



City of Atlanta E-Bike Rebate

ARC Board Meeting

February 14, 2024

Atlanta E-Bike Rebate Program



ARC Strategic Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Diverse stakeholders engage and take a regional approach to solve local issues.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



A competitive economy that is inclusive, innovative, and resilient.



Regional services delivered with **operational excellence** and **efficiency**.

Program Objectives

Provide safe, sustainable, and affordable transportation options to Atlanta residents, especially working families and low-income individuals

Connect residents to jobs and opportunities

Reduce vehicle miles traveled (VMT)

Reduce greenhouse gas (GHG) emissions

Understand the impact of e-bikes on low-income communities

Understand how e-bikes affect commuter behavior

Deliver program that addresses climate change, equity, and sustainability, and scales regionally

Program Partners



Atlanta E-Bike Rebate Program



The City of Atlanta approved a **\$1 million** e-bike rebate program to provide **reliable, affordable,** and **sustainable** transportation options to combat **climate change** and rising **transportation costs**.

Program Overview

- **75%** of rebate funds for income qualified participants (80% AMI)
- **800 – 1,000** new e-bike riders in City of Atlanta
- **\$500 - \$2,000** rebates divided into four types
- **Point-of-sale** rebate

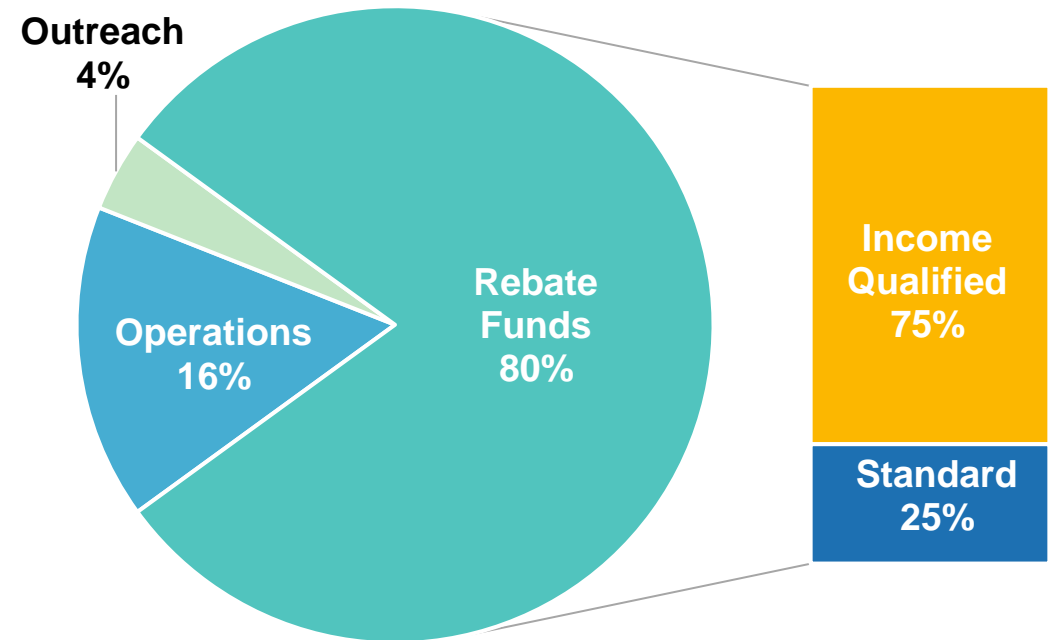
Primary Target Audience

- Moderate- to Low-Income Residents
- Transit Dependent Populations
- Zero-Car to One-Car Households

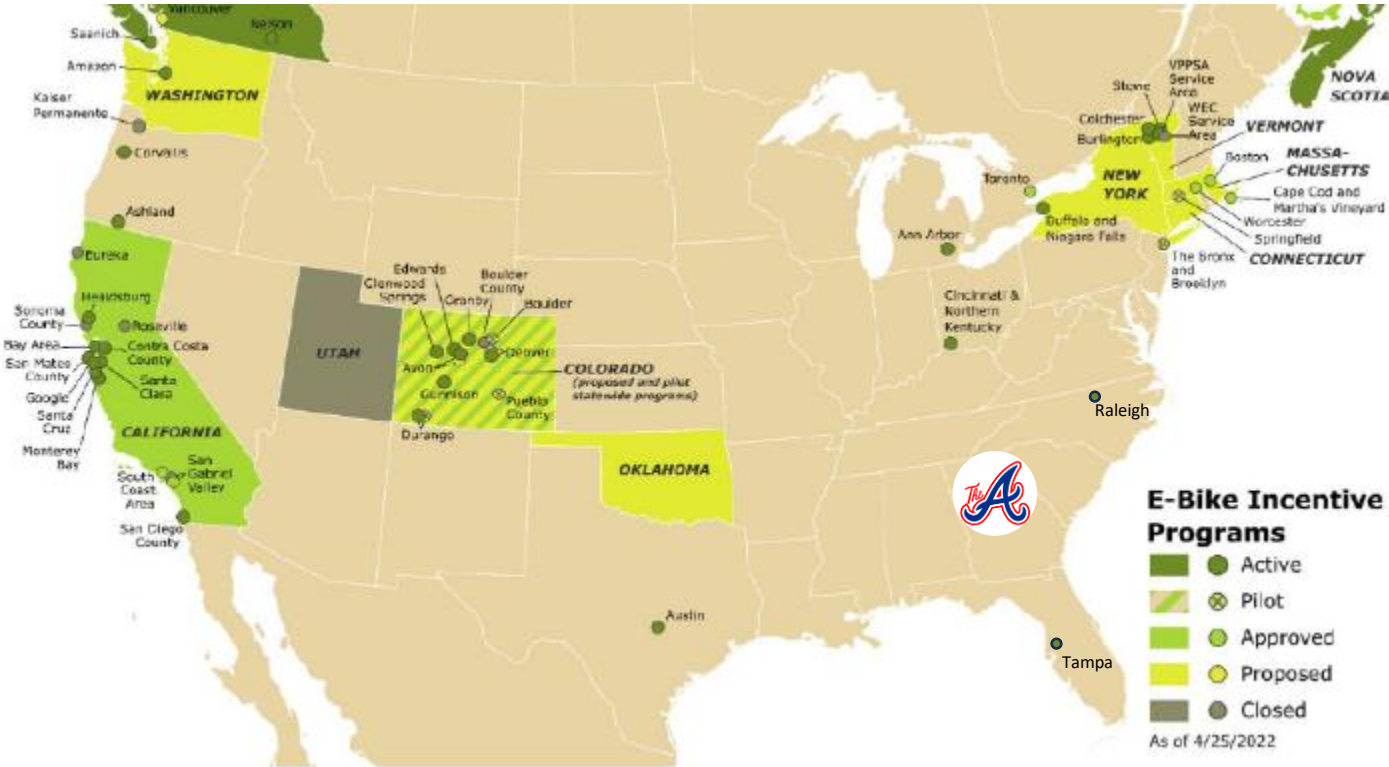
Prospective E-Bike Retailers

- Brick-and-mortar stores within city limits
- Must sell e-bikes at the physical location
- Must be able to service e-bikes on-site

E-Bike Rebate Program (% of funds)



Local Relevance, National Impact



...puts Atlanta region on the map

Newsweek 90

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Personal Finance | Georgia Atlanta

City Gives Residents \$2,000 for Purchasing a Bike

Jan 17, 2024 at 12:01 PM EST

"This groundbreaking e-bike rebate program holds transformational potential for the City of Atlanta and the entire region," said Atlanta Regional Commission Board Chair and Mayor Andre Dickens, in a statement. "The program will help reduce the number of vehicles on our roads, clean our air, and provide a cost-effective way for people to get around town."

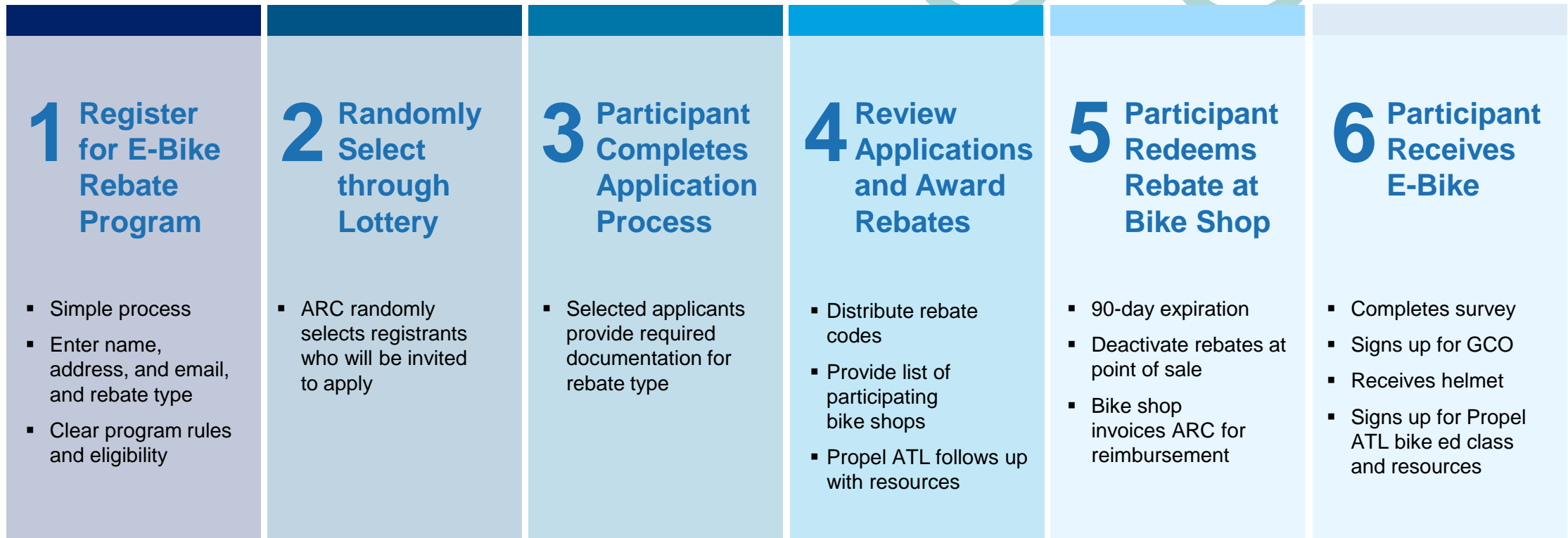
"E-bikes are truly a game-changer, giving people access to an affordable transportation option for short trips that would otherwise require a car," said Anna Roach, executive director and CEO of the Atlanta Regional Commission. "The Atlanta e-bike rebate program brings e-bikes within reach of anyone, regardless of income or ZIP code."

Atlanta isn't the first city in the United States to offer e-bike rebates to residents, but it is the first city in Georgia, joining its Southern neighbor cities, Tampa, Florida and Raleigh, North Carolina.

Proposed Application Process



E-Bike Rebate Participant Journey



Proposed Timeline

Q1 2024

- Kick-off meeting with stakeholders.
- Develop marketing materials and strategies.
- Finalize contracts and agreements with local bike shops.
- Start community outreach programs and workshops.
- Set up lottery system for rebate disbursement.
- Train staff on the lottery system and application process.
- Finalize online application portal.



Q2 2024

- Launch the City of Atlanta E-Bike Rebate Program

Earth Day: April 22, 2024

- Accept/close registration for the spring lottery.
- Conduct lottery and select applicants.
- Review and disburse rebates to verified applicants.
- Process disbursements to bike shops for spring winners.

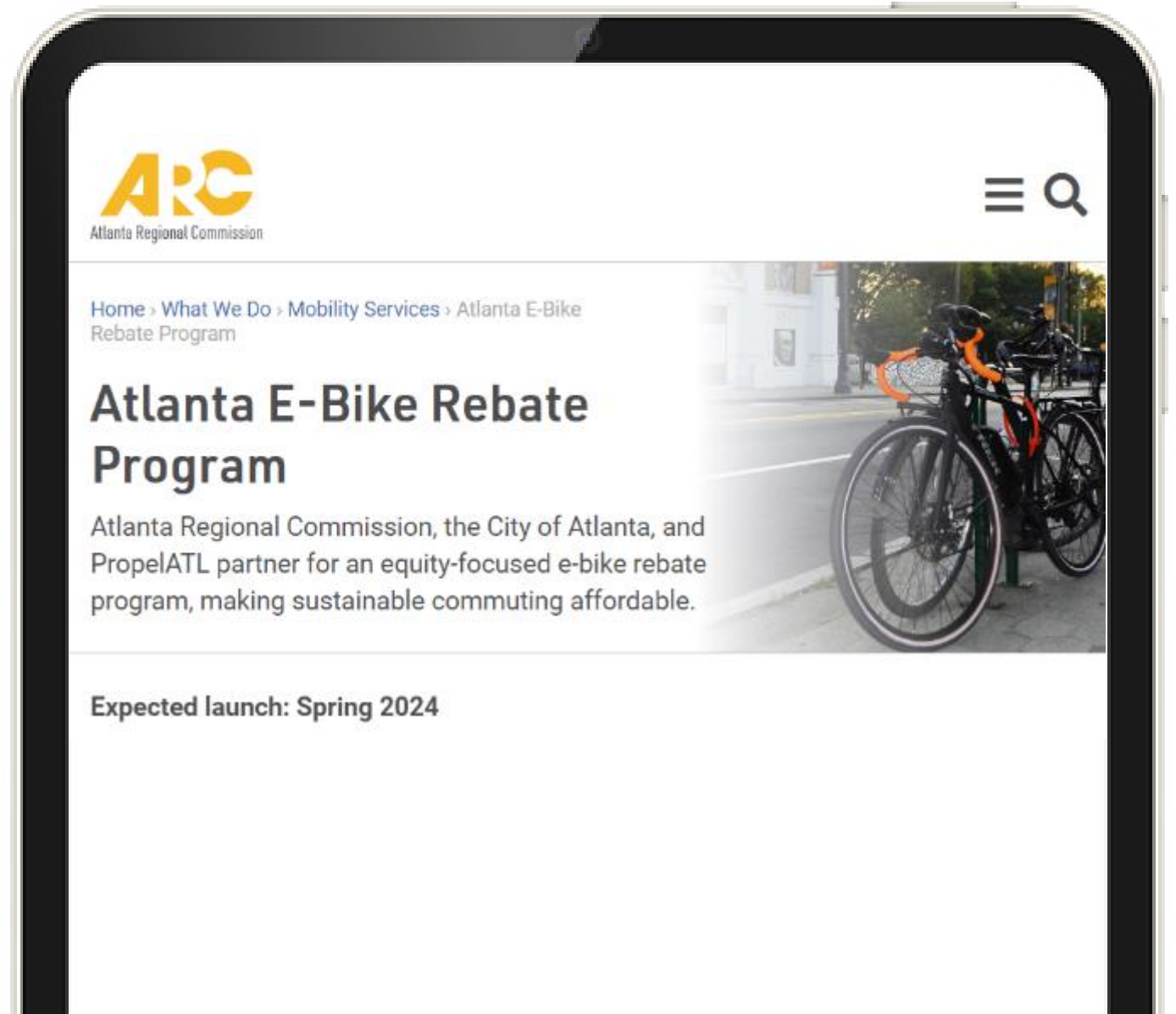


Stay Connected

E-Bike Rebate Program Website



atlantaregional.org/ebikerebate





Questions?

City of Atlanta E-Bike Rebate

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