



ACTON



## Consortium led by EIT InnoEnergy brings affordable, zero-emission micromobility to underserved communities in New York State

- Project MOVER announced as a grand prize winner of the \$85 million New York Clean Transportation Prizes program *Electric Mobility Challenge*. The award comes with a three-year grant of \$7 million.
- Over 1,000 e-bikes, infrastructure and gear will be deployed in five socio-economically diverse Rivertown communities in Westchester County, removing existing transportation barriers through shared micromobility.

New York, 16 November 2022 – The New York State Energy Research and Development Authority (NYSERDA) awarded a partner consortium led by EIT InnoEnergy, the leading engine for sustainable energy, the opportunity to bring affordable and clean micromobility to five Rivertown communities in Westchester County, New York State. Project MOVER aims to reduce household transportation costs and enhance connections to good-paying jobs, services and opportunities outside the immediate community. The partners will deploy e-bikes, charging and docking stations and additional gear in a way that removes typical barriers the communities face with using shared micromobility offerings – like the need to own a smartphone or a credit card. Project MOVER was selected as a grand prize winner of the New York Clean Transportation Prizes program *Electric Mobility Challenge* and aims to serve as a blueprint for communities across the state.

Roughly 40 miles north of New York City, on the banks of the Hudson River, lies the Village of Ossining, home to a long-standing, ethnically diverse population of 27,000, with a growing immigrant community including many Black and Hispanic/Latino residents. Rising housing costs, language barriers and poor access to stable jobs have disproportionately burdened many families. In Westchester, where the cost of living is among the highest in the nation, those living in the Village of Ossining spend nearly 55% of their income on housing and transportation. Providing access to affordable, safe, and clean transportation for all is therefore key to improving the overall quality of life.

Project MOVER (**M**oving **O**nto **V**ast **E**-micromobility **R**eplication) aims to do just that in a novel, collaborative manner.

“We have been looking for better ways for all in our community to get to the train, go to work, visit friends and relatives, worship, and shop locally,” explains Mayor Rika Levin, Village of Ossining. “One such bold alternative is the use of e-bikes, which has been growing worldwide to much success but has largely been limited to metropolitan areas. While Project MOVER will help us to decrease our greenhouse gas emissions and traffic congestion, I cannot stress enough how important it will be in our ongoing battle towards a more equitable community - one which puts everyone in reach of the existing opportunities for education, career advancement, healthcare, and recreation.”

Mark Vasu, US Operations Manager at EIT InnoEnergy, adds: “North America, with its notorious overreliance on cars, can learn a lot from Europe and its much more thought-out, multi-modal transport system. Combining those learnings with the communities’ intimate knowledge of the local user requirements and our project partners’ deep domain expertise, plus top-of-class technology has been key to this project. We’re humbled by the award and can’t wait to put our plan into action.”

Starting in the Village of Ossining, the implementation will later be expanded to nearby Rivertown communities of the Town of Ossining, Croton-on-Hudson, Tarrytown, and Dobbs Ferry.

ACTON, a Silicon Valley-based Mobility-as-a-Service pioneer with successful micromobility rollouts in 100+ cities globally, including Paris, San Francisco, and Sparta, NC, will serve as a technology partner. As such, ACTON will deploy and operate over 1,000 of its fleet e-bikes, 120 charging and docking stations and additional gear while providing the underlying AI backed software platform to manage the full system and analyze usage patterns.

Nelson\Nygaard, an industry-leading transportation planning firm, has brought its expertise in designing equitable and inclusive e-bike sharing systems and will support the program management, provide training and assist with the ongoing project evaluation.

Project MOVER will feature interwoven measures that will enable access to e-bikes for every community member and visitor. These include targeted fee and membership subsidies, e.g., for lease-to-own programs, building new bike “boulevards” between key destinations, introducing a dense network of e-bike-sharing stations for shorter bike trips, and an opportunity for longer yet affordable bike rentals. Access will be available to everyone, even those in the community that do not possess a smartphone, credit card, or even an ID.

For Project MOVER to meet the specific needs of the Village’s diverse population, EIT InnoEnergy, ACTON, and Nelson\Nygaard co-designed the e-bike sharing system with the local administration and local NGOs. These NGOs, including Open Door Foundation, Neighbors Link, Interfaith Council for Action (IFCA), and Hudson Link, will support the implementation of the project as community partners supporting immigrant families, affordable housing tenants, and formerly incarcerated individuals.

NYSERDA President and CEO Doreen M. Harris said: “NYSERDA is proud to support Project MOVER which will help improve access to convenient, affordable, and clean transportation options. EIT InnoEnergy’s focus on the needs of the community throughout the development of their plan ensures novel technologies can serve as tools for economic growth in underserved communities while also reducing emissions to fight climate change.”

The successes and lessons gleaned from the Village of Ossining’s initial deployment will be shared via the creation of an Electric Mobility Incubator—a knowledge exchange platform to support the expansion to nearby Rivertowns – while also targeting the goal of replicating the implementation across New York State. The project team has already identified 20 additional municipalities within a 30-miles range that have similar mobility needs and populations that would benefit from greater equity and access to affordable, sustainable mobility alternatives.

The \$85 million New York Clean Transportation Prizes program is administered by the New York State Energy and Research Development Authority (NYSERDA) in partnership with the New York State Department of Public Service (NYS DPS) and the New York State Department of Environmental Conservation (NYS DEC).

+++++

**About EIT InnoEnergy**

[EIT InnoEnergy](#) operates at the centre of the energy transition and is the leading innovation engine in sustainable energy, bringing the technology and skills required to accelerate decarbonization goals. Recognized globally as the [most active sustainable energy investor](#) and one of the largest [climate tech](#) and [renewable energy tech](#) investors in 2020, EIT InnoEnergy backs innovations across a range of areas. These include energy storage, transport and mobility, renewables and sustainable buildings and cities – leveraging its trusted ecosystem of 1200+ partners and 29 shareholders. The 200 portfolio companies are on track to generate €72.8 billion in revenue and save 1.1G tons of CO2e annually by 2030.

EIT InnoEnergy is the driving force behind three strategic European initiatives which include the [European Battery Alliance](#) (EBA), [the European Green Hydrogen Acceleration Centre](#) (EGHAC), and the [European Solar Initiative](#) (ESI).

EIT InnoEnergy was created in 2010 and is supported by the European Institute of Innovation and Technology ([EIT](#)), an independent EU body set up in 2008 to drive innovation and entrepreneurship across Europe. Today, EIT InnoEnergy has offices across Europe and in Boston, US.

[www.innoenergy.com](http://www.innoenergy.com)

**About the Village of Ossining**

On April 2, 1813, the Village of Ossining became the first incorporated village in Westchester County to be state-chartered. Today, Ossining is a culturally diverse, affordable place to live, rich in both history and natural beauty. Approximately 30,000 people reside in the three and one half square miles of this historic Village on the Hudson River, which boasts extensive shopping, recreational programs, educational enrichment opportunities, and excellent municipal services. Ossining’s role in New York’s heritage has been recognized by its inclusion, as one of only 14 areas, in an Urban Cultural Park System designed to attract visitors to the State.

**About ACTON**

Based in Silicon Valley, ACTON is an innovative leader in end-to-end micro-mobility solutions for the B2B and B2G market. With a seasoned team of experts in Design, Software, Transportation and IoT Mobility Solutions, ACTON has designed and patented first-of-its-kind products that have set industry standards. Led by CEO, Janelle Wang, a pioneer in the micromobility space “GameChanger of Silicon Valley 2022”, and “Remarkable Women in Transport 2021”, ACTON has deployed their connected e-vehicle fleet platform in over 100 cities worldwide, with MILLIONS of logged e-rides and a robust patent portfolio, including the first universal LEV charging station technology.

[www.acton.space](http://www.acton.space)

**About Nelson\Nygaard**

Nelson\Nygaard Consulting Associates, Inc. is an internationally recognized firm committed to developing transportation systems that promote vibrant, sustainable, and accessible communities. Founded by two women in 1987, Nelson\Nygaard has grown from its roots in transit planning to a 160-person, full-service transportation planning firm with offices across the United States. In keeping

with the values set by the firm's founders, Nelson\Nygaard puts people first. They recognize that transportation is not an end by itself but a platform for achieving broader community goals of mobility, equity, economic development, and healthy living. The firm's hands-on, national experience informs but doesn't dictate local solutions. Built on consensus and a multimodal approach, their plans are renowned as practical and implementable.