

# Heat Pump & HVAC Training Network for Community Colleges RFP

Pre-Application Webinar

January 22, 2025



MASSACHUSETTS  
CLEAN ENERGY  
CENTER®

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# AGENDA

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# Community College Heat Pump & HVAC Training Network RFP Overview



SCAN FOR RFP



\$14,280,000

AVAILABLE FUNDING\*

\*additional funding may be added as resources become available



ESTABLISH OR UPGRADE  
HEAT PUMP AND HVAC  
TRAINING CENTERS

ADD STAFF CAPACITY  
AND TRAINING SEATS



ESTABLISH AND GROW  
WRAPAROUND AND  
RETENTION SUPPORTS

BUILD AND SCALE  
CAREER PATHWAYS IN  
HEAT PUMP AND HVAC  
CLIMATE-CRITICAL FIELDS



# MassCEC's Work Spans Four Main Areas of Climate Impact for MA

## Climatetech Innovation & Investment



We help new climate-focused businesses grow faster by backing a vibrant community of researchers, startups, and established industry players - creating an ecosystem where they connect and thrive.

## Accelerating Decarbonization



We contribute to meeting our state's ambitious climate goals by tackling barriers to widespread use of clean energy and climate technology in buildings, transportation, and the grid.

## Large Scale Deployment: Offshore Wind



We're building a cutting-edge offshore wind industry, marshaling world-class ports while addressing supply chain and workforce development challenges.

## Clean Energy & Climate Workforce Development



We're growing a diverse and talented clean energy workforce by supporting a dynamic network of community-based organizations, labor, training providers, schools and employers committed to a sustainable future for all.



# Background Information:

## HVAC & Heat Pump Training Network for Community Colleges

**Funding Source:** Massachusetts Department of Energy Resources and MassCEC Equity Workforce Funding (MassSave)

**Initial Context:** The Administration has identified Community college training as a priority area.

**Program Goal:** Build Capacity for the Massachusetts Community College System to provide expanded access to Heat Pump training (Air and Ground Source) for both new entrants and incumbent workers.

### Additional Background Information:

- **Massachusetts has set a goal for 500,000 Heat Pump Installations by 2030.**
- **Lack of HVAC/R technicians are a “severe risk” for bottlenecks in heat pump Installations.**
- **Proven Model: Maine surpassed its heat pump install goal of 100,000 two years ahead of schedule and leveraged its community college system to train the workforce needed for rapid expansion**





# Key Program Features

- **Expanded capacity** for statewide HVAC and Heat Pump installation workforce development, emphasizing increased accessibility and alignment with industry needs.
- **A standardized universal heat pump curriculum** and a common HVAC instructional framework
- **Flexibility to support costs associated with both credit-bearing and non-credit training programs**
- **Robust technical assistance by MassCEC** to guide planning and initial implementation by grantees
- Contribution of MassCEC Equity Workforce funding to provide **additional support services, including contextualized English language instruction and support**
- Follow-on opportunities to **leverage federal DOE Training for Residential Energy Contractors formula funding** to cover costs associated with the North American Technician Excellence (NATE) Certification



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# Key Program Features

- The RFP offers a streamlined application and allocation-based funding, which includes:
  - **Equipment and Installation costs** for establishing or upgrading training centers
  - **Staffing Capacity**
  - **Training Seat Base**
  - **Support Service Base**
- Programs not ready to apply for implementation may request \$30,000 to \$50,000 for initial planning
- Funding not committed through this initial RFP will be available to the awarded applicants for additional training seats based on a future rolling competitive procurements. Those who opt to start with a planning grant may also apply to this later competitive procurement for implementation funding, based on available resources.



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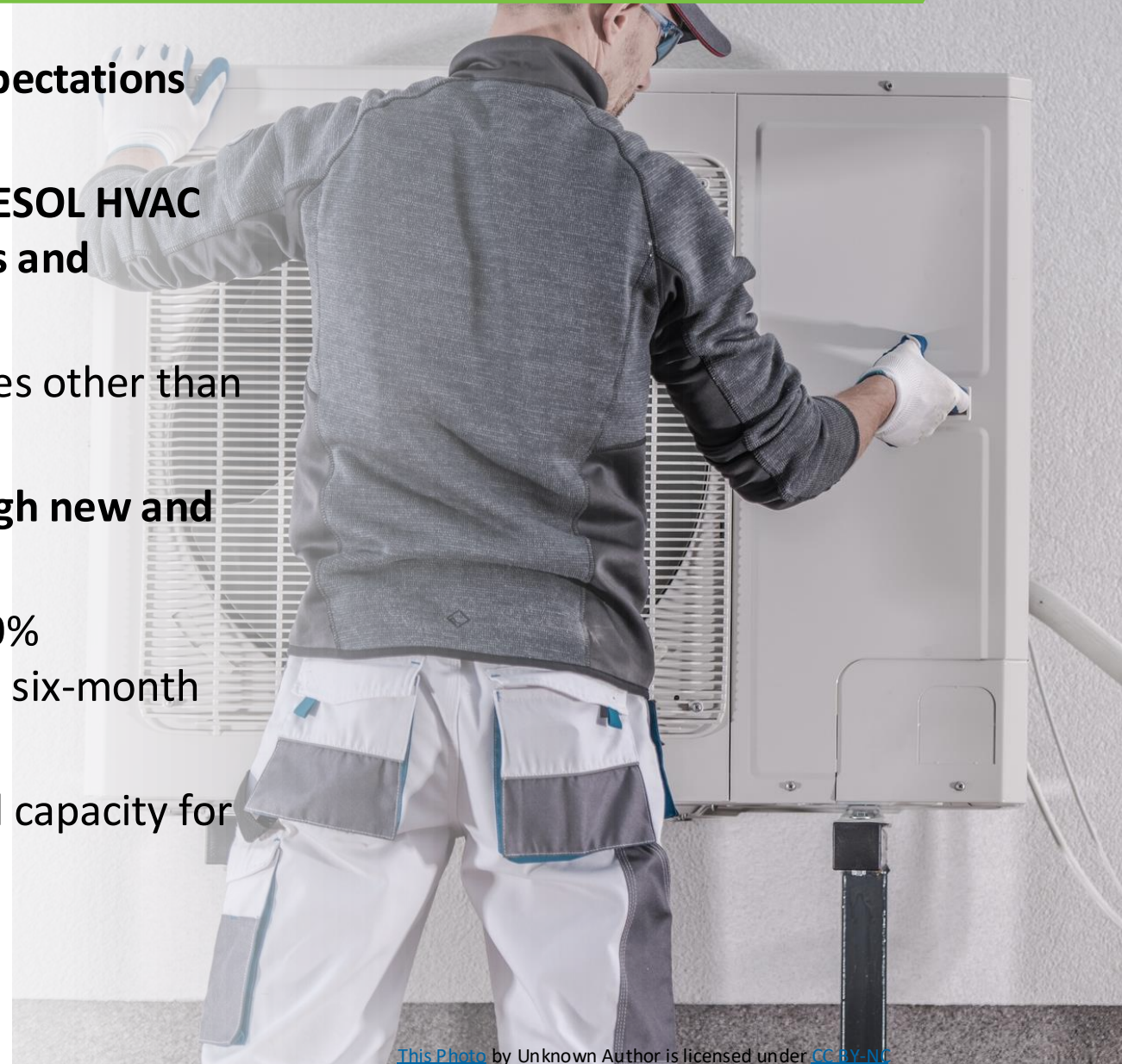
# Priority Populations (especially for support services)

- Individuals residing in Low-income Communities or Environmental Justice (EJ) Neighborhoods
- Individuals with a low-income status due to unemployment or underemployed (defined as an individual who is earning less than 60 percent of the median income within their county of residence.)
- Members of underrepresented communities in the clean energy workforce
- Current or former workers from the fossil fuel industry
- Members of Federally recognized or state-acknowledged tribes



# Anticipated Program Goals and Outcomes

- Development of a **clear framework of industry expectations and priorities for HVAC and heat pump training.**
- Creation of **standardized heat pump training and ESOL HVAC curricular resources to support both new entrants and incumbent workers.**
- Expanded support for learners who speak languages other than English
- **Support for at least 500 additional learners through new and expanded programs.**
- Achievement of key program outcomes: at least 80% completion rate, 70% job placement rate, and 60% six-month job retention rate.
- Increase in the community college system's annual capacity for hands-on HVAC training
- **Program sustainability and scaling plan**



# Program Implementation Phases

December- February  
Release of the initial  
RFPs for Training and  
Curricula  
Development

March-June Program  
Planning grants and  
Training Facility  
build-outs

Late FY25 through -  
FY26 - Initial training  
cohorts and release  
of additional RFP to  
fund expanded seats  
and upskilling  
opportunities

FY27 and Beyond  
Program Model  
refined based on  
feedback from the  
pilot phase.



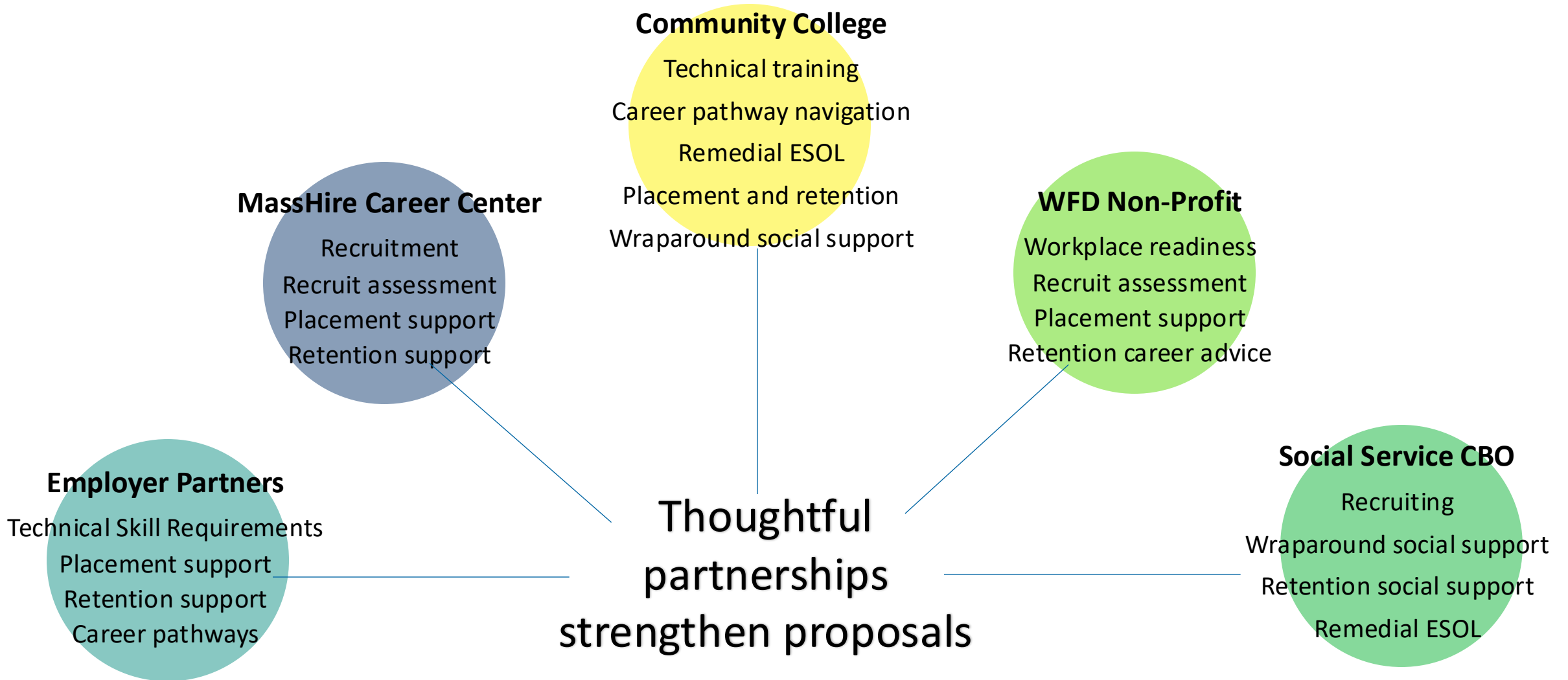
# Who is eligible to apply?

Partnerships are strongly encouraged and can provide a range of expertise and experience to deliver a comprehensive proposal. If applying in partnership, one party should take on the role of leading the application team (“Lead Applicant”).

## Applicants must be one of the fifteen (15) Massachusetts community colleges

- All other private and non-profit education and training organizations interested in building HVAC and heat pump training capacity may apply for funding through one of MassCEC’s active solicitations
- Applicants will be expected to disclose any potential conflicts of interest created through partnerships or subcontracts with related family members, current and recent employers, or any other involved parties that may create such conflicts of interest

# Example of an Applicant Partnership



**Q&A**



# Program Strands

## Strand A: Heat Pump and HVAC Training, Equipment, and Implementation

**Award Range:** \$100,000 - \$1,200,000

**Planning Award Duration:** Twelve (12) to Thirty (30) Months\*

\*An additional year of post-program monitoring and metrics tracking is required, so Applicants should plan and budget for that

## Strand B: Heat Pump and HVAC Planning Grants

**Award Range:** \$30,000 - \$50,000

**Planning Award Duration:** Six (6) Months to One (1) Year

- **Cost Share:** Not required, but encouraged
- **Supported by MassCEC technical assistance** throughout the process



# Strand A: Program Components

## Component A: Equipment, Installation, and Program Design Costs to Establish or Upgrade HVAC and Heat Pump Training Centers

For CCs without an existing training center to purchase and install equipment, upgrade existing spaces, and develop curriculum. CCs must demonstrate that the training centers are equipped to provide instruction on heat pumps and mini-split installation.

For CCs with an existing training center to expand training capacity, especially as it related to heat pump and mini-split installation.

## Component B: Staffing Capacity Support

To add key staff capacity to support the build out or expansion of HVAC training centers and associated programming.

\*Funding for a case manager to support participants through initial intake, training, placement, and retention can come from both Component B and Component D.



# Strand A: Program Components

## Component C: Tuition Costs for Training Seats in Non-Credit Bearing Training Programs

Programs pursuing non-credit offerings with at least 80% of the technical skills training delivered in-person can apply for funding to cover thirty (30) or more new entrant training seats at a maximum cost of \$8,500 per seat. Applicants may also apply to serve a mix of new entrants and upskilling participants.

*\*Community colleges that offer credit-bearing programs can support tuition costs through MassReconnect and MassEducate.*

## Component D: Wrap-around Support Services Funding

To provide participants with stipends, address barriers such as childcare costs, fees to get a driver's license, programs to help individuals get a GED, etc.

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of the RFP for  
Potential  
Barriers





# Key Considerations in Overall Program Design

## Identifying and Planning for Appropriate Training Space

- **Suggested Space requirements:** A minimum space of **1,500 square feet** is needed to create a functional training lab, and in most cases **2,000 square feet** or larger is preferable.
- **Electrical specifications:** A **200-amp electrical panel** is recommended. In most cases, the lab will require at least 220 single-phase power.
  - Some simulators and equipment can run on a standard 120-volt outlets can provide, but in other cases, specific equipment may necessitate 3-phase power and greater voltage.

## Industry-recognized Credentials and Training

- Must include training and support for **EPA 608** and a **state-approved hot-works safety training program**.
- Programs are strongly encouraged to include the **North American Technician Excellence (NATE) certification**.

## Designing and Delivering Quality Training

- Applicants are encouraged to reach out to **MassCEC** and the **Massachusetts Association of Community Colleges (MACC)** to discuss the availability of quality curricula to use as basis for customization.
- MassCEC will contract with a consultant to develop **universal curriculum** for heat pump and mini-split technologies to be used as a resource.
- Skills training should be informed by **employer input** and **differentiated to meet the learning needs** of the participants.

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RFP



# Key Considerations in Overall Program Design

## Providing Transparent Career Fit Counseling

- Potential recruits should be **interested and able to work in the target occupation**.
- Recruits should be aware of the **job description, duties, work environment, requirements, salary range, and potential career pathway** before application and enrollment.

## Designing for Inclusivity and Addressing Barriers

- Applicants are encouraged to consider engaging individuals from **EJ Neighborhoods and Low-Income Neighborhoods, current and former Fossil Fuel workers, members of Federally-recognized and State-acknowledged tribes, and underrepresented populations** in program design.
- Design and budget for programs that offer **strong support services** with clear intake assessment and case management practices.
- Explore strategic usage of **training stipends, paid on-the-job learning, and initial wage subsidies** combined with **ongoing mentorship and support services**.

## Designing for Success

- Strong new entrant workforce programs typically strive for at least **80% participant completion, 70% placement** of participants in target occupation within thirty (30) days, and **60% retention** of participants in target occupations twelve (12) months after initial placement.
- In cases where proposed target rates are lower than 80%/70%/60%, applicants are encouraged to detail strategies and support that can lead to increased outcomes over the grant period.

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### Eligible Funding Uses Examples

- Identify partners for support services
- Clarify curricular resources
- Plan implementation schedule for programming
- Staff time devoted to program planning



# Activities that are NOT Eligible for Funding include, but are not limited to:

- Costs associated with preparing this grant proposal
- Purchase of equipment intended for general operating purposes
- Activities that occur before or following the term of an awarded grant



# Strand A – Training Outcomes

## SUCCESSFUL APPLICATIONS WILL INCLUDE.....

Milestone(s) that indicate successful completion for individual participants (i.e. Offramps)

- Attainment of industry recognized credentials/licenses
- Case management that successfully removes barriers for participants
- Placement into a clean energy occupation
- Job retention for at least one year post program completion
- Increased wages for Incumbent Workers

Description of plans to engage relevant partners to provide offramps to participants

- Employer partners – comprehensive placement strategy that includes dedicated job development staff through the leader applicant or partner (letters of support/MOUs provided where applicable)



# Strand A – Equipment Outcomes

## SUCCESSFUL APPLICATIONS WILL INCLUDE...

### Initial Vision of Equipment

- Description of capacity building supported by equipment funding
- Steps to select, procure, and integrate new capacity

### Impact of Equipment

- Description of how equipment will improve your program
- Existing training/curriculum/training opportunities
- Identify programmatic gaps and needs that will be addressed





Q&A

# Training Grants Allocation Chart

<div style="background-color: #92d050; padding: 5px; text-align: center;">                     Please see  <b>Attachment 6</b>                      of the RFP for                      Specific College                      Allocation Chart                 </div>	<b>Component A:                      Equipment,                      Installation,                      Sitework, &amp;                      Program                      Planning                      Allocation</b>	<b>Component                      A: Equipment                      Upgrade                      Allocation</b>	<b>Component                      B: Staff                      Capacity                      Support                      Allocation</b>	<b>Component                      C: Training                      Seat Tuition                      Coverage                      Allocation</b>	<b>Component                      D: Support                      Service                      Allocation</b>	<b>Total Initial                      Allocation</b>
<b>CC without a                      hands-on HVAC                      training program</b>	\$550,000	NA	\$140,000	\$255,000	\$135,000	\$1,080,000
<b>CC with a non-                      credit program</b>	NA	\$80,000	\$140,000	\$255,000	\$135,000	\$610,000
<b>CC with credit-                      bearing program</b>	NA	\$80,000	\$140,000	NA	\$135,000	\$355,000

*Colleges may also request up to an additional \$200,000 in funding as long as the total proposal does not exceed \$1,200,000. Relevant indirect rates and costs will be an allowable cost within relevant categories. The training and support service amounts are intended to support at least 30 learners.*

# Criteria (Strand A)

## Program Design (Training Delivery, Outreach, Support Services, Placement, Retention)

- Application presents comprehensive training plan with vocational and work readiness components designed to meet employer needs and maximize participant success
- Proposed program provides relevant industry-recognized credentials or licenses and/or articulated higher education credits
- Training delivery model meets requirements for in-person training, prioritizes hands-on learning, and embraces innovative strategies
- Program design includes case management and supportive services tailored to meet participant needs
- Placement strategy includes dedicated job development staff (MOUs or LOS where possible)

## Equipment Investment's Impact on Training

- Proposed program contributes to increasing the availability, quality, or effectiveness of Heat Pump and HVAC training
- Proposed program maximizes the increase of climate-critical skilled workers by increasing the number of students able to participate in an existing program or creating a new program to meet demonstrated demand
- Proposed program demonstrates commitment to increasing access to environmental justice and disadvantaged communities, and populations historically underrepresented in the target occupation



## Employer and Industry Engagement

- Applicants should maximize engagement with employer partners across the program, designing for their involvement at multiple junctures and using their guidance to ensure that proposed programming or equipment and infrastructure investment align with current industry demands

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## Outcomes, Budgets, Leveraged Resources, and Sustainability

- Applicant proposes strong outcomes, a program design that can achieve these outcomes, and data collection practices that support effective outcome tracking
- Applicant proposes milestones, timelines, and resource allocations that align with programming and participant needs
- Proposed budget results in a reasonable per-participant cost for the type of intensity of programming (i.e. training new entrants versus training incumbent workers)



# Criteria: Planning Grants (Strand B)

## Initial Vision of Program Design

- Presents a compelling vision of the type of training programming applicant wants to create or augment and substantiates the need for this project
- Clearly outlines the preliminary steps, including the roles and responsibilities of staff and partners, to complete the planning process

## Impact of Program

- Connects how the proposal will meet core goals
- Presents an initial idea about the scale of the impact and trackable outcomes and metrics that will signal successful impact of the project

## Commitment to Maximizing Partnerships, Resources, and TA

- Explains the plans to establish needed partnerships and identify resources to execute the programmatic vision
- Proposes milestones, timelines, and resource allocations that align with the proposed project
- Describes a clear plan for how they intend to utilize the TA provided, including information about which staff members on the proposed project will participate in various components of TA



Q&A

# Application Process

Review the RFP and all forms and attachments to understand the opportunity, requirements, and MassCEC's objectives.



Attend MassCEC informational webinar, office hours, and/or utilize other informational resources offered.



Contact MassCEC with questions and/or to discuss your idea(s) via email at [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com).



Submit all completed forms and attachments, adhering to word limits, format requirements, and other instructions listed within the RFP and each attachment, by email to [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com) by 11:59pm on February 19<sup>th</sup>, with “Community College Heat Pump and HVAC Training Grant Application” in the subject line.



# Application Packet

## A COMPLETED APPLICATION PACKET MUST CONTAIN THE FOLLOWING:

- Attachment 1: Authorized Applicant's Signature and Acceptance Form
- Attachment 2: Community College Heat Pump and HVAC Grant Application Form
- Attachment 3: Budget Form
- Attachment 4: Sample Grant Agreement Language for Cost Reimbursement Contracts
- Attachment 5: Sample Progress Report
- Attachment 6: Implementation Funding Allocation Chart by School

Responses must adhere to the instructions within each attachment.

Attachments 1 and 2 must be submitted as separate documents in PDF or Word format. Attachment 3 must be submitted as an Excel file.

Memorandums of Understanding (MOUs) or Letters of Support may be submitted attached to Attachment 2 or as separate documents.

Additional attachments will not be considered during review and scoring.



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# Attachment 3: Budget Form

## THE FOLLOWING TABS OF THE BUDGET FORM (ATTACHMENT 3) MUST BE COMPLETED:

### ➤ Program Budget

- Personnel Costs & Fringe
- Direct Programmatic Costs
- Indirect Costs – *Please provide an explanation if different from the federal de minimus and submit documentation. Also include information about how your indirect is calculated.*
- Matching Funding (optional)
- Please provide narrative explanations

➤ **Project Timeline:** Please refer to the 'Example Project Schedule' included on that tab.

➤ **Go-No-Go Metrics:** Includes metrics for participants enrolled, program completion rate, placement rate within thirty (30) days of program completion, retention rate at six (6) months of placement, and average starting wage. Metrics broken out by cohort.



**Example Project Schedule:**

Timeline	Phase
May 2024	Contract Initiation
May 2024-July 2024	Program and Marketing Materials
April 2024-August 2024	Recruitment and outreach for FY25
September 2024-May 2025	Cohort 1 (FY25) Training
March 2025-June 2025	Employment Placement for FY25 students
April 2025-January 2026	Retention Services and Tracking of FY25 Cohort
March 2025-June 2025	Recruitment and outreach for FY26
September 2025-May 2026	Cohort 2 (FY26) Training

**Example:**

Cohort	Participants Enrolled	Completion Rate	Placement Rate within 30 days of completion	Retention Rate at 6 months	Average Starting Wage
1	30	24 ( 80%)	21 ( 70%)	18 ( 60%)	\$50,000
2	30	24 ( 80%)	21 ( 70%)	18 ( 60%)	\$50,000
3	30	24 ( 80%)	21 ( 70%)	18 ( 60%)	\$50,000



# Application Timeline - UPDATED

<b>RFP Release</b>	<b>January 6, 2025</b>
Questions Due via <a href="mailto:rfpworkforce@masscec.com">rfpworkforce@masscec.com</a> and Answers Posted to MassCEC Website	Ongoing through February 5, 2025
Pre-Application Webinar	January 22, 2024, 2-3pm
Pre-Application Office Hours	January 27, 2025, 11am-12pm February 3, 2025, 11am-12pm
<b>Proposals Due</b>	<b>February 19<sup>th</sup>, 2025, by 11:59 pm</b>
Additional Applicant Questions / Interviews	As needed
Notification of Award	March 2025
Contracting of Awardees	April 2025



# Office Hours & Networking

## OFFICE HOURS

- Office Hour Information is available on the [Heat Pump and HVAC Training Network Funding Page](#)
- Upcoming Office Hours:
  - **January 27, 2025, 11am-12pm** ([Zoom registration link](#))
  - **February 3, 2025, 11am-12pm** ([Zoom registration link](#))
- Join anytime during the one-hour block (drop-in/drop-out)
- Ask questions and discuss your specific proposals
- Meet other potential applicants to form partnerships



# Workforce Training, MWBE Support, and Equipment RFPs

## MA Residents / Incumbent Workers

### Climate-Critical Workforce Training, Equipment, and Infrastructure

Up to \$800,000

- Support MA residents with **Career Pathway Training** or **Incumbent Workers** with upskilling
- Funds eligible for **Equipment and Infrastructure**



**Deadlines:**

Feb 7<sup>th</sup> and May 2<sup>nd</sup>

[RFP Funding Page](#)

## Priority Populations

(EJ Neighborhoods, Fossil Fuel Workers, Federal recognized/State-acknowledged Tribes, MWBEs)

### Equity Workforce Training for Job Seekers and Adult Learners

Up to \$1.2 Million

- Support individuals from priority populations with **Career Pathway Training**
- Support **Career Exploration for Adult Learners**



**Deadlines:**

Feb 7<sup>th</sup> and May 2<sup>nd</sup>

[RFP Funding Page](#)

### Equity Workforce Planning & Capacity

Up to \$50,000 or \$150,000

Rolling through May 29, with

**Priority Deadline:**

Feb. 28, 2025

[RFP Funding Page](#)



### MWBE Support

Up to \$1 Million

- Address barriers faced by MWBEs
- Move towards Hub and Spoke Model

**Deadlines:**

TBD, 2025

FY24 RFP available here: <https://bit.ly/3N4J4Ha>



Q&A

# Additional Opportunities



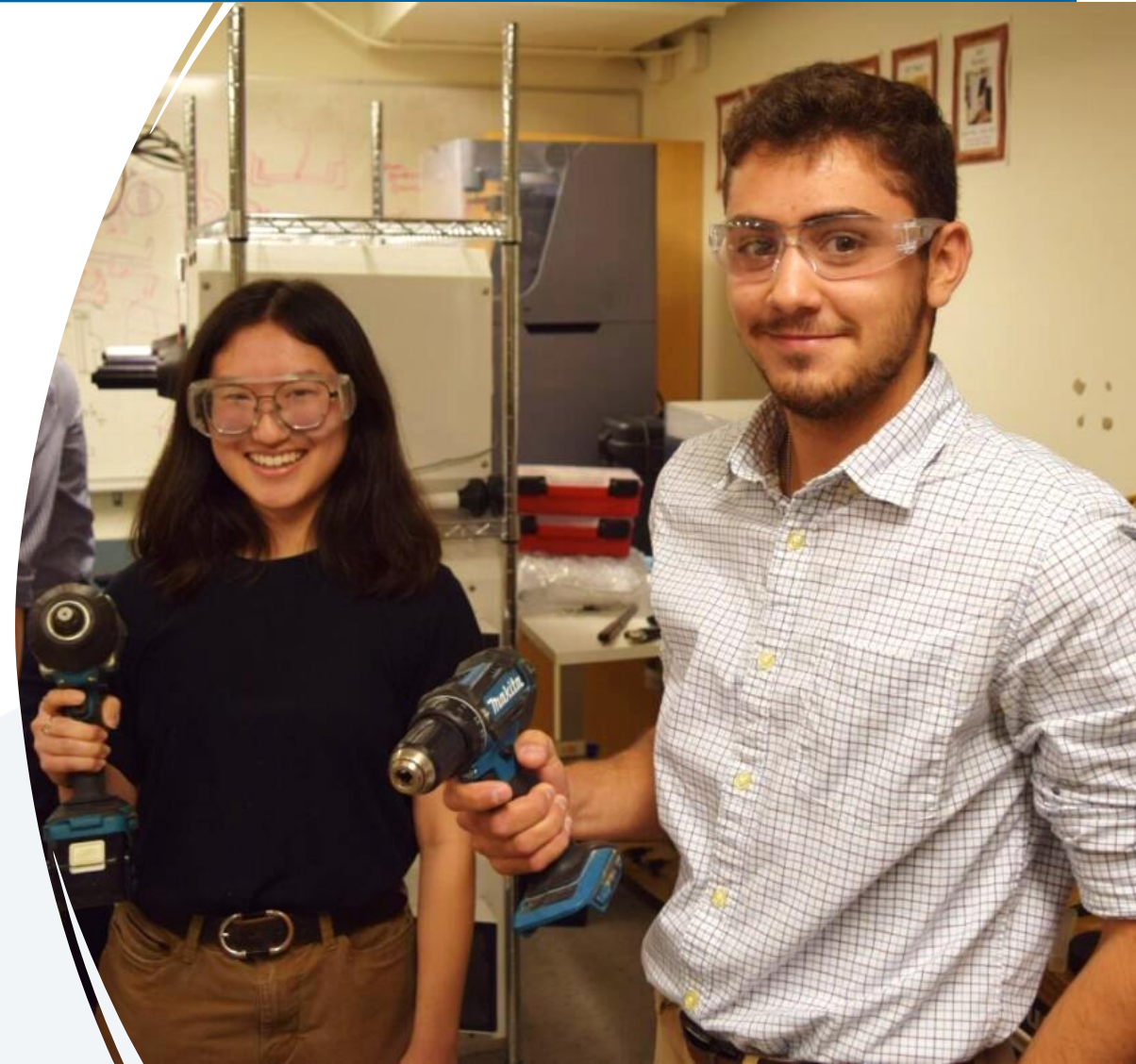


## Clean Energy Internship Program

- Tap into a dedicated, enthusiastic workforce that is committed to learning about the clean energy industry.
- Employ students across different majors and training programs.
- MassCEC reimburses for 12 weeks of an intern's work.
- Employers can be reimbursed up to \$18 per hour, or up to \$4,230 per intern in fall/spring and \$8,640 in summer.
- Interns can turn into hires!

# Gain valuable work and training experience through the **Technical Trades Work & Learning Program**

- Vocational high school, After Dark, CTI students, and participants of MassCEC-approved programs are eligible to participate.
- Participants receive valuable paid on-the-job training and work experience as they begin their careers in the fast-growing clean energy sector.
- Get paid for work during the academic year and through the summer.
- Clean energy employers (including construction firms) receive reimbursement for wages (for up to **\$8,640** per participant)
- Scan to learn more!



# Thank You

Community College Heat Pump and HVAC Training Network RFP Webinar

Questions can be sent to: [rfpworkforce@masscec.com](mailto:rfpworkforce@masscec.com)