Market Development Initiative (MDI) Update



SAG Equity Subcommittee Meeting

Oct. 28, 2026

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ENERGY EFFICIENCY PROGRAM

NORTH SHORE GAS®
ENERGY EFFICIENCY PROGRAM

Introductions

Peoples Gas and North Shore Gas Manager and Team



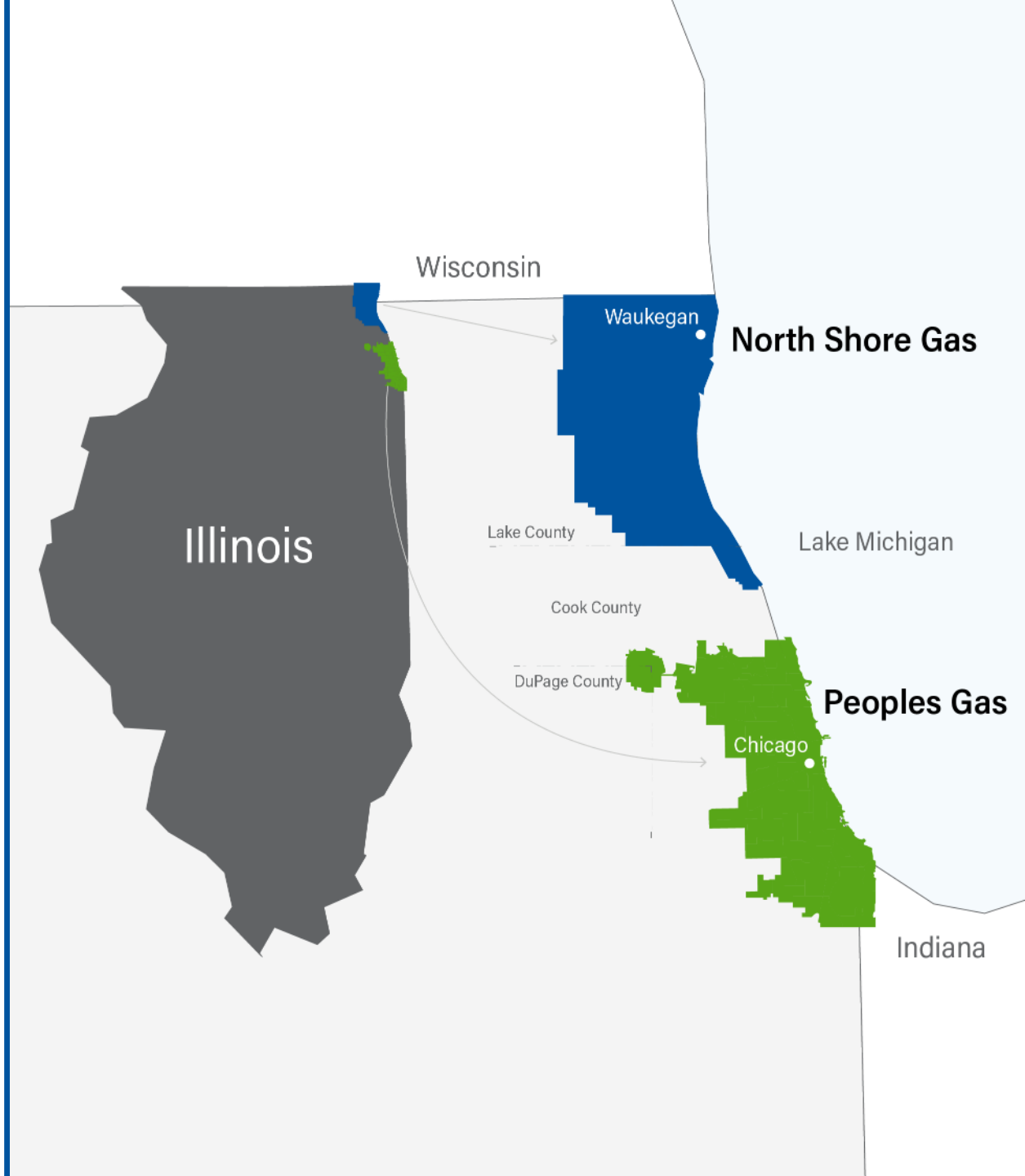
Omy Garcia
Peoples Gas
and North Shore Gas



Bryan Haney
Erthe Energy Solutions

Initiative Objectives

- Improve the transparency of the Peoples Gas and North Shore Gas energy efficiency portfolio opportunities.
- Strengthen the partnership and support for local, small, and diverse business enterprises.
- Prepare local candidates for jobs with contractors and trade allies who install energy efficiency measures at homes and businesses in Peoples Gas and North Shore Gas territory.



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Initiative Progress

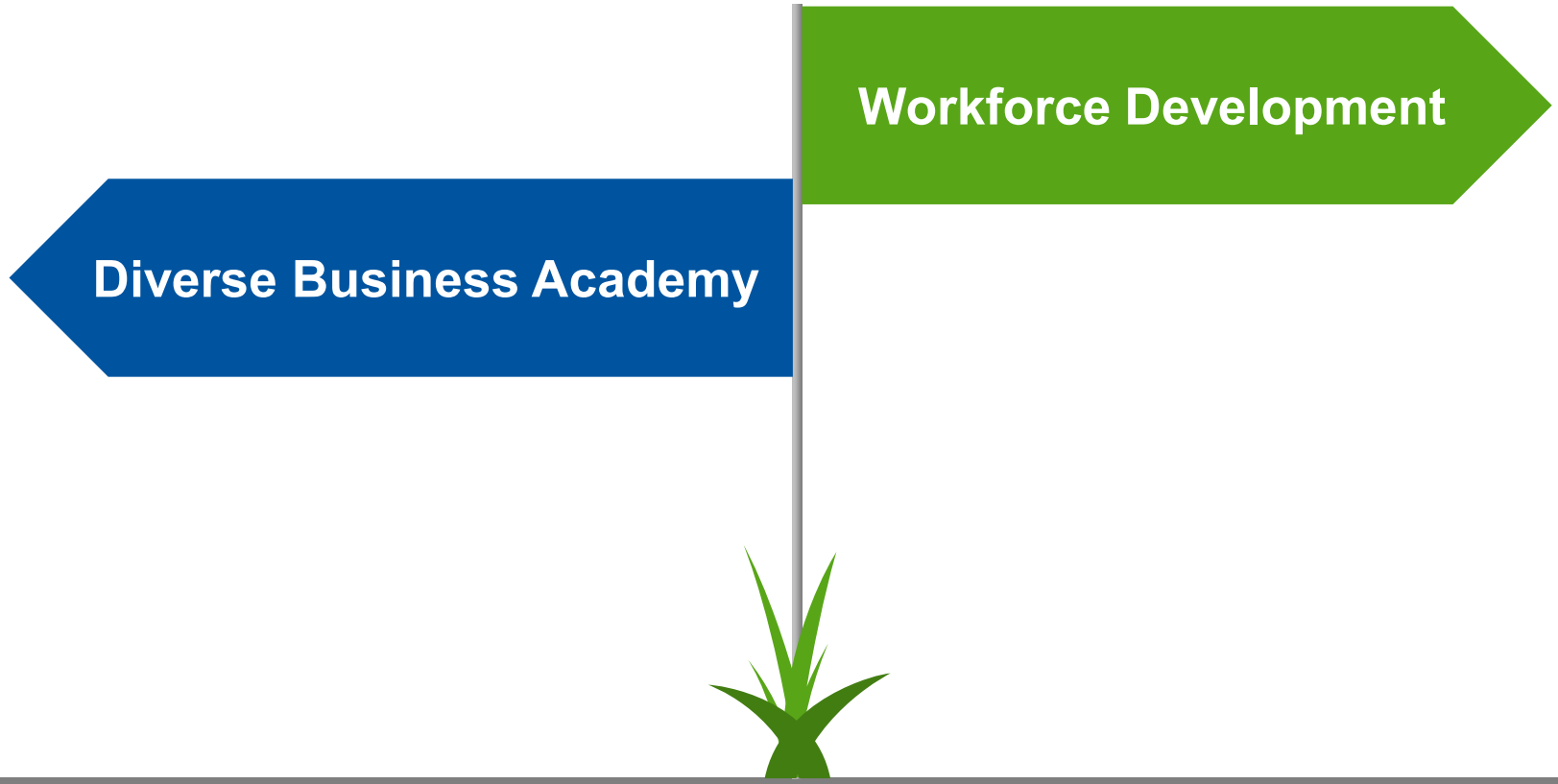


2026 Updates

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Fuel Your Future



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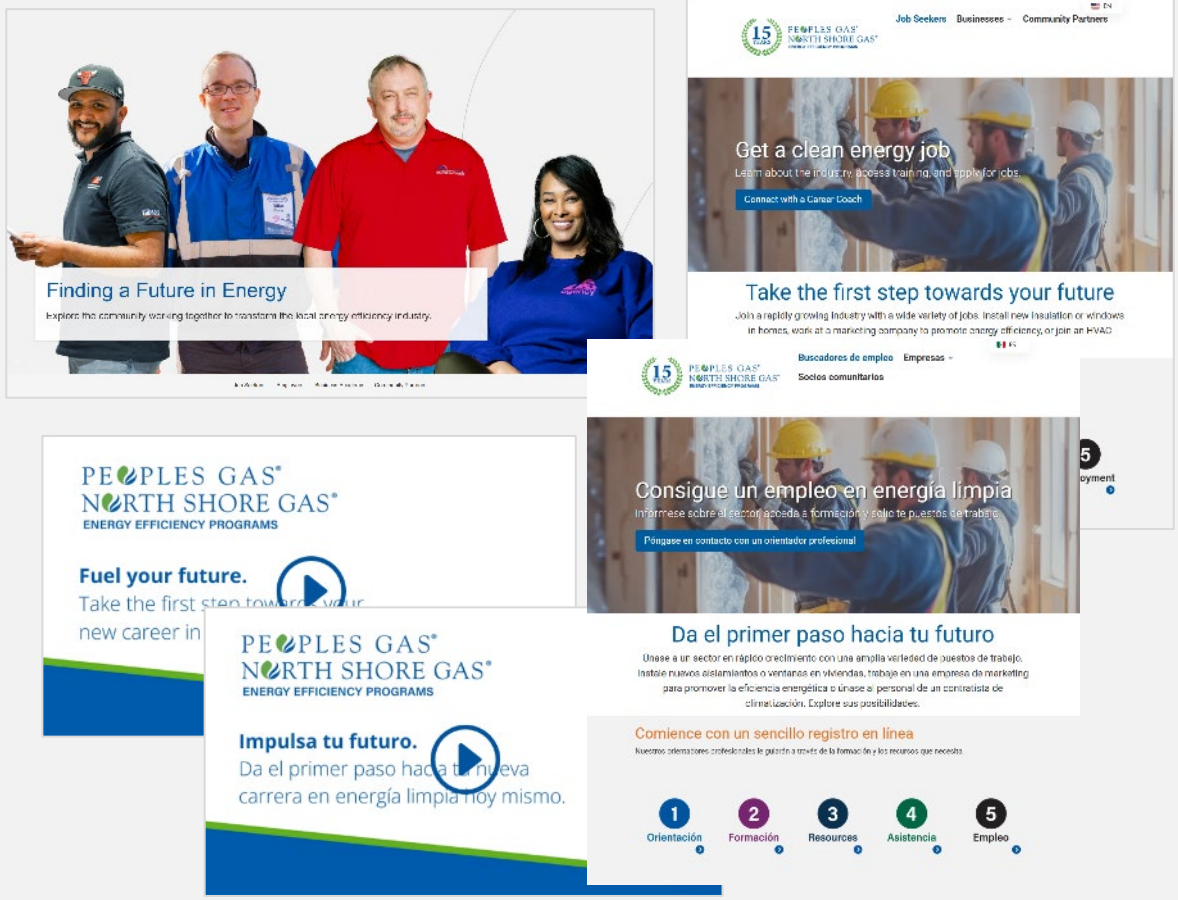
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Fuel Your Future Website

- **English and Spanish language pages, videos, and training**
- **Connect with a coach**: Candidates sign up and get connected to a career coach
- **Career stories**: Hear directly from professionals in the industry about their career journeys and experience in energy efficiency
- **Employer resources:** Register and post jobs for workforce candidates
- **2026 updates:** Refined messaging by audience, updated branding, and added success stories
- **Community Partners Toolkit**
  - ✓ Free print materials ordering
  - ✓ Digital files download (PDF and social media templates)

Scan here





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Job Seeker: Fuel Your Future

Your Career Pathway

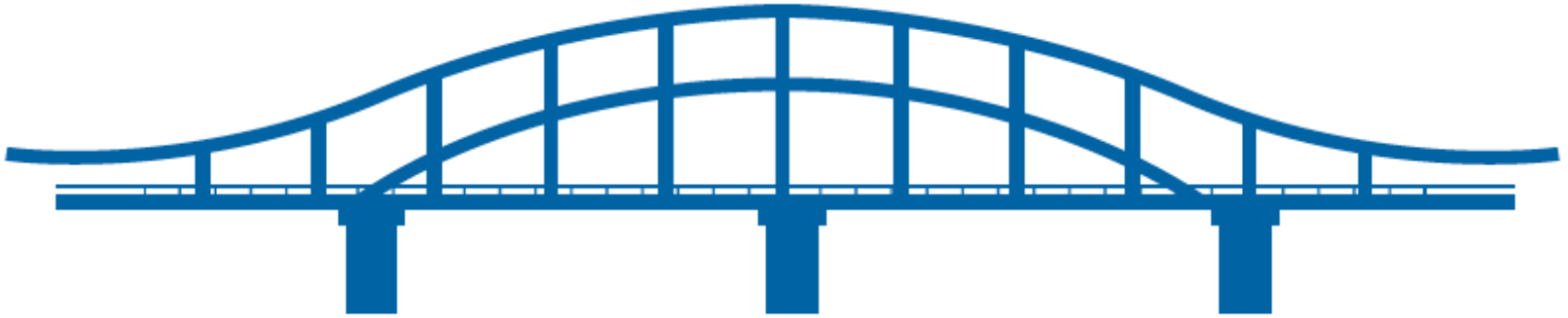
1 Coaching
Begin your journey with a free career coach.

2 Training
Access to resources and energy efficiency training.

3 Resources
Connect to local organizations and other support services.

4 Assistance
After training is completed, receive a one-time payment.

5 Employment



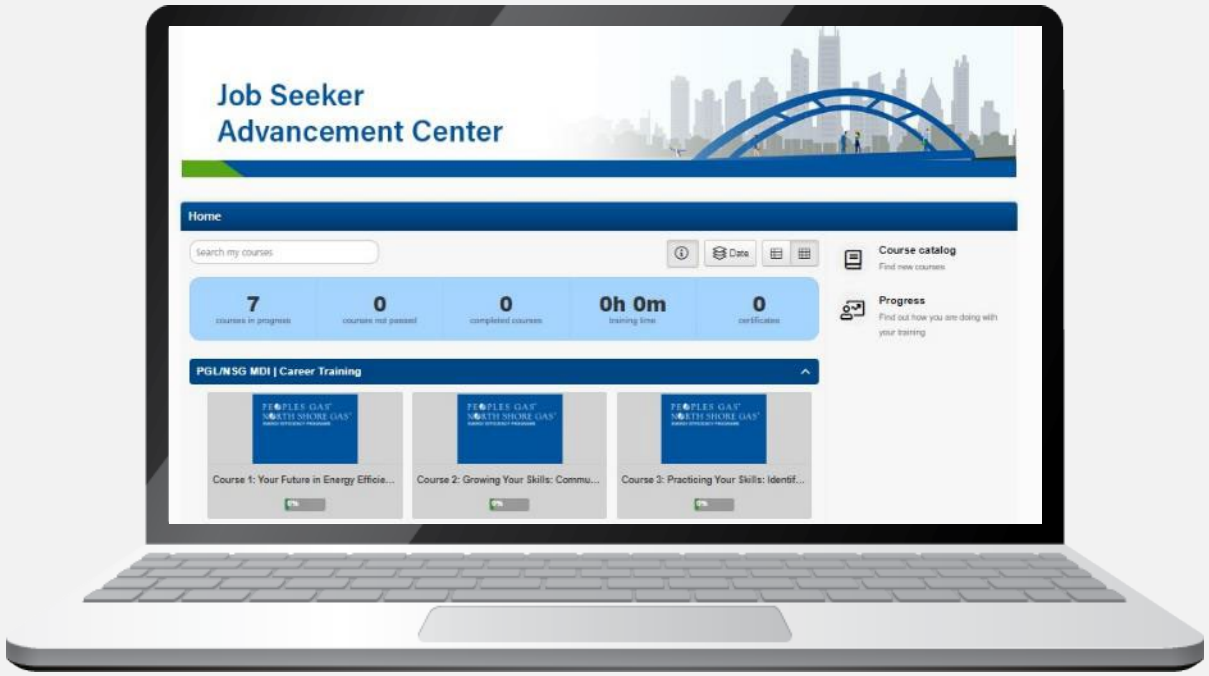
Scan the QR code to get started

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Energy Efficiency Career Intro Course

- Three mandatory energy efficiency career intro courses:
  - ✓ Your Future in Energy Efficiency
  - ✓ Growing Your Skills
  - ✓ Practicing Your Skills
- Four optional trainings for additional learning



2026 Workforce Priorities

- CBO outreach and engagement
  - Targeted CBOs with skills-training programs matched to clean energy job families
  - Updated screening processes to better match candidates to clean energy jobs
  - Simplified candidate referral process for registered and non-registered CBOs
  - Add Virtual Energy Efficiency Career intro course to partner CBO curriculums
- Employer engagement
  - Outreach Specialist retained to facilitate employer education, hiring, and candidate matching
  - Trade Ally auto opt-in for job posting and candidate matching service
  - Work-based training pilot with College of Lake County

College Lake County

Chicago Urban League

AMPLIFY CHICAGO | DETROIT

Job Center of Lake County

metropolitan family services

RW REVOLUTION WORKSHOP

548 foundation

Spotlight:
MDI Career Events

Name	Date
MES Conference – Workforce Scholarships (2)	1/28 – 1/29
Chicago Urban League Employment Pathways Expo	2/25
Careers in Film and Sustainability	2/26
CPS Dunbar HS – Careers in the Park	5/14
College of Lake County (CEJA Hub) Workforce Forward Job Fair	8/28









"MEEA conference has been so immersive and so insightful - I'm truly grateful to be part of this experience."

- Jeremiah Pope

2026 Business Academy Priorities

- Expanded partner engagement
  - ✓ Member education
  - ✓ Diverse business recruitment and referral
- Free BPI training for graduates
  - ✓ Building Science Principles
  - ✓ Building Analyst – Technician
- Business mentorship pilot
  - ✓ Energy efficiency program training
  - ✓ Peer Trade Ally introductions
  - ✓ Website review
- Alumni support
  - ✓ Monthly updates – IL contracting opportunities
  - ✓ In-person graduate networking

NAMC NATIONAL ASSOCIATION OF MINORITY CONTRACTORS

HACIA HISPANIC AMERICAN CONSTRUCTION INDUSTRY ASSOCIATION

IHCC ILLINOIS HISPANIC CHAMBER OF COMMERCE

BPI BUILDING PERFORMANCE INSTITUTE INC SM

Building Performance Institute

Spotlight:
Diverse Business Graduations

Name	Date
MLP Electric New City Development Gardner & Gardner Consulting	6/18/26
DPY Management New Age Technology Construction Phalyn Enterprise	10/29/26

"I felt like this academy was the perfect fit for my business, as I already work in energy efficiency and want to expand my reach. Specifically, I wanted to learn about energy efficiency from a gas perspective for my HVAC customers. I was, and continue to be, particularly interested in information on emerging technologies."

- MLP Electric, LLC



Spotlight:
Q3 Business Academy Get Together

- Networking breakfast
- Informational presentations:
  - ✓ National Association of Minority Contractors (NAMC)
  - ✓ Energy efficiency implementation contractor (Franklin Energy)
  - ✓ Illinois Hispanic Chamber of Commerce (IHCC)
  - ✓ Hispanic American Construction Industry Association (HACIA)
- Next steps / referrals
  - ✓ BPI training
  - ✓ Peoples Gas and North Shore Gas supplier registration
  - ✓ Additional business training



"Great event! I enjoyed making connections with people and am looking forward to the next event."

- Business Participant

Looking Forward

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Emerging Opportunities

- Workforce
  - ✓ Employer engagement
    - Job posting availability and timing
    - Education and awareness
    - Skill and qualification mismatch
    - Hiring hesitancy
  - ✓ General candidate awareness and interest in energy efficiency jobs
  - ✓ Technical skills training

- Diverse Business Academy
  - ✓ Academy graduate business development in energy efficiency
    - Increase contracting opportunity
    - Energy efficiency measure installation training
    - Hiring support
  - ✓ Facilitate peer-to-peer networking and support

Preparing for 2027

Focus	Impact
Improve training diversity	Expand funded options available to businesses and workforce candidates to pursue specific training or certifications.
2026 evaluation	Assess existing tactics and strategies to continue and future program priorities to pursue in current workforce landscape.
Business Academy graduate support	Provide support and training to graduates to increase participation in energy efficiency programs. Continue recruitment for additional business participation.
Enhanced employer support	Boost trade ally and employer hiring benefits and candidate hiring from CBO and CEJA hub training programs. Expand auto opt-in approach to more businesses and increase available job postings.

Questions

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Results to Date

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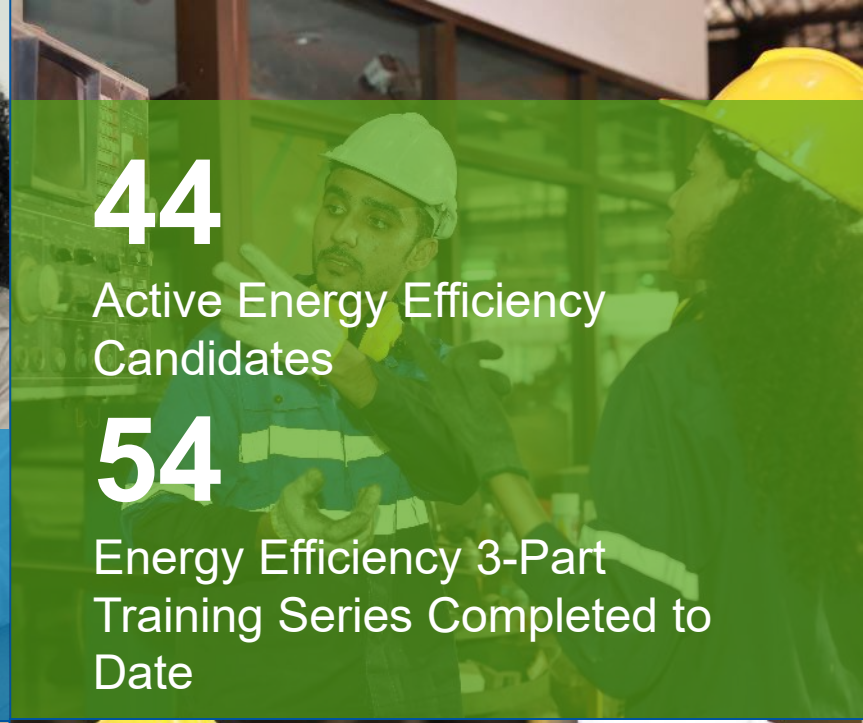
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Workforce Development

2024-H1 2026 Impacts



709
Career Coach Engagements



44
Active Energy Efficiency Candidates

54
Energy Efficiency 3-Part Training Series Completed to Date



930
External Training/Resource Referrals



49
One-Time Payments for Training Graduates

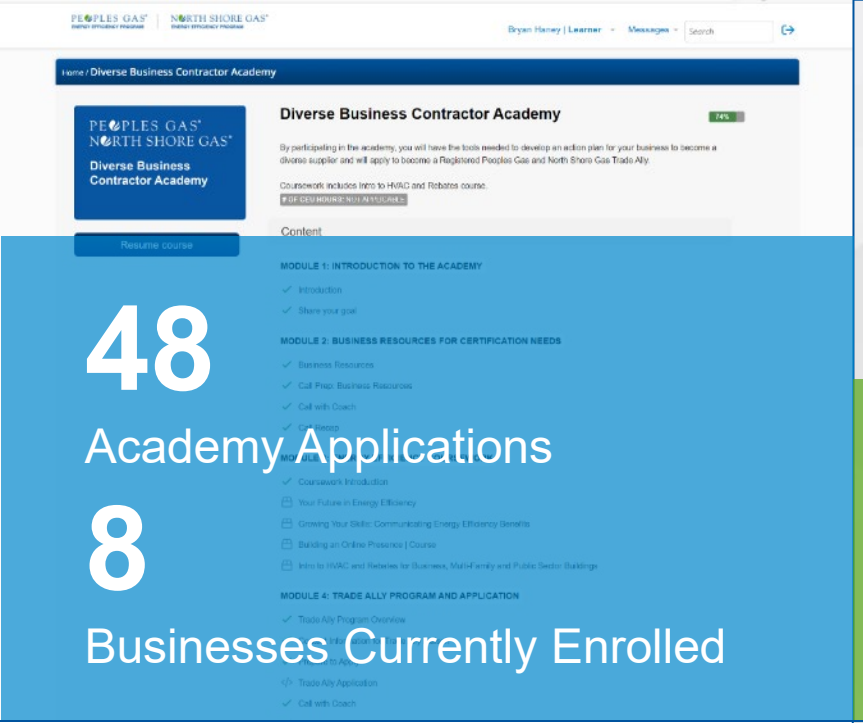


29
Job Placements

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Diverse Business

2024-H1 2026 Impacts

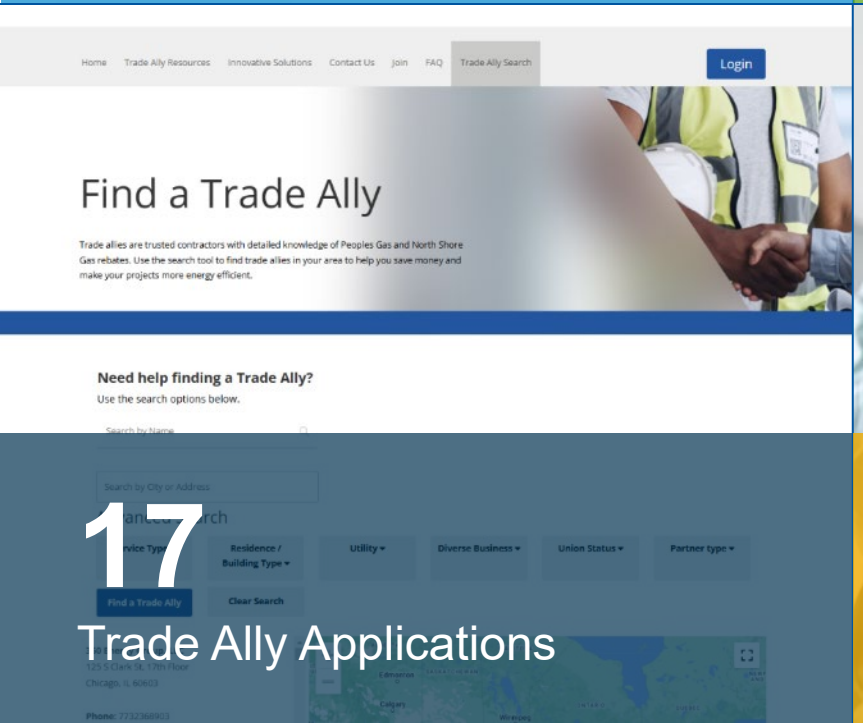


48
Academy Applications

8
Businesses Currently Enrolled



7
Certification Applications Submitted



17
Trade Ally Applications



12
Academy Graduates



$52,500
Cumulative Microgrants Paid