



Minority- and Women-Owned Business Enterprise Support Grants RFP

Dedicated to innovating energy solutions



AGENDA

Climate Law Equity Workforce Funding

Target MWBEs & Sectors

Eligibility

Questions & Answers

Selection Criteria

Program Example

Application Process & Timeline

Office Hours & Networking

Questions & Answers

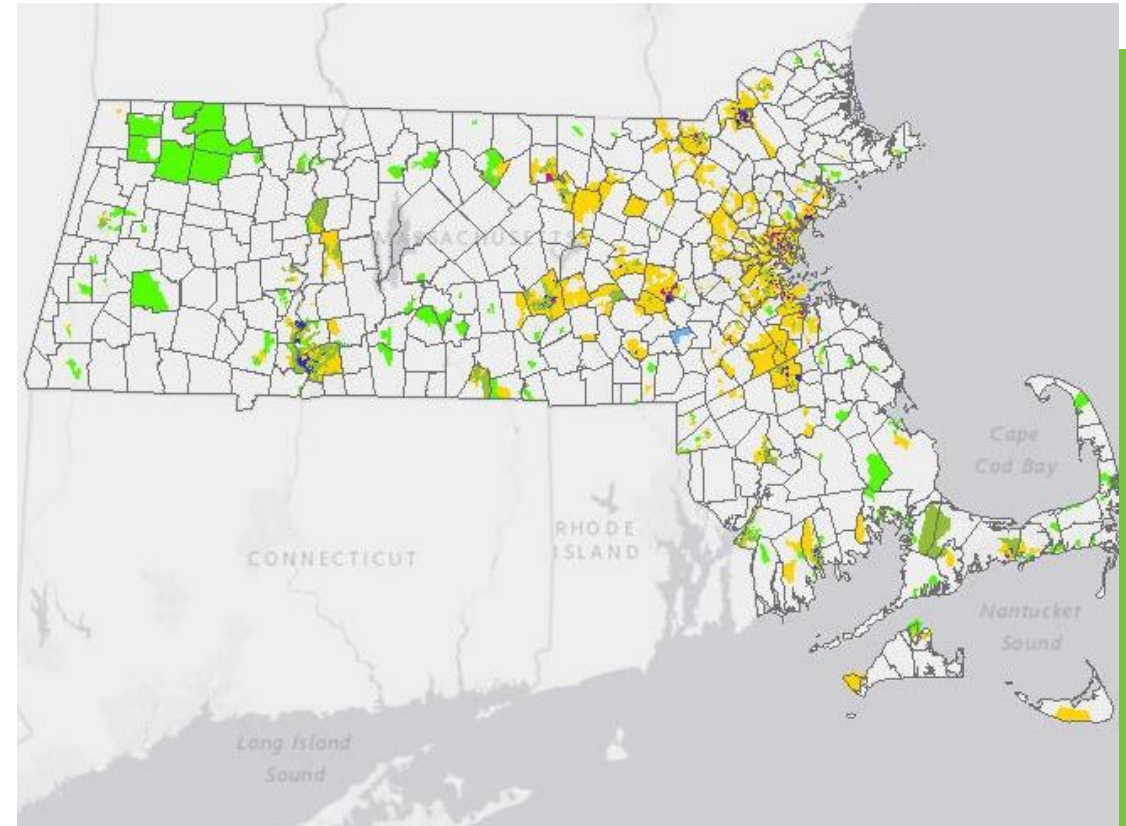
Act Creating A Next-Generation Roadmap for Climate Policy

\$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

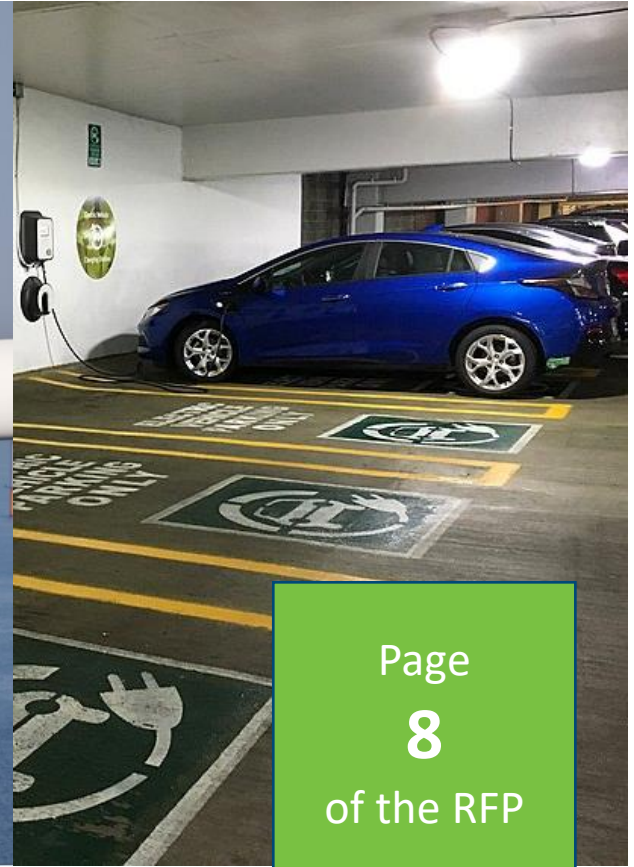
DEFINITION & MAP OF
EJ NEIGHBORHOODS



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



Targeted Climate-Critical Sectors



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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

MWBE Support Grants RFP Overview

RFP available here:

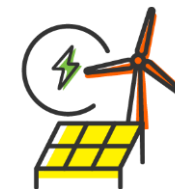
<http://bit.ly/3ldwjlv>



**\$4 MILLION TOTAL
AVAILABLE FUNDING**



**UP TO \$1 MILLION
ACROSS 3 YEARS PER
GRANTEE**



**PRIORITIZING
PARTNERSHIPS THAT
ADDRESS SPECIFIC
BARRIERS FACED BY
MWBEs**

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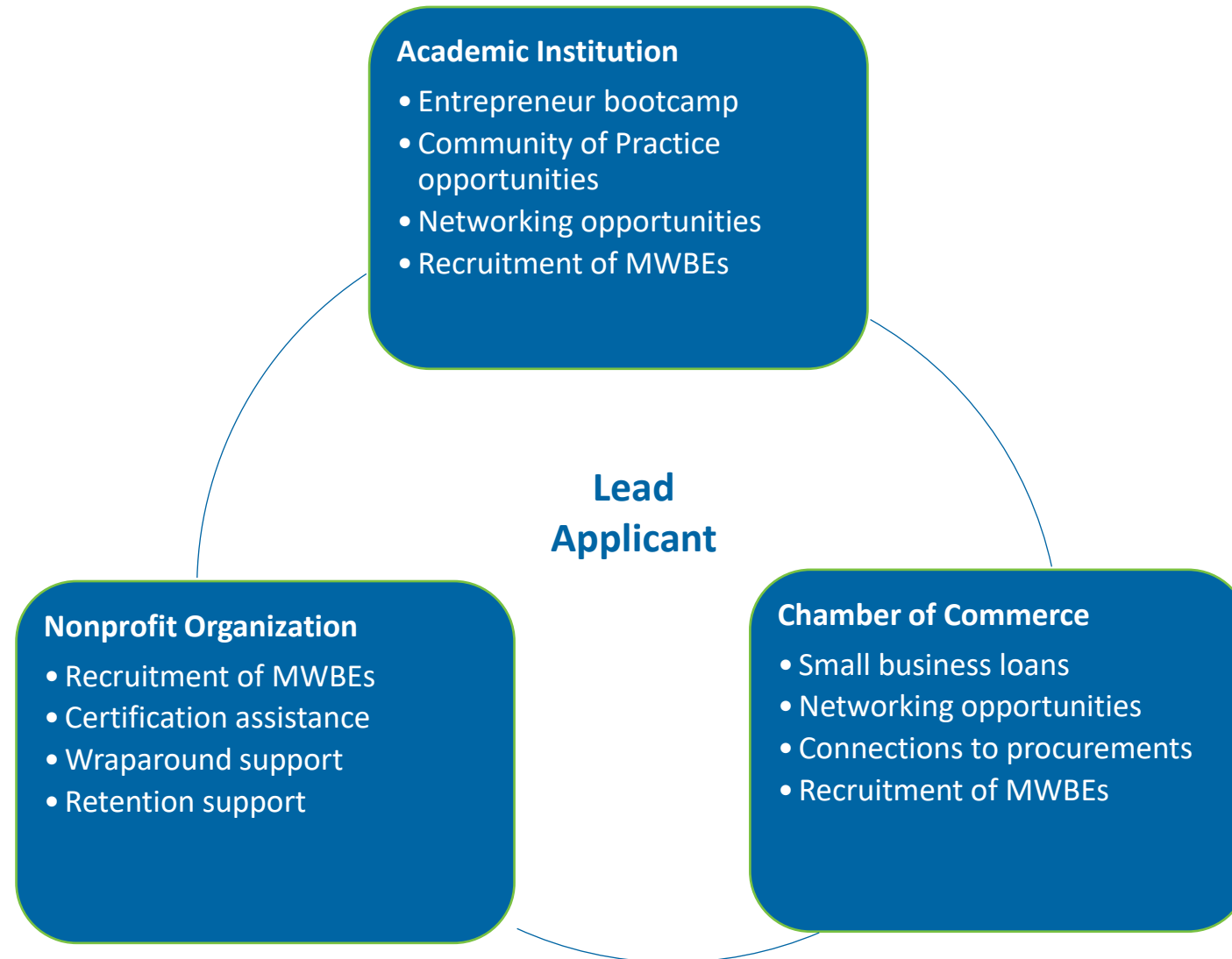
The following types of entities are eligible to serve as Lead Applicant:

- Non-profit organizations including Chambers of Commerce, trade associations, clean energy incubators/accelerators, EJ organizations, and organizations representing tribes;
- Academic institutions with a business support program; or
- For-profit entities such as clean energy installers, energy efficiency or home performance contractors, technical or workforce organizations, financial institutions, or other clean energy practitioners

Additional criteria:

- Lead Applicant must have a MA-based office or staffing;
- Applicants are not required to have experience in clean energy or climate critical business fields; and
- **This funding is not intended to benefit a single MWBE.**

Example of an Applicant Partnership



MWBE Support Grants Eligibility

Q&A

Selection Criteria

Experience and Innovativeness

- History of engaging and supporting MWBEs
- Proposes innovative approaches to overcoming barriers
- Track record of success
- Experience/knowledge of climate critical business fields (optional)

Target Sectors/Demonstration of Market Opportunity

- Defined climate critical businesses to focus on substantiated with data
- Strong ties to workflow and customers, so MWBEs have a pipeline of work available at completion
- Identifies current gaps in services and has a plan to fill gaps
- Target MWBEs clearly identified

Program Design and Completeness of Statement of Work

- Comprehensive training plan with vocational and work readiness curricula
- Outreach and program elements tailored to specific segment of MWBEs
- Design and delivery allows capture data and continuous improvement
- Reasonable timelines and concrete milestones to track
- Specific goals and/or target outcomes for success
- Role of partners / subcontractors clarified

Budget/Cost

- Competitive cost per MWBE relative to services proposed
- Itemized budget for subcontractors / partners
- Clear plan and budget for how funds will be used

Leveraged Resources and Long-term Success

- Proposal leverages existing MWBE support and workforce resources
- Leverages match funding (optional)
- Existing resources (human and financial) to complete the project
- Proposed project will continue to benefit MWBEs beyond the grant funding

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
- Heightened and Innovative Support not offered by other programs addressing childcare barriers, food/housing insecurity

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Strand A

Strand A: Training, Certification, and Support Services for Climate-Critical MWBEs

Award Range: \$250,000-\$1,000,000

Award Duration: 1 Year – 3 Year Award *

- **Scalable Impact** – Not intended to benefit a single MWBE; to support an organization that can help several different MWBEs grow and excel in climate critical business sectors
- **A Comprehensive Support Plan** – Tailored to the specific needs to best support MWBEs and effectively address specific barriers to success and integrated into program design and budget
- **Geographical Reach** - Identified need for support initiatives in several regions including within the Central, Northeast, and Southeast Workforce Skills Cabinet Regions

*an additional year of post-program monitoring and metrics tracking is required after the proposed project is complete, so applicants should plan and budget for that obligation.



Program Design

- Applicants present a comprehensive program design with specific services, strategies, and training offerings that align with their stated goals for supporting MWBEs.
- Applicants match outreach, engagement, and program design elements to the needs of the specific segments of MWBEs that they aim to serve.
- The program design and delivery are organized to maximize benefit to the supported MWBEs and to allow the support organization to effectively capture data outcomes to continuously improve programming.
- The program design includes a reasonable timeline and concrete milestones with specific goals and/or target outcomes to track progress and these milestones are reflected in the payment schedule and budget.

Strand A Program Design

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- ▶ Milestone(s) that indicate successful completion for MWBEs (offramps)
 - Attainment of industry recognized certifications/ licenses
 - Case management that successful removes barriers for organizations

- ▶ Maximizing impact by addressing both “Supply” and “Demand” needs
 - Supply - working with MWBEs to ensure that they are certified by the Massachusetts Supplier Diversity Office
 - Demand – educating stakeholders how best to access procurement opportunities for certified MWBEs

- ▶ Description of plans to engage relevant partners to provide additional services
 - Clear delineation of services best equipped to offer internally, and which ones to offer through partnership, and which services can only be offered through referral to other organizations



Examples of MWBE Business Support Services

Stipends and Access to Capital

- Assistance with grant applications
- Referrals to Small Business Loans
- Matching to investors
- Stipends for training-related costs

Supply and Demand

- Increase demand for MWBEs
- Ensure MWBEs are certified and in growth pipelines
- Networking between MWBEs and those overseeing procurement

Administrative Support

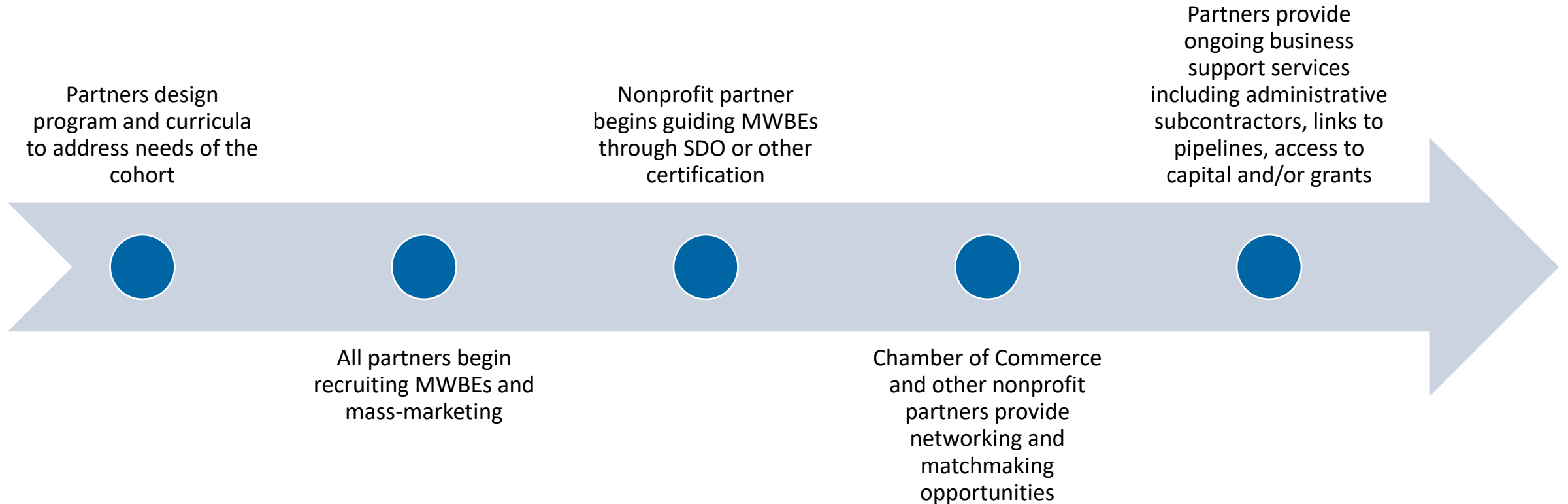
- Accounting support
- Incorporation guidance
- Clerical support
- Tax filing support

Certification Support

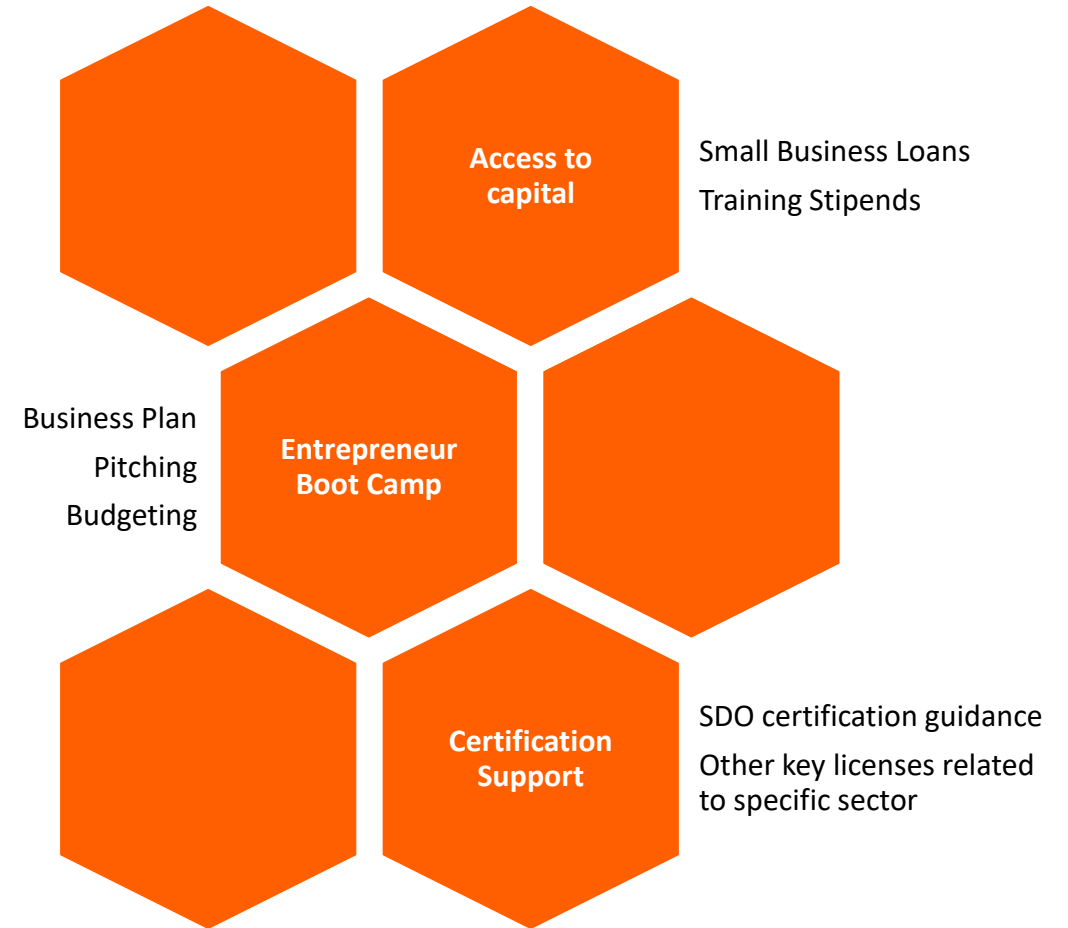
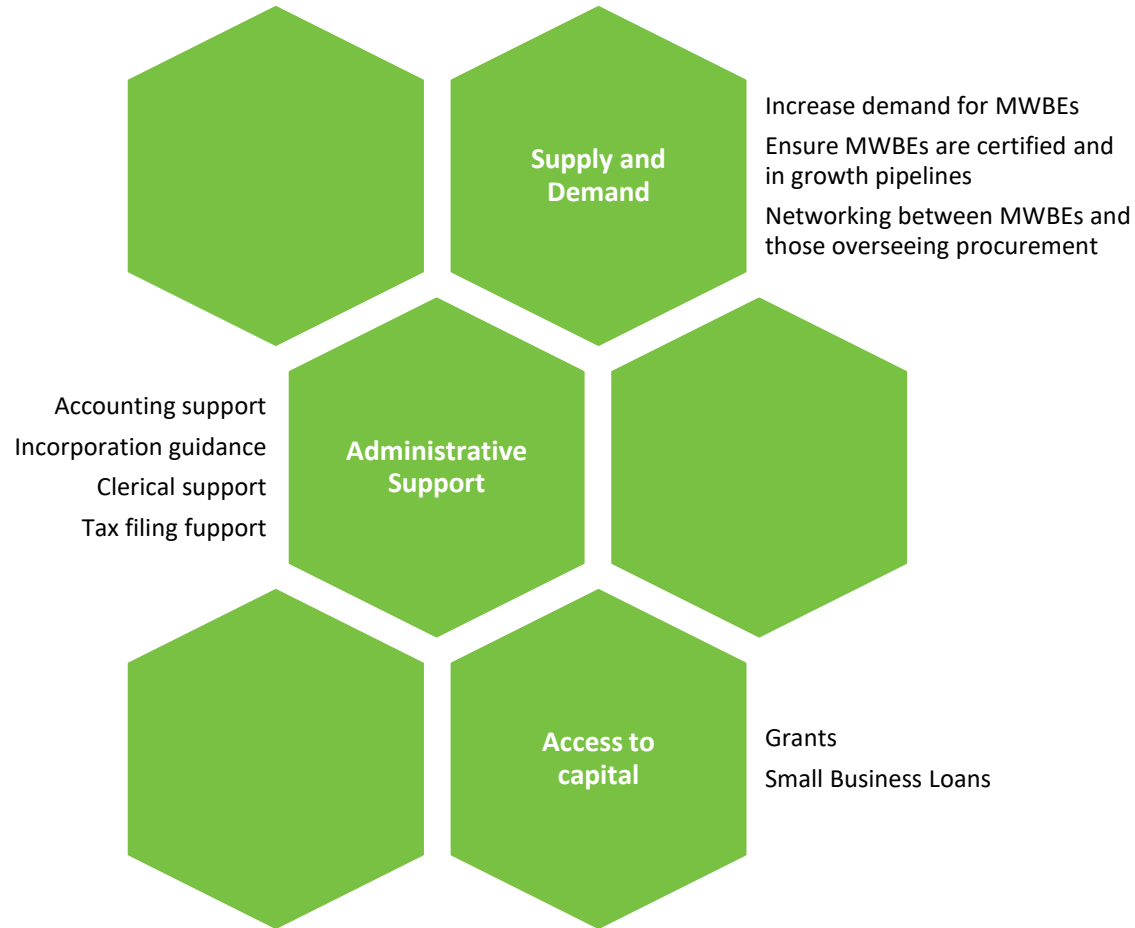
- SDO certification guidance
- Other key licenses related to specific sector



Program Example – Partner Roles



MWBE Program Design – One Size Does Not Fit All



Strand B

Strand B: Access to Capital for Climate-Critical MWBEs

Award Range: \$50,000-\$250,000

Award Duration: 1 Year – 2 Year Award *

- **Approach** – Funding will support programming to increase access to capital for climate-critical MWBEs, without distributing funds directly to individual MWBEs.
- **Investment in Ecosystem** - To best address barriers to capital, organizations will coordinate MWBE Support Grant Awardees and MWBEs to develop a shared approach to increasing access to capital
- **Strategy Development** – Awarded projects shall result in a final recommendation mapping out solutions to funding gaps

*Programs only proposing a single-year program are less likely to be competitive for the maximum funding award.



Program Design

- Applicants present a clear workplan with distinct and detailed steps taken during each stage of the program, including research, stakeholder engagement, development of resources, and drafting of the final recommendation.
- Applicants provide a reasonable staffing plan for the work proposed with assigned roles and responsibilities for the proposed tasks.
- The workplan design engages organizations currently funded under the MWBE Support Grant program and the participating MWBEs in those initiatives.
- The program design defines a reasonable reporting process and continuous improvement plan.

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Program Impact

- Applicants present a reasonable preliminary vision of funding solutions and collaborations that would address existing gaps in access to capital by climate-critical MWBEs.
- The preliminary vision takes into account MWBEs of different scales and proposes how to adequately leverage, administer, and monitor a portfolio of mixed stream funding sources.
- The proposed number of MWBEs receiving direct education as part of the initiative appears reasonable relative to the funding requested.

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Strand B Outcomes

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- Analysis of Available and Applicable Funding Resources
 - Research and Identification of resources
 - Determination of Eligibility Criteria and Application Processes
 - Education and Training, including tailored content, for climate-critical MWBEs
- Engagement of Ecosystem Stakeholders
 - Engagement of existing MWBE support grantees
 - Using engagement to tailor resources to meet the needs of climate-critical MWBEs
- Development of Mechanisms for the Distribution of Funds
 - Plans to streamline the qualification of MWBEs
 - Processes to administer mixed funding streams
- Preparation of a Final Recommendation for Addressing Gaps



Application Process

Application Process

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



Attend MassCEC informational webinar 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 April 12, 2024 , with "MWBE Support Grants 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 Agreement

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.

Additional attachments will not be considered during review and scoring.



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Application Timeline

Process Step	Timing
RFP Release	February 23, 2024
Questions Due to MassCEC via workforce@masscec.com	Rolling, through April 5, 2024
Questions with Answers Posted to MassCEC Website	Updated monthly on the 2 nd Tuesday through April 9, 2024
Pre-Application Webinar	March 13, 2024, at 3 pm
Pre-Application Office Hours	<ul style="list-style-type: none">• Wednesday, 3/13 at 5:30 PM• Tuesday, 3/19 at 11 AM• Wednesday, 3/27 at 2 PM• Monday, 4/1 at 2pm
Proposals Due	April 12, 2024, by 11:59 pm
Interviews of Applicants (as needed)	April and May of 2024 as needed (applicants should hold time on their calendars on April 17 and May 2 as potential priority interview dates)
Notification of Award	May 2024



Office Hours & Networking

OFFICE HOURS

Ask questions and discuss your specific proposals.
Meet other potential applicants to form partnerships.

Dates:

- Wednesday, 3/13 at 5:30 PM
- Tuesday, 3/19 at 11 AM
- Wednesday, 3/27 at 2 PM
- Monday, 4/1 at 2pm

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



MWBE Support Grants

Q&A

Additional Funding Opportunities

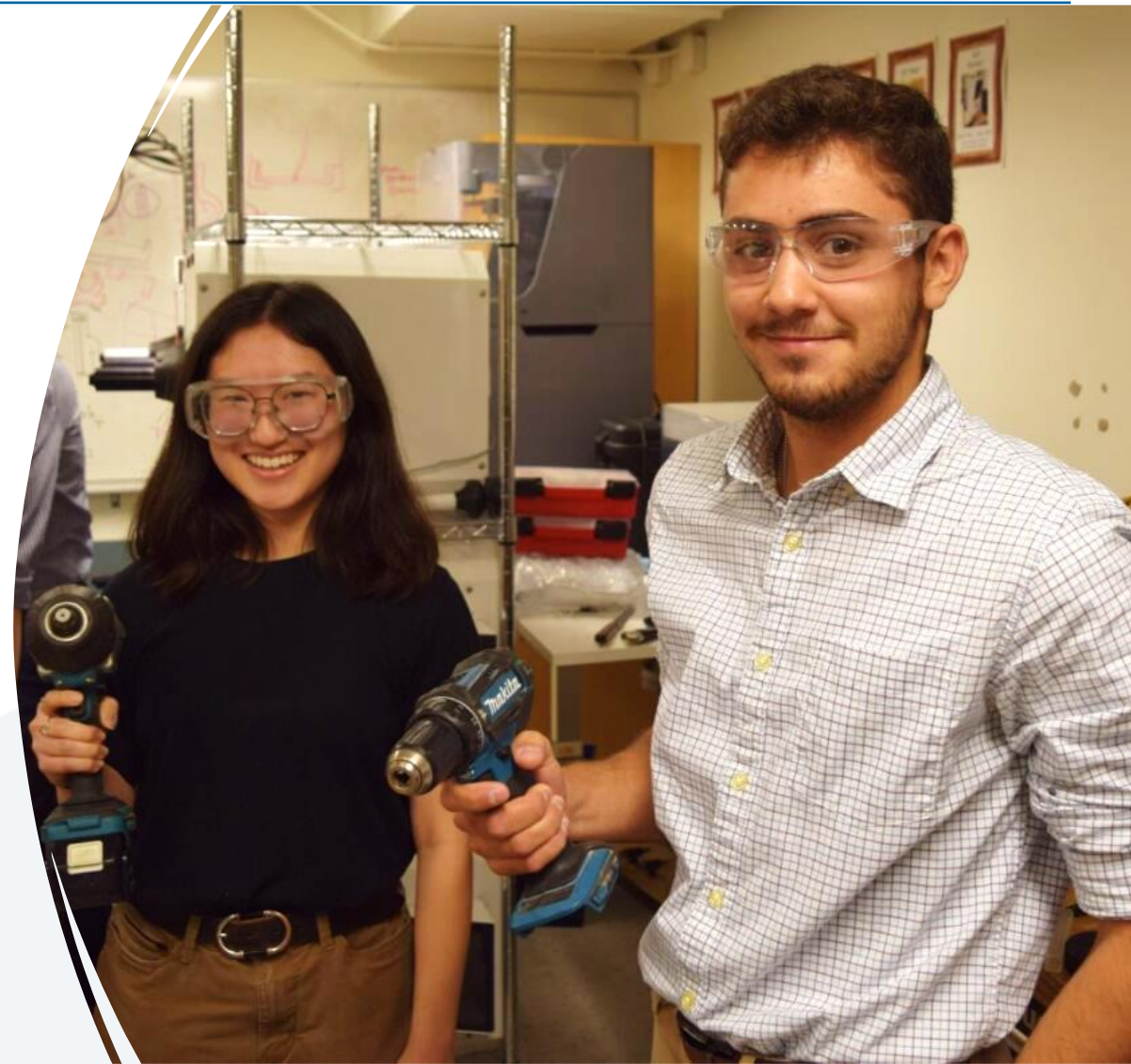


Clean Energy Internship Program Summer Session open now!

- 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 \$8,640 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!



Equity Workforce Training, Equipment, and Infrastructure

Up to \$1.2 million

- Support individuals from priority populations with **Career Pathway Training** or **Exploration**
- ARPA funds for **Equipment and Infrastructure** to Support Training (match recommended, not required)

Scan the QR code to view the RFP



Deadlines:

May 1, 2024

bit.ly/3Gqe0Og

View the recorded pre-application webinar

<https://youtu.be/KLuP5IGVbPA>



View the webinar slide deck



Climate-Critical Workforce Training, Equipment, and Infrastructure

Up to \$800,000

- Support MA residents with **Career Pathway Training** or **Incumbent Workers** with upskilling
- ARPA funds for **Equipment and Infrastructure** to Support Training (**match required**: 1:1 for private entities; 0.25:1 for public entities)

Scan the QR code to view the RFP



Deadlines:

May 1, 2024

bit.ly/4a8MwcB



Register for the informational webinar on
March 14th at 3 PM



bit.ly/3TxPAKd

Questions can be sent to:

rfpworkforce@masscec.com

MWBE Support Grants RFP Webinar

Thank You