



Dec. 12 2024

Advancing Market
Transformation Equitably in
California

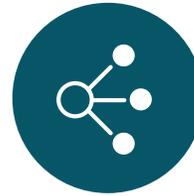
Lynette Curthoys, CalMTA/Resource
Innovations

Melinda Lopez, The Ortiz Group

MT: A key solution for CA's climate goals



Long-term investment creates structural changes in the market that deliver large, lasting, and cost-effective benefits



Accelerate adoption of energy-saving technologies and practices



Catalyze market growth that can eventually be self-sustaining



Complement the many EE programs already active in the state by filling identified gaps



Supports statewide equity goals through strategies that make EE more accessible



Meet CalMTA



- CPUC created a Market Transformation Framework (D.19-12-021)
 - \$310 million in funding for eight years
 - Launched in late 2022 via CPUC advice letter
- Resource Innovations named Administrator
 - Supported by other expert firms (The Ortiz Group, 2050 Partners, Cadmus, Brio, Unrooz Solutions)
- CalMTA develops and manages MT initiatives (MTIs) with MT Advisory Board input

MT ideas in development



Room Heat Pumps



Induction Cooking



Efficient Rooftop Units



Foodservice Water Heating Systems



Commercial Replacement & Attachment Window Solutions



Residential Heat Pump Water Heating



Room Heat Pump MTI



- Target market: existing multifamily and small-scale single-family residences (including tenants)
- Units can be installed without a contractor, lowering the cost of adoption
- 120V products eliminate panel capacity concerns
- Greater benefits through technology enhancements (air filtration capabilities, use of natural refrigerants, etc.)



Induction Cooking MTI



- Target market: existing single-family and multifamily residences, residential new construction
- Induction = the quality cooking experience needed to facilitate CA's transition to full decarbonization
- 120V induction products with batteries reduce concerns about panel capacity and grid reliability
- Significant opportunities for consumer education and awareness-building



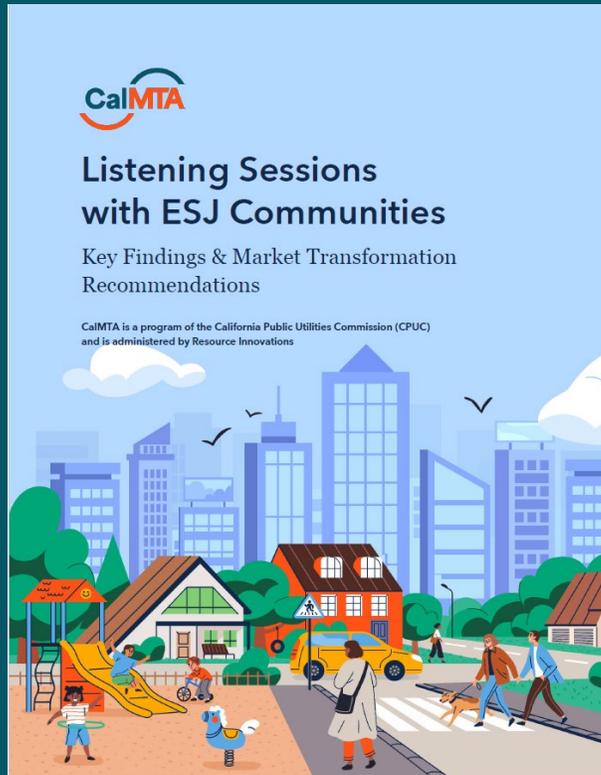
Applying an Equity Lens

Our Integrated Program Design Approach

2024 Equity Activities



- Finalized **guides to support equity integration** in MTI design
- **ESJ community-focused strategy pilots** launched
- Second round of **ESJ Community Listening Sessions** conducted for Batch 2 MTIs
- **Equity performance indicators and measurement approaches** in development
- **Equity Sounding Board formed!**



CalMTA Equity Sounding Board



Eight-member advisory group will provide professional insight and feedback to help ensure that MTIs positively impact ESJ communities

- **Adriana Ayala**, Chicana Latina Foundation
- **Alicia Bohigian**, Self-Help Enterprises
- **Federico Castillo**, University of California, Berkeley
- **Maria Dahlin**, N'de Apache Tribe
- **Michelle Engel-Silva**, Proteus
- **Elisa Gallegos Jackson**, retired public health nurse
- **Joaquin Narvaez**, West Coast Green Builders
- **Johng Ho Song**, Koreatown Youth & Community Center



Key Equity Benefits: Room Heat Pumps



- Fills a technology gap for tenants and cost-constrained consumers
- Can eliminate the need to run expensive inefficient heating/cooling devices
- Important tool for EE/electrification programs serving ESJ communities
- Inclusion of air filtration capabilities will benefit areas with poor environmental health



Sample Equity Benefits: Induction Cooking



- 120V battery-equipped products will lower the cost of adoption and provide additional benefits
- Increased availability of affordable induction products will provide ESJ communities with more and better electric cooking options
- Mitigation of negative health impacts like IAQ and childhood asthma



Transformative Energy Solutions for the public good

Market transformation is a proven approach that works to remove market barriers so that energy efficient, equitable, and climate-friendly approaches become the new standard practice for all Californians.

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

Questions? Email lcurthoys@calmta.org or mlopez@ortiz-group.com

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