



July 2024

# Market Development Initiative (MDI) Update

Illinois EE Stakeholder Advisory Group  
Equity Subcommittee Meeting

# Agenda

1. Program overview and design
2. Successes to-date
3. Upcoming events

# ComEd's Energy Efficiency Market Development Initiative

The objectives of MDI are part of **ComEd's Revised Plan 6 Energy Efficiency Stipulation Agreement**.

This initiative offers local businesses, entrepreneurs, and individuals with opportunities to obtain the skills and certifications needed to implement energy efficiency projects throughout their communities.

## Energy Efficiency (EE) Market Development Initiative (EE MDI) Objectives

- Increase contracting opportunities for diverse business enterprises and CBOs and assist them in developing the necessary capabilities to participate in the delivery of the EE Portfolio
- Improve the diversity and inclusiveness of the ComEd EE Department's supplier and supplier workforce

ComEd's MDI program is centered around **four main areas of focus**:

### Training and Development

Provides training and certification opportunities for new and experienced energy efficiency professionals

### Opportunities for Business Development

Aims to increase diversity within the EE industry by developing an equitable and inclusive pipeline of local suppliers from which to procure products and services

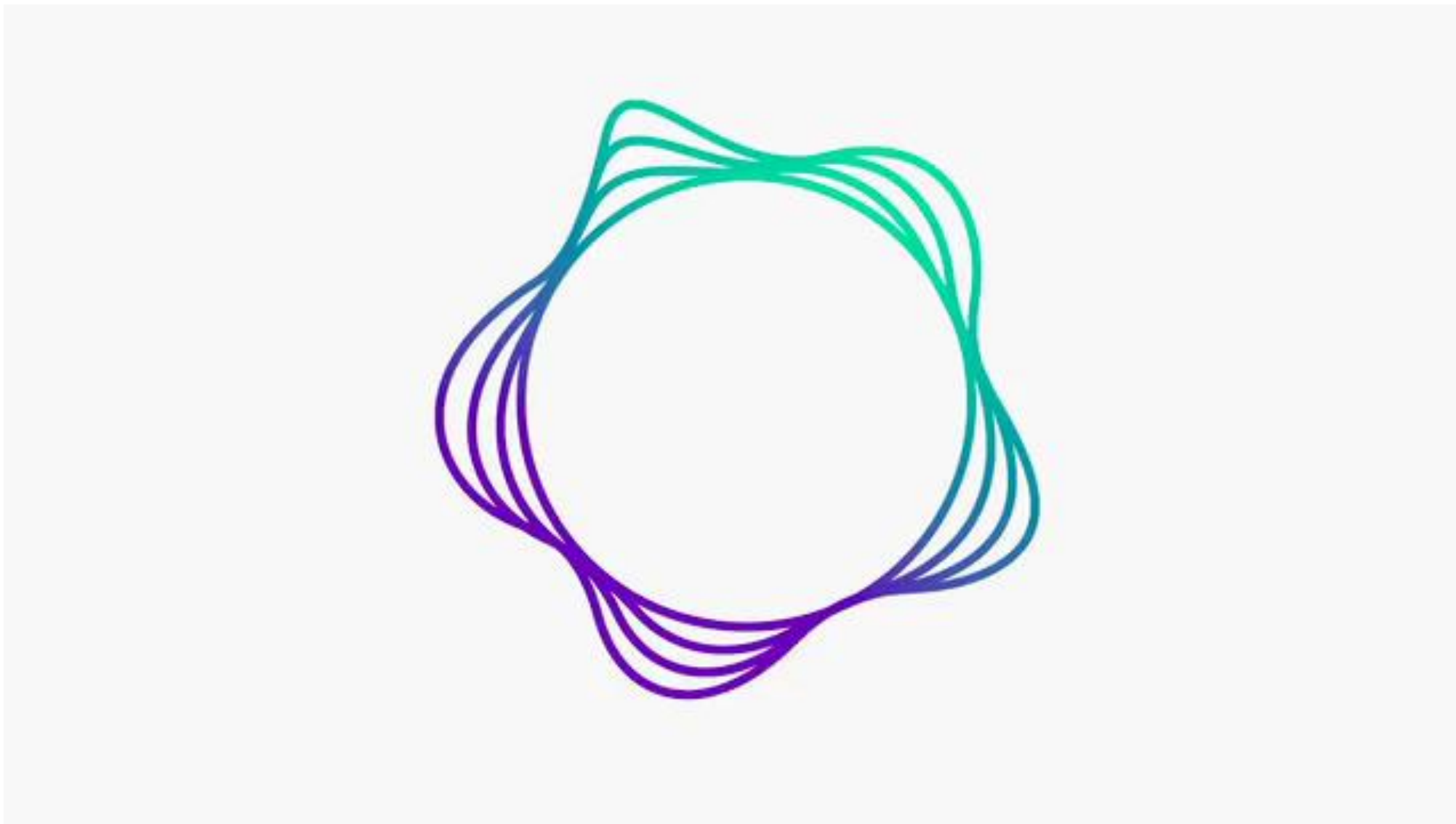
### Resources for Service Providers

Aims to grow the pool of diverse EE service providers in our network, as well as bolster engagement of those already involved

### Community Collaboration

Aims to collaborate with CBOs, faith-based organizations, and other non-profits to promote awareness and facilitate outreach among local communities

# Video Message



# Training and Development

Training is offered to participants at no cost and is designed to provide the skills and certifications needed to perform work in the energy efficiency space. Enrollees new to EE may participate in the **Newcomer Cohort** and those already working in EE may participate in the **Skilled Cohort**.

## NEWCOMER COHORT (8 weeks | 5 days per week)

- **Participants Receive:**
  - Weekly \$17/hour stipend
  - Meals (during training)
  - Gas card (up to \$25/week)
  - Access to wraparound services (upon request)
- **Certifications Earned Upon Completion:**
  - Healthy Housing Principles
  - Building Science Principles
  - Air Leakage Controller Installer
- **Program Requirements:**
  - 18 years or older
  - Residency within the ComEd service area
  - Possession of a high school diploma or GED
  - Successful Completion of a background check
  - Clearance of a drug test
  - *Note: Available to returning citizens who meet all qualifications*



## SKILLED COHORT (5 weeks | 3 days per week)

- **Participants Receive:**
  - Weekly \$500 stipend
  - Meals (during training)
  - Gas card (up to \$25/week)
  - Access to wraparound services (upon request)
- **Certifications Earned Upon Completion:**
  - Healthy Housing Principles
  - Building Science Principles
  - Building Analyst Technician
- **Program Requirements:**
  - 18 years or older
  - Current employment within the EE, HVAC, or weatherization field
  - Residency within the ComEd service area
  - Possession of a high school diploma or GED
  - Successful Completion of a background check
  - Clearance of a drug test



# Opportunities for Business Development

Supports the procurement process and provides tools and resources for diverse vendors to overcome barriers in connecting businesses to energy efficiency opportunities.

- **Business Resources & Expansion Opportunities:**

- Provides support with diverse business certification application processes
- Added to a searchable database that helps foster business development
- Provides referrals to business development resources
- Provides access to EE related procurement opportunities
- Provides information about available financing options for small businesses
- Opportunities provided to network with industry experts
- Provides networking opportunities to help foster future partnerships

- **Criteria for Participation:**

- 51% owned, operated, and controlled by an individual who falls in one or more of the following categories:
  - Ethnic minority
  - Woman
  - Veteran
  - An individual with a different-ability
  - Member of the LGBTQIA+ community
- Registered and in good standing with the Illinois Department of Revenue
- Insured and bonded, as applicable and in accordance with State reqs.

DVP Application Form:



# Resources for Service Providers

Remove barriers to participation in the growing energy efficiency space by providing the tools and resources needed for diverse service providers to meaningfully engage in ComEd's Energy Efficiency Service Provider (EESP) network.

- **Prospective EESPs | Service providers:**

- Assists with navigating the application process to join the ComEd network
- Assists with developing plans to grow EE businesses
- Educates on all offering within the ComEd EE Portfolio of programs
- Provides opportunity to list business in the ComEd EESP directory
- Provides training and webinars on the programs other EE specific training

- **Criteria for Participation:**

- Candidates perform in one or more of the following trades:
  - Compressed air
  - Electrical
  - General contracting
  - HVAC
  - Refrigeration
  - Weatherization (insulation, air sealing)
- Candidates are registered and in good standing with the state of Illinois and are insured in accordance with minimal state requirements

- **Existing EESPs in the EESP Network:**

- Assists with business growth in the EE space
- Provided needed tools to help businesses grow and run effectively
- Supports business development by providing:
  - Certification support
  - Business planning
  - Introductions to program offerings
  - Marketing assistance
  - Access to a mentorship program
  - Financial support
  - Accounting/tax support
  - Administrative (back-office) support

**EESP Engagement Application Form:**



# Community Collaboration

ComEd values the role played by community-based, faith-based, and other non-profit organizations in raising awareness among and building individuals to grow their businesses through the program.

- **CBOs support the program efforts by:**

- Facilitating outreach efforts to raise awareness about the training opportunities among their network of community members
- Organizing informational sessions and workshops to educate individuals about the benefits of participating in the training programs
- Assisting in recruitment efforts, including identifying potential candidates and encouraging application to the program
- Offer support services such as transportation assistance or childcare to help individuals overcome barriers to participation
- Highlighting the importance of diversity within the energy-efficiency space, and how utilizing local, diverse-owned businesses creates stronger communities
- Sharing testimonials from those that have benefited from participating

- **CBOs support EE service professionals by:**

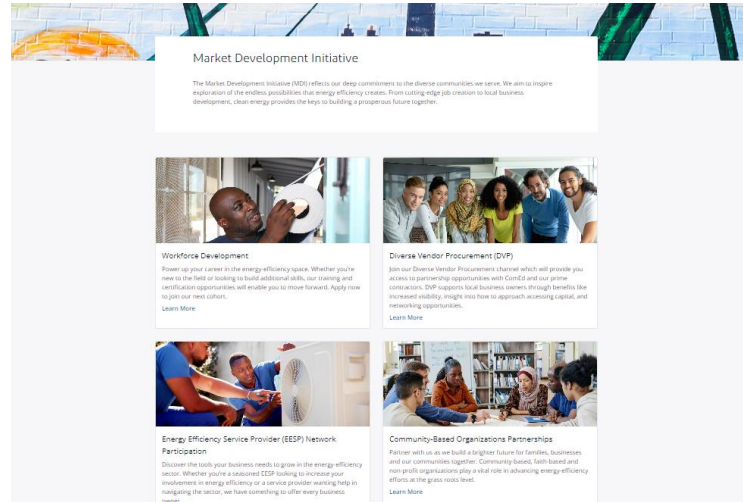
- Utilizing existing channels and platforms to promote the EESP Network and its benefits to prospective businesses
- Hosting networking events where interested business owners can connect with EESP program representatives
- Sharing success stories from EESP program participants to inspire others to join the network

- **ComEd provides CBOs with marketing materials for use at events:**





# Successes To-Date



## Completed first CBO Roundtable (3/21)

- Introduced CBOs to program team
- Reviewed MDI objectives
- Discussed how CBOs can support

## Completed second CBO Roundtable (5/30)

- Focused on increased engagement with implementation contractors

## Launched the program website (4/24)

- Visit at [ComEd.com/MDI](https://ComEd.com/MDI)
- Provides details for each area of focus
- Includes link for CBOs with marketing materials



## Graduated first Skilled Cohort (6/27)

- Planned for 10 participants, enrolled 13, with 12 graduated
- All participants earned 3 Building Proficiency Institute (BPI) certifications

# Skilled Cohort #1 Graduation



- Graduated 12 participants
- Achieved 3 Building Professional Institute (BPI) certifications:
  - Healthy Housing Principles
  - Building Science Principles
  - Building Analyst Technician



- Several guest speakers recognized and congratulated the cohort on their successes

# Upcoming Events

## Newcomer Cohort

- Intended for those new to energy efficiency
- **August 19** thru **October 11**
- Planned for **18** participants
- **152** applications received to-date

## Skilled Cohort #2

- Intended for those already in the space to increase skills
- **October 14** thru **November 15**
- Planned for **24** participants
- Currently accepting applications

## CBO / Community Activities

- **July 13:** Avalon Park Community Fair & Block Party
- **July 18:** Job Fair with Senator Villanueva
- **July 28:** The Dream Academy Foundation Annual Community Block Party
- **August 10:** South Shore Back-2-School Cmty. Fair
- **August 22:** Westside Black Business Summit  
*(Austin African American Business Networking Assoc.)*
- **September 4:** CBO Roundtable #3



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