



Advancing Women in Construction Trades

REQUEST FOR PROPOSAL

Grant Funding Available	Up to \$50,000
Request for Proposals Released	August 8, 2018
Bidders Conference Call <i>Call in to 866-622-7439, enter code 967727843.</i>	Mon, Aug 13 11-12am
Deadline for Questions	Wed, Aug 15 5pm
Responses posted	Fri, Aug 17 3pm
Deadline for Submission <i>Applicants are required to register with CommBuys and then submit their proposals through the CommBuys platform for (TBD#). Applications can be submitted through "Open Bids" once registration is complete. (Be sure to check "attachments" or "no quote" to ensure submission, and DO NOT check the "no BID/no charge" box.)</i> <i>For assistance, call the CommBuys Help Desk at 617-720-3197.</i>	August 22, 2018 3:00 p.m.
Notification to Applicants	September 14, 2018
Grant Expiration	June 30, 2019

Massachusetts Gaming Commission Advancing Women in Construction Trades

Background

The Massachusetts Gaming Commission (MGC or The Commission) is responsible for the creation of a fair, transparent, and participatory process for implementing the expanded gaming law passed by the Legislature and signed by the Governor in November, 2011. In creating that process, the Commission strives to ensure that its decision-making and regulatory systems engender the confidence of the public and participants, and that they provide the greatest possible economic development benefits and revenues to the people of the Commonwealth, reduce to the maximum extent possible the potentially negative or unintended consequences of the new legislation, and allow an appropriate return on investment for gaming providers that assures the operation of casino-resorts of the highest quality.

The Expanded Gaming Law also specifically required casino developers (licensees) to set their own diversity goals for the hiring of minority individuals, women and veterans during the construction and operations of the casino. Casinos regularly provide to the Commission detailed, statistical reports on the diversity of the workforce and vendor contracting. In December 2014, the Massachusetts Gaming Commission developed the Access and Opportunity Committee (AOC) to support its ongoing commitment to achieving diversity within the Commonwealth's new expanded gaming industry. The AOC's primary function is to monitor the diversity of the construction workforce and supplier base of the state's resort-casino licensees during the construction phase of their facilities. The AOC meets monthly, recommending actions to increase the number and percentage of women, minority individuals and veterans participating as labor on the construction projects.

At these AOC meetings, casino licensees for Region A and Region B are regularly reporting workforce data that are meeting or exceeding project goals. With the first Category 1 casino to open in August in Region B, the Commission and the AOC are anticipating very positive results as the final numbers are rolled out. Additionally, as casinos become operational, there is potential for trades jobs to become a part of the workforce and hiring strategy.

A particular challenge for casino developers and other developers across the Commonwealth continues to be the supply of women in the construction fields. Reports indicate that women are underrepresented in the high-wage building trades careers. A story published October 2016 in the [Boston Globe magazine](#) titled, "Why women are finally starting to get construction jobs in Mass," highlighted the underrepresentation of women within the construction trades and detailed the ongoing efforts to address that challenge. A [more recent July 2018 article](#) indicates the barriers that exist for women and minorities not only in MA, but the industry overall, and speaks to the importance of such targeted programming to ensure the advancement of women in the trades. Beyond that, this [August 2018 article from the Boston Business Journal](#), "[Mass. construction industry looks to next generation amid worker shortage](#)," indicates that the state is facing its largest tradesworker shortage in history, making it the perfect time to be diversifying the local construction workforce and recruiting new apprentices. These points are significant because Massachusetts has one of the highest concentrations of poor working women, with nearly half of the state's low-income households headed by single mothers struggling in low-wage jobs, according to a 2015 study by the Crittenton Women's Union. The Gaming Act of 2011 placed a priority emphasis on increasing opportunities for the unemployed and underemployed, strengthening the need for emphasis on this initiative.

To that end the MGC, in coordination with representatives of the AOC and other strategic partners, sought to develop and implement a comprehensive recruitment effort toward women in the building trades. The recruitment initiative, Build a Life That Works, was a response to RFP from the Northeast Center for Tradeswomen Equity, and was supported by a comprehensive advertising and marketing campaign. While the campaign has shown great results, [as this May 2018 Business West article highlights](#), women, especially women of minority, are still significantly underrepresented in the industry.

The Commission seeks to support further efforts ensuring the enhanced participation of women in the industry in FY19, with a particular focus on women of color.

Grant Objectives

The key objectives of the initiative are as follows:

- Increase diversity within the Commonwealth's construction trades, and potentially positions within operations, to ensure economic opportunities and benefit the expanded gaming industry and beyond
- Offer the possibility of a career in the building trades as an option for underrepresented groups
- Inform residents of the host and surrounding communities of the Category 1 Casino regarding the opportunities available with the union building trades
- Utilize a single point of contact to inform women of opportunities and procedures for the various union building trades including the timing of orientations, application deadlines, and prerequisite requirements
- Ensure a strong emphasis on career opportunities for minority women

Scope

This Request for Proposal (RFP) is issued by the Massachusetts Gaming Commission in support of the Commission's major strategic goal of ensuring to the maximum extent possible that the economic opportunities provided by the development and operations of the casinos are inclusive and reflective of the diversity of Commonwealth.

In order to optimize the outcomes for the diversity goals outlined in Chapter 23K, MGC is exploring funding for an organization to act as a conduit ensuring female residents, particularly women of color, within the host and surrounding communities of the Resort Casinos (Category 1), are introduced to and offered opportunities within the union building trades. The awarded grant could support the general administrative costs of the diversity recruitment efforts or may serve as programmatic support in reaching MGC's objectives for the funding, including:

- (A) Being equipped to receive contacts and make pre-apprenticeship and apprenticeship referrals, direct referrals to a union, jobsite or employer, GED or other service referrals for needed prerequisites, and social service referrals.
- (B) Responding to inquiries, providing guidance to job seekers, website administration and updating, and overall convening of various stakeholders.
- (C) Oversee a formal intake procedure regarding referrals to pre-apprentice, apprentice, directly to the unions, and referral to other education and job service providers.
- (D) Manage coordination and collection of defined program metrics.

- (E) Participation in the gathering of content and the development and implementation of an advertising campaign.
- (F) Coordination and communication of events and information sessions that support the overall recruitment campaign.
- (G) Assist in the creation of a best practices document, highlighting the strategies, procedures and collaborative efforts utilized to achieve the goals specified.

The grant recipient will convene an advisory committee at least once during each grant period, comprising representatives from the Resort Casinos (Category 1) or their general contractor, the MGC, local unions, pre-apprenticeship programs, and representatives from communities surrounding the casino, being intentional about ensuring the advisory committee is diverse and representative of the community.

Grant Amounts and Distribution

The MA Gaming Commission may award a grant of up to \$50,000 to support a key focus of work articulated in the guidelines above. Funds may be awarded in a competitive process open to partnerships or initiatives led with a statewide focus.

Applicants should demonstrate how they may provide supplemental funding or in-kind contributions for this program. The grant funds must be expended by the end of the fiscal year, June 30, 2019, but may be eligible for additional funding cycles based on performance, budget availability and the casino industry's construction activity/demand. Maximum grant amounts to programs proposed as a collaborative joint proposal (defined as two or more eligible organizations sharing costs and providing complementary services in coordination with each other) not to exceed \$50,000. Collaborative joint proposals must have one lead organization and one person responsible for the application and administration of grant monies, as well as all reporting and communication with MGC.

Eligibility: For purposes of the Massachusetts Gaming Commission and this Request for Grant Applications, only Massachusetts-based, not-for-profit corporations, public or quasi-public entities are eligible for program participation. For the purposes of this program, the not-for-profit entity shall:

- 1) Be duly organized under Massachusetts General Laws, Chapter 180 and incorporated as such by the Secretary of State for the Commonwealth of Massachusetts, whose mission includes facilitating a community driven economic development process for small businesses.
- 2) Organizations utilizing a not-for-profit Fiscal Agent or conduit must apply with the fiscal agent/conduit listed as the applicant for the funding.

Timeline:

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Options to Renew (Potentially three separate options; maximum duration of one year each; based on performance, budget availability and demand)	June 30, 2022

Selection Criteria: A Review Committee will evaluate proposals, seeking those that most completely meet the established criteria outlined below. Proposals must demonstrate the ability to meet the following workforce assistance priorities in order to receive funding:

Set a leadership example, ensuring a diverse advisory committee, including people of color	5
Meets the key objectives of grant initiatives (from page 2.)	5
Ability to identify and recruit prospective union construction workers.	10
Have a proven strategy for outreach to prospective union construction workers.	10
Have strong union representation on the project with a written agreement from building trades union outlining roles and confirming their commitment to actively participate in this project.	15
Demonstrate a history of success in the area of work to increase diversity of underrepresented groups in the building trades.	15
Ensure a particular focus on minority women.	20
Collect, analyze and report on baseline data and specific outcomes achieved, including increases in diverse applicants to union apprenticeship programs.	20
TOTAL	100
In addition, extra points will be assigned for submissions which have the ability to serve both Eastern and Western, MA.	20
BONUS	20