



ELECTRIC BICYCLE PURCHASE INCENTIVE PROGRAM STRATEGY

PeopleForBikes has improved access for electric bicycle riders in 28 states (and counting) by passing legislation that defines electric bicycles as bicycles, and gives riders of electric bicycles the same rights as riders of traditional bicycles.

As we work to improve access in all 50 states, establishing a range of electric bicycle purchase incentive programs is PeopleForBikes' next priority. Looking forward, electric bicycles play a key role in the future of sustainable mobility, but access is inequitable, as the ownership of a new electric bicycle can be costly and out of reach for many. Equitable electric bicycle ownership and ridership expansion align with PeopleForBikes' vision of a future that is empowered by racial diversity and sustainable transportation systems.

PeopleForBikes serves as the one-stop shop for resources and research on current electric bicycle incentive programs. We are working with a broad coalition of stakeholders to establish incentive programs that will benefit current and future electric bicycle riders and communities across the U.S.

Local + State + Federal Incentives

Emergency response: Incorporate electric bicycle purchase use into emergency and disaster response programs.

Engagement: Send letters to municipalities that have demonstrated an interest in a rebate program and proactively engage localities.

Analysis: Analyze state + local opportunities based on:

- Relevant agencies and political makeup
- Budget and funding opportunities
- Climate or equity goals
- Level of interest
- Legislative + advocacy partners

Legislative support: Monitor and support bills that fund incentives for electric bicycle purchases.

Polling: Conduct research to identify messages that build support for incentives.

Tax credit: Pass a federal electric bicycle tax credit bill.

Utilities + Businesses Incentives

Utility analysis:

- Work with utilities to identify what data are needed to understand electric bicycle use.
- Identify the range of utilities for potential partnerships.
- Document what utilities are doing now.
- Identify opportunities with state PUCs.

Employee electric bicycle programs:

- Work with businesses to identify knowledge gaps around electric bicycles.
- Identify the range of businesses amenable to partnerships.
- Document what businesses are doing now.
- Provide ideas to businesses on incentivizing electric bicycle purchases.
- Encourage shifting corporate fleets over to electric bicycles.

Educational Resources

How-to guide: Incentive programs and best practice structures.

Webinars: Current landscape of electric bicycle incentive programs and FAQs.

Advocacy Academy videos: The importance of electric bicycle incentive programs and best practices.

White papers: Success of current incentive programs.

Program tracking: Updated list of U.S. and European electric bicycle incentive programs.

Blogs: Successful incentive programs and their structure.

Action alerts: Support for proposed incentive programs.

Building coalitions: Connect with the EV industry, transit, utilities, European leaders, advocacy partners and legislative leaders to learn where opportunities for partnership exist.