



**Market Transformation  
Advisory Board (MTAB)  
Meeting**

# Agenda



Time	Agenda Item	Presenter
11:00 a.m.	1. Welcome & Introductions/Ice Breaker	
11:10 a.m.	2. Meeting Agenda	Margie Gardner
11:15 a.m.	3. Review Meeting Notes from 5/26	Margie Gardner
11:20 a.m.	4. 2024 Draft Budget Review	Jim Giordano
12:40 p.m.	5. Next Steps & Next Meeting	Margie Gardner
12:50 p.m.	6. Public Comment	Margie Gardner
1:00 p.m.	Adjourn	

*Phone participants can raise their hand during the public comment period and will be unmuted.*

# Icebreaker



What is your favorite vacation location?



# Review May MTAB Meeting Notes

[Draft May 26 Notes](#)



CalMTA is administered by



# #4 2024 Draft Budget Review

CalMTA Leadership



# Budget Structure and Background



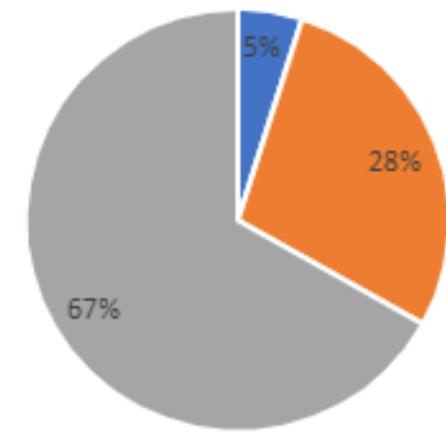
2024 = Year 2 of 3-year startup

Startup budget NTE \$19.6M/year

5 cost categories (3 active)

Cost Category	Major Activity
<b>MTA Administration</b>	Routine Financial and Administrative Tasks
<b>MTA Operations</b>	<b>Operations</b>
	Project Management and Operations
	MTAB Operations
	Policy
	Stakeholder Engagement and Communications
	Data Systems Development and Management
<b>Initiative/Concept Development</b>	<b>Concept Development</b>
	<i>Concept Identification</i>
	Technology Scanning and RFI Support
	Outreach, reporting, research
	<i>Concept Assessment</i>
	Benefit analysis and forecasting models
	Advancement plan development, reporting
	<b>Program Development</b>
	<i>Strategy Development and Testing</i>
	Detailed benefit analysis
	Market Research
Strategy Testing, MTI Plan Development, Reporting	
Strategy Testing/Pilots	
<b>MTI Market Deployment</b>	
<b>Evaluation</b>	

% of Total Budget by Cost Category



■ Administration   ■ Operations   ■ MTI Development

CalMTA is administered by





# CalMTA Administration

Jim Giordano

Principal, CalMTA Operations

## MTA Administration

- Routine financial and contract administration activities:
  - Invoicing
  - Monitoring contract compliance
- Budget management including:
  - Accruals
  - Forecasting
- Contingency funds for non-routine admin requests
  - Ad hoc financial reporting requests
  - Financial audits

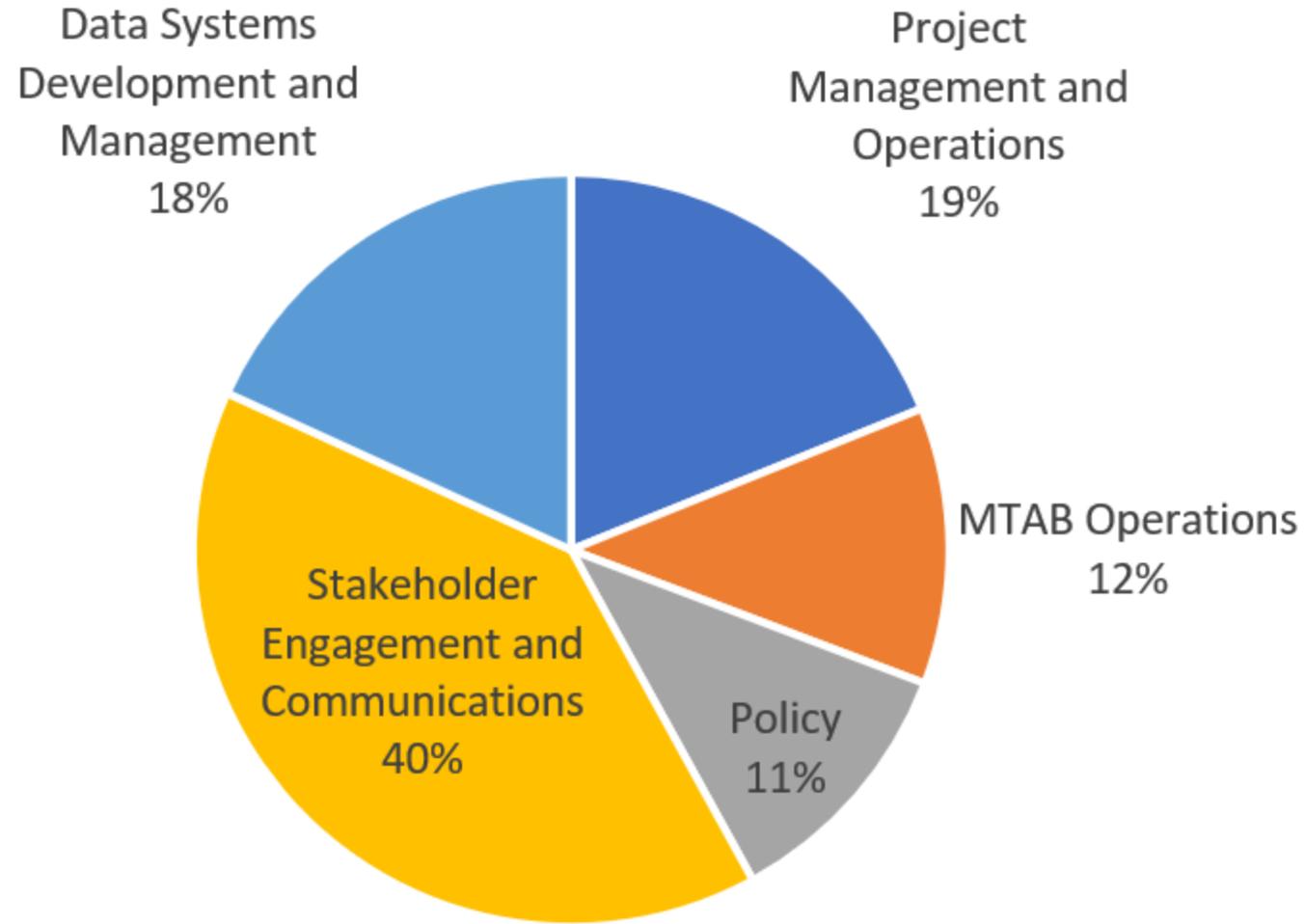


# CalMTA Operations

Jim Giordano

Principal, CalMTA Operations

# MTA Operations



# MTAB Operations

- Budget for maximum virtual and in-person MTAB meetings
- Meeting prep & follow up
- Meeting execution
- Direct costs including:
  - Facility, meals
  - Member stipends
  - Travel costs (for both CalMTA team and MTAB members)

# Data Systems Development and Management



## Key activities:

- IT needs assessment and design
- Managing & improving existing systems:
  - CalMTA website and CRM
  - Administrative portal (RFI “back-end”)
- Assessing and developing solutions:
  - Future RFP/procurement activities
  - MTI data needs
- Developing program/portfolio tracking and monitoring solutions
  - Data analytics and dashboarding
  - Data integration with partner systems

A photograph of two women in a server room. The woman on the left has vibrant red curly hair and is wearing a grey lab coat over a blue shirt. She is pointing at a tablet held by the woman on the right. The woman on the right has short grey hair, wears glasses, and a white lab coat with a dark collar. They are standing in front of a rack of server equipment with many colorful cables. The background shows a large industrial space with overhead lights.

# Policy (Part of Operations)

Nils Strindberg

Principal, Policy

# Policy



Goal is to ensure CalMTA's efforts align with CA policy

- Tracking and informing CalMTA about key agency activities:
  - California and Federal Agencies' regulations, rulemakings and programs, including the CPUC, CEC, CARB, DOE and others;
  - California and Federal legislation;
- Conducting research related to California and Federal regulations and legislation.
- Providing support for CPUC filings and deliverables.

# Stakeholder Engagement & Communication (Part of Operations)

Stacey Hobart

Principal, Stakeholder  
Engagement & Communications



# Stakeholder Engagement & Communications



## Key Activities

- Publish annual and quarterly reports
- Distribute semi-monthly news updates
- Host webinars and event presentations
- Development/maintenance of calmta.org, collateral, CRM, etc.
  - Collaborations to help disseminate CalMTA information
- Outreach/coordination with efficiency and other stakeholders
- Outreach to targeted audiences in support of MTI development
- Craft outreach and communications strategies for specific MTIs

# Stakeholder Engagement & Communications

## Key Deliverables

- Annual and quarterly reports to CPUC
- Semi-monthly stakeholder communications via newsletter or notices
- Live webinars on CalMTA activities, with on-demand recordings available at [calmta.org](http://calmta.org)
- Regularly updated [calmta.org](http://calmta.org) website, collateral, stakeholder contacts.

# Market Transformation Initiative/Concept Development

Jeff Mitchell

Principal, MTI Deployment & Development



# 2024 Concept Development Activities



Continue to monitor the market for new technology or practice opportunities

- Open RFIs at regular intervals to scan market for new ideas
- Collaborate with stakeholders to develop new or build off existing concepts
- Conduct light market research as needed to fill gaps in knowledge
- Develop draft benefit and forecasting models to assess MT opportunity
- Coordinate with the MTAB to review submissions and prioritize MTI for further development

# 2024 Concept Development



## Key deliverables

- 2-4 RFI solicitations w/summary reports
- MTI Advancement Plans for prioritized MTI's

# 2024 Program Development Activities

## Develop full MTI Plans for MTI ideas selected in 2023

- Execute tasks in MTI Advancement Plans developed in 2023
  - Conduct market research, laboratory testing, field testing, and pilots
  - Develop MTI specific benefit analysis, logic models and strategic market interventions
  - Conduct outreach to stakeholders
  - Launch and manage MTI working groups
- Submit 1-3 full MTI plans for CPUC approval
- Continue developing MTI plans for all viable MTIs as learnings from research and testing allow

# 2024 Program Development



## Key deliverables

- Market characterizations and other completed market research as identified per MTI Advancement Plans.
- Launched MTI Working Groups.
- Up to three full MTI Plans submitted to the CPUC via an application.



# 2024 ABAL Development Schedule



Target Date	Task or Deliverable
8-Jun	Present draft ABAL at MTAB meeting and take notes on feedback
13-Jun	Written feedback on ABAL due from MTAB members and CPUC Survey instrument will be sent at the end of this meeting
26-Jun	Send final ABAL with Recommendation section to MTAB
30-Jun	MTAB meeting to review final ABAL, including Recommendations
~20-Jul	File final ABAL with CPUC

# MTAB ABAL Recommendations



A survey form will be emailed to you after this meeting.

Please complete the form by

**Tuesday, June 13 COB**

MTAB ABAL Recommendations

Thank you for taking the time to review CalMTA's budget. Please fill in this form by **COB June 13.**

- If you don't have a comments for a spec
- If you want to revise a prior answer, use

We will start by asking if you have any overa Budget Advice letter (ABAL) "wrapper" or th ask questions specific to each cost category

Next

MTAB ABAL Recommendations

MTA Operations

4. Add any comments on "MTA Operations: **MTAB Operations**"

Enter your answer

5. Add any comments on "MTA Operations: **Policy Engagement**"

Enter your answer

6. Add any comments on "MTA Operations: **Stakeholder Engagement and Communications**"

Enter your answer

7. Add any comments on "MTA Operations: **Data Systems Development and Management**"

Enter your answer

CalMTA is administered by



# #5 Next Steps & Meetings

Margie Gardner

Vice President, Market  
Transformation



# MTAB Meeting Dates



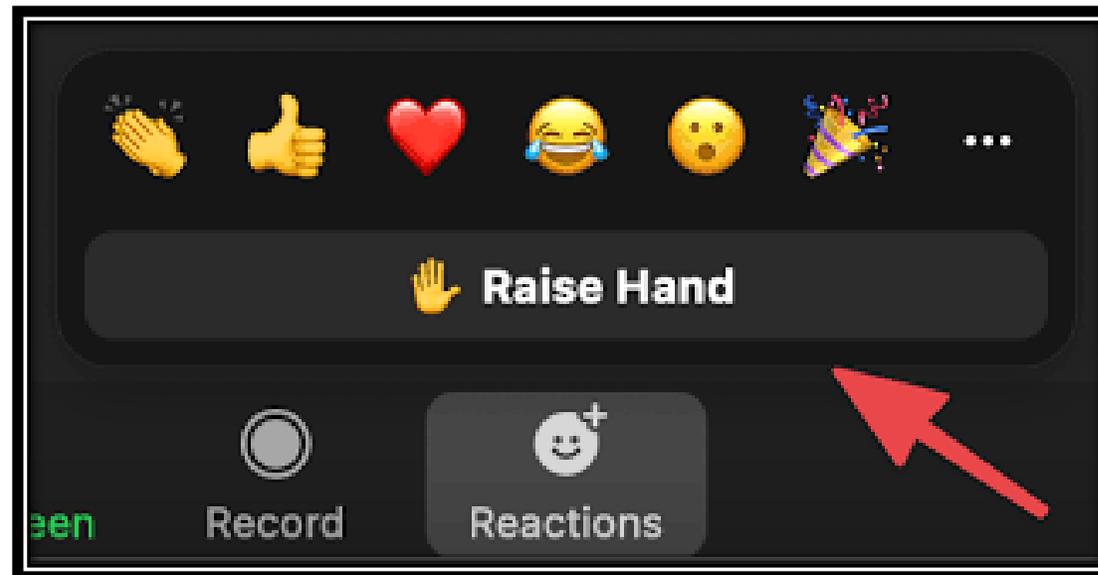
Meeting Date	Format	Key Topic
Tues. June 13		Written feedback on draft ABAL due from MTAB
Thurs. June 15	<i>RFI Opens</i> -----	
Fri. June 30	2-hour virtual 	Final ABAL and Recommendations Report
Fri. August 18	<i>RFI Closes</i> -----	
Fri. Sept. 8	2-hour virtual 	Initial summary of RFI ideas
Thurs. Nov 30 & Fri. Dec. 1	In-person	Draft Disposition Report Draft Advancement Plans for front runners
Thurs. Jan 25	In-person	Final Disposition Report Additional Advancement Plans

\*CalMTA Request for Ideas Briefing 6/14/23 and around July date TBD  
 Register at: <https://calmta.org/meetings-events/>

# Public Comment



Raise your hand using the “Reactions” feature and we will allow you to unmute yourself.





Thank you for attending!  
See our upcoming meetings & events at  
[calmta.org](https://calmta.org)