



July 12, 2023

Market Development Initiative (MDI) Update

Illinois EE Stakeholder Advisory Group
Equity Subcommittee Meeting

Agenda

1. Overview of in-flight program design
2. Q&A

Note: ComEd's Market Development Initiative is a work in progress and subject to further revision.

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 firms by creating accessible pathways to connect diverse contractors specializing in energy efficiency with potential clients.

Community-Based Organization Partnerships
Establish partnerships with CBOs whose missions align with the goals of MDI and energy efficiency.

Channel overview: 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.

This will contribute to broader economic development and benefit the Clean Energy ecosystem by creating a pool of trained and certified talent that helps ComEd meet the growing demands of its Energy Efficiency portfolio.

OBJECTIVES

- Identify talent gaps in community workers by developing an employee 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)

SAMPLE METRICS

- Number of community worker referrals received by CBO
- Number of community workers enrolled in cohort (including upskilling)
- Number of community workers BPI certified (per training course)
- Number of community workers employed in energy industry after 30-days

IMPLEMENTATION PARTNERS

- **MDI Program Administrator:** Provides hands-on training to community workers who are new to the industry as well as upskilling to incumbent workers
- **Department of Commerce and Economic Opportunity (DCEO):** Leveraged to remain abreast of additional opportunities to partner on initiatives that share a common purpose
- **Community-based Organizations (CBOs) and Faith-based Organizations (FBOs):** Serve as referral sources and navigators to interested community workers

Channel overview: Diverse Vendor Procurement

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

The communities that help fund Energy Efficiency programs will benefit from the injection of economic development within their communities, and ComEd will benefit from a broader pool of qualified vendors.

OBJECTIVES

- 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

SAMPLE METRICS

- Number of new (and total) diverse vendor entries to the database
- Incremental diverse spend (\$) across EE portfolio vendors
- Percentage change of diverse spend across EE portfolio vendors

IMPLEMENTATION PARTNERS

- **MDI Program Administrator:** Research, source, and vet diverse vendors for inclusion into the online DBE database

Channel overview: Energy Efficiency Service Provider (EESP) Engagement

Address the challenge surrounding the availability of qualified firms by creating accessible pathways to connect diverse contractors specializing in energy efficiency with potential clients.

A more robust cadre of diverse vendors serving ComEd customers and generating sustainable economic activity will help build the local economy, drive employment in underserved communities, and provide services to a larger number of diverse community workers.

OBJECTIVES

- 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.

SAMPLE METRICS

- Number of training workshops completed by cohort members
- Number of cohort members to receive DBE certification
- Number of cohort members to achieve ICC certification
- Number of cohort members submitting applications to EESP network

IMPLEMENTATION PARTNERS

- **MDI Program Administrator:** Provides support to new and Service Providers interested in the EESP network
- **Community-based Organizations (CBOs):** Serve as community navigators that support the program with recruitment
- **EE Implementation Contractors:** Work with Service Providers to implement residential and commercial Energy Efficiency programs

Channel overview: Community-Based Org Partnerships

Establish partnerships with CBOs whose missions align with the goals of MDI and energy efficiency. CBOs serve as trusted agents, bridging the gap between the utility and the community by leveraging the relationships they have nurtured within the community over time.

CBO partnerships are crucial for the delivery of MDI program recruitment and wrap-around support services.

OBJECTIVES

- 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 increased contracting opportunities for diverse businesses to help community members more fully participate in the ComEd EE portfolio

SAMPLE METRICS

- Number of new (and total) CBO partnerships
- Number of informational sessions, community outreach, etc. events held
- Number of referrals attributed to each CBO
- Number of engaged customers / number of success stories submitted

IMPLEMENTATION PARTNERS

- **MDI Program Administrator:** Assists EE implementation contractors in collaborating with CBOs on EE opportunities
- **Community-based Organizations (CBOs):** Serve as referral sources and navigators to interested community workers
- **EE Implementation Contractors:** Design, manage, and implement programs as part of ComEd's EE portfolio

Q&A



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