



Seeking Ideas for Market Transformation Initiatives

July 10, 2023



Meet CalMTA



- Created by the California Public Utility Commission (CPUC) Market Transformation Framework (D.19-12-021)
- Resource Innovations named Administrator
 - Supported by other expert firms
 - Eventually transfers to new nonprofit
- CalMTA develops & manages Market Transformation Initiatives (MTIs) for the CPUC
 - Collaborates with a 9-member Advisory Board and Work Groups

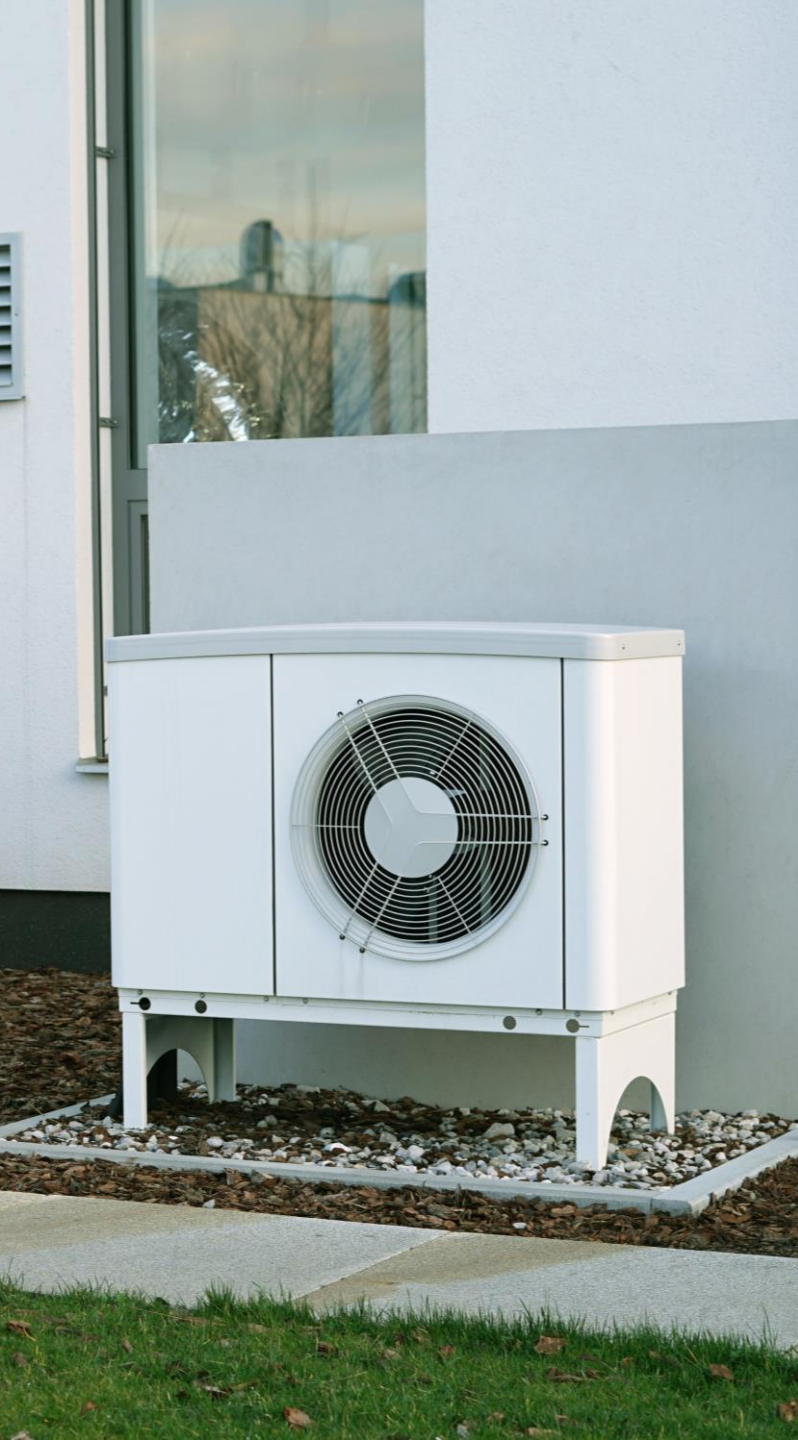
Market Transformation



“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.”

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Market transformation



- Creates **long-lasting changes in the structure or functioning of a market**
- **Interventions reduce barriers to adoption** of targeted technologies and practices
- Efforts ramp down when **the same intervention strategy is no longer needed** to achieve the desired outcome
- Increased market adoption is **locked in through codes & standards**

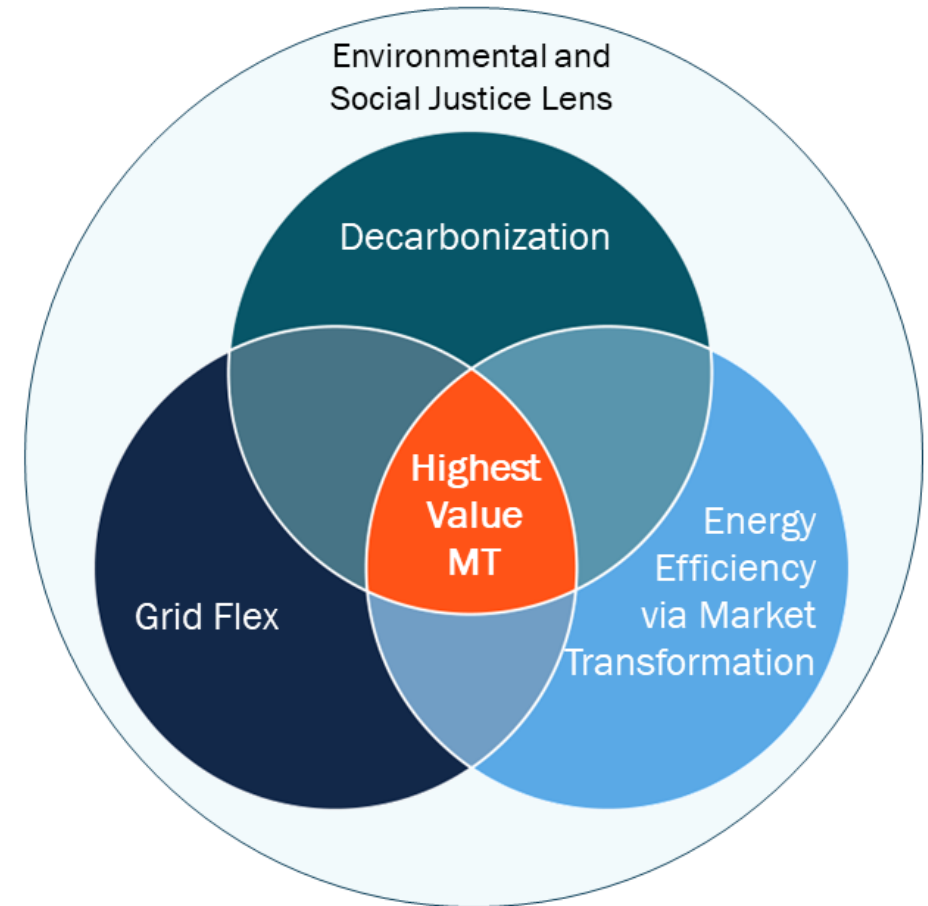
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How we work



- Ensure selected initiatives meet MT criteria
- Collaborate with existing EE efforts
 - Avoid duplication
 - Faster scale
- Advance other state goals:
 - GHG reduction
 - Workforce Education & Training
 - Environmental and social justice (ESJ)
 - Grid health





Help create market transformation in California



- Use our **“Request for Ideas” portal**
 - Open through August 18
 - In 2024, will review submissions quarterly
- Seeking ideas for **cutting-edge energy efficiency and decarbonization technologies and practices** that can be shaped into MTIs
 - 13-question submission form
 - Top-ranked ideas will be developed by CalMTA and later bid out for implementation (no contract from RFI)
- Ongoing RFI submission support is available during CalMTA office hours: [Calendly - CalMTA](#)

RFI scoring criteria



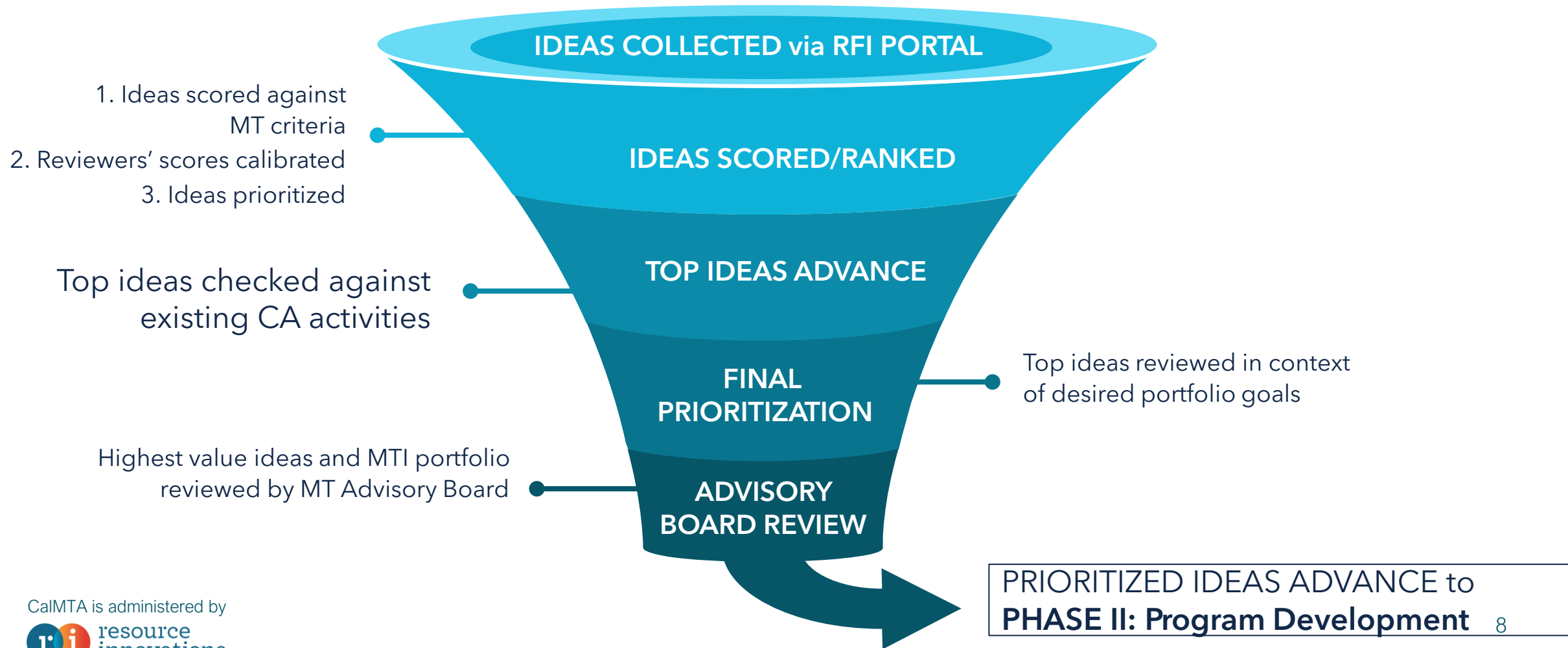
| Category | Criteria |
|---|---|
| Total System Benefit | <ul style="list-style-type: none"> • Energy savings • Grid benefits • GHG impacts |
| Readiness | <ul style="list-style-type: none"> • Product readiness |
| MTI Cost and Cost Effectiveness | <ul style="list-style-type: none"> • Initiative cost • Cost effectiveness |
| Environmental & Social Justice Impacts (Equity) | <ul style="list-style-type: none"> • Beneficial impacts to ESJ communities • Partnership opportunities with ESJ communities |
| Non-Energy Impacts | <ul style="list-style-type: none"> • NEBs that may impact MTI success |
| MT Alignment | <ul style="list-style-type: none"> • Innovation characteristics • Market leverage points • Sustained benefits |

CalMTA MTI Development Process

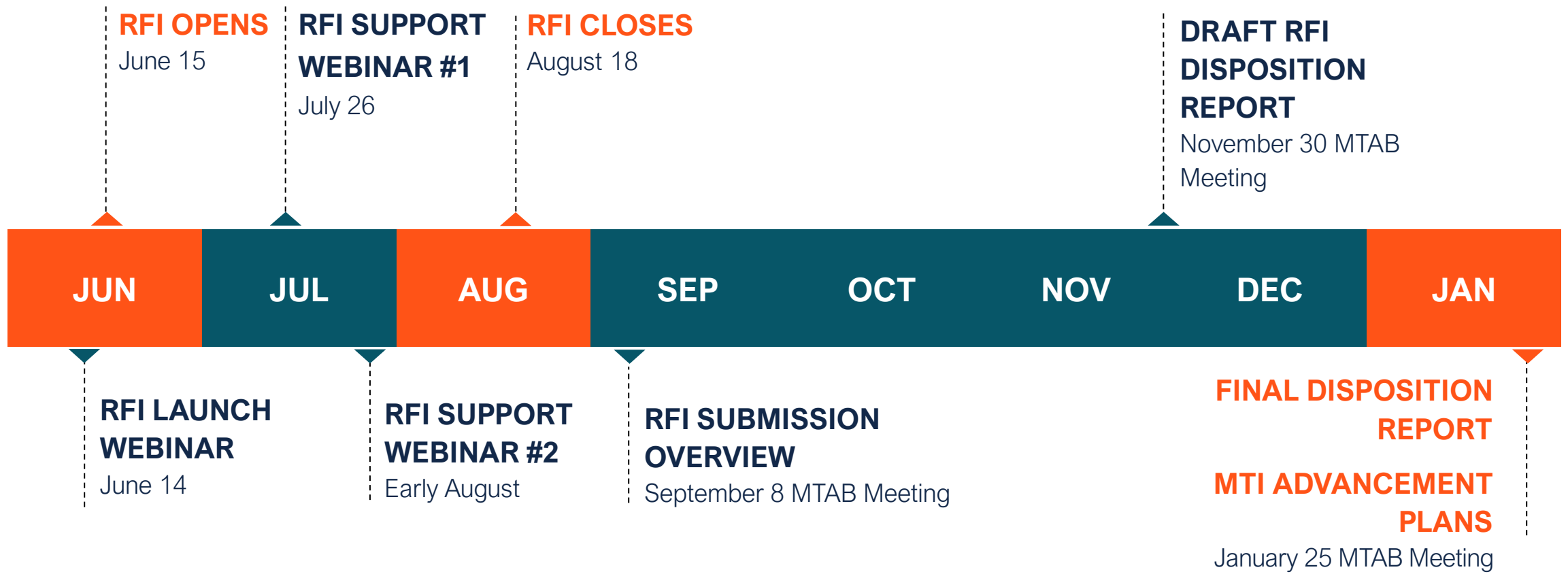
Phase I: Concept Development



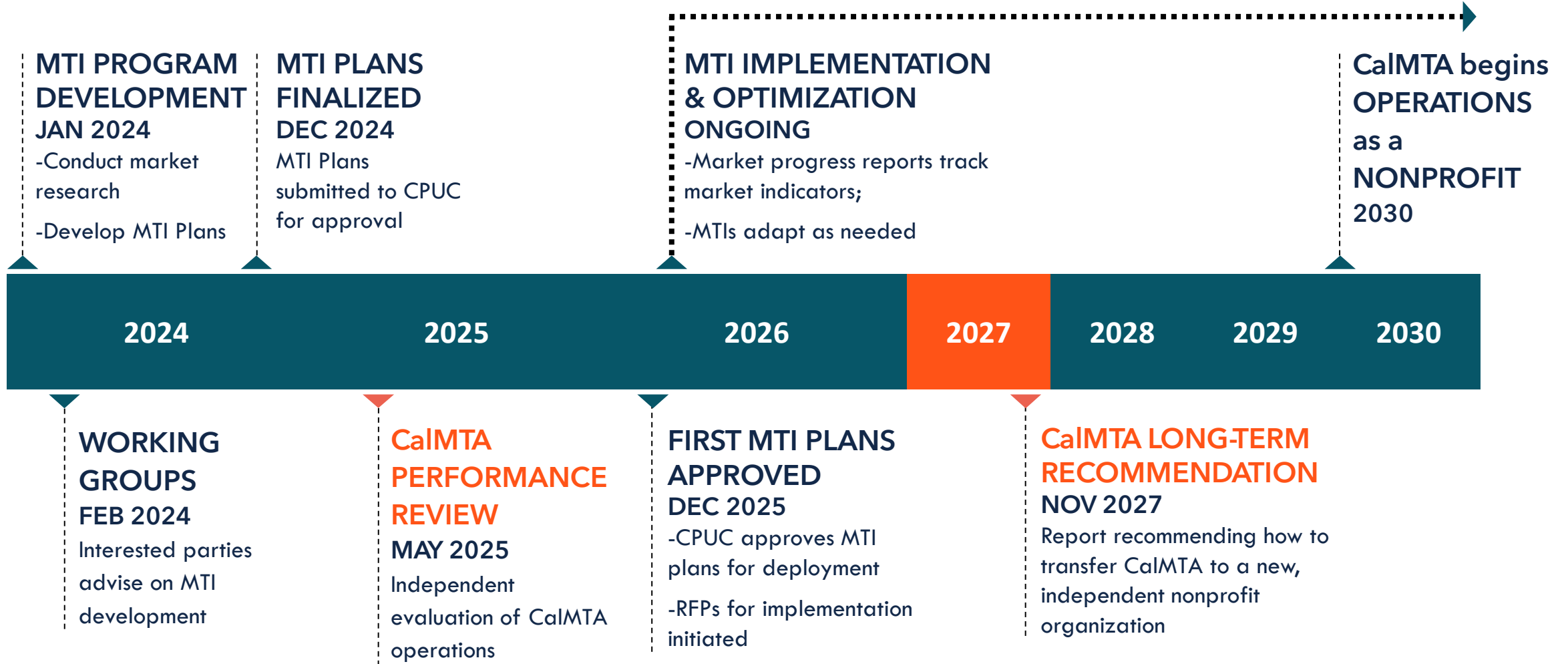
Which submitted ideas merit Program Development?



Request For Ideas (RFI) Timeline



Milestone Timeline 2024 - 2030



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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/