E-Bikes Programs Proposal

Executive Committee, July 13, 2020
E-Bikes Rebate Program: Request

Program: Rebate program for 300 electric bikes for low-income residents over 3 years

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

Amount & Term: Up to $300,000 over 3 years
E-Bike Background

• Electric pedal assist, aids:
  • Parents with kids
  • Seniors
  • Commuters
  • Hills/cargo

• Very low cost, flexible mobility

• 33% - 50% of e-bike trips replaced a car trip

• Some incentives available in other US regions ($200-500)
EC Comments from June

1. Clarify eligibility (ex: income)
2. Examine incentive level (too high given lower-cost ebikes)
3. Clarify incentive and cost caps
4. Explore bulk purchase
5. Explore partnerships (ex: Mid-Pen Housing, Summerhill)
6. Support online sales
7. Measure results
Program Components

1. Focus on lower-income communities (max 400% above poverty line)
2. Rebate of up to 80% purchase price ($800 cap)
3. Bike vendor enrollment
4. Commute.org performance-based incentive
5. Partnership with Silicon Valley Bicycle Coalition (safety classes and other promotion), community partners
6. Performance measurement

Program launch aim for fall
Eligibility

Customers:
1. 400% Federal Poverty Limit or participation in CARE/FARA, CalFresh, Affordable Housing, etc.
2. 1 rebate per residential address

Bicycles:
1. Must be new
2. MSRP < $1,800

<table>
<thead>
<tr>
<th>Number of People*</th>
<th>Maximum Gross Annual Income**</th>
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<tbody>
<tr>
<td>1</td>
<td>$51,040</td>
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<tr>
<td>2</td>
<td>$68,960</td>
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<tr>
<td>3</td>
<td>$86,880</td>
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<tr>
<td>4</td>
<td>$104,800</td>
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<td>6</td>
<td>$140,640</td>
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<td>7</td>
<td>$158,560</td>
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<tr>
<td>8</td>
<td>$176,480</td>
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## Budget

<table>
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<tr>
<th></th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>FY 2023</th>
<th>3 yr Total</th>
<th>% of Total budget</th>
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<tbody>
<tr>
<td>Incentives</td>
<td>$ 80,000</td>
<td>$ 80,000</td>
<td>$ 80,000</td>
<td>$ 240,000 (300 bikes)</td>
<td>80%</td>
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<tr>
<td>Outreach Partnership with SVBC</td>
<td>$ 20,000</td>
<td>$ 20,000</td>
<td>$ 20,000</td>
<td>$ 60,000</td>
<td>20%</td>
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<tr>
<td><strong>Total Budget</strong></td>
<td>$ 100,000</td>
<td>$ 100,000</td>
<td>$ 100,000</td>
<td>$ 300,000</td>
<td>100%</td>
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</tbody>
</table>
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Background Slides
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 includes in CVRP