



Good Jobs Challenge

*Economic Development Administration (EDA)
American Rescue Plan funding*

INVESTING IN AMERICA'S COMMUNITIES

August 27, 2021

Agenda

- EDA's American Rescue Plan
- Good Jobs Challenge overview
- Program Definitions
- Getting Started: Pre-application process
- Applicant Checklist
- Additional Resources and FAQs



NOFOs**Description****Total American Rescue Plan funding: \$3B**

1	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
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	Good Jobs Challenge	\$500M	Establish or strengthen regional systems to train workers with in-demand skills through employer-driven training, supporting participants with wrap-around services and employer commitments to hire



www.eda.gov/arpa



\$500 million for the Good Jobs Challenge

Program Goal: Get Americans back to work by establishing or strengthening regional systems to train workers with in-demand skills through sectoral partnerships

Awards: Between 25 and 50 awards at ~\$5-25 million each

Grant Rate: Projects will be funded at a 100% grant rate; projects that leverage other funds will be more competitive.

Programmatic focus:

- Job placement is key! Industry partners and employers play a critical role
- Unemployed or underemployed workers from underserved communities
- Incumbent workers from underserved communities with opportunity for increased wages with targeted upskilling

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



Eligible Entities

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

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



Program Intent

Regional Workforce Training System

Establish or strengthen regional workforce training systems of key stakeholders to develop employer-driven training models

Sectoral Partnerships

Ensure processes exist to translate employers' skills needs into training models

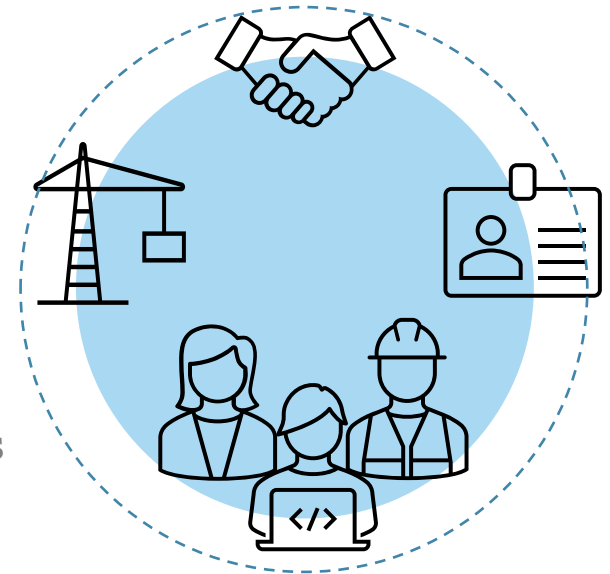
Develop and deliver quality skills training

Outcomes

Provide concrete, measurable impact (job placements, wage gain)

Secure employer commitments to hire and place workers into quality jobs

Leverage federal and non-federal funds to expand reach



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

Lead entity of a regional workforce training system. Must be an EDA-eligible applicant.

Sectoral Partnership

Ex: Technology sector, with Community-based organization as backbone org of the sectoral partnership

Sectoral Partnership

Ex: Agriculture sector, with Organized Labor as backbone org of the sectoral partnership

Sectoral Partnership

Ex: Healthcare sector, with Community College as backbone org of the sectoral partnership

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

Adult basic education

Organized Labor

Business alliances / chambers

Other training orgs (e.g., Universities, Community College)

Workforce boards

Human services organizations

Community-based organizations

Backbone Organization

Lead entity of sectoral partnership, usually one of the strategic partners. Applications must identify a backbone organization for each sectoral partnership.

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



Key Workforce System Terms

Quality Job (or “good-paying job”): A job that exceeds the local prevailing wage for an industry in the region, includes basic benefits (e.g., paid leave, health insurance, retirement/savings plan) and/or is unionized, and helps the employee develop the skills and experiences necessary to advance along a career path

Wraparound services: Any service to support and remove barriers to training and employment for a trainee in order to complete their workforce training activities. Examples include transportation, language support, financial coaching, childcare, career navigation and coaching, and access to technology



Key Workforce System Terms

Work-and-Learn/Registered Apprenticeship: These programs combine paid on-the-job training under the direction of a mentor with classroom instruction and result in an industry-recognized credential certifying occupational proficiency. Other work-and-learn models are also encouraged

Conditional Hire: Employer hires worker on condition of successful completion of the training program and demonstration of skill acquisition

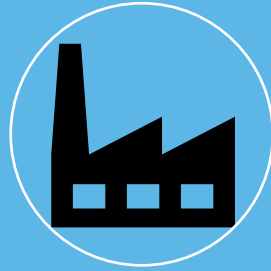
Employer Commitments: Employers commit to hiring a specific number of workers who successfully complete the training program provided through the regional workforce training partnership



Program Model Examples



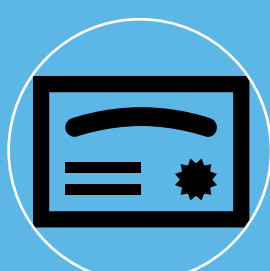
Skills Training Programs



Registered Apprenticeship Model



Other Work-and-Learn Models



Certification or Credentialing Programs



Phased Funding

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)



Period of Performance: 24-36 months



~\$1M per system

~\$2M per region/industry

~\$2-7M per region/industry

Project Concept Design



System Development

- **Identify backbone organization or system lead entity and key stakeholders** for system
- Demonstrate relationship and **commitment from employers**
- **Robust plans** for:
 - System Development
 - Training Model and Development
 - Employer Commitment/Pledge
 - How to leverage other funds
 - Outreach and Recruitment
 - Wraparound Services

Program Design

- **Signed letter of commitment/MOU from system stakeholders** that outlines roles and responsibilities
- **Documented process** to identify employers' skills needs and translate into effective training model
- **Demonstrated ability to implement** (e.g., past experience, sample training curriculum)

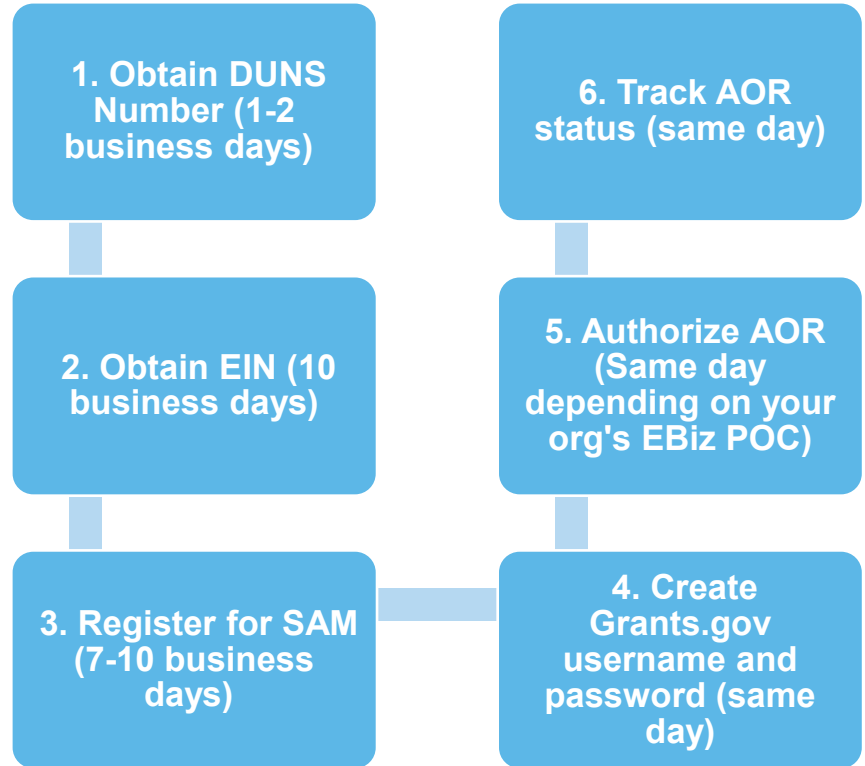
Program Implementation

- **Industry/role selected** and need validated with local employers
- **Number of hires** identified
- **Training model and curriculum developed**
- **Employer commitments secured** with signed commitment letters
- **Outreach and recruitment plan developed** with emphasis on underserved communities
- **Letters of commitment** for funds leveraged



Pre-application Actions

- To obtain a DUNS number, visit <http://fedgov.dnb.com/webform>
- Register with SAM at <https://www.sam.gov>
- Lead institution must be registered with Grants.gov
 - [To register on Grants.gov, click here.](#)



Fill out your application on Grants.gov

Notice of Funding Opportunity (NOFO) available on [Grants.gov](https://www.grants.gov)

HOME LEARN GRANTS SEARCH GRANTS APPLICANTS GRANTORS SYSTEM-TO-SYSTEM FORMS CONNECT SUPPORT

GRANTS.GOV > View Opportunity

VIEW GRANT OPPORTUNITY

EDA-HDQ-ARPGJ-2021-2006964
FY 2021 American Rescue Plan Act Good Jobs Challenge
Department of Commerce

Apply Subscribe

SYNOPSIS VERSION HISTORY RELATED DOCUMENTS PACKAGE

Print Synopsis Details

General Information

Document Type:	Grants Notice	Version:	Synopsis 3
Funding Opportunity Number:	EDA-HDQ-ARPGJ-2021-2006964	Posted Date:	Jul 22, 2021
Funding Opportunity Title:	FY 2021 American Rescue Plan Act Good Jobs Challenge	Last Updated Date:	Jul 22, 2021
Opportunity Category:	Discretionary	Original Closing Date for Applications:	Jan 26, 2022
Opportunity Category Explanation:		Current Closing Date for Applications:	Jan 26, 2022
Funding Instrument Type:	Cooperative Agreement Grant	Archive Date:	Feb 25, 2022
Category of Funding Activity:	Other (see text field entitled "Explanation of Other Category of Funding Activity" for clarification)	Estimated Total Program Funding:	\$500,000,000
Category Explanation:	Economic Development	Award Ceiling:	\$25,000,000
		Award Floor:	\$1,000,000

- After submitting an application, it undergoes a validation process through [Grants.gov](https://www.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

Applicant Checklist

Forms: SF-424, SF-424A, ED-900A, CD-511, SF-LLL

State Single Point of Contact (SPOC) Compliance

Indirect Cost Rate

(For Non-profits) Articles of Incorporation, Bylaws, Certificate of Good Standing

(For Non-profits) Resolution or letter demonstrating cooperation with a political subdivision of a state (e.g., a county or a municipality)

Project Narrative

Alignment with Community Economic Development Strategy (CEDS) or EDA-approved Equivalent

Budget Narrative and (optional) staffing plan

Letters of support from stakeholders

Supporting documentation

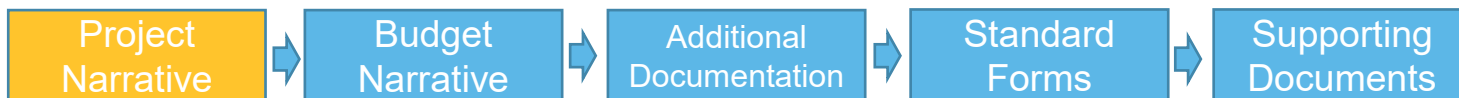
Applicant checklist now available for download



Project Narrative

The narrative should be no more than **15 total pages (12-point font, 1-inch margins)**. Your narrative must address the following areas:

<u>Section 1</u> Project Description and Overview	<ul style="list-style-type: none">• Section 1a: Executive Summary• Section 1b: Section Lead Entity or Backbone Organization
<u>Section 2a</u> Employer Leadership Commitments	<ul style="list-style-type: none">• Sectoral Partnership Success• Employer Leadership Commitments and role in system design and employment commitments• Employer role in recruitment, training, design, and evaluation and relationship to partner entities
<u>Section 2b</u> Other Stakeholders and Partnerships	<ul style="list-style-type: none">• Stakeholder roles and responsibilities• Stakeholder Letters of Support from core partners including labor unions



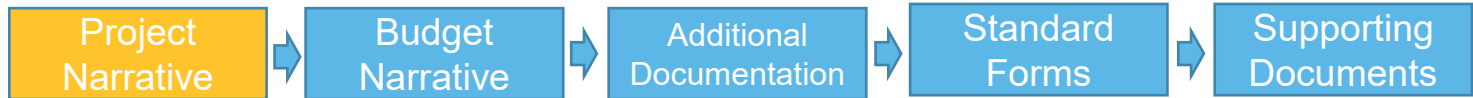
Project Narrative (continued)

Section 3 **Regional Description**

- Project's location and primary service area
- Key industries
- Most significant and difficult skills needs
- Target participants to be served
- Address how the proposed partnership or system will be consistent with the region's or regions' CEDS

Section 4 **Impacts of Regional Workforce Training System**

- Proposal components: System Development, Program Design and Program Implementation
- Proposal Alignment to EDA's Recovery and Resilience and with the American Rescue Plan Act projects



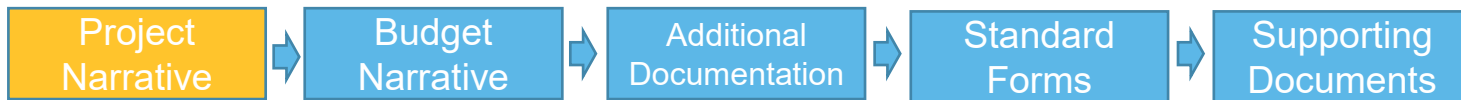
Project Narrative (continued)

Section 4 (continued) **Impacts of Regional Workforce Training System**

- Number/types of jobs and benefits anticipated after training, leverage of resources for system support, and types of data and data collection methods to validate job estimates
- Program is achievable with examples and describe proposal research and groundwork toward a successful initiative
- Rationale for target demographics of participants and stakeholder groups; Provide estimate of people, organizations, employers and communities impacted by project

Section 5 **Funding Request and Program Design and Implementation**

- Provide/justify estimated funding amount for the system or partnership.
- Detailed description of proposed System Development, Program Design, and Program Implementation
- Anticipated Barriers and Mitigation strategies
- Sustainability plans



Additional Documentation

These requirements are contingent on your organization's status.

Non-profits:

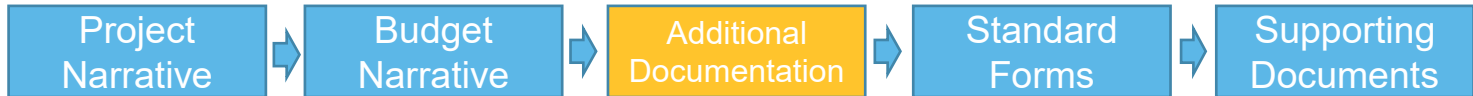
- Organizational Documents
 - Articles of Incorporation, Bylaws, Certificate of Good Standing
- Cooperation with a Political Subdivision of a State
 - (i.e., municipality, county)

State Point of Contact (SPOC)

- 19 states/ territories have a SPOC process under [EO 12372](#)
- Include evidence of compliance (can be an email from the SPOC)

Indirect Cost Rate

- NICRA documentation
- De minimis of 10% (statement in Budget Narrative)



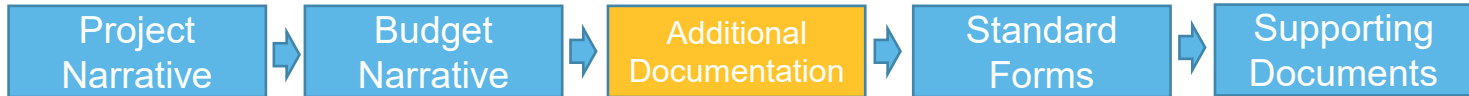
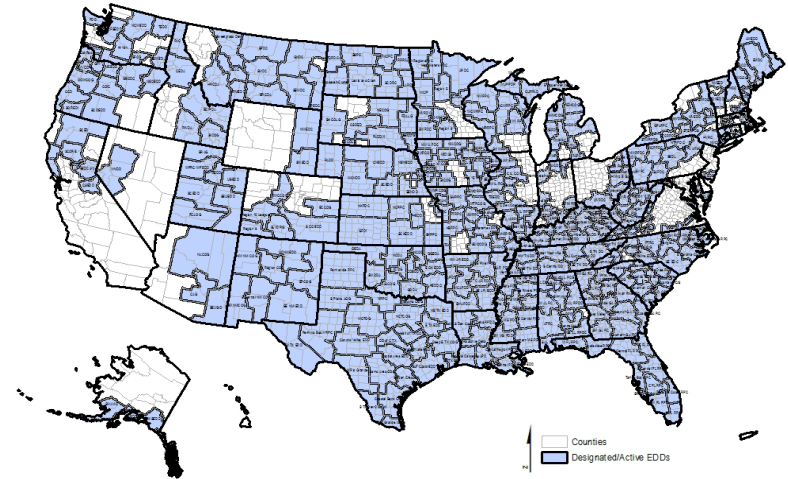
CEDS Alignment

MUST be consistent with the region's current Comprehensive Economic Development Strategy (CEDS) or EDA-accepted equivalent

- CEDS as a “regional footprint” for economic planning
- Document CEDS alignment in your Project Narrative and/or through a letter of support from your local EDD
- Find your Economic Development District (EDD): <http://www.statsamerica.org/ceds>
- My region does not have an EDD? – email us at GoodJobsChallenge@eda.gov

US Department of Commerce
Economic Development Administration

Economic Development Districts (EDDs)
March 2019



NOFO Section A.1.c

Federal Forms

SF-424
Organization Information

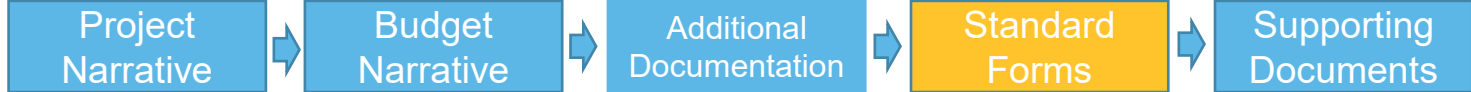
SF-424A
Budget Information

ED-900A
EDA Assurances

CD-511
Lobbying Certification

SF-LLL
Lobbying Disclosure
(if applicable)

eda.gov/arpa/resources



NOFO Section D.2.b

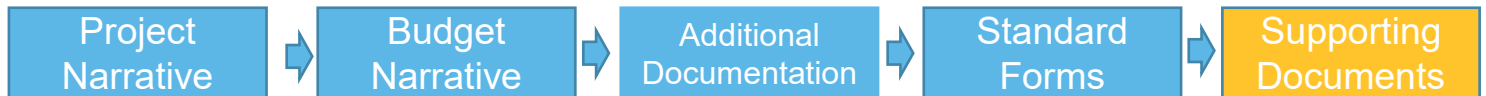
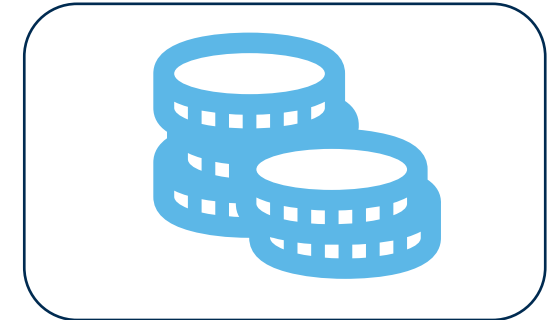
Letters of Stakeholder Support

Letters of support from all stakeholders with an active role in the project should:

- outline their roles within the project
- should be signed by an authorized representative of that organization

IF matching funds are included in the application (not required), please include:

- signed letters from entities providing match (both in-kind or cash)
 - showing valuation
 - their commitment to provide unencumbered match for the period of performance



Additional Documentation (Optional)



Memorandum of Understanding or Agreement between stakeholders



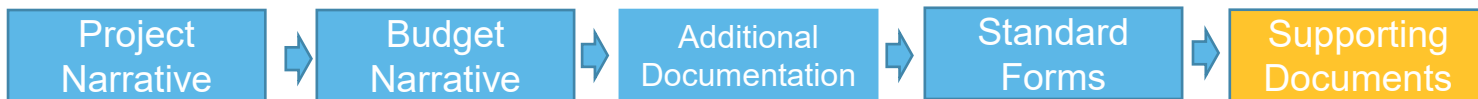
Documentation of process to gather skills needs and translate needs into training model



Existing workforce training curricula



Any additional letters of support from non-stakeholder organizations

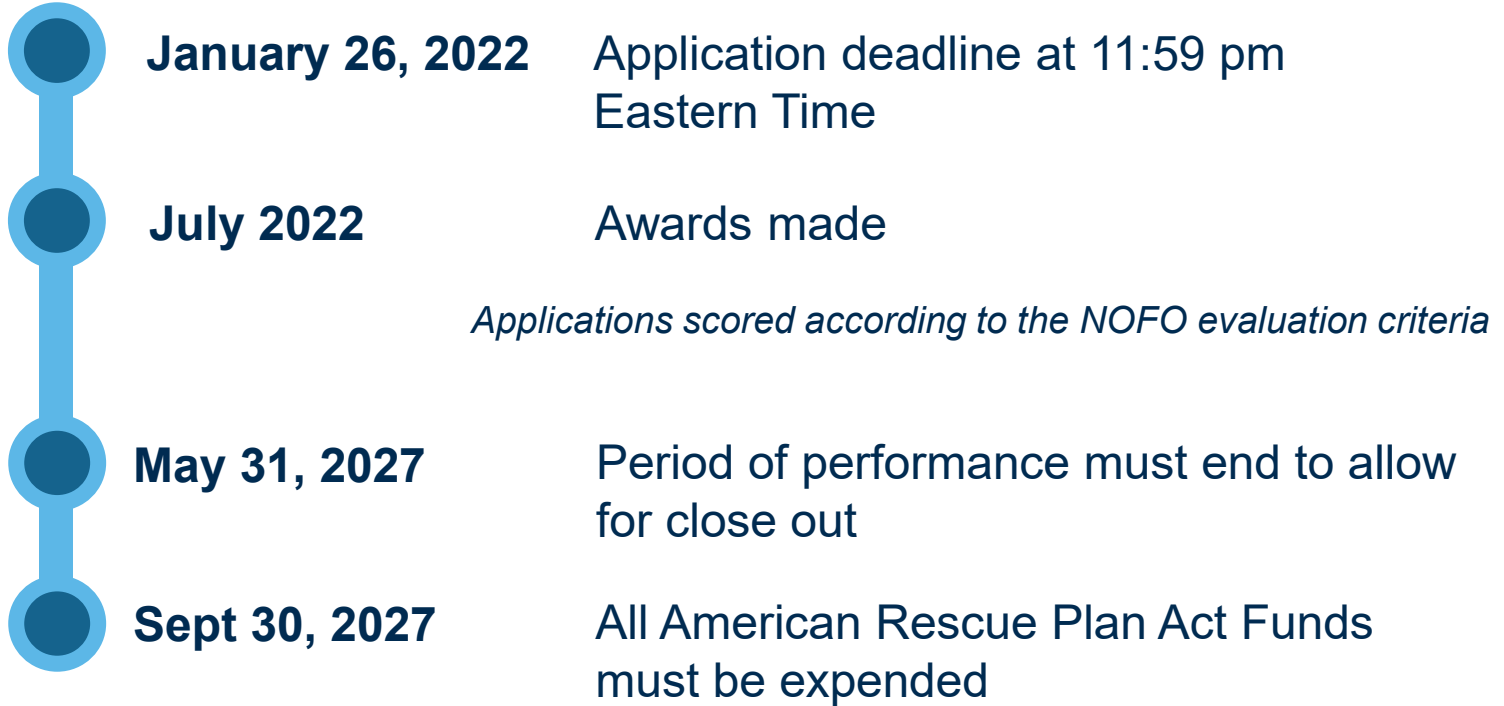


Evaluation Criteria

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



Award Timeline



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?oppld=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



Frequently Asked Questions

eda.gov/arpa/good-jobs-challenge/faq



Can program funds be used for trainees' wages and/or stipends?

No, grant funds cannot be used to provide wages or stipends to participants of the program. Applicants are encouraged to utilize other funding sources should they choose to include participant wages as a component of their program.

What about tuition costs or wraparound services?

In general, yes! See the Good Jobs Challenge FAQs for additional details.

EDA is not authorized to provide grants directly to individuals under this program. Please note, funding for these types of activities should be facilitated through a competitively contracted service provider (intermediary).



Can I include construction costs in my project proposal?

Construction activities are not allowable. Applicants with a workforce project that requires construction to be successful can and should apply under the EAA NOFO. See www.eda.gov/arpa for program overview.

Certain capital expenses, such as equipment purchase and training facility leases, may be allowable.



What are employer commitments?

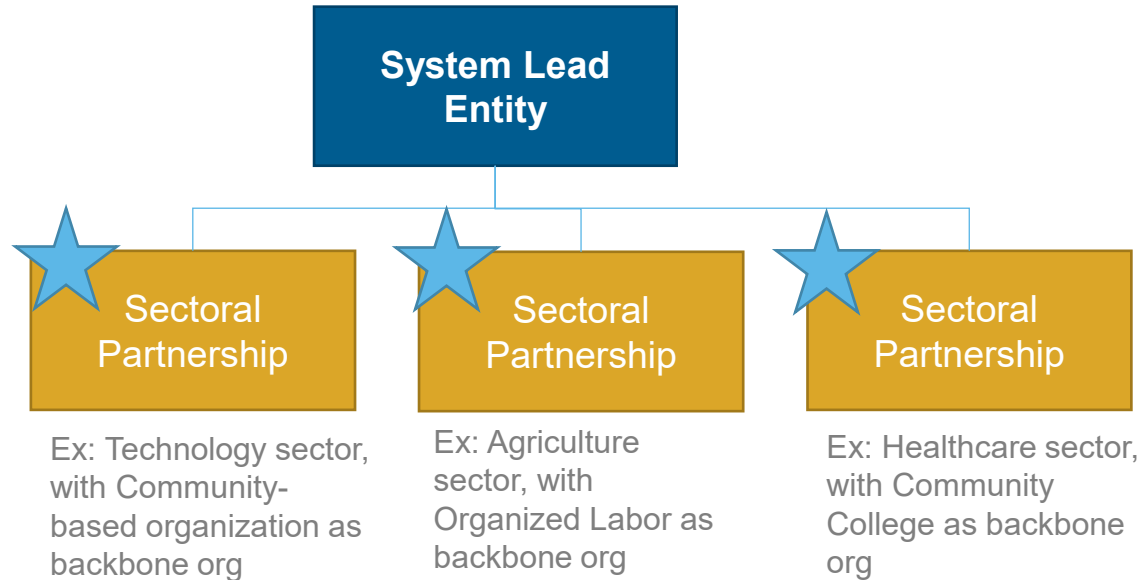
EDA is seeking applications that have firm employer commitments to hire. Examples include:

- **Work-and-Learn**, including Registered Apprenticeships: See descriptions in the NOFO.
- **Conditional Hire**: Employer hires worker on the condition of successful completion of the training program and demonstration of skill acquisition.
- **Employer Commitments**: Employers commit to hiring a specific number of workers who successfully complete the training program provided through the regional workforce training partnership.

Importantly, please note that employer commitments to hire are NOT required, but will likely help make your application more competitive.



How should I determine the right role for a project partner in my consortia?

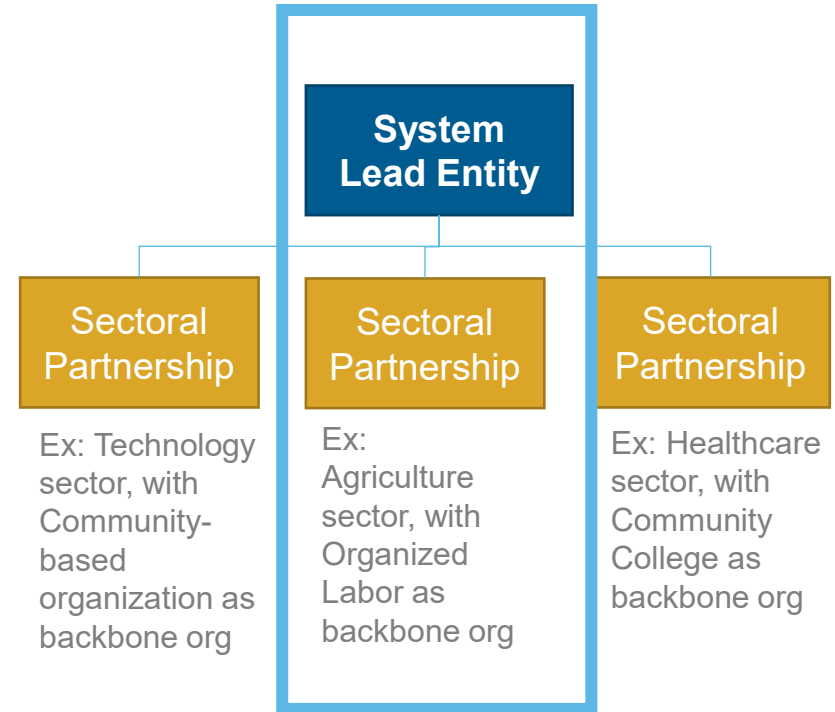


**Be sure to know the eligibility status of partners*



Do I have to have more than one sectoral partnership to apply for this grant?

No. Applicants may submit projects for a regional workforce system made up of several sectors / industries, or they may submit projects for a single sectoral partnership (one sector / industry).



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

Appendix



Application Submission

Instructions	NOFO Section I
<p>Register Early for a Grants.gov User ID and Password</p>	<ul style="list-style-type: none">• Link: https://www.grants.gov/web/grants/applicants/organization-registration.html (organizations already registered do not need to re-register)• New registrant process can take three business days up to four weeks depending on accuracy of information
<p>Pre-Submission Registration</p>	<ul style="list-style-type: none">• Register at https://www.grants.gov/• Register Authorized Organization Representative(s) (AORs) - these are the only officials with authority to submit applications at grants.gov. Grants.gov will reject anyone not designated at the AOR and EDA cannot consider the application.• Each applicant must obtain:<ul style="list-style-type: none">- DUNS # - 1-2 business days; (http://fedgov.dnb.com/webform)- EIN# - 10 business days- SAM Registration/Update – 7-10 business days (https://www.sam.gov/)



Application Submission (continued)

Electronic Submission

-

- Website: <https://www.grants.gov/web/grants/applicants/apply-for-grants.html>
 - Funding Opportunity Number: EDA-HDQ-ARPGJ-2021-2006964
- "Search"
- "Apply"
 - Enter email address for updates
- "Submit"
 - using Workspace "Login to Apply Now" or,
 - Download legacy application package ("Download Package")
- Follow instructions provided on Grants.gov and on each webpage to complete and submit application

Field Limitations and Special Characters

<https://www.grants.gov/web/grants/applicants/submitting-utf-8-special-characters.html>

Verify That Your Submission Was Successful

- Refrain from sending multiple copies
 - Save written proof
 - Expect multiple emails regarding submission status
 - Confirmation of receipt of application
 - Indication whether application has been validated or rejected
-