



Bureau of Planning and Sustainability

## Strategic program - draft

### **Comprehensive e-bike access and support**

*Investing \$20 million over five years to provide equitable access to e-bikes as a way to reduce carbon emissions and provide enhanced transportation options for people to commute, run errands, or engage in delivery services.*

Electric bicycles or "e-bikes" remove significant barriers to cycling by providing electric motor assistance to the rider. E-bikes can enhance transportation options and reduce carbon emissions from single-occupant vehicle use, but the high initial cost of e-bikes puts them out of reach for many low-income households. This program will increase equitable access to e-bikes by making rebates for new e-bike and cargo e-bike purchases available to income-qualified households. These rebates will be redeemable at local bike retailers.

The program will be conducted in parallel with education and outreach by community-based organizations to PCEF priority populations about the e-bike opportunity, including information about safe riding, route-finding, charging, and storage. Surveys and data will be collected about e-bike use, storage, and charging, including recommendations for a pilot program for allocating funds for safe e-bike storage and charging needs for existing multifamily properties. Workforce training and apprenticeship opportunities will be created through partnership with community organizations and e-bike retailers participating in the program.

### **Outcomes, opportunity, and metrics**

The **outcomes** of the strategic program are to:

1. Increase the utilization of e-bikes by PCEF priority populations
2. Improve access and awareness of e-bike mobility options
3. Reduce carbon emissions from single-occupant vehicle use
4. Increase mental health and physical well-being
5. Increase workforce opportunities in the sales and service of e-bikes at retailers throughout Portland

**Opportunity:** E-bikes provide an efficient way to get around Portland, are not subject to vehicle congestion, do not require much physical exertion, offer trip flexibility, and save money and time with respect to parking. E-bikes reduce transportation related carbon emissions and improve air quality. Women and BIPOC community members have stated through surveys that they feel less vulnerable on e-bikes.

There are different styles and models of e-bikes on the market, including cargo and adaptive mobility versions for people with disabilities. Community education and incentives are needed

to provide equitable access to e-bikes, as well as safety equipment, lighting, weatherproof gear, charging infrastructure, secure storage areas, and locks.

**Metrics** to be tracked and reported include:

- Number of e-bikes and e-cargo bikes in use over the five-year period
- Reduced carbon emissions
- Priority population demographics as recipients of e-bike rebates
- Workforce growth and intersection with workforce priority populations

## Direct benefits and social impact

Financial Benefits and Beneficiaries	<ul style="list-style-type: none"> <li>• Lower transportation costs for low-income households, compared to use of individual vehicles or transit.</li> <li>• E-bikes are tangible assets owned by low-income households.</li> </ul>
Equity Accountability Mechanisms	<ul style="list-style-type: none"> <li>• A PCEF-managed workgroup on transportation decarbonization with community input will guide the development of the program.</li> <li>• E-bike retailers and program administrators will collect data about rebates and usage as the program rolls out.</li> <li>• Community-based organizations will provide information about workforce priority populations that participate in programs focused on e-bike education as well as job training.</li> </ul>
Timing of benefits	<ul style="list-style-type: none"> <li>• Benefits of cost-savings and carbon emissions begin accruing with initial deployment and use of e-bikes.</li> <li>• Longer term benefits of workforce development accrue as people are trained and hired into open positions.</li> </ul>
Co-benefits	<ul style="list-style-type: none"> <li>• Increased mental and physical well-being due to greater outdoor physical activity</li> </ul>

## Partner roles

- The City will select one or more program administrators through an RFP which will detail the following scopes of work: program development and management, marketing and targeted outreach, rebate tracking and analysis, and vendor relationships relationship development. Eligible RFP applicants will be nonprofit or for-profit businesses with a successful track record of serving PCEF priority populations.
- The City will additionally contract for community outreach and education with nonprofit partners. These partners will be selected through an RFP process and provide culturally responsive education and outreach about e-bike rebates, safe operation, and navigation. Nonprofits will also provide workforce development and training opportunities for PCEF priority populations to facilitate future employment in sales and service roles at bike retailers. Preference will be given to organizations that serve and reflect PCEF priority populations.

- Retail bike shops in Portland will participate in the e-bike rebate program through an application process that requires reporting of the redemption of rebates, tracking of e-bike models and volume sold, and commitments to provide maintenance and repair services for e-bikes sold.

## Workforce and Contractor Development and Equity

Nonprofits will create training and apprenticeship opportunities in partnership with community organizations and e-bike retailers participating in the program. These opportunities will be focused on multiple elements of e-bikes: sales, assembly, and repair trainings.

### Requirements

- Compliance with PCEF Workforce Contractor Equity Agreement (WCEA) including:
  - Safe and Respectful Jobsite training for workers, supervisors and owners.
  - Distribute information cards on PCEF requirements to workers.
  - Pay 180% minimum wage for all PCEF-funded work.

## Timeline and implementation

The PCEF-managed transportation workgroup will be convened following the approval of the Climate Investment plan. Those workgroup discussions will inform the assignment of City Bureau roles in the program, the development of RFP process for administration, rebate tracking, community education roles, and the application process for retailers. Implementation of an active rebate program is anticipated in mid-2024, with education and outreach opportunities occurring in advance of rebates.