



Market Development Initiative Update



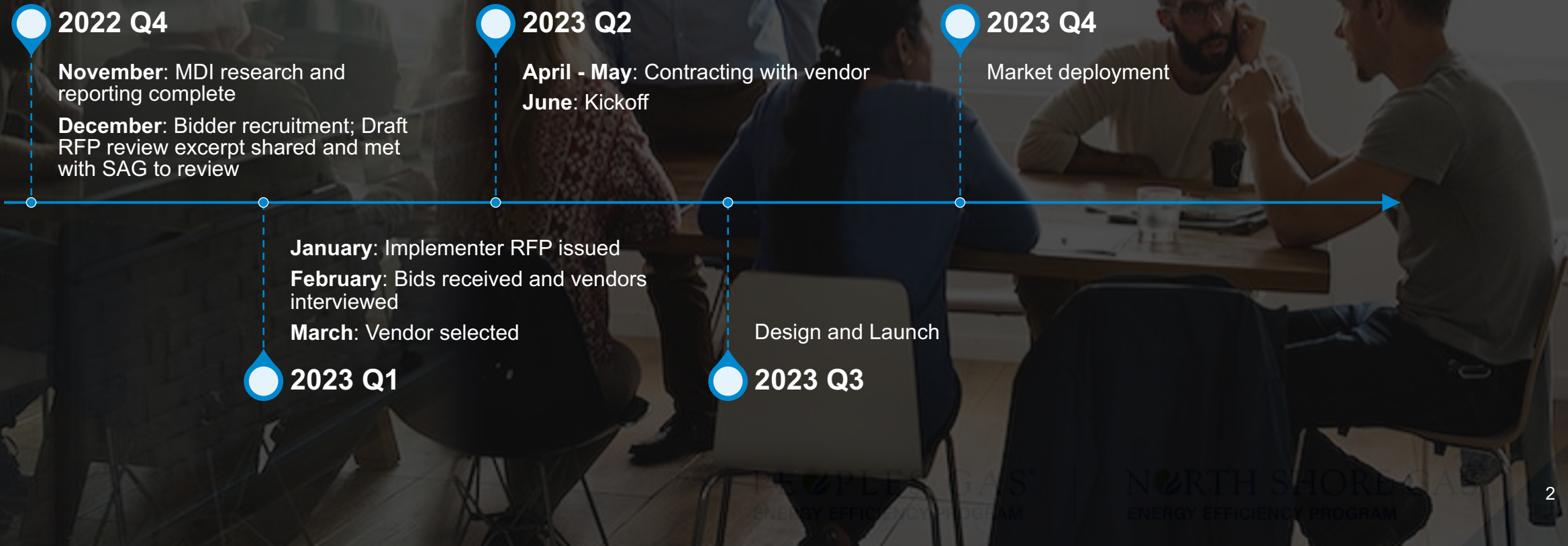
SAG Equity Subcommittee | July 12, 2023

PEOPLES GAS®
ENERGY EFFICIENCY PROGRAM

NORTH SHORE GAS®
ENERGY EFFICIENCY PROGRAM

Market Development Initiative Progress

- RFP process complete and vendor selected as of Q1 2023
- Kicked off June 30th





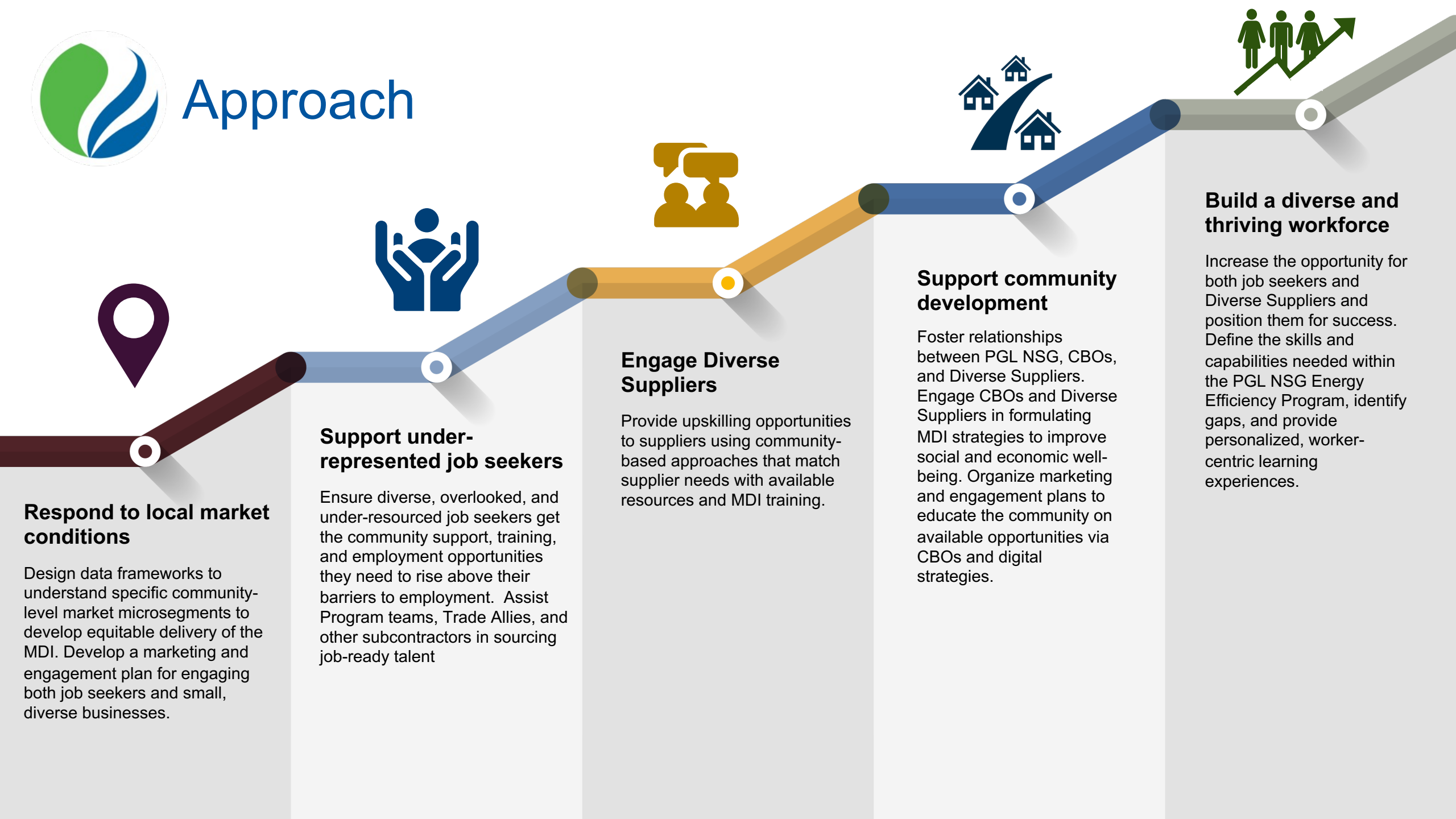
Research

- MDI research finding opportunities are being used to inform MDI design
- Current design accounts for all recommendations not already addressed or being completed through the programs

MDI Research Findings and Recommendations		ADDRESSING FINDINGS THROUGH			IN PROGRESS or COMPLETE
		MDI PROGRAM	PGL NSG	PROGRAM TEAM	
Contracting	Relax Cybersecurity requirements for firms not handling customer data		✓		✓
	Review MSA and language restricting past offenders from participation	✓	✓		
	Provide increased visibility to KPIs		✓		✓
	Incentivize ICs to hire diverse subs		✓		✓
Capacity & Capital	Encourage teaming by firms for larger projects		✓		✓
	Develop mentor protege programs to facilitate diverse IC and contractor partnerships	✓			
	Provide financial support for diverse firms capacity building	✓			
Trade Ally Network	Increase communication and awareness for small and diverse contractors	✓		✓	
	Provide educational and technical assistance to contractors	✓		✓	
	Consider ways to help Trade Allies offset upfront project costs			✓	
	Partner with unions and trade associations to increase EE visibility	✓		✓	✓
	Leverage and partner on existing programs to grow diverse Trade Allies	✓	✓		✓
	Ensure Trade Allies receive communication			✓	✓
Partnerships	Develop relationship with DCEO on Workforce Development Hubs		✓		
	Develop faith-based and additional CBO partnerships	✓		✓	✓
	Expand partnerships with CBOs and small business assistance Orgs	✓			
Communication & Certification	Increase visibility to RFPs	✓	✓		
	Increase visibility to benefits of diverse firm certification	✓	✓		
	Request and track vendor NAICS codes		✓		
	Align on unified messaging re Trade Ally participation opportunities and MDI	✓			



Approach



Respond to local market conditions

Design data frameworks to understand specific community-level market microsegments to develop equitable delivery of the MDI. Develop a marketing and engagement plan for engaging both job seekers and small, diverse businesses.

Support under-represented job seekers

Ensure diverse, overlooked, and under-resourced job seekers get the community support, training, and employment opportunities they need to rise above their barriers to employment. Assist Program teams, Trade Allies, and other subcontractors in sourcing job-ready talent

Engage Diverse Suppliers

Provide upskilling opportunities to suppliers using community-based approaches that match supplier needs with available resources and MDI training.

Support community development

Foster relationships between PGL NSG, CBOs, and Diverse Suppliers. Engage CBOs and Diverse Suppliers in formulating MDI strategies to improve social and economic well-being. Organize marketing and engagement plans to educate the community on available opportunities via CBOs and digital strategies.

Build a diverse and thriving workforce

Increase the opportunity for both job seekers and Diverse Suppliers and position them for success. Define the skills and capabilities needed within the PGL NSG Energy Efficiency Program, identify gaps, and provide personalized, worker-centric learning experiences.



Workforce Development

1

Recruitment & Application

Through digital job boards, local high schools, technical and community colleges, workforce development programs and CBOs.

Apply through *Career Pathway Platform* + guidance from Career Navigator

2

Skills Training

Job skills training by Career Navigator, construction basics through CBO partners, and connection to continuing education.

3

Energy Efficiency Training

Online training through MDI Resource Center and in-field training.

4

Placement & Mentorship

Connection to jobs and placement through Career Pathway Platform. Employers provide one-year membership.

Supports and encourages new entrants to energy efficiency careers, through:

- Candidate training stipends
- Barrier removal and construction training through existing CBO programs



Diverse Supplier Development

1

Basic Training

Contractors are supported in business basics and how to become Trade Allies.

Business Basics through
TradeAllyCenter + hands-on training

2

Energy Advisor Academy

Trade Allies learn to guide your customers through full suite of offerings.

3

Inspection Academy

Turn existing Trade Ally measure experts into well-rounded project inspectors.

4

Coach Academy

Turn top-performing Trade Allies into mentors and coaches to elevate your network.

Propels diverse contractor growth and expands traditional roles to:

Tier 1 and 2

professional service vendors

with support from
microgrants

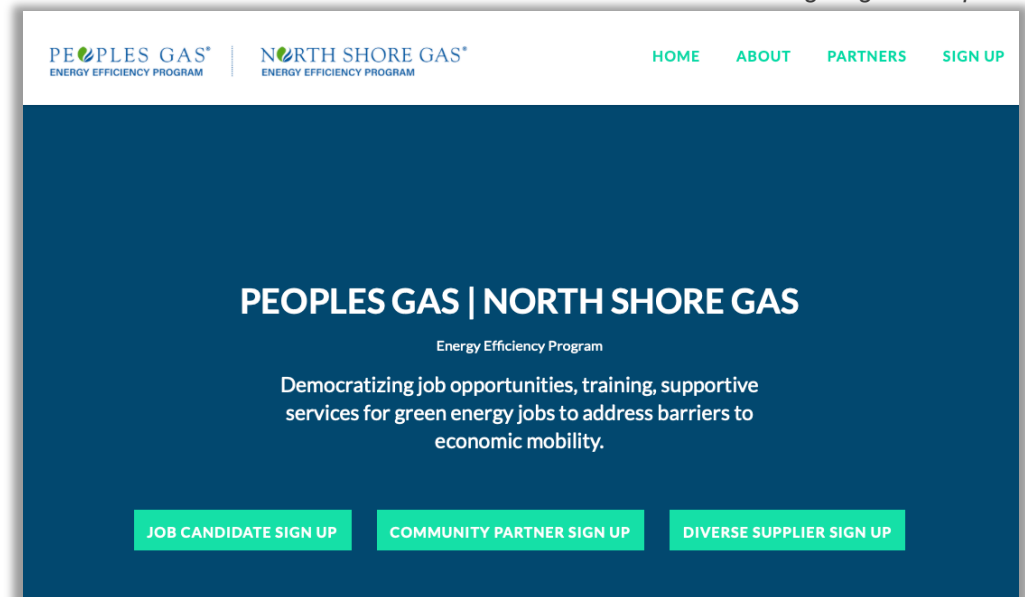


MDI Resource Center

MDI Resource Center: Landing Page on *TradeAllyCenter.com*

- Single resource for job seekers, diverse suppliers, employers, stakeholders, and CBOs to connect to MDI
 - ✓ Career Pathway Platform link – candidates and employers
 - ✓ Training Hub
 - ✓ Shareable resources
- Candidates sign up and engage with a career navigator
- Diverse suppliers sign up and connect with an Energy Specialist
- Partners sign up and connect with us

MDI Resource Center Landing Page Example

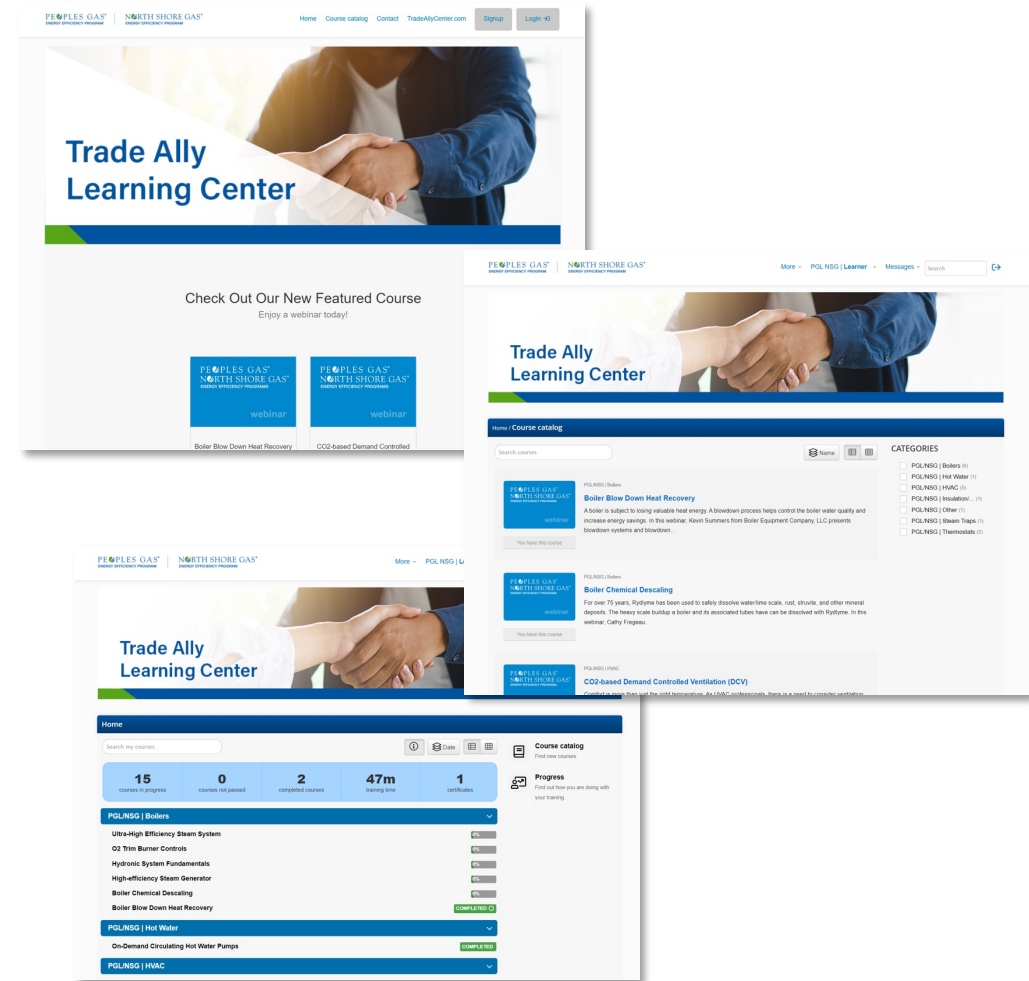




Energy Efficiency Training

MDI Resource Center: Training Hub

- Online courses engaging and training entry-level candidates
- In-person training from local Energy Specialists to reach various learning styles – video and hands-on technology and micro-learnings following training events
- Connect Diverse Suppliers to Small Business Development Centers
- [Trade Ally Learning Center](#)





Thank You!

