

**Illinois EE Stakeholder Advisory Group (SAG)
Equity Subcommittee Meeting –
Joint with Income Qualified North EE Committee and Income
Qualified South EE Committee**

Tuesday, September 22, 2026

9:30 am – 12:00 pm

Teleconference

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Meeting Materials

- [September 22 SAG Equity Subcommittee Agenda](#)
- [SAG Facilitator Introduction to September 22 SAG Equity Subcommittee Meeting](#)
- [IQ South EE Committee 2026 Report-Out Presentation](#)
- [IQ North EE Committee 2026 Report-Out Presentation](#)
- [The JPI Group and E Source Presentation: Ameren Illinois Market Development Initiative Assessment 2](#)

Attendees

Name	Company or Organization
Celia Johnson	Facilitator (Celia Johnson Consulting)
Zoe Knaus	SAG Facilitation Support (Inova Energy Group)
Abigail Miner	Office of the Illinois Attorney General
Alan Elliott	E Source
Alex Deeb	Ameren Illinois
Alison Lindburg	City of Aurora
Andrew Dieck	The JPI Group
Andrey Gribovich	DNV
Annette Beitel	Future Energy Enterprises (IQ South Facilitation)
April Parker	Faith in Place
Billy Davis	Bronzeville Community Development Partnership
Brad Fortson	ICF
Briana Moore	Will County Land Use Dept. (IQ North Leadership Team)
Bryan Haney	ERTHE Energy Solutions

Name	Company or Organization
Chris Vaughn	Nicor Gas
Courtney Golino	Guidehouse
Dalitso Sulamoyo	Champaign County Regional Planning Commission (CCRPC)
Danish Murtaza	Peoples Gas and North Shore Gas
David Kilgore	Ameren Illinois
Delmar Gillus	Elevate
Denise Moore	Minority Business Development Center
Derrius Quarles	EcoHealth Strategies
Edith Makra	Metropolitan Mayors Caucus
Elder Calderon	ComEd
Elena Savona	ES Consulting
Elizabeth Horne	ICC Staff
Eve Pytel	Franklin Energy
Ivonne Rychwa	Citizens Utility Board (CUB)
Jeffrey Carroll	DNV
Jenae Batt	Center for Energy and Environment
Jim Heffron	Walker-Miller Energy Services
John Carroll	Leidos
Jonathan Skarzynski	Nicor Gas
Julie Soderna	Energy Solutions
Kara Jonas	ComEd
Kari Ross	Natural Resources Defense Council (NRDC)
Kate Battle	Walker-Miller Energy Services
Keely Hughes	The JPI Group
Keyla Ward	Ameren Illinois
Kim Swan	ComEd
Kristina Murphy	ComEd
Laura Agapay-Read	Guidehouse
Lee Ringo	Energy Infrastructure Partners
Lisa Miranda	Rebuilding Together Metro Chicago
Mark Milby	Elevate
Marsha Belcher	Community Action Partnership Lake County
Matt Armstrong	Ameren Illinois
Melissa Gombar	Elevate
Natasha Houston	Guidehouse
Nate Baer	i3 Energy
Neil Curtis	Guidehouse
Odette Hyatt Watson	East Central IL Community Action Agency (IQ South Leadership Team)
Omayra Garcia	Peoples Gas and North Shore Gas
Robert Rusteberg	Ameren Illinois
Sara Beauchamp	Future Energy Enterprises (IQ South Facilitation)

Name	Company or Organization
Sara Murillo	Future Energy Enterprises (IQ South Facilitation)
Sarra Hinshaw	Kane County
Stephen Linkous	Bellawatt
Ted Weaver	Dunsky Energy + Climate Advisors, representing Nicor Gas
Theresa Collins	Senior Services Plus
Tim Dickison	Ameren Illinois
Tina Grebner	Ameren Illinois
Tisha Burnside	Resource Innovations
Tori Brigham	East Central Illinois Community Action Agency
Tori Woolbright	Metropolitan Mayors Caucus
Zion Campbell	Future Energy Enterprises (IQ South Facilitation)

Meeting Notes

See **red text** for follow-up items.

Introduction to July 16 Meeting

Celia Johnson, SAG Facilitator

SAQ Equity Subcommittee Background

- Purpose: To discuss topics related to equity in EE portfolios
 - Creation of this Subcommittee was referenced in several of the 2022-2025 utility EE Plan Stipulated Agreements
 - Majority of meetings focus on Market Development Initiative (MDI) updates and coordination with the Low Income Energy Efficiency Accountability Committee (LIEEAC) with joint meetings, as needed
 - LIEEAC = IQ North Advisory Committee and IQ South Advisory Committee
- Website: <https://www.ilsag.info/meetings/subcommittees/equity-subcommittee/>
- Meetings: Two planned in 2026
 - Q3 Meeting: Tuesday, September 22 (joint meeting with IQ South and IQ North)
 - IQ South Committee update
 - IQ North Committee update
 - Ameren Illinois MDI Phase 2 assessment
 - Q4 Meeting: Wednesday, October 28
 - MDI report-out presentations from several Illinois utilities, including Ameren Illinois, ComEd, Peoples Gas and North Shore Gas

Agenda for September 22 Meeting

- IQ South EE Committee Report-Out on 2026 Activities
 - Theresa Collins, Senior Services Plus, representing IQ South Leadership Team
 - Anette Beitel and Sara Beauchamp, IQ South Facilitation
 - Tori Brigham, East Central Illinois Community Action Agency
- IQ North EE Committee Report-Out on 2026 Activities
 - Briana Moore, Will County Land Use Department, representing IQ North Leadership Team
- Ameren Illinois Phase 2 Market Development Initiative (MDI) Assessment
 - Andrew Dieck, The JPI Group

- Alan Elliott, E Source

2027 SAG Preview

- Annual SAG Plan
 - A plan for SAG is developed annually, with an opportunity for feedback – this includes the Large Group SAG and any SAG Subcommittee and SAG Working Group activities
 - Please reach out with any suggested topics for the SAG Equity Subcommittee in 2027 – quarterly meetings are anticipated
 - Draft SAG Plan for 2027 will be presented to the SAG Steering Committee in December
 - Draft SAG Plan will be presented to the Large Group SAG on Wednesday, January 6
 - Written feedback opportunity
 - SAG Plan finalized by January 31
- Policy Manual Updates
 - **2026:** The Illinois EE Policy Manual will be updated in 2026 to correct errors due to the passage of the Clean and Reliable Grid Affordability (CRGA) Act in 2025; CRGA was effective June 1, 2026
 - **2027:** A comprehensive Policy Manual update process will occur in 2027 through the SAG Policy Manual Subcommittee – including an opportunity for any interested SAG participant to propose a new policy or a change to an existing policy (if needed)
 - **Proposed Policy Deadline:** Friday, February 19
 - **SAG Policy Manual Subcommittee Meetings:** Anticipated to begin in March

Income Qualified (IQ) South EE Committee Report-out

IQ South Leadership Team (IQ-S LT); IQ South Facilitation Team

Agenda

- Leadership Team & Facilitation Staff Introductions
- 2026 Completed Work
- 2026 Remaining Work
- 2027 Planning

IQ South Leadership Team Leadership Team

- Theresa Collins – Senior Services Plus (SSP) CEO
- Odette Hyatt-Watson – East Central Illinois Community Action Agency (ComAction) CEO
- Mindy Browning – Embarras River Basin Agency (ERBA) Energy Assistance/IT Coordinator
- We are recruiting additional LT and Committee members for 2026. Please email illeiqcommittee@futee.biz if you are interested in joining.

Ameren IL IQ-S Committee Utility Liaison

- Debra Perry – Ameren Illinois Director, Clean Energy Transition, Business Strategy & Development

Facilitation Staff

- Annette Beitel

- Sata Beauchamp
- Sara Murillo

2026 Completed Work Through August

- IQ-S LT Actively Involved in Ameren '27-'29 Plan Negotiations
 - Process
 - The IQ-S Leadership Team and IQ-S Facilitation Team had several meetings and exchanges of information with Ameren IL/Others.
 - Ameren IL Engagement
 - Demonstrated sincere interest in engaging with IQ-S Team
 - Prompt and thorough in responding to requests
 - Multiple meetings
 - Outcome
 - Key issues addressed in final MOU
 - Some firm commitments
 - Some areas opened up for additional collaboration
- Non-financially interested stakeholders separately negotiated with Ameren IL on IQ-related issues
 - NFI's negotiated in support of IQ customers and hard-to-reach communities.
 - The NFI - Ameren IL "Stipulation" is located in ICC Proceeding 26 – 0445, Ameren IL Testimony, Exhibit 1.1
 - Many aligned with IQ-S LT asks, advanced additional IQ items as well.
- Topics Addressed in IQ-S MOU
 - Process
 - Program Delivery Continuous Improvement
 - Braiding Simplification and Support
 - Cross-program enrollment focus
 - Cooling
 - Stand-Alone Cooling Pilot
 - Cooling support in weatherization programs
 - Increased Window ACs availability
 - Other Measures
 - Support for IQ Porch Lights as EE and H&S measure
 - Carbon Monoxide and Smoke Detectors in weatherization customers
 - Expand Heat Pump availability
- Ameren IL 2026 – 2029 Plan: Key Milestone
 - Milestone
 - First time LIEEAC (IQ-S or IQ-N) was actively and continuously involved in development and negotiation of Ameren IL's Portfolio Plan
 - Impact
 - Demonstrated Ameren IL's clear commitment to IQ communities & their leaders
- The Community Voice in Plan Negotiations
 - *"IQ-S LT will work through EE SAG Policy Manual update Committee to memorialize principles/practices for fair, equitable LIEEAC engagement, statewide, in EE Plan/other similar negotiations impacting IQ communities."*

Mobile Home Workpaper Update

- Mobile Home Insulation = Air + Duct + Belly
- Problem:

- IL TRM lacked a workpaper for mobile home “belly blows”
- Used “proxy” measure (SF crawl space) which undervalued savings.
- Workpaper Solution: Created belly blow WP that correctly valued belly blow savings based on detailed engineering calculations; Approved by TAC committee

Porch Light: Workpaper

- Community Need
 - Many IQ homes have old and inefficient or non-functioning porch lights.
 - Porch lights provide cost-effective energy savings and health and safety benefits for IQ customers.
- Approved Workpaper
 - IQ Workpaper for Integrated LED Porchlight: Provisional, Pending more Data Collection through Pilot
 - Calculates savings for integrated LED porch light installation
 - Brighter
 - Motion sensor
 - Energy efficient bulb and fixture

AC Cooling Pilot: Vulnerable residents need safe, affordable cooling

- Rising temps = rising health risks
- Program Goals:
 - Equitable access to life-saving cooling
 - Pilot efficient, low-cost window AC units through CBOs/CAAs outreach/delivery
 - Educate customers on safe, energy-smart usage
 - Collect data to inform future program design

AC Cooling Pilot: Implementation

- Served 80 vulnerable IQ customers
- Each home received:
 - An Energy Star window AC unit
 - Window unit winter weatherization materials
 - 1-2 box fans
 - Window cover shades
- Installed data collection devices
 - Two temperature sensors (cooled and non-cooled space)
 - Electricity usage monitor
 - No wi-fi needed
- Implemented through CBOs/CAAs to provide holistic support
 - Identified vulnerable customers through existing cooling requests
 - Enrolled customers in other IQ weatherization programs for whole-home improvement
 - Provided education materials on keeping the house cool, using the unit, and winterizing the unit

Cooling Pilot Success Stories

- Ms. Julia is a 76-year-old with many extreme health issues that was residing in a home with no air conditioning.
- Another 92-year-old Cooling Pilot customer was living in a dangerous situation without cooling and did not want to leave the home she had been in for over 50 years. East

Central helped enroll her and the customer now has a new safe living space and life-saving cooling.

- One Cooling Pilot customer, a senior in cancer care, had no cooling resources but needed cooling to return safely home. East Central IL CAA installed a window AC to allow her to return home.
- ...and many others!

Kari Ross: Were income-qualified customers first offered a heat pump or highly efficient central air conditioning and any necessary weatherization or electric panel upgrades? Or were they only offered window units?

- *Theresa Collins: This pilot only allowed for window units.*

2026 Remaining Work Through the End of the Year

- AC Cooling Pilot: Analysis
 - Temp and Energy Data
 - Evaluate cooling effectiveness during heat events
 - Measure increases in energy usage
 - Resident Feedback
 - Identify benefits and challenges of AC pilot
 - Understand any barriers to AC usage
 - CBO/CAA Feedback
 - Discuss successes and challenges for program improvement
- Porch Light: Pilot Goals
 - Pilot
 - Efficient, integrated, motion-sensor LED porch lights
 - Learn
 - Collect & analyze data on existing porch light conditions and customer benefits to inform workpaper updates
 - Deliver
 - Ensure equitable access to outdoor lighting while providing savings, quality-of-life and health benefits.
- Porch Light Data Collection Survey
 - Collection Methods: CBO/CAA data collection, on-site surveys, and pilot installs
 - Do you have working porch lights?
 - If yes, how many?
 - How old is it (are they)?
 - What type of bulb are you using? Incandescent, CFL or LED?
 - If your porch light bulb burns out, do you have the ability to safely replace it, such as a ladder?
 - Is your porch light working or not?
 - How would operable porch lights help you?
- AC Clean and Tune: Workpaper Goals
 - Situation
 - Many IQ homes need Central AC Repair or Replacement
 - Complications
 - Repair: existing workpaper has no clear standards and low savings
 - Replacement: limited availability because of high costs
 - Objective
 - Allowing EE funding to be used for AC Clean and Tunes:
 - Evaluate methods and assumptions for AC Repair

- Establish clear standards
 - Update costs and savings
- Justice-Involved Subcommittee
 - Best Practice Research
 - 6 interviews completed with orgs in NY and CA
 - Workforce Development Opportunities
 - 46 organizations offering workforce training + re-entry services identified
 - Prospective employers of justice-involved individuals identified
 - Employer Toolkit
 - Completed
- Justice-Involved Toolkit offers templates, checklists, resources, and best practice habits for success
 - Toolkit:
 - Justice Involved Individuals
 - Employers
 - External Support Orgs
 - Next Steps:
 - 1 – Finalize and circulate document
 - 2 – Create digestible summary slides
 - 3 – Seek prospective employer (largely CAA) feedback
- 2026 Subcommittees
 - AC Cooling Pilot
 - Developing strategies to address extreme heat and energy burden for IQ customers through window AC unit installation
 - Porch Light Pilot
 - Creating pathways for equitable, safe, energy efficient lighting for IQ customers

2027 Planning

- Participation Opportunities
 - Leadership Team Members (Seeking 2):
 - Seeking two (2) additional Leadership Team Members.
 - Submit e-mail of interest by November 15, 2026.
 - Committee Members: Cooling or Porch Light
 - Seeking unlimited number of Committee Members.
 - Submit email of interest by October 1.
 - Communications Distribution List
 - Open to anyone.
 - Submit e-mail any time.
 - IQ-S Committee e-mail: ileeigcommittee@futee.biz

Edith Makra: Were the pilot projects additionally funded by Ameren? Or were IQ-S funds used to purchase equipment?

- *Annette Beitel: We apply to separate funding sources, including Market Development Initiative (MDI), breakthrough equipment, and device funds.*
- *Lisa Miranda: I would be interested in participating in the cooling pilot committee with IQ North.*

Edith Makra: Is it correct that you have a 4-year facilitation contract?

- *Annette Beitel: The contract runs through the end of the current plan cycle, so it will end in 2029. It is a three-year contract.*

IQ North EE Committee Report-out

Briana Moore, Will County Land Use Department, IQ-North Leadership Team

Agenda

- Background on LIEEAC's IQ-N Subcommittee
- 2025-2026 Low-Income Energy Efficiency Outreach and Education (LIEEOE) Grants
 - Awardees and Accomplishments
 - Sample Grant Projects
 - Other Grant Support
- IQ-N Subcommittee Relaunch
 - Current Membership
 - Further Recruitment

Background on IQ-N Subcommittee

- LIEEAC was established under the Climate and Equitable Jobs Act (CEJA), signed into law on September 21, 2021, to
 - “Directly inform the design, implementation, and evaluation of the low-income and public-housing energy efficiency programs” and
 - “Emphasize opportunities to bundle and coordinate delivery of low-income energy efficiency with other programs that serve low-income communities.”
- IQ-N subcommittee focuses on communities within ComEd's service territory.
- Agreements were finalized in September 2025 between the Illinois Commerce Commission (ICC), ComEd, and the Metropolitan Mayors Caucus (MMC).
 - MMC is the Facilitator of LIEEAC and is supported by ES Consulting and GreenLit Solutions as the Facilitation Support Team
 - IQ-N Leadership Team represents the committee members.
 - ICC provides oversight for the committee.
 - ComEd offers funds for the committee budget.

2025-2026 LIEEOE Grants

- 37 grant recipients in two rounds
- Support household energy efficiency education for low-income utility customers in ComEd's service territory
- Encourage participation in utility-supported energy efficiency programs/services

Kari Ross: The recipients included 12 local governments, and how many community-based organizations (CBOs)?

- *Elena Savona: 25 CBOs.*
- *Edith Makra: The remaining 25 are non-profit CBOs, and 1 non-profit sub-regional council of governments received LIEEOE grants.*

2025-2026 LIEEOE Grant Awardees

A.N.C.H.O.R. Chicago	Community Action Partnership of Lake County	RR Trade School, Inc.
African American Christian Foundation	Climate Action Evanston	Rutues Center for Business and People Development
Age Options	Community Care Outreach	South Suburban Land Bank and Development Authority
Association House of Chicago	Faith in Place	South Suburban Mayors and Managers Association
Blacks in Green (BIG)	Giving Others Dreams (G.O.D)	Sustain Rockford
Black Lives Matter Lake County	Imani Village	Village of Lansing
Chicago Muslims Green Team	Kane County	Village of Maywood
Chicago Westside Branch of the NAACP	Leyden Township	Village of Park Forest
Chinese Mutual Aid Association	Lyons Township	Village of Sauk Village
City of Aurora	Proactive Youth Connection Cafe	Village of Skokie
City of Berwyn	Rebuilding Together Metro Chicago	WeGo Together for Kids
City of Elgin	Respond Now	
City of Rolling Meadows	Rockford Area Habitat for Humanity	

LIEEOE Grant Accomplishments To Date

- Events/Workshops/Presentations Attended or Hosted: 111
- People Reached: 28,668
- EE Kits distributed: 832
- Flyers/educational information distributed: 40,274
- Residents enrolled in EE programs: 2,139
- EE Ambassadors Trained: 30

Sample Grant Project: Sauk Village

- Community workshops for low-income households
 - Information on energy efficient practices, ComEd programs
 - Demonstrations, Q&A, take-home resources
- Other educational outreach
 - Brochures, newsletters, social media, village website
- Within weeks of receiving their grants, Sauk Village led their first town hall meeting in January of this year. They gathered local partners and municipal officials to engage with residents directly about program incentives available to them to help reduce their utility costs. Since then, they've hosted community workshops designed to educate residents about energy efficient practices and different ComEd programs.

Sample Grant Project: Village of Park Forest

- "Mobile Energy Help Desk" at village events
 - Information on utility rebates and free energy assessments
 - In-person assistance completing incentive applications
- Hands-on demonstration stations and take-home efficiency kits at libraries and events
 - Installing weatherstripping, faucet aerators, low-flow shower heads, smart power strips
 - Comparing LED vs. incandescent light bulbs

Sample Grant Project: A.N.C.H.O.R. Chicago

- Old school bus retrofitted with energy demonstrations
 - Rooftop solar panels

- Energy efficient appliances and products inside
- Driven to community events
 - Offers community gathering space and an interactive energy efficiency educational experience

Other Grant Support

- Supportive monthly cohort meetings
- Energy vampire boards and mascot
- [Energy efficiency incentives webpage](#)
- Utility program flyers
- Facilitation Support Team

IQ-N Subcommittee Relaunch

- The Facilitation Support Team is assisting MMC in rebuilding and organizing the IQ-N Subcommittee
- Goal: To build a trusted, collaborative network where community members, advocates, utilities, and partners work together to:
 - Improve energy affordability
 - Increase access to energy efficiency
 - Influence policies that serve low-income, BIPOC, and environmental justice communities

IQ-N Subcommittee Relaunch

- Progress to Date:
 - Established IQ-N Subcommittee membership, starting with the engagement of LIEEOE grantees, and still recruiting. Leadership team elections in November.
 - Monthly meetings in coordination with the LIEEOE cohort meetings
 - Offering office hours and 1x1 support, for questions or feedback in smaller group setting
 - Tracking input and encouraging a dialog with utilities to brainstorm solutions
 - Incorporating learning opportunities in the monthly meetings to support education of the energy efficiency and clean energy ecosystem in Illinois

Annette Beitel: How is the IQ-N subcommittee engaging with ComEd's MDI recipients to encourage engagement and participation in IQ-N?

- *Briana Moore: We are in the early stages and looking for ways to engage with additional parties. We have been discussing with Kara Jonas from ComEd.*

IQ-N Subcommittee Members

- Angelica Green, Proactive Youth Connection Cafe
- April Parker, Faith in Place
- Ava Johnson, Sustain Rockford
- Briana Moore*, Will County Land Use Department
- Carrie Malfeo, Village of Park Forest
- Celia Colon, Giving Others Dreams
- Deondre Rutues, Rutues Center for Business and People Development
- Ivonne Rychwa, Citizens Utility Board
- Layalee Bierat, Chicago Muslims Green Team
- Lisa Miranda, Rebuilding Together Metro Chicago

- Marsha Belcher, Community Action Partnership of Lake County
- Molly Beck Dean, WeGo Together for Kids
- Rose Naseef, Lyons Township
- Sarra Hinshaw, Kane County
- *IQ-N Subcommittee Leadership Team member

Your Voice is Needed: IQ-N Subcommittee

- The IQ-N Subcommittee is seeking new participants to help:
 - “Directly inform the design, implementation, and evaluation of the low-income and public-housing energy efficiency programs” and
 - “Emphasize opportunities to bundle and coordinate delivery of low-income energy efficiency with other programs that serve low-income communities.”
- Meetings starting in October!
- Eligible participants may apply here: [Submittable Application](#).

Abigail Miner: Who does the subcommittee consider an “eligible” participant?

- *Briana Moore: A community-based organization, per CEJA. This includes non-profits, local government entities, organizations that provide direct services to their communities, utilities, implementers, community action agencies, and other stakeholders that are connected to energy efficiency policy, especially those within ComEd’s service territory.*
- *Edith Makra: The application for IQ-N membership describes eligibility per CEJA. <https://metropolitanmayorscaucus.submittable.com/submit/362464/income-qualified-north-iq-n-subcommittee-member-application> Implementation contractors and utility representatives are eligible to join but are not eligible for stipends.*

Ameren Illinois Market Development Initiative (MDI) Assessment Phase 2 Results

Andrew Dieck, The JPI Group; Alan Elliott, ESource

Purpose, Scope & Research Questions

- Purpose
 - Present findings from the MDI Assessment 2 Final Report
 - Covers 2023-2024 activity (with early 2025 data where available); assessment completed in 2025.
- MDI Channels Assessed
 - Workforce Development
 - Program Ally Incubator
 - Grant Writing Support
- Core Research Questions
 - What impact is MDI having on careers and businesses?
 - How is MDI strengthening Ameren EE Programs?
 - Where can impact be increased?

Evaluation Approach

- Data Sources
 - Ameren and implementer tracking data
 - Surveys: Workforce participants and incubator graduates
 - Interviews: Ameren staff, implementers, colleges, community-based organizations (CBOs)
- Methods
 - Quantitative analysis of participation & outcomes

- Qualitative thematic analysis of participant experience
- Important Context
 - Response rates were low but consistent with typical response rates for comparable workforce programs
 - Findings represent minimum known impacts

Executive Summary: What We Found

- Bottom Line: The MDI is working, and has clear pathways to grow impact
 - MDI is building workforce readiness and contractor capacity
 - Program Ally Incubator delivers strong value for Ameren EE Programs
 - Grant writing support is unlocking millions in external funding
 - Impact is constrained by labor market realities and data gaps, not program quality
 - Strong quality and satisfaction across all channels, with the biggest gains from integrating them

Workforce Development

- The workforce development channel provides different offerings including scholarships, internships, technical training, and wraparound support. About 450 people participated in one or more of those offerings between 2023 and 2024, and based on Ameren's data, at least 25 of them gained employment in energy efficiency roles.
- Employment outcomes: 25+ entered EE roles, 14+ placed with Ameren EE partners
- Workforce Development: What's Working
 - Participants Report
 - High satisfaction with training and coaching
 - Increased job readiness and confidence
 - Strong interest in EE careers
 - Key Strengths
 - Quality BPI and partner training
 - Wraparound services reduce participation barriers
 - Internship model delivers strong placement rates
- Workforce Development: Key Constraints
 - Not a motivation problem – a market problem
 - Rural job availability limits placement
 - Geographic mismatch between talent and employers
 - Slower job growth in Ameren territory than national average
 - Program Gaps
 - Limited post-training employment pathways
 - Low awareness of wraparound services
 - No systemic post-graduation tracking

Workforce Development: Strategic Opportunities

- Recommended Focus Areas
 - Expand employer engagement for entry-level roles
 - Strengthen connections between WFD and Incubator hiring needs
 - Implement standardized post-participation outcomes tracking
 - Improve cross-promotion across WFD offerings

Program Ally Incubator: Impact & Outcomes

- The Program Ally Incubator is an 8-week hybrid online and in-person training program that prepares contractors in Ameren's territory to launch or expand energy efficiency related businesses and serve as allies for Ameren's programs. It includes webinars, one on one coaching, business growth plan development, and more.
- Impact on Ameren EE Programs
 - 2023 cohort: 73 -> 387 projects post-graduation
 - 2024 cohort: 27 -> 197 projects post-graduation
 - Graduates deliver 5-7x more EE projects after the Incubator
 - 21 graduates completed the Incubator (2023-2024)
- Impact on Contractor Businesses
 - 100% attracted new customers
 - 4 of 5 surveyed reported revenue increases (2 over 50%)
 - Some hiring growth despite labor constraints
 - Gained business systems, marketing skills, and EE certifications
 - Greater confidence navigating Ameren programs

Annette Beitel: Can you expand on the cohort of 100 between 2023 and 2024 and 21 graduates of the incubator program?

- *Alan Elliot: The cohort of 100 represents the combined 2023 and 2024 cohort project numbers before the program ally incubator program.*

Incubator: Strategic Recommendations

- Assign post-graduation mentors
- Schedule 6-, 12-, 18-month business plan check-ins
- Connect graduates to WFD hiring pipelines
- Enable peer collaboration among graduates
- Explore short-term start-up cost support
- Observed Gaps
 - Business plans not used post-graduation
 - Limited structured follow-up
 - Ongoing hiring & cash-flow challenges
- Opportunity
 - Shift the Incubator from a *program* to a *pipeline*

Grant Writing Support

- Grant Writing Overview
 - 2023-2025 Results
 - 14 grant applications submitted
 - 5 awards secured
 - \$9.7M awarded
 - Aligned Funding Areas
 - Workforce development
 - Contractor growth
 - Underserved community services
- Grant Writing Value to MDI
 - What it Enables
 - Expands EE workforce beyond utility funding
 - Builds CBO capacity
 - Extends Ameren EE reach into priority communities

- Example
 - CEJA-funded hubs delivering IQ and Smart Savers projects

Grant Writing

- Participant Feedback
 - Strengths
 - Administrative support
 - Proposal organization
 - Readiness for future funding
 - Challenges
 - Variable writing quality
 - Limited grant writer capacity
 - Inconsistent tailoring for experienced CBOs
- Strategic Improvements
 - Match grant writers to CBO experience levels
 - Reduce writer workloads
 - Add internal proposal review checkpoints
 - Require light-touch outcome reporting on awarded grants

The Next-Stage, Integrated MDI Delivery Model

- Workforce Development
 - Talented Pipeline
 - Scholarships
 - Internships
- Procurement Advancement and Transformation (Path)
 - Program Ally Incubator
 - Vendor Procurement
- CBO Management
 - Grant Writing Support
 - EE Program Referrals

What Integrated Success Looks Like

- Workforce pathways intentionally aligned with Program Ally labor demand
- Incubator contractors actively sourcing and hiring from MDI pipelines
- Community-based Organization (CBO) grants measurably advancing EE delivery
- Ameren leadership able to see outcomes, not just outputs

Final Takeaway

- The Market Development Initiative is:
 - Delivering real workforce and business outcomes
 - Strengthening Ameren's EE delivery ecosystem
 - Positioned to become a national model with strategic refinement
- Assessment 2 confirms: MDI is a strong foundation, ready to scale

Closing and Next Steps

Celia Johnson, SAG Facilitator

Next SAG Equity Subcommittee Meeting:

- Wednesday, October 28 (9:30 am – 12:00 pm): Market Development Initiative report-out presentations from Ameren Illinois, ComEd, Peoples Gas and North Shore Gas