

AMEREN ILLINOIS MARKET DEVELOPMENT INITIATIVE

ASSESSMENT 2 PRESENTATION

THE JPI GROUP | E SOURCE
SEPTEMBER 2026



Purpose

- Present findings from the MDI Assessment 2 Final Report
- Demonstrate measurable impact across workforce, contractors, and communities
- Highlight value to Ameren Illinois EE programs
- Identify opportunities to strengthen and scale the MDI
- Align on strategic recommendations and next steps

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?

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

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

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WORKFORCE DEVELOPMENT



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

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



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

- 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 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

Participant Feedback

Strengths

- Administrative support
- Proposal organization
- Readiness for future funding

Challenges

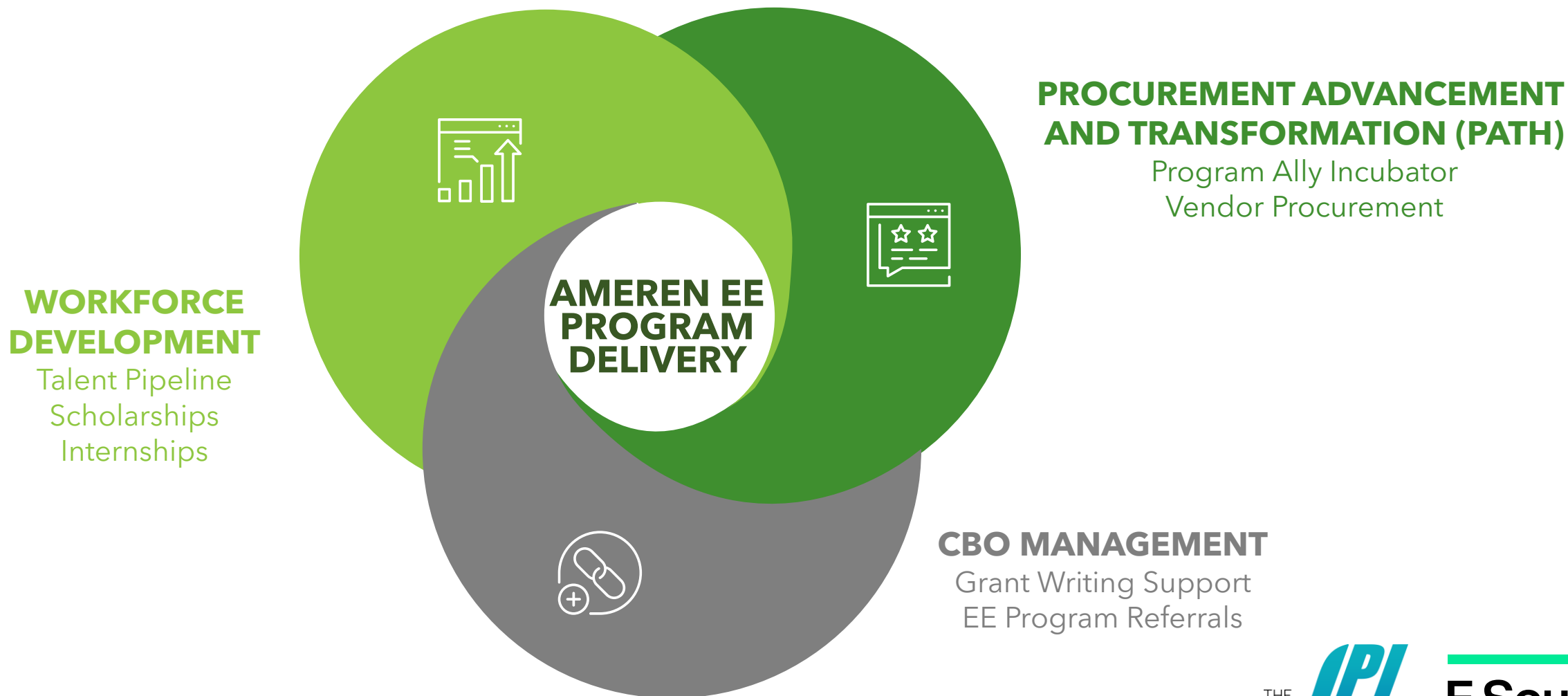
- Variable writing quality
- Limited grant writer capacity
- Inconsistent tailoring for experienced CBOs

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

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THE NEXT-STAGE, INTEGRATED MDI DELIVERY MODEL



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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

DISCUSSION | THANK YOU

Meet the Team



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