



# **E-Bikes Programs Proposal**

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Executive Committee, July 13, 2020

# E-Bikes Rebate Program: Request

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**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

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- 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

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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

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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

Number of People*	Maximum Gross Annual Income**
1	\$51,040
2	\$68,960
3	\$86,880
4	\$104,800
5	\$122,720
6	\$140,640
7	\$158,560
8	\$176,480

# Budget

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	FY 2021	FY 2022	FY 2023	3 yr Total	% of Total budget
Incentives	\$ 80,000	\$ 80,000	\$ 80,000	\$ 240,000 (300 bikes)	80%
Outreach Partnership with SVBC	\$ 20,000	\$ 20,000	\$ 20,000	\$ 60,000	20%
<b>Total Budget</b>	<b>\$ 100,000</b>	<b>\$ 100,000</b>	<b>\$ 100,000</b>	<b>\$ 300,000</b>	<b>100%</b>

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# Background Slides

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# 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