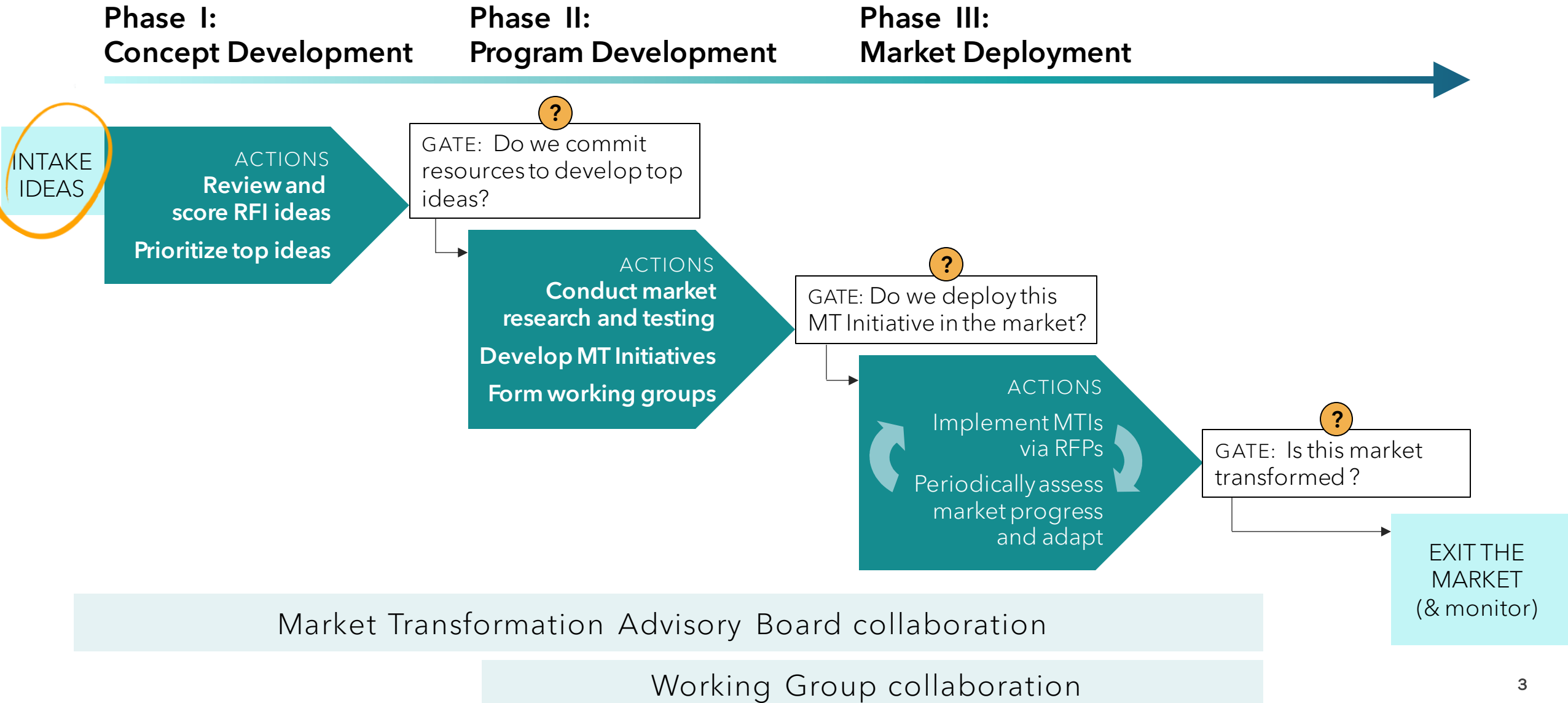
Margie Gardner | VP Market Transformation
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CalMTA MTI Development Process



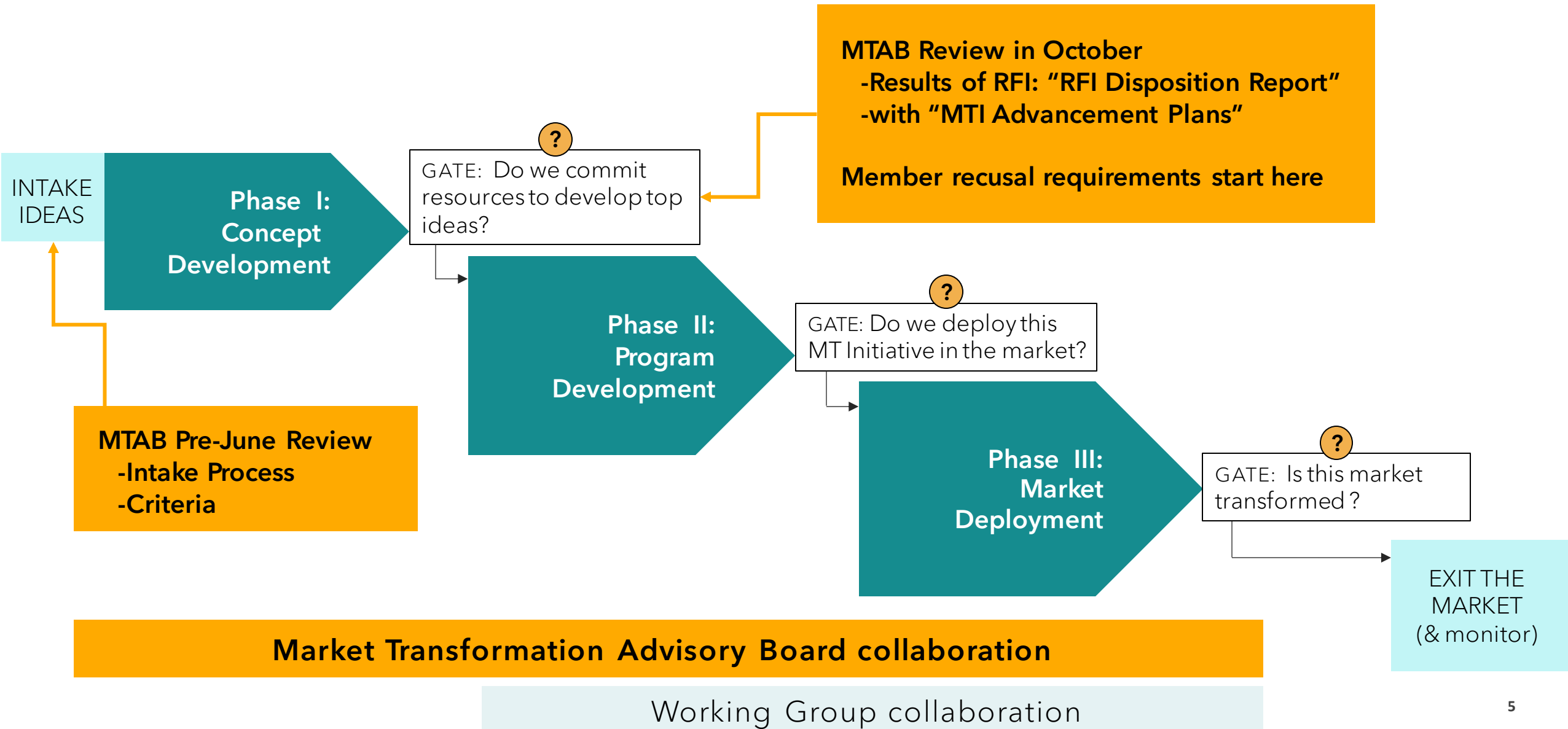
CalMTA MTI Development Process



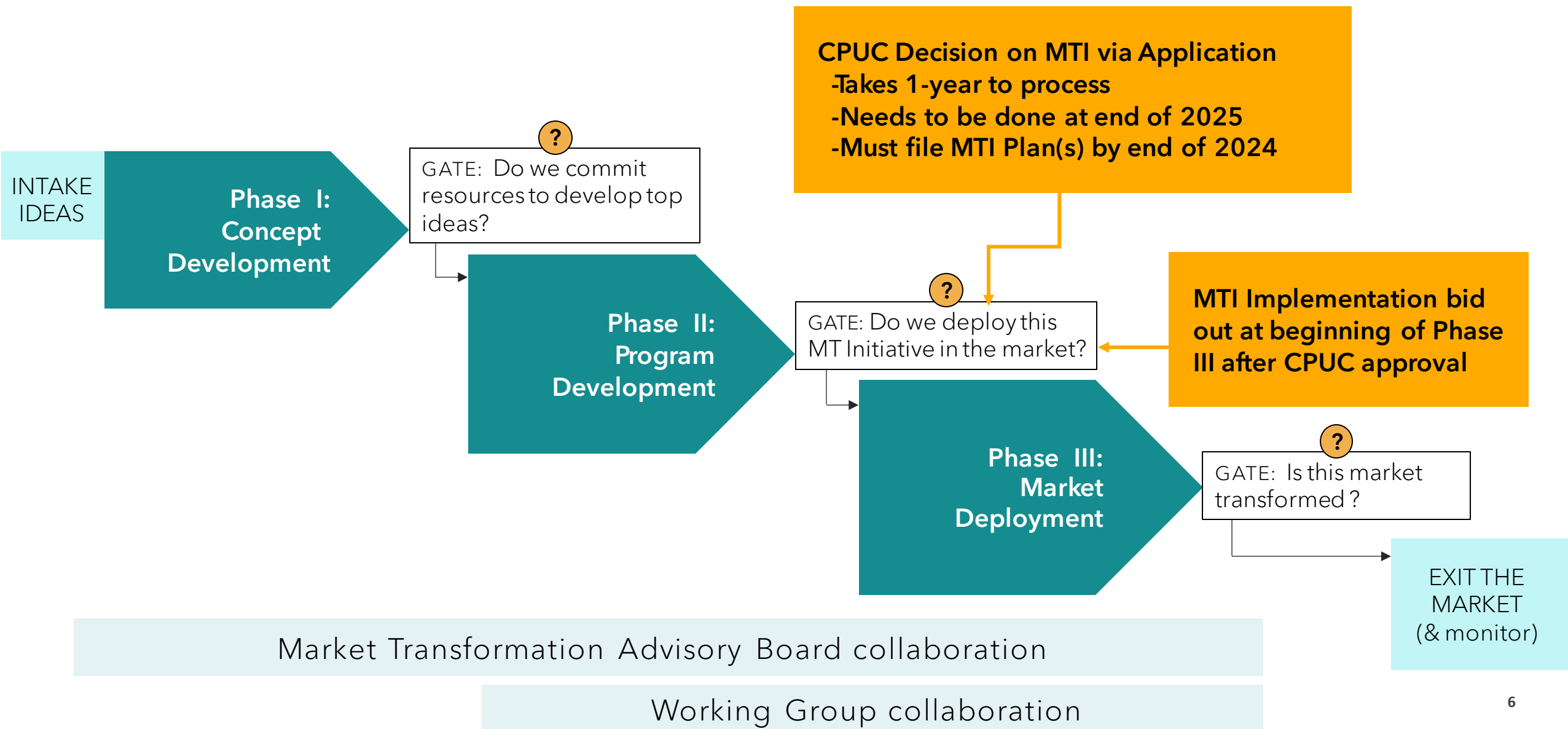
RFI Fast Track Plan

- Prioritizes outreach for RFI opportunity and MTI development process
- Introduces CaIMTA, our purpose and how we will collaborate
- Starts in June and runs through RFI close (Aug) with:
 - Unique campaign look and call to action
 - Individual and public briefings
 - Sharing by efficiency industry allies (mailings, newsletters)
 - RFI spotlights at conferences and events
 - Articles and PSAs in industry trade media

CalMTA MTI Development Process - **MTAB**



MTI Development Process – CPUC & Implementers



CalMTA MTI Development Process- Dive into Phase I



Phase 1: MTI Concept Development Process

Agenda Item #12

Jeff Mitchell | Principal of MTI Development & Deployment
CalMTA

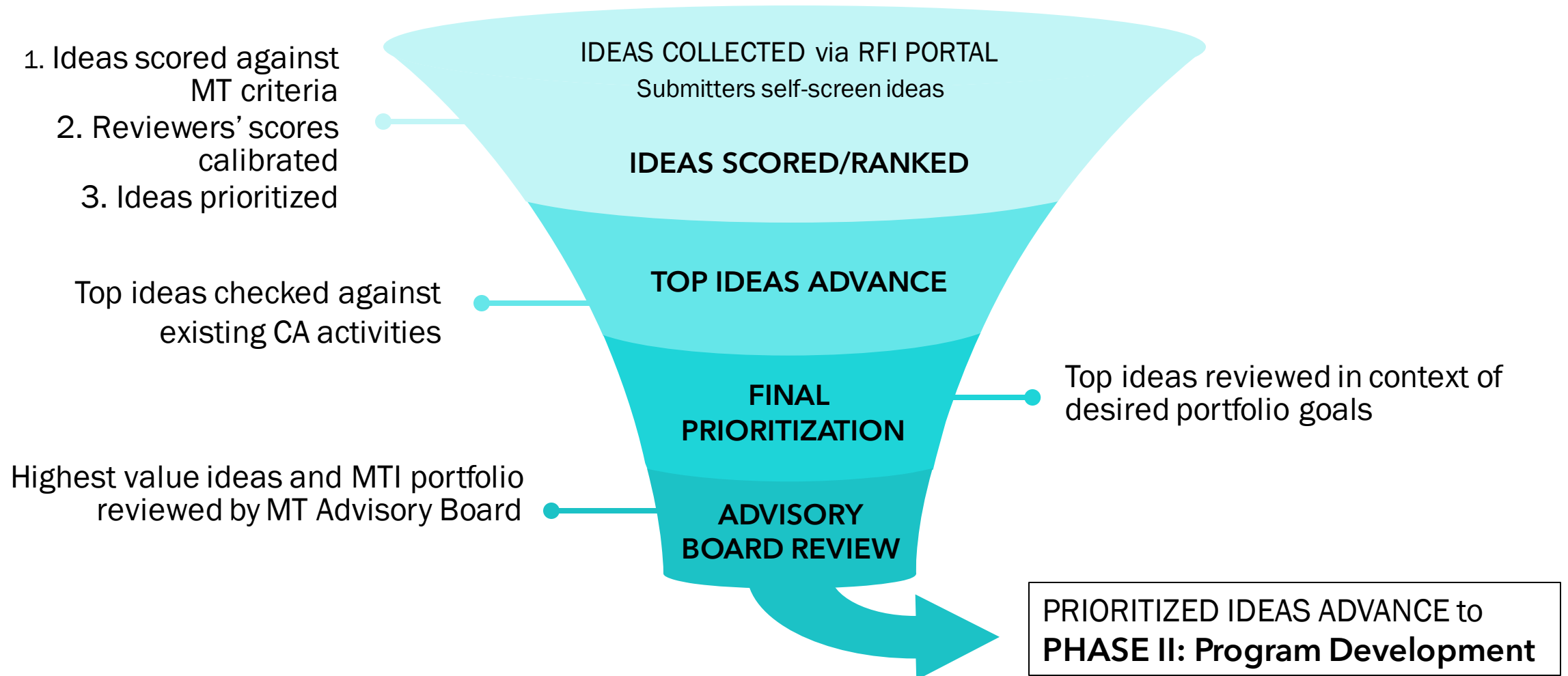
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TOPICS

1. MTI Development Process
2. Timeline
3. Scoring Criteria
4. Portfolio Optimization
5. 2023 Outputs

MTI Development Process Phase I Concept Development

Which ideas merit program development?



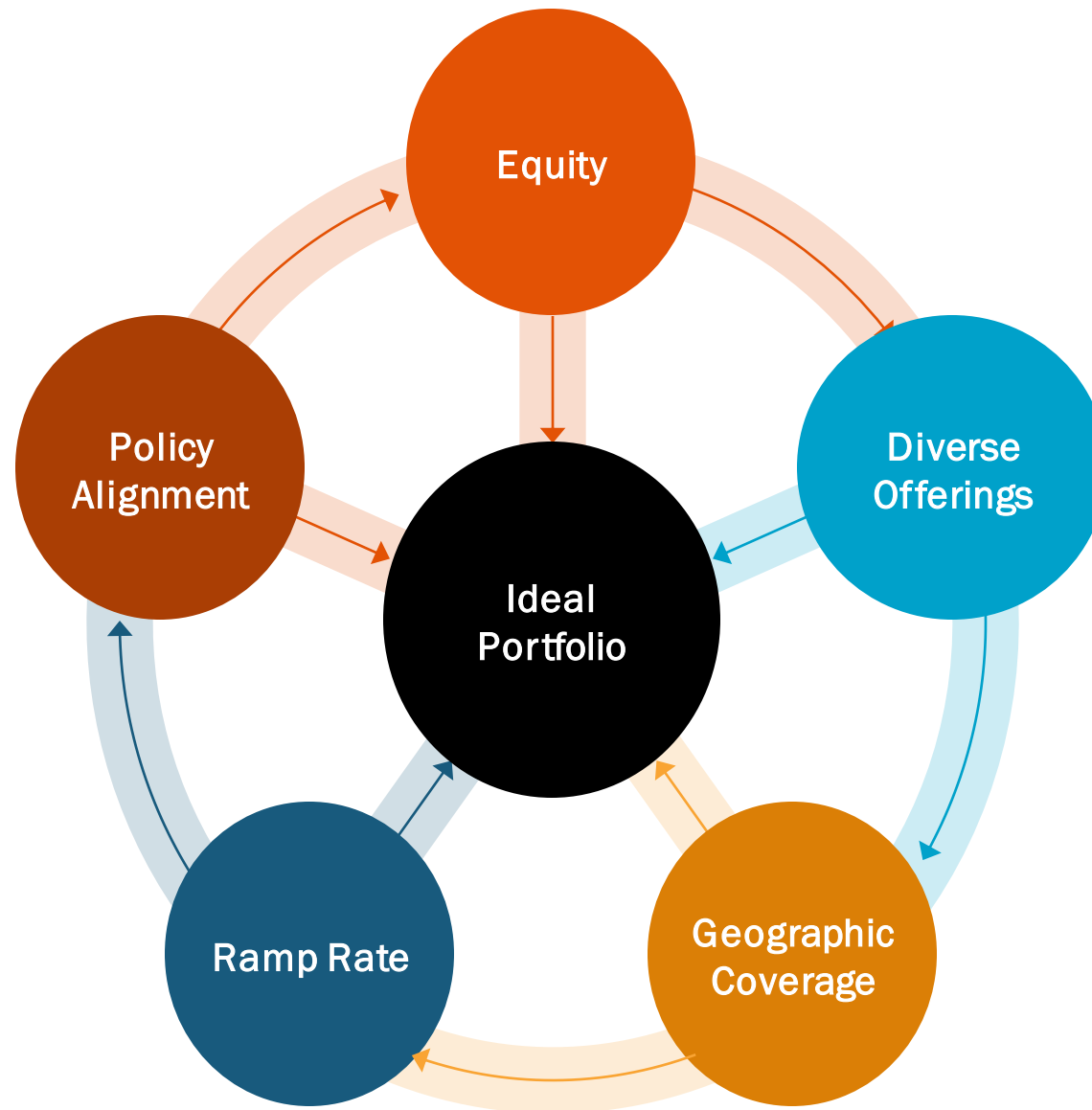
Scoring Criteria

Category	Criteria
Total System Benefit	<ul style="list-style-type: none"> • Energy savings • Grid benefits • GHG impacts
Product Readiness	<ul style="list-style-type: none"> • Commercialization readiness
MTI Cost and Cost Effectiveness	<ul style="list-style-type: none"> • Initiative cost • Cost effectiveness
ESJ Impacts (Equity)	<ul style="list-style-type: none"> • Beneficial impacts to ESJ communities • Partnership opportunities with ESJ communities
Non-Energy Benefits	<ul style="list-style-type: none"> • NEBs that may impact MTI success
MT Alignment	<ul style="list-style-type: none"> • Innovation Characteristics • Market Leverage Points • Sustained Benefits

Criteria Weighting

Category	Weight	Criteria
Total System Benefit	25%	<ul style="list-style-type: none"> • Energy savings • Grid benefits • GHG impacts
Product Readiness	10%	<ul style="list-style-type: none"> • Commercialization readiness
MTI Cost and Cost Effectiveness	5%	<ul style="list-style-type: none"> • Initiative cost • Cost effectiveness
ESJ Impacts (Equity)	15%	<ul style="list-style-type: none"> • Beneficial impacts to ESJ communities • Partnership opportunities with ESJ communities
Non-Energy Benefits	15%	<ul style="list-style-type: none"> • NEBs that may impact MTI success
MT Alignment	30%	<ul style="list-style-type: none"> • Innovation Characteristics • Market Leverage Points • Sustained Benefits

Proposed Portfolio Characteristics



Disposition Report & MTI Advancement Plans-Content

Disposition Report

- Process Overview
- Response Data
- MTI Submission Summary
 - Submission metrics (sector, number, etc.)
- Advancement Recommendations

MTI Advancement Plan(s)

- Product narrative
- MT Opportunity
 - Preliminary MT Theory
 - Target Market
 - Draft Logic Model
 - Gap Analysis
- Phase 2 Research Plan
 - Objectives
 - Methods
 - Deliverables/Milestones
 - Estimated Budget