

# Equity Workforce Planning and Capacity Grants RFP

Dedicated to innovating energy solutions



# AGENDA

---

Climate Law Equity Workforce Funding

---

Target MWBEs & Sectors

---

Eligibility

---

Planning and Capacity Grants

---

Questions & Answers

---

Selection Criteria

---

Application Process & Timeline

---

Office Hours & Networking

---

Questions & Answers

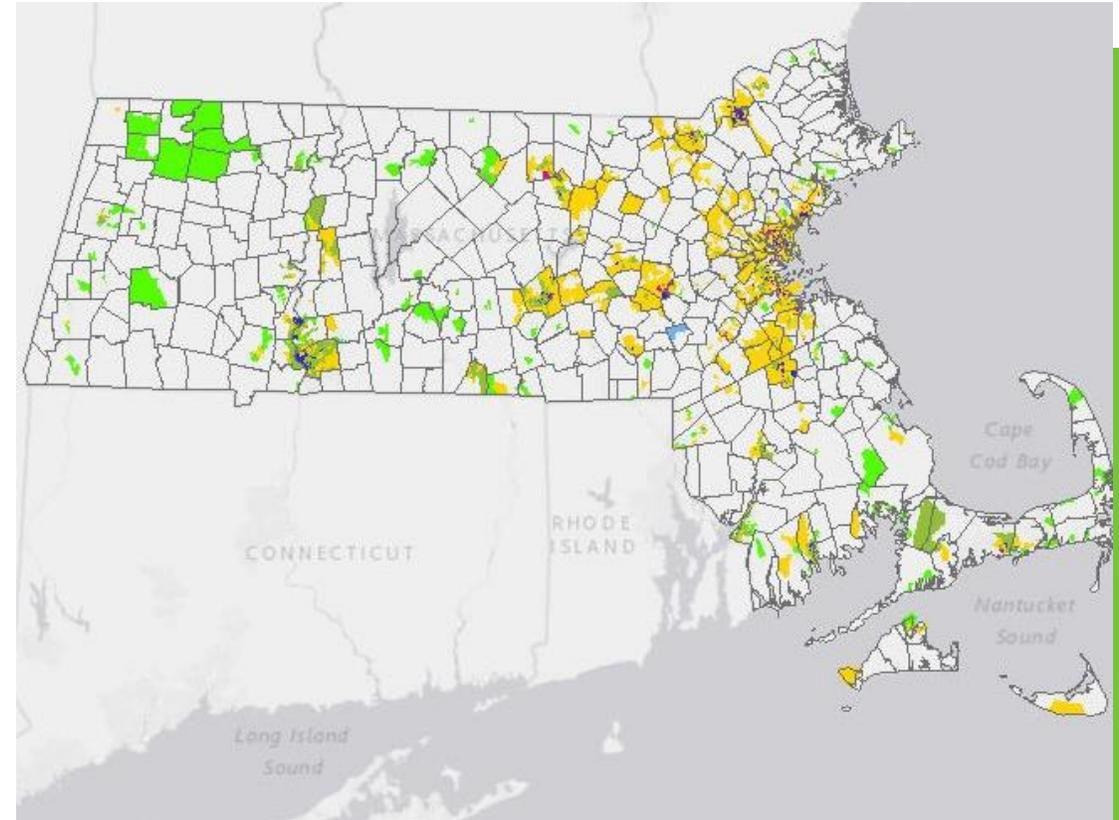
# Act Creating A Next-Generation Roadmap for Climate Policy

## \$12 MILLION ANNUALLY TO EXPAND MASSCEC'S WORKFORCE DEVELOPMENT EFFORTS

In 2021, the MA Legislature passed the Act Creating A Next-Generation Roadmap for Climate Policy setting aggressive net zero emissions goals for 2050 and interim goals and officially recognizing the inordinate impact climate change has on Environmental Justice (EJ) Neighborhoods and other marginalized communities.

Within the Act, the Legislature set aside \$12 million annually to enable MassCEC to expand its workforce development efforts to support individuals living in EJ Neighborhoods, Minority- and Women-owned Business Enterprises in Clean Energy Sectors, and Fossil Fuel Workers transitioning into the sector.

In 2022, the Legislature expanded the applicability of the Act to also include members of Federally Recognized and State Acknowledged Tribes, as well as members of those populations currently underrepresented in the Clean Energy Sector.



# Targeted Minority and Women Owned Business Enterprises

## MWBE ARE 51% OWNED AND DOMINANTLY CONTROLLED BY MINORITY OR WOMEN PRINCIPALS

- May have MA, federal or other city specific certifications in place
- May have the ownership structure in place to gain certification but need assistance
- May need support to create a business entity that would be able to gain certification once established
- May be an early-stage start-up with minority founders in executive roles, regardless of equity stake or demographics of other shareholders



# Targeted Environmental Justice Populations

## INDIVIDUALS RESIDING IN ENVIRONMENTAL JUSTICE NEIGHBORHOODS OR LOW-INCOME COMMUNITIES

An EJ Neighborhood has one or more of the following four criteria:

- ▶ Annual median household income not more than 65% of the statewide annual median;
- ▶ Minorities comprise 40% or more of the population;
- ▶ 25% or more of households lack English language proficiency;
- ▶ 25% or more are minorities and the annual median household income is 150% or less of the statewide median.

## MEMBERS OF FEDERALLY RECOGNIZED OR STATE ACKNOWLEDGED TRIBES

## MEMBERS OF UNDERREPRESENTED COMMUNITIES IN THE CLEAN ENERGY WORKFORCE

## CURRENT OR FORMER WORKERS FROM THE FOSSIL FUEL INDUSTRY

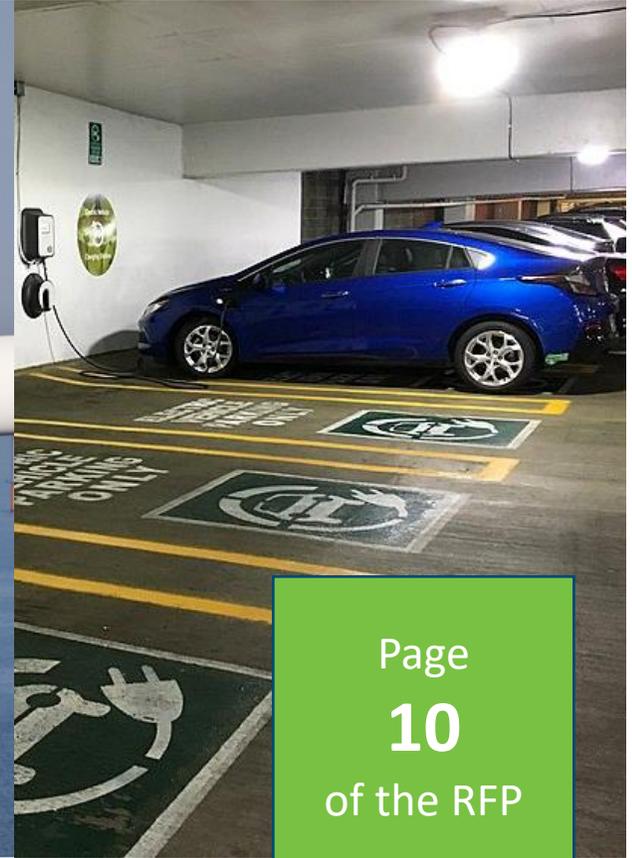
DEFINITION & MAP OF  
EJ NEIGHBORHOODS



[HTTP://BIT.LY/3UOK1QW](http://bit.ly/3UOK1QW)



# Targeted Climate-Critical Sectors



Page  
**10**  
of the RFP

# Examples of Targeted MWBEs within Climate-Critical Sectors



## ELECTRICAL CONTRACTORS

Minority sole proprietors or small electrical contractors exploring expanding into EV infrastructure, solar installation, or building retrofit



## CLEANTECH STARTUPS

A startup in the blue economy supply chain with minority founders and executives seeking incorporation and subsequent certification



## RETROFIT CONSULTANTS

Minority or women owned consulting services working in energy audits that need assistance with MWBE certification



## HVAC CONTRACTORS

A larger HVAC general contractor that is minority owned that needs back office administrative support to enable growth into the heat pump sector and certification to better access contracts



## GENERAL CONTRACTOR

Minority or women owned general contractor with experience retrofitting buildings that needs guidance on applying for and landing larger scale building retrofit contracts



## ENGINEERING CONSULTANTS

Minority or women engineers seeking to expand their consultant practice and gain access to highly competitive procurement pipelines



## SOLAR INSTALLERS

Solar installers that are women or minority owned and seeking assistance with capacity growth and recruiting assistance



## EV CAR SHARE COMPANIES

EV car share startup company founded and owned primarily by women seeking access to capital to expand service area

# Examples of Targeted Occupations within Climate-Critical Sectors



## ELECTRICIANS

Electricians are needed across all sectors, with a high need in the high-performance building sector.



## PILE DRIVERS

Pile drivers, offshore wind construction laborers, welders, and more are needed to install the coming wind farms.



## EV TECHNICIANS

EV technicians will be needed as adoption accelerates. Conversion of medium- and heavy-duty fleets will also increase demand.



## CUSTOMER SERVICE REPRESENTATIVES

Installers of retrofit technology and solar need representatives to work with individuals in EJ neighborhoods that adopt the clean energy tech.



## CONSTRUCTION TRADES

Individuals with construction trades experience, especially related to weatherization and building retrofit are needed.



## HVAC INSTALLERS

Trades people with heat pump and other weatherization expertise are in high-demand.



## SOLAR INSTALLERS

More solar installers with trades experience, as well as electricians, are needed to help continue expanding residential and larger solar farms.



## SALES REPRESENTATIVES

Companies installing retrofit and solar technology need individuals from EJ communities to educate residents about the benefits of those technologies.

# Equity Workforce Planning and Capacity Grants RFP Overview

RFP available here:

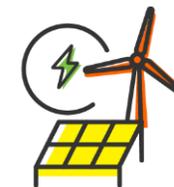
<http://bit.ly/43vRtd5>



**\$551,500 TOTAL  
AVAILABLE FUNDING**



**DEVELOP AN  
IMPLEMENTATION PLAN  
OR ADD KEY CAPACITY  
FOR PROGRAMMING**



**EXPAND ACCESS TO  
CAREER AND BUSINESS  
OPPORTUNITIES IN  
CLIMATE-CRITICAL FIELDS**

# Who is eligible to apply?

Partnerships are strongly encouraged and may be looked upon more favorably to the extent that partnerships can provide a range of expertise and experience to deliver a comprehensive proposal. One party should take on the role of leading the application team (“Lead Applicant”).

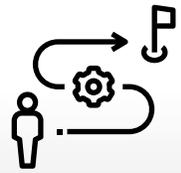
## The following types of entities are eligible to serve as Lead Applicant:

- Community-based organizations
- Post-secondary educational institutions, K-12 School Districts, Comprehensive and Vocational High Schools, Middle schools, Vocational schools offering a Career Technical Initiative evening program
- For profit entities such as for-profit training companies, trade associations, unions, or other coalitions of businesses and clean energy businesses.
- Federally Recognized and State-Acknowledged Tribes
- Workforce Development Organizations
- Massachusetts Workforce Investment Boards/Mass Hire Organizations

## Additional criteria:

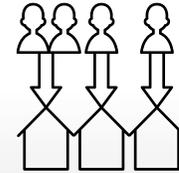
- Lead Applicant must have a MA-based office or staffing;

# Equity Workforce Planning and Capacity Grants



## Planning Grants

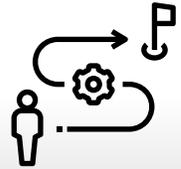
- **Award Range:** \$20,000 – \$50,000
- **Duration Options:** Six or Twelve-month Award
- Solidify elements of the program design prior to implementation



## Capacity Grants

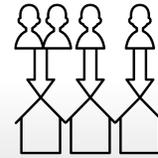
- **Award Range:** \$30,000 - \$150,000
- **Duration Options:** One or Two-Year Award
- Build in-house capabilities prior to implementing a program OR programs that do not require full implementation funding for successful delivery

# Eligible Funding Uses Examples



## Planning Grants

- Identify partners for support services
- Clarify curricular resources
- Plan implementation schedule for programming
- Staff time devoted to program planning



## Capacity Grants

- Curriculum development to expand existing programming
- Equipment and supplies for training program
- Staff time devoted to capacity building

# NOT Eligible for Funding

- General operating expenses
- Full-tuition scholarships for training program participants
- 100% or nearly entirely passthrough funding going to subcontracts
- Costs associated with preparing the planning/capacity grant proposal



# Programming Strands

**Career Pathway Training Leading to Employment in Climate-Critical Priority Occupations**



Build job training and support capacity to fill workforce gaps for climate-critical sectors while creating opportunities for underserved individuals

**Clean Energy Career Awareness, Exploration, and Preparedness**



Expand awareness of access to climate-critical careers among individuals from target populations

**Business Support Service Leading to the creation or expansion of MWBEs in Climate-Critical Fields**



Create new MWBE firms or increase growth of existing MWBEs in climate-critical business fields

Planning and Capacity Grants Eligibility

**Q&A**

# Selection Criteria

## Applicant and Partner Experience and Qualifications

- Track record serving the target population, demonstrated capacity for implementing relevant programs, and a track record of effective partnerships to plan and execute programming

## Target Occupations, Businesses, and Populations

- Target occupations align with climate-critical occupations, the target businesses and fields align with the climate-critical businesses, and the target population(s) meet criteria
- Planning and capacity concepts demonstrate understanding of participant assets and address barriers

## Strength of Initial Plan / Capacity-building Concept

- Compelling equity workforce programming to be created or augmented
- Meet the core goals of the relevant program strand and offer innovative ideas about how to support the identified target populations

## Commitment to Maximizing Partnerships, Resources, and TA

- Identify needed partnerships and resources to execute programmatic vision
- Milestones, deliverables timelines, and resource allocations align with the proposed project.
- Participate in various components of provided TA

## Diversity of Approaches

- Team diversity - applicant teams are diverse, including SDO certified partners
- Geographic diversity - consideration for a spread of communities, variety of climate critical business fields, and diverse project plans
- Sector diversity - consideration for variety of high priority climate critical business sectors

Page  
**14**  
of the RFP



# Application Process

Review the RFP and all forms and attachments to understand the opportunity, requirements, and MassCEC's objectives.



Attend MassCEC informational webinar, office hours, and/or utilize other informational resources offered.



Contact MassCEC with questions and/or to discuss your idea(s) via email at [workforce@masscec.com](mailto:workforce@masscec.com).



Submit all completed forms and attachments, adhering to word limits, format requirements, and other instructions listed within the RFP and each attachment, by email to [workforce@masscec.com](mailto:workforce@masscec.com) by 11:59pm on June 30, 2023, with "Equity Workforce Planning/ Capacity Grant Application" in the subject line.



# Application Packet

## A COMPLETED APPLICATION PACKET MUST CONTAIN THE FOLLOWING:

- ▶ Attachment 1: Authorized Applicant's Signature and Acceptance Form
- ▶ Attachment 2: Equity Workforce Planning/Capacity Grant Application
- ▶ Attachment 3: Budget, Milestones, and Deliverables
- ▶ Attachment 4: Sample Agreement

Responses must adhere to the instructions within each attachment.

Attachments 1 and 2 must be submitted as separate documents in PDF or Word Format.

Attachment 3: Budget, Milestones, and Deliverables must be submitted as an Excel file with all tabs filled out.

Additional attachments will not be considered during review and scoring.



Page  
**12** of  
the RFP



# Attachment 3: Budget - Highlights

			Total Program Cost	MassCEC	Matching	Narrative
<b>Personnel</b> <i>(specify names and titles)</i>	<b>Hours or %FTE</b>	<b>Rate</b>				<i>Provide detailed explanations below about each staff members role in the program</i>
<i>(e.g., Jane Smith, Executive Director)</i>			\$0.00			<i>(e.g., Supervision of program staff and strategy)</i>

## FRINGE

Please enter your calculated fringe rate in the yellow box.

<b>Personnel Costs</b>	0.00		\$0.00	\$0.00	\$0.00	
<b>Fringe</b> <i>(enter actual calculated fringe rate in yellow box)</i>		22.00%	\$0.00	\$0.00	\$0.00	<i>(provide a breakdown of fringe rate; e.g., 7.65% to FICA, 11% to health insurance, etc.)</i>
<b>Total Personnel</b>			\$0.00	\$0.00	\$0.00	

## INDIRECT

Please enter your indirect rate in the orange box, if different than the federal de minimis and provide an explanation.

<b>Total Personnel + Direct Program Costs</b>			\$0.00	\$0.00	\$0.00	
<b>Indirect Costs</b> <i>(enter indirect rate in orange box if different than federal de minimis)</i>		10%	\$0.00	\$0.00	\$0.00	<i>(provide explanation if different than the federal de minimis and submit documentation)</i>



# Attachment 3: Budget – Highlights Continued

## PAYMENT SCHEDULE

Task Name	Milestone and Deliverable	Completion Date	MassCEC Payment Amount	Cost Share Amount, if applicable
Curriculum Devel	Curriculum Outline, Execution fram	Q2 2024	5000	12000
Training Delivery	Training Delivery, Cohort 1	Q2 2024	10000	20000
			15000	32000

## PAYMENT SCHEDULE GUIDANCE & TIPS

- MassCEC payment is milestones and deliverables based, not cost reimbursement;
- Task numbers and names must match those proposed in Attachment 2;
- Payment schedule should be set up chronologically by invoice number, not by task number, so several subsequent rows may have the same invoice number but differing task numbers;
- Certain tasks may span across the entire course of the grant; and
- MassCEC generally prefers invoices to be quarterly, however in certain cases, monthly invoicing may be considered.



# Application Timeline

<b>RFP Release</b>	<b>March 29, 2023</b>
Questions Due to MassCEC via <a href="mailto:workforce@masscec.com">workforce@masscec.com</a> and Answers Posted to MassCEC Website	Ongoing
Pre-Application Webinar	April 18, 2023, at 12 pm
Pre-Application Office Hours	April 20, 2023, at 5:30 pm April 25, 2023, at 12 noon May 2, 2023, at 12 noon May 9, 2023, at 12 noon May 17, 2023, at 12 noon May 25, 2023, at 5:30 pm May 30, 2023, at 12 noon
<b>Proposals Due</b>	<b>Accepted on a rolling basis, until June 30, 2023 at 11:59 pm</b>
<b>Priority Review Dates for MassCEC</b>	Received by April 26: reviewed by week of May 1; Received by May 31: reviewed by week of June 1
Interviews of Applicants (as needed)	TBD
Notification of Award	Approximately 6-8 weeks after submission



# Office Hours & Networking

## OFFICE HOURS

Drop-in, no registration needed. Ask questions and discuss your specific proposals. Meet other potential applicants to form partnerships.

Dates:

- April 20, 2023, at 5:30 pm
- April 25, 2023, at 12 noon
- May 2, 2023, at 12 noon
- May 9, 2023, at 12 noon
- May 17, 2023, at 12 noon
- May 25, 2023, at 5:30 pm
- May 30, 2023, at 12 noon

## NETWORKING

- Drop your name, organization, and contact information in the chat.
- Sign up to the partnership list by sending your contact name, contact info, org type, and focus sector to:

[workforce@masscec.com](mailto:workforce@masscec.com)



# Clean Energy Internship Program

## Enrollment is currently open!

- Tap into a dedicated, enthusiastic workforce that is committed to learning about the clean energy industry
- Employ students across different departments in your company
- Students must be in a training program or attending college
- MassCEC reimburses for 12 weeks of an intern's work
- Employers can be reimbursed up to \$18 per hour, or up to \$8,460 per intern.
- Visit [www.masscec.com/employer](http://www.masscec.com/employer) for more details



Equity Workforce Planning and Capacity Grants

Q&A

Questions can be sent to:

[workforce@masscec.com](mailto:workforce@masscec.com)

Equity Workforce Planning and Capacity Grants RFP  
Webinar

# Thank You