

Energy Economy Planning and Growth Program

Program Opportunity Notice (PON 6201)

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September 2, 2026



NYSERDA
New York State Energy Research
and Development Authority

- A PDF version of this PowerPoint will be accessible on the program webpage.
- Questions must be submitted via Slido.
- Questions and Answers from today's webinar will be incorporated in the Frequently Asked Questions (FAQ) document to be published on the **program webpage**.





AGENDA

- 1. Program Overview**
- 2. Definitions**
- 3. Program Requirements**
- 4. Proposal Requirements**
- 5. Evaluation & Notification**
- 6. Designated Contacts and Get in Touch With Us**

Objective

- Provides expert **technical assistance** and **implementation resources** to support the growth of the Energy Economy by **bolstering in-state supply chains**
- The Program is structured in **three categories**.
 - Category A supports REDC regional Energy Economy strategies
 - Category B supports industry-specific plans
 - Category C supports implementation activities
- Together, these Categories help regions and industry partners move from **understanding their competitive position** to taking **concrete action** that **advances Energy Economy supply chain development**

\$4,000,000 Available*

- NYSERDA reserves the right to extend and/or add funding to the Solicitation should other program funding sources become available.

Round 1 due: **October 21, 2026 at 3:00 PM Eastern Time**

This webinar is a high-level overview of PON 6201. All prospective proposers must read PON 6201 in its entirety prior to submitting a proposal.

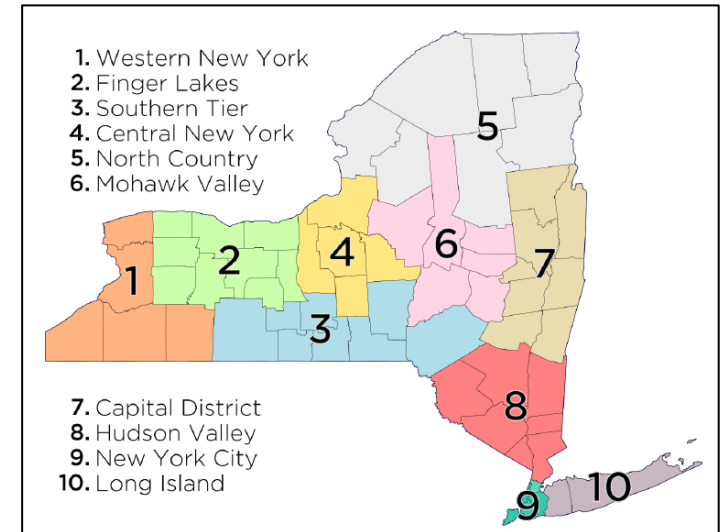
Category A: Regional Planning

- Designed to analyze Energy Economy **growth potential in REDC Regions**.
- Planning activities will provide competitive intelligence in the Energy Economy industries that are the **best fit for the Region**.
- This will include market conditions, workforce characteristics, site requirements, infrastructure, and other drivers.
- The resulting plan must include **actionable strategies** with clear prioritized **recommendations**, estimated **timelines**, and project **costs** for implementation.

This webinar is a high-level overview of PON 6201. All prospective proposers must read PON 6201 in its entirety prior to submitting a proposal.

NYSERDA Funding Per Award: Up to **\$350,000**
(no more than 1 per REDC Region)

Minimum Cost Share
(non-NYSERDA funding):
20% of total project cost



Category B: Industry Plans

- Aims to strengthen, grow, and sustain one specific targeted Energy Economy industry or cluster across **several regions** in New York.
- The plan may assess market opportunities, workforce characteristics, infrastructure, supply chains, and competitive advantages to identify strategies and enhance initiatives aimed at **industry expansion and attraction**.

NYSERDA Funding Per Award:
Up to \$350,000

Minimum Cost Share (non-NYSERDA funding): 20% of total project cost

It is preferred that the plan focuses on one of the following industries:

- *advanced nuclear*
- *energy storage/battery*
- *electrical power systems*
- *clean transportation*

This webinar is a high-level overview of PON 6201. All prospective proposers must read PON 6201 in its entirety prior to submitting a proposal.

Category C: Implementation Support

- Provides funding for opportunities where market timing, supply chain opportunities, or other strategic factors warrant near-term investment to grow the Energy Economy supply chain.
- Implementation activities may include business attraction or retention efforts, and other near-term activities that move planning into execution

NYSERDA Funding Per Award:
Up to \$500,000

Minimum Cost Share (non-NYSERDA funding): 20% of total project cost

Designed to support implementation strategies and recommendations developed through a:

- *Regional Energy Economy Plan*
- *Industry Plan*
- *Other comparable strategy*

This webinar is a high-level overview of PON 6201. All prospective proposers must read PON 6201 in its entirety prior to submitting a proposal.

Energy Economy:

The businesses, workforce, technology, and infrastructure involved in the production, generation, transmission, storage, distribution, and efficient use of clean energy, as well as the supply chains that support these activities. This includes, but is not limited to, activities related to renewable energy and zero-emission power generation (e.g., wind, solar, hydroelectric, geothermal, advanced nuclear, etc.), energy storage, grid modernization, clean transportation (zero emission vehicles, alternative fuels, etc.), energy efficiency technologies, and the manufacturing or production of materials, components, equipment, and services necessary to develop, maintain, advance, decommission, and manage end of life of energy systems.

Supply Chain Planning Contractor (Contractor):

A NYSERDA pre-approved Energy Supply Chain Regional Planning Contractor selected under Request for Qualifications (RFQL) 6084 “Energy Supply Chain Planning and Site Services” under Category A: “Supply Chain Regional Planning”.



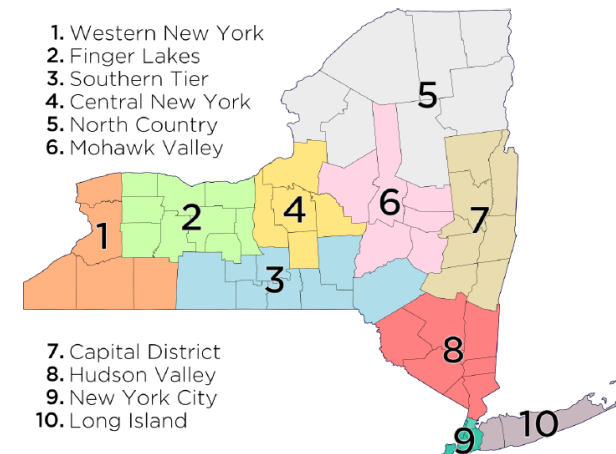
The list of Supply Chain Regional Planning Contractors can be found [here](#).

Economic Development Entity:

Economic development organizations, industrial development agencies, business or cluster associations, economic development departments of government agencies, or similar entities capable of driving regional commitments, collaboration, and implementation.

Regional Economic Development Councils (REDC) Regions:

Ten (10) geographic areas in New York State designed to support regional, customized economic growth (as shown in the map).



Program Requirements

Proposer Eligibility and Qualifications

Any organization with a demonstrated ability to lead local or regional economic development planning and/or Energy Economy supply chain growth initiatives is eligible to submit proposals.

Proposers must be any *Economic Development Entity* with a demonstrated capability of driving regional commitments, collaboration, and implementation. Proposers may be public, for-profit, and/or non-profit entities.

Economic Development Entity:

Economic development organizations, industrial development agencies, business or cluster associations, economic development departments of government agencies, or similar entities capable of driving regional commitments, collaboration, and implementation.

Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Teaming

Proposal Category	Category-specific stakeholder/team requirements
Category A: Regional Planning	Proposers must create a Steering Committee who will be responsible for providing overall direction, reviewing deliverables, and providing feedback. As part of their proposal, Proposers should have sufficient representation from the REDC Region through Steering Committee participation or from Letters of Support describing planned participation. Representation from every county in the REDC region is strongly encouraged and will be considered in the evaluation of proposals. Representation from every county is defined as representation from several local organizations or one regional organization that represents the entire Region.
Category B: Industry Plans	Proposers must create a Steering Committee who will be responsible for providing overall direction, reviewing deliverables, and providing feedback. Proposals should include key stakeholders such as industry, local governments, utilities, workforce entities, and/or higher education.
Category C: Implementation Support	Proposals must involve an Economic Development Entity as the principal proposer or key partner.

Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Contractor Support: For Categories A and B

- NYSERDA has prequalified firms capable of providing the services under this Program herein referred to as “Contractors”.
- Proposers responding to Category A or B in this Program **must select and work** with one of these Contractors including in the development of the Proposal Narrative.
- Contractors won’t be paid for developing the Proposal.
- *For Category C, Proposers are not required to utilize NYSERDA prequalified firms.*

Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Cost Sharing: % based on total project cost

- Cost sharing can be from the proposer, other team members, and other government or private sources.
- “Cash” Contributions: direct labor (for which the laborer is paid as an employee) and purchased materials
 - *Cash cost share is the preferred form of cost share.*
- “In-kind” Contributions: Unpaid labor, indirect labor, or other general overhead

Program Requirements

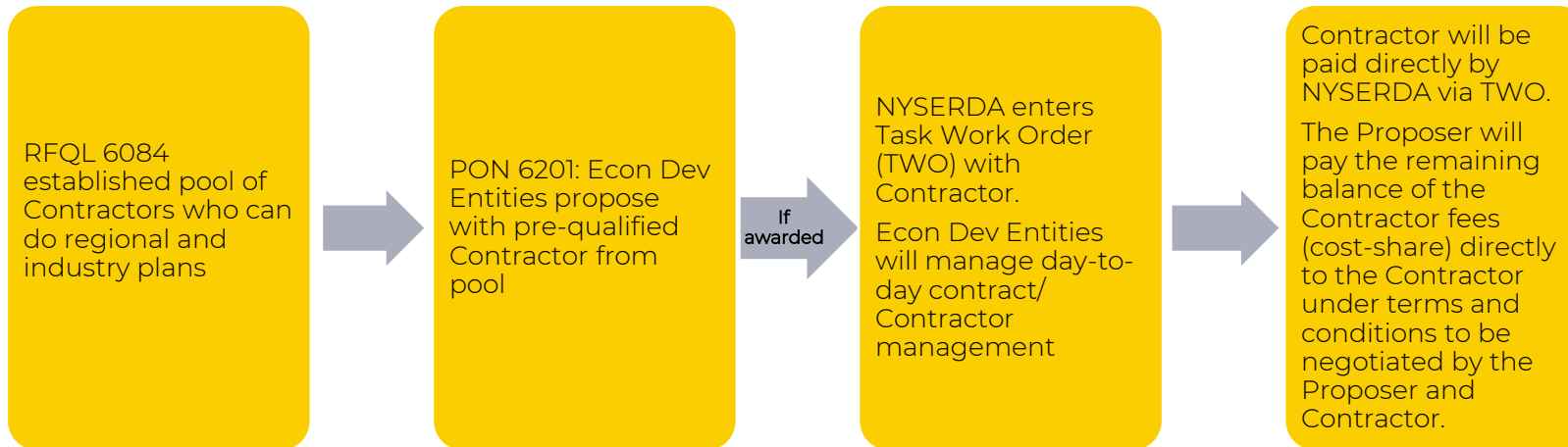
- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Must show non-NYESRDA funding of at least 20% of the total cost of the project

Program Participation Process: post-award

(see PON 6201 pages 5-6)

Categories A & B Contracting Process



Category C Contracting Process



Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Category A: Regional Planning - Eligible Planning Tasks

- Regional Asset Inventory
- SWOT
- Industry Assessment
- Value Proposition Development
- Stakeholder Engagement
- Cross-Regional Context Review
- *All proposals must include tasks to develop Implementation Strategies*

Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Category B: Industry Plans- Eligible Planning Tasks

- Strategic Industry Market Review
- Asset Mapping
- Supply Chain and Gap Analysis
- Industry Stakeholder Engagement
- Workforce and Infrastructure Alignment
- Attraction and Foreign Direct Investment
- *All proposals must include tasks to develop Implementation Strategies*

Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Category C: Implementation Support– Range/Scope of Services

Funding support to implement **high-priority** recommendations. Intended to fund strategies/recommendations that **strengthen the region's competitiveness** for Energy Economy supply chain investments and jobs.

Activities eligible for funding include, but are not limited to:

- *Business Attraction*
- *Workforce Development*
- *Business Retention & Expansion*
- *Prospective Companies List*
- *Tailored Public Engagement Methods*

Program Requirements

- ☐ Proposal Eligibility and Qualifications
- ☐ Teaming
- ☐ Contractor Support
- ☐ Cost Sharing
- ☐ Program Participation Process: post-award
- ☐ Eligible Tasks or Range/Scope of Services

Proposal Requirements

	Category A: Regional Planning	Category B: Industry Plans	Category C: Implementation Support
Attachment A: <i>Category A and Category B Proposal Narrative Template</i>			
Attachment B: <i>Category C Proposal Narrative Template</i>			
Attachment C: <i>Category A and Category B Participation Agreement</i>			
Attachment D: <i>Category C Sample Agreement, including Exhibit A Statement of Work Template</i>			(for information only)
Attachment E: <i>Budget Form</i>			

For Categories A and B

- I. Executive Summary (not to exceed 1 page)
- II. Background, Opportunity, and Needs Assessment (not to exceed 3 pages)
- III. Statement of Work, Milestone Payment Schedule, and Schedule (**as an attachment, not to exceed 10 pages**)
- IV. Proposer Qualifications (not to exceed 2 pages)
- V. Project Benefits (not to exceed 2 pages)
- VI. Budget (see Attachment E)
- VII. Letters of Support (**as an attachment**)
- VIII. Proposal Attachments:** *Statement of Work, Milestone Payment Schedule, Schedule, Letters of Support, Resumes, and Disclosure Statement of Potential Conflicts of Interest*

Must be written in partnership with one of the Supply Chain Regional Planning Contractors.



NYSERDA
New York State Energy Research
and Development Authority

NYSERDA PON 6201
Energy Economy Planning and Growth Program

Attachment A: Fillable Proposal Narrative Form for Categories A and B

PROPOSAL TITLE: Click or tap here to enter text.

ROUND: Click or tap here to enter text.

SUBMISSION DATE: Click or tap here to enter text.

Submitted by:
Organization Name
Organization Project Liaison
Organization Address
Project Liaison Phone
Liaison Email

The instructions below are intended to guide proposers through the submission of a PON 6201 proposal. Fully completing all sections with concise, clear, detailed, and direct responses will assist in the review of the proposal. Delete the directions for each section after that section has been completed, leaving only the text boxes with your responses and any inserted images.

***Form-fillable Proposal Narrative
Word Document***

For Category C

- I. Executive Summary (not to exceed 1 page)
- II. Background, Opportunity, and Needs Assessment (not to exceed 3 pages)
- III. Statement of Work, Milestone Payment Schedule, and Schedule (**as an attachment, not to exceed 10 pages**)
- IV. Proposer Qualifications (not to exceed 2 pages)
- V. Project Benefits (not to exceed 2 pages)
- VI. Budget (see Attachment E)
- VII. Letters of Support (**as an attachment**)
- VIII. Proposal Attachments:** Statement of Work, Milestone Payment Schedule, Schedule, Letters of Support, Resumes, and Disclosure Statement of Potential Conflicts of Interest

NYSDA PON 6201 Energy Economy Planning and Growth Program

Attachment B: Fillable Proposal Narrative Form for Category C

PROPOSAL TITLE: Click or tap here to enter text.

ROUND: Click or tap here to enter text.

SUBMISSION DATE: Click or tap here to enter text.

Submitted by:

Organization Name

Organization Project Liaison

Organization Address

Project Liaison Phone

Liaison Email

The instructions below are intended to guide proposers through the submission of a PON 6201 proposal. Fully completing all sections with concise, clear, detailed, and direct responses will assist in the review of the proposal. Delete the directions for each section after that section has been completed, leaving only the text boxes with your responses and any inserted images.

***Form-fillable Proposal Narrative
Word Document***

Only pertains to proposers of Category A or B.

- Defines expectations and responsibilities for both NYSERDA and the Proposer
- Must be signed and submitted by Proposer

Since NYSERDA will be contracting directly with Contractors, this Participation Agreement is an agreement between Proposer and NYSERDA.



Participation Agreement

Energy Economy Planning and Growth Program

This Agreement is entered into by and between the New York State Energy Research and Development Authority ("NYSERDA"), having its principal place of business at 17 Columbia Circle, Albany, New York 12203 and _____ ("Proposer"), having its principal place of business at _____ [insert address] (and collectively with NYSERDA, the "Parties").

WHEREAS through its Energy Economy Planning and Growth Program (Program), NYSERDA aims to: (1) advance New York's leadership in energy economic development and attract investments and jobs stemming from the Energy Economy and (2) support economic development entities, industry partners, and communities to proactively plan and act; and

WHEREAS under Program Opportunity Notice (PON) 6201, NYSERDA offers planning and technical support services to Proposers through actionable, data-driven economic development plans with implementation strategies in the form of either Regional Energy Economy Plans or Industry Plans ("Plans") with awards up to \$350,000 depending on Program Category; and

WHEREAS NYSERDA has engaged a pool of NYSERDA competitively-selected Supply Chain Regional Planning Contractors (Contractor) to coordinate with NYSERDA and Proposer on all services and communication under Proposer-specific Task Work Orders ("TWOs"), under which the Contractor will coordinate its work with NYSERDA and Proposer; ensure the technical accuracy of its work; ensure adherence to the project budget; provide all reporting to NYSERDA as specified in the TWO; develop and submit reports to NYSERDA and Proposer for review as they are completed, providing NYSERDA and Proposer the opportunity to comment and submitting responses to the comments in revised reports as appropriate; and

WHEREAS Proposer seeks to obtain these Program services offered under NYSERDA's PON XXXX,

Now, therefore, the Parties agree as follows:

1. Regional Energy Economy Plans or Cross-Regional Industry Plans (depending on Program Category):
Proposer agrees to work with NYSERDA and its assigned Supply Chain Regional Planning Contractors to complete the Plans.
2. Expectations and Responsibilities:
NYSERDA RESPONSIBILITIES
NYSERDA shall provide oversight of all activities performed by the assigned Contractor throughout the duration of the contract. NYSERDA will:
 - Issue a TWO to the Contractor to develop Plans for Proposer;
 - Communicate and collaborate with the Contractor and Proposer;
 - Participate in the kick-off meeting and monthly review meetings, as necessary;
 - Review and provide comments on draft and final deliverables prepared by the Contractor;

Only pertains to Category C

- For reference only
- Sample agreement, including Statement of Work (SOW) and Terms and Conditions, that must be entered into by awarded Proposers to receive funding from NYSERDA

The SOW describes the plan for the work to be completed by the proposer if awarded.

AGREEMENT	
1. Agreement Number:	
2. Contractor:	
3. Project Director:	
4. Effective Date:	
5. Total Amount of Award:	
6. Project Period:	
7. Expiration Date:	
8. Commitment Terms and Conditions	
This Agreement consists of this form plus the following documents:	
• Exhibit A, Statement of Work; • Exhibit B, General Contract Provisions, Terms and Conditions; • Exhibit C, Standard Terms and Conditions; • Exhibit D, Prompt Payment Policy Statement; and • Exhibit E, 2017 Report Content Guide.	
9. ACCEPTANCE. THIS AGREEMENT SHALL NOT BECOME EFFECTIVE UNLESS EXECUTED BELOW BY NYSERDA.	
[CONTRACTOR]	NEW YORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY
Signature: _____	Signature: _____
Name _____	NYSERDA Authorized Signatory

Proposal Evaluation & Notification

Proposals that meet solicitation requirements will be reviewed by a Scoring Committee using the Evaluation Criteria listed below, in order of importance. (See PON pages 9-11 for more details)

Category A and B

Evaluation Criteria in Order of Importance

- Statement of Work
- Project Team and Partners
- Anticipated Outcomes, Benefits, and Value
- Budget

Category C

Evaluation Criteria in Order of Importance

- Proposal Strategy and Impact
- Process & Implementation
- Budget
- Leveraged Resources

Program Policy Factors for Categories B and C

NYSERDA reserves the right to accept or reject proposals based on the following factors:

- Geographic coverage and distribution of awardees, i.e., general distribution of awards across all Categories across the State such that funding isn't concentrated in only one or two Regions.
- Diversity of industry and approaches (e.g., implementation activities) that, in conjunction with the existing portfolio of projects funded by NYSERDA, best achieve the overall goals and objectives of NYSERDA.

PROPOSAL SUBMISSION

- Online submission is preferred
- The proposal and detailed instructions on how to submit a proposal can be found on PON 6201 solicitation page
- Proposals are accepted by the deadlines as listed in the PON (**3 p.m. EST deadline**)
- Round 1 Proposals are due **October 21, 2026**
- NYSERDA expects to notify proposers in approximately **6-8 weeks from the proposal due date** whether your proposal has been selected to receive an award



THANK YOU!

Reach out to Designated Contacts at
econdevprograms@nyserda.ny.gov

- Jenny Kelley
- Thomas Madden



Solicitation Page
[Energy Economy
Planning and
Growth Program
\(PON 6201\)](#)



Energy Supply Chain Contractors
<https://www.nyserda.ny.gov/Contractors/Find-a-Contractor/Energy-Supply-Chain-Contractors>

If you submitted questions during this webinar, thank you!

Questions will be answered on the Program Page.



Program Page
<https://www.nyserda.ny.gov/All-Programs/Energy-Economy-Planning-and-Growth>