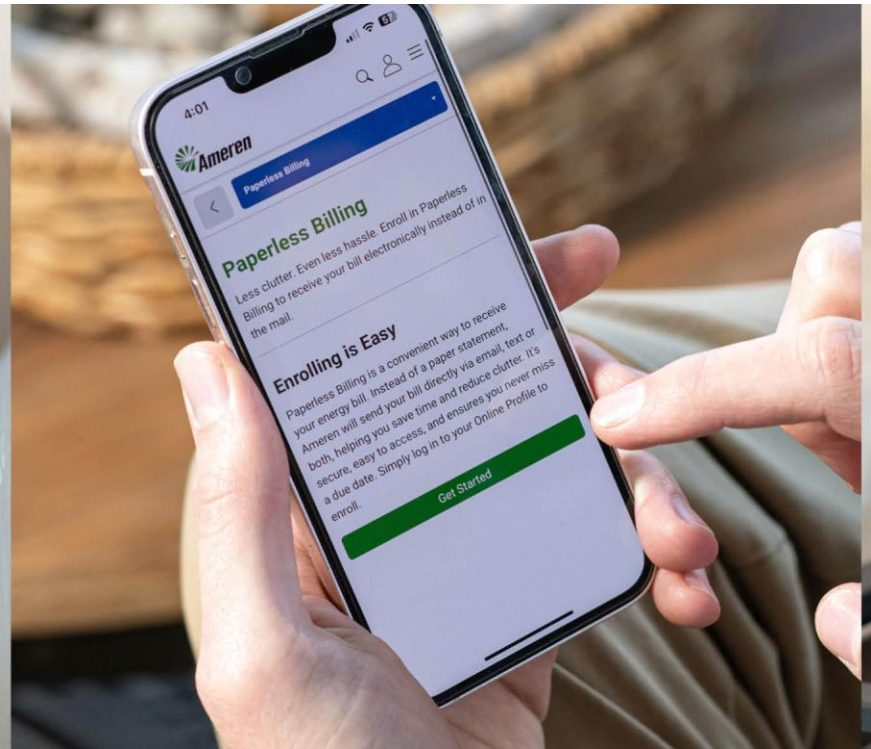
SAG EQUITY SUBCOMMITTEE
MARKET DEVELOPMENT INITIATIVE (MDI) UPDATE

OCTOBER 28, 2026

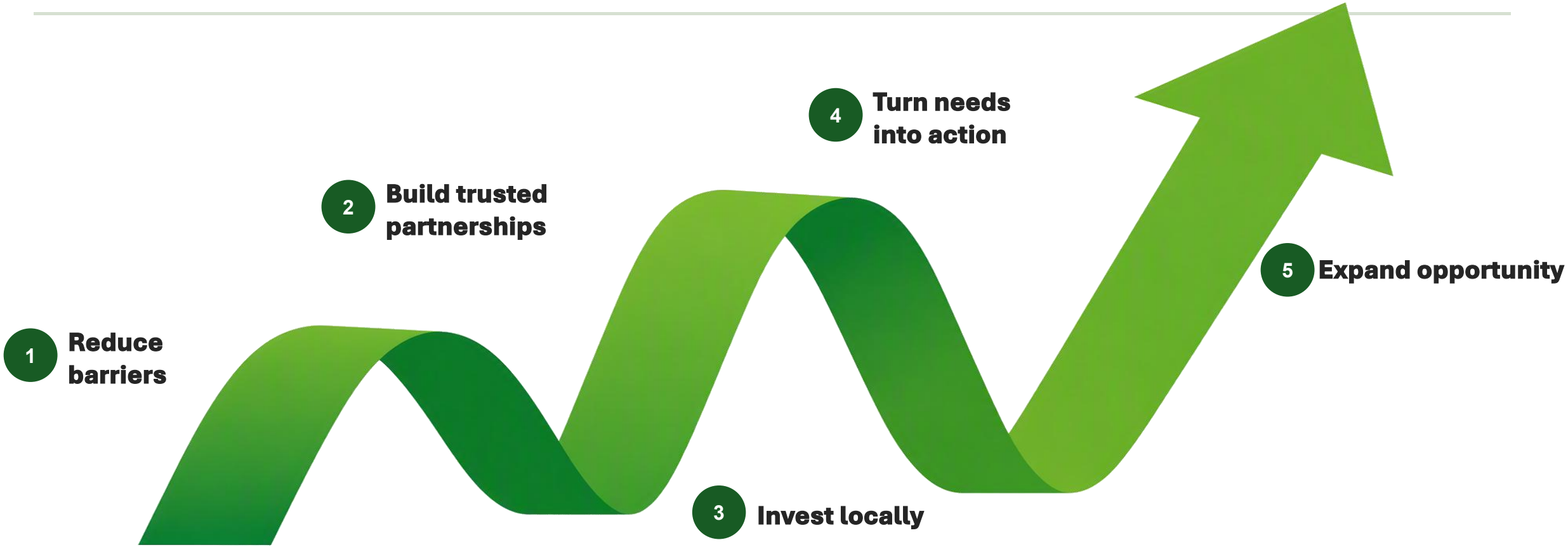






MDI Expands Participation in Illinois Energy Efficiency (EE)

Connecting people, organizations, and opportunity.



MDI expands who participates, who delivers the work, and which communities benefit.

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MDI Advances EE Business Objectives Through Inclusive Market Development

Creating value for customers, suppliers, communities, and the Illinois clean energy economy.

IMPACT ACROSS THE 3 FOCUS AREAS
PY 2026

Customer Reach

100,000+

Customers engaged through outreach, education, and community engagement

- 300+ program referrals
- 100+ completed projects
- Partnering with 27 Community Based Organizations (CBOs) in 2026

Trusted community connections

Workforce Development

70+

Students awarded scholarships to prepare for energy-related careers at local colleges

- 18 internships funded
- 25+ job seekers trained or certified
- 12 participants in Program Ally Incubator and Accelerator

Job readiness and career placement

Inclusive Vendor Opportunities

1,400,000kWh+

Net Energy Savings achieved through Program Ally Incubator graduates

- Businesses receive:
  - Technical assistance
  - Certification support
  - Mentorship and business development

Business readiness and growth

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Customer Reach

Why CBO Partnerships?



Access: Bring program information and pathways closer to customers through organizations rooted in the community.



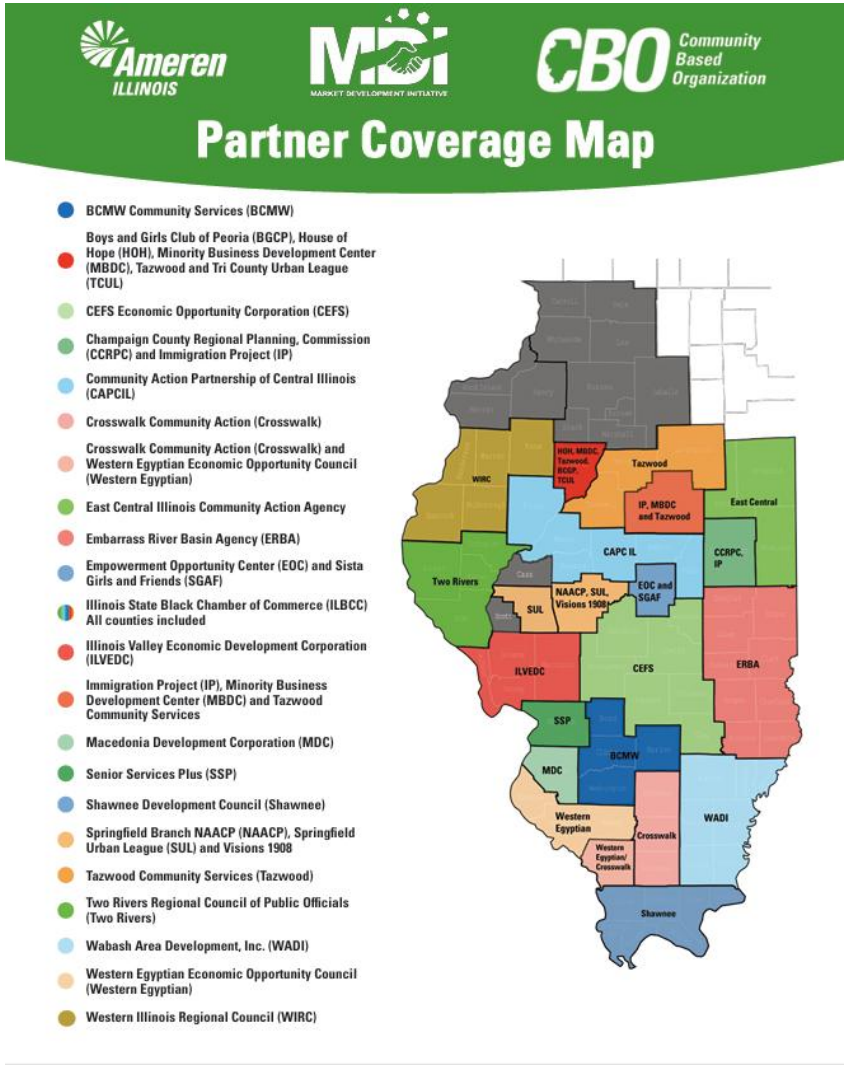
Trust: Use established local relationships to support education, outreach, and customer connections.



Impact: Advance energy savings, community engagement and economic growth through sustained partnership.

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2026 CBO Partnership



- CBO Quarterly Meetings: We come together with our partners to learn, network and celebrate the work we do for the community.



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2026 CBO Engagement Examples

Bring the community together to share resources around energy savings, clean energy, and supportive programs that improve quality of life

- CBO Partner Event: Collaboration with Shawnee Development during June to host a clean energy community event in Anna.
- Spark 618 Birthday Resource Fair: Collaboration with 3 community organizations to plan a resource fair during July in Carbondale.









Workforce Development

EXPANDING THE WORKFORCE PIPELINE

Expanding Access

- 2-year colleges
- 4-year colleges & universities
- Technical & trade schools and training programs
- High school technical & trade training programs

Strengthening career readiness

- Resume development
- Interview preparation
- Professional presentation
- Mock interviews

Connecting the ecosystem by aligning…

- Employers
- Schools/Training Programs
- CEJA Hubs
- Workforce organizations
- Community partners

EXPANDING THE WORKFORCE PIPELINE

2026 Internship program wrapped up on August 5 in Taylorville.
Twelve interns were offered jobs after the summer cohort.



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Ameren and Nicor 2026 Partnership

One Pipeline, Shared Opportunity

A joint initiative introducing underserved residents to entry-level clean energy careers.

- Partnered with Nicor Gas to co-host training in energy efficiency, weatherization, and electrification
- Combined classroom learning with hands-on experience and employer connections
- Reached participants across both Ameren and Nicor territories through community partnerships
- Provided wraparound services like transportation and job-readiness coaching

- Trained and certified 11 participants
- 7 industry certifications



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Inclusive Vendor Opportunities

The Program Ally Incubator and Accelerator builds readiness, capacity, and delivery.

The goal is not only to open the door. It is to help businesses build the capacity to walk through it and succeed.

1 — IDENTIFY

Emerging and existing businesses with growth potential

2 — PREPARE

Mentorship, technical assistance, certification, and business support

3 — CONNECT

Relationships with the program and business-support network

4 — DELIVER

Projects, energy savings, and stronger market capacity

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

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Inclusive Vendor Opportunities

Contractor Concierge and Market Access Hub

Interest & Intake

Assess contractor interest for participation and walk through the intake process to enroll for participation.

Readiness Assessment

Assess contractor's level of readiness for clean energy project completion and program participation.

Individualized Support

Provide individualized plans for resource connection and support.

Partner & Resource Connection

Facilitate connections to trusted resource partners for capital, clean energy programs, business development, technical assistance, and more.

Follow Up & Success Outcomes

Ensure overall success through continued coordinated service model execution, progress tracking and impact measurement.

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Inclusive Vendor Opportunities

Grant Writing

What it Enables

- Expands EE workforce beyond utility funding
- Builds CBO capacity
- Extends Ameren EE reach into priority communities

2023-2025 Results

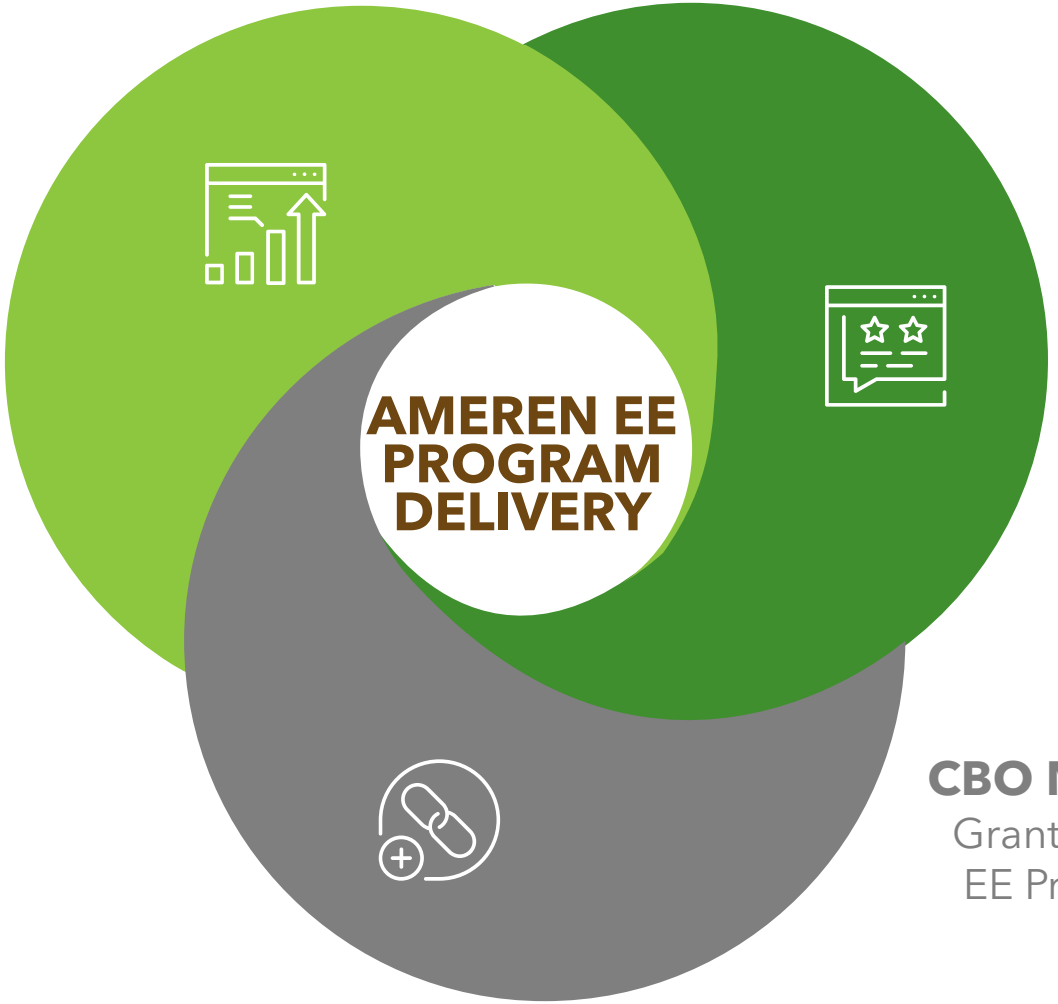
- 14 grant applications submitted
- 5 awards secured
- **$9.7M awarded**

Aligned Funding Areas

- Workforce development
- Contractor growth
- Underserved community services



WHAT INTEGRATED SUCCESS LOOKS LIKE



WORKFORCE DEVELOPMENT
Talent Pipeline
Scholarships
Internships

PROCUREMENT ADVANCEMENT AND TRANSFORMATION (PATH)
Program Ally Incubator
Vendor Procurement

CBO MANAGEMENT
Grant Writing Support
EE Program Referrals

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QUESTIONS?