Good Jobs Challenge

Economic Development Administration (EDA)
American Rescue Plan funding

INVESTING IN AMERICA'S COMMUNITIES

November 18, 2021

Agenda

- EDA's Good Jobs Challenge
- Answering Your Questions
- Additional Resources

	NOFOs		Description	Total American Rescue Plan funding: $3B
1	Good Jobs Challenge	$500M	Establish or strengthen regional systems and sector-based partnerships to train workers with in-demand skills, supporting workers with wraparound services and employer commitments to hire; 25-50 awards between $5-$25 million
2	Build Back Better Regional Challenge	$1B	Transform 20-30 economically distressed regions through substantial investment through groups of 3-8 projects, totaling ~$25-75M per region; open to proposals up to $100M
3	Travel, Tourism, & Outdoor Recreation	$750M	Accelerate communities impacted by COVID-related travel and tourism decline through state grants ($510M) and competitive grants ($240M)
4	Economic Adjustment Assistance	$500M	Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community
5	Indigenous Communities	$100M	Additional Economic Adjustment Assistance funds to specifically support Indigenous communities
6	Statewide Planning, Research, & Networks	$90M	Invest in economic plans, research to assess the effectiveness of EDA's programs, and support for stakeholder communities around key EDA initiatives

www.eda.gov/arpa

Who is Eligible to Receive Grants Under this Competition?

Eligible lead institutions or regional coalition members include:

- District Organization of an EDA-designated Economic Development District (EDD)
- Indian Tribe or a consortium of Indian Tribes
- State, county, city, or other political subdivisions of a State, including a special purpose unit of a State or local government engaged in economic or infrastructure development activities, or a consortium of political subdivisions
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association

  Must be acting in cooperation with officials of a political subdivision of a State

Applicants must show alignment with local Comprehensive Economic Development Strategy (CEDS) or equivalent for every area it will serve.

www.statsamerica.org/ceds/

EDA is not authorized to provide direct financial assistance to individuals, small businesses, or for-profit entities under this NOFO.

NOFO Section C.1

Key EDA Workforce System Terms

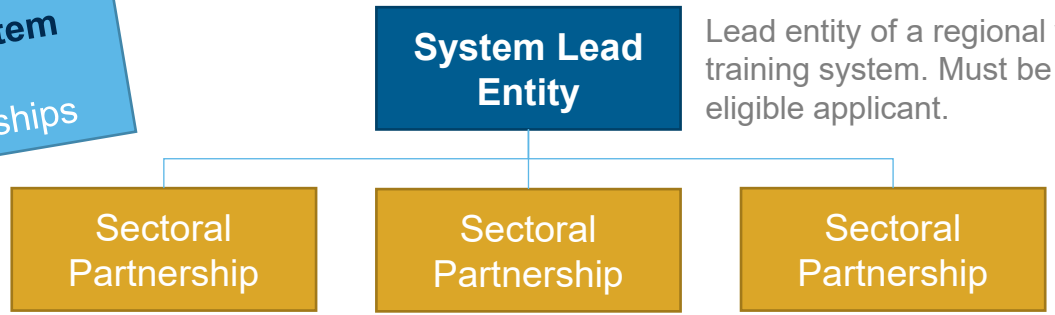
Regional workforce training system: A system that fosters and supports multiple sectoral partnerships across several industries

Sectoral partnership: A partnership of employer(s) within one industry that brings government, education, training, economic development, labor, and/or community organizations together to focus on the workforce needs of an industry within a regional labor market. Sectoral partnerships prepare workers for jobs that employers need filled.

Regional Workforce Systems

Applicants may propose developing or strengthening a regional workforce system made up of several sectors / industries, or they may submit projects for a single sectoral partnership (one sector / industry)

Regional Workforce System
A system that fosters and supports sectoral partnerships

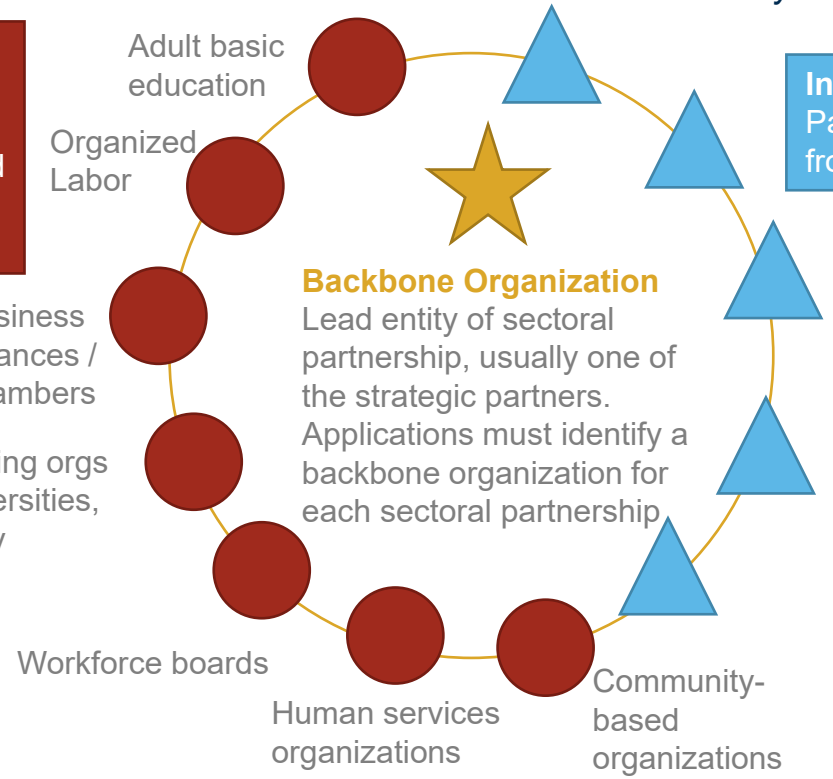


System Lead Entity	Leads and convenes a multi-sector regional workforce system

Sectoral Partnerships

*A **sectoral partnership** is a partnership of employers from the same industry who join with strategic partners from government, education, training, economic development, labor, and/or community organizations to develop workforce solutions that meet the needs of that industry within a regional labor market.*

Strategic Partners:
Generally, should be EDA-eligible organizations involved in workforce development



Industry Partners:
Partnership of employers from the same industry

Backbone Organizations:

- Serve as the intermediary between all stakeholders and works to ensure programs get implemented and regional milestones are met.
- Must be named as part of the EDA application
- May make subawards to other partners
- Should be an eligible entity under this NOFO

Award Timeline

January 26, 2022	Application deadline at 11:59 pm Eastern Time
July 2022	Awards made
May 31, 2027	Period of performance must end to allow for close out
Sept 30, 2027	All American Rescue Plan Act Funds must be expended

Answering Your Questions:

What to know before putting together an application

Defining Region

- Does EDA have a specific definition of region as it relates to this project?
- Can my project support multiple regions or should I focus on one?
- If my organization works in multiple regions throughout the US, how should I define region?

Applications from the same region or organization

- Will EDA accept multiple applications from the same state or region?
- Will EDA accept multiple applications from the same organization?
- Can my organization be a partner on multiple projects?

Job Placement Specifics

- How does EDA define quality job?
- How should I determine the local prevailing wage for an industry in the region?

Project Model Examples

- What types of training models would EDA like to see in proposed projects?
- Can a project utilize multiple training models, or should it only be focused on one?

CEDS Alignment

- What is a CEDS?
- How do I determine if my region has a current CEDS? What if it does not?
- How should I show CEDS alignment in my application? If my project will benefit multiple regions, do I need to show CEDS alignment with all of them?
- Resource: https://www.statsamerica.org/ceds

Local Government Support

- The NOFO mentions that non-profit applicants must show that they are “acting in cooperation with a political subdivision of a state.” What does this mean, and why does it matter?

- What should I do if my project will benefit multiple political subdivisions of a state?

System Lead Entity

- What is a system lead entity in a Good Jobs Challenge proposal?
- What are the required characteristics of a System Lead Entity?

Regional Workforce Systems

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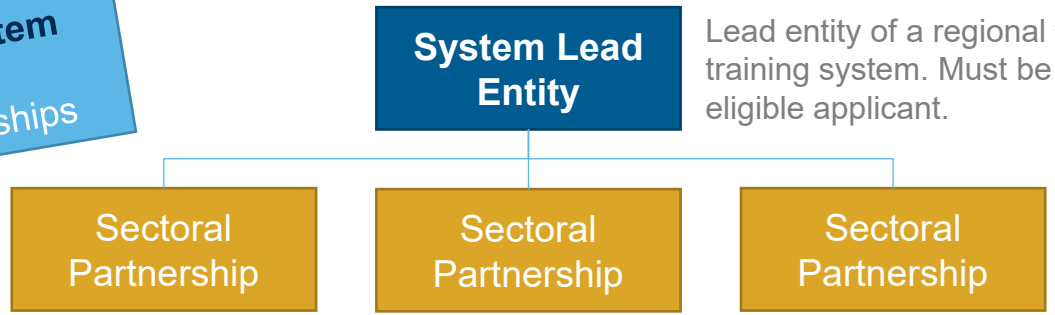

System Lead Entity	Leads and convenes a multi-sector regional workforce system

Backbone Organization

- What is a Backbone Organization in a Good Jobs Challenge proposal?
- What are the required characteristics of a Backbone Organization?
- Can an organization be both a system lead entity and a backbone organization?

Sectoral Partnerships

*A **sectoral partnership** is a partnership of employers from the same industry who join with strategic partners from government, education, training, economic development, labor, and/or community organizations to develop workforce solutions that meet the needs of that industry within a regional labor market.*

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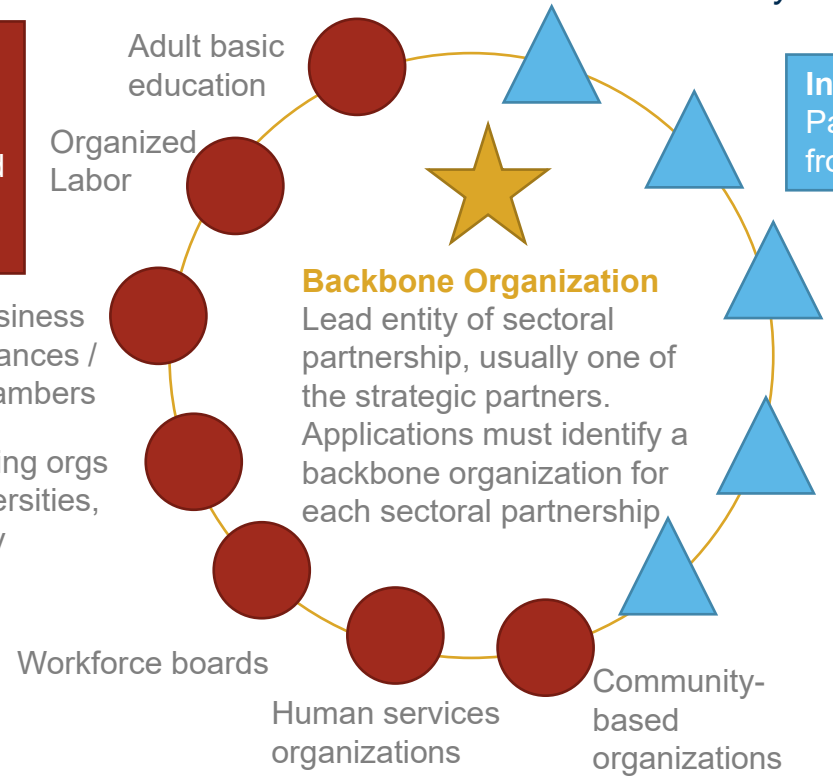

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Strategic Partners

- What is a strategic partner and what is their role within this project?
- Is it a requirement that strategic partners be eligible entities?
- Can strategic partners receive grant funding for their project activities?
- Is there a limit to the number of strategic partners?

Industry Partners

- What are industry partners and what is their role in this project?
- Is it a requirement that industry partners be eligible entities?
- Can industry partners receive grant funding for their project activities?

Employer Commitments

- What sort of employer commitments is EDA looking for and what form should they be?
- Are all employer commitments expected to be full-time jobs with benefits?

Wraparound Services

- What are wraparound services?
- Can this program provide reimbursement directly to program participants for wraparound services?
- How should I include wraparound services in my budget?

Allowable Costs

- Can this program fund construction costs? What about purchasing a building?
- Can program costs go towards wages or stipends for program participants? What about tuition?
- Are hiring incentives for employers to hire program participants an allowed use of funding?

Program Budget

- Must we have an equal amount of spending each year across the grant lifecycle, or can we have greater spending up-front in year one when we need to make larger equipment purchases?

- Has EDA identified an expected cost range per placement/per worker that includes all education, training, and support services?

Project Types

EDA will fund work at all of three phases or the later phases of the workforce training system lifecycle, as applicable to regional needs. To access funding for later phases, a grantee must demonstrate successful completion of the previous phase.

System Development

Funding to help a backbone organization or system lead entity establish and develop systems and/or sectoral partnerships

Program Design

Funding to develop skills training curriculum and materials and secure technical expertise to train workers

Program Implementation

Funding for non-construction projects needed to provide workforce training (includes wrap-around services)

Phased Funding

- If my application includes system development, do I also need to include a plan for program design and implementation, or can I apply for that funding later?
- Can I apply for different funding phases for different sectoral partnerships or must I apply for the same phases across multiple sectoral partnerships/industries?
- Is program implementation a required phase?

Example Funding Requests

	System Development	Program Design	Program Implementation
Estimated Federal Funding Request[1]	~$1M per system	~$2M per region/industry/role	~$2-7M per region/industry/role[2]
Period of Performance	Suggested not to exceed 3 years		

Notes:

- Funding to be gated at each phase dependent on successfully meeting benchmarks for previous stages
- Applicants will be highly encouraged to and evaluated on their ability to leverage other funds (e.g., local/state ARPA funds, WIOA, CRA, corporate/ philanthropic dollars)

[1] Organizations may serve multiple regions/industries/roles, and may request support according to the number of regions/industries/roles they wish to train/support (e.g., $13-28M for 3 industries); they may also request funding for only latter phases if previous phases have already been successfully completed.

[2] Can include wraparound services.

Phased Funding

- Is there a maximum funding request for this program? Is there a maximum funding per phase?
- What does it mean when it says per region/industry/worker role?
- How do I depict the various phases in my budget narrative?

Phased Funding

To access each successive phase of funding, grantee must demonstrate successful completion of:

System Development

- **Identify backbone organization and key stakeholders** for system; must demonstrate relationship and **commitment from employers**
- **Robust plans** for the following:
  - System Development
  - Training Model and Development
  - Employer Commitment/Pledge
  - How to leverage other funds
  - Outreach and Recruitment
  - Wrap-Around Services

Program Design

- **Signed letter of commitment/MOU from stakeholders** (or entities that serve similar function) that outlines roles and responsibilities:
  - Backbone organization/intermediary
  - Local/state gov't incl. workforce boards
  - Employers
  - Employer-facing organization
  - Training provider
  - CBO or WSO
  - Labor Unions (if relevant in region)
- **Documented process** to gather skills needs from employers and translate into effective training models and **demonstrated ability to implement** (e.g., past experience, sample training curriculum)
- **Letters of commitment** for funds leveraged

Program Implementation

- **Industry/role selected and need validated** with local employers with specific number of hires identified
- **Skills needs identified and documented** from employers for selected industry/role
- **Training model and curriculum developed**
- **Employer commitments secured** with signed commitment letters that specify number of jobs committed
- **Outreach and recruitment plan developed and documented** with emphasis on underserved communities disproportionately hit by this crisis
- **Letters of commitment** for funds leveraged

Phased Funding

- Can I move to the next phase of funding for one sectoral partnership before another or do these partnerships have to progress at the same rate?
- If I am applying for just one of the later phases, what should I include in my application to show that I have already completed the previous phase?
- Could a flow chart or organizational chart that shows project partners be used in lieu of an MOU?

Evaluation Criteria

Applications will be evaluated on the following criteria:	
Development of Key Plans to Support Regional Workforce Training System or Sectoral Partnership	15 points
System Lead Entity's or Backbone Organization's capacity	15 points
Workers Served and Job Placements expected	15 points
Employer partnerships	10 points
Identification of Regional Needs	10 points
Regional investment and sustainability	10 points
Feasibility	10 points
Equity	15 points

NOFO Section E.1.a

Review and Selection Process

- Will applications be reviewed as they come in? If we wait until the January 26 deadline to apply, will funding still be available?
- How will applications be scored? How do you determine who receives funding?
- In writing our narrative, we notice that the review criteria do not seem to align one-to-one with the questions. What is the best way to organize and format the proposal so that we answer all required questions and at the same time make it apparent that we are addressing each item in the review criteria?

Outcomes and Reporting

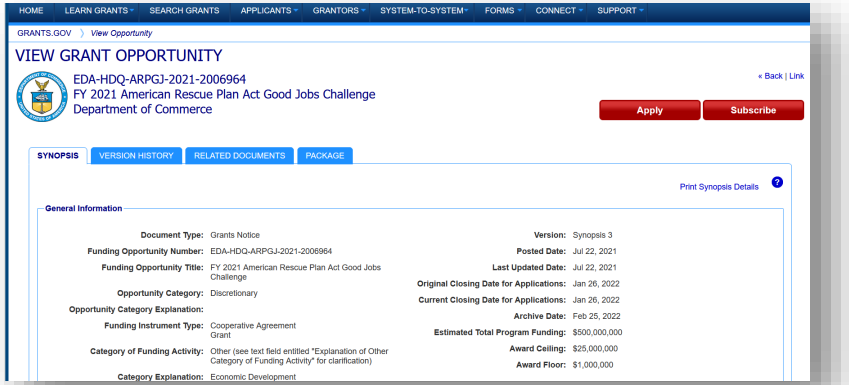
- What will be the reporting requirements for this program?
- What do budget modifications look like if needs change from the time of proposal submission to award or even post-award?

Match Requirements

- Does the Good Jobs Challenge require that applicants contribute matching funds?
- Will applications that leverage other funds be more competitive?
- Is my organization allowed to leverage other Federal funds for this project? How will it impact my application's competitiveness?

Fill out your application on Grants.gov

Notice of Funding Opportunity (NOFO) available on Grants.gov



- After submitting an application, it undergoes a validation process through Grants.gov:
  - Applications may be accepted or rejected by the system
  - Applications that contain errors will be rejected and will not be forwarded to EDA
  - Applicants must correct any errors before Grants.gov will accept the application
  - Validation may take 24 to 48 hours

Full applications due January 26, 2022 by 11:59 pm Eastern Time

NOFO Section D.1

Applications due on grants.gov
January 26, 2022 by 11:59 pm Eastern Time

Resources:

- **Program website** – eda.gov/arpa/good-jobs-challenge/
- **Applicant support tools** – eda.gov/arpa/resources
- **Program inbox** – GoodJobsChallenge@eda.gov

Resource:	Link:
NOFO	https://www.grants.gov/web/grants/view-opportunity.html?oppId=334720
Program Overview (1-Pager)	https://eda.gov/files/arpa/one-pagers/EDA_ARPA_Jobs-One-Pager.pdf
Application Checklist	https://eda.gov/files/arpa/good-jobs-challenge/Good-Jobs-Challenge-Application-Checklist.pdf
FAQs	https://eda.gov/arpa/good-jobs-challenge/faq/
Budget Narrative Template	https://eda.gov/files/arpa/good-jobs-challenge/Good-Jobs-Staffing-and-Budget-Template.xlsx
Webinar Overview and slides	https://eda.gov/news/media/2021/08/12/good-jobs-challenge.htm
General Customer Support	https://eda.gov/arpa/resources
Grants.gov	https://www.grants.gov/