

# September 10, 2025



**MASSACHUSETTS  
CLEAN ENERGY  
CENTER®**



# Webinar Housekeeping

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- This webinar will be recorded and posted to the Professional Services RFP webpage, along with a PDF of the slide deck
- MassCEC has allotted some time for questions as part of this webinar. Please add your questions to the chat throughout the presentation. If we do not get to your question during the webinar, please email [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com) and MassCEC will respond promptly.



# Professional Services Support for Workforce Development Programs RFP Overview



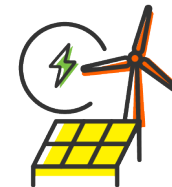
SCAN FOR RFP



5 UNIQUE SCOPES OF  
WORK THAT PROVIDE  
PROFESSIONAL SERVICES  
ACROSS MULTIPLE  
WORKFORCE PROGRAM  
AREAS



SCOPES OF WORK INCLUDE  
PROGRAM AND GRANTEE  
TECHNICAL ASSISTANCE,  
CURRICULUM DEVELOPMENT,  
AND SUBJECT MATTER EXPERTS



DEADLINES FOR SCOPE 3 IS  
FRIDAY, SEPT 26 AT 11:59 PM

DEADLINE FOR SCOPES 1,2,4  
AND 5 IS FRIDAY OCTOBER 17  
AT 11:59 PM

# AGENDA

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Eligibility

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Background Information

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Scopes of Work

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Selection Criteria

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Application Process

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Timeline and Budget

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Q & A Throughout

# Who is eligible to apply?

## Eligible Lead Applicants:

- Individuals, organizations, or a partnership/team with a range of expertise and experience to deliver a comprehensive goal

## Entities that may be interested in applying:

- Sole proprietors;
- Consultant groups with experience in workforce development;
- Workforce Development Organizations, both Non-Profit and For-Profit;
- Community-based entities (often called community-based organizations) with relevant experience implementing similar programming focused on climate-critical occupations for relevant target populations;
- For-profit entities such as training companies, trade associations, or other coalitions of business;
- Post-secondary institutions;
- Be based in MA or have staff in MA who will support the proposed work



## EMERGING CLIMATE TECH

We help new climate-focused businesses grow faster by backing a vibrant community of researchers, startups, and established industry players - creating an ecosystem where they connect and thrive.



### MASSCEC'S WORK BY FOCUS AREA

## ACCELERATING DECARBONIZATION

We contribute to meeting our state's ambitious climate goals by tackling barriers to widespread use of clean energy and climate technology in buildings, transportation, and the grid.



## LARGE SCALE DEPLOYMENT: OFFSHORE ENERGY

We're building a cutting-edge offshore energy industry, marshaling world-class ports while addressing supply chain and workforce development challenges.



## CLEAN ENERGY & CLIMATE WORKFORCE DEVELOPMENT

We're growing a diverse and talented clean energy workforce by supporting a dynamic network of community-based organizations, labor, training providers, schools and employers committed to a sustainable future for all.



# MassCEC Workforce Development Team



**Jennifer Applebaum**  
Managing Director



**Raija Vaisanen**  
Deputy Director



**Janel Granum**  
Program Director



**Alex Schwartz**  
Senior Program Manager



**Edward Hsieh**  
Program Director



**Jenna Wills**  
Senior Program Manager



**Lindsay McCluskey**  
Senior Program Manager



**Elizabeth Youngblood**  
Senior Program Manager



**Francesca Reznik**  
Program Manager



**Lauren Van Schepen**  
Program Manager



**Samuel Brandon**  
Program Manager



**Heather Marciniak**  
Program Manager



**Christina Dellaventura**  
Program Manager



**Ben Christensen**  
Program Manager



**Korina Anagnostopoulou**  
Program Manager



**Josie Wagner**  
Workforce, EJ, and  
Research Fellow



**Kate Ratcliffe**  
Program Administrator



**Emma Stuart**  
Workforce Fellow



**Ana Marques-Jackson**  
Program Manager



**Kira Nolan**  
Program Administrator



**Maeve Singer**  
Program Administrator



**Rylan Gonzalez**  
Workforce & EJ Fellow

**Strategy, External Engagement  
and Research**

**Student and Young Adult  
Pathways**

**Training and Small Business Support**



# What We Do and Why It Matters



**We identify and meet the industry's current and future workforce needs by:**

- ✓ Fostering heightened career awareness
- ✓ Increasing the availability and effectiveness of training, advancement, and small business opportunities
- ✓ Expanding and diversifying the workforce
- ✓ Coordinating effective regional and statewide partnerships to maximize impact

**Ensuring everyone can thrive in the clean energy economy**



# Workforce Development at-a-glance

401

Active awards/  
contracts

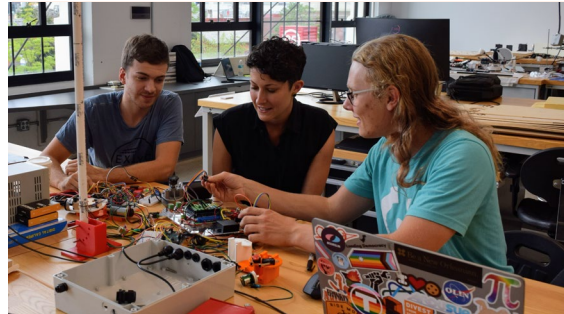


## TRAINING AND BUSINESS SUPPORT

Closing critical gaps, increasing diversity, and expanding economic opportunity by supporting job seekers, current workers, and underrepresented small businesses.

\$79M

Awards being  
managed



**STUDENT AND YOUNG ADULT CAREER PATHWAYS** Building the next generation of clean energy workers through career awareness, work-based learning, and the development of in-demand skills.

612

Ecosystem  
Partners



**STRATEGY, EXTERNAL ENGAGEMENT & RESEARCH** Leveraging labor market research, program outcomes insights, and industry partnerships to develop a robust and strategic workforce ecosystem.

21

Full time  
staff

# Workforce Development Strategies



## Career Awareness and Pipeline Growth

Advance climatetech career awareness and hands-on experience by expanding high school engagement and growing internship opportunities—building a stronger pipeline of future industry professionals.



## Equity Through Access and Support

Advance access to good jobs by investing in inclusive training models and robust support services—such as transportation, childcare, and coaching—ensuring individuals from underserved communities can successfully enter and advance in climate-critical occupations.



## Strategic Support to Small Businesses

Create new pathways for underrepresented founders and owners to participate in the economic benefits of the clean energy transition and strengthen the small businesses that make up a significant portion of the climatetech and climate-critical employer base.



## Provider Capacity and Advancement

Maximize training outcomes by supporting job quality, career advancement, and essential skill development—while equipping providers with the tools, data, and instructors needed to prepare the future workforce.



## Industry Solutions and Regional Coordination

Use data-driven insights and regional coordination to identify gaps, align training with industry needs, and scale what works—through shared best practices, standardized skills and curriculum, and stronger connections between employers and workforce programs.

## **Scope 1 –**

**A: Technical Assistance for Climate-Critical Underrepresented Business Support (CUBS) Hub-and-Spoke ecosystem**

**B: Technical Assistance for Equity Young Adult Career Pathways grants and Climate Service Corps programs**

- **Background**
- **Scope of Work**
- **Timeline**



# Scope of Work: Scope 1

**SCOPE 1 INCORPORATES TWO ALIGNED STRANDS OF WORK. WHILE APPLICANTS MAY ELECT TO APPLY TO ONE OR BOTH STRANDS, THOSE WITH EXPERTISE IN ONE STRAND ARE ENCOURAGED TO SEEK PARTNERS TO APPLY FOR BOTH STRANDS OF WORK.**

- **Strand A:** Consultant to provide services that accelerate the rollout of coordinated, high quality support for underrepresented clean-energy businesses by assisting with program development, convening, and continuous improvement across the Climate-Critical Underrepresented Business Support (CUBS) Hub-and-Spoke ecosystem.
- **Strand B.** Consultant to provide direct technical assistance for recipients of MassCEC's Equity Young Adult Career Pathways grants and Climate Service Corps programs, design virtual and in-person group technical assistance offerings, and support broader SYA program development and improvement efforts.



# Scope 1: Strand A – Background

## Climate-Critical Underrepresented Business Support (CUBS)

### *Workforce Equity: Strategic Support to Small Businesses*



Create new pathways for Underrepresented Businesses (e.g. Minority- and Women-owned Business Enterprises/MWBEs) to participate in the economic benefits of the clean energy transition and **strengthen the small businesses** that make up a significant portion of the climate-critical employer base



New and expanding underrepresented businesses focused on the **design, manufacture, installation, and maintenance of clean energy and decarbonization projects** are crucial to meeting the Commonwealth's climate goals (example: Minority Electrical Contractors expanding into maintenance of EV infrastructure)



Underrepresented Businesses, such as MWBEs, face **barriers to market entry and growth** and are denied access to capital at a much higher rate, face selection bias for projects, and often start with less personal wealth and social capital

# CUBS Grantees

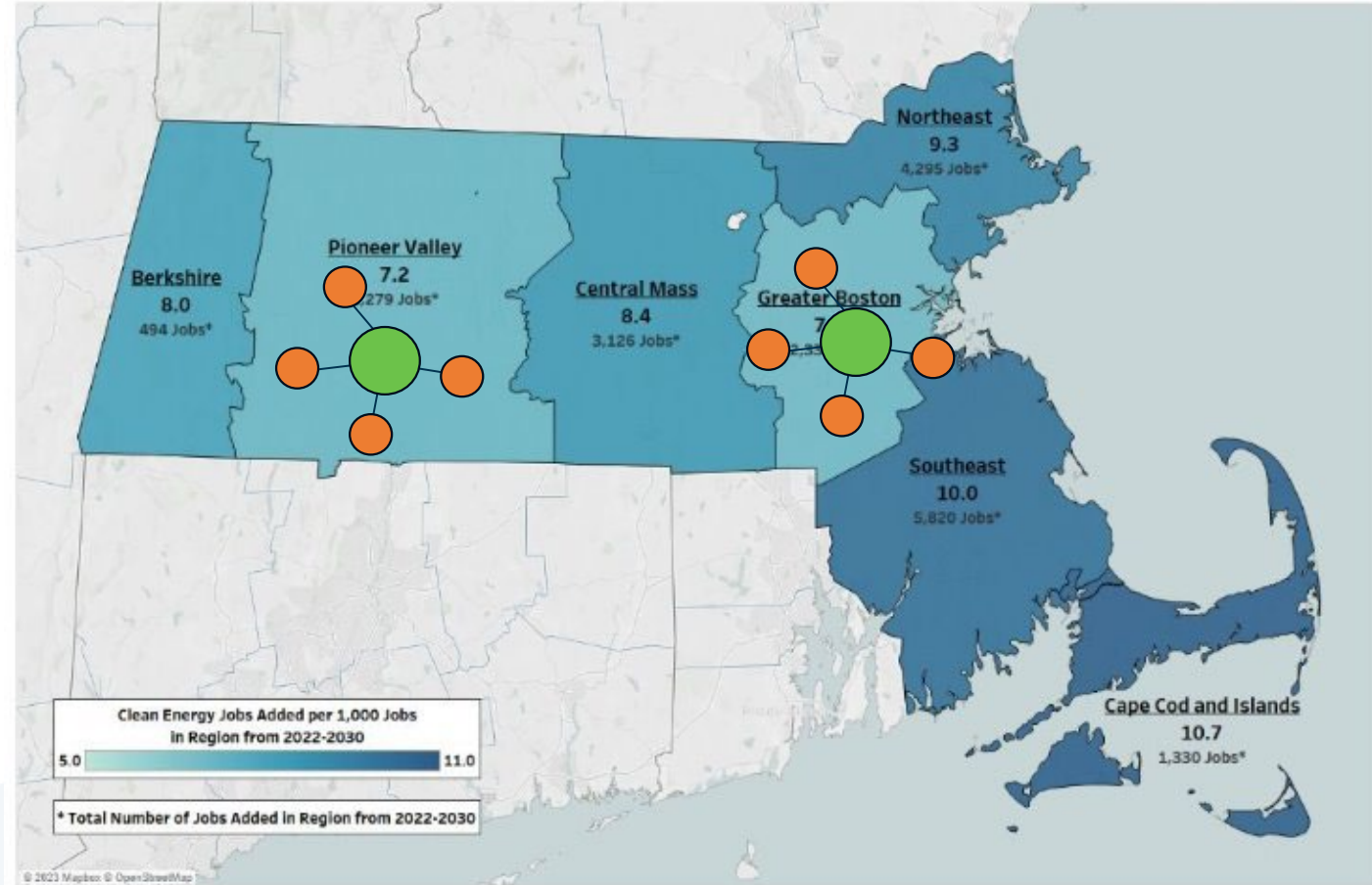
- **Increase activity** of MWBEs and other Underrepresented Businesses in climate-critical fields
- **Increase expertise** of MWBEs and other Underrepresented Businesses in climate-critical fields
- **Grow employment and revenue** of existing MWBEs and other underrepresented businesses
- **Create new MWBEs and Underrepresented Business firms**
- **Bridge gaps in existing support systems** for MWBEs and other Underrepresented Businesses ensuring alignment with broader clean-energy workforce and economic development initiatives
- **Develop tailored business pathways** supporting MWBEs and underrepresented businesses unique needs and capacity levels
- **Align with MassCEC-funded career pathway training programs**





# MassCEC CUBS Hub and Spoke Model

- ❖ **Regional “Hubs”** provide coordination, regional programming, a physical location, and Core Services (Financial Planning, Operations, Management, Business Development, Network Access, Certification & Licensing) to Business-Ready
- ❖ **Specialized Sectoral “Spokes”** deliver Climate-Critical Procurement Navigation Supports (Clean Transportation, Net-Zero Grid, Renewable Energy, High-Performance Building)



# CUBS FY25 RFP Solicitation Response



❖ **Goal:** Pivot and expand existing MassCEC business support ecosystem into a Hub and Spoke delivery model to ensure accessible and uniform support for Underrepresented Businesses in climate-critical sectors.

❖ **Applications**  
\$18.2 million requested  
37 Applications

- ❖ **Awards**
- 15 Awards
  - \$4.4 Million
  - *Future RFP Releases in FY26/27*

Region	Hub Designation	Assigned Spokes
Greater Boston	<input checked="" type="checkbox"/> Awarded Hub	6
Pioneer Valley	<input checked="" type="checkbox"/> Awarded Hub	5
Northeast	Planning and Capacity Award	4
Southeast	Planning Award	2
Central		3
Cape & Islands	Planning Award	1
Berkshire		Planning Award

# Scope 1: Strand A – Scope of Work

Consultant to provide services that accelerate the rollout of coordinated, high-quality support for underrepresented clean-energy businesses statewide and **strengthen the Climate-Critical Underrepresented Business Support (CUBS) Hub-and-Spoke Ecosystem**. The Consultant will *support*:

- **Recruitment and Outreach strategies**, by providing messaging guidance
- **Inclusive Convenings** to exchange insights and uncover collaborative opportunities
- **Ecosystem Resources** (e.g., intake tools, eligibility guides, service directories) and recommend practical **Resource-Sharing Practices** for participant and alumni referrals
- Design and Facilitation for MassCEC-led **Best Practice Briefings and Roundtables**
- Review of Outcome Measures (e.g., contracts won, revenue growth, certifications earned)
- **Alignment with Workforce Development** Training investments





# Scope 1: Strand B

## STRAND B. TECHNICAL ASSISTANCE FOR RECIPIENTS OF MASSCEC'S STUDENT AND YOUNG ADULT (SYA) GRANTS

- Provide high-quality **technical assistance to a caseload of six to twelve grantees** working with SYA grants through Awareness and Training program and Climate Service Corps program;
- **Review all relevant materials** from the grantee's procurement and contracting process;
- **Develop clear focus areas** for technical assistance and associated benchmark goals based on feedback from the grant proposal review committee and thoughtful analysis of the grantee proposals;
- Deliver technical assistance that seeks to address these focus areas and goals through a mix of grantee support materials, in-person convenings, small-group cohort virtual meetings, and individual virtual meetings;
- **Develop and implement programmatic tools and strategies** to enhance youth development and career awareness initiatives aligned with industry best practices;
- **Support the design of programming** that aligns with the developmental needs, interests and capacities of participants;
- Promote increased understanding and application of effective youth engagement and career readiness approaches through targeted guidance and supportive resources.



# MASSACHUSETTS CLIMATE CAREERS: POWERING THE FUTURE

- Clean Energy Career Awareness Curriculum built by MassCEC in partnership with leading curriculum developers and experienced educators within the Commonwealth.
- Multiple schools piloted the curriculum this Spring, included CityLab Innovation High School and Carver High School.
  - 60% of SYA RFP Awards plan to use the MassCEC curriculum in their programs.
- Available at [www.cleanenergyeducation.org](http://www.cleanenergyeducation.org)



# Climate Service Corps

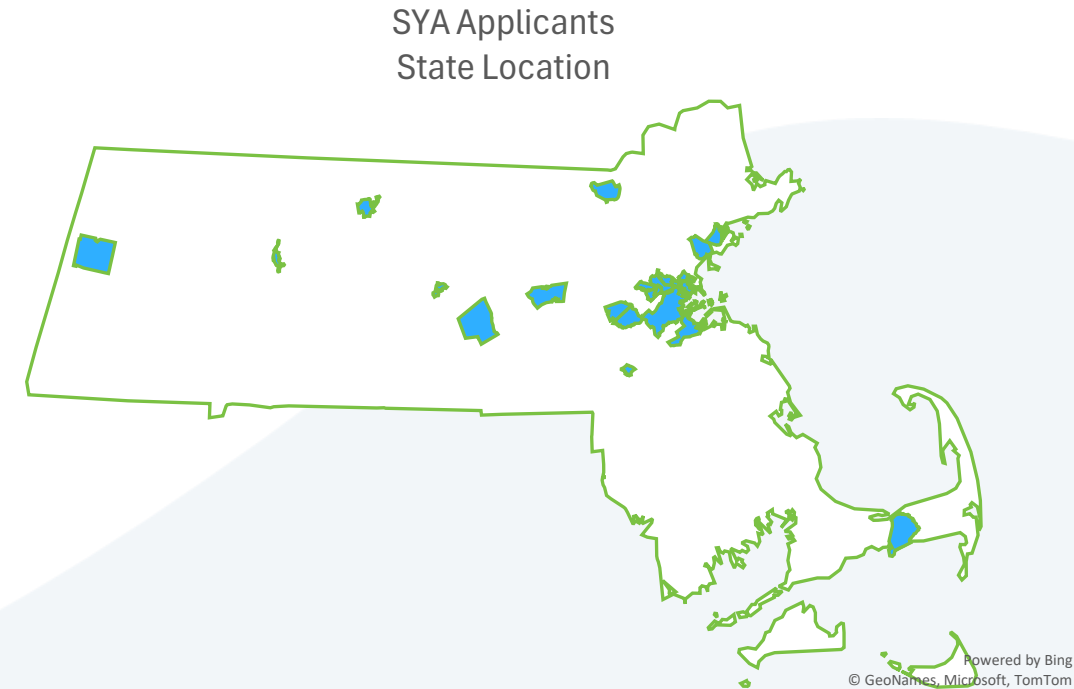
- Goal: Expand youth access to climate-critical careers while serving Massachusetts communities
- Funding and technical assistance to organizations that can build and scale work-based learning, service, and career guidance in clean heating and cooling for young people ages 18-24
- Two implementation grantees and two planning grantees
- Launching additional funding in 2025 for 2026 programming





# Students and Young Adults Grantee Snapshot

- ▶ 60% of SYA RFP Awards plan to use the MassCEC curriculum in their programs.
- ▶ Broad Geographic Engagement
  - 22 Proposals included one or more Gateway City
- ▶ **22 Applications receiving funding:**
  - 8 Career Awareness
  - 4 Career Pathway
  - 10 Planning/Capacity

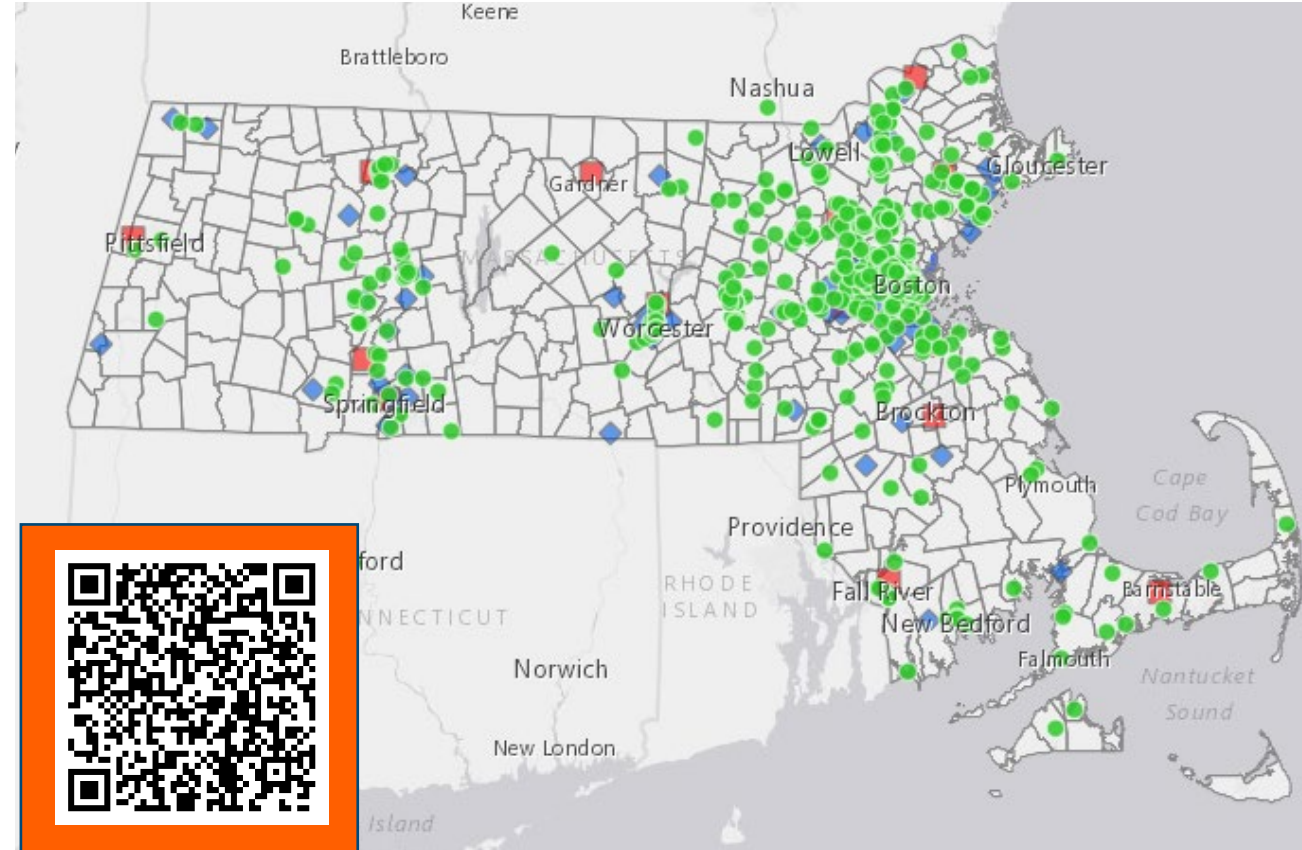


# Scope 2: Training providers for support of Internship Program Success (SIPS) Initiative

- Background
- Scope of Work

# Background: Clean Energy Internship Program

- State-wide program which services undergraduate, graduate, and students obtaining a training certification.
- Employ students across different majors and interests.
- Funding for 360 interns total for summer session.
- Employers do their own recruitment and students apply on their own. Both employers and students can utilize the MassCEC portal.
- MassCEC reimburses for 12 weeks of an intern's work.
- Employers can be reimbursed up to \$18 per hour, \$8,640 in the summer session.
- Interns that are looking for part or full-time work can turn into hires!





# Support of Internship Program Success (SIPS) Initiative

- Program began in 2021 and updated in 2024 to Support of Internship Program Success (SIPS) to expand the students who could participate
- Program aims to match 60 students per summer and provide case management, mentorship and appropriate placement
- Students are placed in a cohort for the session
- Training Provider provides with additional services to ensure successful career navigation
- Students share their experiences at the end of the summer



# Scope of Work: Scope 2

## TRAINING PROVIDERS FOR SUPPORT OF INTERNSHIP PROGRAM SUCCESS (SIPS) INITIATIVE

### Training Provider Contract – Summer 2026 / 2027 Internship Program

- ◆ **Seeking Training Providers** to recruit, support, and track eligible students as part of a cohort (12 – 15 students)
- ◆ **Funding:**
  - **\$20K per cohort** for a **1-year contract**
  - **\$40K per cohort** for a **2-year contract**

### Key Responsibilities:

- **Recruit & match** eligible students with host employers
- **Mentor & support** interns through the **SIPS Initiative**
- Design & lead **3 virtual career readiness workshops** (May–Aug 2025) per cohort
- Co-develop & deliver an **employer best practices webinar**
- Attend & facilitate **weekly student workshops**
- **Track participant progress** for up to **1-year post-internship**
- Provide **case studies & photos** of at least 2 participants
- Submit **interim & final reports** on program outcomes

### Eligible students include:

Pell Grant recipients,  
first-generation college  
students, residents of  
Massachusetts  
Environmental Justice  
neighborhoods and  
disadvantaged  
communities



# Scope 3: Event Production

- Background
- Scope of Work

## Scope of Work: Scope 3

**CONSULTANT TO PROVIDE EVENT PRODUCTION SERVICES, INCLUDING PLANNING AND LOGISTICS SUPPORT, FOR THREE IN-PERSON EVENTS, POTENTIALLY MORE. MASSCEC PLANS TO CONTRACT WITH ONE APPLICANT TO OFFER EVENT PRODUCTION SERVICES AS DESCRIBED BELOW:**

- ❑ Support planning and logistics of annual Workforce Grantee Convening (Up to 250 participants), anticipated to be held on December 4, 2025;
- ❑ Support planning and logistics of annual regional Clean Energy & Climatetech Workforce Summit. Up to 300 participants, anticipated to be held in March, 2026; 8
- ❑ Support planning and logistics of internship symposium (100 – 200 businesses and young adults), anticipated to be held in March/April, 2026;

Based on funding availability and services rendered by selected applicant, MassCEC may elect to amend the contract for an additional year to engage event production services as part of the Fall 2026 workforce grantee convening, Spring 2027 regional Clean Energy & Climatetech Workforce Summit and Spring 2027 internship symposium.





# Scope 4: Research Services

- Background
- Scope of Work

## Scope of Work: Scope 4

### THE MASSCEC WORKFORCE STRATEGY, EXTERNAL ENGAGEMENT, AND RESEARCH (SEER) TEAM IS SEEKING ONE OR MORE CONSULTANTS OR RESEARCH FIRMS TO PROVIDE RESEARCH AND DATA ANALYSIS SERVICES TO SUPPORT FY26 WORKFORCE DEVELOPMENT INITIATIVES AND TO ALIGN THEM WITH CURRENT ECONOMIC TRENDS IMPACTING THE CLEAN ENERGY AND CLIMATETECH SECTOR

Responsibilities include but are not limited to:

- Regularly tracking changes in the labor market impacting climate-critical occupations and climatetech sectors, including analysis of education, employment, and business statistics;
- Research to understand rapidly evolving occupations, as well as new and emerging occupations;
- Research to understand demand for jobs that contribute to climate resilience and adaptation as extreme weather increases in both frequency and intensity;
- Analysis of the impact of the energy transition on fossil fuel workers; and
- Research to understand changes in skill demand, in order to understand how job requirements are changing for existing occupations, including demand for industry recognized credentials and certifications.



# Scope 5: Subject Matter Experts

- Background
- Scope of Work

# Scope of Work: Scope 5

## MASSCEC IS SEEKING TO ENGAGE TWO TO FOUR ON-CALL TECHNICAL SUBJECT MATTER EXPERTS WHO ARE CURRENTLY ACTIVE IN THE FOLLOWING SECTORS:

- Building decarbonization, including but not limited to:
  - HVAC & heat pump design, installation and maintenance;
  - Energy efficiency (Weatherization and pre-weatherization barrier removal)
  - Residential and Commercial energy assessments
- Clean transportation, including EV maintenance and repair and EV charging infrastructure installation and maintenance

These experts will leverage their technical expertise and experience to help MassCEC staff determine the most relevant requirements, curriculum, and strategies for specific clean energy and climate-critical training programs.

### Minimum Qualifications:

- 8-years experience working in one or more of the specified sectors or aligned work;
- Excellent understanding of the latest building decarbonization and electrification research topics, technical challenges, and market trends;
- Proven self-starter and ability to keep a timeline;
- Strong interpersonal communication skills and attention to detail;
- Familiarity with primary job tasks of one ore more priority occupations

### Preferred Qualifications:

- Knowledge of workforce training programs;
- Experience with instructional design and knowledge of curriculum development methods;
- Organization and evaluation skills; analysis skills





**Q&A**

# Selection Criteria

## Alignment of Background & Summary of Qualifications

- Applicant's background and qualifications reflect ample skills to accomplish the proposed Scope
- Documented experiences with positive outcomes on projects like those proposed
- In addition, for the following scopes:
  - Scope 1A: Qualifications demonstrate ability to thoughtfully support program development for CUBS grantees and Hub and Spoke ecosystem partners
  - Scope 1B: Qualifications demonstrate ability to thoughtfully provide technical assistance to SYA grantees
  - Scope 4: Research experience related to climate critical industries preferred; familiarity with labor market research and economic forecasting preferred
  - Scope 5: A minimum of 8-years experience working in one or more of the specified sectors or aligned work: building decarbonization including energy efficiency measures including weatherization and preweatherization barrier removal; energy assessments and energy auditing; HVAC & heat pump design, installation and maintenance; clean transportation, including EV maintenance and repair and EV charging infrastructure installation and maintenance;

## Quality of Workplan/Approach to Proposed Scope of Work

- Proposed scope of work demonstrates a clear understanding of the process and timelines needed to accomplish the work
- For Scope 3, applicant's work plan outlines a process for delivering quality event production services and desired outcomes, including proposed activities, milestones and deliverables

## Program Design

For Scopes 1 – 2: Proposed scope of work, including proposed services and deliverables meet the technical assistance and program development goals.

## Quality of Examples

- For Scopes 3, 4, and 5:
  - Examples reflect clear usage of current best practices for the subject matter.
  - Examples demonstrate a range of capacity and relevant techniques/skills.



## Budget Alignment and Value

- The proposed rates are competitive in comparison to similar scopes and services
- As relevant, the proposed costs are reasonable and thoughtful for the time and services required for the relevant Scope(s) of work.

## References

- The references provided are relevant to the scope of work
- The references can provide concrete feedback about the applicant's work quality, including timeliness and responsiveness to feedback

# Application Process

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



Attend MassCEC informational webinar or review the recording, and/or utilize other informational resources offered.



Contact MassCEC with questions via email at [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com).



Submit all completed forms and attachments, adhering to instructions listed within the RFP and each attachment, by email to [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com) with "2026 Professional Services Support for Workforce Development Programs" in the subject line. Applications for Scope 3 must be received by 11:59pm on September 26th, 2025, and Applications for Scopes 1, 2, 4, and 5 must be received by 11:59pm on October 17th, 2025.



# Application Packet

## A COMPLETED APPLICATION PACKET MUST CONTAIN THE FOLLOWING:

- Attachment 1: Authorized Applicant's Signature and Acceptance Form
- Attachment 2: Application Form

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: Sample Service Agreement Language should be reviewed and retained for your records, but does not need to be submitted at the time of application. However, any questions or concerns regarding the language within the Sample Services Agreement should be included as part of the proposal.

Unless otherwise requested in the RFP, additional attachments will not be considered during review and scoring.



# Budget

Scope Number	Budget
<b>Scope 1 – Strand A: Technical Assistance for CUBS grantees</b>	To be determined based upon agreed upon scope of work (Up to \$130,000 in total awards for this scope)
<b>Scope 1- Strand B: Technical Assistance for SYA grantees</b>	To be determined based upon agreed upon scope of work (Up to \$70,000 in total awards for this scope)
<b>Scope 2: Training Provider for SIPS</b>	Up to Twenty Thousand Dollars (\$20,000) per student cohort if requesting a one (1) year contract, or up to Forty Thousand Dollars (\$40,000) per student cohort, if requesting a two (2) year contract (up to \$80,000 in total awards for this scope)
<b>Scope 3: Event Production</b>	Up to Fifty-Thousand Dollars (\$50,000) for a minimum of 3 events as described above. Resources are available to pay for a registration platform separately.
<b>Scope 4: Research Services</b>	To be determined based on agreed upon scope and Hours (Up to \$85,000 in total awards)
<b>Scope 5: Subject Matter experts</b>	To be determined based on agreed upon scope and Hours (Up to \$40,000 in total awards)



# Application Timeline

Release of RFP	March 18, 2025
Questions due to MassCEC via email to RFPWorkforce@MassCEC.com	Ongoing
Questions with Answers Posted to MassCEC Website	Questions will be responded to directly, and a synopsis of responses will be posted on the RFP website every 2 weeks
Webinar: all scopes	September 10 <sup>th</sup> at 10:00 AM
Proposals Due	Scope 3: September 26 <sup>th</sup> at 11:59 Scope 1, 2, 4, and 5: October 17 <sup>th</sup> at 11:59
Interviews of Top Applicants	As needed
Notification of Award	Rolling through January



**Q&A**



# Thank You

2026 Workforce Development Professional Services Webinar

Questions can be sent to: [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com)