



Energy Efficiency and Clean Technology Training (PON 3981)

Informational Webinar 7 September 2022



NYSERDA

Agenda

- 1. Introduction**
- 2. What's new?**
- 3. What makes a successful project?**
- 4. Tips for applying**
- 5. Questions**

Introduction

NYSERDA's Workforce Development and Training Programs:

NYSERDA's programs are preparing the current and future workforce to meet the demands of clean energy jobs and help New York State reach its energy goals. With a commitment of more than \$120 million through 2025, NYSERDA works with partners to change the landscape of New York's clean energy industry through workforce development and training.

Programs aim to eliminate barriers of marginalized communities in furtherance of the climate equity and just transition goals of the Climate Leadership and Community Protection Act (CLCPA).

PON 3981: Energy Efficiency and Clean Technology Training

Overview

Competitive solicitation for projects that provide technical training and education, hands-on experience and job placement services in energy efficiency and clean technology industries.

Two categories:

1. **Training for Existing Workers and Individuals in Formal Training Programs.**
2. **Career Pathways for New Workers/New Entrants in Clean Energy.**

Funding

\$7 million available

Seeking proposals requesting between \$50,000 and \$500,000 in NYSERDA funding

PON 3981: Energy Efficiency and Clean Technology Training

Initiatives and activities for which NYSERDA funding may be used:

- Curriculum or certification development, modification when there is a demonstrated market gap and need.
- Training delivery (online, classroom, on-site, etc.) and certification costs.
- Equipment purchases for hands-on training.
- Hiring and training of trainers.
- Implementation of mentorships and internships*.
- Development of pre-apprenticeship and apprenticeship programs.
- Services to place individuals into paid internships, apprenticeships, full-time jobs, or advanced formal training.
- Training development and delivery in languages other than English.
- Marketing and outreach (up to 10% of total NYSERDA funding); and
- Reasonable in-state, necessary travel.

PON 3981: Energy Efficiency and Clean Technology Training

Cost Share Requirements

Standard cost share required	Minimum 30% of total project budget
Projects <u>exclusively</u> serving “Priority Populations” and residents of “Disadvantaged Communities”	Minimum 10% of total project budget
“Qualifying union-led and qualifying pre-apprenticeship programs”	Minimum 10% of total project budget

*Cost share may include cash, in-kind services

PON 3981: Energy Efficiency and Clean Technology Training

Definitions*

- **Priority Populations** – include groups such as low-income individuals, veterans, previously incarcerated individuals, and others. See NYSERDA's "Definitions" page for details.
- **Disadvantaged Communities** - communities that bear burdens of negative public-health effects, environmental pollution, impacts of climate change, and possess certain socioeconomic criteria, or comprise high concentrations of low- and moderate-income households. NYSERDA has an interactive map of the current interim definition, as defined by New York State on its website.
- **Qualifying union-led and pre-apprenticeship programs** include projects that:
 - Integrate clean energy training into existing New York State registered apprenticeship program(s) or journey worker training,
 - Develop a new clean energy apprenticeship program registered with the NYS Dept. of Labor, or
 - Are direct entry pre-apprenticeship workforce training programs recognized by the NYS Dept. of Labor that incorporate clean energy content.

[*Link to NYSERDA's Clean Energy Workforce "Definitions" page embedded.](#)

What's New?

In response to stakeholder feedback, NYSERDA issued a revised version of PON 3981 in August 2022.



What's New?

Key changes from prior rounds of PON 3981

- Introduction of a Concept Paper step, prior to submission of a Full Proposal.
- Added provision for reduced cost share for qualifying union-led training and pre-apprenticeship projects (reduced to 10 percent).
- Replaced the requirement for a full Statement of Work document with a requirement for a project Scope write-up to be submitted at the Full Proposal stage.

What's New?

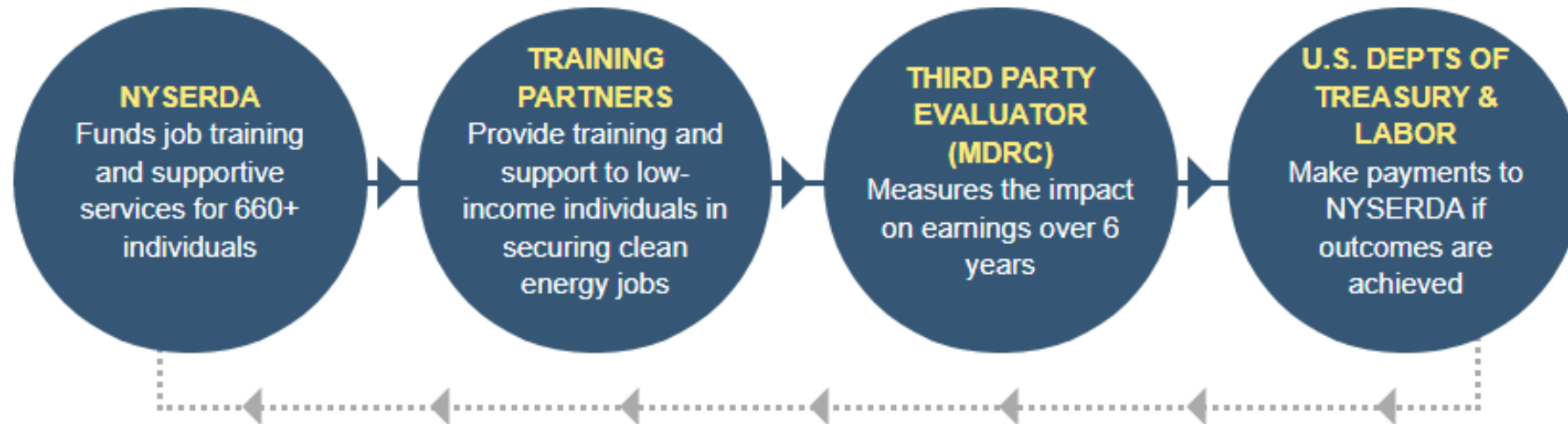
(continued)

- Clarified that projected number of trainees for tracking and reporting purposes is the number of individuals expected to complete training.
- Updated due dates for Full Proposals.

Full Summary of Revisions can be found on the
PON 3981 Solicitation Detail Page: www.nyserda.ny.gov/PON3981

What's New?

Eligibility to participate in NYSERDA's Pay for Success Clean Energy Training



The Opportunity:

- The U.S. Department of the Treasury awarded NYSERDA up to **\$8.2 million** in funding, including:
 - **\$7.1 million** in potential outcome payments to support clean energy career pathway training and job placements services to unemployed and low-wage workers.
 - **\$1.1 million** to evaluate training effectiveness.

Project Snapshot:

- Scale and Schedule: ~660 low-income individuals over 3 years
- Services and Costs: Clean energy job training and wraparound services (~\$10,500 per person; soft skills, technical skills, job placement services)
- Payment-linked Outcome Metric: Increase in earnings relative to comparison group, over a 6-year period
- Partners: MDRC, Social Finance and TRC

**What makes a
successful
project?**



Basic Eligibility Criteria

Eligible Applicants:

- Technical high schools, community colleges and universities, trade associations
- Manufacturers, equipment suppliers, and distributors
- Renewable energy project developers and owners
- Firms and subcontractors that support engineering, procurement, construction operations and maintenance
- Renewable energy development service providers
- Unions
- Training and job placement intermediaries
- Community-based and non-for-profit organizations
- Preference will be given to projects that include or are led by Minority- and Women-Owned Business Enterprises (MWBES) and/or Service-Disabled and Veteran-Owned Businesses (SDVOBs)

Basic Eligibility Criteria

Eligible Technology Areas:

- High-efficiency heating, ventilation, and air conditioning (HVAC) and water heating
- Building electrification/heat pump technologies
- High-efficiency water heating
- Insulation and air sealing
- High-efficiency lighting and controls
- Building automation and controls
- Smart grid and energy storage
- Electric vehicle charging stations
- Large-scale, land-based [renewable](#) energy generation that is actively supported through [New York's Clean Energy Standard](#).*

Basic Eligibility Criteria

Large-scale, Land-based, Renewable Energy Generation Actively Supported by the Clean Energy Standard

Clean Energy Standard

- The most comprehensive and ambitious clean energy goal in New York State's history.
- Designed to fight climate change, reduce harmful air pollution, and ensure a diverse and reliable low-carbon energy supply.

Renewable Energy Systems (RES)

"Systems that generate electricity or thermal energy through use of the following technologies: solar thermal, photovoltaics, on land and offshore wind, hydroelectric, geothermal electric, geothermal ground source heat, tidal energy, wave energy, ocean thermal, and fuel cells which do not utilize a fossil fuel resource in the process of generating electricity." - *Climate Leadership and Community Protection Act (CLCPA)*

To be eligible under PON 3981, RES technologies supported by the CES need to be large-scale and land-based. Offshore wind and residential-scale solar training does not qualify.

Basic Eligibility Criteria

Other Key Factors:

- All training must be designed to meet the needs of clean energy companies within, or providing services to, the [System Benefit Charge/Clean Energy Fund \(SBC/CEF\) territories](#).
- Applicants must have a training location and conduct training in SBC/CEF service territory. If training is conducted in a non-SBC/CEF location, applicants must prove that more than 60 percent of trainees either reside, or serve customers, in SBC/CEF service territory.
- Evidence must be submitted at the time of application or over the course of the project period:
- Trainees must be residents of New York State.

Basic Eligibility Criteria

Category 2: Career Pathways for New Workers/New Entrants in Clean Energy

- Career Pathways Projects must include **rigorous and high-quality technical training, workforce preparation activities, and wrap-around services.**
- At least 50% of trainees (individuals who complete training) must fall within eligible categories of Priority Populations and/or individuals residing in Disadvantaged Communities.
- Industry Partnerships – must include letters of commitment.
- Outcoming Monitoring – must track outcomes of program graduates for minimum of 12 months after training completion.
- Placement - At least 80 percent of trainees must be placed into a paid internship, apprenticeship, advanced formal training, or full-time job within 6 months of training completion.

Proposal Evaluation

Strong proposals will demonstrate:

- **Applicant qualifications** related to proposed training activities (e.g., training, job placement).
- **Track record** of success.
- Clearly defined **project plan**.
- **Documented market need for the proposed activities**, demonstrated with input and support from industry.
- Relevance for how the proposed strategy will **address the identified skills gaps**.
- **Reasonable budget** relative to proposed activities; cost competitiveness.

Proposal Evaluation

Preference will be given to applicants who can demonstrate the following:

- Leveraging of existing resources.
- Education / integration into career pathways.
- Serving disadvantaged workers.
- Applicants or team members who are MWBEs and/or SDVOBs.
- Training program scalability.

Tips for Applying



Tips for Applying

Items Required for Submission

Concept Paper:

- Proposal Cover Page
- Concept Paper Narrative

Full Proposal:

- Proposal Cover Page
- Concept Paper Narrative (updated, if needed)
- Project Scope
- Metrics (including projected #s trained)
- Schedule
- Budget
 - Total Budget in NYSERDA-provided form
 - Budget by Task
 - Separate Budget Form for any sub-contractor with share of project budget over \$50,000
- Industry Letters of Commitment/Support
- Resumes
- Other Documentation (optional) e.g., course outlines, syllabi

Tips for Applying

- Make sure you understand if your project fits in Category 1, Category 2, or both. Contact NYSERDA if you are unsure which category may be a better fit.
- If your project includes both categories, be sure the project plan clearly addresses each category's respective requirements.
- Include quality letters of support:
 - Existing worker training: businesses interested in sending employees to the training.
 - New worker training: businesses interested in interviewing/hiring graduates of the training.

Tips for Applying

Items NOT eligible for NYSERDA funding:

- Costs for training efforts which have already been undertaken.
- Costs for the development of a training proposal or sustainability plan.
- Trainee labor costs (i.e., hourly wage reimbursements or subsidies) to participate in training.
- Costs funded by other state, city, or federal programs.

Tips for Applying

Items that may be considered as cost share elements but that are NOT eligible for NYSERDA funding:

Reasonable costs for:

- Food and refreshments during training hours.
- Computers (as well as related equipment such as servers, software, etc.) and cell phones.
- Motor vehicles and trailers.

Due Dates

Concept Papers

- Required as the first step in the application process.
- May be submitted on a continuous basis until **September 14, 2023**.
- Will be evaluated **within four (4) to six (6) weeks**.

Full Proposals

- Accepted by invitation only in funding rounds with the following due dates:

Due dates beyond are subject to funding availability.

Proposals must be received by **3:00pm Eastern Time**
on the date noted for each round.

- Round 15 – October 27, 2022
- Round 16 – January 5, 2023
- Round 17 – March 9, 2023
- Round 18 – May 11, 2023
- Round 19 – July 13, 2023
- Round 20 – September 14, 2023
- Round 21 – November 16, 2023

Find Partners for PON 3981

- Training Partners
 - Manufacturers
 - Contractors
- Community Organizations
 - Outreach Specialists
- Social Services Providers

NYSERDA hosts an online “Partner Connect” site for PON 3981

Share your contact information with others seeking to collaborate on the funding opportunity.

Once you sign up, you will be granted log-in access to the Partner Connect and you may use the information on the site to contact potential partners and explore collaboration on PON 3981 activities.

NYSERDA will not engage in matchmaking or other activities to influence the preparation of applications.

Register Today:

> <https://nyserda.seamlessdocs.com/f/partnerconnect>

Questions?

Following the conclusion of the Webinar, NYSERDA will post questions and responses to the NYSERDA website.

All questions will be posted anonymously, and NYSERDA's written responses will supersede any responses given during the Webinar.

Contact us at: wfinfo@nyserda.ny.gov