

Application No.: 24-12-XXX (CalMTA)  
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Exhibit No.: MTA-06  
\_\_\_\_\_  
Witnesses: Jeff Mitchell, Karen Horkitz, and  
Stacey Hobart  
\_\_\_\_\_  
Commissioner: \_\_\_\_\_  
ALJ: \_\_\_\_\_

**CALIFORNIA MARKET TRANSFORMATION ADMINISTRATOR  
PREPARED TESTIMONY OF JEFF MITCHELL, KAREN  
HORKITZ, AND STACEY HOBART**

**MARKET TRANSFORMATION FRAMEWORK COMPLIANCE**

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

December 20, 2024

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**EXHIBIT MTA-06**  
**MARKET TRANSFORMATION FRAMEWORK COMPLIANCE**

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**Attachments**

- Attachment 1: Phase I Disposition Report & Advancement Plans
- Attachment 2: Strategy Pilot Status Updates
- Attachment 3: MTI Evaluation Framework

## CHAPTER 1: MTI DEVELOPMENT

***Jeff Mitchell***

### **A. Overview**

Q. 1. *Mr. Mitchell, what is the purpose of your testimony in this Application?*

A. 1. As indicated in my Statement of Qualifications, I am Resource Innovations' Principal of Market Transformation for CalMTA. In that role, I have been responsible for ensuring that the Market Transformation Initiatives (MTIs) proposed by CalMTA comply with and follow the processes outlined in the Market Transformation (MT) Framework adopted by the Commission in Attachment A of Decision (D.)19-12-021 during Concept Development (Phase I) and Program Development (Phase II), as required by the Commission in Ordering Paragraph (OP) 11 of that decision.

Q. 2. *Please describe that process outlined in the MT Framework and how CalMTA has followed the process?*

A. 2. As detailed in this testimony, CalMTA followed the MT Framework and stage gate process as outlined in the MT Framework attached to D.19-12-021 in developing the MTIs proposed in this Application. The stage gate process began with Concept Development (Phase I), where CalMTA issued a Request for Ideas (RFI) and received and scored 117 ideas. Based on those scores, CalMTA made recommendations on which were the most promising ideas to further develop with additional research as described in each MT idea's Advancement Plan. The Phase I Disposition Report attached to this testimony (Attachment 1) documents all activities conducted during Phase I Concept Development Phase. Finally, CalMTA obtained feedback from the Market Transformation Advisory Board

1 (MTAB) and approval from Commission staff prior to advancing the most  
2 promising MT ideas to Program Development.

3 During Program Development (Phase II), CalMTA conducted product and market  
4 research, conducted strategy pilots, and articulated an initial program theory and  
5 logic model for each MTI Plan. The MTI Plans in Appendix 1 and Appendix 2 of  
6 this Application document the research, outreach, and planning activities  
7 conducted during Phase II Program Development.

8  
9 Following Commission approval of the MTI Plans, the final phase is Market  
10 Deployment (Phase III), where CalMTA will hire a third-party to implement the  
11 market interventions and strategies as described in each of the approved MTI  
12 Plans. CalMTA will also hire a third-party evaluator to verify our net incremental  
13 impact, validate our forecasts, and confirm the market advances according to  
14 established market progress indicators.

15  
16 **B. Application of MT Framework in Concept Development (Phase I)**  
17

18 Q. 3. *How did CalMTA solicit the initial set of potential MT ideas that resulted in the two*  
19 *MTI Plans included in this Application?*  
20

21 A. 3. As detailed in Section 3 of the Phase I Disposition Report (Attachment 1 to this  
22 Testimony), CalMTA opened an Idea Portal for the initial RFI solicitation on June  
23 15, 2023, and closed it on August 18, 2023, receiving a total of 117 ideas  
24 submitted by 63 unique submitters. For additional information on the ideas  
25 received through the initial RFI, see Section 4 of the Phase I Disposition Report,  
26 particularly Figures 5 and 7 (pgs. 17 and 18), which categorize the submissions  
27 by target markets and load types.  
28

1 From the ideas received through the initial RFI, ideas 0097 (Room Heat Pumps)  
2 and 0107 (Induction Cooking) scored well and also met the criteria to support  
3 expedited MTI Plan development. That is, they both had:

- 4 • A well-defined product, preliminary MT theory, and program logic;
- 5 • Clear leverage points that are likely to be effective in producing market  
6 change;
- 7 • A clear role for CalMTA; and
- 8 • Any needed research or pilot projects were clear and well understood.

9  
10 Other high-scoring ideas from the 2023 RFI are currently in Phase II of the stage  
11 gate process and CalMTA anticipates finalizing MTI Plans for them in late 2025  
12 and early 2026.

13  
14 Q. 4. *Did CalMTA seek input from MTAB and the Commission on the RFI intake form*  
15 *and MTI scoring criteria?*

16  
17 A. 4. Yes, CalMTA sought feedback from the MTAB on the RFI intake form and the  
18 proposed MTI scoring criteria at the April 19, 2023, MTAB meeting (Exhibit 4).  
19 After considering the MTAB's initial feedback, CalMTA updated the RFI intake  
20 form and proposed MTI scoring criteria. At the May 26, 2023 MTAB meeting,  
21 MTAB again reviewed the updated RFI intake form and provided further feedback  
22 on the MTI scoring criteria. CalMTA made revisions and final updates in  
23 consultation with Commission staff and discussed the updates with Commission  
24 staff on April 26, 2023 and May 5, 2023.

25  
26 Q. 5. *Did CalMTA issue a Phase I Disposition Report?*  
27

1 A. 5. CalMTA then issued a public Phase I Disposition Report (Attachment 1) that  
2 included all the components that the adopted MT Framework required to be  
3 included. Section 3 of the Phase I Disposition Report documents the intake  
4 ideation process and Section 5 reports on the results of the initial RFI. Section 6  
5 includes CalMTA's rationale for seven potential MTIs that were recommended to  
6 advance to Phase II.

7  
8 Q. 6. *Did CalMTA receive feedback on the Phase I Disposition Report and were any*  
9 *actions taken as a result of the feedback?*

10  
11 A. 6. Yes, Section 7 of the Phase I Disposition Report includes MTAB's feedback on the  
12 MT ideas and each individual MT idea's Advancement Plan. The MT ideas were  
13 presented to the MTAB in a meeting held on October 13, 2023, and then  
14 Advancement Plans were posted for public comment on the CPUC Energy  
15 Division's public document area (PDA) website<sup>1</sup> from December 6 to 20, 2023.  
16 The Advancement Plans, including a detailed description of activities, budgets,  
17 and timelines, are included in Appendix E of the Phase I Disposition Report.  
18 CalMTA's memos in response to the comments and feedback received were  
19 included in the January 25, 2024, MTAB packet and are available on the PDA  
20 website.

21  
22 Q. 7. *Does the Phase I Disposition Report address how the proposed MTIs meet*  
23 *CalMTA's scoring criteria?*

24  
25 A. 7. Yes, Section 5 of the Phase I Disposition Report addresses how all of the received  
26 ideas were scored, including ideas for room heat pumps and induction cooking,

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<sup>1</sup> The CPUC Energy Division's PDA website is located here: <https://pda.energydataweb.com/#!/> and is generally used by Energy Division and the PAs to post evaluations for public feedback. CalMTA was directed by CPUC Energy Division staff to utilize the website to get feedback on our draft reports and documents.

1 which are included in this Application as MTI Plans. Table 13, located on page 44  
2 of the Phase I Disposition Report, provides a breakdown of the scores for the 19  
3 ideas that advanced to Stage 2. Finally, Table 14 explains how the three “front-  
4 runner” MTIs, including the two included in this Application, met the criteria for  
5 expedited MTI Plan development.<sup>2</sup>

6  
7 Q. 8. *When was the Phase I Disposition Report made available to the public via the*  
8 *energy efficiency (EE) service list?*

9  
10 A. 8. The Phase I Disposition Report was posted on CalMTA’s website on June 25,  
11 2024, and was sent to the EE service list (R.13-11-005) on June 27, 2024.

12  
13 **C. Application of MT Framework in Program Development (Phase II)**  
14

15 Q. 9. *How did CalMTA develop the MT strategies for each MTI included in this*  
16 *Application?*

17  
18 A. 9. CalMTA used the research identified in the Advancement Plans to develop the  
19 MT strategies. The Appendix C: Product Assessment Report, and Appendix D:  
20 Market Characterization Study, included in each MTI describe the Phase II  
21 research and findings that informed development of the MT theory of each MTI  
22 Plan.  
23

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<sup>2</sup> The four criteria for expedited MTI Plan development include: 1) Well-defined product, preliminary MT theory, and program logic; 2) Clear leverage points that are likely to be effective at producing market change; 3) A clear role for CalMTA; 4) Any needed research or pilot projects are clear and well understood.

**Strategy Pilots**

Q. 10. *How did CalMTA conduct and evaluate strategy pilots to inform development of the MTI Plans?*

A. 10. As described in the Strategy Pilot Memos (Attachment 2 to this testimony), learnings from the “Chefluencer,” room heat pump self-installation pilot, and ENERGY STAR® Retail Products Platform (ESRPP) pilot have been incorporated into CalMTA’s MTI Plans, and preliminary assessments have been completed. A more comprehensive assessment of the Chefluencer and room heat pump self-installation pilots will be completed and shared in early 2025. The ESRPP pilot will continue through 2025 in order to provide additional learnings and market engagement. Any additional findings will be reflected in our MTI program strategy before launch of market deployment activities.

**Market Transformation Plans**

Q. 11. *Does each MTI Plan include the relevant components of Appendix C of the MT Framework in D.19-12-021?*

A. 11. Yes, the MTI Plans include relevant components from the list of what should be included in MTI Plans as detailed in Table 1.

**Table 1: MTI Plan elements to include in MTI Plans per D.19-12-021**

No.	Required Elements of MTI Plan from D.19-12-021	Elements Found in:
1	Define a target market that is well-understood and manageable.	<ul style="list-style-type: none"><li>• MTI Plan, Sec. 2.1.2: Target Market</li><li>• Appendix D: Market Characterization Report</li></ul>



No.	Required Elements of MTI Plan from D.19-12-021	Elements Found in:
2	Define target technologies, behaviors, sectors and applications.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 3: Product Definition &amp; Assessment</li> <li>• Appendix C: Product Assessment Report</li> </ul>
3	Present current product performance data and/or relevant behavior research.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 3.4: Product Performance and/or Behavior Research Summary</li> <li>• Appendix C: Product Assessment Report</li> </ul>
4	Address energy savings potential, competing products, and the costs and benefits associated with target and competing products.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 3: Product Definition &amp; Assessment</li> <li>• Appendix C: Product Assessment Report</li> </ul>
5	Describe the supply chain, product demand and delivery methods, the role of each market actor, and how the market operates and functions.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 4: Market Characterization</li> <li>• Appendix D: Market Characterization Report</li> </ul>
6	Present a thorough assessment of market drivers and barriers.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 2.1.4: Key Market Barriers</li> <li>• MTI Plan, Sec. 2.15: Market Opportunities and Key Leverage Points</li> <li>• Appendix A: Logic Model Packet</li> </ul>
7	Present a clear program theory and logic model, identifying market leverage points and intervention strategies. This should draw a clear and logical link between the present state of the market, the contemplated intervention strategies,	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 2: Market Transformation Theory &amp; Opportunity</li> <li>• Appendix A: Logic Model</li> </ul>

No.	Required Elements of MTI Plan from D.19-12-021	Elements Found in:
	and the desired future state of the market.	
8	Describe strategies and data for sizing the market and projecting a naturally occurring adoption curve or baseline for the market.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 2.5: Total System Benefit &amp; Cost-Effectiveness Forecast</li> <li>• Appendix B: Market Forecasting and Cost-Effectiveness Modeling Approach</li> </ul>
9	Appoint members of the Initiative Review Committee.	<ul style="list-style-type: none"> <li>• MT Evaluation Framework, Sec. 2.7</li> <li>• Appendix F: Evaluation Plan</li> </ul>
10	Complete a Delphi process to finalize the initial baseline projection over the life of the initiative.	<ul style="list-style-type: none"> <li>• Appendix B: Market Forecasting and Cost-Effectiveness Modeling Approach, Attachment A: Delphi Panel Methods and Findings</li> </ul>
11	Specify a plan for updating the savings forecast at regular intervals. The original baseline R.13-11-005 ALJ/JF2/jt2 for normally occurring adoption will not be changed, as it forms the justification for the MTI using best available data at that time.	<ul style="list-style-type: none"> <li>• Appendix B: Market Forecasting and Cost-Effectiveness Modeling Approach</li> </ul>
12	If the MTI includes an existing resource acquisition (RA) program, present a RA coordination plan that demonstrates support from, and coordination with, all related RA programs. This plan could offer a fixed free-ridership rate for the resource programs for an interim	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 5: Program Alignment &amp; Coordination</li> <li>• Appendix E: External Program Alignment</li> </ul>

No.	Required Elements of MTI Plan from D.19-12-021	Elements Found in:
	period. This plan may also present a schedule and process for updating free ridership assumptions and for phasing out the resource programs altogether over the longer term, in sync with the progress of the MTI.	
13	Articulate the data and methods that will be used to determine energy savings attributable to the program over its lifecycle.	<ul style="list-style-type: none"> <li>• Appendix B: Market Forecasting &amp; Cost-Effectiveness Modeling Approach</li> </ul>
14	Present a forecast of energy savings over the lifecycle of the initiative, as well as a budget, and a schedule of cost-effectiveness.	<ul style="list-style-type: none"> <li>• Appendix B: Market Forecasting &amp; Cost-Effectiveness Modeling Approach</li> </ul>
15	Carefully define interim market indicators and milestones that will track progress, and a data collection plan to support their measurement.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 6: Data Management</li> <li>• Appendix F: Evaluation Plan</li> </ul>
16	Specify which milestones, if any, would be associated with Program Administrators (PA)-incentive reward payments.	<ul style="list-style-type: none"> <li>• Appendix F: Evaluation Plan</li> </ul>
17	For each milestone that triggers a PA-incentive payment, define a maximum allowable delay for achieving that milestone. (Delays that exceed of the maximum allowable	<ul style="list-style-type: none"> <li>• Not applicable</li> </ul>

No.	Required Elements of MTI Plan from D.19-12-021	Elements Found in:
	time will trigger review for program termination.)	
18	Provide a detailed plan for ongoing evaluation, measurement, and evaluation to track progress, adjust strategies or metrics if needed, and to substantiate savings claims.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 7: Evaluation &amp; Market Research</li> <li>• Appendix F: Evaluation Plan</li> </ul>
19	Characterize the amount of risk associated with the effort and how it would be distributed across stakeholders. Describe risk mitigation strategies.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 8: Risks and Mitigation</li> <li>• Appendix G: Risk Management Plan</li> </ul>
20	Describe the desired goal state of the market for the MTI, and define the program exit strategy.	<ul style="list-style-type: none"> <li>• MTI Plan, Sec. 2: Market Transformation Theory &amp; Opportunity</li> <li>• Appendix A: Logic Model Packet</li> </ul>
21	Specify when and how progress reports will be shared with the Commission and stakeholders that detail Initiative activities, results, and progress against milestones.	<ul style="list-style-type: none"> <li>• Appendix E: External Program Alignment &amp; Coordination</li> <li>• Appendix F: Evaluation Plan</li> </ul>

1

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

3

4 A. 12. Yes.

## CHAPTER 2: EVALUATION PLANS FOR VALIDATING SAVINGS

*Karen Horkitz*

Q. 1. *Ms. Horkitz, what is the purpose of your testimony in this Chapter?*

A. 1. As I have previously testified in what CalMTA has identified as Exhibit MTA-05, I am the Market Research and Evaluation Lead for CalMTA. Part of those responsibilities has included development of the Evaluation Plans for validating the MTIs' savings that are included in Appendix F of each MTI Plan.

Q. 2. *Please describe those plans.*

A. 2. The Evaluation Plans are included in Appendix F of each MTI Plan. Each Evaluation Plan includes a comprehensive review of CalMTA's market adoption and cost-effectiveness forecasts. In the first year of the MTI, an independent third-party evaluator, selected via a competitive bidding process, will review CalMTA's baseline market adoption (BMA) and total market adoption (TMA) forecasts—including all inputs, assumptions, and documentation as well as all TSB and cost-effectiveness model inputs and assumptions. The third-party evaluator will continue to review inputs and assumptions in the following years.

In addition to reviewing the forecasts, the third-party evaluator will collect and analyze multiple sources of data to validate CalMTA's annual savings claims, which are driven by market adoption data, evidence of causality, and verified PA-claimed units in the same markets. Per CalMTA's MTI Evaluation Framework (Attachment 3), savings claimed by other EE PAs will be subtracted from CalMTA's claimed impacts.

Q. 3. *How did CalMTA ensure that the evaluation would be objective?*

1 A. 3. Evaluation experts on the CalMTA team developed the preliminary MTI Evaluation  
2 Plans that are part of the MTI Plans (Appendix F) with input and review from the  
3 Evaluation Advisory Group, which comprises the CalMTA market research and  
4 evaluation lead, the CPUC CalMTA project manager, and three independent MT  
5 Evaluation experts. CalMTA also sought feedback from Ralph Prah, one of  
6 CalMTA's strategic advisors who is also an evaluation expert.

7  
8 CalMTA will release a competitive solicitation for third-party evaluators around the  
9 same time as it releases the RFP for MTI implementation contractors. We will  
10 encourage bidders to propose improvements to the preliminary MTI Evaluation  
11 Plans.

12  
13 All firms working on the CalMTA team, members of the Evaluation Advisory  
14 Group, and Ralph Prah are prohibited from bidding on future MTI  
15 implementation. Evaluation Advisory Group members are also prohibited from  
16 bidding on third-party evaluations while serving on the Evaluation Advisory  
17 Group. Selected third-party evaluators are also prohibited from bidding on  
18 implementation contracts.

19  
20 Q. 4. *Does that conclude your testimony?*

21  
22 A. 4. Yes.

1           **CHAPTER 3: MTAB FEEDBACK AND ENERGY EFFICIENCY PROGRAM**  
2                   **ADMINISTRATOR COLLABORATION AND COORDINATION**

3                           ***Stacey Hobart***

4  
5   Q. 1.   *Ms. Hobart, what is the purpose of your testimony in this Chapter?*

6  
7   A. 1.   As I have previously testified in what CalMTA has identified as Exhibit MTA-04, I  
8           am Resource Innovations' Principal of Stakeholder Engagement and  
9           Communications for CalMTA. My role includes obtaining feedback from the MTAB  
10          on MTI Plan development, as well as CalMTA's collaboration and coordination  
11          with EE PAs.

12  
13   **A. MTAB Feedback**

14  
15   Q. 2.   *How did CalMTA solicit feedback on MT ideas being considered for MTI Plans*  
16          *from MTAB and the public?*<sup>3</sup>

17  
18   A. 2.   Initial research findings and analysis on the two MTIs included in this Application  
19          were shared with the MTAB throughout the entire Phase I: Concept Development  
20          and Phase II: Program Development process. During Phase I, these ideas were  
21          initially identified through a public RFI solicitation. MTAB was involved in review  
22          and prioritization of the ideas. MTAB members also reviewed and commented on  
23          Advancement Plans, which detailed the strategies, research, and activities that  
24          CalMTA would undertake in Phase II to inform the MTI Plan development.

25  

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<sup>3</sup> D.19-12-021, p. 113 states that "The MTA will coordinate with the MTAB throughout Phase II activities for each MTI. The MTA will meet with the MTAB on a regular basis to present interim findings for review and feedback."

1 During Phase II, CalMTA kept MTAB informed about the progress and outcomes  
2 of the Advancement Plan implementation via public MTAB meetings and  
3 published Quarterly Reports. Specifics on when information and deliverables  
4 regarding these MTIs were shared with MTAB members and the public are listed  
5 below.

6  
7 The RFI Summary memo that was sent to MTAB on October 6, 2023,  
8 recommended the two MT ideas (Room Heat Pumps and Induction Cooking) as  
9 “Front Runners” that scored highly in Stage 1, have promising MT opportunities,  
10 and a high likelihood for rapid market deployment and adoption. These ideas  
11 were further discussed at the October 13, 2023, MTAB meeting along with  
12 preliminary product definitions and MT theory. Feedback from MTAB was  
13 captured in the meeting notes (see Appendix 4 of the Application for all MTAB  
14 meeting notes).

15  
16 Advancement Plans for the two MTIs, as well as Stage 2 scoring, were shared  
17 with MTAB at a two-day meeting on November 30 and December 1, 2023, and  
18 discussed as documented in the meeting notes. Additionally, these Advancement  
19 Plans were posted for public and MTAB comment from December 6 to 20, 2023,  
20 on the CPUC Energy Division’s Public PDA website. The feedback on these  
21 Advancement Plans was gathered, addressed, and responded to via response-to-  
22 comments memos that were included in the January 25, 2024, meeting packet  
23 and discussed at that event.

24  
25 Updates to the work conducted under the Advancement Plans for Induction  
26 Cooking and Room Heat Pumps were shared in published Quarterly Reports  
27 throughout the year. In addition, progress on the findings from the Advancement  
28 Plan research and analysis for Induction Cooking and Room Heat Pumps MTIs



1 were shared via presentations at public MTAB meetings on April 25, 2024, July  
2 12, 2024, and August 26, 2024.<sup>4</sup>

3  
4 Q. 3. *When CalMTA was finalizing the proposed MTI Plans included in this Application,*  
5 *did CalMTA meet with the MTAB and solicit their feedback and recommendations*  
6 *on the MTI Plans?*<sup>5</sup>

7  
8 A. 3. Yes, CalMTA reviewed key portions of the Induction Cooking and Room Heat  
9 Pumps MTIs during the MTAB meetings listed below:

- 10 • Market Transformation Theory and Logic Models – September 19, 2024
- 11 • Market Progress Indicators and Milestones – October 25, 2024
- 12 • Market Forecasts and Cost Effectiveness and Draft MTI plan discussion –  
13 November 20 and 21, 2024

14  
15 CalMTA sent the draft MTI Plans to MTAB members on November 14, 2024. A  
16 summary of the feedback received from MTAB can be found in Appendix I of the  
17 MTI Plans.

18  
19 **B. Energy Efficiency Program Administrator Collaboration and Coordination**

20  
21 Q. 4. *What are the primary objectives of CalMTA's coordination efforts with the EE*  
22 *PAs?*

23  

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<sup>4</sup> All memos to MTAB, CalMTA Quarterly Reports, and MTAB presentation materials are available at [calmta.org](http://calmta.org)

<sup>5</sup> D.19-12-021, p. 113 states that “When the MTA is nearing completion of a proposed MTI Plan, the MTA shall meet with the MTAB and solicit final feedback and recommendations on the Plan. The feedback and recommendations offered by the MTAB on final MTI Plans shall be included in the MTI Plan Application submitted to the Commission.”

1 A. 4. The MT Framework attached to D.19-12-021 calls for close collaboration between  
2 MTIs and resource acquisition programs<sup>6</sup> and codes & standards (C&S)  
3 programs.<sup>7</sup> As summarized in Section 5: External Program Alignment &  
4 Coordination, and described further in Appendix E of each MTI Plan, in identifying  
5 points of alignment within the existing program landscape and subsequent  
6 coordination approach, CalMTA seeks to achieve the following primary objectives:

- 7 • Maximize understanding of the MT idea development process among key  
8 groups and share relevant aspects of the ideas being developed.
- 9 • Seek to create opportunities for collaboration through briefings,  
10 discussion, and formal mechanisms to receive and resolve feedback.
- 11 • Collaboratively identify and work to eliminate or minimize any conflicts  
12 between the programs.
- 13 • Collaboratively identify and leverage opportunities that ensure resources  
14 are deployed efficiently across complementary programs.

15  
16 Q. 5. *What were CalMTA's coordination efforts with the EE PAs and future plans?*  
17

18 A. 5. CalMTA's coordination efforts with the EE PAs and other parties actively working  
19 in each market targeted by these MTIs are described briefly below and can be  
20 found in more detail in Appendix E of each of the MTI Plans in the sections  
21 indicated.

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<sup>6</sup> The Adopted Market Transformation Framework refers to coordination with resource acquisition (RA) programs, but does not define what these programs are, nor at the time of the adoption of D.19-12-021, did the term RA have a generally agreed upon meaning in the EE proceeding. It is likely that the drafters of the Framework were referring to resource programs, which at the time were defined as all programs that generated claimable savings, while non-resource programs have no claimable savings. However, D.21-05-031, p. 14 (adopted in May of 2021), segmented the EE PAs portfolios into three segments, one of which was called RA programs, which are defined as: Programs with a primary purpose of, and a short-term ability to, deliver cost-effective avoided cost benefits to the electricity and natural gas systems.

<sup>7</sup> D. 19-12-021 p. 133.

1 CalMTA conducted or has planned activities for each of the three phases of MTI  
2 development (see Section 2 of Appendix E). In Phase I, CalMTA met with  
3 interested parties including IOU EE management, the IOU codes & standards  
4 working group, CalNEXT, the California Energy Commission, Regional Energy  
5 Networks and others to introduce market transformation and the process for  
6 soliciting and prioritizing MTIs. In Phase II, we set recurring meetings with a  
7 number of these key parties to ensure timely information sharing and receive  
8 feedback. As the two Room Heat Pump and Induction Cooking MTIs were under  
9 development, these meetings focused on the important aspects that would  
10 require alignment with EE programs.

11 To understand which programs had relevance to each MTI, CalMTA conducted a  
12 scan of those related to codes and standards, research and development,  
13 electrification (especially those targeting environmental and social justice (ESJ)  
14 communities), statewide or local incentive programs, and other programs that  
15 directly engage with the target audience segment for each technology or provide  
16 an important delivery channel. These are cataloged in Table 1 found in Section 3  
17 of Appendix E. A list of emerging programs is also provided.

18 In addition, CalMTA identified several priority programs for direct collaboration  
19 (see Table 2 found in Section 4 of Appendix E). For each of these, CalMTA  
20 identified needed points of alignment and reciprocal support that the program  
21 may expect from the MTI. The approach for aligning the MTIs was shared and  
22 discussed in a direct engagement with most of those programs relevant to each  
23 MTI's target market between August and December 2024.

24 Going forward, CalMTA will continue to meet and further define alignment needs  
25 between related programs or future programs and the MTI for inclusion in a  
26 Request for Proposals (RFP) to be issued upon Commission approval of the  
27 Application. When approved, these engagements will continue throughout Phase  
28 III of the MTI.

1

2 Q. 6. *Does that conclude your testimony?*

3

4 A. 6. Yes.