

DISTRICT DEPARTMENT OF TRANSPORTATION

District E-Bike Incentive Program

Presentation to DC CCCR – March 14, 2024

Why e-bikes?

The impact of e-bikes on commute patterns and transportation behaviors is extremely promising.

A 15% increase in e-bike usage could **reduce transportation-related CO2 emissions by 11%**
[2019 study]

E-bikes replaced driving for **72.4% of utilitarian trips** (trips made for purposes other than recreation or exercise)
[2019 study]

E-bikes encourage users to **ride farther and more frequently** than regular bicycles
[2018 study]

Personal e-bikes have some of the **lowest GHG emissions per passenger mile**, even in a fossil-fuel reliant power sector
~2 kWh/100 miles and emit 5-10 g of CO2/mile, a fraction of a conventional car
[2022 study]

DISTRICT
E-BIKE 
INCENTIVE
PROGRAM 

DISTRICT **E-BIKE** INCENTIVE PROGRAM

Making **E-Bikes** more
affordable for the District

Program purpose

Helps residents buy e-bikes and supports bicycle businesses in the District.

How it works

DDOT issues vouchers to approved applicants to buy an e-bike at an authorized retailer. The retailer reduces the up-front purchase price by the amount of the voucher.

Who can apply?

Applicants must:

- Be a District resident
- Be over 18 years old
- Be a Preferred Applicant (enrolled in SNAP, TANF, Medicaid, or DC Healthcare Alliance)
- Intend to purchase an eligible e-bike, lock, or disability accessory after approval. No rebates!

DDOT anticipates fulfilling approximately 250 vouchers with FY24 funding. If funds are available, an application window will open to Standard Applicants.



What can voucher recipients buy?

- A **regular electric bicycle** or an **electric cargo bicycle** that is legal in the District and meets ANSI/CAN/UL 2272, ANSI/CAN/UL 2849, or any successive safety standards;
- **Locks**; and/or
- Accessories to **support a disability**.

	Preferred Applicant	Standard Applicant
Electric cargo bicycle	\$2,000	\$1,000
Electric bicycle	\$1,500	\$750
Disability components	\$250	\$125
Bicycle lock	\$150	\$75

Where can recipients use their voucher?

Authorized retailers

- Bicycle Pro Shop
- Bicycle SPACE
- Conte's
- REI
- The Daily Rider
- Trek
- King Micromobility
- Mittens Pop-Up
- Upshift Workshop

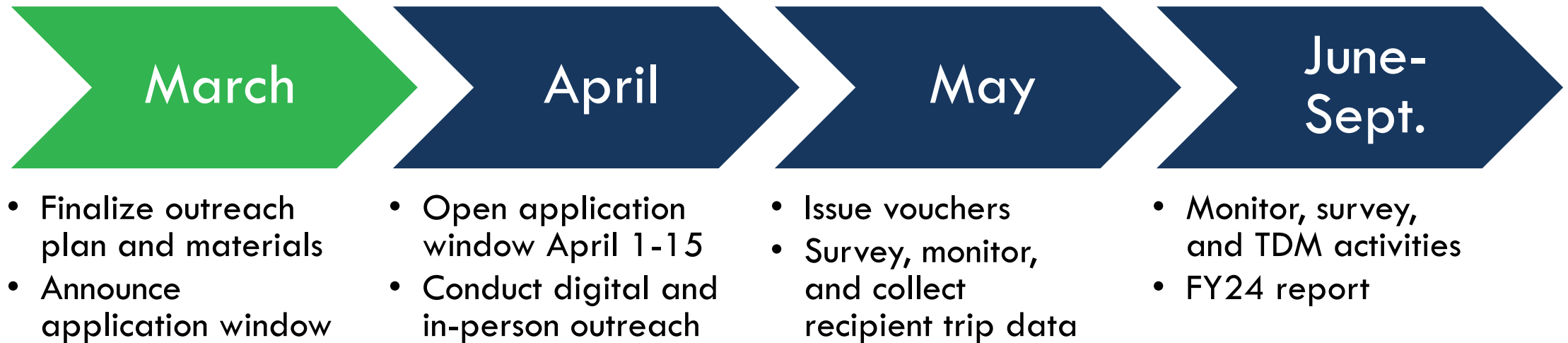
Be a registered entity with the District Department of Licensing and Consumer Protection

Have a physical retail location in the District as of September 19, 2023 or be eligible to be certified as a CBE

Sell e-bikes that conform to the named safety standards

Provide basic on-site maintenance of e-bikes

Program timeline



Ensuring program success

- Conducting **user testing** for the application
- Translating application into **6 languages**
- Holding **in-person outreach events** to assist residents with the application in each Ward
- Using an **application window** vs. first-come, first-served
- Reaching out to **community partners**, including DHS
- Collecting interested residents' contact information in advance (**1,300+** to date)
- Incentivizing voucher recipients to opt-in to anonymous, passive **trip-tracking app** to collect data on e-bike trips, mode shift, and GHG emissions reduction
- Creating an in-depth **e-bike guide** to serve recipients and all residents
- Offering a **free cycling skills class** for voucher recipients

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ddot.dc.gov/ebikes

ebike.incentive@dc.gov