E-Bikes Programs Update
Citizens Advisory Committee, May 14, 2020
E-Bike Benefits

• Electric pedal assist, improving accessibility for:
  • Parents with kids
  • Seniors
  • Commuters
  • Hills/cargo

• Very low cost, flexible mobility

• 33% - 50% of e-bike trips replaced a car trip (CalBike survey)

• Provide alternative to cars
Existing E-Bike Incentive Programs

1. Clean Cars for All (Bay Area)
   • E-bikes recently qualified (SB 400)
   • BAAQMD developing incentive now (scrap and replace alternative to cars)

2. Redwood Coast Energy Authority
   • Announced Earth Day, April 22
   • $500 rebate, first come first served, capped at $41,500 (83 rebates)

3. Burlington, VT
   • $200 point of sale rebate, through local bike shops
   • Requires proof of residency

4. Austin Energy
   • Up to $300
   • Also includes scooters, mopeds, etc.

Note: CalBike currently lobbying to get E-bikes included in CVRP
Program Components

1. Focus on lower-income communities
2. Point of sale rebate (proposed $900), administered through local bike shops and reimbursed by PCE, year-long incentive
3. Bike shop and e-bike selection RFQ
4. Commute.org performance-based incentive
5. Marketing and promotion with partnerships, including giveaways at schools as part of Bike to School Day
6. Evaluation and trailing surveys

Program launch in Mid-September (before Bike to Work Day on 9/24/20)