

ET Summit 2024

Presented by



Idea to Initiative

Advancing Market Transformation in California

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CalMTA/Resource Innovation

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This session will include an interactive poll using Mentimeter. The QR code to the left will allow you to access Mentimeter.

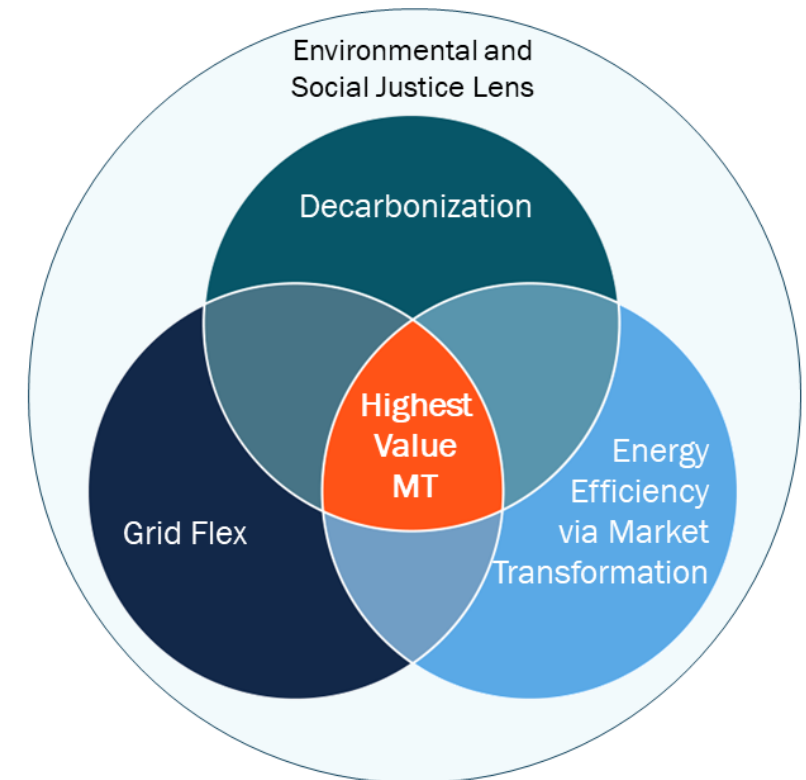
You can also use this link:

<https://www.menti.com/alp2prayj4vf>



Meet CalMTA

- CPUC created a Market Transformation Framework (D.19-12-021)
- Funded for \$310 million for eight years
- Resource Innovations named Administrator
 - Supported by other expert firms: 2050 Partners, The Cadmus Group, The Ortiz Group, Unrooz Solutions, Brio Consulting
- CalMTA develops and manages MT initiatives (MTIs) with MT Advisory Board input



Market Transformation in the CA landscape

- Creates structural changes in the market leading to large & lasting savings
- Interventions are typically focused on influencing supply chain entities that offer market leverage
- Success measured through market progress indicators, attribution, and cumulative energy impacts
- Typically planned and implemented over 10-20 year timeframe

“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.”

Ideas Currently Under Development



Room Heat Pumps



Induction Cooking



Efficient Rooftop Units



Foodservice Water Heating



Commercial Replacement & Attachment Window Solutions



Residential Heat Pump Water Heating

Forming California's First MTIs

Room Heat Pumps



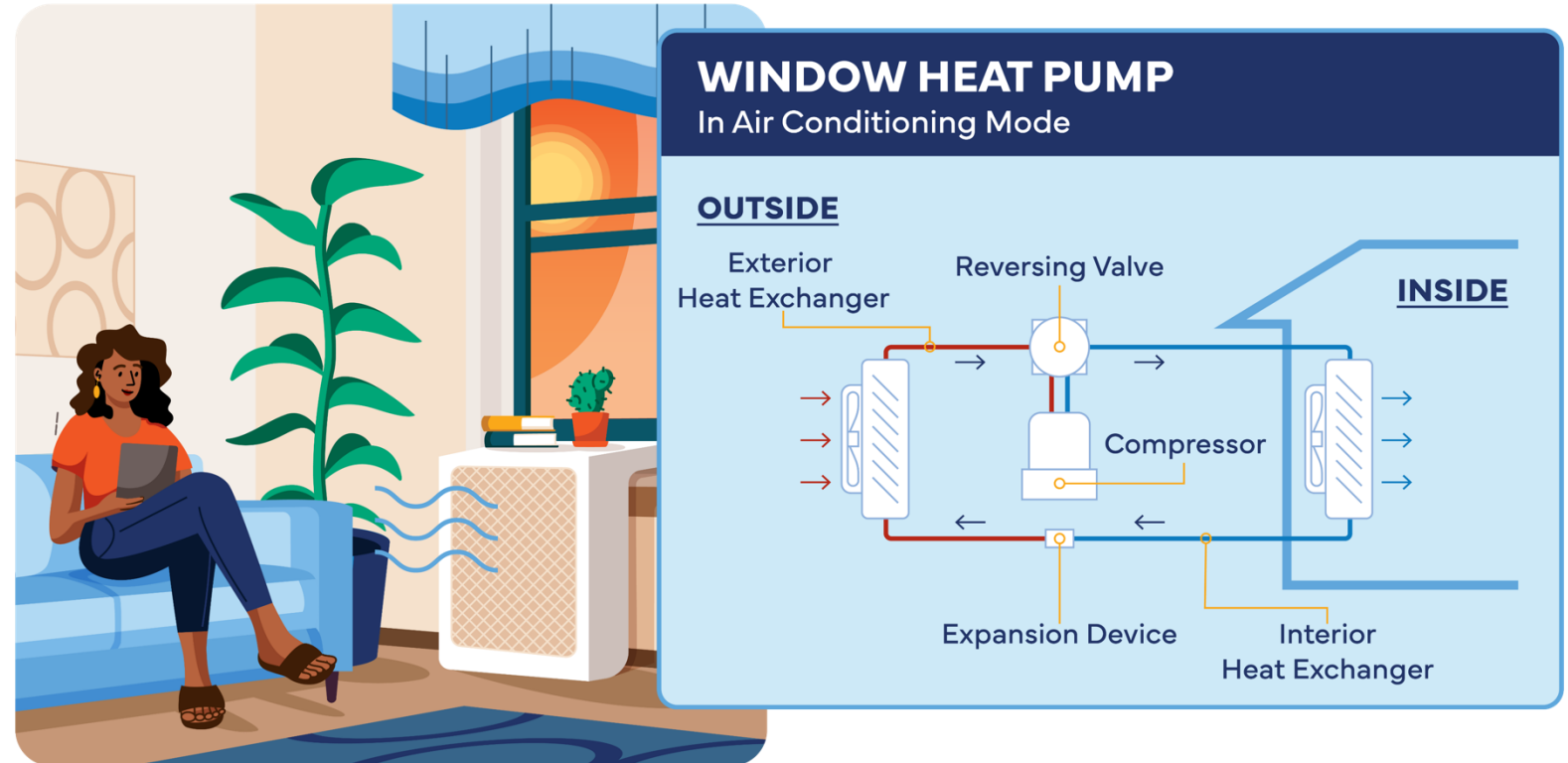
Induction Cooking



Room Heat Pumps

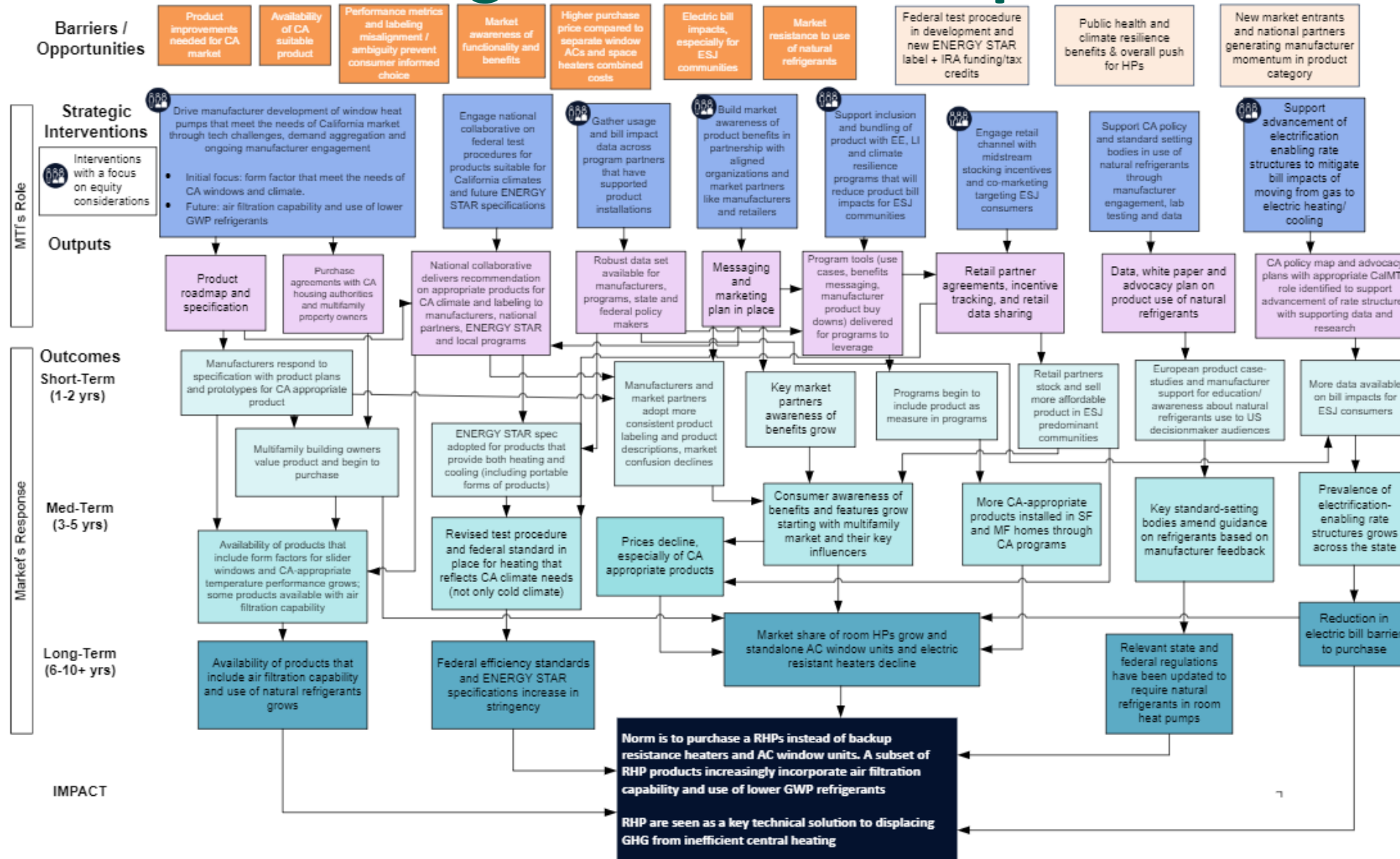
Strategies

- Manufacturer engagement to address technology gaps
- ENERGY STAR specification development
- Leverage of IRA funding
- Awareness-building and education

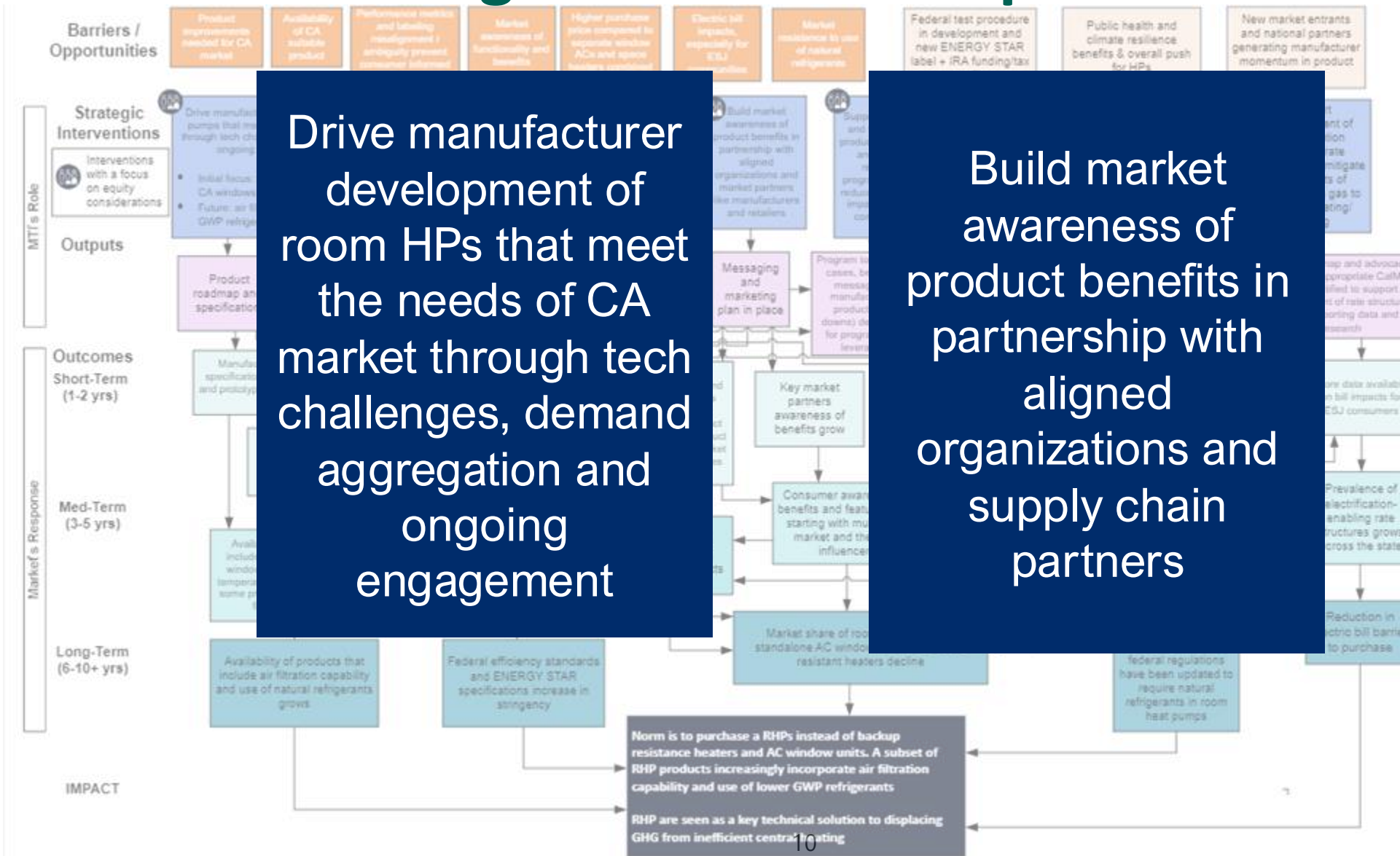


Outcome: Ensure that the market delivers affordable, climate-appropriate room heat pumps to California

Logic Model Development



Logic Model Development



Strategy Test Pilot: Self-Installation Practices

Purpose: Verify the consumer value proposition, including ease of self-installation and value of ownership

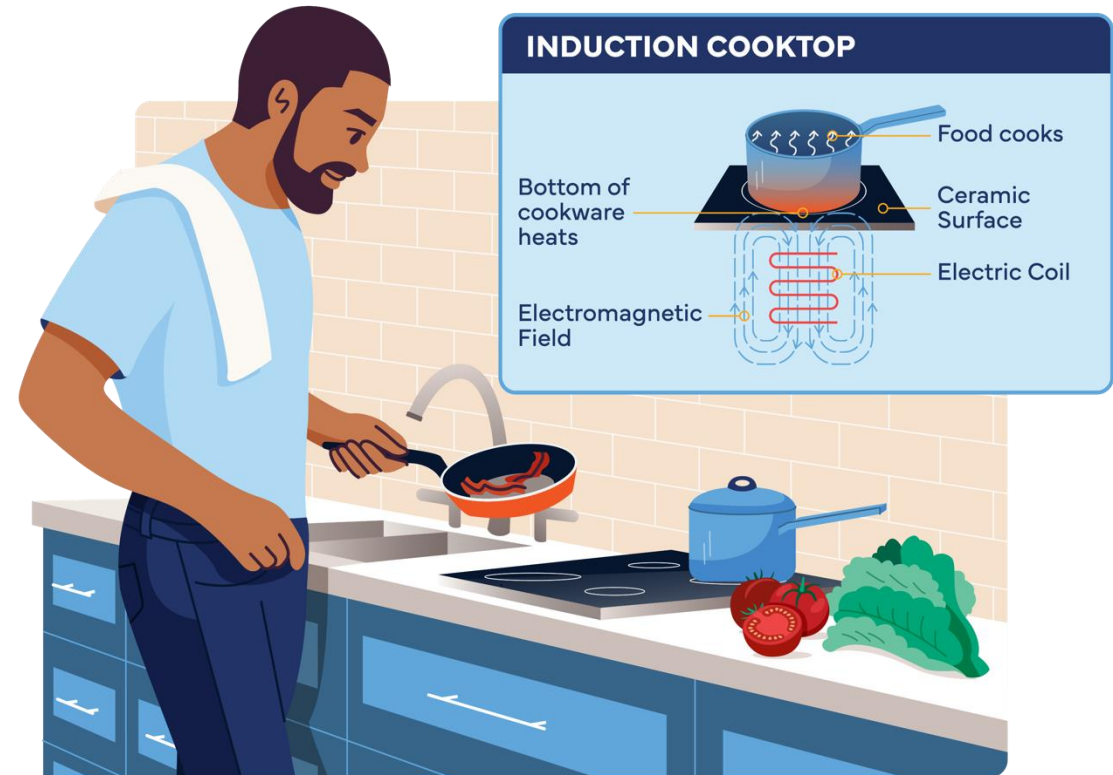
- Participant sites recruited by local partners
 - Targeting different climate zones and target audience (multifamily properties and affordable housing)
 - Participants complete surveys at key touchpoints to gather feedback
- Goal of at least 150 installations and participants



Induction Cooking

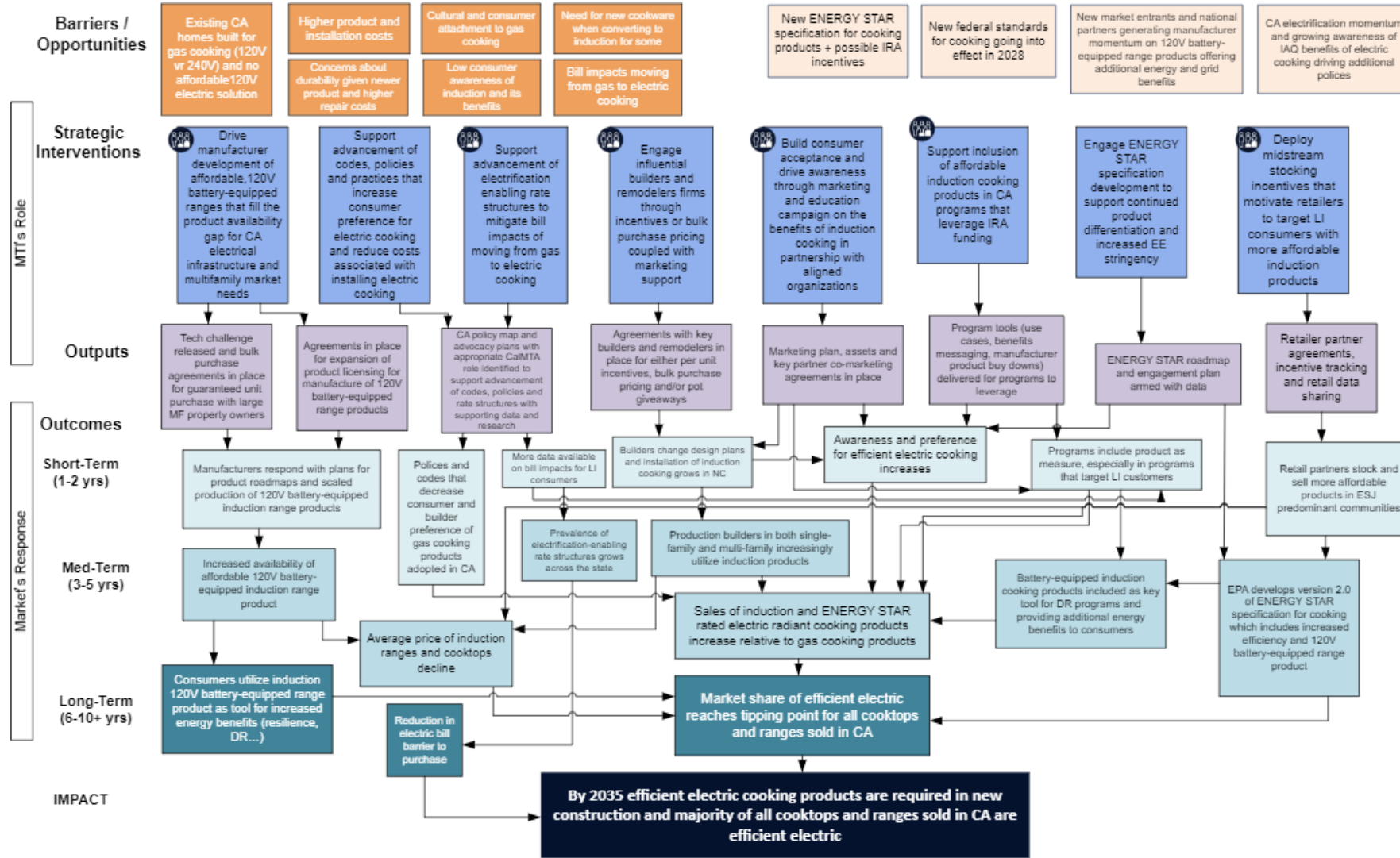
Strategies

- Increase availability of 120V products and affordable induction options
- Persuade customers to overcome their attachment to gas stoves
- Build market momentum through inclusion in new construction
- Influence codes & standards



Outcome: Capitalize on the benefits of induction cooking to facilitate a faster and easier transition to an all-electric home.

Logic Model Development



Logic Model Development



Drive manufacturer development of affordable, 120V battery-equipped ranges that fill the product availability gap for CA electrical infrastructure and multifamily market needs

Build consumer acceptance and drive awareness through marketing and education campaign on the benefits of induction cooking in partnership with aligned organizations

Strategy Test Pilot: Chefluencer Event Testing

- Barriers: (1) Consumers' attachment to gas cooking and (2) Low awareness of induction's benefits
- 10-15 Chefluencer events scheduled this fall
 - Leverages existing Building Development Coalition efforts and The Switch Is On
 - Targets wide geographic coverage and opportunity to reach ESJ communities, showcase preparation of traditional recipes
- CalMTA incentivizes participants to complete surveys about their induction cooking experience



Technology Demonstration



“Charlie” 120V Range



120V Window Heat Pump

Polling Questions

How long before you expect this technology to become widely adopted?

- 1-3 years
- 3-5 years
- 5-10 years
- More than 10 years

What do you see as the primary barrier to consumer adoption of this technology?

- Upfront cost
- Utility bill impacts
- Awareness and understanding
- Product performance or functionality
- In-store availability
- Installation barriers
- Other (specify)

Please rate your level of agreement with the statement “I would like to own this product.”

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

Looking Forward



- **Room Heat Pumps and Induction Cooking MTIs**
 - Draft MTI Plans released for MTAB review and comment Nov. 13-27
 - CPUC application filed Dec. 2024
- **Other ideas** under Advancement Plan implementation
- **Future ideas** identified for Phase I development based on MTAB recommendations in November

OCTOBER

NOVEMBER

PART 2

PART 3

**Market
Forecasting, Cost
Effectiveness + Cost
Estimates**

Evaluation Plans

MTAB MEETING

MTAB MEETING

Oct.25

Nov. 20 + 21

Sign up for updates at: calmta.org/contact/

Questions?

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