

A woman wearing a blue hard hat and an orange safety vest is working on a server rack. She is holding a yellow multimeter and testing a component in the rack. The background shows various electronic components and wiring.

RFPs: Equity Workforce and Climate-Critical Training, Equipment, and Infrastructure Grants

Dedicated to innovating energy solutions



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AGENDA

Funding Sources

Target Occupations & Populations

Side-by-side Comparison

Eligibility

Questions & Answers

Application Process & Timeline

Office Hours & Networking

ET Overview

CCT Overview

Questions & Answers

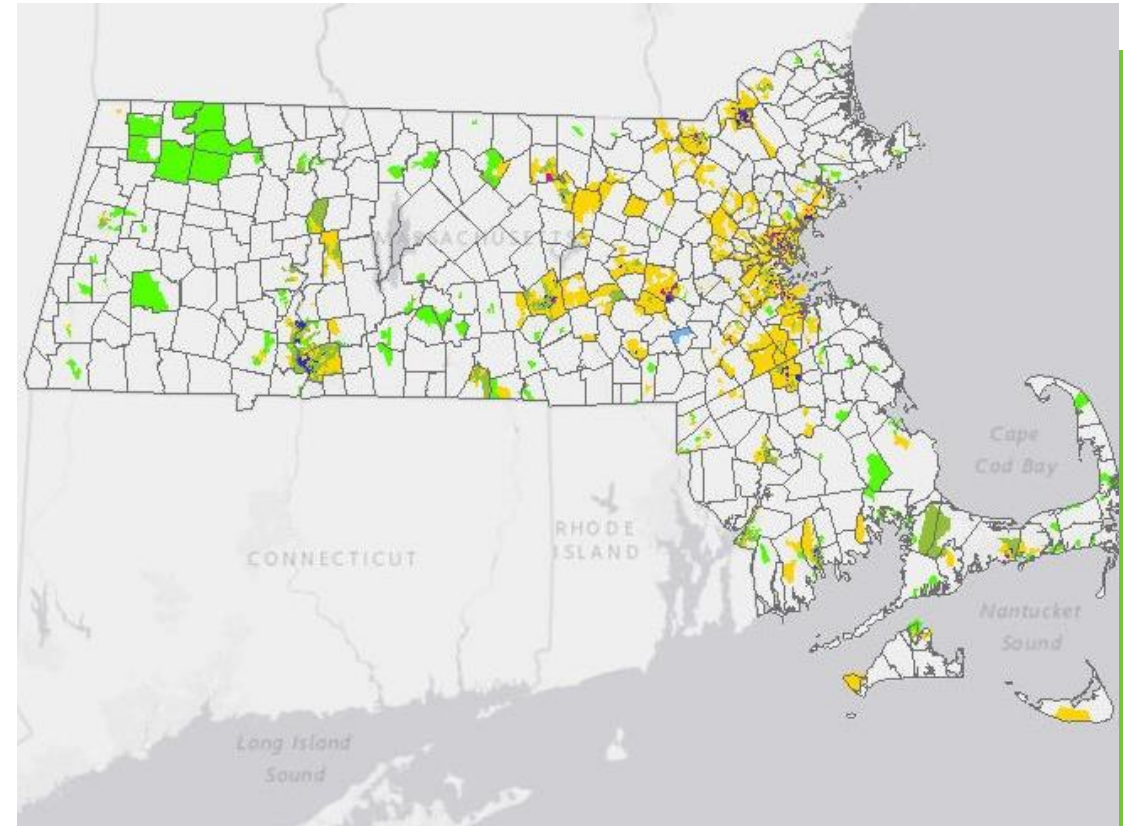
Act Creating A Next-Generation Roadmap for Climate Policy

\$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.



FY25 State and Organizational Budget

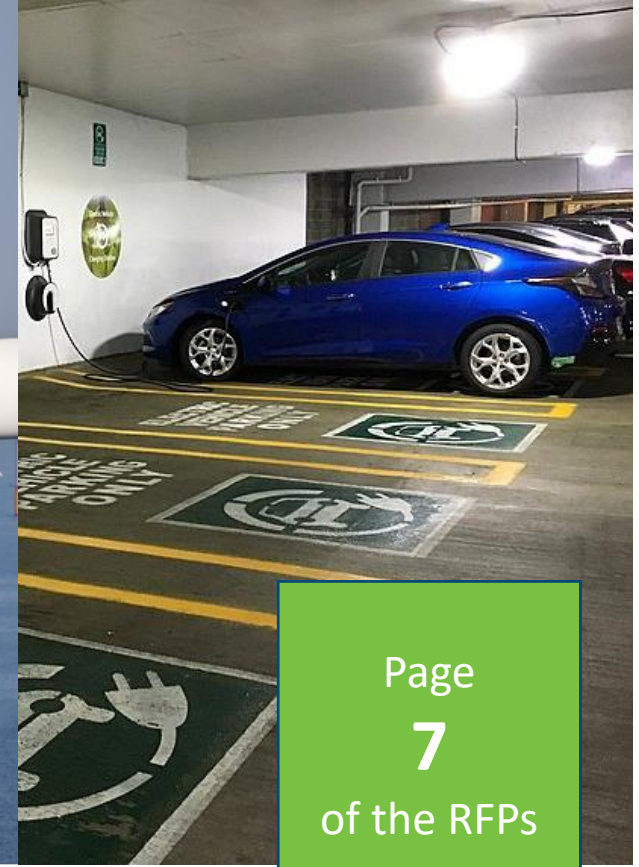
\$9 MILLION FOR FY25 TO FUND WORKFORCE INITIATIVES FOR ALL MA CITIZENS

The Fiscal Year 2025 State Budget sets aside \$20,000,000 to be transferred into the Clean Energy Investment Fund. \$9,000,000 in funding, drawing from the Fund and MassCEC's organizational budget, was allocated to be expended for clean energy workforce development initiatives, as directed by the Massachusetts Clean Energy and Climate Plan for 2050, and has been made available via this funding opportunity.

- Enables training opportunities for all MA residents
- Priority populations not required but encouraged
- **Funds do not expire at the end of the fiscal year**



Targeted Climate-Critical Sectors



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of the RFPs



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 underrepresented communities in the clean energy workforce**
- **Current or Former Workers from the fossil fuel industry**
- **Members of Federally Recognized or state-acknowledged tribes**

DEFINITION & MAP OF
EJ NEIGHBORHOODS



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

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. In Massachusetts, solar installers must be electricians.



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.



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:
January 24th & May 2nd, 2025

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:
January 24th & May 2nd, 2025

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>



Which Program is right for us?

	Equity Training	Climate-Critical
Funding Amount per Award	Up to \$1,200,000.00	Up to \$800,000.00
Length of Grant	1-3 years	1-2 years
Target Population	EJ Neighborhood, Federally Recognized and State Acknowledge Tribes, Fossil Fuel Workers, Low/moderate income Populations	<u>Massachusetts Residents</u>
Strands	Strand A: Career Pathway Training Leading to Employment in Climate-Critical Priority Occupations Strand B: Clean Energy Career Awareness, Career Exploration, Career Navigation and Preparation for Adult Learners and Job Seekers	Strand A: Career Pathway Training Leading to Employment in Climate-Critical Priority Occupations Strand B: Climate-Critical Upskilling for Incumbent Workers Strand C: Equipment, Infrastructure and Training Ecosystem Support



Decision Chart: Which RFP best fits your target participants?

If all your participants are going to be 18 or younger, you should:

Apply to: *Students and Young Adult RFPs*
(coming soon)

If any of your participants are going to be older than 24, you should:

If all your participants are 18-24 and your model fits the below, you should:

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: ***Equity Workforce/Climate-Critical Training***

Refer to
Attachment 6



Who is eligible to apply?

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of the CCT RFP

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of the ET RFP

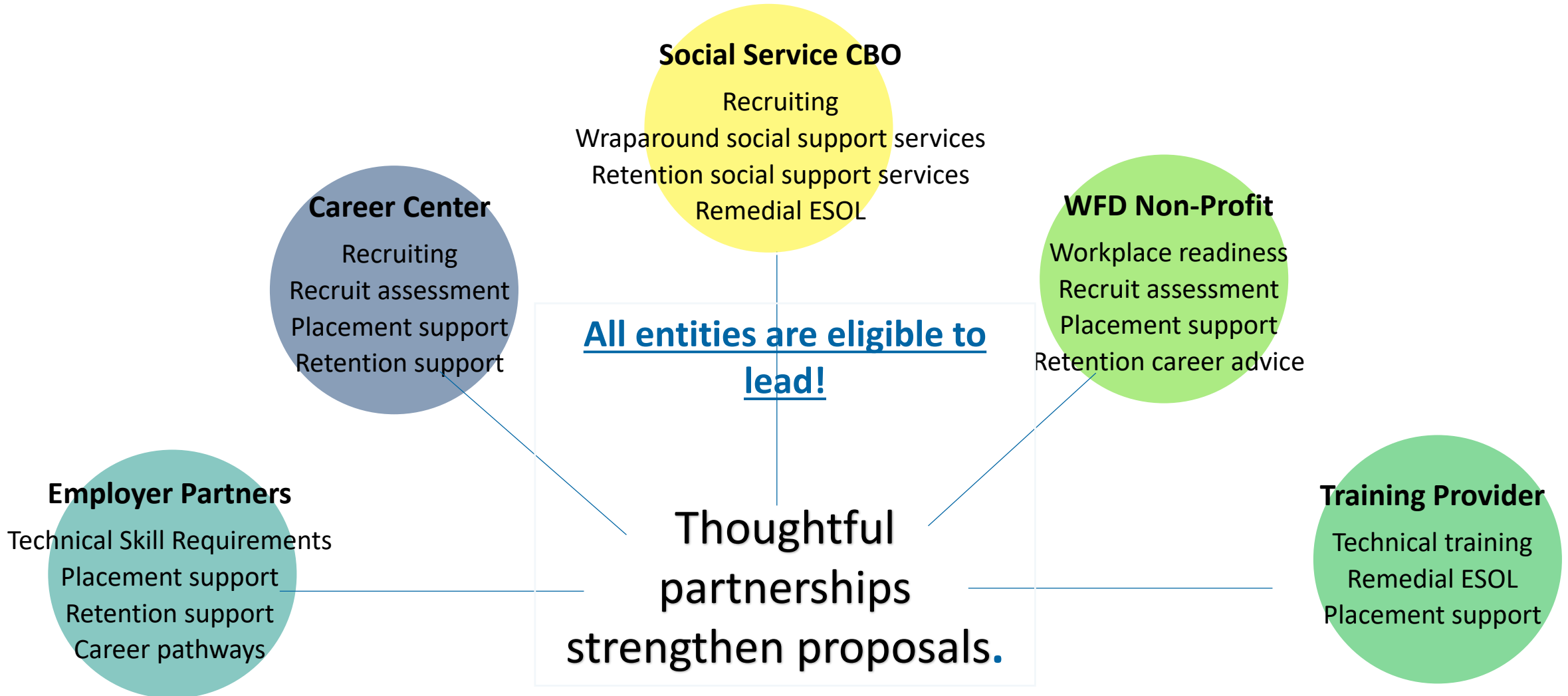
Eligible Lead Applicants:

- Community-Based Entities (CBOs);
- Educational Institutions;
- For-Profit Entities;
- Trade and Labor Entities, Unions;
- Federally and State Acknowledged Tribes; or
- Workforce Development Organizations
(Including MassHire Workforce Investment Boards and Career Centers).

Additional criteria: Lead Applicants must:

- Have a MA-based office or staffing;
- Be in good standing and provide a Certification of Good Standing (COGS)
- Propose a project that is separate and distinct from projects currently funded by MassCEC; and
- Disclose any potential conflicts of interest

Example of an Applicant Partnership



Q&A

Application Process

Application Process

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



Attend MassCEC informational webinars, 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 2, 2025, with "[Equity Workforce/Climate-Critical] Training Implementation Grant Application" in the subject line.



Application Packet

A COMPLETED APPLICATION PACKET INCLUDES:

- **Attachment 1:** Authorized Applicant's Signature and Acceptance Form
- **Attachment 2:** Equity Workforce or Climate-Critical Training Grant Application
- **Attachment 3:** Program Budget, Organizational Budget, and Proposed Project Schedule
- **Attachment 4:** Cost-Reimbursement Sample Grant Agreement
- **Attachment 5:** Sample Progress Report
- **Attachment 6:** Decision Chart

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

Attachment 3 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.



Application Timeline

RFP Release	November 15th, 2024
Questions due via rfpworkforce@masscec.com and answers posted on website	Ongoing
Pre-Application Webinar	December 6, 2024, at 11:30 am
Pre-Application Office Hours	Ongoing
1st Deadline and Review	January 24, 2025 (reviewed week of January 27)
Proposals Due	May 2, 2025, at 11:59 pm
Interviews of Applicants (as needed)	TBD
Notification of Award	Spring/Summer 2025



Selection Criteria for ET & CCT

Applicant and Partner Experience and Qualifications

- Track record of working with target population
- Prior workforce development success
- Defined network of partners

Target Occupations and Populations

- Target occupation(s) align with climate-critical occupations
- Target population(s) qualify
- Demonstrates an understanding of assets and barriers of the target population
- Target occupation(s) are contextualized into multiple career pathways for advancement

Outcomes, Budget, Leveraged Resources, and Sustainability

- Strong proposed outcomes and tracking methods
- Proposed budget with a reasonable per-participant cost for the type and intensity of the programming
- Identification of appropriate funding sources to continue programming beyond the grant period

Program Delivery

- Applicant has intake and assessment plan with clear eligibility criteria
- Dosage and duration of program is reasonable for the goals of the program
- Applicant proposes a clear case management plan
- Career readiness and other soft-skill training included

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of the CCT RFP

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of the ET RFP



Selection Criteria for ET & CCT

Job Placement and Employer Engagement

- Applicant signals high-level of employer engagement through MOUs
- Employers are engaged at multiple stages of project
- Applicant has plans for continued business development to ensure placement pipelines
- Applicant has clear job placement process with dedicated staff or partners

Wraparound Social Support Services

- Applicant proposes a participant case management plan responsive to the barriers of target populations
- Case management dosage and delivery is reasonable
- Applicant presents sufficient staffing or referral partners to signal strong support potential

Retention Services Post-Placement

- Applicant has retention plan for at least 6-months post placement
- Participants will continue receiving support services during the period to enable career growth
- Applicant has accounted for 12-months of post-placement monitoring and tracking

Diversity of Approaches

- Applicants have SDO certification
- Geographic or target occupation
- Support of additional categories of populations
- Novel or impactful approaches

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of CCT RFP

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of ET RFP



Diversity of Approaches

English

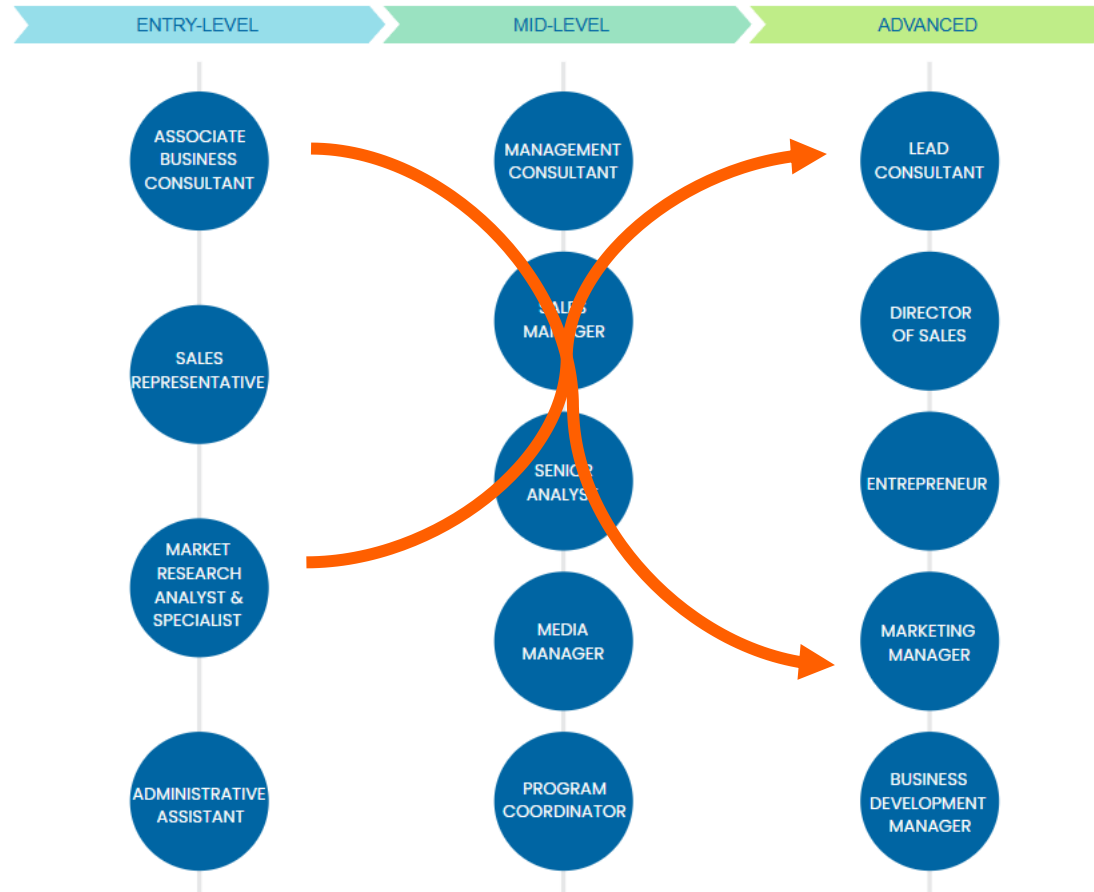
BUSINESS DEVELOPMENT & MARKETING/SALES



BUSINESS DEVELOPMENT & MARKETING/SALES

Business Development is the pursuit and cultivation of strategic partnerships, commercial relationships, new markets, and sustainability practices. Within the clean energy industry, business development teams often collaborate with marketing and sales teams to maximize profits while minimizing environmental impacts, and expand market share of renewable energy sources. Marketing and Sales is the focus on planning and implementing marketing policies and programs through brand development, advertising, promotions, public relations, sales calls. Other tasks include customer interaction, overseeing product development and services, and determining demand and pricing.

➤ Select a job type on the chart to display potential career pathways, then scroll down to view a job profile and discover local education programs.

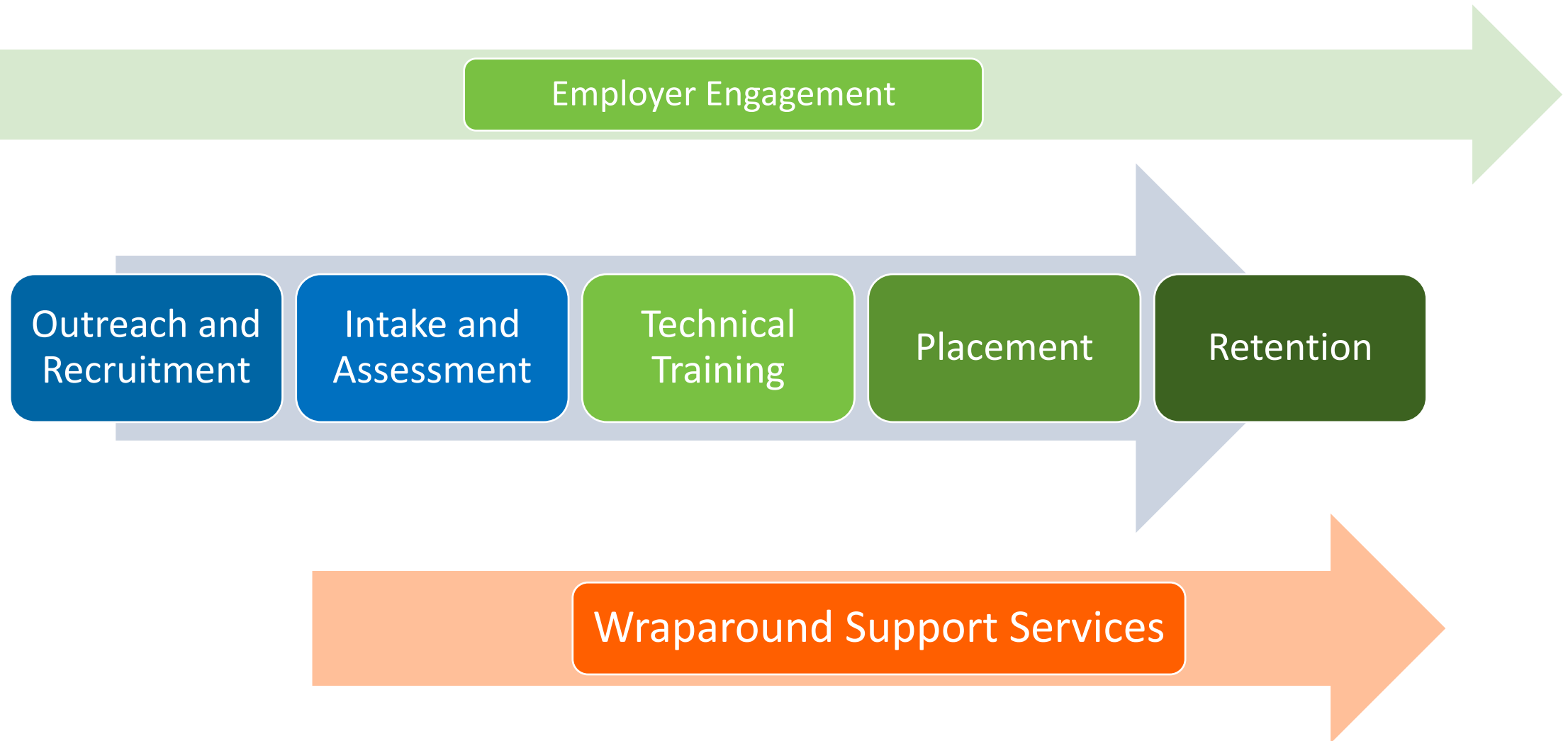


If your program concept does not squarely fit within the selection criteria but may assist MassCEC in meeting its Clean Energy Workforce goals through other novel and unique approaches, your program may still be eligible for funding under this solicitation. Please take advantage of the office hours or reach out via email to discuss your concept:

rfpworkforce@masscec.com



Program Example – Traditional Pipeline



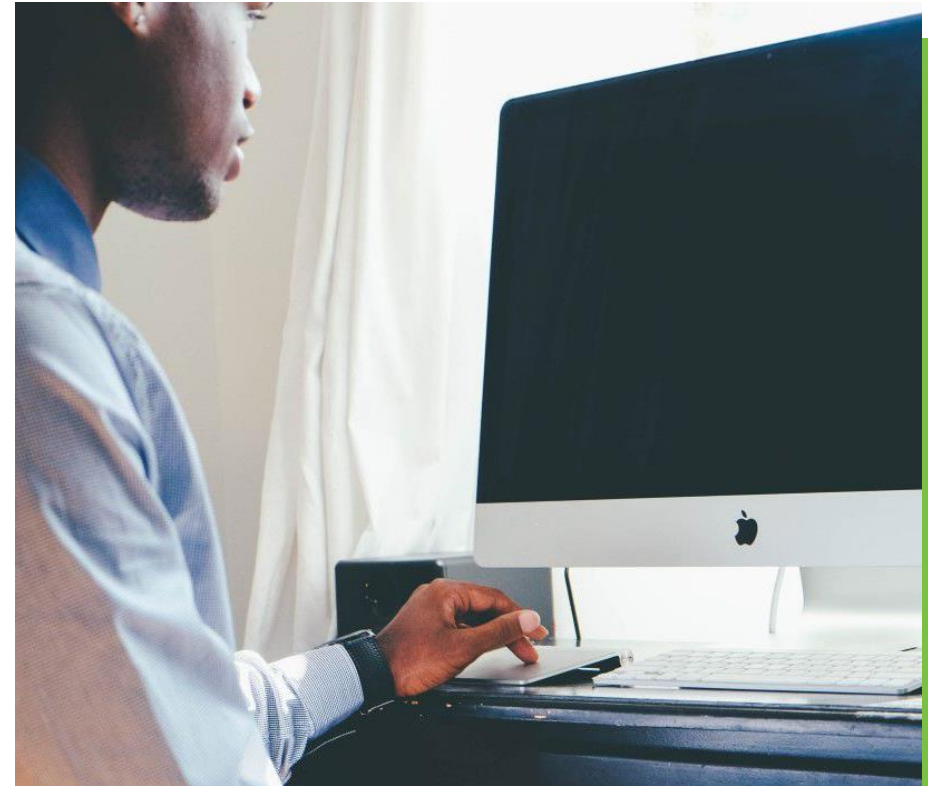
Office Hours & Partnerships

OFFICE HOURS

- Go to the RFP Landing page(s) [[ET](#) / [CCT](#)] on the MassCEC website to receive the zoom link (QR code on next slide)
- Join anytime during the one-hour block
- Ask questions and discuss your specific proposals.
- Meet other potential applicants to form partnerships.

PARTNERSHIPS

- MassCEC compiles a list of potential applicants interested in forming partnerships for the open Workforce Equity grants. Sign up for this list by filling out this [form](#). The list will be published on the MassCEC website and updated monthly.



Office Hours – Dates & Times

- Thursday, **December 12** at 5:30pm
- Thursday, **December 19** at 12pm
- Tuesday, **January 7** at 12pm
- Thursday, **January 9** at 5:30pm
- Tuesday, **January 14** at 5:30pm
- Thursday, **January 16** at 12pm
- Tuesday, **January 21** at 12pm



- Thursday, **January 30** at 5:30pm
- Tuesday, **February 4** at 5:30pm
- Thursday, **February 13** at 12pm
- Tuesday, **February 18** at 12pm
- Thursday, **February 20** at 5:30pm
- Tuesday, **March 4** at 12pm
- Thursday, **March 13** at 12pm
- *scan the QR code for more dates and times*

Equity Workforce Training

Strand Roadmap

Award Duration



Strand A: Career Pathway Training Leading to
Employment in Climate-Critical Priority Occupations
Award Range: \$150,000 - \$1,200,000

Monitoring

Strand B: Clean Energy Career Awareness, Career
Exploration, Career Navigation, and Preparedness
Award Range: \$50,000 - \$400,000

Monitoring

Climate- Critical RFP Awards

Monitoring



Strand A: Career Pathway Training Leading to Employment in Climate-Critical Priority Occupations

Award Range: \$150,000 - \$1,200,000

Award Duration: 1 Year – 3 Year Award *

- **Match** – Encouraged but not required
- **A Comprehensive Training Plan** which results in a high-quality job, and may result in recognized industry credentials
- **Wrap Around Support Services and Case Management-** To meet participant needs and promote completion, retention, and advancement
- **Placement Support into Clean Energy jobs**
 - *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.



Strand B: Clean Energy Career Awareness, Career Exploration, Career Navigation, and Preparedness

Award Range: \$50,000 - \$400,000

Award Duration: 1 - 3 Year Award*

- **Match** – Encouraged but not required
- **Clear and Thoughtful Range of Exposures** and career pathway options
- **Access to Next Steps** -Leading to offramp into training, employment in clean energy, internships, apprenticeships
- **Wrap Around Support Services and Case Management-** To meet participant needs and promote completion, retention, and advancement

*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.



Strand A Career Pathway Training Leading to Employment in Climate-Critical Priority Occupations - Additional Selection Criteria

Training Design and Delivery

- Comprehensive training plan with strong vocational and work readiness curricula designed to meet employer needs and maximize participant success
- Training delivery models embrace innovative and proven strategies to increase participant success
- The program design includes case management and support services tailored to meet participant needs and promote completion, retention, and advancement
- Leverages partnerships and resources from relevant stakeholders and additional funding
- Demonstrates commitment to increase access to EJ and disadvantaged communities
- Demonstrates capacity to manage fiscal and administrative obligations with receiving federal funds

Wrap Around and Post Placement Support

- Comprehensive access to wraparound and support services and retention services, including career counseling and/or mentoring, for at least 6 months post-training, and
- Designated staff or referral partners to provide case management, and
- Applicants offer unique and/or heightened social support and retention services based on population served (e.g., extended retention support, specialized trauma-informed care, stipends, etc.)
- Retention plans include various approaches to support continued participant career advancement in high-quality jobs

Strand B: Clean Energy Career Awareness, Career Exploration, Career Navigation, and Preparedness

Program Design and Delivery

- Presents a comprehensive program design that incorporates relevant best practices for target population
- Features a clear and thoughtful range of exposures and career pathway options, including clear access to next steps for participants (Offramps)
- Delivery models embrace innovative and proven strategies to increase participant success
- Design includes case management and support services tailored to meet participant needs and promote successful program participation and transition to next steps including training, internships, and direct employment

Wrap Around and Post Placement Support

- Comprehensive access to wraparound and support services and retention services, including career counseling and/or mentoring, for at least 6 months post-training, and
- Designated staff or referral partners to provide case management, and
- Applicants offer unique and/or heightened social support and retention services based on population served (e.g., extended retention support, specialized trauma-informed care, stipends, etc.)
- Strand B Applicants will be reviewed on the level of support relative to the type of off-ramps

Strand A – Outcomes/Post-Training Activities

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- Milestone(s) that indicate successful completion for individual participants (i.e. Offramps)
 - Attainment of industry recognized credentials/licenses
 - Case management that successfully removes barriers for participants
 - Placement into a clean energy occupation
 - Job retention for at least one year post program completion
 - Increased wages for Incumbent Workers
- Description of plans to engage relevant partners to provide offramps to participants
 - Employer partners – comprehensive placement strategy that includes dedicated job development staff through the leader applicant or partner, with provided letters of support/MOUs



Strand B Outcomes/Post-Exploration Activities

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- Milestone(s) that indicate successful completion for individual participants (i.e. Offramps)
 - Submission of a specific exploration project
 - Attainment of an internship
 - Enrollment in a training program
 - Placement into a clean energy occupation
- Description of plans to engage relevant partners to provide offramps to participants
 - Training Providers
 - Employers
- Letters of Support or Memorandums of Understanding from at least two (2) partners that offer offramps



Climate-Critical Workforce Training, Equipment, and Infrastructure

Strand Roadmap

Award Duration

1 year

18
months

2 years

3 Years

Strand A: Career Pathway Training Leading to
Employment in Climate-Critical Priority Occupations
Award Range: \$100,000 - \$800,000

Monitoring

Strand B: Climate-Critical Upskilling for
Incumbent Workers
Award Range: \$100,000 - \$600,000

Monitoring

Strand C: Equipment, Infrastructure, and Training Ecosystem
Support
Award Range: \$50,000 - \$750,000

Equity Training RFP Awards

Monitoring



Strand A: Career Pathway Training Leading to Employment in Climate-Critical Priority Occupations

Award Range: \$100,000 - \$800,000

Award Duration: 1 Year – 2 Year Award *

- **Match** – Encouraged but not required
- **A Comprehensive Training Plan-** which results in a high-quality job which may include a recognized industry credential
- **Wrap Around Support Services and Case Management-** To meet participant needs and promote completion, retention, and advancement
- **Placement Support into Clean Energy Careers –** Provide at minimum six (6) months retention support post placement to ensure participant success

*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.



Strand B: Climate-Critical Upskilling for Incumbent Workers

Award Range: \$100,000 - \$600,000

Award Duration: 1 - 2 Year Award*

- **Match** – Encouraged but not required
- **Create New and/or Expand Career Advancement Programming and Upskilling** to help workers gain valuable skills while businesses expand capacity to support the State's climate goals
- **Establish and grow wraparound and retention support services** to address potential barriers to entry and advancement in climate-critical occupations

*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.



Strand C: Equipment, Infrastructure, and Training Ecosystem Support

Award Range: \$50,000 - \$750,000

Award Duration: 1 - 2 Year Award

- **Match** – Encouraged but not required
- **Secure modern equipment and infrastructure** resources for climate critical workforce training programming
- **Purchase and install** specialized equipment and infrastructure
- **Development or Expansion** of both digital and infrastructure resources to support the state-wide clean energy workforce development ecosystem



Program Design (Training Delivery, Outreach, Support Services, Placement, Retention)

- Comprehensive training plan with strong vocational and work readiness curricula designed to meet employer needs and maximize participant outcomes
- Training delivery models embrace innovative and proven strategies to increase participant success
- **The program design includes case management and support services tailored to meet participant needs and promote completion, placement, retention, and advancement**
- Programs provide pathways to industry-recognized credentials or licenses and/or articulated higher education credits



Program Design (Career Advancement and Upskilling)

- Applicants present a detailed training plan with clear benefits to incumbent workers and participating employers.
- Whenever relevant, the training program offers industry-recognized certifications.
- The program design benefits participant skill development without proposing any costs to the worker.
- The proposal includes clear and imminent opportunities for workers to utilize the skills developed in the training.



Program Impact on Training

- Increase availability and quality of climate-critical occupation training
- Increase number of students able to participate in existing program or create new program to meet demand
- Leads to additional or improved climate-critical skills, especially training that facilitate reskilling or upskilling workers/trainees
- Demonstrates sustainability of training program after the initial award
- Leverages partnerships and resources from relevant stakeholders and additional funding from local, state, federal, and private funding
- Demonstrates commitment to increase access to EJ and disadvantaged communities and underrepresented individuals in target occupations



Strand A - Outcomes

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- Milestone(s) that indicate successful completion for individual participants (i.e. Offramps)
 - Attainment of industry recognized credentials/licenses
 - Placement into a clean energy occupation
 - Job retention for at least one year post program completion
 - Increased wages for Incumbent Workers
- Description of plans to engage relevant partners to provide offramps to participants
 - Employer partners – comprehensive placement strategy that includes dedicated job development staff through the lead applicant or partner, with provided letters of support/MOUs



Strand B - Outcomes

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- Milestone(s) that indicate success in completion of Incumbent Worker Training.
 - Skills gain
 - Obtaining additional certifications/licenses
 - Promotions/Advancement
 - Increased wages for Incumbent Workers
 - Increase in clean energy sector work
- Description of employer's involvement in the training program as it pertains to:
 - Recruiting
 - Employee supports
- Letters of Support or Memorandums of Understanding from at least two partners that offer offramps.



Strand C - Outcomes

SUCCESSFUL APPLICATIONS WILL INCLUDE.....

- Initial Vision of Equipment and Infrastructure
 - Description of capacity building supported by equipment and infrastructure funding
 - Steps to select, procure, and integrate new capacity
- Impact of Equipment and Infrastructure
 - Description of how equipment and infrastructure will improve your program
 - Existing training/curriculum/training opportunities
 - Identify programmatic gaps and needs that will be addressed



Q&A

Additional Funding Opportunities

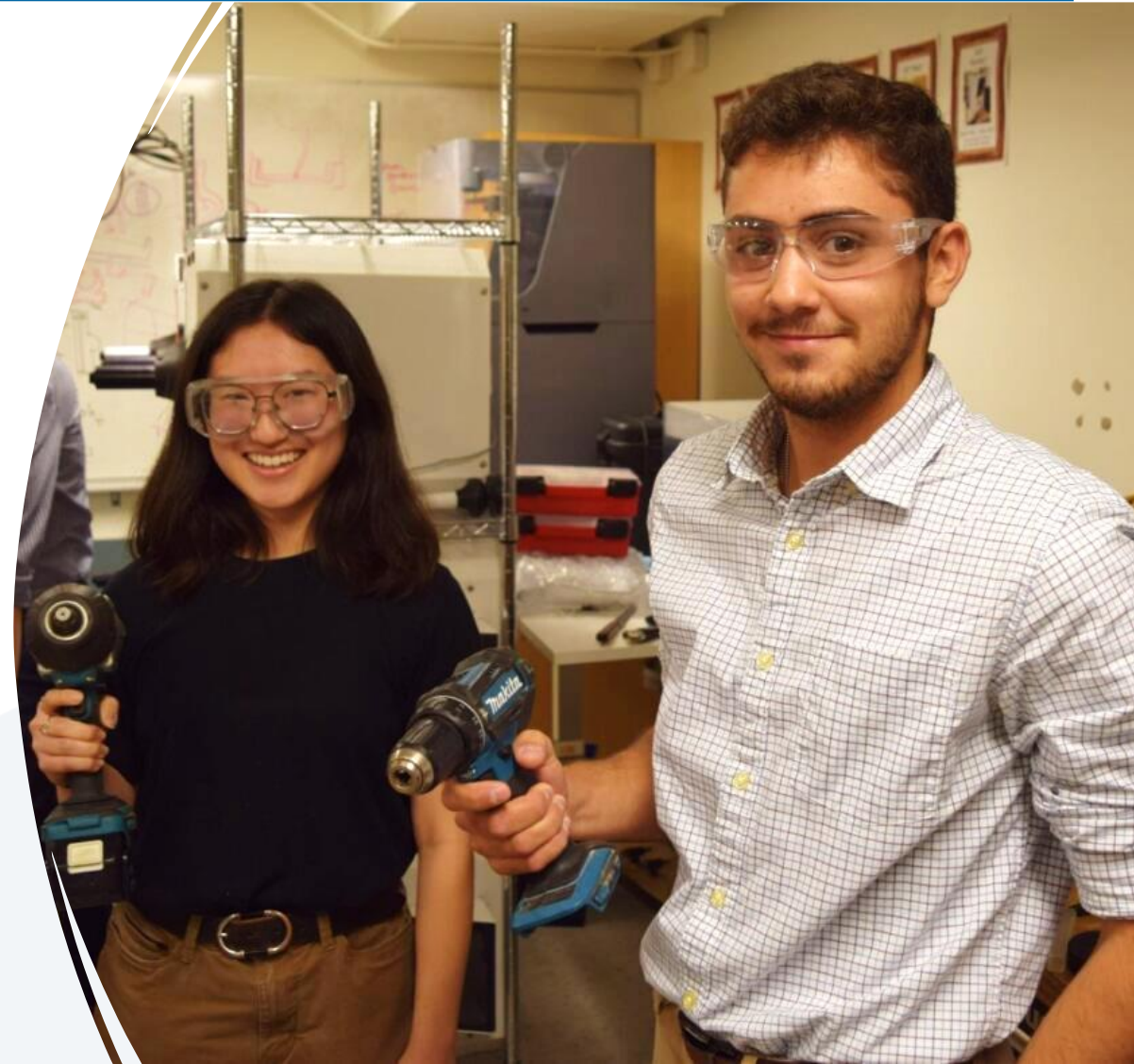


Clean Energy Internship Program Spring Session opening soon!

- 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

Questions can be sent to: rfpworkforce@masscec.com