Illinois EE Stakeholder Advisory Group
Equity Subcommittee

Monday, June 6, 2022 Meeting
1:00 – 3:00 pm
Teleconference

Attendees and Meeting Notes

Meeting Materials
- SAG Equity Subcommittee Webpage
- Posted on the June 6 meeting page:
  - Monday, June 6 Equity Subcommittee Agenda
  - Introduction to SAG Equity Subcommittee: SAG Facilitator Presentation
  - Next Generation Demographic Tool: Champaign County Regional Planning Commission Presentation

Attendees (by webinar)
Celia Johnson, SAG Facilitator
Greg Ehrendreich, Midwest Energy Efficiency Alliance (MEEA) – Meeting Support
Abigail Miner, IL Attorney General's Office
Al Walker, Windsor Park Evangelical Lutheran Church
Alan Elliott, Opinion Dynamics
Amber Anderson, Walker-Miller Energy Services
Angie Ostaszewski, Ameren Illinois
Annette Beitel, Future Energy Enterprises (IQ Committee Facilitator)
Bhavin Gandhi, Resource Innovations
Billy Davis, Bronzeville Community Development Partnership
Brady Bedeker, ComEd
Bridget Williams, Guidehouse
Chanda Rowan, Nicor Gas
Cheryl Watson, Blacks in Green
Chris Neme, Energy Futures Group, representing NRDC
Chris Vaughn, Nicor Gas
Cynthia Segura, Citizens Utility Board
David Brightwell, ICC Staff
Denise Munoz, ComEd
Emilie Street, Resource Innovations
Erika Dominick, Walker-Miller Energy Services
Erin LaVoie, Resource Innovations
Erin Stitz, Applied Energy Group
Ethan Allgood, Champaign County Regional Planning Commission (CCRPC)
Fred Wu, Aiqueous
Omayra Garcia, Peoples Gas & North Shore Gas
Hannah Howard, Opinion Dynamics
James Sullivan, CCRPC
John Mansfield, Nicor Gas
Jonathan Fskarzy, Nicor Gas
K.C. Doyle, ComEd

Karen Lusson, National Consumer Law Center
Katherine Elmore, Community Investment Corp.
Kristol Simms, Ameren Illinois
Lamisa Chowdhury, NEWHAB
Laura Goldberg, NRDC
LaJuana Garrett, Nicor Gas
Mary Johnson, Resource Innovations
Melanie Mancuso, Resource Innovations
Mike Kin, Nicor Gas
Neil Curtis, Guidehouse
Nelson May, Future Energy Enterprises
Nick Scott, Resource Innovations
Rita Morocoima-Black, CCRPC
Samarth Medakkar, MEEA
Scott Shvartsman, Future Energy Enterprises
Selena Worster Walde, Erthe Energy Solutions
Seth Craigo-Snell, SCS Analytics
Stacey Paradis, MEEA
Stephanie Robinson, Ameren Illinois
Sy Lewis, Meadows Eastside Community Resource Organization
Tamika Cole, Walker-Miller Energy Services
Thomas Drea, Ameren Illinois
Tina Grebner, Ameren Illinois
Tisha Burnside, Resource Innovations
Vitaliy Ladimirov, Resource Innovations
Wade Morehead, Morehead Energy

Opening & Introductions
Celia Johnson, SAG Facilitator
Purpose of meeting:
1. To discuss the purpose of the SAG Equity Subcommittee; and
2. To demonstrate the Champaign County Regional Planning Commission tool used for Ameren Illinois' energy efficiency programs and host a workshop to discuss stakeholder questions and feedback.

Introduction to SAG Equity Subcommittee
Celia Johnson, SAG Facilitator

- This is the first meeting of the Equity Subcommittee.
- Committee purpose is to support workforce equity in EE portfolio, as referenced in stipulations for 2022-2025. Several references in stipulations, include equity, diverse hiring, and progress on Market Development Initiatives. Workshop is open to all unless there is a financial conflict of interest.
- SAG Facilitator will coordinate with IQ EE Committee facilitator and leadership teams on topics where they are of interest to both groups.
- Potential topics: Q3 – Nicor Gas Community Connection Center, MDI research update; Q3 Non-Financial Interest Parties – Draft RFP & scope; Q4 – Workshop #2 for CCRPC Tool, plan topics for 2023.
- Any feedback?

[Karen Lusson] Important that there is flexibility in agendas so subcommittee can address issues as they arise. Vendor issues, particularly as utilities are trying to expand diverse hiring. The vendors should help select topics if they have issues. Example, a subcontractor hasn't gotten paid and can't afford to wait a few months for payment – that's an issue that could be an agenda item. Agenda should be driven by the people who are in the workforce and interested in expanding diverse contracts.

(Discussion of role of utility and other stakeholders and affirmation that utilities are included.) Stakeholders want to make sure subcontractors are able to bring up topics, don't mean to exclude utilities or anyone.

[Laura Goldberg] Will topics be primarily Workforce Equity? It would be helpful in the future to gain an understanding of each utility's market development initiatives, especially since this is the first time that northern IL utilities will offer market development.

[A: Yes, this is proposed based on the stipulation agreements. Happy to discuss feedback.]

Champaign County Regional Planning Commission (CCRPC) Tool Demo
Angie Ostaszewski, Ameren Illinois; Rita Morocoima-Black, Ethan Allgood, James Sullivan, Champaign County Regional Planning Commission (CCRPC)

Ameren Illinois Introduction

- CCRPC team will present a demo on the Generation Demographic Tool, and the meeting will also include breakout discussions to request feedback.
- Market Development Initiative has been part of Ameren's portfolio since 2018. Goals to engage customers who haven't benefitted from EE; increase the number of jobs for local and diverse candidates, and support new EE businesses. Partnership with CCRPC as lead for MDI data planning and analysis. Difficulty with data has been around demographics – it's sensitive info and customers are reluctant to provide. This tool will help us find a way to study and understand it while getting over the hurdle of getting data from customers directly.

CCRPC Presentation

- CCRPC is an intergovernmental membership org; a Community Action Agency. Provides a variety of services to improve quality of life for residents. CCRPC team introductions – about 20 total on the team.
- Benefits of the mapping tool are that provides a good UX for community partners, help demonstrate impact, and track progress and metrics. Customer engagement is a metric for almost all the MDI projects. Also maps people and businesses for geocoding on the map.
- Mapped people and businesses based on their addresses to create interactive map that shows the reach of MDI.

- Community Data Portal provides customer journey information since that customer got involved in the program. Provides project metrics for each customer, how they have been engaged in the project. Process of developing portal, were opportunities for advancing the possibilities for demographics from census data.
- Discussed demographics strategy with Ameren – difficulty collecting from participants. This is typical in planning. We know the characteristics of the community but not specifically the people or if they are similar or different from the neighborhood. Looked for other data sources. Address information gives neighborhood location and insights. This US Census data can be defined by census tracts or zip codes.
- Comparing Census data with ACS – different data products we can use. How many people (census) vs how do they live (ACS). Point in time vs period in time. ACS has social and economic data that census does not. For the purpose of MDI project, worked with the ACS data. Interested in the social and economic data.
- Geography of the census data is important because it tells us the viability of the data. ACS is available at the "block group" level. We aggregated to the census tract level.

Demo of Tool

- Compares zip codes within Ameren's service territory. Allows user to select demographic variables and composes a criterion for priority. Scale is low/yellow to high/blue. Some basic breakdown is available.
- List of variables included
    - Diverse population
    - IQ families
    - IQ seniors
    - People with less than HS diploma
    - People with disability
    - Renters
    - Seniors
    - Unemployed
    - Veterans
- Additional tool details
    - Designed not to prioritize more densely populated zips over rural zips – doesn't overlook rural areas.
    - Basic functions – zoom in to zip code areas. Showing priority scale based on demographics we choose to look at. We can change the weighting on tools and indicators with the slider. We can hone in on very specific populations we want to see. Every additional demographic adds additional weighting options. Clicking an area gives a popup with percentages and percentiles against other areas in the service territory. Also, basic population and household numbers. Search function is currently disabled because of some privacy issues.

    [Karen Lusson] Can you describe what the colors mean?

A: Low priority to high priority scale. Color scheme is meant to be color-blind accessible and provide good contrast. High priority means zip codes that census data reveals that customers are struggling.

[Laura Goldberg] What are the inputs for "diverse population"?

A: Defined as Hispanic or non-white – census definitions for each of the terms. Not more granular than that currently.

[Alan Elliot] ODC has been working with this data but haven't seen the tool before. Once it is set up can you export it?

A: No current export feature, that is in the scope of possibility.

How Ameren is Leveraging the Data

- Ameren has used it within the MDI in a few ways. When we are launching new partners, map the territory for the partner and compare with the priority zip codes. Prioritize high need areas where we don't have partner coverage. Have launched two new ones identified as areas of need. Also, workforce pilot – overlaid census unemployment information with employers, training providers and CBAs to give us a data driven approach to focus on Peoria and then expand to more territory.

  [Laura Goldberg] Does the census data breakdown the housing type (SFA vs MF, etc.?

  A: We can break out renters in the mapping tool. We are looking for feedback on other data types like this, will note it for the team.

- Trying to isolate based on program – e.g. renters for MF programs. To find areas to focus on new initiatives and pilot efforts geographically. Using resources within priority zip codes – community orgs, economic development groups. Provided co-pay grants to institutions and diverse businesses to enable program participation.

Environmental Justice Overview

- Not a new concept. This wasn't really part of the national discourse until 1994. Executive Order 12898. Definition that was used there has been changed over the years. In 2021 EO 14008 took strong steps to accurately define EJ communities and establish accountability. Major parts are still being debated so it hasn't all taken effect yet.
- Review of EJ tools – goes beyond just low income and minority definition originally established. Up for debate. Different tools and orgs look at things differently. We looked at a variety of tools and what datasets they used. All the data is public.
- Climate and EJ Screening Tool
  - Most recent. From Biden Justice 40 Initiative. Most comprehensive and current tool available. Uses thresholds for indicators. Full list of datasets shown – all available at the census tract level. Includes populations that are often overlooked.

- o Comparison of EJ Screening Tool map vs Ameren demographic tool – some noticeable crossovers, especially in southern Illinois and SW Illinois and etc.
- o Comparison of EJ tools with Ameren – opportunities for new data. There is some good overlap, but there are some areas to dig into.
- o EJ Missing indicators;
  - Linguistic isolation, Poverty, median home value, housing cost burden, low life expectancy, higher education non-enrollment, SNAP households, free or reduced lunch
  - Ameren doesn't use any environmental indicators currently but some could be included – Energy Burden, PM2.5 as examples that could be included.

Request for Feedback

- We would like to discuss ways to improve the demographic tool. We have identified some missing indicators to include. What else should we consider? More socioeconomic indicators, add environmental indicators.
- CCRPC was one of Ameren's earliest MDI partners – a great example of how the program works. We sat down to learn about what they do already and what they are capable of. The tool development and data analytics was a clear area that we could leverage to make our program better.
- Goals of MDI – context on how we use the tool. Serve customers that have not benefitted or have had barriers, and two workforce goals with expanding new businesses and bringing job seekers into EE. CCRPC's strength was this data and development piece. This will not burden our customers with sharing their demographic data when they aren't comfortable doing so, but will let us expand our portfolio to reach these customers. Increase outreach, launch projects, bring in allies and launch/deepen relationships with partners.

  [Karen Lusson] In terms of suggesting characteristics to be included, can it be information that Ameren has – e.g., number of zip codes where disconnections have been high – or does it have to be ACS/census data?

  A: We can take any suggestions, don't limit yourself, however may not be feasible.

Small Group Breakout Discussion

- Participants broken out into four virtual small groups, led by previously identified facilitators
- Everyone came back together after the breakouts for a report-out from each small group facilitator

Breakout Discussion Questions

1. Assuming that data was available, what other demographic characteristics would you want Ameren Illinois to add to the demographic tool to enhance our analysis and reporting capabilities?

- Linguistic isolation or languages spoken
- Single parent households
2. What environmental factors should we consider going forward?
   - Energy burden
   - PM2.5 in the air

Breakout Session Report-Out
- **Group 1 (Angie Ostaszewski):** We only had time for Question 1. Discussed whether SF and MF can be identified. Disconnection data. Type of facility they are in. Energy burden overlay with CCRPC was discussed – field underserved is single guardian households. Is it possible to distinguish MF between sizes? Returning citizens. Linguistics. Adapt outreach for all the other dialects besides the top few. Format of data – at the ZIP or tract level – hard to put tracts into a spreadsheet.
- **Group 2 (Melanie Mancuso):** Only got through Question 1. Linguistics important for materials. Also, CAA service areas. Housing characteristics – home heating types, rural communities with unique access challenges. Income levels and what they qualify for. Communication access – broadband, wireless, cell phones.
- **Group 3 (Thomas Drea):** Primary language spoken in areas. Data like employment rates, underemployment rates, median income, list of community services, Ameren data for disconnection or arrears. Discussion of how to use data that is both ZIP and census tract – that's a hurdle because they don't line up perfectly – some kind of weighted averaging might be needed.
- **Group 4 (Mary Johnson):** Similar feedback to other groups. Housing stock, housing age. Building size. Access themes – internet accessibility. Food desert data. Public transportation access. Community service agencies in area. Health indicators – healthy homes data? Air and water quality. Proximity to polluters. Data utilities have – disconnection, deferrals due to H&S issues. Energy burden and usage tied to household income.
- Additional suggestions:
  - Rates of asthma as a key indicator for environmental factors
  - Number of superfund sites
  - Urban heat index of community

Closing & Next Steps

- Reach out to the SAG Facilitator (Celia@CeliaJohnsonConsulting.com) with any feedback on the Equity Subcommittee, or topics related to workforce equity that should be covered in 2022.
- A second workshop to discuss the Champaign County Regional Planning Commission tool is anticipated to be scheduled later this year.