Minority and Women Owned Business Enterprise Support Grants RFP

Dedicated to innovating energy solutions
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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
Targeted Climate-Critical Sectors
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:
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:

- 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

Academic Institution
• Entrepreneur bootcamp
• Community of Practice opportunities
• Networking opportunities
• Recruitment of MWBEs

Chamber of Commerce
• Small business loans
• Networking opportunities
• Connections to procurements
• Recruitment of MWBEs

Nonprofit Organization
• Recruitment of MWBEs
• Certification assistance
• Wraparound support
• Retention support

Lead Applicant
MWBE Support Grants Eligibility

Q&A
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<th>Selection Criteria</th>
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<tr>
<td><strong>Experience and Innovativeness</strong></td>
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<tr>
<td>• History of engaging and supporting MWBEs</td>
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<td>• Proposes innovative approaches to overcoming barriers</td>
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<td>• Track record of success</td>
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<tr>
<td>• Experience/knowledge of climate critical business fields (optional)</td>
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<td><strong>Demonstration of Market Opportunity</strong></td>
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<tr>
<td>• Defined climate critical businesses to focus on substantiated with data</td>
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<tr>
<td>• Strong ties to workflow and customers, so MWBEs have a pipeline of work available at completion</td>
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<td>• Identifies current gaps in services and has a plan to fill gaps</td>
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<td>• Target MWBEs clearly identified</td>
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<tr>
<td><strong>Program Design and Completeness of Statement of Work</strong></td>
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<tr>
<td>• Comprehensive training plan with vocational and work readiness curricula</td>
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<td>• Outreach and program elements tailored to specific segment of MWBEs</td>
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<td>• Design and delivery allows capture data and continuous improvement</td>
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<td>• Reasonable timelines and concrete milestones to track</td>
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<td>• Specific goals and/or target outcomes for success</td>
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<td>• Role of partners / subcontractors clarified</td>
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<tr>
<td><strong>Budget/Cost</strong></td>
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<tr>
<td>• Competitive cost per MWBE relative to services proposed</td>
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<td>• Itemized budget for subcontractors / partners</td>
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<td>• Clear plan and budget for how funds will be used</td>
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<tr>
<td><strong>Leveraged Resources and Long-term Success</strong></td>
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<tr>
<td>• Proposal leverages existing MWBE support and workforce resources</td>
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<td>• Leverages match funding (optional)</td>
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<td>• Existing resources (human and financial) to complete the project</td>
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<td>• Proposed project will continue to benefit MWBEs beyond the grant funding</td>
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<td><strong>Diversity of Approaches</strong></td>
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<td>• Team diversity - applicant teams are diverse, including SDO certified partners</td>
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<tr>
<td>• Geographic diversity - consideration for a spread of communities, variety of climate critical business fields, and diverse project plans</td>
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<td>• Sector diversity - consideration for variety of high priority climate critical business sectors</td>
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### 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

Partners design program and curricula to address needs of the cohort.

Nonprofit partner begins guiding MWBEs through SDO or other certification.

All partners begin recruiting MWBEs and mass marketing.

Chamber of Commerce and other nonprofit partners provide networking and matchmaking opportunities.

Partners provide ongoing business support services including administrative subcontractors, links to pipelines, access to capital and/or grants.
MWBE Program Design – One Size Does Not Fit All

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

Access to capital
- Grants
- Small Business Loans

Access to capital
- Small Business Loans
- Training Stipends

Entrepreneur Boot Camp
- Business Plan
- Pitching
- Budgeting

Certification Support
- SDO certification guidance
- Other key licenses related to specific sector
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 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 by 11:59pm on March 10, 2023, with “MWBE Support Grants Application” in the subject line.
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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<th>Timing</th>
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<tr>
<td>RFP Release</td>
<td>December 28, 2022</td>
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<tr>
<td>Questions Due to MassCEC via <a href="mailto:workforce@masscec.com">workforce@masscec.com</a></td>
<td>Rolling, through February 20, 2023</td>
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<tr>
<td>Questions with Answers Posted to MassCEC Website</td>
<td>Updated monthly on the 2&lt;sup&gt;nd&lt;/sup&gt; Tuesday through February 21, 2023</td>
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<td>Pre-Application Webinar</td>
<td>January 12, 2023, at 1 pm</td>
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<tr>
<td>Pre-Application Office Hours</td>
<td>January 31, 2023 at 12 pm</td>
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<td>February 9, 2023, at 5:30 pm</td>
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<td>February 13, 2023, at 12 noon</td>
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<tr>
<td></td>
<td>February 23, 2023, at 5:30 pm</td>
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<td>February 28, 2023 at 12 noon</td>
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<tr>
<td>Proposals Due</td>
<td>March 10, 2023, by 11:59 pm</td>
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<td>Interviews of Applicants (as needed)</td>
<td>TBD</td>
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<td>Notification of Award</td>
<td>May 2023</td>
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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:
➤ January 31, 2023 at 12 noon
➤ February 9, 2023, 5:30 pm
➤ February 13, 2023, 12 noon
➤ February 23, 2023, 5:30 pm
➤ February 17, 2023 at 12 noon
➤ February 28, 2023 at 12 noon
➤ February 28, 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
MWBE Support Grants

Q&A
Questions can be sent to:

workforce@masscec.com
MWBE Support Grants RFP Webinar

Thank You