



# **Good Jobs Challenge**

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

***INVESTING IN AMERICA'S COMMUNITIES***

# EDA's Mission

*To lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.*

- Increase America's global ECONOMIC COMPETITIVENESS
- Support COMMUNITY-LED ECONOMIC DEVELOPMENT
- Help communities develop RESILIENT AND AGILE local economies



# \$3 billion in American Rescue Act funding to Invest in America's Communities

This **historic investment** will support bottom-up economic development focused on advancing equity, creating good-paying jobs, helping workers to develop in-demand skills, building economic resilience, and accelerating the economic recovery for the industries and communities hit hardest by the coronavirus pandemic.

EDA investments made under the American Rescue Plan will support the Biden-Harris Administration's commitment to **build the American economy back better and stronger**.



# \$3 billion in American Rescue Plan funding to invest in:

Jobs for Today



**Good Jobs Challenge**  
*Travel, Tourism, & Outdoor Recreation*

Communities Built for All



*Economic Adjustment Assistance*  
*Indigenous Communities*  
*Coal Communities Commitment*

Regions for the Future



*Build Back Better Regional Challenge*  
*Statewide Planning, Research, & Networks*



# \$500 million for the Good Jobs Challenge

*Designed to get Americans back to work by establishing or strengthening regional workforce training systems to train workers with in-demand skills through sectoral partnerships*

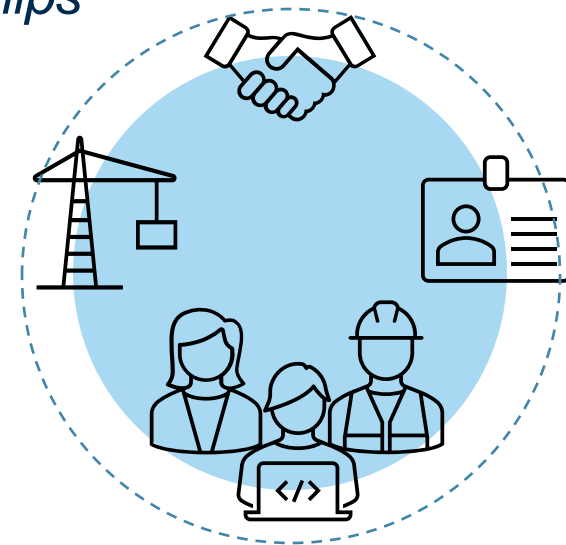
## **Regional Workforce Training System**

Establish or strengthen regional workforce training systems of key stakeholders, including industry partners, 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



# Eligible Applicants

Eligible System Lead Entities or Backbone Organizations who will be the lead applicants for the Good Jobs Challenge include a(n):

- District Organization of an EDA-designated Economic Development District (EDD);
- Indian Tribe or a consortium of Indian Tribes;
- State, county, city, or other political subdivision 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; or
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State.

*EDA is not authorized to provide direct financial assistance to individuals, small businesses, or for-profit entities under the BBB Regional Challenge*



# \$500 million for the Good Jobs Challenge

*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

**Job Placement Priority:** Applicants should secure placements for trainees into quality jobs



# Key EDA 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 that removes barriers and supports a trainee in completing workforce training activities. Examples include transportation, language support, financial coaching, childcare, career navigation and coaching, access to technology

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





# Regional Workforce Systems

*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)*

## 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

## Sectoral Partnership

Ex: Agriculture sector, with Organized Labor as backbone org

## Sectoral Partnership

Ex: Healthcare sector, with Community College as backbone org

<b>System Lead Entity</b>	Leads and convenes a multi-sector regional workforce system Lead applicant for multi-sector application
<b>Backbone Organization</b>	Leads and convenes a sectoral partnership (only one sector / industry) Lead applicant for single-sector application



# 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

EDA-eligible organizations involved in workforce development

Adult basic education

Organized Labor

Business alliances / chambers

Other training orgs (e.g., Universities, Community College, K-12)

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



# System Lead Entities and Backbone Organizations

Applications must identify a **backbone organization** to support a sectoral partnership that can connect, convene, and coordinate a variety of stakeholders across a region. In the case of a regional workforce system (rather than a single sectoral partnership), this organization is called a “**system lead entity**.”

## Successful System Lead Entities and Backbone Organizations will have:

- *Ability to Convene Right Stakeholders:* Must submit commitment letters from each stakeholder in system and articulate what role they will fill, including executive sponsor
- *Track Record of Success:* Provide documented evidence (incl. outcomes data) of coordinating across sectors/partners and driving them to action
- *Fundraising Plan and Track Record:* Outline how it will leverage other funds for this program and past fundraising experience
- *Ability to reach underserved workers:* Outline how it intends to reach a diverse set of underserved workers, as well as past outreach and recruiting experience
- *Staffing Plan:* Outline staffing plan and include bios for key team members



# Award Timeline



# 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)



*Note that capital expenses, such as equipment purchase and training facility leases, are also permitted. However, construction activities are not allowable. Any workforce program that requires construction to be successful can and should apply to the EAA NOFO.*

# Phases of Workforce Projects

Examples of eligible activities under each phase include:

## System Development

- **Establish a regional system** of key stakeholders to develop employer-driven training models, which should include the following organizations, or similar functions:
  - Backbone organization/intermediary
  - Local/state gov't incl. workforce boards
  - Employers
  - Employer-facing organization
  - Training provider
  - Community-based organization (CBO) or Worker-serving organization (WSO)
  - Labor Unions (if relevant in region)
- **Develop the processes** to gather skills needs from employers and translate into effective training-to-employment models

## Program Design

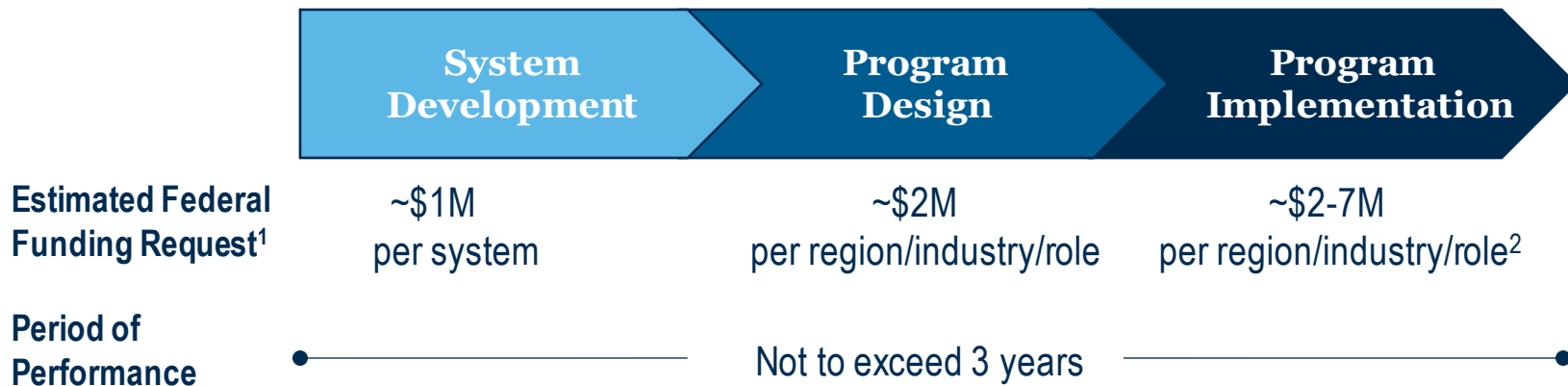
- **Employers identify in-demand industry/ role** to focus on based on hiring needs and market analysis
- **Determine skills needs from employers** for selected industry/role
- **Develop training model and curriculum** with (or by) employers
- **Gap analysis:** Determine the existing training providers/courses that could be scaled to help address skill needs
- **Secure employer commitments to hire** (e.g., work-and-learn, conditional hire, employer commitment to hire specific # of successful trainees)
- Develop plan to partner with CBOs/ WSOs to **conduct outreach and recruit underserved workers** to participate in program

## Program Implementation

- **Recruit underserved workers** who are unemployed or underemployed to participate in program
- **Deliver skills training**
- **Provide wrap-around services** to workers (childcare, transportation, coaching)
- **Place workers** into well-paying, quality jobs



# Example Funding Requests



## 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)

<sup>1</sup> 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.

<sup>2</sup> Can include wraparound services.



# 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





# Employer Commitments

EDA is seeking applications that have firm employer commitments to hire. The employer commitment may come in different formats.

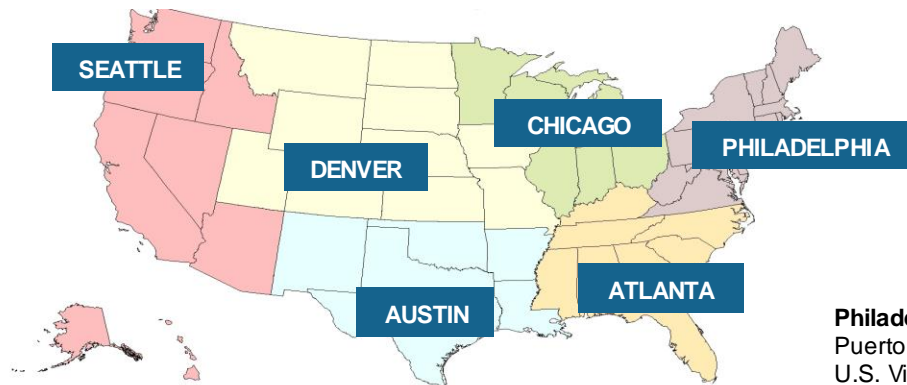
Examples include:

- **Work-and-Learn Programs or Registered Apprenticeships**
- **Conditional Hire:** Employer hires worker on the condition of successful completion of the training program and demonstration of skill acquisition and mastery.
- **Employer Commitments:** Employers commit to hiring a specific number of workers who successfully complete the training provided through the sectoral partnership.



# Next Steps to Apply

1. **Read the Notice of Funding Opportunity (NOFO)** and Eligibility Requirements: <https://eda.gov/funding-opportunities/>
2. **Find your Economic Development District** for planning support and technical assistance: <https://eda.gov/resources/directory/>
3. **Email your questions** about the American Rescue Plan Good Jobs Challenge to [GoodJobsChallenge@eda.gov](mailto:GoodJobsChallenge@eda.gov)



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