

REQUEST FOR PROPOSALS

U.S. CONFERENCE OF MAYORS/
WAL-MART FOUNDATION
GREEN JOBS TRAINING INITIATIVE
BEST PRACTICE GRANTS

Submissions Due
APRIL 17, 2009



The United States Conference of Mayors (USCM) is the official, nonpartisan organization representing cities with populations of 30,000 or more, and thus the interests of more than 1,100 cities at the national level. Its issue level is broad and its organizational and policy development structure facilitates a multi-disciplinary approach to issue advocacy, best practices and technical assistance.

On January 17, 2009 the Conference of Mayors announced a new partnership with the Wal-Mart Foundation establishing a \$5 million grant program to support green jobs training. Under the grant, six grants will be awarded in the spring of 2009 to train people for green jobs. These grants will be awarded under the auspices of The U.S. Conference of Mayors Workforce Development Council, an affiliate organization of the Conference of Mayors.

For over 25 years the United States Conference of Mayors has demonstrated its commitment to the development of a strong local workforce through its active sponsorship of the *Workforce Development Council* (WDC). The Conference of Mayors Workforce Development Council provides a forum for mayors and their employment and training administrators to examine all workforce development issues and to strengthen the ability of cities to meet the needs of their citizens; particularly economically disadvantaged individuals, those with serious skill deficiencies, dislocated workers, and others with special barriers to employment, including youth.

With an impressive record of accomplishments, the WDC remains the most important voice in the nation for the myriad of workforce issues faced by cities, and a dynamic vehicle to help mayors and their staff members address local economic, education, training and job challenges in an increasingly complex world, particularly the transition from blue collar to green collar jobs.

In June 2007, The U.S. Conference of Mayors Workforce Development Council created a *Green Jobs Task Force*. The mission of the task force is to examine mayoral initiatives for accelerating the green economy in order to develop a clearer understanding of what types of policies and programs could ensure that green collar jobs are made available to workers with limited initial education and skills; and to ensure that these jobs are stable, living wage jobs that provide benefits to workers and their families.

Green Jobs Training Initiative Best Practice Grants

Energy, climate protection, and green jobs have been top priorities in the Conference's work with mayors. This year, through a collaboration with the Wal-Mart Foundation, the USCM Workforce Development Council will identify six "Best Practice" city sites with potential for expansion, evaluation and replication of green jobs training programs conducted by 501(c)(3) organizations for the award of six Green Jobs Training Program Grants.

The Best Practice cities would embody mayoral leadership in green jobs and innovative strategies in communities that excel in green jobs efforts. The grant awards would support the work of mayors in partnership with 501(c)(3) organizations in their cities to establish comprehensive green jobs training initiatives.

Award winners will be notified of their grant award on May 11, 2009 to support the expansion opportunities of these best practice programs. Only cities that are members of The U.S. Conference of Mayors with representation on the Workforce Development Council, in partnership with a 501(c)(3) organization, are eligible to apply.

This is phase-one of a two-phase grant. In year two of the Green Jobs Training Initiative, USCM will develop a grant awards program to support pilot green jobs training program development in three grantee cities. Unlike phase-one, all member mayor cities can apply for the second round of awards. USCM will award pilot program grants to three cities to support new green jobs training programs conducted by 501(c)(3) organizations. Again, grant awards would focus on a strong partnership between the mayor and 501(c)(3) organizations in his/her city to implement a comprehensive green jobs training initiative.

Grant Size and Determination

The Green Jobs Training Best Practice Grants will be presented in three population categories – small, medium and large -- one award for cities of fewer than 200,000 people, four awards for cities of 200,000 to one million inhabitants, and one award for a city size with a million or more in population.

*One - \$700,000 grant award to a large-size city
Four - \$550,000 grant awards to medium-size cities
One - \$372,500 grant award to a small-size city*

**ONLY MEMBER MAYOR CITIES WITH
WORKFORCE DEVELOPMENT COUNCIL
MEMBERSHIP, IN PARTNERSHIP WITH A
501(c)(3) ORGANIZATION, ARE ELIGIBLE TO
APPLY.***

One Application Per City

**The applicant must also be a public charity as described in
section 509(a)(1) or 509(a)(2) of the Internal Revenue code.
The non-profit entity will be the grant award recipient.*

Important Application Information

Only 501(c)(3) organizations in partnership with member Mayor Cities who hold a membership on the Workforce Development Council (WDC) can apply. The applicant must also be a public charity as described in section 509(a)(1) or 509(a)(2) of the Internal Revenue code. One application per city.

Eligibility: To be eligible, non-profit organizations must submit an application in conjunction with a member Mayor of The United States Conference of Mayors who has a representative on The U.S. Conference of Mayors' Workforce Development Council (WDC). If you are unsure of membership status of either the mayor or the WDC member, please contact The U.S. Conference of Mayors.

Proposal Due: **April 17, 2009**

Award-Winner Notification: **May 11, 2009**

Selection Announcement: **Annual Conference of Mayors - June 2009**

How to Apply: Each award consists of five parts: a completed entry form, statement from the mayor, executive summary, budget proposal, up to ten pages in response to the proposal content questions, and supporting documentation.

Statement from the Mayor: The proposal should include a brief statement from the mayor indicating how he or she selected the non-profit organization for submission and how that entity will impact workforce development in the city.

Executive Summary: The executive summary should be no more than one-page (may be single-spaced) and should describe the key elements of the partnership between the non-profit organization and the city, provide measurable results on how the partnership has enhanced green jobs training in the community, and address the judging criteria relevant to the entry. Graphs and charts summarizing data are recommended.

Important Application Information

Supporting Documentation:

Supporting documentation must include a copy of the non-profit organization's Internal Revenue determination letter regarding 501(c)(3) status, as well as a copy of the non-profit organization's last financial statement to determine capacity. Other supporting documentation may include educational/promotional materials, brochures, statistics, news clippings, citations, etc.*

Submissions:

Applications should be completed and saved as a PDF or Word Document in one attached document no longer than 15-pages total. Submit to Kathy Amoroso by mail at U.S. Conference of Mayors, 1620 I Street, NW, Washington, D.C. 20006 or via email at kamoroso@usmayors.org by April 17, 2009. Please contact Ida Mukendi at 202-861-6724 with any questions. **Applications must be received in the Conference of Mayors' offices by April 17.**

The following are proposal guidelines and requirements:

- All question responses must be single-spaced in 12-point, Times New Roman font and should address each of the selection criteria questions or statements accordingly.
- Proposal must include the one-page cover sheet with relevant contact information for the mayor, WDC member and non-profit organization.
- Submit proposal components as one Microsoft Word (1997-2003) or PDF document that includes the attached coversheet, statement from the mayor, executive summary, budget proposal, proposal content question responses, and mandatory supporting documents. Applications are not to exceed 15 pages, **including** the cover sheet and mandatory supporting documents. Additional supporting documents are permissible, and should be stapled or clipped together and submitted separately.
- All proposals should be submitted by mail to Kathy Amoroso at 1620 I Street, NW, Washington, DC 20006 or on-line by emailing kamoroso@usmayors.org with the following subject heading: *Green Jobs Training Initiatives Grant (Name of City)*
- **Proposals received after Friday, April 17, 2009 or failing to follow the above guidelines will NOT be considered.**

**Please do not send videos, photos or other extraneous materials. Do not use binders, notebooks, report covers, plastic folders, clear-front preservation binders, or any other materials to enclose your executive summary and/or supporting documentation.*

Important Application Information

Judging:

An independent panel of judges will be appointed by The U.S. Conference of Mayors to select all award winners.

Judging criteria are listed below. It is not necessary for an entry to meet all of the criteria in order to compete:

- Improved delivery of services
- Innovation
- Replicability
- Sustainability
- Creativity of approach
- Impact on city employment
- Documentation of benefit to both public and non-profit partners
- Increased green jobs
- Economic/business benefits
- Measurable results, i.e. jobs created, cleaner/healthier environment, etc.

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COVER SHEET

Name of City:

Mayor:

Mailing Address:

Mayor's Contact:

Phone:

Fax:

Email:

WDC Member:

Title:

Organization/Office:

Phone:

Fax:

Email:

Non-Profit Contact/Director:

Mailing Address:

Phone:

Fax:

Email:

Please Indicate Population Category Here:

- ☐ **Small : fewer than 200,000 in population**
- ☐ **Medium: 200,000 to one million in population**
- ☐ **Large: greater than one million in population**

GREEN JOBS TRAINING INITIATIVES BEST PRACTICES GRANTS

PROPOSAL CONTENT

1. Describe the mayor's current level of involvement in your green jobs training program and how his or her leadership has impacted the program. Also, describe how the partnership between the non-profit organization and the city was formed and how that partnership has impacted the program.
2. Describe the specific work the non-profit organization is doing including prior successes, demonstrated effectiveness in workforce development, populations served, and why this need was unmet in the city.
3. Describe the funding for the program, whether it is an on-going program or a one-time funding opportunity.
4. Outline the job placement rates resulting from your green jobs training program, including number of participants placed in jobs, whether adult or youth, wages, population served, and other outcomes. Also, please describe any opportunities for on-the-job training.
5. Describe the types of jobs, whether entry-level position, mid-level or professional, and what, if any, career pathways were developed in your green jobs training program.
6. Describe the approach you will take to expand the program with this grant. Also, include information on how this program will be evaluated.
7. How will you design the expansion of this program so that it is easily replicated?

GREEN INITIATIVES JOBS TRAINING BEST PRACTICE GRANTS

BUDGET PROPOSAL

	GRANT SPENDING
Salaries	
Fringe Benefits	
SUBTOTAL	
Consultants	
Travel	
Supportive Services	
Training	
Outreach	
Other	
TOTAL DIRECT COSTS	
INDIRECT COSTS (Limited to 10 Percent of Direct Costs)	
GRAND TOTAL	