



California E-Bike Incentive Project: Public Meeting for the California E-Bike incentive Project

March 5, 2025

Meeting Agenda

- Project overview
- Window 1 summary and project improvements
- Community-based organizations (CBO) set aside
- New solicitation funding opportunity for program administrator



Project Overview



General Information

- Project aims to provide electric bicycle (e-bike) incentives to low-income Californians
 - \$13 million in current grant
 - \$18 million approved for new solicitation
- Eligible e-bikes
 - Class I, II, and III e-bikes are eligible
 - Brick-and-mortar and on-line purchases are eligible
 - Retailers and manufacturers must be California based

Applicant Eligibility

- California resident 18 years or older
- **Base applicant:** at or below 300% of Federal Poverty Level
- **Priority Applicant:** at or below 225% of Federal Poverty Level or reside in a low-income (Assembly Bill 1550) or disadvantaged community (Senate Bill 535)

Household/Family Size	300% of Federal Poverty Level*	225% of Federal Poverty Level*
1	\$45,180	\$33,885
2	\$61,320	\$45,990
3	\$77,460	\$58,095
4	\$93,600	\$70,200

* 2024 Poverty Guidelines

Incentive Amounts Including Accessories

Base Applicant: Standard, Cargo/Adaptive E-bikes	Priority Applicant: Standard, Cargo, Adaptive E-bikes
\$1,750	\$2,000

E-Bike Eligibility Update

- All e-bikes redeemed through the California E-Bike Incentive Project will be required to be:
 - Class I, II, or III
 - Integrated front and rear lights
 - Operable pedals
 - Less than 750 watt motor
 - Underwriter Laboratories (UL) 2849 or European Standard (EN) 15194 certified
 - Adaptive e-bike modifications

Current Project Status

- First application window launched in December 2024
- Currently processing and approving applications
- Continuing to expand retailer and community-based organization (CBO) network
- Preparation for Window 2

Ebikeincentives.org/approved-retailer-map/

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



You may also email questions to cleantransportationincentives@arb.ca.gov

Window 1 Summary and Proposed Improvements



Window 1 Summary

- Launched on December 18, 2024 at 6pm PST
- \$3 million available for 1,500 vouchers
- 37,000 applicants applied immediately
- In total, 100,000 applicants attempted to apply
- The window was closed at 6:42pm PST
- 20,000 case management inquiries

Window 1 Application Process

Step 1

- Applicants arrive at the project website

Step 2

- At 6pm, all applicants click apply now button and are placed in first-come, first-served order

Step 3

- Successful applicants are let into the application portal

Window 1 Application Issues

First-come, first-served issues

- Internet connection on applicant computers
- Web browsers not up to date
- Applicants with disabilities unable to apply right at 6pm
- Confusion around what the waiting room was supposed to do

Window 2 Proposed Changes

Randomize applicant queue:

- Allow 30 minutes for applicants to arrive in the application portal
- Once 30 minutes has elapsed, randomize the applicant pool
- The 1,500 applicants randomized to the front of the line would receive links to the application portal
- Applicants that do not receive a spot in line will be notified immediately

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Proposed CBO Set Aside



Community-Based Organization Network

Goal: Work with CBOs to provide additional technical assistance to communities

- 22 CBOs statewide
- Access Clean California CBO network also utilized
- CBOs assist in outreach and education
 - Raise e-bike awareness
 - Work with local residents for application assistance

CBO Set-Aside Proposals

- Incentive funding dedicated to the CBO network applications
- \$1 million divided equally among CBOs
- CBOs identify applicants in their local communities
- Applicants apply at their own pace
- Helps to build equitable components into process

CBO Set Aside Allocation Proposal

Current Application Process:

Applicant Type	Funding	Vouchers
First-come, First-served	\$3 million	1,500

Proposed Application Process:

Applicant Type	Funding	Vouchers
First-come, First-served	\$2 million	~1000
CBO Set Aside	\$1 million	~500

CBO Set Aside Proposal For Window 1

Window 1 Unclaimed Vouchers

Window 1 Applications:

Vouchers	Conversion Rate	Unclaimed Vouchers
1,500	60%	~600

Proposed CBO Set Aside for unclaimed vouchers:

- Allow CBOs to use unclaimed vouchers ahead of Window 2
- Replicate process for unclaimed vouchers after Window 2

CBO Set Aside Pros and Cons

Pros

- Increases access to vouchers
- CBOs work more closely with applicants and reduce barriers to applying
- CBOs use local knowledge to identify applicants in the greatest need of transportation
- CBO outreach will result in local residents receiving vouchers

Cons

- Reduces funding for first-come, first-served applicants not associated with a participating CBO
- Perceived as an advantage to on-line applicants

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Solicitation Funding Opportunity for Program Administrator



Solicitation General Information

Funding:

- \$18 million

Concepts:

- Statewide incentive program
- Point of purchase incentives
- Needs based program design
- 3-4 applications windows
- Community-based organization outreach and education
- Equitable application process

Solicitation Timeline

Proposed Timeline	Date
Solicitation Release	Q2 2025
Q&A	Q2 2025
Proposal Due Date	Q2 2025
Notice of Award	Q3 2025

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Wrap-up and Next Steps

Event	Date
Statewide Launch Window 2 Schedule Announcement	March 2025
Administrator Solicitation Release	April 2025
Statewide Launch Window 2	April 2025

Contact

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Project Website

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