Purpose

Present and discuss the final proposed project criteria for the California E-Bike Incentive Project.
Agenda

• Program Description and Background
• Program Eligibility Requirements
• Program Funding
• E-bike and Retailer Eligibility
• Application Process
• Soft Launch
• Timeline
The California E-Bike Incentive Project is a statewide consumer facing incentive program that aims to provide point-of-sale vouchers for eligible electric bikes (e-bikes) to low-income Californians to encourage adoption of e-bikes as a replacement for motor vehicle trips, provide access to clean transportation options while offsetting vehicle miles traveled.
Background

• Established by CARB in November 2021
• Held 3 work groups on solicitation development and 4 on program implementation
• Launched solicitation for administrator in April 2022; announced selection in August
• Grant has been signed and Pedal Ahead began work on December 1, 2022
• Consumer-facing program aiming to launch in Q2 2023
Program Eligibility Requirements
Program Eligibility

• Eligibility will be limited to California residents 18 years and older
• Gross annual household income is less than 300 percent Federal Poverty Level (FPL)
• One incentive is available per individual
Incentive Amounts

• $1,000 base voucher amount
• Additional $750 for cargo and adaptive e-bikes
• Additional $250 for priority applicants who meet one of the following criteria:
  • Reside in a Senate Bill 535 Disadvantaged Community
  • Reside in an Assembly Bill 1550 Low-income Community
  • Or, gross income is 225% FPL and under
Federal Poverty Levels 2023

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<th>Household/Family Size</th>
<th>300 Percent of FPL</th>
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<tr>
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<td>7</td>
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<td>8</td>
<td>$151,680</td>
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What’s Covered by the Voucher?

- Vouchers will cover eligible e-bike purchases
  - Safety equipment such as helmets
  - Adaptive bike enhancements
- Vouchers do not cover:
  - Rider visibility gear such as reflective clothing or head lamps
  - E-bike enhancements such as fenders or racks
Program Funding
Incentive Funding

• ~$7.5 million total available for vouchers
  • Total funding split into two eligibility categories
    • $2.5 million for all eligible applicants
    • $5 million set-aside for priority applicants
$5 Million Set-aside Funding for Priority Applicants

- Priority applicants must either be:
  - Residing in disadvantaged or low-income community as defined by SB 535 and AB 1550
    [https://webmaps.arb.ca.gov/PriorityPopulations/](https://webmaps.arb.ca.gov/PriorityPopulations/)
  - Income at or below 225% of FPL
  - Participate in one or more of the public assistance programs on CVRP’s categorical eligibility list.
E-bike and Retailer Eligibility
Eligible E-Bikes

• E-bikes must be new
• All e-bike classes as defined by Assembly Bill 1096 (Chiu, 2015)
  • Class definitions:
    • Class 1: Limited to a top speed of 20 miles per hour, with pedal assist only
    • Class 2: Limited to a top speed of 20 miles per hour, but have both pedal assist and a throttle.
    • Class 3: Have a top speed of 28 miles per hour, with pedal assist only
E-bike Requirements

• Must have integrated front and rear lights
• Must be fully assembled upon delivery to consumer
• Minimum one-year manufacturer warranty on all electrical components
• Examples of non-eligible e-bikes:
  • Used e-bikes, conversion kits, e-bikes outside of the 3 class system, full suspension e-bikes scooters and mopeds
Retailer Eligibility

- Local California bike shops
- Online e-bike retailers with a physical presence in California with one of the following:
  - Physical storefront
  - California-based manufacturing
  - Corporate office is based in California
- Retailers must ensure a process to sell an e-bike fully assembled and ability to provide repairs and maintenance
Comments and Questions

Use the raised hand function (#2 if calling in by phone).

Please state your name and affiliation before asking a question or making a comment.
Application Process
Consumer Application Process

**Step 1:** Visit Ebikeincentives.org

**Step 2:** Create profile and submit income verification documents and agree to the terms and conditions

**Step 3:** Find an approved e-bike and retailer

**Step 4:** Complete the e-bike safety and awareness training

**Step 5:** Get approved and receive your approved voucher via email

**Step 6:** Redeem your voucher at the point of sale
Voucher Requirements

• Vouchers must be redeemed within 30 days
  • A one-time extension is available
• Vouchers are redeemed at the point-of-sale
• Vouchers cannot exceed the total sales price
• One year ownership requirement
Soft Launch
Soft Launch

- Four communities statewide
  - Barrio Logan, San Diego
  - Fresno
  - Bayview Hunters Point, San Francisco
  - California Native Tribal Governments
- 20 – 40 e-bikes per region
- Up to $300,000 for soft launch
- Aim to launch in Q2, 2023
Timeline and Next Steps

• May 2023
  • Finalize website
• June 2023
  • Soft launch
• Q3 2023
  • Statewide launch
Comments and Questions

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Please state your name and affiliation before asking a question or making a comment.
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