



Commonwealth of Massachusetts
EXECUTIVE OFFICE OF HOUSING & ECONOMIC DEVELOPMENT
ONE ASHBURTON PLACE, ROOM 2101
BOSTON, MA 02108

FY2020 Urban Agenda Grant Program

Request for Proposals (RFP)
Program Guidelines and Application

Open Date: **September 30, 2019**

Bidder's Conference Call: **October 11, 2019 @ 1:00 p.m.**

Tel: 1 (866) 692-3580 ~ Code: 645 189 229

Application Deadline: **Friday, November 8, 2019 @ 5:00 p.m.**

Questions: ehedgrants@mass.gov

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What's new in 2020

In 2017, Governor Charlie Baker established the Black Advisory Commission (by Executive Order 575) and the Latino Advisory Commission (by Executive Order 577). They were created to advise the Governor and Lieutenant Governor on issues relating to the economic prosperity and well-being of Blacks and Latinos living in Massachusetts. Commission members were charged with leveraging their expertise and leadership to identify and assess key priorities for their respective communities and developing recommendations for improvement and advancement of those goals.

During 2017 and 2018, both commissions convened regularly and organized community listening sessions throughout the state to hear about ideas and concerns from the public. The commissions also held a series of joint sessions for discussions with particular subject matter experts on important topics that affected both communities. In Fall 2018, each commission published its first bi-annual report outlining a list of recommendations aimed at improving the economic outcomes and well-being of the Black and Latino communities.

In FY2020, the Urban Agenda program will prioritize funding to applications that propose the implementation of projects or initiatives that directly address any of the recommendations from these reports. The reports include objectives around improving educational outcomes, strengthening small minority-owned businesses, increasing workforce training opportunities, and supporting entrepreneurship.

Applicants are encouraged to build or enhance collaborations that include Black and Latino owned businesses and Black and Latino youth, and to strive to strengthen neighborhoods, increase workforce participation, and expand opportunities in ways that drive diversity and inclusiveness. For reference, the links to both Commissions' webpages, and respective reports, are available on EOHEd's Urban Agenda webpage.

A. INTRODUCTION

The Executive Office of Housing and Economic Development (EOHED) is pleased to announce the availability of funds for a FY2020 round of the Urban Agenda Grant Program. The program is seeking proposals from eligible municipalities for projects that entail community-driven responses to community-defined economic opportunities, and that build leadership, collaboration, and capacity at the local level.

The Baker-Polito Administration recognizes that urban centers face unique economic and quality of life challenges, and that the path to success lies in tapping into the unique local assets that they already possess, rather than in one-size-fits-all directives from government. The Administration's Urban Agenda is focused on supporting economic vitality and cultivating stronger urban neighborhoods across the entire Commonwealth.

This grant program is intended to assist urban communities as they work to unlock economic opportunities through collective impact and shared accountability. These collaborative work models can be particularly effective, as highlighted in research by the Federal Reserve Bank Boston and the Working Cities Challenge:

"Small cities in Massachusetts and across New England possess unique assets and face a unique set of challenges. ...Notwithstanding these challenges, research conducted by the Federal Reserve Bank of Boston has found that eight cities out of a peer group of 26 nationwide have been able to either maintain or recover much of their economic stability, as measured by income, reduced poverty rates, population, and economic vitality. Several factors drove the rebound of these "resurgent" cities: collaborative leadership, the role of anchor institutions, investment in infrastructure, and extension of benefits to the community as a whole. Of these, collaborative leadership – the ability to work together across sectors over a sustained period with a comprehensive vision – was most crucial. The findings are strikingly similar to those of the Living Cities Integration Initiative, deployed in five larger cities with substantial inner-city populations. Both sets of findings elevate the importance of collaborative leadership in creating systems-level changes that will enable cities to reach their full potential as places to live, work, and raise a family. [Ref.: <https://www.bostonfed.org/workingcities/about/research.htm>]

The Urban Agenda program offers grant funding, on a competitive basis, to local partnerships in selected urban communities, to implement projects that are based on creative collaborative work models with the goal advancing and achieving economic progress.

B. PROGRAM HIGHLIGHTS

Maximum Award	\$200,000
Total Grant Funds Available	\$2,000,000
Grant use	General operating support for innovative and collaborative community economic development projects.
Project Duration	Timeline should be at least 6 months (Jan-Jun 2020) but no more than 12 months (Jan-Dec 2020).

Project focus examples	Targeted workforce development Innovative vocational education activities Main Street and small business supports Mentorship for adult and/or youth entrepreneurs Development and training support for women-, veteran-, and/or minority-owned businesses
Eligible communities	Urban municipalities that meet certain household income benchmarks (median household income less than 90 percent of the state's average income). See list below.
Eligible lead applicant	Municipality or a Community-Based Organization
Eligible project partners	Municipality, Community-Based Organizations, Schools, Local Businesses, Chambers of Commerce, Private Sector Partners, Neighborhood Associations, etc.
Review criteria	Proven Track Record Clarity of Vision - Alignment with Community Goals Strength of Community Partnerships Defined Target Population and Economic Need Demonstrated Significance of Economic Opportunity Capacity to Execute and Succeed Projects that support Black and Latino communities for workforce development and business will be prioritized.
Application Opens	Monday, September 30, 2019
Bidder's Conference Call	Friday, October 11, 2019, 1:00pm
Application deadline	Friday, November 8, 2019, 5:00pm
Awards Notification / Contracting	December 2019
Anticipated Contract Start	January 2020 – <i>Exact timeline and funding schedule to be negotiated during contracting phase.</i>

C. APPLICANT ELIGIBILITY

This program is designed to support community economic development that is grounded in collaboration and local leadership development.

Applications must be spearheaded by the eligible municipality in partnership with a main community organization, one of which shall act as the lead applicant. The CEO of both the municipality and the main community partner must provide a letter of support outlining their respective commitment(s) for the project.

Urban communities that meet certain household income benchmarks (median household income less than 90 percent of the state’s average income) are eligible to apply. EOHEd intends for the grant program to serve both Gateway and non-Gateway cities, of varying sizes.

Eligible Municipalities			
Amesbury	Fitchburg	Methuen	Somerville
Amherst	Framingham	Milford	Southbridge
Attleboro	Gardner	New Bedford	Springfield
Barnstable	Gloucester	Newburyport	Taunton
Beverly	Greenfield	North Adams	Waltham
Boston	Haverhill	Northampton	Webster
Brockton	Holyoke	Norwood	West Springfield
Cambridge	Lawrence	Peabody	Westfield
Chelsea	Leominster	Pittsfield	Winthrop
Chicopee	Lowell	Provincetown	Woburn
Clinton	Lynn	Quincy	Worcester
Easthampton	Malden	Revere	
Everett	Marlborough	Salem	
Fall River	Medford	Somerset	

D. PROPOSAL REQUIREMENTS AND REVIEW CRITERIA

The program will consider applications from communities that have established coalitions and/or collaborations that have a track record of working together on addressing community challenges.

Each eligible community may only submit one application to the program, except for cities with a population over 150,000. In those cases, the city may submit either one citywide proposal or multiple “neighborhood” proposals (no more than one application per clearly defined geographical neighborhood).

Applicants must base their project proposals on locally significant economic opportunities. The key is that the project be in direct response to a community identified need. Specifically, grant applications will be reviewed and scored (100 points max.) on the following criteria:

Note: For projects focused on workforce development and/or training, the project plan must reflect alignment with the municipality’s corresponding Regional Labor Market Blueprint, and specifically describe coordination with workforce skills partners and employers, including articulated strategies and shared accountability activities.

Applicant and Coalition's Track Record (10 points)

- Evidence of the applicant's experience in community economic development.
- Evidence of the partnership's history, experience, and past successes.

Vision and Goals (10 points)

- Description of the neighborhood, economic, and social context in which proposed project will operate, in order to place the work within a broader urban framework.
- Clear articulation of the vision and goals of the project. Consistency with host community's larger strategic vision and aspirations.
- If applicable, description of how project aligns with one or more of the recommendations from the Black and/or Latino Advisory Commissions.

Community Collaboration and Partnerships (20 points)

- Description of the existing community coalition or collaboration with thoughtful and intentional assemblage of partners.
- Demonstration of direct community and institutional support.
- Innovation of the collaboration: leveraging existing strengths and developing new local capacity and leadership.

Target Population (10 points)

- Description of the target population (and neighborhood) that will benefit from project.
- Description of how members of target population have been engaged in the project.
- Projects that target Black and Latino populations will be prioritized.

Economic Opportunity – Project Plan (40 points)

- Articulation of the identified needs of the population that the project will address.
- Description of the economic opportunity that will be leveraged by this project, and how the project activities directly respond to the opportunity.
- If applicable, description of how project supports the economic advancement of Black and Latino communities.

Capacity to Succeed (10 points)

- Clear and appropriate project timeline outlining key benchmarks. Specific outline of the project activities and anticipated outcomes.
- Detailed budget, including total project budget, allocation of the requested grant funds, and reasonable overhead costs. (Note: Match not required, but projects that leverage other committed investments will be considered more competitive.)

Examples of projects that might receive favorable reviews, include: a commercial kitchen training at-risk residents for culinary careers in a region with a growing hospitality sector; business training and entrepreneurial supports for women-, minority- and veteran-owned businesses in response to new local business opportunities; projects that respond to families seeking financial literacy and asset building support;. *These are for illustrative purposes only.*

E. ADDITIONAL INFORMATION AND SUBMISSION GUIDANCE

1. Application materials are available online at www.mass.gov/hed.
2. EOHEd staff will be unable to answer any individual questions while the application period is open. Questions must be emailed to EOHEdgrants@mass.gov. They will be aggregated and responses will be posted on the EOHEd webpage.
3. EOHEd will host one conference call for prospective applicants, which will take place on **Friday, October 11, 2019, 1:00pm**. Participation is not required. No registration needed. Conference call information: **Tel: 1 (866) 692-3580 ~ Code: 645 189 229**
4. **Proposals are due by 5:00 PM on Friday, November 8, 2019.**
5. A completed proposal packet must be submitted to EOHEd by the deadline via email to EOHEdgrants@mass.gov. Fax copies of the application will not be accepted.
6. It is the responsibility of the applicant to ensure that their application is received on time by EOHEd. All applications will be logged as to date and time received and kept on file as public record. Late submissions will not be considered.
7. EOHEd reserves the right to request additional information from the applicant or external sources as may be necessary in order to complete the application review.

The following pages comprise the application forms required for this grant program. A complete proposal packet includes the following components:

- **Cover Page** (1 page)
- **Proposal Narrative** (not to exceed 7 pages), and
- **Budget Form** (1 page)
- **Lead Support Letters** (one letter each from Municipality and Main Community Partner)

All sections must be completed per the instructions. **Complete packet must be submitted as one document (MSWord or PDF)** with a filename that includes the City/Town name.

Optional Attachments: Additional attachments are not required. However, other support letters from community partners that will be actively involved in the project, may be submitted. The letters should reference the role that the writer will be playing with the project. Please note that while these additional attachments may be viewed and filed with the application, they will not be scored or otherwise counted as part of the evaluation of the proposal.

APPLICATION TEMPLATE

The following pages outline the template of the application form, illustrating the information and the questions required in the application. This is for demonstration purposes only.

Please use the MSWord version of the Application Form available on the website to complete your proposal.

COVER PAGE

Project City/Town: (Neighborhood, if pop. over 150K)			
Lead Applicant (Authorized Signatory) – for award notification and contract execution			
Lead Applicant / Organization:			
Lead Contact Name & Title:			
Mailing Address:			
City/State/Zip			
Email Address:			
Telephone #:			
Project Contact (if different) – for technical questions, follow up, and/or reporting			
Project Contact Name & Title:			
Email Address:			
Telephone #:			
Grant Proposal Summary Information			
Project/Program Name:			
Grant Amount Requested:	\$	Total Project Budget	\$
Project Abstract: Provide a brief description (no more than 150 words) of the proposed project.			

PROPOSAL NARRATIVE

Project Summary – Describe the community partnership and the proposed project. Include information on the group’s purpose, the economic challenge being addressed, and the general activities of the project.		
1. Applicant’s Track Record (10 Points)		
<ul style="list-style-type: none"> • Describe the applicant’s experience with community economic development and in leading coalitions. • Describe the partnership’s history, experience, and past successes in the community. 		
2. Vision and Goals (10 Points)		
<ul style="list-style-type: none"> • Describe the neighborhood, economic, and social context in which this project operates. What issue and/or circumstances led to the development of the project? • What does the project strive to achieve and how does it align with community’s larger strategic vision. • If applicable, describe how this project aligns with one or more of the recommendations from the Black and/or Latino Advisory Commissions. 		
3. Community Collaboration and Partnerships (20 Points)		
<ul style="list-style-type: none"> • For what purpose was the community coalition or partnership organized? What makes this community group innovative or effective in building local capacity and leadership? • Identify the people and/or organizations in the coalition. • Identify any institutional partners that are involved. 		
4. Target Population (10 Points) – If population exceeds 150K, please indicate if the project is city-wide. If not, please define/describe a target neighborhood, and answer the questions in relation to that defined area.		
<ul style="list-style-type: none"> • Describe the community (or neighborhood) and the people that this project will serve. • Describe how residents and other stakeholders have been engaged in this work. • How will this project support and benefit the target population? 		
5. Economic Opportunity – Project Plan (40 Points)		
<ul style="list-style-type: none"> • What are the specific community economic challenges and needs that this project seeks to directly influence and/or improve? • What role did members of the target population play in identifying these opportunities, and how does this project directly respond to the identified community economic opportunities? • List specific activities. If applicable, how does this project support the economic advancement of Black and Latino communities? 		
Target Participants	Interventions / Service Description	Expected Outcomes
6. Capacity to Succeed (10 Points)		
<ul style="list-style-type: none"> • Provide a project timeline with key activities and milestones. 		
Target Date(s)	Major Activity	Major Milestones/Benchmarks

GRANT BUDGET FORM

Spending Category	Urban Agenda Request	Match / Other Funds	Total Project Budget	Source of Match / Other Funds
Personnel (inc. taxes/fringe)				
Consultants / Professional Fees				
Partner Subcontracts				
Program Supplies/Materials				
Events / Meeting Expenses				
Other/Miscellaneous				
Subtotals				
General Admin / Overhead				
Grand Total				

If applicable, indicate if the match/other funds are committed. Also use this space, as needed, for line item explanations and/or justification for additional categories.