



PROGRAM UNDER DEVELOPMENT

Electric Bike Incentive Pilot

Amanda Marino
Transportation Planner

Amy Naranjo
Transportation Planner

Electric Bicycle Incentives

Electric bikes are becoming increasingly popular as a form of transportation, due to their environmental benefits and cost savings.





Why?

- 1 Help people replace car trips with e-bike trips**
Provide incentives to encourage people to switch from car trips to e-bike trips
- 2 Increase access to electric bicycles**
Make electric bicycles more accessible to people of all income levels
- 3 Reduce greenhouse gas (GHG) emissions**
Decrease emissions from transportation by promoting the use of electric bicycles

Existing Programs

Electric Bike Rebates



California Air Resources Board

\$1000 base incentive, +\$750 for cargo or adaptive bikes, +\$250 for people living below 225% FPL. \$10M available statewide.

Coming Soon.



Monterey Bay Air Resources District

\$1000 income qualified rebate, available post-purchase. Funded for FY24. Up to 50 rebates available. Details TBD.

Coming Soon.



Go Santa Cruz Downtown

\$400 base & \$800 income-qualified rebates. 90+ rebates issued. Limited to City of Santa Cruz and downtown employees.

Active.



E-BIKE Act of 2023

Electric bike tax credit bill reintroduced in Congress in 2023. Would cover up to 30% of the cost of a new e-bike, maximum \$1,500.

Pending.



Proposed Criteria

Funding Sources

- 1 \$300,000 pilot budget**
Includes **\$250k for bicycle vouchers** and **\$50k for program management** and rebate distributions.
- 2 Distribute between 300–320 point of sale vouchers**
Voucher amounts could potentially be greater to increase affordability, but it would reduce the number of available vouchers
- 3 Combination of funding sources**
Staff planning to submit grant applications to different funding sources to fund the potential pilot program.

* Subject to verification



Proposed Criteria

Applicant Eligibility

- 1 18 years or older
- 2 Resident of Santa Cruz County*
- 3 Enrolled in a low-income assistance program*
- 4 Watch bike safety course
- 5 Complete baseline survey

* Subject to verification



Proposed Criteria

Bike & Retailer Eligibility

Point-of-sale vouchers to be used at any participating retailer



\$200 Regular Bicycle Voucher

Discounts for standard bikes



\$800 Electric Bicycle Voucher

Limited to Class 1 and Class 2 e-bikes



\$1,200 Electric Cargo/Adaptive

Limited to Class 1 and Class 2 ebikes

BCycle

Bikeshare Incentives

Discount codes for the regional bikeshare program that is launching this summer through the Go Santa Cruz County platform.

