

# **NYSERDA Clean Mobility Program Informational Webinar**

## **PON 5739 - Round 2**

**August 7, 2025**




# Agenda

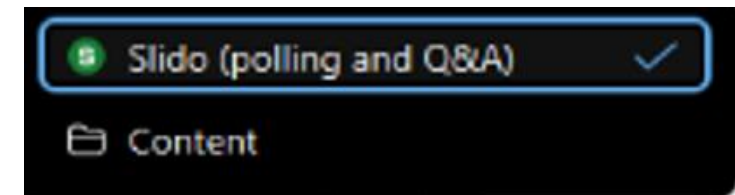
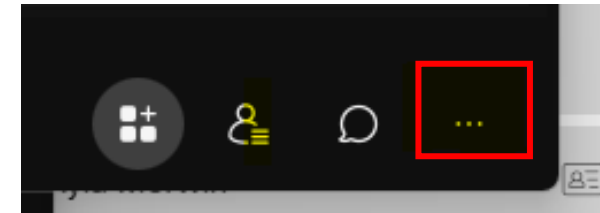
- Program Overview
- Submission Requirements
- Timeline
- Additional Program Resources
- Q&A

## Webinar Housekeeping

- Attendees will be muted upon entry and webinar will be recorded.
- Questions and comments may be submitted in writing through the **Slido Q&A feature** at any time during the event. Otherwise, you may come off mute to answer questions at the end of the event.
- To submit questions through the Slido Q&A feature, click the **three dots in the lower right corner** and select the Slido option to open the feature.



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Today's slides will be shared via email and posted at Informational Webinar page: <https://www.nyserda.ny.gov/All-Programs/Clean-Mobility-Program/Informational-Webinar>

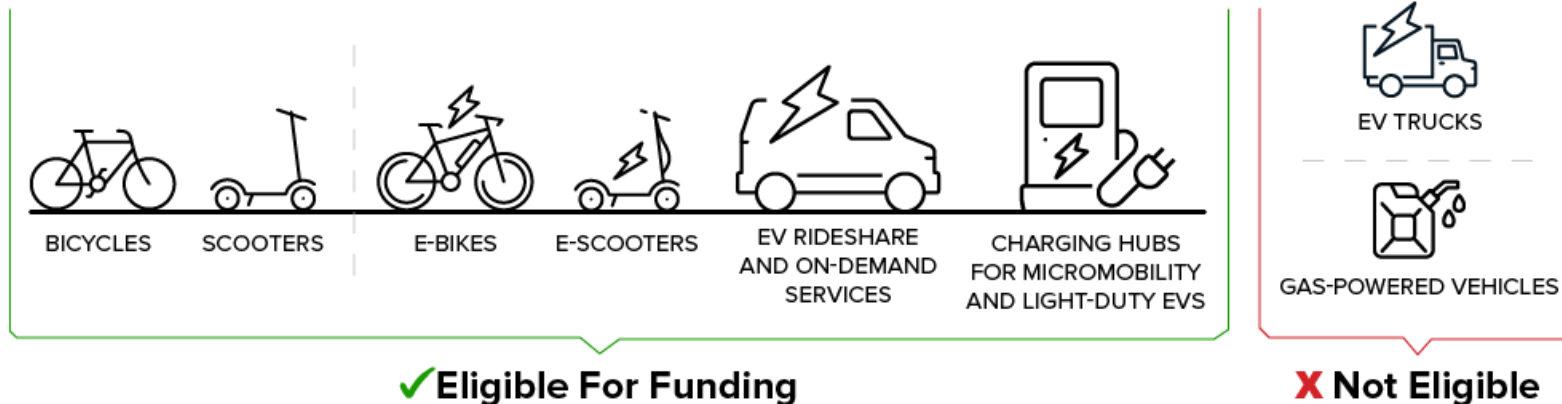
# Program Overview

## Goals of the Clean Mobility Program

- Improve **first and last-mile access** and connections to public transportation
- Demonstrate innovative public shared transportation options at a community scale, with a focus on **underserved and disadvantaged communities**
- Provide zero-emission options to those who cannot/do not want to own personal vehicles but live in areas with **limited public transportation**
- Help **equip communities** with the tools to plan for mobility solutions that are best suited to their needs
- Support a shift toward **clean, zero-emission and shared mobility options** that can help reduce greenhouse gas emissions from the transportation sector in NYS

## Project Examples

- Zero-emission solutions may include, but are not limited to:
  - On-demand zero-emission vehicle (ZEV) ride hailing
  - ZEV microtransit (e.g., on-demand services)
  - Micromobility (e.g., personal or shared bikes, e-bikes and e-scooters)
  - ZEV shared mobility options (e.g., e-carpooling, e-carsharing)
  - Mobility hubs (e.g., micromobility charging stations)
- Technologies must be **commercially viable**



## Eligible Entities



Local governments



Transit operators



Community-based  
organizations/nonprofits



Employers/groups of  
employers

## Program Structure

### Planning Track (Closed)

- Conduct **needs assessments** and plan for new, innovative zero-emission mobility solutions that do not rely on personal vehicle ownership
- Project duration **~6 months**, launched Winter 2025
- Funding awards up to **\$100,000** per project

### Demonstration Track (Open)

- Designed for demonstrating innovative public and **shared transportation** options at a community scale
- Demonstration funds are only available to Eligible Entities that have already completed the necessary planning criteria
- Project duration up to **3 years**
- Funding awards up to **\$3M** per project

**Round 1 included funding for both the Planning and Demonstration Tracks (closed Summer 2024).**

**Round 2 only includes funding for the Demonstration Track (closes September 2025).**

# Program Requirements

- A planning document (i.e., a Completed Mobility Plan) must be submitted to qualify for funding
  - The necessary planning tasks/criteria is summarized in Attachment A (Planning statement of work [SOW])
  - Planning work may have been done independently or completed through Round 1 of the Program
- Micromobility Safety
  - E-bikes and e-scooters need to meet industry safety standards such as being UL-certified
- **Only one proposal per applicant**

For more information, see the PON Summary:  
<https://portal.nyserda.ny.gov/servlet/servlet.FileDownload?file=00Pcr00000QH4t3EAD>



**Clean Mobility Program**  
 Program Opportunity Notice (PON) 5739  
**\$21,600,000 Available**

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

Round 2 Proposals (Demonstration Track only):  
 Due September 25, 2025 by 3:00 pm ET

**Program Summary:** The New York State Energy Research and Development Authority (NYSEERDA) seeks to implement a Clean Mobility Program (the Program). The Program is designed to help communities launch/expand innovative zero-emission transportation options that can help reduce reliance on personal vehicles. The Program will fund projects that will help overcome persistent transportation challenges, especially in underserved communities, and improve access to affordable zero-emission transportation options. The Program includes a now closed Planning Track that offered technical assistance, and the currently open Demonstration Track, that offers implementation funding. The Program is open to local governments, transit operators, and community-based organizations/nonprofits that propose transportation options for community members and local employers, or groups of employers, with at least 1,000 employees in a community that propose projects that would provide innovative zero-emission transportation services for their employees in New York State (collectively referred to as "Eligible Entities"). Note: projects may span multiple municipalities. Dedicated funding is allocated to Demonstration projects in the Bronx (minimum \$3 million) and electric micromobility Demonstration projects in the areas served by Central Hudson, National Grid, New York State Electric & Gas, and Rochester Electric & Gas (minimum \$5 million).

This is Round 2 of PON 5739 and is only for Demonstration proposals. Round 1, released in June 2024, included both Planning and Demonstration proposals.

Proposal Category	Total Funding Available	Anticipated Number and Size of Awards
Planning Track (Completed in Round 1)	Up to \$4 million	Up to 40 at up to \$100,000 each
Demonstration Track (Note: this is the only category available for funding in Round 2)	Up to \$21.6 million, including \$3 million dedicated to projects in the Bronx and \$5 million dedicated to electric micromobility projects upstate	Around 8 at up to \$3 million each

## Program Requirements - Completed Mobility Plan

- In general, Demonstration applicants should have completed the following planning tasks **prior** to applying:
  - Community engagement
  - Site identification (neighborhoods/corridors) and operations assessment
  - Identification of project partners
  - Technical feasibility analysis
    - For example, does the technology already exist? Where is it working?
  - Policy and regulatory feasibility analysis
- Applicants should carefully review **Attachment A** (Task 3) for additional details on the necessary planning criteria
  - Any minor gaps in planning work would need to be completed at the applicant's expense before release of Demonstration funding

## Funding Requirements

- Demonstration projects must **launch or expand** transportation services
  - Eligible costs may include purchase of ZEVs and/or charging infrastructure
- Other infrastructure costs are eligible but must directly support the new service
  - For example, may include bike/bus lanes, street safety improvements, etc.
  - Capped at **20% of the NYSERDA funding amount**
- Demonstration projects have a cost share requirement
  - **20% of total project costs** must be non-NYSERDA cost share
- There is dedicated funding for projects in priority areas: Upstate New York and the Bronx

## Funding for Priority Project Areas

### Upstate New York

**\$5M** of Program funding is exclusively available for projects for **electric micromobility solutions** serving low-to-moderate income (LMI) individuals and disadvantaged communities (DACs) in the areas served by the upstate investor-owned utilities (Central Hudson, National Grid, New York State Electric & Gas, and Rochester Electric & Gas)

### Bronx

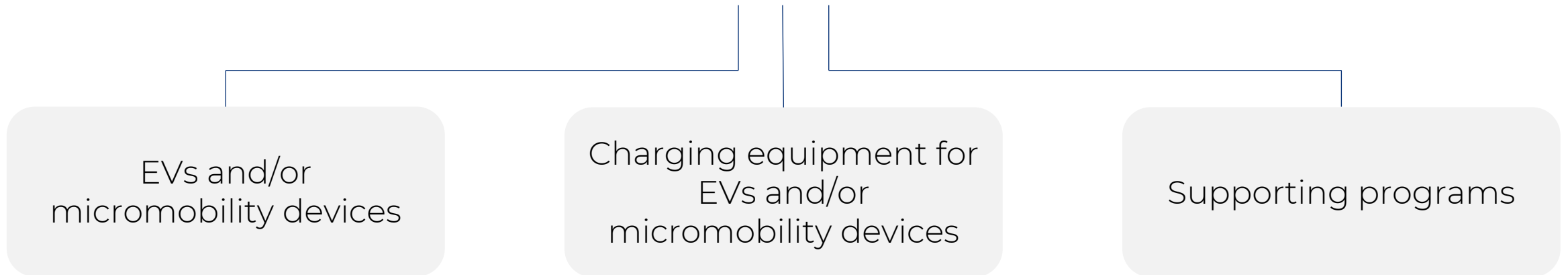
**\$3M** of Program funding is exclusively available for projects located in the Bronx.

**NYSERDA will evaluate all proposals based on the PON evaluation criteria. When determining awards, NYSERDA will first consider funding availability for proposals with sites located in the two priority project areas noted above (Upstate NY and the Bronx).**



## Mobility Solutions Providers:

Entities that **manufacture, supply, develop, install, operate** and/or **maintain** a transportation or mobility service, including:



**Applicants may include mobility solution providers on their proposing team for Demonstration proposals. If an applicant received planning funds from this Program, they may not include any of the firms that developed the plan as their mobility solution provider.**

# Summary of Program Updates in Round 2

## Program Requirements

- **Removed Planning** as a funding track
- **Expanded definition** of a mobility solution provider
- **Clarified Priority Project Areas** and added explanation on how proposals in those areas would be evaluated.

## Funding Amount

- \$32M → \$21.6M
- Change reflects updated funding amount available following Round 1



## Proposal Evaluation Criteria

- **Project Impact**
  - Added community environmental benefits
- **Feasibility**
  - Added clear understanding of challenges
- **Project Value**
  - Added reasonableness of equipment costs

# Submission Requirements

# Applying Online

- Visit the [PON 5739](#) funding opportunity detail page
- It's strongly encouraged that applicants review all the **Associated Documents** promptly
  - Note: some documents are for reference only and don't need to be submitted in the application
- The application will be submitted through the **NYSERDA Portal** (i.e., Salesforce Portal)
  - Select Apply Online under the Application Submission section
- Applications are due by **3:00pm ET on September 25, 2025**

Select Language ▼
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NYSERDA  
 FUNDING OPPORTUNITY DETAIL

**Current Funding Opportunities**

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**Closed Funding Opportunities**

## Clean Mobility Program (PON 5739)

**Due Date:** 08/15/2024 (Round 1); 09/25/2025 (Round 2)

### Description

The New York State Clean Mobility Program (NYSERDA PON 5739) will help communities launch/expand innovative zero-emission transportation options that can help reduce reliance on personal vehicles. The Clean Mobility Program will fund projects that will help overcome persistent transportation challenges, especially in underserved communities, and improve access to affordable zero-emission transportation options. Under this PON, Planning and Demonstration Tracks will offer technical assistance and implementation funding to local governments, transit operators, community-based organizations/non-profits, and local employers or groups of employers with a total of at least 1,000 employees in New York State (collectively referred to as "Eligible Entities").

The program is designed to maximize flexibility for projects based on where Eligible Entities are in the planning or implementation process. Eligible Entities that have completed planning studies can apply for funding to support the demonstration of innovative solutions. Eligible Entities that are still in the planning phase can apply for funding that can be used to select from a pre-qualified pool of firms to support their planning process, or work with their own planning firms and staff. Examples of clean mobility projects include micromobility (e.g. personal or shared bikes, e-bikes and e-scooters), on-demand EV ride-hailing, microtransit, shared EV options (e.g. carpooling and carsharing), mobility hubs, and community charging.

### Application Submission

- [Apply Online](#)
- [Application Instructions and Portal Training Guide](#) [PDF]

### Associated Documents

- [Summary](#) [PDF]
- [Summary of Revisions](#) [PDF]
- [Attachment A – Planning Statement of Work Template](#) [PDF]
- [Attachment B – Demonstration Proposal Narrative Template](#) [DOCX]
- [Attachment C – Demonstration Statement of Work Template](#) [DOCX]
- [Attachment D – Demonstration Budget Form](#) [XLS]
- [Attachment E – Sample Agreement \(for reference only\)](#) [PDF]
- [Disclosure Statement](#) [PDF]
- [Executive Order 16 and Explanation](#) [PDF]

### Contact

- [Richard Mai](#)
- [Alexia Heinrich](#)

To view the list of Associated Documents & apply, visit:  
[https://portal.nyserda.ny.gov/CORE\\_Solicitation\\_Detail\\_Page?SolicitationId=a0r8z000000HmtC](https://portal.nyserda.ny.gov/CORE_Solicitation_Detail_Page?SolicitationId=a0r8z000000HmtC)

# PON 5739 Submission Requirements

- To apply, complete and submit the following documents
  - Demonstration Track - Complete Mobility Plan
  - Attachment B – Demonstration Proposal Narrative Template
  - Attachment C – Demonstration Statement of Work Template
  - Attachment D – Demonstration Budget Form
- All other attachments are for reference only
  - i.e., Attachment A and Attachment E
- You will be prompted to upload required documents at the Proposal Documents step of the application (pictured here)

Required Documents				
Document Name	Recent Uploaded Document	Upload History	Status	Add / Update Document ?
Demonstration Track – Complete Mobility Plan				Choose File No file chosen
Attachment B – Demonstration Proposal Narrative Template				Choose File No file chosen
Attachment C – Demonstration Statement of Work Template				Choose File No file chosen
Attachment D – Demonstration Budget Form				Choose File No file chosen
Executive Order 16 and Explanation				Choose File No file chosen

Optional Documents				
Document Name	Add / Update Document ?	Recent Uploaded Document	Upload History	Status
Disclosure Statement	Choose File			No file chosen

PREVIOUS SAVE CONTINUE

## Navigating the NYSERDA Application Portal

- Start your application in the NYSERDA portal **early** to avoid last-minute troubleshooting
  - Note: there are several pages of questions that you must complete prior to submitting the attachments
- For issues navigating the NYSERDA Portal, refer to the *Application Instructions and Portal Training Guide*
  - Link listed below and on the Clean Mobility Program Funding Opportunity page
- For additional assistance navigating the NYSERDA Portal, please contact Jim Cowman (jim.solicitations@nyserda.ny.gov)

### NYSERDA Solicitations User Guide:

[https://portal.nyserda.ny.gov/resource/1619795565000/NYSERDA\\_Solicitation\\_User\\_Guide](https://portal.nyserda.ny.gov/resource/1619795565000/NYSERDA_Solicitation_User_Guide)

### User Guide

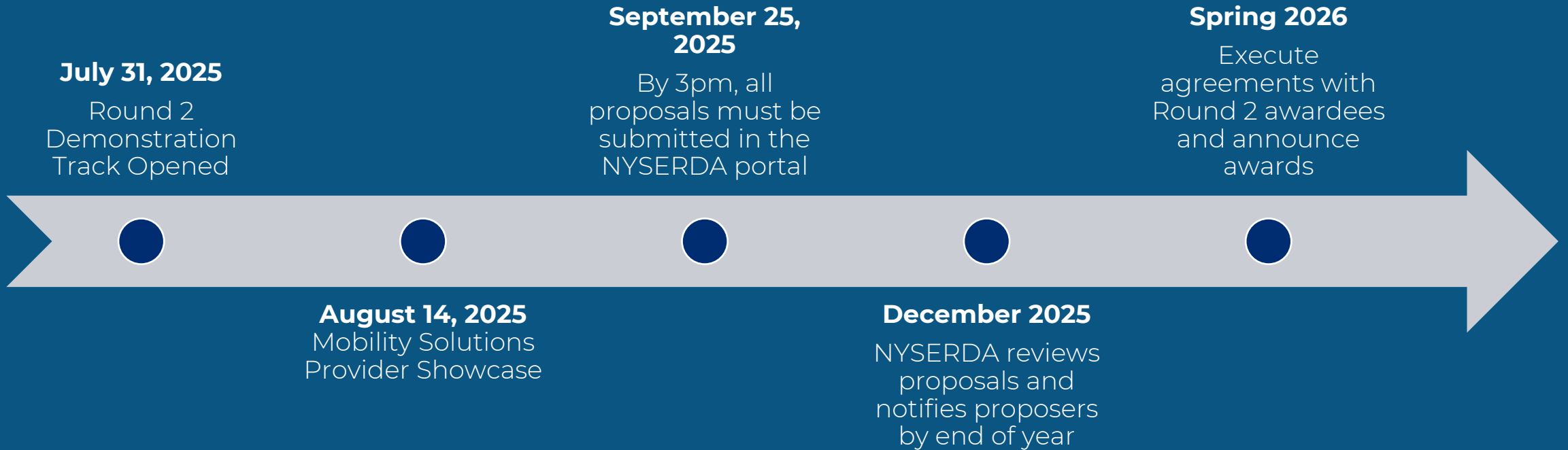
Submitting Concept Papers and Proposals in the NYSERDA Portal

February 2025



# Timeline

# Round 2 Program Timeline



# **Additional Program Resources & Points of Contact**

# Additional Program Resources

## Mobility Solutions Provider Directory

- List of mobility solutions providers that can do work in NYS (i.e., providers of EVs/micromobility, associated charging infrastructure, and other supporting services)
- Developed to help applicants identify potential partners or vendors for project proposals
- Organized by technology type (e.g., bike/scooter share, EV carshare, charging hubs, ownership programs)
- Informational resource only—NYSERDA does not endorse listed providers

## Virtual Showcase

- Two-part virtual event on **August 14, 2025** featuring providers from the Directory
  - Morning session (10:30am-12pm) for 2-wheeled providers
  - Afternoon session (1:00-3:00pm) for 4-wheeled providers
- Opportunity for applicants to connect with potential project partners
- Registration is required for each session

Mobility Solutions Provider Directory: <https://www.nyserda.ny.gov/All-Programs/Clean-Mobility-Program/Mobility-Planning-Solutions-Provider-Directory>

Pre-register for Virtual Showcase of Mobility Solutions Providers: <https://www.nyserda.ny.gov/All-Programs/Clean-Mobility-Program/Mobility-Solutions-Provider-Showcase>

# Points of Contact

## Program/Technical Questions

- **Richard Mai**
  - [cleanmobility@nyserda.ny.gov](mailto:cleanmobility@nyserda.ny.gov)
  - (212) 971-5342, ext. 3476
- **Alexia Heinrich**
  - [cleanmobility@nyserda.ny.gov](mailto:cleanmobility@nyserda.ny.gov)
  - (518) 362-0251
- **Rachel Fishman**
  - [cleanmobility@nyserda.ny.gov](mailto:cleanmobility@nyserda.ny.gov)
  - (518) 862-1090 ext. 3350

## NYSERDA Portal Questions

- **James (Jim) Cowman**
  - [jim.solicitations@nyserda.ny.gov](mailto:jim.solicitations@nyserda.ny.gov)
  - (518) 862-1090 ext.3652

**Questions?**