

# **NYSERDA PON 5739 Clean Mobility Program Informational Webinar**

**June 27, 2024**



# Agenda

- > Program Overview
- > Submission Requirements
- > Timeline
- > Q&A

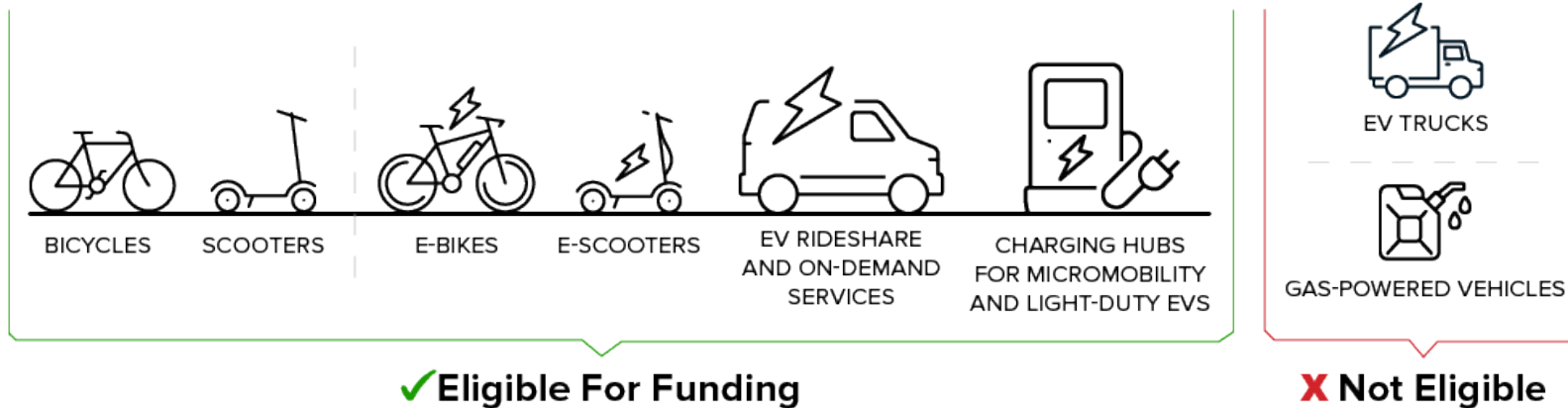
# Program Overview

# 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 GHG emissions from the transportation sector in NYS

# Project Examples

- > Zero emission solutions may include, but are not limited to:
  - On-demand ZEV ride hailing
  - ZEV microtransit
  - 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)



# Eligible Entities



Local governments



Transit operators



Community-based  
organizations/nonprofits



Employers/groups of  
employers

# Program Structure

## > Planning Track

- Support mobility planning projects proposed by Eligible Entities
- Conduct needs assessments and plan for new, innovative zero-emission mobility solutions that do not rely on personal vehicle ownership
- Project duration ~6 months
- Funding awards up to **\$100,000** per project (up to 40)

## > Demonstration Track

- Communities with completed planning work can skip directly to demonstration phase
- NYSERDA will verify successful completion of planning work prior to Demonstration Phase awards
- Project duration up to 3 years
- Funding awards up to **\$3,000,000** per project (approximately 12)

# Planning Track - Consultant Support Areas

- > General Transportation Planning and Design
  - Transportation studies and plans, travel demand, impacts and benefits of various modes
- > Community Engagement and Needs Assessment
  - Identify key barriers and opportunities, surveys, public outreach, collaboration with diverse stakeholders
- > Project Design and Technical Expertise
  - Infrastructure planning, specifications development, conceptual/preliminary design
- > Policy and Regulatory Analysis
  - Identify permitting and other approvals needed for operation of new services

**Note: Applicants may utilize NYSERDA's pre-qualified consultant pool or utilize their own team**



# Demonstration Track - Requirements

- > Clean Mobility Program is focused on **launching/expanding** transportation services
  - Eligible costs may include purchase of micromobility devices and/or micromobility charging infrastructure
  - E-bikes and e-scooters need to meet industry safety standards such as being UL-certified
- > Other infrastructure costs are eligible but must directly support the new service
  - E.g.: 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

# Deciding on Planning or Demonstration Track

- > A **Complete Mobility Plan** is required to qualify for Demonstration Track funding
  - Upload a copy of plan, whether done independently or with a NYSERDA pre-qualified consultant
  - Meets criteria summarized in the Consultant Support Areas/Planning SOW (Attachment B)
- > Applicants should carefully review the requirements before applying for Demonstration Track
  - Only one (1) round of Planning available
  - Any gaps in planning work would need to be completed at the applicant's expense before release of Demonstration funding

# Submission Requirements

# Applying Online

The full list of supporting documentation and the location to apply online can be found here: [Clean Mobility Program \(PON 5739\)](#)

Current Funding  
Opportunities

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## Clean Mobility Program (PON 5739)

Due Date: 08/15/2024 (Round 1)

Closed Funding  
Opportunities

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### 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]

# PON 5739 Submission Requirements

- > Planning Track Proposal submission should include:
  - Attachment A - Planning Application Form
  - Attachment B – Planning Statement of Work Template (for reference only)
  
- > Demonstration Track Proposal submission should include:
  - Complete Mobility Plan
  - Attachment C – Demonstration Proposal Narrative Template
  - Attachment D – Demonstration Statement of Work Template
  - Attachment E – Demonstration Budget Form

**Both Tracks include Attachment F – Sample Agreement (for reference only)**

# Submissions Requirements - Application View

- > Upload appropriate documents at the Proposal Documents step of the application
  - Refer to the table below for a reference of which documents must be uploaded

Document Name	Applicable Track
Executive Order 16 and Explanation Form	Planning & Demonstration
Application A – Planning Application Form	Planning
Demonstration Track – Complete Mobility Plan	Demonstration
Attachment C – Demonstration Proposal Narrative Template	Demonstration
Attachment D – Demonstration Statement of Work Template	Demonstration
Attachment E – Demonstration Budget Form	Demonstration

## Clean Mobility Program



### Proposal Documents (Step 4 of 6)

The following documents listed below under the 'Required' and 'Optional' section must be uploaded as outlined within this [solicitation](#).  
**Please note: You can only upload one attachment per submission field, unless otherwise noted. If there are multiple parts to your Concept Paper or Proposal, the files must be combined and uploaded as one file.**

If you are required to attach an Executive Order 16 Application Form, [click here](#) to download a copy to fill out.

Please note that although the documents are listed under the Optional section, proposers must pay special attention to which documents are required for the category they are applying to and submit accordingly.

### Required Documents

Document Name	Recent Uploaded Document	Upload History	Status	Add / Update Document ?
Executive Order 16 and Explanation				<input type="button" value="Choose File"/> No file chosen

### Optional Documents

Document Name	Add / Update Document ?	Recent Uploaded Document	Upload History	Status
Attachment A – Planning Application Form	<input type="button" value="Choose File"/>			No file chosen
Demonstration Track – Complete Mobility Plan	<input type="button" value="Choose File"/>			No file chosen
Attachment C – Demonstration Proposal Narrative Template	<input type="button" value="Choose File"/>			No file chosen
Attachment D – Demonstration Statement of Work Template	<input type="button" value="Choose File"/>			No file chosen
Attachment E – Demonstration Budget Form	<input type="button" value="Choose File"/>			No file chosen

# Timeline

# Program Timeline

- > Round 1: Both Planning and Demonstration Tracks **due August 15, 2024 by 3:00pm ET**
  - List of mobility consultant pool (RFQL 5625) published on program website in July/August 2024
  - NYSERDA reviews proposals and expects to notify proposers in October 2024 (est.)
  - After awards: Planning Track awardees can submit to NYSERDA their consultant preferences (if using the NYSERDA pool)
- > Round 2: Demonstration Track only expected Summer 2025
  - Launch will account for successful completion of Planning Track projects in Round 1



# Additional Information

- > Clean Mobility Program (PON 5739) Website:  
<https://www.nyserda.ny.gov/All-Programs/Clean-Mobility-Program>
- > Points of Contact
  - > Richard Mai at [cleanmobility@nyserda.ny.gov](mailto:cleanmobility@nyserda.ny.gov) or (212) 971-5342, ext. 3476
  - > Nina Haiman at [cleanmobility@nyserda.ny.gov](mailto:cleanmobility@nyserda.ny.gov) or (212) 971-5342, ext. 3125
  - > Alexia Heinrich at [cleanmobility@nyserda.ny.gov](mailto:cleanmobility@nyserda.ny.gov)

# Questions?