

Application No.: 24-12-XXX (CalMTA)  
Exhibit No.: MTA-01  
Witness: Lynette Curthoys  
Commissioner:  
ALJ:

**CALIFORNIA MARKET TRANSFORMATION ADMINISTRATOR  
PREPARED TESTIMONY OF LYNETTE CURTHOYS**

**EXECUTIVE SUMMARY**

Application 24-12-XXX  
California Market Transformation Administrator (CalMTA)

December 20, 2024

**EXHIBIT MTA-01**  
**EXECUTIVE SUMMARY**

Q. 1. *What is the purpose of your testimony in this Application?*

A. 1. As indicated in my Statement of Qualifications, I am the Vice President of Market Transformation for Resource Innovations and am charged with leading all aspects of the California Market Transformation Administrator (CalMTA) Program.

In this Application, CalMTA requests that the California Public Utilities Commission (Commission or CPUC) approve CalMTA's two Market Transformation Initiatives (MTIs) included in the Application as MTI Plans. These MTI Plans are for Room Heat Pumps and Induction Cooking and are included as Appendix 1 and Appendix 2 to this Application. The approval of this Application and the two MTI Plans will move CalMTA into the five-year implementation period and will allow CalMTA to begin to make use of the \$250 million budget that the Commission approved in Decision (D.) 19-12-021.<sup>1</sup> The Application includes a budget narrative and cost-estimates in Appendix 3, which will address how CalMTA plans to allocate the \$250 million budget across the five-year implementation period.

The Application includes two procedural requests. The first request is that the Commission eliminate the requirement for CalMTA to file an Annual Budget Advice Letter (ABAL) for approval of future fiscal year funding or to forecast future spending for CalMTA. The second request is that the Commission allow CalMTA to use Tier 2 advice letters to approve future MTIs or discontinue them as needed.

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<sup>1</sup> See D.19-12-021, Ordering Paragraph (OP) 9.

1 In the Exhibits included in this Application, CalMTA serves testimony in support of  
2 this Application:

- 3 • **Exhibit MTA-01** is this **Executive Summary**, which summarizes the  
4 contents of CalMTA's Application, and our testimony in support of this  
5 Application.
- 6 • **Exhibit MTA-02, Description and Merits of the Proposed Market**  
7 **Transformation Initiatives**, includes testimony on the merits of the  
8 proposed MTI Plans included in this Application and why the  
9 Commission should approve the MTI Plans.
- 10 • **Exhibit MTA-03, CalMTA's Five-Year Implementation Budget**,  
11 provides testimony on how CalMTA has complied with Ordering  
12 Paragraph (OP) 7 of D.19-12-021, which set a three-year start-up  
13 budget of \$20 million annually, and how we will comply with OPs 7 and  
14 9 of D.19-12-021, which approved a five-year \$250 million budget for  
15 the implementation period. This exhibit also speaks to the structure and  
16 assumptions for CalMTA's five-year cost estimates that are detailed in  
17 Appendix 3 of the Application.
- 18 • **Exhibit MTA-04, MTAB Recruitment, Conflict of Interest Protocols,**  
19 **and Compensation**, includes testimony that addresses how CalMTA  
20 complied with OP 8 of D.19-12-021, which directed CalMTA to recruit  
21 the Market Transformation Advisory Board (MTAB) and establish  
22 conflict of interest (COI) rules in consultation with Commission staff.
- 23 • **Exhibit MTA-05, MTI Total System Benefits and Cost Effectiveness**,  
24 includes testimony addressing the costs and benefits of the MTIs  
25 included in this Application according to the Commission-approved  
26 cost-effectiveness tests and energy savings as required by OP 10 of  
27 D.19-12-021.

- **Exhibit MTA-06, Market Transformation Framework Compliance,** includes testimony that addresses how CalMTA complied with OP 11 of D.19-12-021, which required CalMTA to follow the processes outlined in the MT Framework, which is included as Attachment A to D.19-12-021. This Exhibit includes three Chapters of testimony and three Attachments:

- **Chapter 1, MTI Development,** describes how CalMTA complied with the MT Framework's requirements for the development of the MTI Plans included in this Application.
- **Chapter 2, Evaluation Plans for Validating Savings,** addresses how CalMTA complied with the MT Framework's requirements to evaluate and validate energy savings from the MTIs included in this Application and future MTIs.
- **Chapter 3, MTAB Feedback and Energy Efficiency Program Administrator Collaboration and Coordination,** addresses how CalMTA complied with the MT Framework's requirements to consult with MTAB and collaborate with the energy efficiency (EE) program administrators (PAs) in developing the proposed MTI Plans.
- **Attachment 1:** Phase I Disposition Report & Advancement Plans
- **Attachment 2:** Strategy Pilot Status Updates
- **Attachment 3:** MTI Evaluation Framework

- **Exhibit MTA-07, Market Transformation Industry Best Practices,** includes testimony from Ralph Prah, a strategic advisory to CalMTA and MT evaluation expert. In his testimony, Mr. Prah attests that

1 CalMTA used MT best practices in forecasting the benefits and cost-  
2 effectiveness of the MTIs included in this Application.

- 3 • **Exhibit MTA-08, Benefits to Environmental and Social Justice (ESJ)**  
4 **Communities**, addresses how the two MTIs that CalMTA proposes in  
5 this Application will benefit ESJ communities and advance the goals of  
6 the CPUC's ESJ Action Plan.
- 7 • **Exhibit MTA-09, Procedural Requests**, includes testimony on why  
8 CalMTA's two procedural requests are reasonable.
- 9 • **Exhibit MTA-10, Statements of Qualification**, includes the statements  
10 of qualifications of all the witnesses.

11  
12 Q. 2. *Does that conclude your testimony?*

13  
14 A. 2. Yes.