

A person wearing a white long-sleeved shirt, black pants, and a black helmet is riding a dark-colored bicycle on a paved path. The path curves through a vast, green grassy field. In the background, there are rolling hills and mountains under a bright, hazy sky, suggesting a sunset or sunrise. The sun is low on the horizon, creating a warm, golden glow. The person is riding away from the camera, and their shadow is cast on the path.

# **PeopleForBikes + Together North Jersey Institute**

**December 14, 2023**

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**Electric Bicycle Policy + Campaign Director, PeopleForBikes**



An aerial photograph of three cyclists riding on a city street. The cyclist in the top left is wearing a blue shirt and a grey helmet. The cyclist in the top center is wearing a black shirt, a black helmet, and a yellow backpack. The cyclist in the bottom left is wearing a red and black plaid shirt, a black helmet, and blue shorts. The street is paved with asphalt and has a manhole cover in the bottom left corner. A sidewalk and a small tree are visible in the top right corner. The text "BE THE BEST PLACE IN THE WORLD TO RIDE A BIKE" is overlaid in the center in a white, stylized, outlined font.

BE THE BEST PLACE  
IN THE WORLD  
TO RIDE A BIKE





The image is a dark blue background with a white topographic map overlay. Three rectangular panels are cut out from the map, showing different scenes. The left panel shows a city street with a cyclist in the foreground and buildings on the sides. The middle panel shows a large, ornate state capitol building with a prominent dome and a wide set of stairs leading up to it. The right panel shows a close-up of a woman with curly hair, smiling and laughing joyfully. The text 'INFRASTRUCTURE POLICY PARTICIPATION' is overlaid in a white, stylized, outlined font across the center of the image, spanning across all three panels.

**INFRASTRUCTURE  
POLICY  
PARTICIPATION**



A bicycle shop with many bikes and parts on the wall. The text "FASTEST GROWING BIKE CATEGORY" is overlaid in the center.

**FASTEST GROWING  
BIKE CATEGORY**



An aerial, top-down view of a wide city street. The street is filled with numerous e-bikes, appearing as small, colorful specks against the grey pavement. Pedestrians are also visible on the sidewalks and crossing the street. The scene is captured in a high-angle, slightly desaturated style. The text is overlaid in the center of the image.

- 2022 -

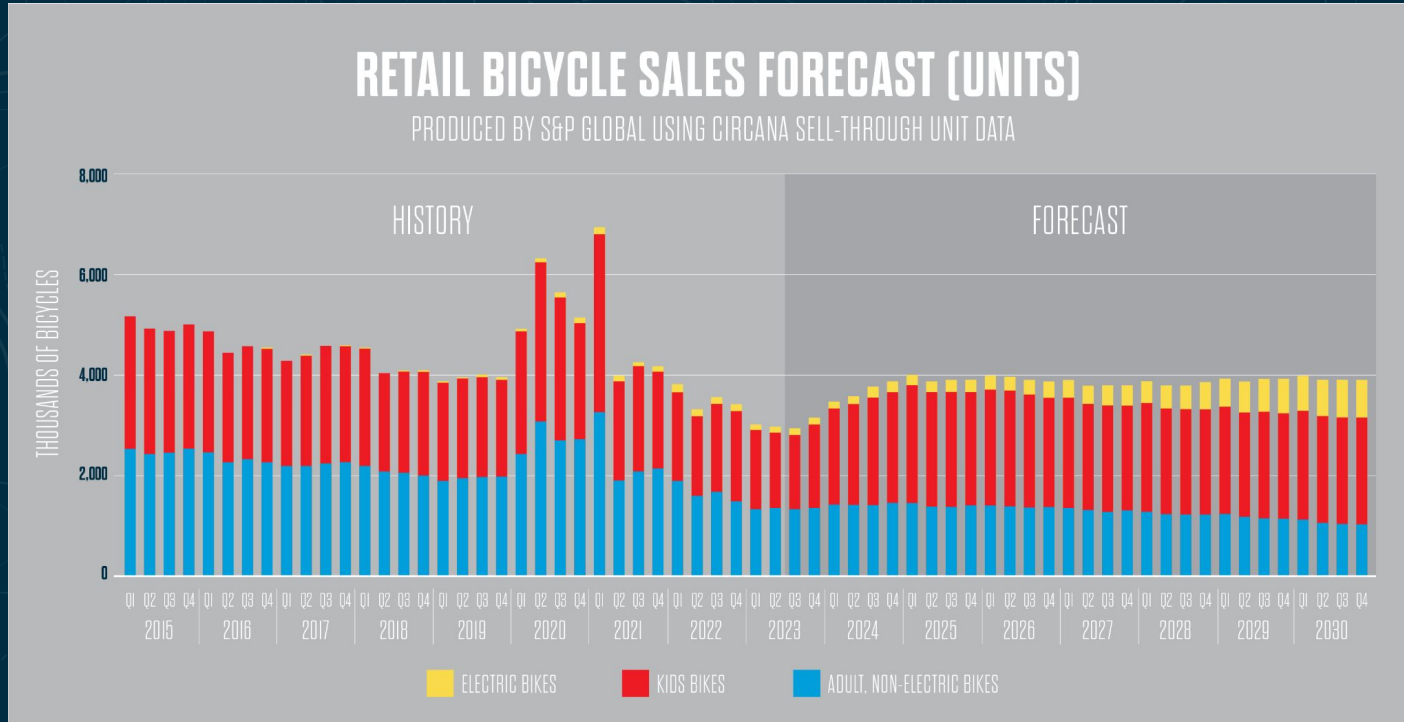
1 MILLION E-BIKES SOLD



A young Black man with a beard, wearing a plaid shirt and a backpack, is smiling while adjusting the handlebars of a silver e-bike. The background shows a blurred city street with trees and buildings.

**- 38 MILLION -  
AMERICANS RODE AN  
E-BIKE LAST YEAR**

# Electric Bicycle Sales Forecast





# ELECTRIC BICYCLE INCENTIVE TOOLKIT



State	Status (as of April 2023)	Budgeted Amount	Customer Eligibility	Incentive Amounts	Incentive Structure
<a href="#">California</a>	Anticipated statewide launch in summer 2023	\$13 million (\$3 million for admin costs)	<300% Federal Poverty Level only	\$1,000 base +\$250 for very low-income +\$750 for e-cargo / adaptive	POS (point-of-sale)
<a href="#">Colorado</a>	Anticipated launch in summer 2023  <a href="#">Program Webpage</a>	\$10 million	TBD	TBD	POS
<a href="#">Connecticut</a>	Anticipated launch in summer 2023  <a href="#">Program webpage</a>	\$8 million	Prioritizes residents of environmental justice communities and low-income residents	\$500+  (price cap of \$3,000)	TBD



# Best Practices for E-Bike Incentives

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- Make the program voucher-based at POS
- Include in-store and online retailers
- Prioritize dedicated outreach and incentives for low income residents
- Include all forms of electric bicycles within the three class system
- Partner with local nonprofits and bike dealers

# Early Lessons from the Data

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- Low income provisions are key
- Users are replacing short car trips, and for practical purposes
- Electric bicycles are an emissions-reduction tool





PeopleForBikes and the  
League of American Bicyclists

[E-Bike Safety Modules](#)

[About](#)

# E-Bike Smart

YOUR GUIDE TO SAFE RIDING



Electric bicycles (e-bikes) are a fun, healthy, and safe way to explore the great outdoors and make short trips more enjoyable. With more people discovering the many joys and benefits of riding an e-bike, we created E-Bike Smart to share the basics of maintaining your e-bike, handling and charging your e-bike battery, and riding safely while out on the road or trail. Whether you're new to riding or just need a refresher, everyone can learn and benefit from this course.

A person wearing a light-colored jacket, dark pants, and a helmet is riding a bicycle on a paved path. The path curves through a lush green field towards a sunset. The sun is low on the horizon, creating a warm, golden glow and casting long shadows. The background shows rolling hills and a clear sky.

*THANK YOU*