



December 2023

Market Development Initiative (MDI) Update

Illinois EE Stakeholder Advisory Group
Equity Subcommittee Meeting

Agenda

1. Refresher on ComEd's Market Development Initiative
2. Update on implementation contractor selection
3. Overview of upcoming program activities
4. Discussion on cross-utility collaborations
5. Review feedback from IQ North Committee on MDI principles

Refresher: ComEd's Market Development Initiative

The objectives of the Market Development Initiative (MDI) are set forth in *ComEd's Revised Plan 6 Energy Efficiency Stipulation Agreement* and will help **reduce participation barriers** and **expand the pipeline** of diverse Energy Efficiency contractors, service providers, and workers.

Energy Efficiency Market Development Initiative (EE MDI)

Increase contracting opportunities for diverse contractors, subcontractors, distributors, & other suppliers and CBOs while assisting them in developing the necessary capabilities to participate in the delivery of ComEd's energy efficiency programs; improve the diversity and inclusiveness of the ComEd Energy Efficiency Program supplier workforce.

Program design has been **informed by research** and has involved a **diverse implementation contractor** to help shape its stand-up

As currently proposed, the broader program will be centered around **four main delivery channels**:

Workforce Development

Uplift and empower traditionally excluded individuals, providing them with skills and opportunities for sustainable employment in the energy efficiency and clean energy industries.

Diverse Vendor Procurement

Promote economic opportunity for diverse businesses and a more inclusive business environment.

Energy Efficiency Service Provider Engagement

Address the challenge surrounding the availability of qualified service providers by creating pathways to connect diverse contractors specializing in energy efficiency with potential implem. contractors.

Community-Based Organization Partnerships

Establish partnerships with CBOs whose missions align with the goals of MDI and energy efficiency.

MDI Objectives

The objectives of the Market Development Initiative (MDI) are set forth in *ComEd's Revised Plan 6 Energy Efficiency Stipulation Agreement* and will help **reduce participation barriers** and **expand the pipeline** of diverse Energy Efficiency contractors, service providers, and workers.

- **Channel 1: Workforce Development**

- Identify talent gaps in community workers by developing an employer partner network with implementation contractors (ICs) and service providers (SP)
- Provide hands-on training and certification (e.g., Building Performance Institute, also known as BPI)
- Incorporate wrap-around services to foster participation (i.e., childcare, office assistance)

- **Channel 2: Diverse Vendor Procurement**

- Create an online DBE database of new and current vendors that catalogs their service offerings, diversity status, and certification status
- Promote broader procurement opportunities across ComEd, including those included in the annual ComEd Buying Plan, to increase Tier 1/Tier 2 spend
- Partner with local financial institutions to build vendor awareness of available tailored financial offerings

- **Channel 3: EESP Engagement**

- Educate, develop, and mentor new and existing Service Providers to participate more fully in ComEd's Energy Efficiency portfolio
- Offer a customizable range of support services, including back-office, certification, and program network application support
- Drive employment in underserved communities and provide services to a larger number of diverse community members.

- **Channel 4: CBO Engagement**

- Refer community workers to the broader set of MDI channels offerings
- Offer workshops, webinars/seminars, and community activation events centered around energy efficiency
- Contribute to increase contracting opportunities for CBOs to help community members more fully participate in the ComEd EE portfolio

Overview: Upcoming standup and program delivery

With contracting now complete, activities are rapidly underway to establish the framework around each delivery channel, which will set the foundation for program delivery going forward

Standup *(through January 2024)*

Channel 1: Workforce Development

- Form an Employer Advisory Network who will serve as an interview panel, share job openings, guide direction of training and lend in program design
- Host monthly roundtables with network to gather feedback on program design

Channel 2: Diverse Vendor Procurement

- Setup and implementation of diverse vendor procurement database
- Host discovery roundtables with ComEd, Energy Efficiency contractors, and CBOs to review the selection and management of diverse vendors
- Identify and begin outreach to potential financing partners along with CBOs

Channel 3: EESP Engagement

- Host roundtables to determine barriers that prevent full participation in portfolio offerings
- Provide analysis & recommendations for expansion of EESP Incubator through wrap-around services, pilot DBE & CBO Incubators, and WFD partnership
- Determine specific collateral materials needed for training

Channel 4: CBO Engagement

- Host discovery roundtables with CBOs to determine what potential services & resources that promote successful CBO participation in the MDI program

Program Delivery *(through Q1+ 2024)*

Channel 1: Workforce Development

- Recruitment and interviewing for upskill cohort trainees
- Recruitment and interviewing for new industry cohorts

Channel 2: Diverse Vendor Procurement

- Begin facilitating informational sessions with financing partners & CBOs
- Begin facilitating webinars for interested DBEs to educate them on the procurement process

Channel 3: EESP Engagement

- Develop collateral materials
- Define and create schedule training plans for pilot DBE and CBO incubators and Workforce Development partnership

Channel 4: CBO Engagement

- Perform direct outreach to CBOs to begin the relationship building process, eventually passing the connection along to WFD, DVP, and EESP Engagement channels

Promoting Cross-utility Collaborations

ComEd is committed to continuing to work with other IL utilities to share best practices in the delivery of its MDI program

Shared implementation contractor:

With the selection of Walker-Miller at ComEd, 3 out of the 5 Illinois utilities (Ameren, ComEd, Nicor Gas) will leverage the same implementor

Cross-utility knowledge sharing:

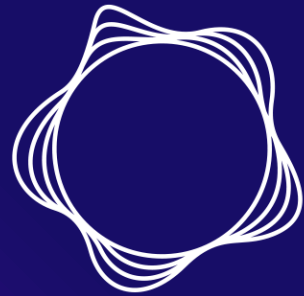
Institute recurring sessions across the Illinois utilities to share best practices and program learnings

Review: Feedback from IQ North Committee on MDI

Suggestions provided to the SAG Equity Subcommittee have meaningful overlap with ComEd's proposed program design

Providing access to capital	<i>"Ensuring that minority contractors have access through loans, grants, or investment programs ... This would require utilities to keep up to date on and regularly inform business about these programs."</i>	Explore through DVP channel
Joining financial support with scaling & sustaining capabilities	<i>"... by offering one-on-one assistance from dedicated specialists, mentorship opportunities with experienced larger organizations, and room to increase capacity through joint ventures with established businesses ... [to] learn how to scale and sustain their operations ..."</i>	Explore through DVP channel
Assigning diverse businesses as prime	<i>"... recommend the diverse business be the "prime" partner and other businesses party to the agreement report to them ... so that the diverse business controls the course of the work and has the primary relationship with the utility."</i>	Explore through WFD, DVP, & EESP Engagement channels
Seeking & incorporating feedback from minority contractors & customers	<i>"Establishing landing pages and other platforms for contractors to connect with the utilities ... additionally conducting direct outreach through surveys or other means" "... seek input ... from customers in disadvantaged communities ..." "Developing solid relationships with community-based organizations (CBOs) ..."</i>	Explore through DVP channel
Creating performance metrics & accountability	<i>"Establishing clear performance metrics in collaboration with minority contractors and CBOS and tracking the initiative's progress ..."</i>	Explore through contracting with implementation contractor

Source: Feedback provided to the SAG Equity Subcommittee by the LIEEAC IQ North Leadership Team on Friday, September 26, 2023



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