



July 26, 2023

Catalyzing market change for California's clean energy future

Request for Ideas Briefing

Today's presenters



Margie Gardner
Vice President, Market
Transformation



Jeff Mitchell
Principal of MTI
Development & Deployment



Elaine Miller
Senior Manager, Market
Transformation

Creating a market transformation portfolio for California

CalMTA mission and vision

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







Meet CalMTA



- Created by the CPUC to **accelerate energy efficiency adoption** and support CA climate and environmental & social justice (ESJ) goals
 - \$320M investment over eight years
- Administered by Resource Innovations with input from Market Transformation Advisory Board
- Develops and oversees a portfolio of **statewide market transformation initiatives (MTIs)**



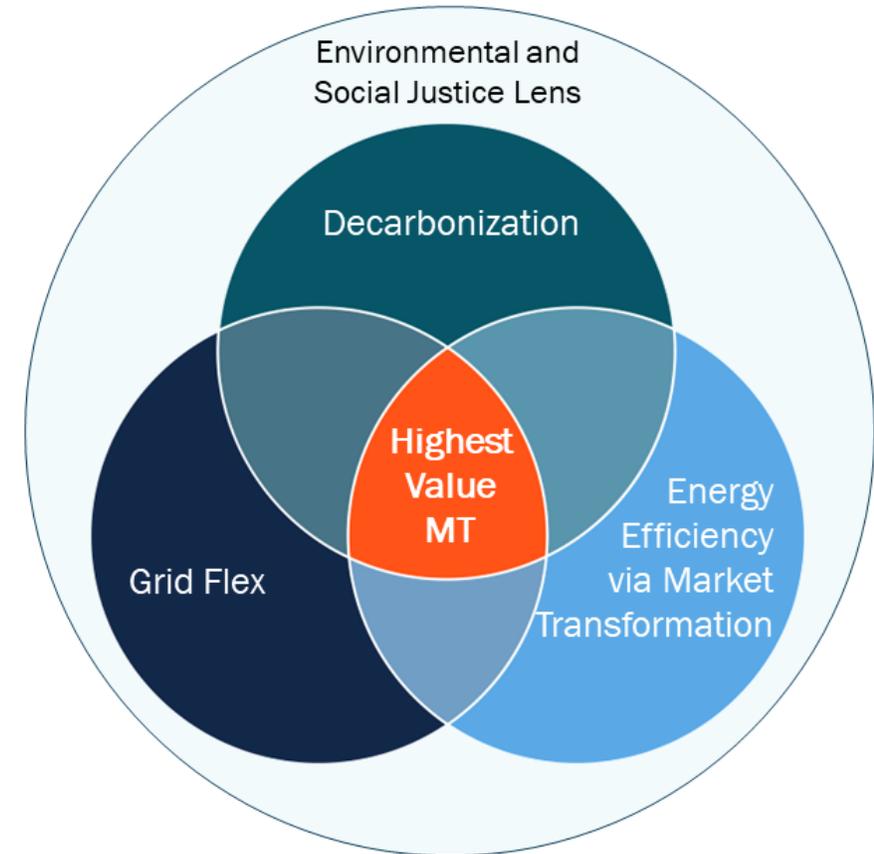
Market Transformation

“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.”

How we work



- Ensure selected initiatives meet MT criteria
- Collaborate with existing EE efforts
 - Avoid duplication
 - Faster scale
- Contribute to statewide energy savings
- Advance other state goals:
 - GHG emissions reduction
 - Workforce education & training
 - Environmental and social justice (ESJ)
 - Grid flexibility



Be a part of statewide market transformation

CalMTA's Request for Ideas is open now

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SEEKING CUTTING-EDGE IDEAS

Help us deliver
**energy efficiency
and decarbonization**
in California.



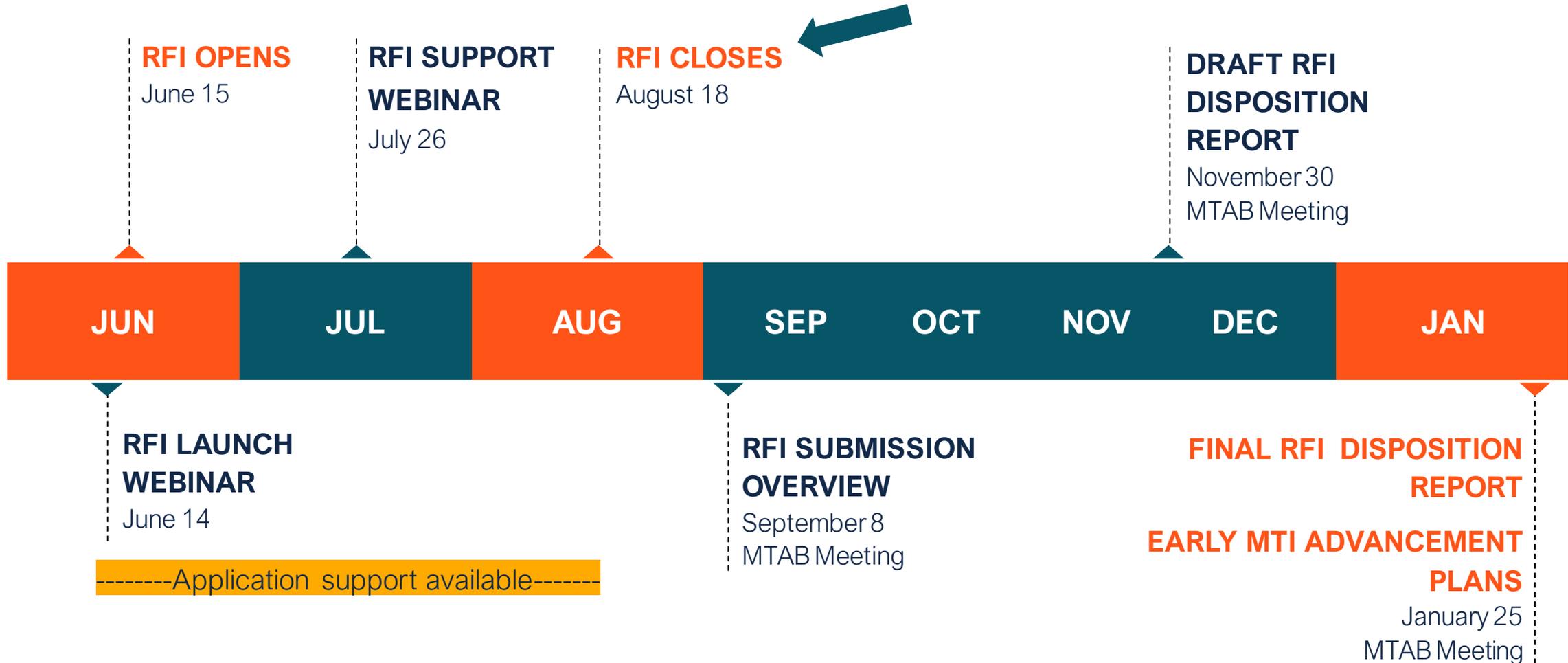
Share your solution
at CalMTA.org/participate

Shape California's MT portfolio



- Leverage CalMTA resources to break down barriers to adoption across the state
- Request for Ideas (RFI) seeks ideas for products/technologies that:
 - Drive measurable energy savings
 - Align with MT theory and CalMTA goals
- [Idea Portal is open until Aug. 18th](#)

Request for Ideas timeline



RFI questions



- 13 questions, ~250-word limit/question
- Product description & benefits
- Target market description
 - Sector and delivery channel
 - Estimated rate of adoption
- Barriers to adoption
 - Market and technical barriers
 - Competitive landscape
- Additional information available?

A screenshot of the CalMTA Idea Portal website. The top navigation bar includes the CalMTA logo, links for Home, Submit an Idea, My Submissions, and Questions, a search bar, and a user profile icon. The main content area features a large image of a man with glasses and a beard, with the text "Welcome to the Idea Portal" overlaid. Below this, there is a paragraph of text explaining CalMTA's mission and a goal to create long-lasting, sustainable changes. Two buttons, "Learn More" and "Contact Us", are positioned at the bottom right of the image. Below the image is a "Submit Your Idea" form. The form includes a heading "Submit Your Idea" and a paragraph of instructions. It contains several input fields: "Idea Name", "Submitter Name" (with sub-fields for "First Name" and "Last Name"), "Address" (with a "Street" sub-field), "City", "State/Province", "Zip/Postal Code", "Country", and "Company Name".



Scoring criteria



- Total System Benefit (TSB)
- Product readiness
- Estimated MTI cost and cost-effectiveness
- ESJ / equity impacts
- Non-Energy Benefits (NEBs)
- MT alignment (innovation, market leverage, sustainability)

Note: all categories calculated and scored by CalMTA

RFI Support

Available CalMTA services and resources

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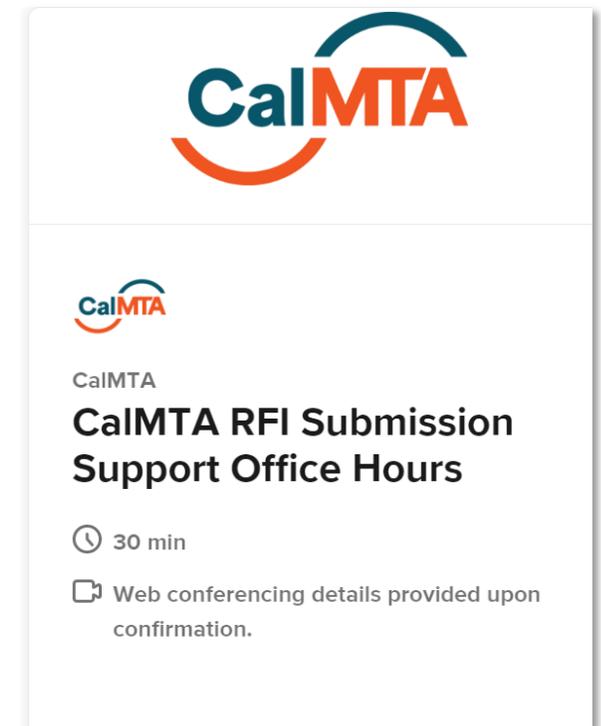




CalMTA office hours



1. Visit [Calendly - CalMTA](#)
2. Select date & time
3. Fill in details
4. Confirmation page
5. Meeting invitation to follow from CalMTA





RFI Q&A board



1. Access online [Q&A board](#) through Idea Portal homepage
2. Click the "Ask a Question" button and enter your inquiry
3. CalMTA team will respond with an answer within 24 hours
4. Q&A board is public so you can see previously asked questions

Description

Welcome to the question board for the CalMTA Request for Ideas! Please click the "Ask a Question" button below and enter your question. Someone from our team will respond within 24 hours. Questions and answers are NOT confidential. If you have a question you do not want made public to other submitters email Lydia Boateng at lboateng@calmta.org.

13 Posts

3 members are discussing this topic.

My Submissions Questions

* Post To
RFI Questions & Answers

* Question (Enter up to 255 characters)
What would you like to know?

Details
If you have more to say, add details here...

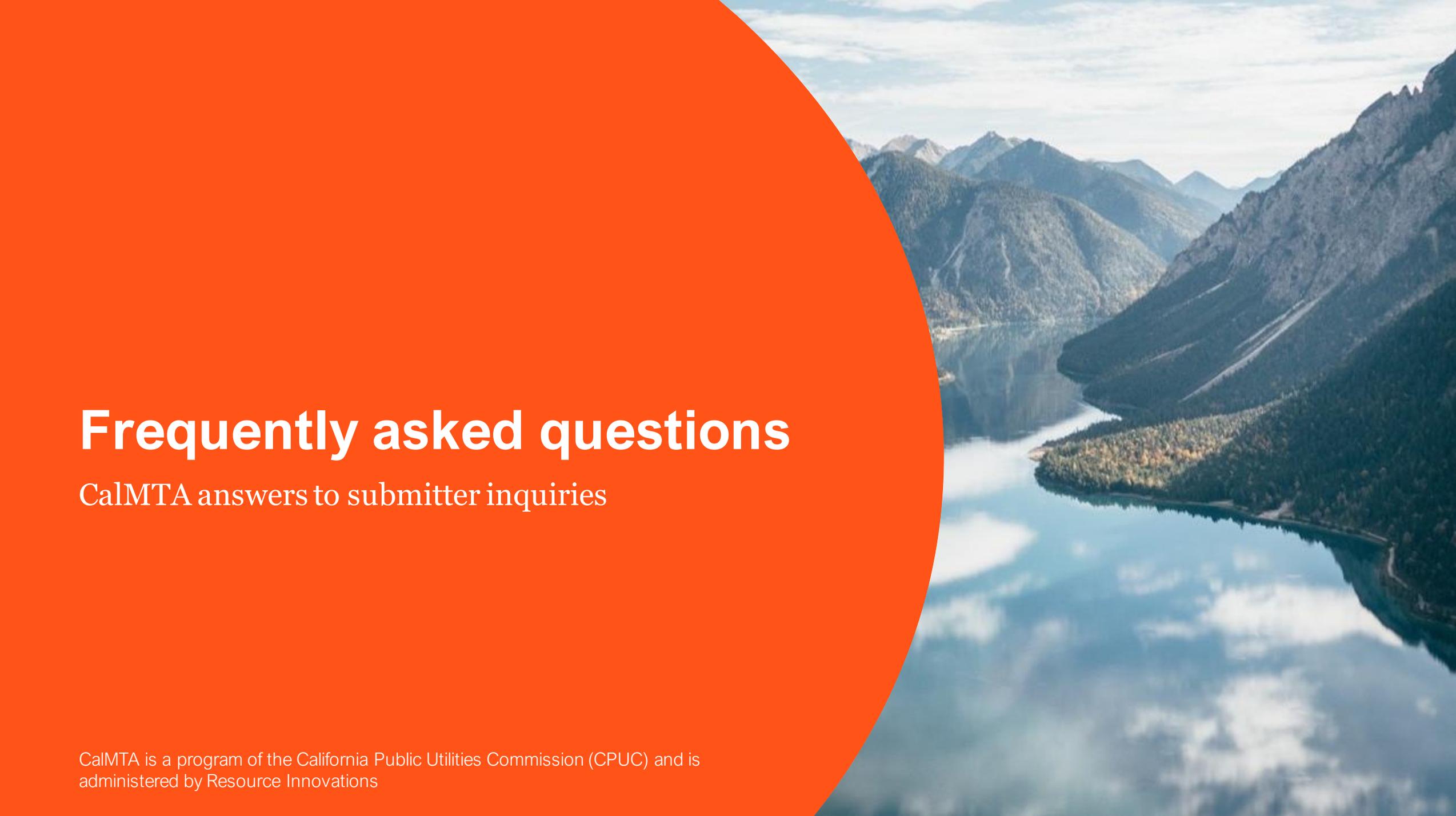
B I U S T L [Icons]

Topic
Add Topic

Cancel Ask

Resources on demand

- [RFI guidelines, selection criteria, and submission questions](#)
- [Theory of Market Transformation](#) (April 28th webinar)
- [CalMTA Request for Ideas Briefing #1](#) (June 14th webinar)
- Market transformation in action – [real-life case studies](#)
- [RFI Frequently Asked Questions](#)



Frequently asked questions

CalMTA answers to submitter inquiries

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

What submitters want to know



-  How many ideas does CalMTA plan to advance?
-  What is the approximate budget for each MTI?
-  If an idea is selected, will the submitter be awarded funding or a contract?
-  What kind of products/technologies are a good candidate for market transformation?
-  How will proprietary technologies/IP be protected?

Transformative Energy Solutions

for the public good

-  Sign up for updates at: calmta.org/get-in-touch
-  Questions? Email info@calmta.org
-  Follow us at linkedin.com/showcase/calmta/