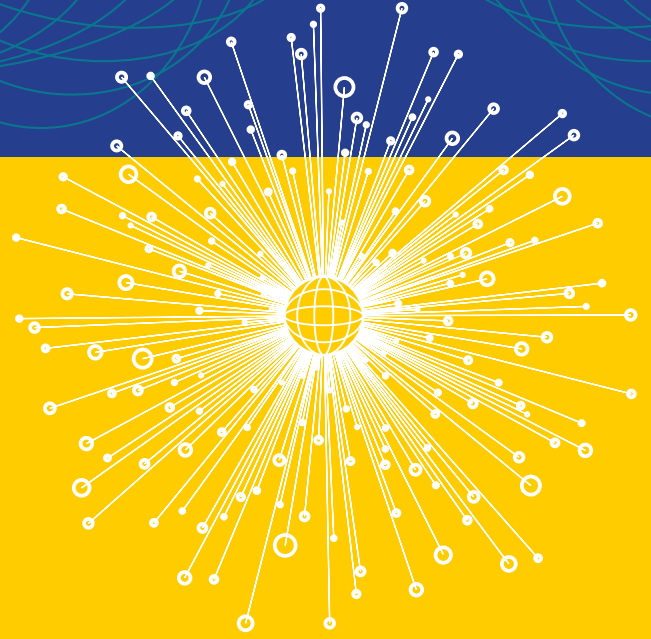
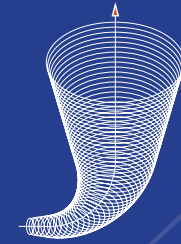


2024 CALL FOR PROPOSALS

TALENT FOR TOMORROW DIGITAL EQUITY CHALLENGE



TODAY'S MAYORS RECOGNIZE THAT IN ORDER TO ACHIEVE SOCIAL JUSTICE AND EQUITY, VULNERABLE COMMUNITIES MUST BE PROVIDED ACCESS TO TECHNOLOGY, TOOLS, AND TRAINING TO LEVEL THE PLAYING FIELD. HIGH SCHOOL STUDENTS AND WORKERS WHO HAVE LITTLE OR NO ACCESS TO TECHNOLOGY AND TRAINING GET LEFT BEHIND.



Digital access, skills and training are needed to prepare underserved communities for jobs of the future. Every high school student, every small business and entrepreneur, and every member of the workforce in underserved communities should be prepared for employment and careers and be ready to participate in the workforce of today and of the future – regardless of income, age, ethnic or language background, or disability status. To thrive in the global economy, it is necessary to ensure every student and member of the nation's workforce is prepared to contribute so they too can share in the American Dream.

Mayors know firsthand the importance of digital training and access to the knowledge needed to prepare underserved communities for more equitable and inclusive jobs. They support the growth and development of a more highly skilled workforce and recognize that everyone benefits when the public sector partners with nonprofits and the private sector to connect and leverage vital resources to upskill workers.

In partnership, The U.S. Conference of Mayors and Comcast aim to make an important and much-needed contribution to achieving workforce diversity, equity, and inclusion through digital training and digital access on both the local and national level in cities across the country.

The Talent for Tomorrow: Digital Equity Challenge will support the launch and expansion of local workforce and career readiness programs designed to grow college and career readiness, close the skills and opportunity gap, advance economic mobility, and lay the foundation for generational wealth in under-resourced communities through digital access and skills training.

This joint initiative of The U.S. Conference of Mayors and Comcast's Project UP will support and expand digital training programs across the country. The Challenge will award a total of \$1.5 million in digital equity grants to ten cities through a competitive process. Three large cities will be awarded \$250,000, three medium-sized cities will be awarded \$150,000, and four small cities will be awarded \$75,000.

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GUIDELINES

ELIGIBILITY:

To be eligible, applying mayors must be members of The U.S. Conference of Mayors. If you are unsure of the membership status of the mayor, please contact The U.S. Conference of Mayors at 202-293-7330 and ask to speak to the Membership Department.

HOW TO APPLY:

This is a two-step award application process. Part I consists of a completed entry form and 500-word executive summary outlining the application program. Award finalists will be notified and must complete Part II, which will consist of up to ten pages in response to the proposal content questions, and supporting documentation.

SUBMISSIONS:

Only applications submitted through the online application portal will be accepted. Click the red **APPLY NOW** button on the website to upload and submit a PDF of your application. Part I of the application should be completed and saved as a PDF in one attached document no longer than a total of 2 pages (supporting documents are not included in page totals). Part I applications must be submitted no later than **March 15, 2024**. Finalists will be notified on **March 29, 2024** and must submit Part II by **April 19, 2024**. Part II of the application should also be completed and saved as a PDF in one attached document no longer than 10 pages (supporting documents are not included in page totals) and submitted through the online application portal.

We will not accept mailed hard copies of applications or applications submitted via email, fax, or any other method. **THERE WILL BE NO EXTENSIONS.** Please contact Megan Judge at 202-861-6735 with any questions. Part I applications must be received by March 15, 2024 and Part II applications must be received by April 19, 2024.

GRANT SIZE AND DETERMINATION

.....
Three - **\$250,000** grant awards to a large-size city
.....

.....
Three - **\$150,000** grant awards to a medium-size city
.....

.....
Four - **\$75,000** grant awards to a small-size city

TIMELINE

January 18, 2024

Announcement of the USCM/Comcast Talent for Tomorrow: Digital Equity Challenge

February 14, 2024

Announcement that Applications are Open for Submission

March 15, 2024

Part I Proposals Due

March 18-28, 2024

Internal Review of Part I Applications

March 29, 2024

Finalists Notified

April 19, 2024

Part II (Finalists Only) Proposals Due

April 22-May 23, 2024

Review Period for Judges to Determine Winners

May 24, 2024

Award Winners Notified

June 20-23, 2024

Award Winners Announced in Kansas City, MO at the 92nd Annual Conference of Mayors

October-November, 2024

Local events for three award winners

ONLY MEMBER MAYOR CITIES ARE ELIGIBLE TO APPLY *One Application Per City*

THE FOLLOWING ARE PROPOSAL GUIDELINES AND REQUIREMENTS:

- All proposal components must be single-spaced in 12-point, Times New Roman font.
- Both parts of the proposal application must include the one-page cover sheet with relevant contact information for the mayor and city.
- Submit proposal components for Part I as one PDF document that includes the attached cover sheet and 500-word executive summary.
- Submit proposal components for Part II in the same format, including another cover page, proposal content question responses, and mandatory supporting documents. Applications are not to exceed 2 pages for Part I and 10 pages for Part II, including the cover sheet. Mandatory supporting documents are not included in page totals. Additional supporting documents are permissible and not included in the total page count.
- All proposals should be submitted via the online application portal.
- Part I proposals received after Friday, March 15, 2024, and Part II proposals received after Friday, April 19, 2024, or failing to follow the above guidelines will NOT be considered.

JUDGING:

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

CRITERIA:

Eligible programs must apply innovative approaches to achieve the following goals:

- Support digital strategies and initiatives that promote a stronger and more diverse, equitable and inclusive workforce.
- Enhance employment of individuals through digital training programs.

Eligible programs must demonstrate ONE or more of the following elements:

- Support workforce innovations in low- or moderate-income communities that build capacity and capabilities needed to prepare America's current and future workers for the 21st Century.
- Promote initiatives that help individuals complete digital access training programs quicker, at less cost and/or with better prospects for rewarding careers.
- Support initiatives that help underserved individuals gain the digital training and access they need to succeed in the workforce.
- Expand digital training and access programs that impact college and career readiness, help close the skills gap, advance economic mobility, and lay the foundation for generational wealth in vulnerable communities.

It is not necessary for an entry to meet all of the criteria in order to compete.

PART I
COVER PAGE

The proposal should include the full mayor's name, city contact person and contact information for the city, along with an official name for the application program. **Please make sure to select the city size for the application.** (1 page)

EXECUTIVE SUMMARY

Please provide a one-page 500-word narrative executive summary of your program. The executive summary should describe the key elements of the program, provide measurable results related to program implementation, and address the eligibility criteria outlined above relative to the entry. (1 page)

All proposals should be submitted via the online application portal. Part I proposals received after Friday, March 15, 2024, or failing to follow the above guidelines will NOT be considered.

PART II

All proposal components must be single-spaced in 12-point, Times New Roman font. Part II of the proposal application must include the one-page cover sheet with relevant contact information for the mayor and city. It must be submitted as a PDF document that includes the attached cover sheet, proposal content question responses, and supporting documents. Applications are not to exceed 10 pages for Part II, including the cover sheet. Supporting documents are not included in page totals.

All proposals should be submitted via the online application portal. Part II proposals received after Friday, April 19, 2024, or failing to follow the above guidelines will NOT be considered.

PROPOSAL CONTENT FOR PART II (FINALISTS ONLY):

1. Cover page, as in Part I.
2. Describe what the mayor's level of involvement in the digital equity access program has been and how his or her leadership has impacted the program.
3. Describe the program's innovative approach to enhancing skills training or employment in digital equity.
4. Describe the specific work the program is engaged in, including prior successes and demonstrated effectiveness in aligning digital education and/or training programs with workforce needs, and why this need was unmet in the city.
5. Outline your program results. Supporting documentation may include educational/promotional materials, brochures, statistics, news clippings, citations, etc.
6. How will you evaluate this program to determine if it is effective? What are the key indicators of success? Please include metrics.

SUPPORTING DOCUMENTATION:

Supporting documentation may include educational/promotional materials, brochures, statistics, news clippings, citations, etc.

Cities selected to receive one of the grants must be willing to present information about their program at a special session during the 92nd Annual Conference of Mayors, June 20-23, 2024 in Kansas City, MO.

COVER SHEET



U.S. CONFERENCE OF MAYORS/COMCAST PROJECT UP
2024 TALENT FOR TOMORROW: DIGITAL EQUITY CHALLENGE

NAME OF CITY:
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MAYOR:
.....

MAILING ADDRESS:
.....

MAYOR'S CONTACT:
.....

PHONE:
.....

FAX:
.....

EMAIL:
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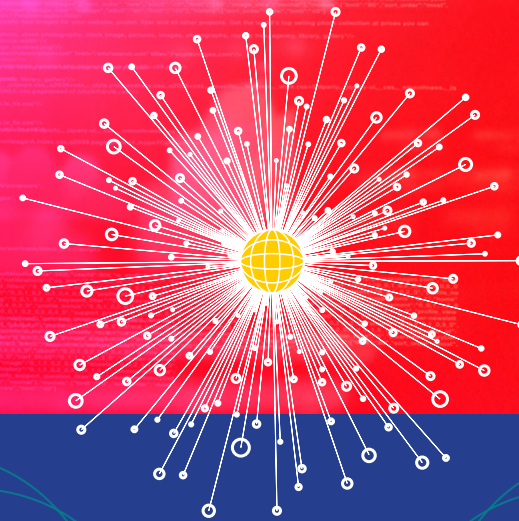
PLEASE INDICATE POPULATION CATEGORY HERE

- SMALL:** fewer than 200,000 in population
- MEDIUM:** 200,000 to 500,000 in population
- LARGE:** greater than 500,000 in population



NAME OF PROGRAM /INITIATIVE:
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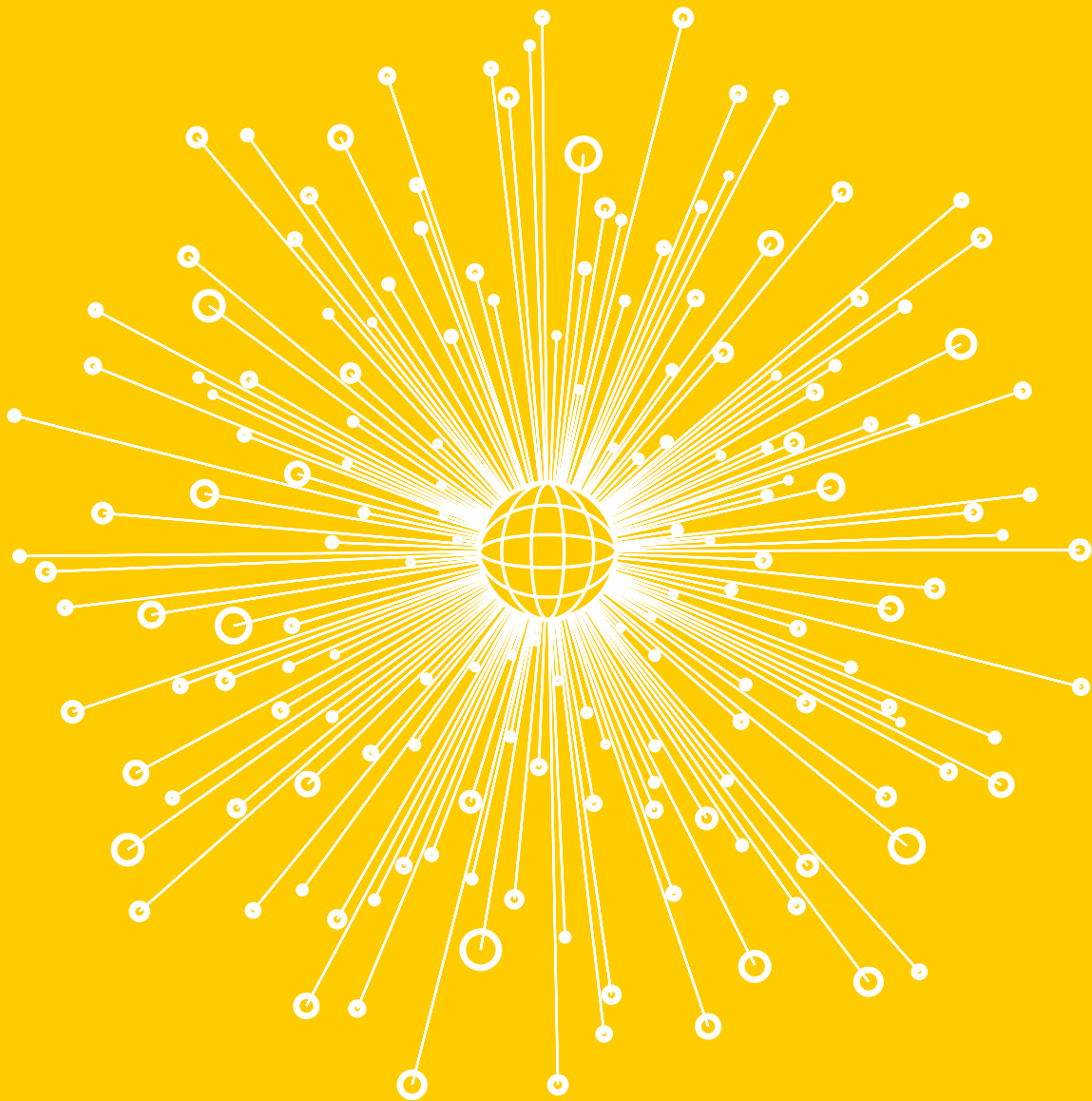


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Tel: 202.293.7330 Fax: 202.293.2352