

Market Development Initiative (MDI)

Community Partner Training

2025 Community Partners



Energy Efficiency
PROGRAM

1. BCMW Community Services
2. CEFS Economic Opportunity Corporation
3. Central Illinois Housing Network
4. Champaign County Regional Planning Commission
5. Community Action Partnership of Central Illinois
6. Crosswalk Community Action
7. East Central Illinois Community Action Agency
8. Embarras River Basin Agency
9. Empowerment Opportunity Center
10. House of Hope Peoria, Inc.
11. Illinois State Black Chamber of Commerce
12. Illinois Valley Economic Development Corporation
13. Macedonia Development Corporation
14. Minority Business Development Center
15. Mother's War on Violence
16. Peoria Citizens Committee for Economic Opportunity
17. Springfield Branch NAACP
18. Senior Services Plus
19. Sista Girls and Friends
20. Springfield Urban League
21. Tazwood Community services
22. Two Rivers Regional Council of Public Officials
23. Wabash Area Development, Inc.
24. Western Egyptian Economic Opportunity Council

Market Development Initiative (MDI)



Energy Efficiency
PROGRAM

1. Increase energy efficiency engagement by customers who have not participated.
2. Increase the number of local and representative candidates filling untapped energy efficiency jobs.
3. Expand or launch new locally based energy efficiency businesses.

How Our Partners Help

By partnering with local community organizations to connect people and businesses with new energy efficiency upgrades, jobs and business opportunities.

For example, working with community organizations to create internships that train those in the local population to install energy savings upgrades in homes and businesses.



Your Program Initiatives



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**Multifamily
Initiative**



**Home Efficiency
Income Qualified
(HEIQ)**



**Smart
Savers**



**Marketplace and
Retail Products**



**Small
Business**



**Energy Efficiency
Education**

Partner Activities



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- Educational Energy Efficiency - Outreach Events
- Customers Engaged through Energy Efficiency Events
- Create 75 Jobs Board Profiles
- Small Business Educational Energy Efficiency Outreach Events/Roundtables
- Energy Efficiency Kits - Community Kits
- Staffing Grants
- Social Media Posts
- One-on-One Engagements
- HEIQ and Other Program Referrals
- Workforce Development

Kit Information (TBD)

Tracking Partner Referrals



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- You can directly refer customers to the Home Efficiency Income Qualified (HEIQ) Initiative using the online application. To make a referral, select your organization from the dropdown under the referral options before submitting the application: <https://cloud.ee.ameren.com/HEIQCustomerApplication>
- Eligible customers will receive follow up from the Ameren Illinois Home Efficiency Specialist Team within three to five business days.
- To receive additional measures, customers will be required to show proof of home ownership and proof of income.
- Program Staff will pull aggregate referral data for your records on a monthly basis.

Partner Database Refresher

Partner Database



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- Your Project Manager will set up your 2025 project in the database, including your metrics.
- Depending on the goals of your specific project, you will track your events, customers engaged, jobs created, etc. in the database.
- We are not currently able to track kits in the database.
 - › We should be able to track kits again in the spring and your project manager will provide updates.
- Please be sure to keep your project data updated in the database.
 - › Your project manager can help set up regular reminders.
- Information in the database will be used to verify your milestones used for invoicing in 2025.
- Coordinate a database training or refresher for your team through your project manager.



Database Metric Update



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- Track Data According to Event Type
- Social Media
- Newsletter
- Community Outreach
- Marketing Materials
- Kits
- Direct Installs (if applicable)
- Contractor

Note: Metrics added based on Partner Implementation Plan

Invoicing Refresher

Invoicing



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- Resource Innovations will prepare a template invoice for you that includes all required verbiage and formatting.
- Please submit milestone invoice to tburnside@resource-innovations.com and CC jwelch@resource-innovations.com.
- Please submit Milestone 1 invoice upon completion of today's training.

Marketing and Outreach

Webpage Updates



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- Community Partner Resource webpage
 - › AmerenIllinoisSavings.com/Partner
 - › Central resource for all things Community Partner and Program related.
 - › Materials Include:
 - Marketing and co-branding resources
 - Information about referrals
 - Resources for events and giveaways
 - Partner database
 - Workforce development information
- NEW Community-Based Organization Partnerships webpage
 - › AmerenIllinoisSavings.com/CBOPartners
 - › Customer facing webpage.
 - › Helps customers find local Community Partner in their area.

Marketing and Communications Toolkit



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- New version for 2025 will include updates
 - › Information about multiple Initiatives
 - Home Efficiency Income Qualified (HEIQ)
 - Electrification
 - Smart Savers
 - Small Business Initiative
 - › Social media posts
 - › Information for workforce development and local area vendor advancement
 - › Newsletter articles and advertisements
 - › Expanded Program Initiative collateral
- Final version is available for download after February 1, 2025 at AmerenIllinoisSavings.com/Partner.

Event Order Process

- New Microsoft Form on Partner Resources page.
 - [Event Order Form](#)
- Complete for requests to order giveaways and marketing materials for events.
- Assists with tracking events and anticipating needs to restock the Partner Store.

Quarterly Meetings

- We are coming to you in 2025!
- Our team will be hosting meetings at different locations throughout the service territory.
- Smaller meetings with a group of partners from the surrounding areas.
- Opportunity to discuss updates and hear from you!

Program Contacts



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