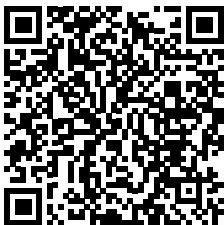


# NYSERDA Energy Efficiency and Clean Technology Training Program Opportunity Notice (PON) 3981

Reference Guide



*This reference guide explains NYSERDA Program Opportunity Notice (PON) 3981. All applicants must review PON 3981 in its entirety before applying. To access PON 3981, use this QR code or visit: [nyserdera.ny.gov/pon3981](https://nyserdera.ny.gov/pon3981)*



**NYSERDA**  
New York State Energy Research  
and Development Authority

## Overview: Energy Efficiency & Clean Technology Training (PON 3981)

The New York State Energy Research and Development Authority (NYSERDA) works to promote energy efficiency, renewable energy, and emissions reduction across New York State's economy and energy system. Since its **founding in 1975**, NYSERDA has continuously evolved to improve the lives of New Yorkers.

As part of New York State's climate targets, NYSERDA has committed more than \$180 million in funding for a variety of training activities that support workers entering and working in the clean energy industry.

The purpose of Program Opportunity Notice (PON) 3981 is to build or expand New York State training infrastructure and capacity to strengthen the pipeline of skilled talent for the Energy Efficiency and Clean Technology labor market. Projects funded through this solicitation are intended to develop and/or deliver technical training, relevant education, and hands-on experience to ensure that both new and existing workers, apprentices, journeypersons, and students, as applicable, have the skills, experience, and qualifications required to meet industry demand.

### Funding Available

- Applicants may request between \$50,000 and \$1 million in NYSERDA funding
- Cost-share of 10% is required if (1) the project exclusively serves **Disadvantaged Communities and/or Priority Populations**, and if (2) the project lead applicant is a bona fide labor organization with demonstrated experience in the training area, or (3) direct-entry pre-apprenticeship programs
- A cost-share of 30% is required for all other projects

### NYSERDA funding may be used for:

- Curriculum or certification development
- Training delivery (online, classroom, on-site, etc.) and industry-approved certification costs
- Equipment purchases for hands-on training
- Hiring and training of trainers
- Implementation of mentorship and internship programs
- Training development and delivery in languages other than English
- Marketing and outreach (up to 10% of total NYSERDA funding)

#### What is cost-share?

Application contribution to the total project budget, which may include "cash" or "in-kind" services.

Acceptable forms of cost share may be contributed by the applicant and/or other government or private sources.

#### Eligible cost share may include:

1. Training costs covered by the applicant.
2. Equipment supplied by entities including the applicant or others for hands-on training.

### Determine Your Eligibility

- Confirm you are an Eligible Training Provider
  - **Training Providers** include technical high schools; community colleges; universities; trade associations; manufacturers; equipment suppliers; renewable energy project developers and owners; firms and subcontractors that support engineering, procurement, construction, operations and maintenance; renewable energy development service providers; distributors; unions; training and job placement intermediaries; community-based organizations; or non-for-profit organizations
    - All Training Providers must have a demonstrated track record in clean energy-related training, job preparedness and/or placement and hold appropriate Training Provider qualifications
    - Lead applicants must be registered to do business in New York State and have a NYS office or training location
  - Confirm that the proposed training takes place in and benefits residents of New York State
- Provide training in an **applicable technology area** noted below
  - High-efficiency heating, ventilation, and air conditioning (HVAC) and water heating
  - Building electrification/heat pump technologies
  - Insulation and air sealing
  - High-efficiency lighting and controls
  - Building automation and controls
  - Smart grid and energy storage
  - Electric vehicle charging station installation and maintenance
  - Large-scale, land-based renewable energy generation that is actively supported through New York's Clean Energy Standard

# Requirements at a Glance

**Category 1: Existing Workers** – Training for existing workers and individuals in formal training programs


**Category 2: New Entrants** – Career pathways for new workers/new entrants in clean energy

	<b>Category 1: Existing Workers</b>	<b>Category 2: New Workers</b>
<b>Industry Needs</b> Provide evidence of industry demand (e.g., labor market data, letters of support) to demonstrate need for proposed training program.**	✓	✓
<b>Technical Training Component</b> Include delivery of technical training in an applicable training area.	✓	✓
<b>Recruitment and Screening Plan</b> Share a plan to attract candidates to the program.	✓	✓
<b>Proposed Training Program</b> Describe the training program. Include details such as training format (in-person, virtual), dates, locations as well as skills and credentials to be incorporated.	✓	✓
<b>Sustainability Plan</b> Demonstrate a comprehensive sustainability plan to ensure continuation of training post-NYSERDA funding.	✓	✓
<b>Disadvantaged Communities and/or Priority Population Trainee Requirement</b> At least 50% of trainees must be individuals that meet the eligibility criteria of Disadvantaged Communities and/or Priority Populations.		✓
<b>Workforce Preparation and Support</b> Incorporate workforce preparation and activities (e.g., job readiness, mentoring) and, as applicable, wraparound services (e.g., access to transportation, case management).		✓
<b>Industry Partnerships</b> Provide demonstrated commitment (e.g., written letters) by businesses to serve as active partners for the project.*		✓
<b>Outcome Monitoring</b> Include a plan to track and monitor the career-related achievements of program graduates for at least 12 months after training completion.		✓
<b>Placement</b> Include a plan to place at least 80% of trainees into a paid internship, advanced formal training, or full time job within the first 6 months of the required 12-month Outcome Monitoring Period.		✓

\* Category 2 partners should demonstrate a commitment to interview and/or hire trainees as well as provide industry knowledge for the training program.

\*\* Such letters are not initially required as part of a Concept Paper but will be required as part of a Full Proposal.

### Consider the Following:

1. The average cost per person trained on a **Category 1** (Existing Worker) project typically ranges from \$200–\$400 for webinars up to \$3,000 for multi-day, in-person training sessions.
  2. The average cost per person trained on a comprehensive **Category 2** (New Entrants) career pathways project typically ranges between \$5,000 and \$10,000, including wraparound services.
-  To calculate the per person cost, divide the total proposed budget by the number of proposed trainees.
3. The average contract length ranges from 12–36 months.

## Ready to Apply?

### Step 1. Complete the Concept Paper Stage

As part of this stage, applicants must submit:

- Attachment A – Proposal Cover Page (Form provided by NYSERDA)
- Attachment B – Concept Narrative (Template provided by NYSERDA)

Concept Papers are accepted on a **rolling basis** and will be reviewed within **four (4) to six (6) weeks** of receipt. Upon favorable review, NYSERDA will invite select applicants to submit a Full Proposal (see details below). If a Concept Paper is rejected, the applicant may submit a revised Concept Paper. Applicants whose Concept Papers have been approved or denied may request a debrief from NYSERDA. Debriefs offer applicants a chance to hear strengths and weaknesses of their Concept Paper with the opportunity to adjust their weaknesses accordingly and resubmit a Concept Paper, as applicable.

### Step 2. Complete the Full Proposal Stage

As part of this stage, applicants must submit:

- Proposal Cover Page (Updated/Revised, if necessary)
- Concept Narrative (Updated/Revised, if necessary)
- Scope of Work
- Metrics
- Schedule
- Budget
- Industry Letters of Commitment/Support
- Resumes of Key Personnel
- Other Documentation (Optional)

Full Proposals may be submitted by invitation only and are due by any of the remaining PON 3981 funding deadlines. Upon receipt, a Scoring Committee will meet to review and evaluate the Full Proposal based on the Evaluation Criteria as stated in the solicitation. Within **approximately eight (8) weeks**, NYSERDA will inform each applicant of its decision for an award. Applicants whose proposals have been rejected may request a debrief and may reapply under future rounds of the PON.

For information about how application materials will be evaluated, please review review PON 3981 **Proposal Evaluation, Evaluation Criteria**.



Please visit the solicitation page for application materials and full program requirements. Use this QR code or visit: [nysesda.ny.gov/pon3981](https://nysesda.ny.gov/pon3981)

## Additional Resources

### Example Training Projects

The example training projects highlighted on NYSERDA's website illustrate the variety of technology areas, the mix of training providers, and the types of training programs funded through NYSERDA workforce development initiatives.

Visit [nysesda.ny.gov/wf-example-training-projects](https://nysesda.ny.gov/wf-example-training-projects).

### Green Careers & Training Case Studies

Explore our case studies to learn how employers and training providers, including education institutions, are preparing current and future workers for the demands of clean energy careers.

Visit [nysesda.ny.gov/green-careers-and-training](https://nysesda.ny.gov/green-careers-and-training).

### Office Hours

Office Hours are held the first and third Tuesday of each month from 2:00 p.m. to 3:00 p.m. (ET). Have questions? Please complete the [enrollment form](#) to receive a calendar invite for an upcoming Office Hours session and/or be notified of any changes. Registration is required.

Visit [nysesda.ny.gov/pon3981-office-hours](https://nysesda.ny.gov/pon3981-office-hours).

### Partner Connector

Join our Partner Connector, an online platform to facilitate connections among training providers and other partners, such as employers and wraparound service providers that are interested in forming partnerships and applying to our workforce development and training funding opportunities.

Learn More and Register at [nysesda.ny.gov/partner-connector](https://nysesda.ny.gov/partner-connector).

### Video Tutorial

Watch a step-by-step tutorial video on how to apply for the Energy Efficiency and Clean Technology Training Program.

Visit [nysesda.ny.gov/pon3981-app-tutorial](https://nysesda.ny.gov/pon3981-app-tutorial).

## Connect with us!

Email [eecetraining@nysesda.ny.gov](mailto:eecetraining@nysesda.ny.gov).

Check out other NYSERDA Workforce Development Programs at [nysesda.ny.gov/wf-for-businesses](https://nysesda.ny.gov/wf-for-businesses).

# NYSERDA's Career Pathways and Hiring Support Programs

*Leverage wage subsidy programs to accomplish placement goals.*

## Hiring Support Programs

NYSERDA's Hiring Support Programs provide funding for clean energy businesses to hire and train new workers and interns. These programs can help offset the cost of training and help companies build a skilled clean energy workforce. Additionally, these programs can support the 80% placement requirement for Category 2 Career pathways projects under PON 3981:

- **On-the-Job Training Program (PON 3982)**  
Provides wage reimbursements for eligible businesses to help hire and train new workers.
- **Clean Energy Internship Program (PON 4000)**  
Provides wage reimbursements to eligible businesses and connects students and recent graduates with clean energy employers across New York State, providing hands-on experience in energy efficiency, renewable energy, sustainability, and more.

## Connect Your Partner Businesses with These Programs!

**NYSERDA can help promote the Hiring Support Programs to partner businesses by:**

- Supplying email or newsletter content for training providers to share with partner businesses that work in eligible clean energy industries.
- Presenting workshops on how to register for the programs, submit applications, and apply for reimbursement.
- Answering questions from potential program participants.



**SCAN** to learn more about the Clean Energy Internship Program (PON 4000) or visit [nyscrda.ny.gov/wfdinterns](https://nyscrda.ny.gov/wfdinterns)



**SCAN** to learn more about the On-the-Job Training Program (PON 3982) or visit [nyscrda.ny.gov/ojt](https://nyscrda.ny.gov/ojt)

