E-Bikes for Everyone Recap

Citizens Advisory Committee

December 2, 2021
E-Bikes for Everyone Overview

- $240K in incentives ($800 rebate, ~300 bikes)
- Only low to moderate income customers eligible
- Bike shop partnerships
- Launched May 2021, “sold out” in less than a week
Bike Shop Partnerships

RidePanda

Sports Basement

Mike's Bikes

Summit Bicycles
Rebate Structure

Point of sale discount highly encouraged

Neza HTR
$1199.00 $199.00
More Info

Neza Micro
$1199.00 $199.00
More Info

Ride1UP Roadster v2
$1995.00 $245.00
More Info
E-Bikes Key Metrics

Ave pre-rebate price  $1,282.6

Ave post-rebate price  486.3

e-bikes - rebates given by location

<table>
<thead>
<tr>
<th>Premise City</th>
<th>Record Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daly City</td>
<td>43</td>
</tr>
<tr>
<td>Redwood City</td>
<td>39</td>
</tr>
<tr>
<td>San Mateo</td>
<td>32</td>
</tr>
<tr>
<td>South San Francisco</td>
<td>29</td>
</tr>
<tr>
<td>Menlo Park</td>
<td>22</td>
</tr>
<tr>
<td>Millbrae</td>
<td>16</td>
</tr>
<tr>
<td>Pacifica</td>
<td>15</td>
</tr>
<tr>
<td>San Bruno</td>
<td>14</td>
</tr>
<tr>
<td>Burlingame</td>
<td>11</td>
</tr>
<tr>
<td>San Carlos</td>
<td>10</td>
</tr>
<tr>
<td>Foster City</td>
<td>9</td>
</tr>
<tr>
<td>East Palo Alto</td>
<td>8</td>
</tr>
<tr>
<td>Belmont</td>
<td>7</td>
</tr>
<tr>
<td>Half Moon Bay</td>
<td>5</td>
</tr>
<tr>
<td>Brisbane</td>
<td>3</td>
</tr>
</tbody>
</table>
Experience with e-bikes before buying one:

What was your experience with e-bikes before buying one? (Check all that apply)

- None: 55.26%
- Used a bikeshare e-bike (such as Lime, Bay Whee...: 15.79%
- Tried riding a friend's, neighbor's, or family ...: 21.05%
- Visited a bike shop for an e-bike test ride: 5.26%
- Other: 2.63%
Trailing Survey Data

Experience with biking before purchasing an E-Bike:

Just before owning your new e-bike, did you have access to a working bike at home?

- Yes, both a traditional NON-electric and e-bike: 0%
- Yes, another e-bike: 5%
- Yes, a traditional NON-electric bike: 72.5%
- No: 22.5%
Trailing Survey Data

Average E-Bike trip statistics:

• Avg. round-trip distance: 10-11 miles
• Avg. round-trip time: ~40 minutes
• Avg. round-trip distance when replacing a car trip: 12 miles
Trailing Survey Data

E-Bike owners use them regularly

How often do you ride an e-bike now?

- Daily: 17%
- 2-3X per week: 50%
- Once per week: 20%
- 2-3X per month: 5%
- Once per month: 3%
- Never: 5%
E-Bikes Replace Car Trips

E-bikes - last trip mode, if no e-bike

Alternate Mode of Transportation
- Drive in a car or motorcycle
- I would not have made this trip
- Bike (traditional NON-electric)
- Drive in a car or motorcycle; Bike (traditional NON-electric)
- I would not have made this trip; Walk
- Walk

Record Count

- 50%
- 20.69%
- 8.62%
- 8.62%

from trailing survey
Dec 1, 2021 7:44 PM - Viewing as Phillip Kobernick
Trailing Survey Data

E-Bikes are replacing car trips:

“How frequently do you ride your e-bike in place of…”

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Less than once per month</th>
<th>Once per month</th>
<th>Once per week</th>
<th>2-3+ times per week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any car or motorcycle</td>
<td>6%</td>
<td>3%</td>
<td>13%</td>
<td>26%</td>
<td>52%</td>
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<tr>
<td>Any bus</td>
<td>75%</td>
<td>9%</td>
<td>0%</td>
<td>3%</td>
<td>13%</td>
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<tr>
<td>BART</td>
<td>90%</td>
<td>6%</td>
<td>0%</td>
<td>3%</td>
<td>0%</td>
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<tr>
<td>Caltrain</td>
<td>90%</td>
<td>7%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
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</tbody>
</table>
E-Bikes Replace Car Trips

How Often Did Respondents Travel by Various Modes Prior to Recieving their E-bike

How Often Did Respondents Travel by Various Modes After Recieving their E-bike

Peninsula Clean Energy
Results Recap

• 451 applications received
• 276 e-bikes purchased
• 92% pre-purchase customer satisfaction
• Confirmed GHG reduction through avoided car trips
Thanks!

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