



COMMUNITY ELECTRIC BICYCLE DEMOS

Electric bicycle demos are a valuable tool for government agencies to partner with local bike shops and community members to let people experience electric bicycles in a low pressure, safe environment and help individuals realize the benefits that electric bicycles can provide to improve recreational and mobility options.

YOUR FOUR-STEP GUIDE TO ELECTRIC BICYCLE DEMOS:

1. Plan

- » **Who:** Connect with bike retailers and advocacy groups in your area that will have the resources you need to conduct an electric bicycle demo. PeopleForBikes can help if needed.
- » **How long:** A 3-4 hour demo, either in the morning or the afternoon, lets people try different electric bicycles and accommodates many community members' schedules. Avoid a fast-paced demo and provide ample time for community members to attend.
- » **Where:** Plan the demo locations in places that reach a diverse and equitable audience. Visit low-income areas, schools, community gathering areas, and other places that see a lot of traffic. Pick locations where the streets or bike paths make people feel safe to take test rides.
- » **What bikes:** Ask your local retailer or partners for a variety of electric bicycles in all sizes for the demo. The more diverse the selection of electric bicycles, the better the chance community members will be able to envision using an electric bicycle in their daily lives. Try to provide helmets, or encourage people to bring their own.
- » **Include the following resources:**
 - Liability waivers.
 - Retailer contact information.
 - Printed surveys to gauge attendee perceptions of electric bicycles before and after a test ride.
 - Educational pamphlets on what electric bicycles are and local laws.

2. Market

- » How you market your electric bicycle demo will determine the event's success. **Promote the event at least one month out with these marketing strategies:**
 - Promote the electric bicycle demo on your agency's social media platforms.
 - Create an RSVP page with details and to build excitement for the event.
 - Create a page dedicated to the event on your agency's website. This page will help people get more information about the demo and how to attend.
 - Share the event's information on participating retailer and bike advocacy group websites. These stakeholders want to make the event successful and can help promote it.

3. Execute

- » Now that you have planned and marketed your electric bicycle demo, it's time to execute. **When demo day arrives, consider these additional items:**
 - Make the event easy to understand. Use Ride Spot ride cards to assist your event attendees. These cards can outline nearby routes and provide turn by turn directions for new riders. Contact ashley@peopleforbikes.org for cards.
 - Make the event comfortable. Supply water and light snacks for event attendees.
 - Make the event informative. Ask the retailer who is loaning the electric bicycles to have a staff member attend the event to answer any technical questions regarding the electric bicycles.
 - Make the event safe. Practice the Centers for Disease Control and Prevention's guidelines that include maintaining six feet of social distancing and requiring face masks at all times, and disinfect each electric bicycle and helmet after use.

4. Analyze

- » After the demos are over, review survey results gathered during each demo. A positive shift in one's perception of electric bicycles before and after the demo may demonstrate the success of the event itself and a need for additional demo events in the future.

As with the introduction of any new technology, electric bicycles need to be experienced so that people can learn the new technology and understand its benefits. Electric bicycles can serve as a modern and equitable tool for mobility and recreation and can benefit community members nationwide as they are inclusive to a wide range of abilities, regardless of age or physical or cognitive ability. As a decision-maker, you can help catalyze the adoption of electric bicycles and the benefits they may carry for your community with electric bicycle demos.

If you would like assistance in planning your event or have questions throughout the planning process, please reach out to ashley@peopleforbikes.org and check out peopleforbikes.org/e-bikes for more information on electric bicycles.