PCEF

Portland Rides: PCEF E-bike Rebate Program

Seetha Ream-Rao, PCEF Transportation Decarbonization Program Manager

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THE BUREAU OF PLANNING & SUSTAINABILITY

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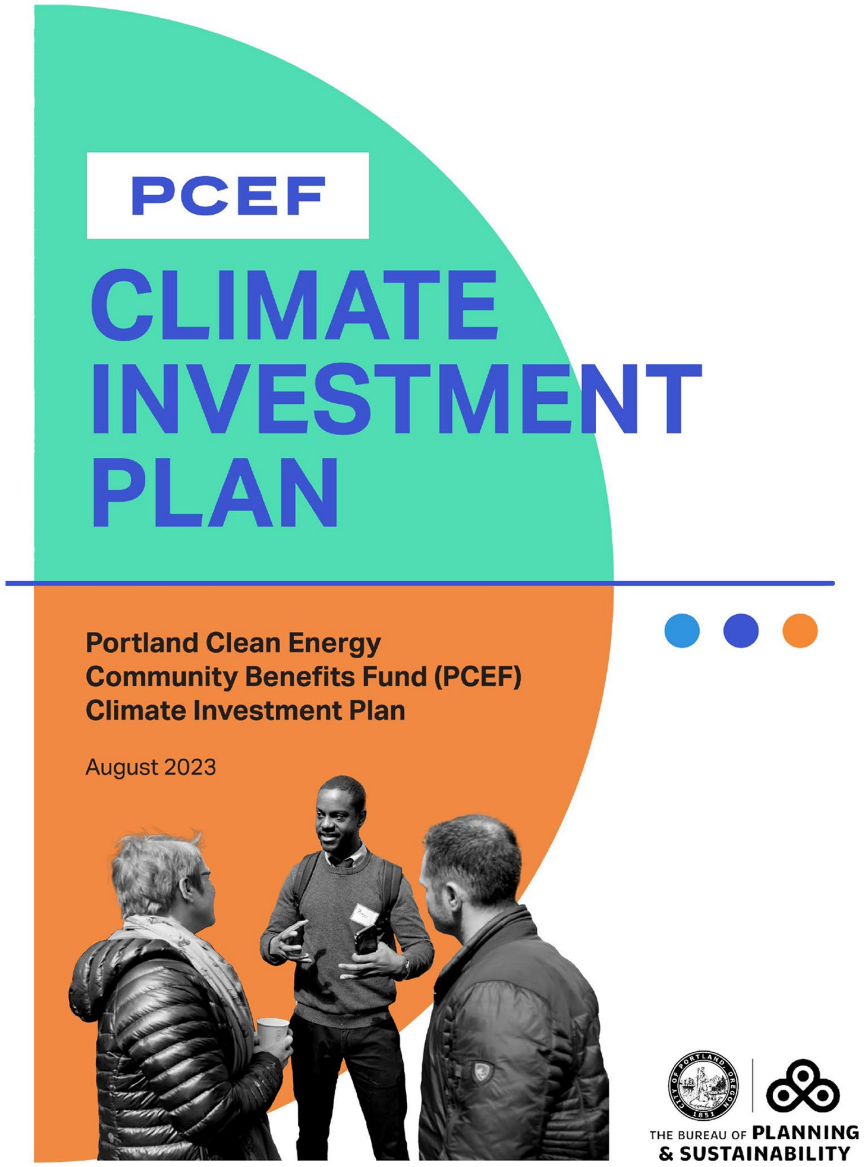

The Climate Investment Plan

The Climate Investment Plan (CIP) is PCEF's **five-year roadmap** for community climate investments, outlining allocations, outcomes, and goals that **advance climate action, equity, and resilience across Portland.**

The CIP is updated annually to stay responsive, accountable, and **aligned with community needs** and program performance. Updates are recommended by the PCEF Committee to City Council.

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Strategic Program 3: E-bike rebate program

PORTLAND RIDES
PCEF E-BIKE REBATE PROGRAM
Powering a better future, one ride at a time

Program Implementors and Roles

resource innovations

Central Administrator

Driving standard, cargo, and adaptive program development and implementation with a team of local partners and subject matter experts to support with outreach, marketing and consumer education, and safety education

APTIM

Rebate Administrator

Building and maintaining application portal, providing customer and retailer service, distributing rebates to participants, reimbursing retailers, and supporting with continued program development and improvement.

Portland State UNIVERSITY

Evaluator

Supporting survey development and evaluation of program, data collection to inform program performance, supporting with continued program development and improvement

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Program Partners

Partnering with the following local organizations based on their expertise and presence in Portland. These partners have also been crucial in the program development process.

Community Cycling Center

Consumer education and in-person engagement around safety and e-bike riding.

iZO Public Relations & Marketing

Consumer and CBO outreach, including culturally specific outreach and engagement

FORTH

Retailer outreach, and relationship management; retailer training on program processes

BPN inc.

Creative development (website, materials, etc.), marketing, media relationship, and translation services

commute options

Online safety training creation and management.

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E-Bike Rebate Program Pilot

- On **September 29th, 2025**, we opened the PCEF E-Bike Rebate Program Pilot.
- The pilot was designed specifically for income qualified Portland Community College (PCC) students for standard Class 1 e-bikes.
- We hosted tabling events in collaboration with the PCC Student Basic Needs Hub at **four (4)** PCC campuses.
- Each event gathered feedback to inform full program launch.
- Pilot closed **December 7, 2025.**
- $1600 E-bike Rebate, $300 Accessories

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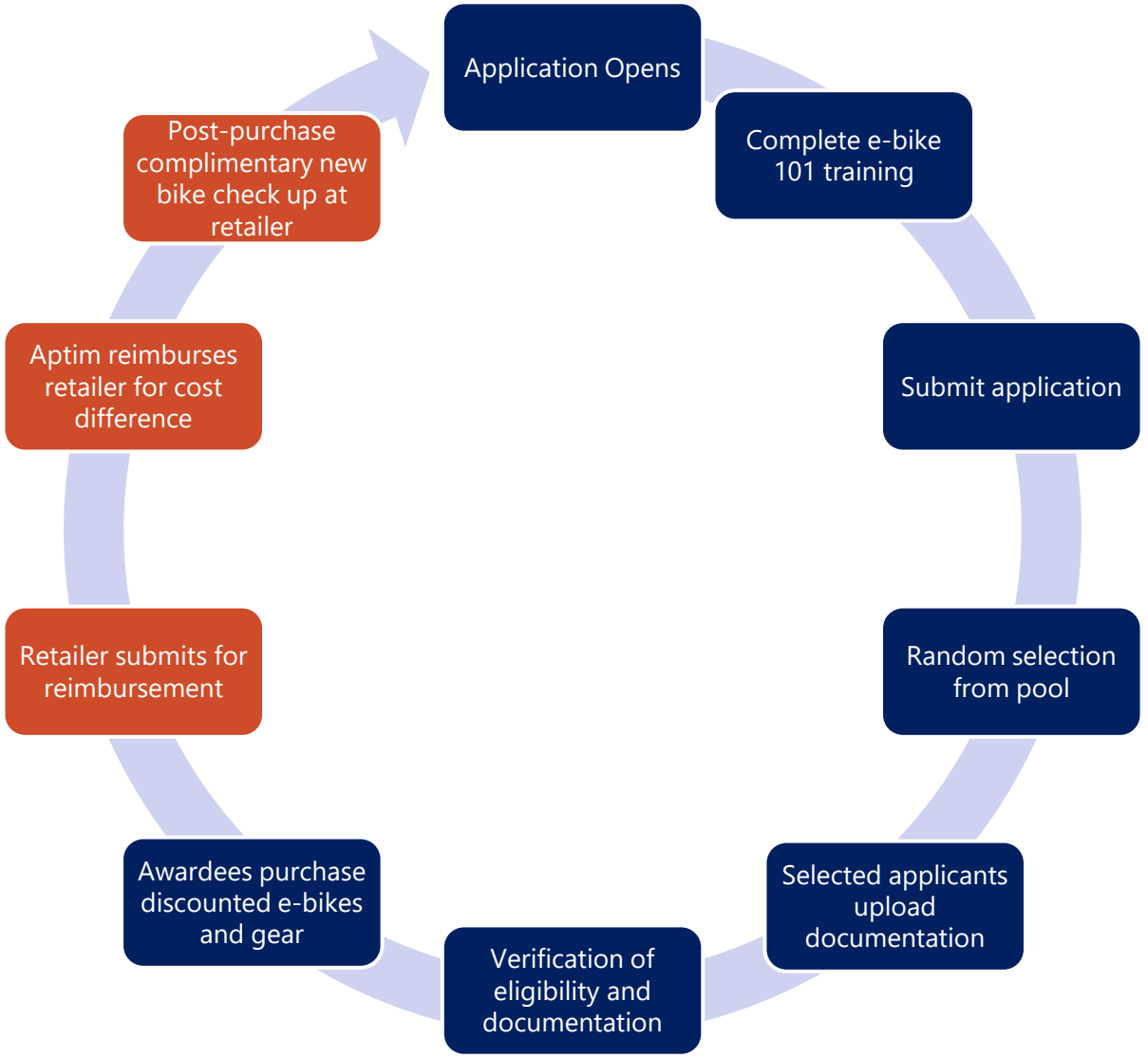
Customer Journey

Color Key

- Applicant Action
- Retailer Action



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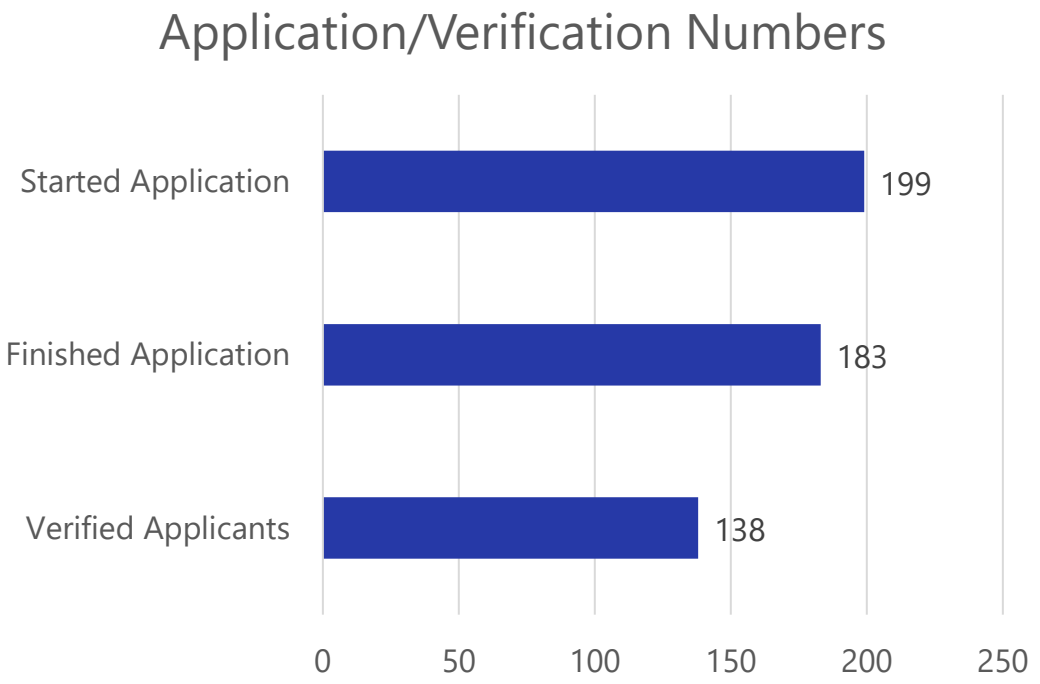
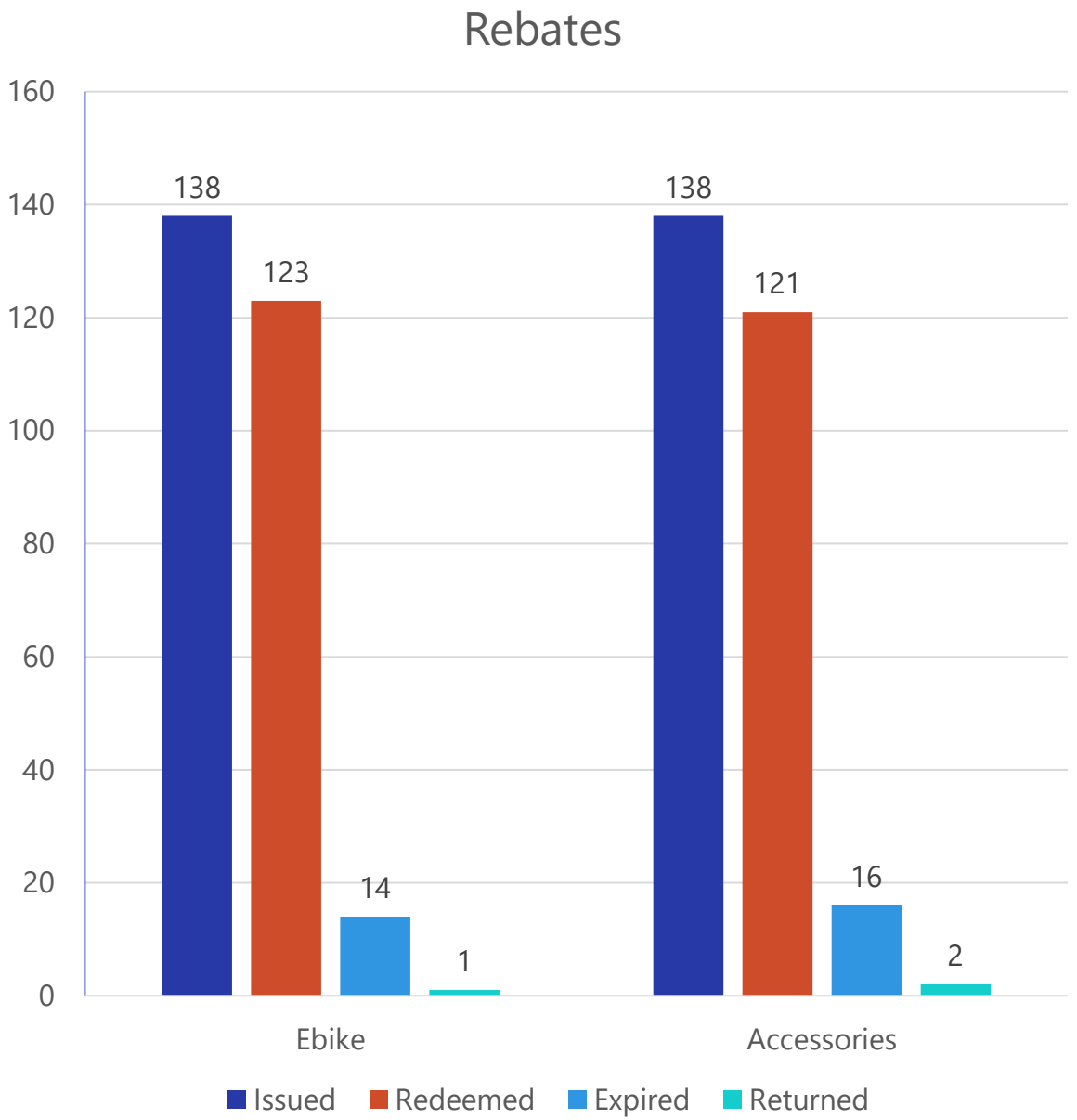
Results





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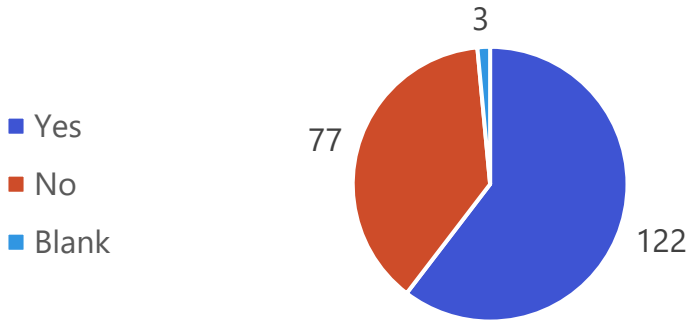
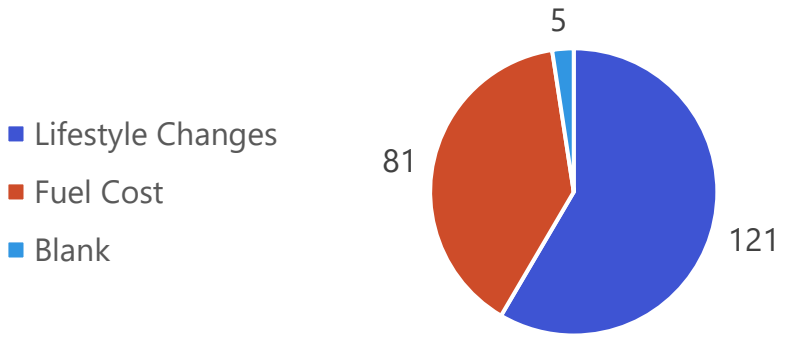
Data from Pilot

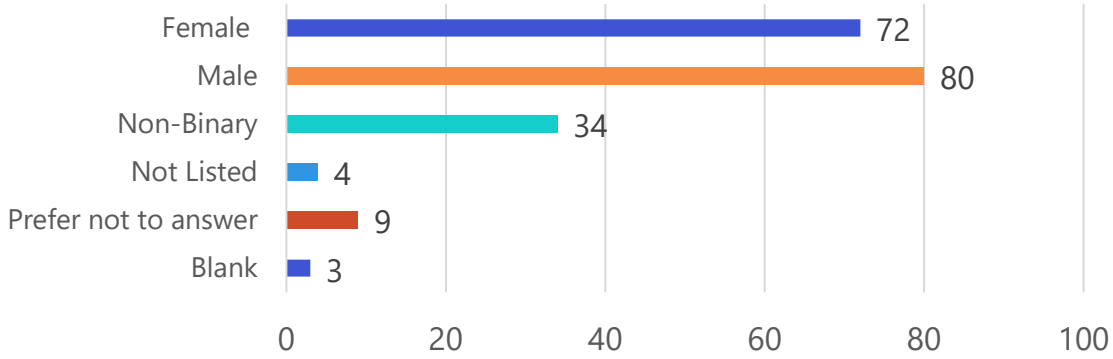
If you weren't participating in this program would you still consider buying an ebike?



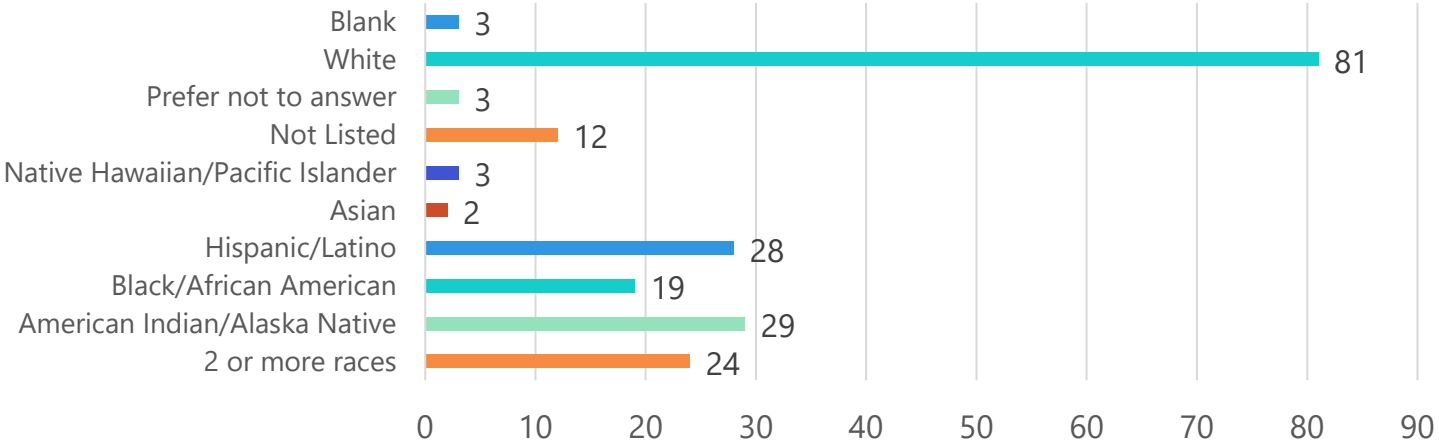
What is your primary motivation for applying for an ebike rebate?



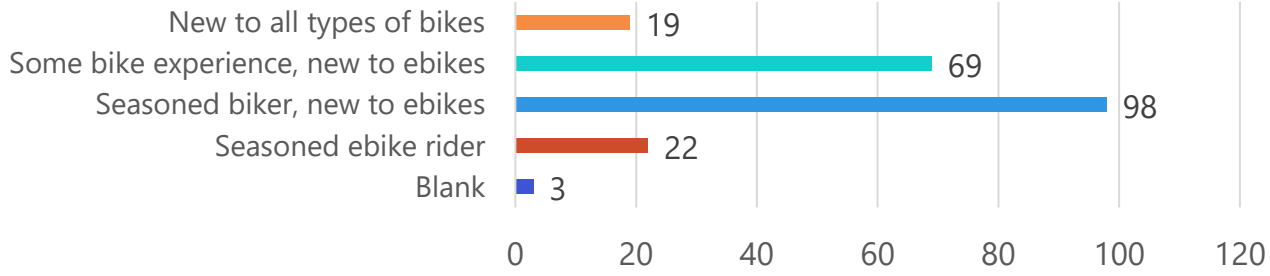
Gender



Race



Tell us about you general bike and ebike experience



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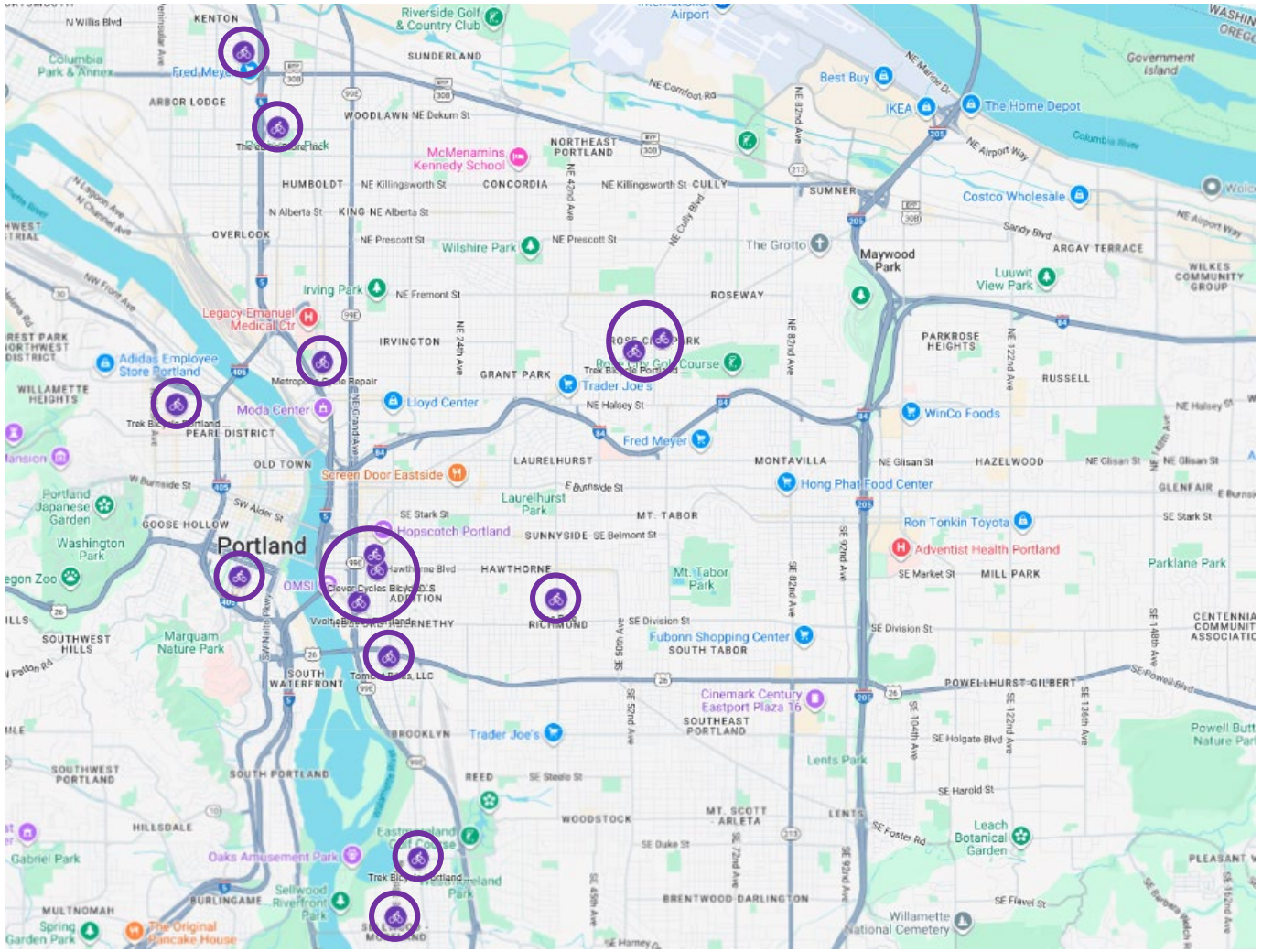
Retailers

14 participating retailers

Retailers	Bikes Redeemed
pXcycle	2
Metropolis Cycles	4
TomCat Bikes	6
JOE BIKE	12
Nomad Cycles	14
Clever Cycles Bike & EBike Store	17
Trek Bicycle Hollywood	17
Trek Bicycle Slabtown	24
Sellwood Cycle Repair	25
Vvolt EBikes	27
Trek Bicycle Westmoreland	30
A Convenient Cycle	31
The eBike Store	31



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Pilot Feedback

Retailers

7 retailers responded to our follow up survey

Retailer Trends	%
Overall, retailers had a positive experience working with main program contact	87.5%
Retailers thought overall the portal was easy to use and that portal instructions were clear	100%
Mentioned one or more issues with the portal	62.5%
Said customers were not prepared/were confused when they visited the retailer	38%
Felt adequately prepared to assist customers participating in the rebate program	100%

Participants

71 applicants responded

Participant Trends	%
Reported the application was easy or somewhat easy	73%
Utilized the qualified product list (QPL) to assist with their research to choose e-bike	65%
Visited more than 1 retailer before purchasing their e-bike	59%
Had a positive experience with the retailer that provided their e-bike	93%
Purchased accessories from the retailer where they got their e-bike	87%
Respondents who had a general idea of which bike they wanted before going to the retailer	55%

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Key Takeaways

The Pilot program confirmed that…

- There is strong demand for e-bikes in Portland
- The program design was successful in reaching low-income participants.
- Targeted outreach is important to reaching key demographics.
- Additional education on choosing ebikes is needed
- Hands on testing of ebikes is also a key component

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Moving Forward

- Main Launch: Late March 2026
  - Rebate Amounts Standard $1600, Cargo $2350, Accessories $300
- Adaptive Program Launch: April 2026
- Additional Retailer Recruitment and Training
- E-bike 101 training materials
- Website resources: FAQs, program guide, qualified product list
- Translated program materials (5 languages)

- Easily accessible outreach events across Portland to include:
  - Tabling with multilingual staff
  - E-bike demonstrations with various models of e-bikes
  - In-person application support
  - In-person bicycle education and safe riding clinics