



# **E-Bikes Programs Proposal**

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Executive Committee, June 8, 2020

# E-Bikes Rebate Program: Request

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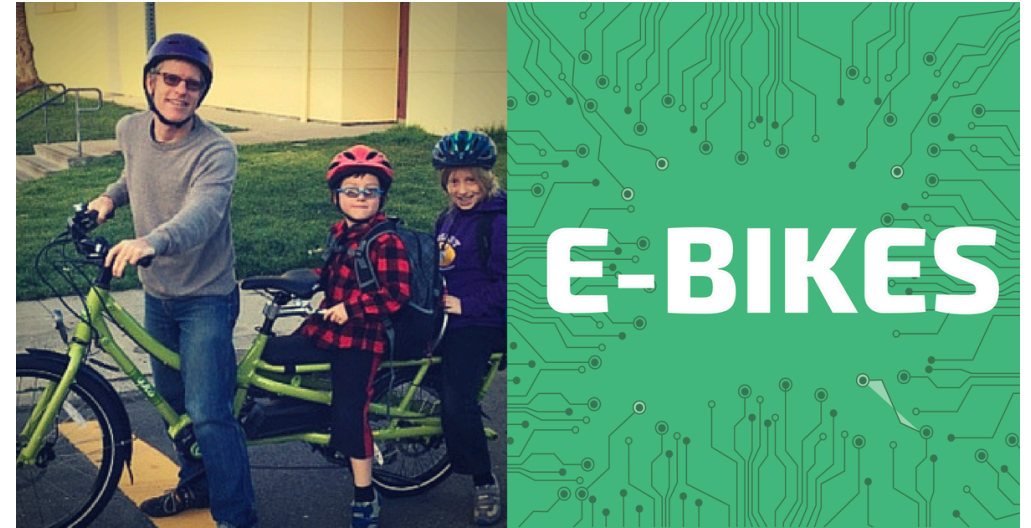
**Program:** Rebate program for 300 electric bikes for low-income residents

**Request:** Recommend approval to the Board of the proposed E-Bikes Rebate Program

**Amount & Term:** Up to \$300,000 over 3 years

# 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

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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

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1. Focus on lower-income communities
2. Est. \$900 rebate, year-long incentive
3. Bike shop and e-bike selection RFQ
4. Commute.org performance-based incentive
5. Marketing and promotion with Silicon Valley Bicycle Coalition
6. Evaluation

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

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