



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

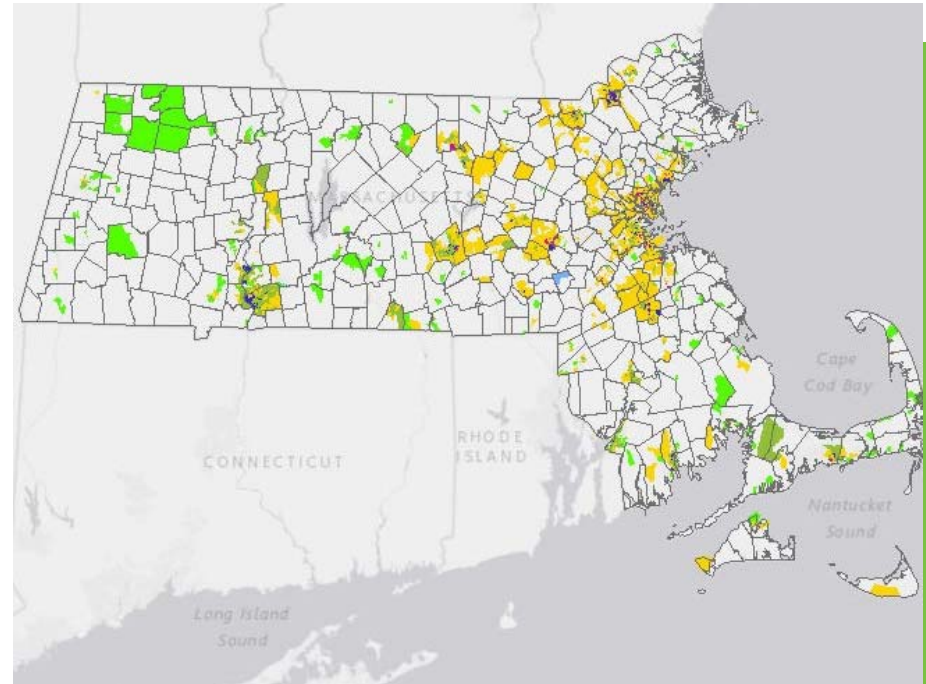
Act Creating A Next-Generation Roadmap for Climate Policy

\$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)



Slide 5

EH0

Leaving this, mostly to mention that for MWBE support this is not required but recruiting MWBEs from these neighborhoods/populations will be viewed favorably.

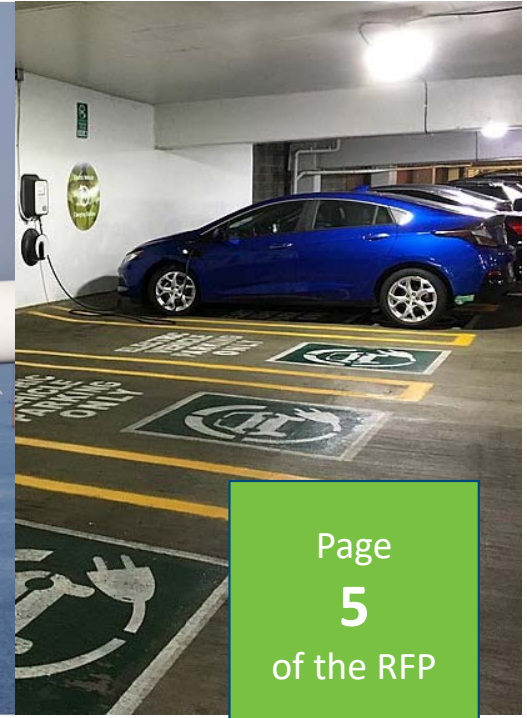
Edward Hsieh, 2022-12-29T15:16:11.053

JA0 0

Makes sense-

Jennifer Applebaum, 2022-12-30T18:04:20.723

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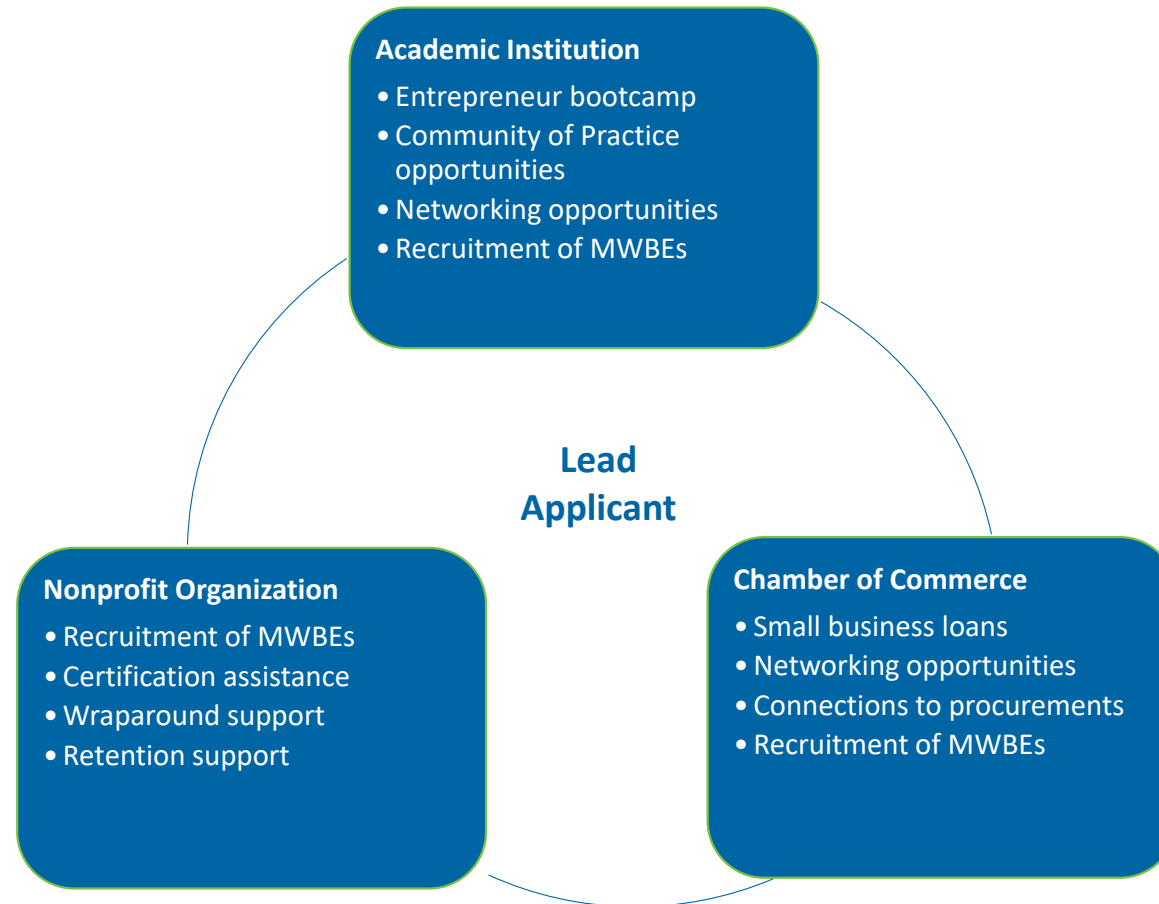
The following types of entities are eligible to serve as Lead Applicant:

- 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)

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

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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



Slide 13

JA0 We should think about how we frame access to capital. Certainly, MWBE Support orgs should assist with referrals and, where possible, loan/ grant applications. This grant supports stipends for training-related costs-direct wages/ loss of business, but we are not supporting pass-through grants to individual MWBEs. Some applicants may have access to existing funds, which would also be fine. It might make sense to broaden the category to Stipends and Access to Capital or something similar.

Jennifer Applebaum, 2022-12-30T19:20:42.564

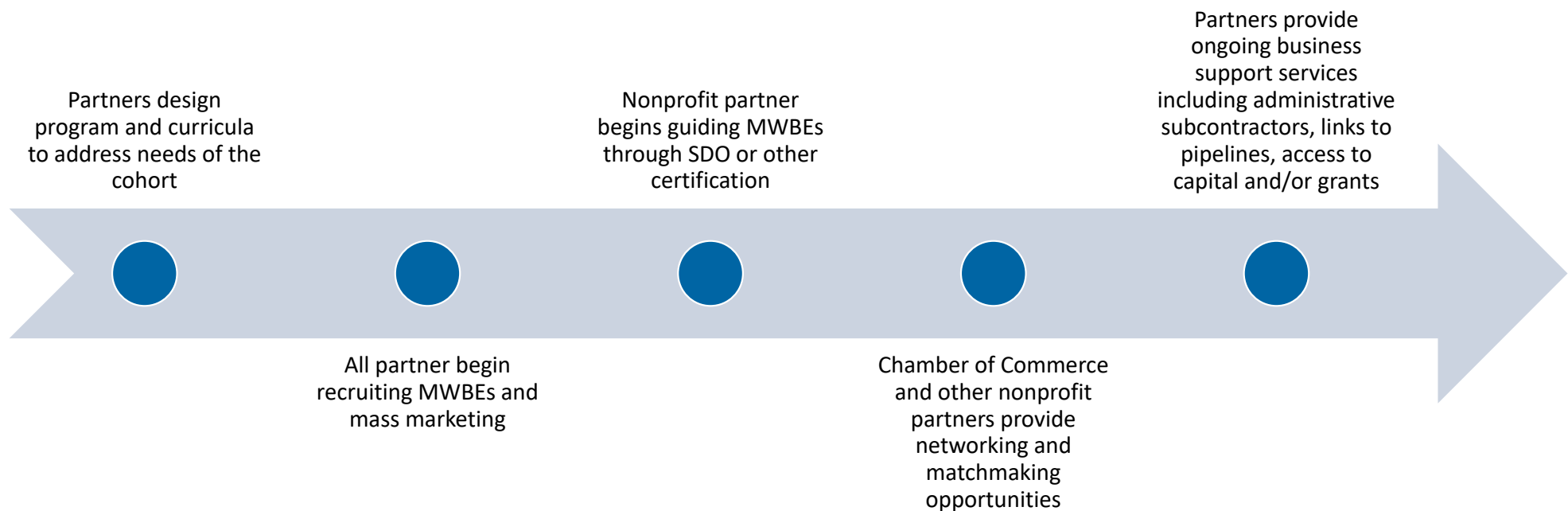
EH0 0 Updated

Edward Hsieh, 2023-01-10T14:47:28.358

JA1 Also, if you want to keep the honeycomb image to show different mixes of services, I could see adding a slide that shows two very different examples of mixes of services. This might work best after the following slide with the arrow

Jennifer Applebaum, 2022-12-30T19:34:34.190

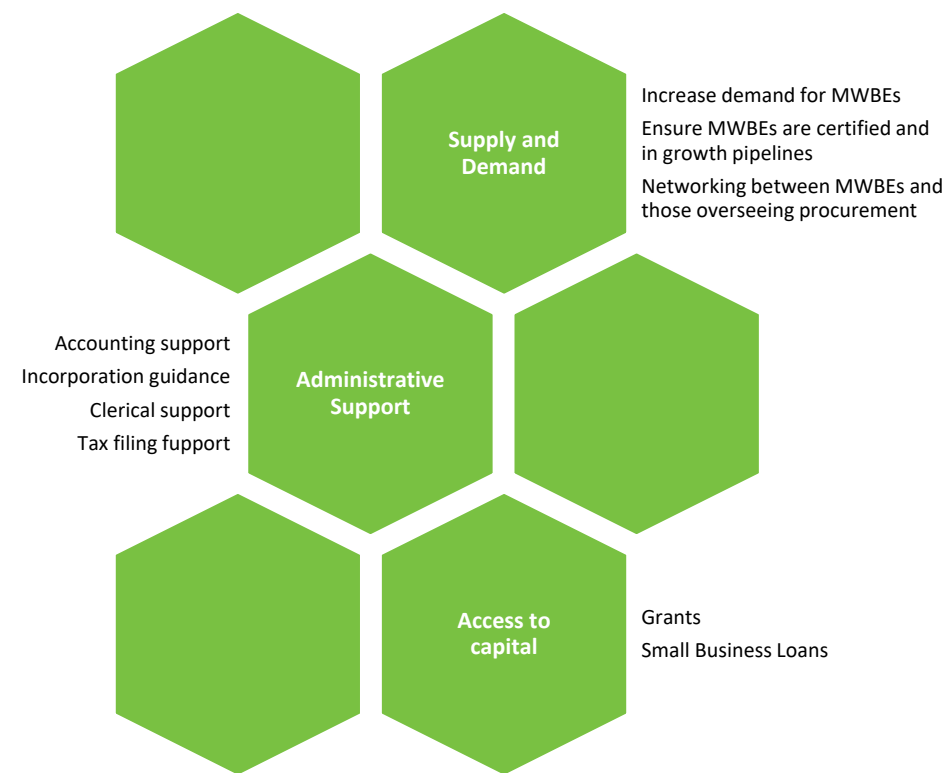
Program Example – Partner Roles



Slide 14

- EH0** Again, MWBE support likely will not look like a pipeline for every MWBE, but this is sort of the comprehensive example.
Edward Hsieh, 2022-12-29T20:35:42.579
- JA0 0** We might want to use an example other than boot camps- I believe it was mentioned earlier on as well, and I want to be careful that we don't project a preference. The orange arrow relates more directly to the training grants, but if you want to make a point of possible connection in terms of how the two offerings together can positively impact the ecosystem, I think it would make sense to add another slide for that purpose
Jennifer Applebaum, 2022-12-30T18:48:25.942
- EH0 1** Adjusted by just removing the boot camp. Adjusted the hex slide later to emphasize that there is no one size fits all.
Edward Hsieh, 2023-01-10T15:01:05.303

MWBE Program Design – One Size Does Not Fit All



Slide 15

EH0 I know this hex design will probably have to go, but I just like it. Leaving it for now.

Since the support services will be customized per MWBE, this is less of a pipeline and more of a suite of services.

Edward Hsieh, 2022-12-29T20:35:13.399

JA0 0 I inserted a simpler version after this slide- please see notes there

Jennifer Applebaum, 2022-12-30T19:23:01.183

Application Process JA0

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.



Slide 16

JA0 Emphasizing steps 3 and 4 are the most important here. I think you could combine 1 and 2, and also combine 5 and 6, and perhaps change the color of the boxes about the webinar and contact and really drill down about how much support is available

Jennifer Applebaum, 2022-12-02T12:41:54.948

EH0 0 Adjusted

Edward Hsieh, 2022-12-02T14:40:28.177

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	December 28, 2022
Questions Due to MassCEC via workforce@masscec.com	Rolling, through February 20, 2023
Questions with Answers Posted to MassCEC Website	Updated monthly on the 2 nd Tuesday through February 21, 2023
Pre-Application Webinar	January 12, 2023, at 1 pm
Pre-Application Office Hours	January 31, 2023 at 12 pm February 9, 2023, at 5:30 pm February 13, 2023, at 12 noon February 23, 2023, at 5:30 pm February 28, 2023 at 12 noon
Proposals Due	March 10, 2023, by 11:59 pm
Interviews of Applicants (as needed)	TBD
Notification of Award	May 2023



Office Hours & Networking

OFFICE HOURS

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

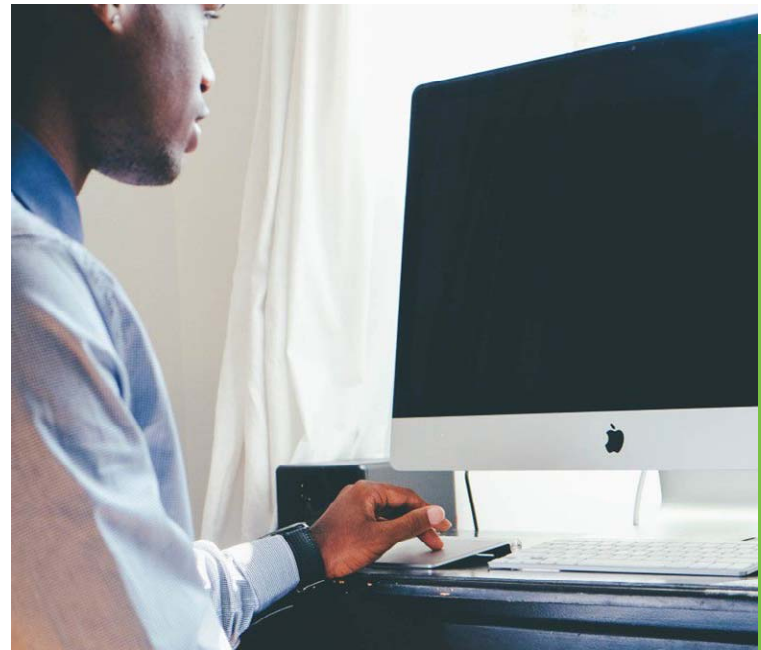
Dates:

- January 31, 2023 at 12 noon
- February 9, 2023, 5:30 pm
- February 13, 2023, 12 noon
- February 23, 2023, 5:30 pm
- February 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

Slide 20

JA0 I would keep this Q&A, rather than also inviting discussion.
Jennifer Applebaum, 2022-12-02T12:46:21.207

EH0 0 Adjusted
Edward Hsieh, 2022-12-02T14:42:00.104

Questions can be sent to:

workforce@masscec.com

MWBE Support Grants RFP Webinar

Thank You