



FY25 Equity Workforce Planning and Capacity Grants RFP

Pre-Application Webinar



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AGENDA

Climate Law: Equity Workforce Funding

Target Populations & Sectors

Eligibility

Questions & Answers

Application Process & Timeline

Questions & Answers

Funding Details

Office Hours & Networking

Questions & Answers

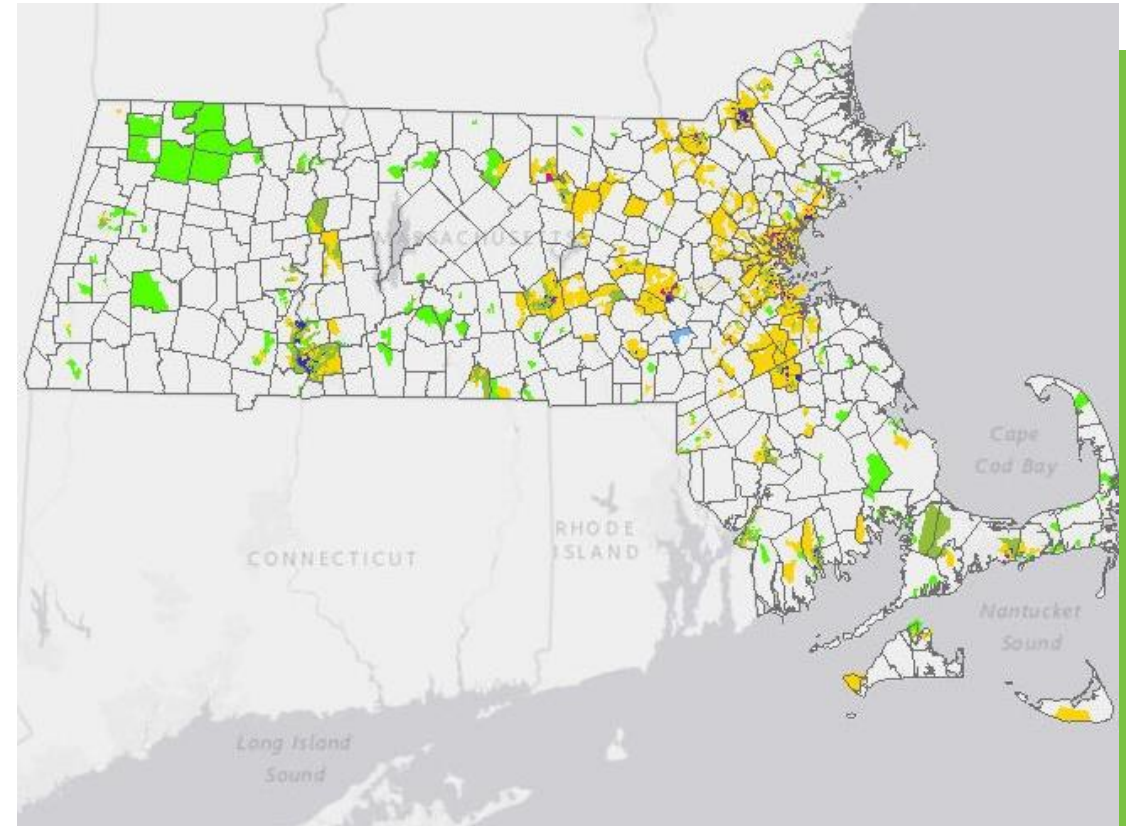
Act Creating A Next-Generation Roadmap for Climate Policy

\$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 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)



Decision Chart: What RFP should you apply for?

Youth (under 18)

Young Adults (18-24)

Climate Critical
MWBEs

Adult Learners 18+

Apply to: ***Students and Young Adult RFP***

Apply to: ***Equity Planning and Capacity RFP***

Review the Following Sections to determine the best RFP

Program Serving Young Adults 18-24: with a focus on providing either:

Career exploration, career navigation, career readiness, work-based learning, project-based learning or service-based learning producing:

- Increased knowledge in Climate Critical Fields
- Foundational Skills
- ***Off-ramps to formal training, internships, expanded career exploration***

Career readiness, career navigation, technical training, work-based learning, and on the job training producing:

- Foundational and Career Readiness Skills
- Career Pathway plans
- Technical Skill Development
- ***Off-ramps to employment (including full time apprenticeship positions)***

Apply to: ***Students and Young Adult RFP***

Apply to: ***Equity Planning and Capacity RFP***

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



MWBE 'Hub-and-Spoke' Program Model

MASSCEC IS TRANSITIONING THE MWBE SUPPORT PROGRAM INTO A STATEWIDE FRAMEWORK CENTERED AROUND A 'HUB- AND-SPOKE' MODEL

This Model would enable more uniform delivery of services and support to MWBEs via regional hubs, with additional specialized services via referral to spokes

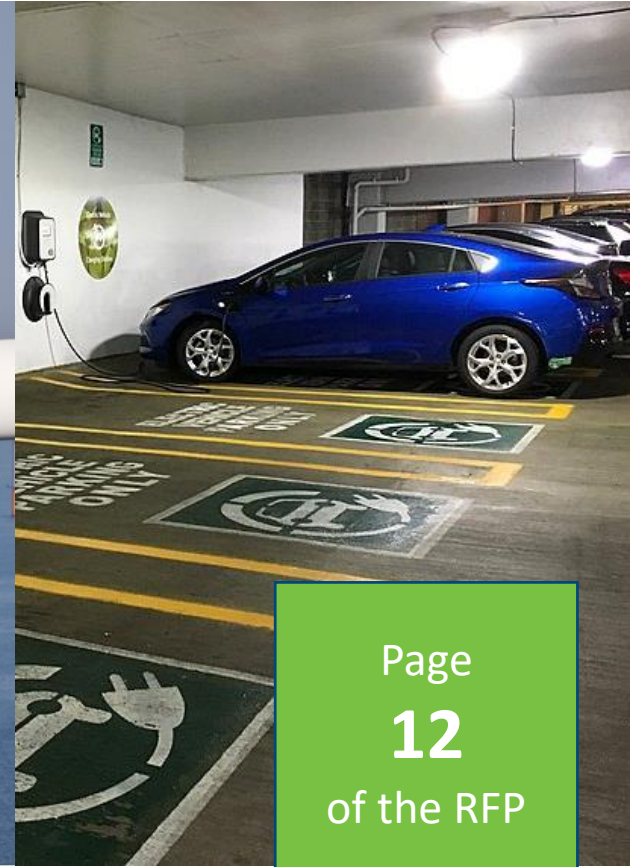
Strand C Applicants must do one or more of the following:

- Provide commitment to evolving the proposed program model to be compatible with future statewide Hub & Spoke framework
- Support the design of hub and spoke framework through inclusion of uniform baseline suit services out of a regional hub
- Pivot existing program or design a new program that would act as a primary regional service provider 'hub'
- Design a program to offer additional services (i.e spoke)

Applicants should be prepared to work with MassCEC staff to align program design and offerings with this model.



Targeted Climate-Critical Sectors



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Examples of Priority Occupations within Climate-Critical Sectors



ELECTRICIANS & SOLAR INSTALLERS

Electricians are needed across all sectors, especially in clean transportation. Solar installers are in demand to install and maintain solar on homes, businesses and on solar farms



CONSTRUCTION TRADES / PRE-APPRENTICESHIP

Individuals entering construction trades, especially weatherization and building electrification, are needed. This includes construction laborers, carpenters, and plumbers



ENERGY ANALYSTS & HERS RATERS

Energy Analysts and HERS Raters are needed to evaluate building energy efficiency criteria and identify additional opportunities for energy efficiency gains.



CUSTOMER SERVICE REPRESENTATIVES

Solar, weatherization and clean heating & cooling installers need representatives to work with individuals in EJ neighborhoods to support adoption of clean energy technologies



INSULATION WORKERS

Insulation workers install and replace the materials used to insulate buildings or mechanical systems, and may be involved in other weatherization efforts



HVAC TECHNICIANS

Technicians with heat pump and other weatherization expertise are in especially high-demand.



LINE INSTALLERS & REPAIRERS

A drastic increase in electricity usage will require upgraded and additional transmission and distribution systems that Line Installers will install and maintain



EV TECHNICIANS

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

Examples of Target 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

Workforce Training, MWBE Support, and Equipment RFPs

MA Residents / Incumbent Workers

Climate-Critical Workforce Training, Equipment, and Infrastructure

Up to \$800,000

- Support MA residents with **Career Pathway Training** or **Incumbent Workers** with upskilling
- Funds eligible for **Equipment and Infrastructure**



Deadlines:
TBD Dec. 2024
FY24 RFP available here:
<https://bit.ly/487zICn>

Priority Populations

(EJ Neighborhoods, Fossil Fuel Workers, Federal recognized/State-acknowledged Tribes, MWBEs)

Equity Workforce Training for Job Seekers and Adult Learners

Up to \$1.2 Million

- Support individuals from priority populations with **Career Pathway Training**
- Support **Career Exploration for Adult Learners**



Deadlines:
TBD Dec. 2024
FY24 RFP available here:
<https://bit.ly/3Gqe0Og>

Equity Workforce Planning & Capacity

Up to \$50,000 or \$150,000

Rolling, with Priority Deadlines:
Dec. 6, 2024, and Feb. 28, 2025
<http://bit.ly/43vRtd5>



MWBE Support

Up to \$1 Million

- Address barriers faced by MWBEs
- Move towards Hub and Spoke Model

Deadlines:
TBD, 2025
FY24 RFP available here: <https://bit.ly/3N4J4Ha>



Equity Workforce Planning and Capacity Grants RFP Overview



SCAN FOR RFP



**\$1,200,000 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”).

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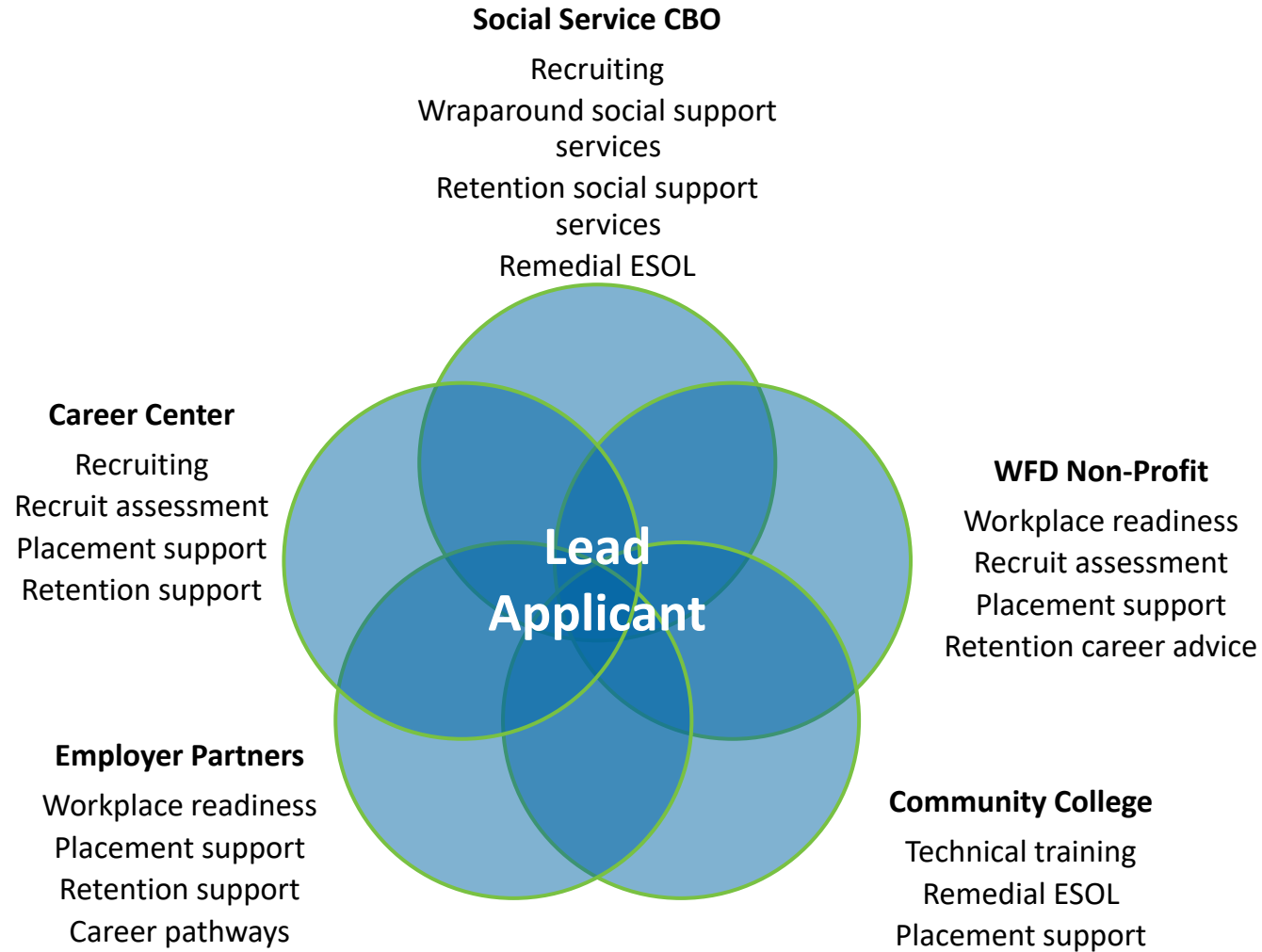
The following types of entities are eligible to serve as Lead Applicant:

- Community-based entities
- 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;
- Lead Applicant must be able to submit a Certificate of Good Standing (COGS) from the Massachusetts Department of Revenue.

Example of an Applicant Partnership



Equity Workforce Planning and Capacity Grants - Eligibility

Q&A

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 rfpworkforce@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 rfpworkforce@masscec.com by 11:59pm on May 19, 2025, 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: Application Form
- Attachment 3: Budget and Proposed Payment Schedule
- Attachment 4: Sample Milestone Grant Agreement
- Attachment 5: Sample Cost Reimbursement Grant Agreement
- Attachment 6: Decision Chart

Responses must adhere to the **instructions** within each attachment.

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

At least two Memorandums of Understanding (MOUs) or Letters of Support from employer partners must be attached and may be submitted attached to Attachment 2 or as separate documents.

Additional attachments will **not** be considered during review and scoring.



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Application Timeline

RFP Release	October 9, 2024
Questions Due via rfpworkforce@masscec.com and Answers Posted to MassCEC Website	Ongoing
Pre-Application Webinar	October 23, 2024, @12pm
Pre-Application Office Hours	October 24, 2024 – January 16, 2025
Priority Deadlines and Review	1 st Priority: December 6, 2024 • (Reviewed week of December 9, 2024) 2 nd Priority: February 28, 2025 • (Reviewed week of March 3, 2025)
Proposals Due	Accepted on a rolling basis until May 19th, 2025 at 11:59 pm
Interviews of Applicants (as needed)	TBD
Notification of Award	Approximately 6-8 weeks after submission



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
- **A relevant budget that accurately reflects both direct and indirect costs**

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

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Activities that are NOT Eligible for Funding include:

- Costs associated with preparing the planning/capacity grant proposal
- Purchase or lease of venue space or equipment intended for general operating purposes
- Activities that occur before or following the term of an awarded grant



Equity Workforce Planning and Capacity Grants - Application Process

Q&A

Planning or Capacity Project Leading to Implementation or Pilot

Planning Award Range: \$20,000 - \$50,000*

Planning Award Duration: 6 Month or 1 Year

*Requests over \$30K require substantiation

Capacity Award Range: \$30,000 - \$150,000

Capacity Award Duration: 1 Year or 2 Years

- **Match** – not required
- Designed to **prepare applicants for full implementation** via a comprehensive planning process
- Where full implementation is not necessary to achieve program goals, **Capacity grants may instead result in a pilot**
- **Capacity –building** may include hiring staff, developing curriculum, and/or increasing supportive services offerings
- **Supported by MassCEC technical assistance** throughout the process



Eligible Funding Uses Examples

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

Eligible Funding Uses Examples

- Curriculum development to expand existing programming
- Equipment and supplies for training program
- Staff time devoted to capacity building
- Run pilot cohort to test program design
- Additional Resources for Barrier-Reduction Support Services

Programming Strands

A): 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

B): Clean Energy Career Awareness, Exploration, and Preparedness for Adult Learners and Job-Seekers



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

C): Development of a Statewide System of Business Support Service Leading to the creation or expansion of MWBEs in Climate-Critical Fields



Establish a statewide framework to provide uniform and equitable access to baseline services and supports to MWBEs via regional hubs, with additional specialized services via referral to spokes

Office Hours & Networking

OFFICE HOURS

- Scan the QR Code or go to [EPC Funding page](#) on the MassCEC website to receive the zoom link
- Join anytime during the one-hour block
- Ask questions and discuss your specific proposals.
- Meet other potential applicants to form partnerships.



NETWORKING

- Sign up to the partnership list by sending your contact name, contact info, org type, and focus sector to: workforce@masscec.com



Office Hours – Dates & Times

- Thursday, **October 24** at 5:30pm
- Tuesday, **October 29** at 12pm
- Thursday, **November 7** at 12pm
- Tuesday, **November 12** at 5:30pm
- Tuesday, **November 19** at 12pm
- Tuesday, **December 3** at 12pm
- Thursday, **December 12** at 5:30pm



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

- Thursday, **December 19** at 12pm
- Thursday, **January 2** at 5:30pm
- Tuesday, **January 7** at 12pm
- Thursday, **January 9** at 5:30pm
- Tuesday, **January 14** at 5:30pm
- Thursday, **January 16** at 12pm
- ****More dates to come in 2025****

Equity Workforce Planning and Capacity Grants

Q&A

Additional Funding Opportunities

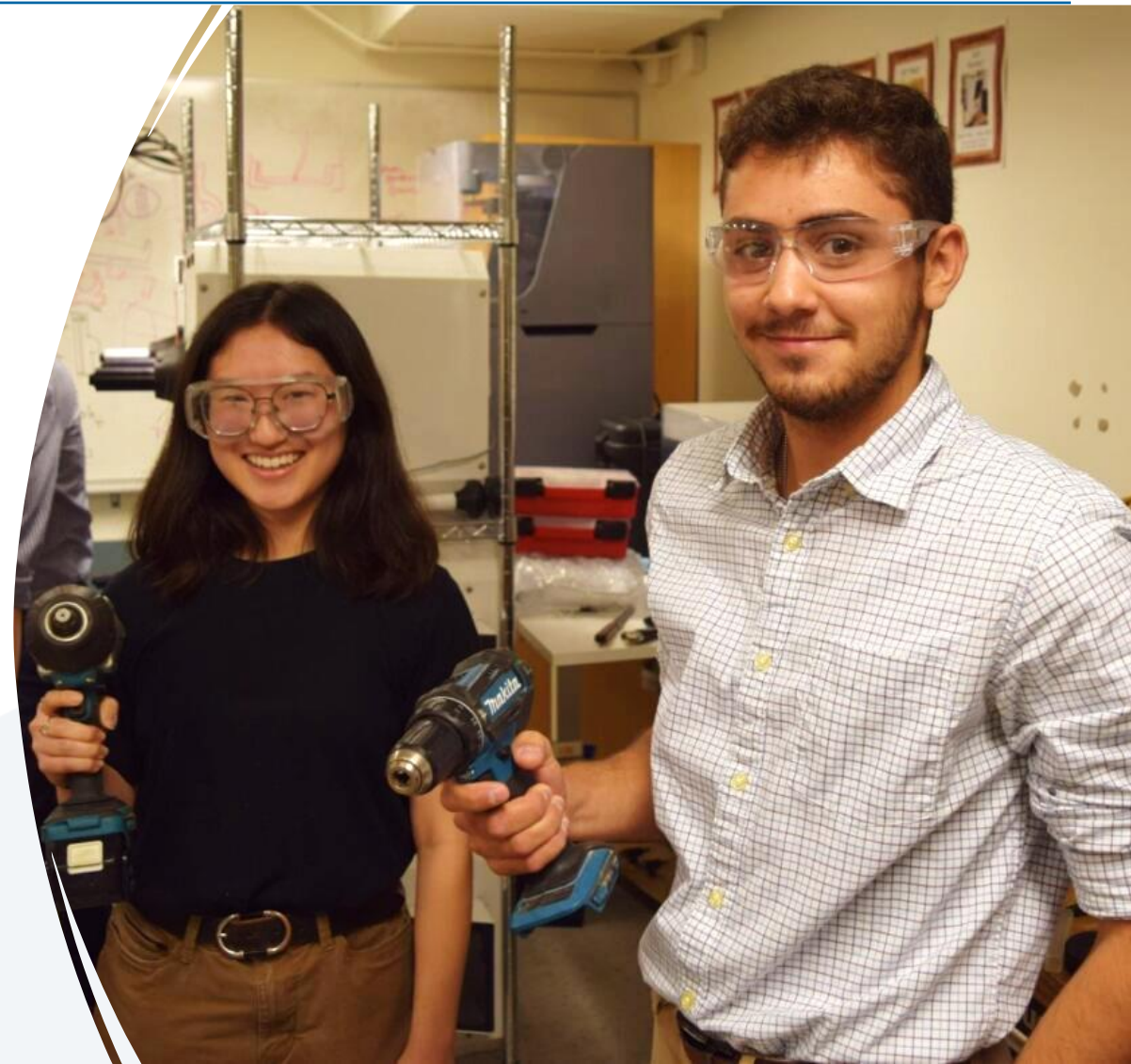


Clean Energy Internship Program Spring Session opening soon!

- Tap into a dedicated, enthusiastic workforce that is committed to learning about the clean energy industry.
- Employ students across different majors and training programs.
- MassCEC reimburses for 12 weeks of an intern's work.
- Employers can be reimbursed up to \$18 per hour, or up to \$4,230 per intern.
- Interns can turn into hires!

Gain valuable work and training experience through the **Technical Trades Work & Learning Program**

- Vocational high school, After Dark, CTI students, and participants of MassCEC-approved programs are eligible to participate.
- Participants receive valuable paid on-the-job training and work experience as they begin their careers in the fast-growing clean energy sector.
- Get paid for work during the academic year and through the summer.
- Clean energy employers (including construction firms) receive reimbursement for wages (for up to **\$8,640** per participant)
- Scan to learn more!



Thank You

FY25 Equity Workforce Planning and Capacity Grants RFP Webinar

Questions can be sent to: rfpworkforce@masscec.com