

<b>Date</b>	<b>Name</b>	<b>Organization</b>	<b>Comment Section</b>	<b>Comment</b>
6/11/2024	Fred Gordon	MTAB	Section 4.10 Measuring market outcomes	P 14, table 1. It's possible that under a successful MT strategy the average efficiency and demand communications capabilities of units sold will improve but the price won't come down. Do you want to put something in here to say prices moderate "for equivalent equipment". Do you want a metric which focuses on the efficiency and demand capability of the average unit sold? I think a lot of the potential benefits of the statewide coordinated initiative may be in increasing efficiency (but it's too early to say).
6/11/2024	Fred Gordon	MTAB	Section 4.10 Measuring market outcomes	Page 14, table 2. In order to develop a contracting base in ESJ communities that looks like the potential customers and is well suited to sell to them, Energy Trust is finding it necessary to encourage minority or local rural contractors who have the necessary skills or are close, to develop their capabilities in the energy space. That involves bringing them along over time, in some cases starting with funds to spend enough time with energy opportunities to develop their own business model, and then technical and business training. In some cases this comes through subcontracting to mainstream contractors then spinning free. I wonder if some of the progress metrics for this measure need to be about going through those relationship and contractor development steps over several years.

6/11/2024	Fred Gordon	MTAB	Section 5 Gap analysis	Gap analysis, page 17. It seems that the NW is years ahead of California with respect to HPWH, even though there are not necessarily higher incentives. While the indicated in-state interviews are important, it may be valuable to systematically characterize what circumstances are different that have led to higher sales per capita in the NW. One factor may be the higher market share of electric water heat. However, I think there is more, and a systematic comparison may be useful in designing a focused market transformation model. The information may also be useful in persuading the many program administrators to negotiate a more consistent approach. Staff may already have much of this knowledge in hand, but the systematic comparison may be a useful communication tool.
6/11/2024	Fred Gordon	MTAB	Section 5 Gap analysis	Page 19. I didn't notice a task where you'll try to understand technical options to deal with capacity limitation at the local transformer and panel, such as in-house load management software, on or off the panel. The relevance of this particular option will depend on how limited the panel capacity is. But I think it's worth having a task, once you have the research on panel capacity in hand, to scan for relevant solutions.

6/11/2024	Fred Gordon	MTAB	Section 6.1 Market research	Page 21. I didn't read that the plan includes assessing sales by efficiency level. This may be important to focusing the MT initiative; if sales through other programs and through the market are in the higher efficiency tiers, that's great and the focus is more on volume. If sales are not in the higher tiers, the strategy might shift. Ditto for demand control capability.
7/2/2024	Joseph Wachunas	New Buildings Institute	General comment	<p>Thanks for the ability to comment on this market transformation plan. I have a couple comments to submit in regards to a couple sections of the plan and I included them all here under "General Comment."</p> <p>4.6 Market vision/end-state - CalMTA writes By 2035 the initiative aims to create the market dynamics to ensure the majority of new residential water heaters installed are grid enabled HPWHs, that customers understand what to expect from this technology in their homes, and that the supply chain values and adopts HPWHs as a prioritized segment of their business. In light of federal mandates phasing out electric water heaters in 2029 and California air district mandates likely phasing out combustion water heaters statewide by 2030. I suggest making this goal more ambitious. It could be possible that nearly all residential water heater sales are heat pumps by 2030 due to policies and standards alone.</p> <p>4.7 Key market assumptions I suggest adding something to effect "Air quality standards are likely to phase out combustion water heaters by 2030. Appliance standards will phase out most ER water heaters by 2029." Section 8 - Potential risks - I would suggest adding "Risk - Duplication of efforts with other programs and initiatives Risk - Policies mandate HPWHs for single</p>

				family residential HPWH installations negating the need for a market transformation initiative. Finally just a general comment. I suggest that since HPWHs are poised to be mandated in single family homes in the next 5-6 years that CalMTA focus on HPWH installations in Multi-family buildings which are a recognized pain point with a lack of form factors and options.
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