

Market Development Initiative

2023 Progress thru Q1

SAG Equity Subcommittee

July 12, 2023

Angie Ostaszewski



Stipulated Agreement Commitments



Market Development Initiative

Community Partnerships

A commitment to continue to implement efforts related to market development, bill assistance, procedural equity, and helping trade allies and other EE partners to identify additional sources of funding, when practicable.

The Company will use best efforts to leverage the services and financial assistance of the United States Small Business Administration, the Illinois Office of Minority Economic Empowerment, the Department of Commerce and Economic Opportunity ("DCEO") programs, community colleges and other resources identified as promoting the interest of small and minority businesses in order to maximize the resources available to participants in the MDI.

Diverse Procurement and Workforce Development

Continue conducting research to educate identified potential bidders about opportunities in the energy efficiency space, which may involve but is not limited to offering workshops, webinars, seminars, and/or other educational opportunities.

Continue to provide and expand efforts, as practicable, with diverse-owned business enterprises, community-based organizations, and not-for-profits, with financial and technical support, and expanded educational opportunities, to assist them in developing the capabilities necessary to compete.

Training programs will be designed to introduce underrepresented groups to the job market and when possible, lead to gainful employment

Identify any data or information gaps related to identifying diverse potential bidders and achieving the goal of increasing diverse bidders and Ameren-contracted entities

Continue to periodically review and analyze utility requirements for goods and services with a view toward increasing the availability of work which falls within the performance capabilities of small minority business firms.

Continue procurement efforts to identify ready, willing, and able diverse firms offering services in the Ameren Illinois service area...further increase the program spend with diverse vendors and continue to identify qualified potential bidders.

AIC will continue to review technical and performance requirements, as well as Requests for Proposals ("RFP") and Invitations for Bids ("IFB") to enable non-traditional bidders, new and/or marginally capitalized businesses, not-for-profits and CBOs to compete effectively when practicable.

The Market Development Initiative (MDI) is designed to:

- Increase energy efficiency engagement by customers who have not participated;
- Increase the number of local, diverse candidates filling energy efficiency jobs; and
- Expand or launch new local, diverse energy efficiency businesses

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Community Partnerships

- 2023 Contracted Partners to date:
 - BCMW Community Action
 - CEFS Economic Opportunity Corporation
 - Crosswalk Community Action
 - Decatur Empowerment Center
 - Embarrass River Basin Agency
 - House of Hope
 - Illinois Black Chamber of Commerce
 - Illinois NAACP
 - Illinois Valley Community Action
 - Macedonia Development Corporation
 - Minority Business Development Center
 - Sangamon Community Development Resources
 - Senior Services Plus
 - Springfield Urban League
 - St. Clair County Community Action
 - Tazwood Community Action
 - Two Rivers Community Action
 - Wabash Area Development, Inc.



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Diverse Procurement

Identified Procurement Barriers

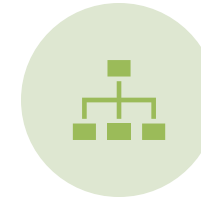
- Encolor is a 3rd party administrator hired by Ameren Illinois to help identify and implement inclusive procurement practices
- Based on research and industry experience, Encolor identified several barriers businesses experience when trying to navigate complex procurement processes, including:



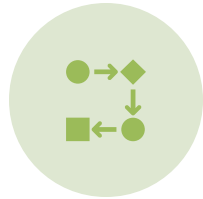
Lack of awareness – they simply do not know there is a solicitation open for them to bid on.



Lack of trust – small businesses, especially those new to the industry, do not have the same exposure resulting in lack of trust from decisions makers.



Lack of resources – businesses of any size may have lack of staff time or dollars to participate in a procurement processes, especially if there is no confidence that they can compete



Process complexity – the process in itself can be complicated, especially if an organization has never navigated it before.



Terms and Conditions – many businesses have anxiety associated with the standard terms and conditions, including insurance requirements, indemnity clauses and data governance.

Diverse Procurement

Solutions to Procurement Barriers – MDI Assessment RFP

- **Lack of awareness**
 - Created a communication strategy that amplified the RFP.
 - The RFP was open and public allowing any potential bidder the opportunity to decide if they should pursue this work.
- **Lack of trust**
 - Partnered with other organizations, including Walker-Miller and Minority Business Development Center, that had already established trust with potential bidders and the community to encourage participation.
- **Lack of resources**
 - Ensured that sufficient time was given to the bidders to assess their ability to respond and to provide a high-quality proposal.
- **Process complexity and Terms and Conditions**
 - Encolor, along with Ameren Illinois, hosted a Technical Workshop to explain the process, describe response best practices and to discuss some of the most intimidating aspects of the terms and conditions.

Resulted in first Ameren Illinois Energy Efficiency RFP to receive ALL submissions from diverse bidders!

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AMERIEN ILLINOIS
 Ameren Illinois is seeking for an assessment services provider that has proven organizational and staff capabilities with respect to business strategy planning, financial modeling and capital budgeting and management to conduct the Assessment for the Market Development Initiative (MDI). The selected provider will prepare its assessment between 2021-2023 and will be responsible for ongoing reporting activities.

The focus of the assessment is on the MDI elements of the AME. It includes Market Development Program, Technical and Commercial Development and other energy efficiency measures in their physical infrastructure.

A Market Development Initiative (MDI) is a group of study, design and construction projects that improve the energy efficiency of various gas and/or natural gas power generation units and energy efficiency in their plants.

The MDI assessment focuses on the financial and technical aspects of gas power generation (GPP) and will be completed between the MDI as well as other resources for potential bidders, will be provided to the MDI.

The selected provider will be responsible for the following activities:

AMT Activity	Estimated Start
Assessment Plan	Aug 1, 2021
Market Development Plan	Aug 15, 2021
Technical and Commercial Development	Aug 15, 2021
Response to Request for Proposal	Aug 31, 2021
Construction	Aug 1, 2022
Energy Efficiency Performance Plan	Aug 15, 2022
Project Review and Report Submission	October/November 2021
Final Report and Recommendations	November 2021
Collaboration	November/December 2021

Estimated dates subject to change.

Request for Proposal - Assessment of Service
 Market Development Initiative

Other information that may be useful in preparing a proposal in response to the MDI Assessment RFP are listed below:

- Assessment of Service Request (ASR)
- MDI Funding Details
- Terms and Conditions
- Request Response Form (RFP) Request Form and Submission Instructions
- MDI Assessment Bidder Conference Presentation
- MDI Funding Details
- Market Development Initiative Plan
- Request to Bid and Request for Proposal Instructions
- Supplier
- Assessment of Service Request
- Assessment of Service Request

Contact Dawn Parker
 708.368.1000
 dawn.parker@ameren.com

Public RFP landing page with key information, dates, and RFP materials received over 600 unique visitors over the course of the RFP, with average time on site at nearly 7 minutes.

Diverse Procurement

Outreach

- Hosted first procurement outreach event of the year in partnership with Procurement Technical Assistance Center and Illinois Hispanic Chamber of Commerce
- Partnering with 9 organizations for outreach
- For more information on upcoming outreach events, please visit <https://www.amerenillinoisavings.com/growyourbusiness/>.



POWER UP!
Growing and Glowing
How to Grow Your Business in Energy Efficiency

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists

Diverse business owners are invited to attend a webinar to learn about upcoming 2023 RFP and other procurement opportunities with the Ameren Illinois Energy Efficiency Program and its contractors. Attendees will have the opportunity to add their business to the Ameren Illinois Energy Efficiency Program Diverse Supplier Database!

Upcoming Webinar:
Wednesday, March 29 at 12:00 PM (CST)

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Diverse Procurement

Increasing Diverse Spend

- Continue to share diverse vendor database with implementation and community partners
- Identification of 14 new RFP opportunity-ready Diverse Business Enterprises (DBE)
- For more information on upcoming outreach events, please visit <https://www.amerenillinoisavings.com/growyourbusiness/>.

Ameren Illinois Energy Efficiency Program Smart Savers Initiative Request for Qualifications

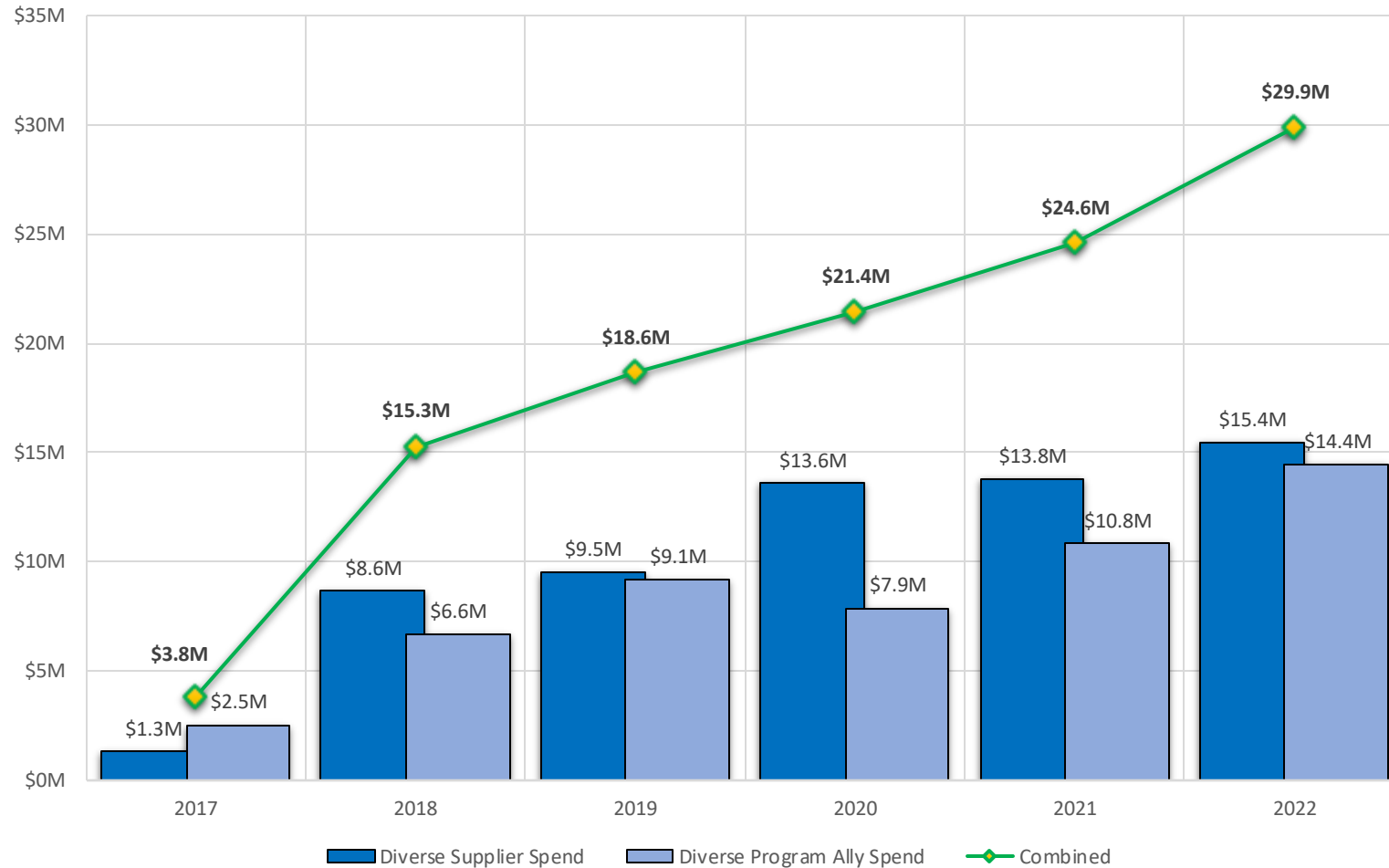
Contract term: Mid-2023 through 2025



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Diverse Procurement

Ameren Illinois commitment to increase diverse spend



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Workforce Development



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Grant-Writing Support

Clean Energy Jobs Act (CEJA) Workforce Development Hubs



We are available to support you!

- If your organization is a 501c3 and interested in support services to respond to the CEJA Notice of Funding Opportunity (NOFOs), please contact Angie Ostaszewski:
 - **AOSTaszewski@ameren.com**

Support services include:

Grant-writing training

Logic model creation

Mapping teaming arrangements

Drafting grant submission documents

Our services are flexible to your needs!

Currently assisting workforce or contractor hub submissions in Peoria, Decatur, East St. Louis and Alton

Resource Reminders

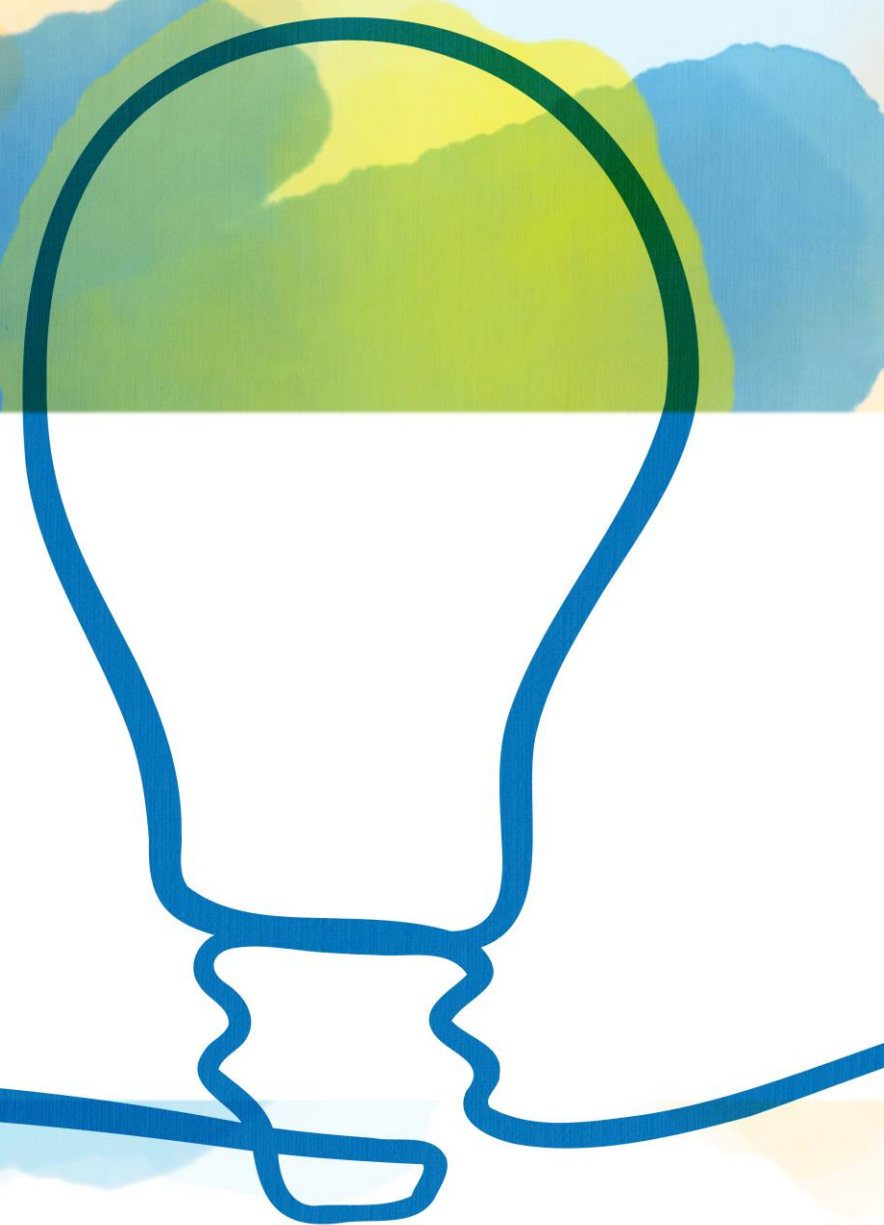
Free resources always available through the Market Development Initiative for community partners

- Search for or post jobs:
 - Illinois Energy Efficiency Jobs Board: <https://illinoisenergyefficiencyjobs.com/>
- Explore Ameren Illinois service territory using census data to identify diverse populations:
 - Ameren Illinois & Champaign County Regional Planning Commission Census Mapping Tool: <https://api.aicpartner.io/v1/map.html>
- Review upcoming Ameren Illinois Energy Efficiency RFPs
 - Healthier Homes & Accessibility Pilot: <https://www.amerenillinoissavings.com/rfphealthierhomeandaccessibility/>
- Join our workforce development pipeline to be matched with energy efficiency jobs and trainings:
 - Intake form: <https://workforcedevelopment.seeldigital.com/>

Thank you!

- To learn more, visit AmerenIllinoisSavings.com/MDI
- My contact information:
 - Angie Ostaszewski
 - Aostaszewski@ameren.com

Appendix



Overview

[Market Development Initiative 2022 Recap](#)



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