



Market Development Initiative Update



SAG Equity Subcommittee Meeting
August 19, 2024

PEOPLES GAS®
ENERGY EFFICIENCY PROGRAM

NORTH SHORE GAS®
ENERGY EFFICIENCY PROGRAM



Agenda

01

MDI Overview: Objectives, Priorities, and Progress

02

Workforce Development

03

Diverse Supplier



Presenter Introductions

Peoples Gas and North Shore Gas Managers and Market Development Initiative Implementation Team Representatives



Omy Garcia
(Peoples Gas and
North Shore Gas)



Bryan Haney
(Erthe Energy Solutions)



MDI Delivery Team





Market Development Initiative (MDI) Objectives

- Improve the diversity and inclusiveness of the Peoples Gas and North Shore Gas energy efficiency portfolio supplier workforce.
- Strengthen the partnership and support for local and diverse business enterprises.
- Increase contracting opportunities for diverse contractors, subcontractors, distributors, and other suppliers and community-based organizations at all contractual levels and assist them in developing the necessary capabilities to participate in the delivery the Peoples Gas and North Shore Gas energy efficiency portfolio.
- Increase the transparency of and equity in the energy efficiency procurement process.





MDI Design Priorities





Advocate Council



Why

Ensure we are developing a solution that will result in positive community economic impacts and long-term results



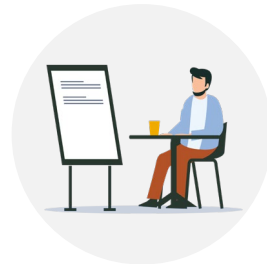
Purpose

Engage and provide feedback on elements of the MDI planned approach



Advocates

- 5 CBOs
- 3 Community Action Agencies
- 2 Educators
- 1 Implementer
- 15 Trade Allies

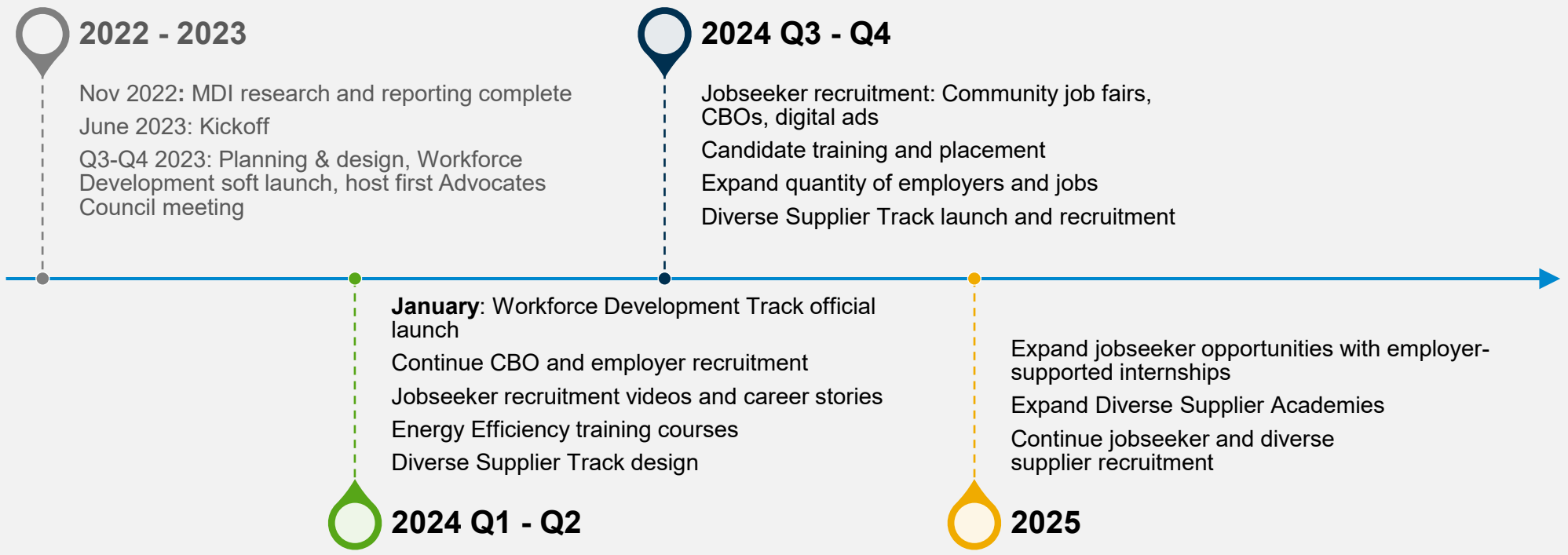


Meetings

- October 2023
- March 2024
- August 2024



Initiative Progress

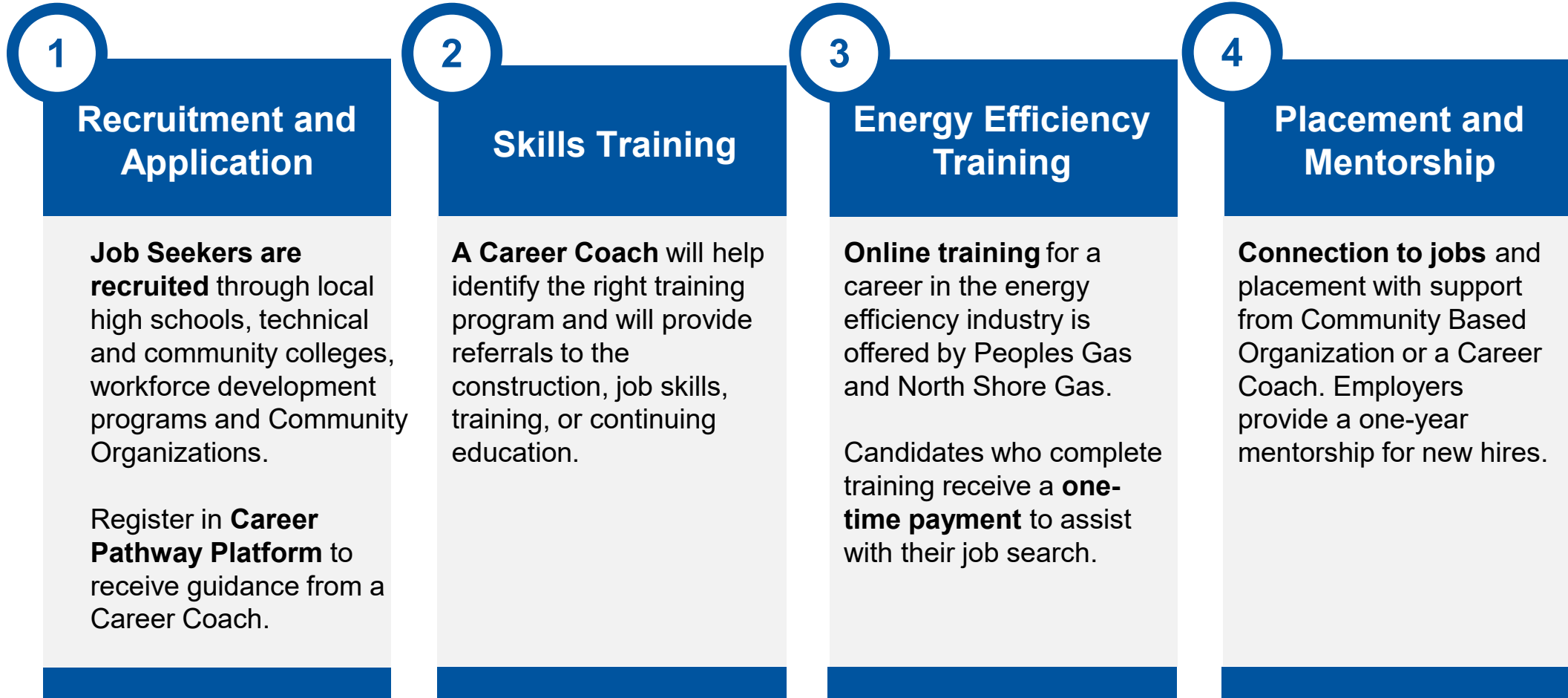




Workforce Development Updates



Workforce Development Overview





Job Seeker Recruitment: Fuel Your Future Website

- **English and Spanish language pages, videos, and training**
- **Connect with a Coach:** Candidates sign up and get connected to a career coach
- **Career Stories:** Hear directly from professionals in the industry about their career journeys and experience
- **What is Energy Efficiency:** Hear directly from professionals about what Energy Efficiency is and the benefits of a career in the industry

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ENERGY EFFICIENCY PROGRAMS

What is the Energy Efficiency Industry?

Choose Your Path
Click on each professional's photo to learn more

Curious about the diverse opportunities in the Energy Efficiency industry? Hear firsthand accounts from individuals making a difference in this vital industry.

Clean Energy Jobs

Discover clean energy jobs, training and talent.

Empleo en energías limpias

Descubra empleos, formación y talento en energías limpias.

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Fuel your future.

Take the first step toward your new career in

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Impulsa tu futuro.

Da el primer paso hacia tu nueva carrera en energía limpia hoy mismo.

Explorar nuevas oportunidades de empleo

in el que marcará la diferencia para las personas y el medio ambiente. entrenador profesional gratuito y de formación en eficiencia energética para ma de programas diseñada específicamente y compuesta por más de 100 o de lucro y empleadores para descubrir el trabajo adecuado para ti.

Encuentre su próxima carrera

[Conecta con un entrenador](#)

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and the environment. ncy training to help you find of 100+ nonprofit programs

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Job Seeker Recruitment: Community and Educational Partners



Fact Sheet

Double-sided:
English and Spanish



Info Poster

- Resources to help community partners explain and share training and job opportunities.
- Partners use these resources alongside their existing platforms and promotions, for example: member newsletters, websites, events, career fairs and in-person meetings.



Info Card English



Info Card Español



Job Seeker Recruitment: Community Events





Job Seeker Recruitment: Library Partnerships





Job Seeker Recruitment: Targeted Digital Campaign

Target Audience

- Job Seekers

Territory and Language

- Co-branded for both territories, in English and Spanish

Ad Type (Platform)

- Social Media Ads (META: Facebook and Instagram)
- Banner Display Ads (MobileFuse)
- Social Display Ads (Nexxen)

Schedule

- June 17 – Sept. 21, 2024





RiseKit Services & Support

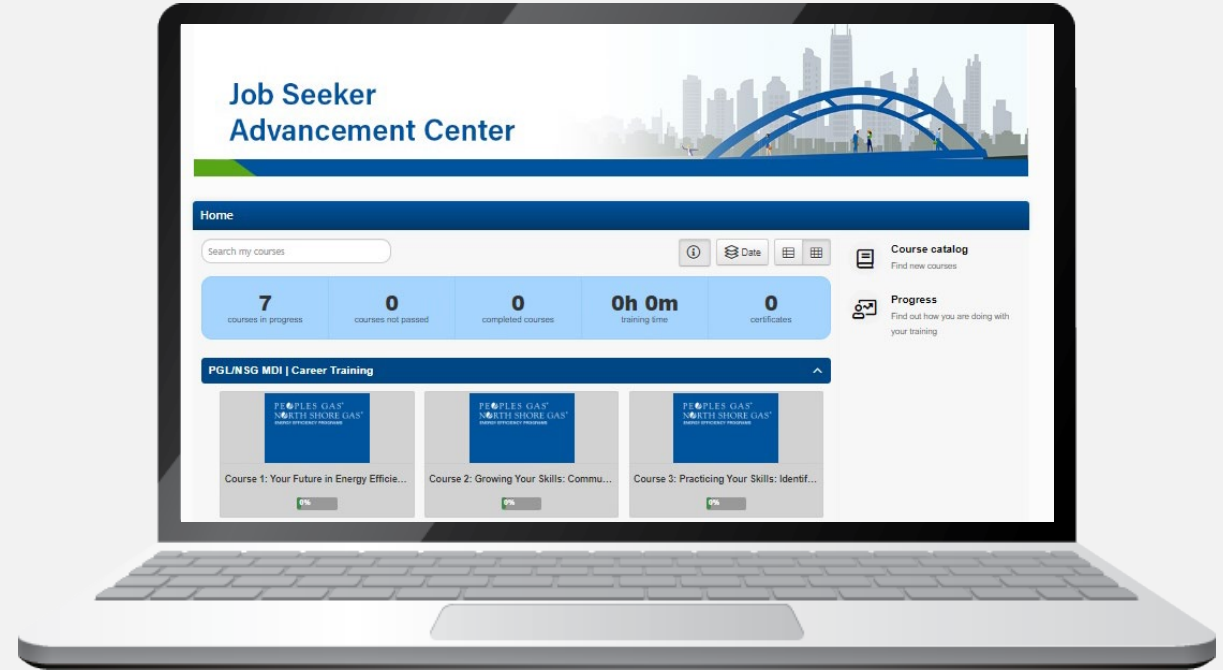
- 184 programs in Chicago area
 - ✓ 59 support Returning Citizens
 - ✓ 10 specifically serve ESL individuals
 - ✓ 130+ serve Cook County
 - ✓ 14 are fully remote / online
- Wide variety of local skills training for employment in many industries
 - ✓ Healthcare
 - ✓ Retail
 - ✓ Media/Marketing
 - ✓ Construction
 - ✓ Energy Efficiency
 - ✓ Facilities
 - ✓ Administrative
 - ✓ Customer Service





Energy Efficiency Training

- Three mandatory Energy Efficiency career training:
 - ✓ Your Future in Energy Efficiency
 - ✓ Growing Your Skills
 - ✓ Practicing Your Skills
- Four optional trainings for additional learning





Employers and Community Partners: Fuel Your Future Website

Employers

- Register to access MDI resources and post your open jobs
- Find and get connected to local talent
- Hire and retain

Community Partners

- Register to access MDI resources
- Connect your jobseekers to MDI opportunities
- Get candidate referrals, provide support and training



You with opportunities to:

- ✓ Easily connect participants with jobs, training and supportive services.
- ✓ Track the jobs and resources that interest participants.

Hire trained candidates

- Hire graduates from trade schools, certification programs and community organizations trained for your jobs.
- Gain quick access to qualified candidates and significantly reduce hiring time.
- Engage with a purpose-built software platform that matches job candidates with your specific needs.

Find local talent

[Post a job](#)

Contratar candidatos formados

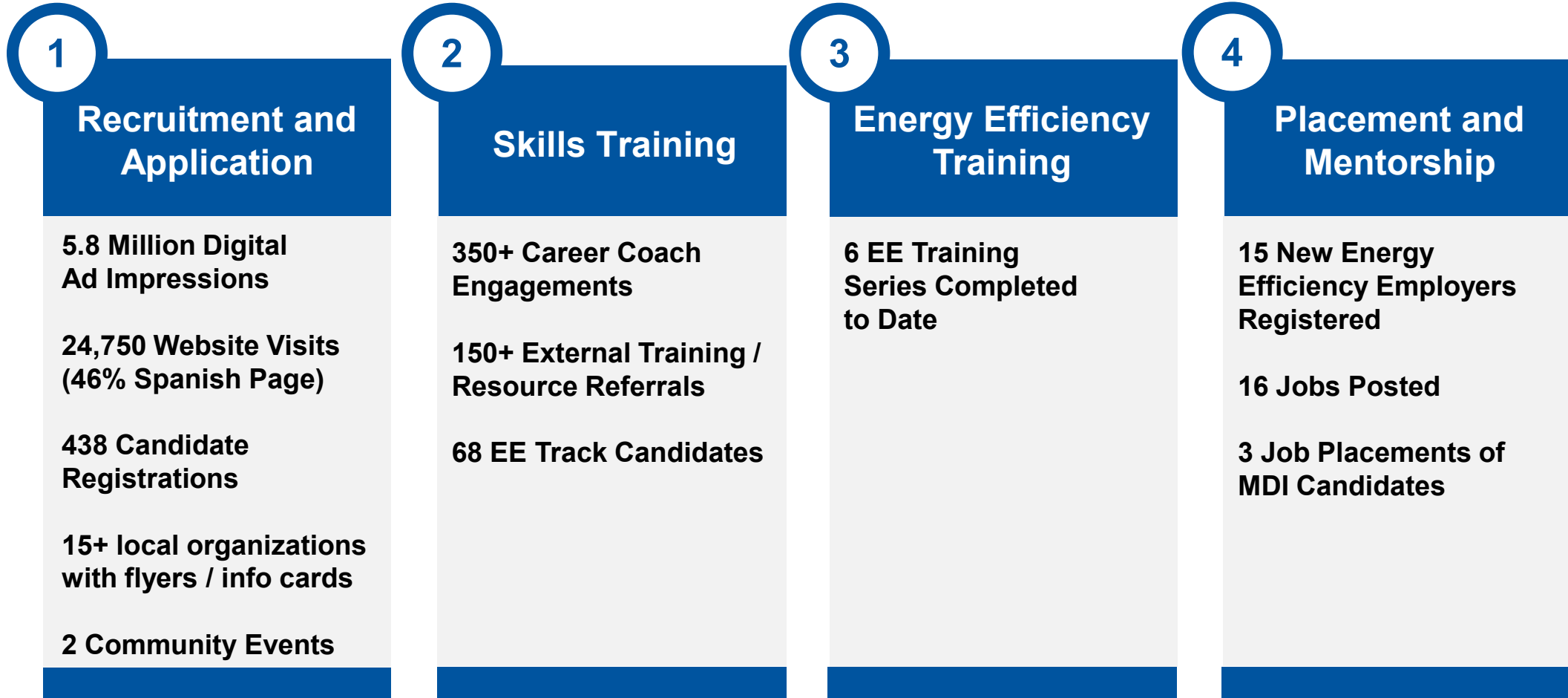
- Contrate graduados capacitados de escuelas de comercio, programas de certificación y organizaciones comunitarias formados para sus puestos de trabajo.
- Acceda rápidamente a candidatos cualificados y reduzca significativamente el tiempo de contratación.
- Comprométase con una plataforma de programas especialmente diseñada que ajusta los candidatos a sus necesidades específicas.

Encontrar talentos locales

[Publica un trabajo](#)



Workforce Development Results





Job Seeker: Fuel your Future

Your Career Pathway

1

Coaching
Begin your journey with a free career coach.

2

Training
Access to resources and energy efficiency training.

3

Resources
Connect to local organizations and other support services.

4

Assistance
After training is completed, receive a one-time payment.

5

Employment
One year mentorship.



Scan the QR code to get started



A photograph of two industrial workers in a factory. A man and a woman, both wearing white hard hats and high-visibility yellow safety vests over blue long-sleeved shirts, are looking at a tablet computer held by the man. The woman is also wearing safety glasses and has an ID badge around her neck. The background shows a complex industrial environment with metal structures and overhead lighting. A semi-transparent blue box with white text is overlaid on the left side of the image.

Diverse Supplier Development



Diverse Supplier Value Proposition

Diverse Supplier Value Proposition



Get support



Get certified



Get noticed



Get connected



**Grow your
business**

Peoples Gas and North Shore Gas Vision

Increase diverse supplier awareness and participation in Peoples Gas and North Shore Gas Energy Efficiency Program.



Diverse Supplier Development

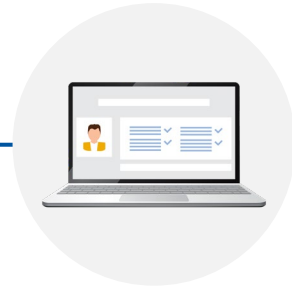




Diverse Supplier Academy Journey



Complete Diverse Supplier Academy application



Get placed in one or more academies based upon your business qualifications and goals



Complete academy(s), graduate, and start growing your business



Questions?

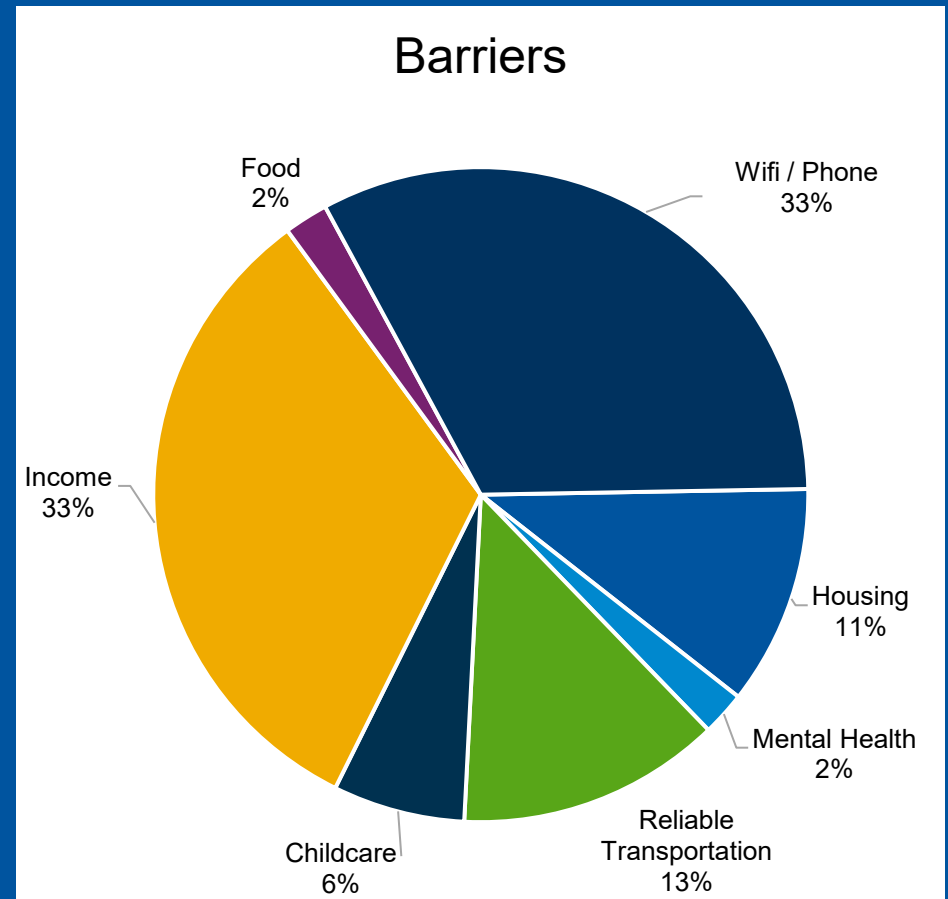


Other Slides / Appendix



Candidate Recruitment Profile

- Education
 - ✓ 25% High School Diploma
 - ✓ 37% Some College / No Degree
 - ✓ 35% College Degree
- Ethnicity
 - ✓ 52% Black or African American
- Criminal Record
 - ✓ 8% Misdemeanor
 - ✓ 13% Felony
- Barriers
 - ✓ 50% report barrier to employment





Team

Peoples Gas and North Shore Gas	
Christina Frank	Director EE C&I Customer Strategy
Omy Garcia	Manager EE Programs
Jarred Nordhus	Senior Customer Program Manager
Jean Gibson	Manager EE Programs

Energy Efficiency Program Implementation Team	
Bill Risley	Residential/Income Eligible Program Manager
Cassie Anslow	Residential/Income Eligible Operations Manager
Andy Gorecki	Residential/Income Eligible Outreach Manager
Jennifer Alvarado	Business/Public Sector Program Manager
Kevin Kopterski	Business/Public Sector Program Manager

MDI Implementation Team			
Selena Worster Walde	Erthe Energy Solutions (ERTHE)	CEO / Co-Founder	Program Oversight
Bryan Haney	Erthe Energy Solutions (ERTHE)	Principal	Program Management
Rekha Kumar	Erthe Energy Solutions (ERTHE)	Analyst	Program Data and Dashboards
Emily Miller	CADMUS	Principal	Market Analysis
Kelly Mulder	Mulder Consulting	Owner	Marketing and Engagement
Lindsay Buckwell-Yeung	Evergreen Energy Partners	Sr. Program Manager	Resource Center and Training
Katie Falk	Evergreen Energy Partners	Sr. Marketing Manager	Resource Center and Training
Tyler Merriweather	Evergreen Energy Partners	Program Manager	Resource Center and Training
Jess Caragher	Evergreen Energy Partners	Marketing Manager	Resource Center and Training
Matt Strauss	RiseKit	CEO / Co-Founder	Candidate Platform and Career Navigators
Sarah Hayek	RiseKit	Account Manager	Candidate Platform and Delivery Management