



December 09, 2025

ComEd Market Development Initiative Evaluation

ComEd Energy Efficiency | Bill Quinn

Agenda

1. MDI Overview
2. Evaluation Findings
3. Recommendations

Introductions



Susan Buck

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Inova - Evaluator

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ComEd MDI Overview

Market Development Initiative

MDI helps drive success by providing:

- Assistance in developing the necessary capabilities to participate in the delivery of energy efficiency upgrades and increases contracting opportunities for diverse and local business enterprises and community-based organizations.
- Incorporates four areas of focus
 - **Training and Development:**
 - Provides training and certification opportunities for experienced energy efficiency (EE) professionals and those on the path to EE employment
 - **Diverse Vendor Resources:**
 - Aims to increase diversity within the EE industry by developing an equitable and inclusive pipeline of local suppliers from which to procure products and services
 - **Service Provider Network:**
 - Aims to grow the pool of diverse EE service providers in our network, as well as bolster engagement of those already involved through a robust suite of wraparound services
 - **Community Collaboration:**
 - Aims to collaborate with CBOs, faith-based organizations, and other non-profits to promote awareness, and facilitate outreach among local communities



MDI In Numbers

192 Services provided through EESP Focus Area

235 DBEs added to database

20 Partnerships maintained with CBOs

13 Diverse Certifications Supported

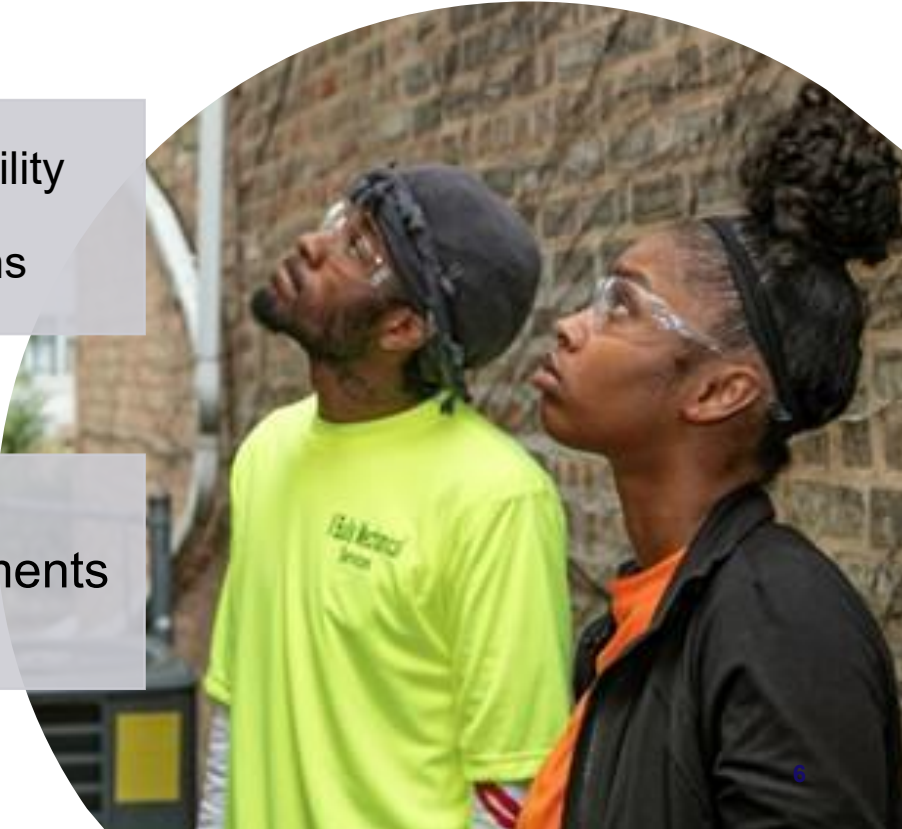
346 Total BPI certifications earned

4 Joint-utility training sessions

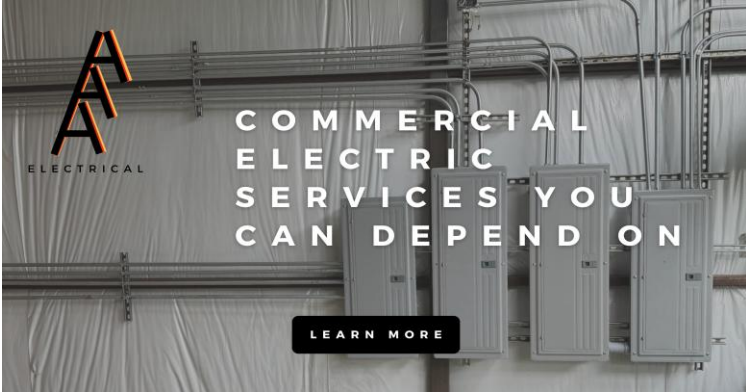
60 Newcomer-cohort graduates

82 Skilled-cohort graduates

23 Job placements made



MDI In Action



MDI According to Participants

"I'd been meaning to pursue women-owned business certification for a long time but knew I didn't have the time or focus to navigate the process on my own. MDI made it approachable and possible by breaking things down step by step and giving me the guidance I needed to keep moving forward.

Working with The Wynners Club team has been a joy - they're knowledgeable, encouraging, and genuinely invested in my success.

MDI made women-owned business certification approachable and achievable. The Wynners Club team guided me every step of the way with clarity, encouragement, and care - I never could have completed the process without their support."

Kathy Bresler, ALTAR Community

"This experience introduced us to **great people**, and **great opportunities** to create local jobs and make a positive impact in our community while helping customers save money and improve the **safety, comfort, and energy efficiency of their homes**. I deeply appreciate ComEd and Walker-Miller Energy for making this program possible, and to Insight Property Services for delivering a fantastic, comprehensive, hands-on training. The classroom time, online resources, and real-world field **experience was invaluable**, and it was clear that both the program staff and field instructors were **committed to our success**."

Skilled Cohort Participant (April 2025)

MDI [...] strengthened our business operations with accounting guidance, tax analysis, and even website support. [...] gave us hands-on building science training, certifications, and additional pathways to work with ComEd.

These programs are already improving how we build and rehab properties and enhancing the value we provide to our customers. I even received a \$5k compliance bond to begin securing bigger contracts and jobs. **I sincerely thank ComEd and Walker-Miller and look forward to growing this partnership to benefit Illinois residents.**"

— *Ja'Shar Hartley, Hartley Construction Group & Current EESP*

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MDI Evaluation Findings

Evaluation Objectives

Produce actionable recommendations to:

- Increase customer and community impact of MDI activities.
- Identify efficiencies in internal operations, coordination, and tools.
- Facilitate scaling of the MDI for future program years.



Evaluation Considerations

- 2024 was a ramp-up year.
 - Main objectives were to stand up each Focus Area, introduce the MDI across ComEd's service territory, and build a participant pipeline.
- Evaluation results are limited to within the evaluation time period (February 2024 – March 31, 2025)
- Some Focus Areas launched sooner than others, resulting in more or less activity/data to evaluate.
 - The most data was available for the Training and Development Focus Area.

Evaluation Approach

Desk Review

Reviewed operations manuals, process documents, KPIs, marketing materials, websites, and process workflows for each Focus Area.

Data Analysis

Comprehensive analysis of interview/survey data and ComEd-provided MDI data.

Interviews

40 interviews with key actors across the MDI.

Benchmarking

Identify and document best practices of 3-4 comparable workforce development and diverse business-focused programs, from across the U.S.

Surveys

Three surveys: Newcomer Cohort, Skilled Cohort, EESP Focus Area.

Final Report

Draft report reviewed by ComEd for feedback

MDI Strengths

- Cross-utility coordination
 - Building Analyst Professional Cohort with Nicor Gas
- Training and Development Focus Area
 - Positive classroom experiences
 - High BPI certification pass rate
 - Robust wraparound services model



MDI Strengths

- EESP Focus Area
 - Demand exceeded expectations
 - Strong wraparound partners
 - Positive participant experiences with services
- DVR
 - Built a strong pipeline of diverse vendors
 - Grew Diverse Vendor Database
- Community Collaboration
 - Equitable tiered partnership model
 - Positive CBO partner experiences



Opportunities for Improvement



- Training and Development Focus Area
 - On-the-Job Training enhancements
 - Addition of a Spanish-language Skilled Cohort
- EESP Focus Area
 - Overlap of some services with EESP incubator
 - More clarity and support on how to maximize EESP network participation
- DVR Focus Area
 - Implementation Contractor (IC) engagement

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Recommendations

Recommendations in Progress

#1: Continue cross-utility coordination

- Explore additional utility co-hosted events

#2: Strengthen and modify elements of the On-the-Job (OJT) operations and structure.

- Extend OJT duration
- Diversify OJT work experiences

#3: Refine Skilled Cohort offerings to maximize impact and reach

- Explore opportunities to regularly incorporate the BA-P Cohort

#4: Clearer guidance and support for EESP participants to navigate the EESP network

- Create a roadmap to help EESPs understand how to maximize network participation

#5: Increase interest, value, and engagement in procurement matching

- Continue to promote the Diverse Vendor Database among ICs and within ComEd

Thank you!