Electric Bike Incentive Pilot

PROGRAM UNDER DEVELOPMENT

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
Electric Bike Rebates

Existing Programs

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

Monterey Bay Air Resources District
$1000 income qualified rebate, available post-purchase. Funded for FY24. Up to 50 rebates available. Details TBD.

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

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.

Coming Soon.

Coming Soon.

Active.

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
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
Bikeshare Incentives

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