

ONE
great
REGION



Atlanta E-Bike Rebate Program

Update to the Atlanta City Council Transportation Committee

August 14, 2024

Atlanta E-Bike Rebate Program



Managed by
ARC
Atlanta Regional Commission

In partnership
ROPEL
ATL

Contents

- Program Overview
- Application Process
- Earned Media and Outreach
- Round 1 Results
- Next Steps



Atlanta E-Bike Rebate Program



Managed by
ARC
Atlanta Regional Commission

In partnership
ROPEL
ATLANTA



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**.

Rebates

Income Qualified Rebates

- Standard E-Bike - \$1,500
- Cargo E-Bike – \$2000

General Rebates

- Standard E-Bike - \$500
- Cargo E-Bike - \$1,000

75% of rebate funds allocated to Income Qualified participants defined as at or below **80% Area Median Income**.

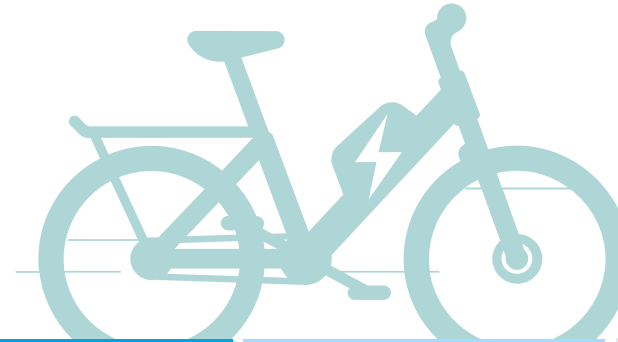
Applicant Eligibility

- Must be **18 or older**
- Live within the **City of Atlanta** limits
- Purchase an e-bike from a **participating bike shop**
- **Maintain ownership** of the e-bike for one year
- Participate in **three surveys** over the course of one calendar year

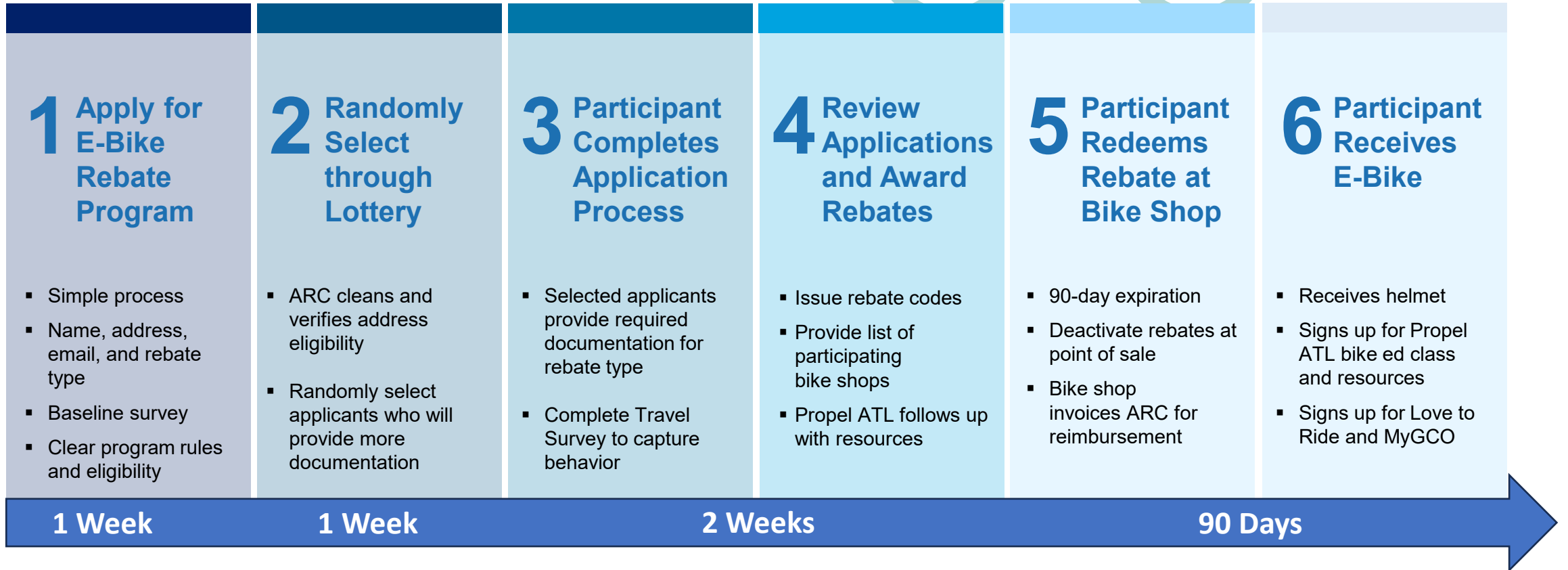
Bike Shop Eligibility

- **12** participating bike shops
- Brick and mortar stores within city limits
- Must sell e-bikes at physical location
- Must service e-bikes on-site
- Must respond to ARC Request for Qualifications

Application Process



E-Bike Rebate Participant Journey



Earned Media and Outreach



Atlanta launches lottery for discounted e-bikes

by Delaney Tarr
June 18, 2024 4:31 pm



Some residents like Makeisha Robey have used e-bikes to avoid owning a car entirely. She uses a long tail cargo e-bike to get around town with her child.

“We have been able to go to the **grocery store** to buy the things we need, to stop by the **doctor**, to go to the **park**, to even have the **financial freedom to start a business**,” Robey said. “So getting these e-bikes is **not just for recreation** for some families like myself.”

Atlanta resident Brandon Todd said he’s **never owned an e-bike**, but the rebate program has encouraged him to try out for the lottery and **reduce car commutes**. He also said it provides a level of **accessibility** that typical bikes don’t.

“I’m feeling **excited**,” Todd said. “Being that I’m an amputee, I’m able to receive additional push with the pedal assist.”

Education and Engagement



- Propel E-Bike Rebate Webpage Views: 4523
- 5 education classes reaching 74 people
- 4 Propel ATL Newsletters to 14k+ subscribers
- Instagram
 - Round 1 reached 3,504 of which 38% were nonfollowers
 - Program launch reached 5,698 of which 64.6% were Non-followers and 135 shares
 - Ebike Mixer reached 1,905 and 32 shares
 - ASA rebate recipient reached 697 accounts



Education and Engagement

📌 Outreach Activities and Events

- Spring Fling in Pittsburgh Yards
- APS Back to School Bash at GWCC
- Monthly e-bike expos at Atlanta Streets Alive
- E-bike mixer at Atlantucky
- E-Bike Expo at The Home Depot Backyard
- Outreach at 3 MARTA stations (Bankhead, Hamilton Holmes, Oakland City)

📌 Future Outreach and Education

- Continue classes (one in August, two in September)
- Targeted social media ads across platforms
- E-Bike Signing Day event the week of round 2 application window
- Dedicated outreach to NPUs
- Street teams in the following areas:
 - ▶ SE: Browns Mill, South River Gardens, etc
 - ▶ SW: Ben Hill, Adamsville, etc
 - ▶ NW: Collier Heights, Blandstown, Florida Heights, etc.

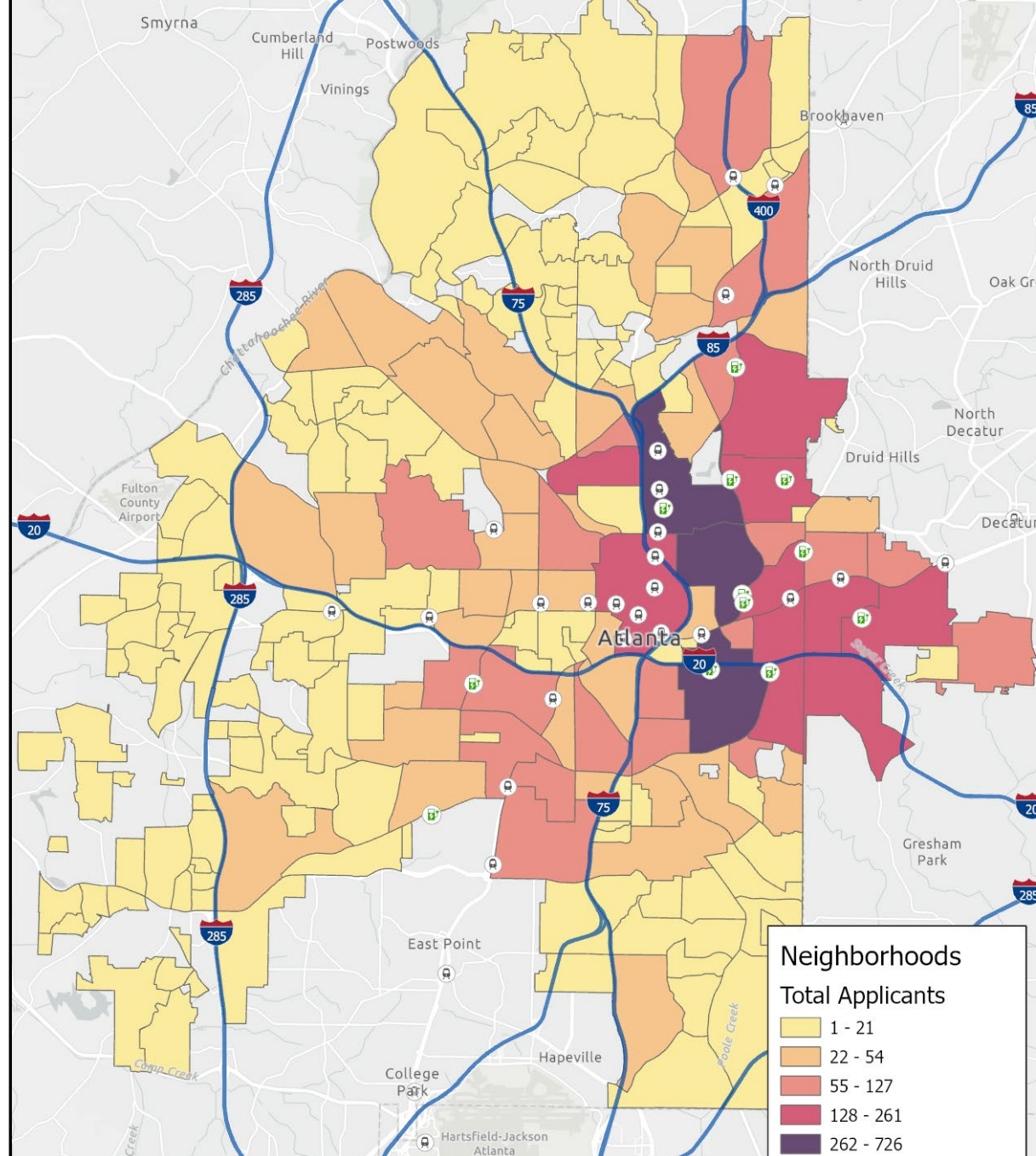
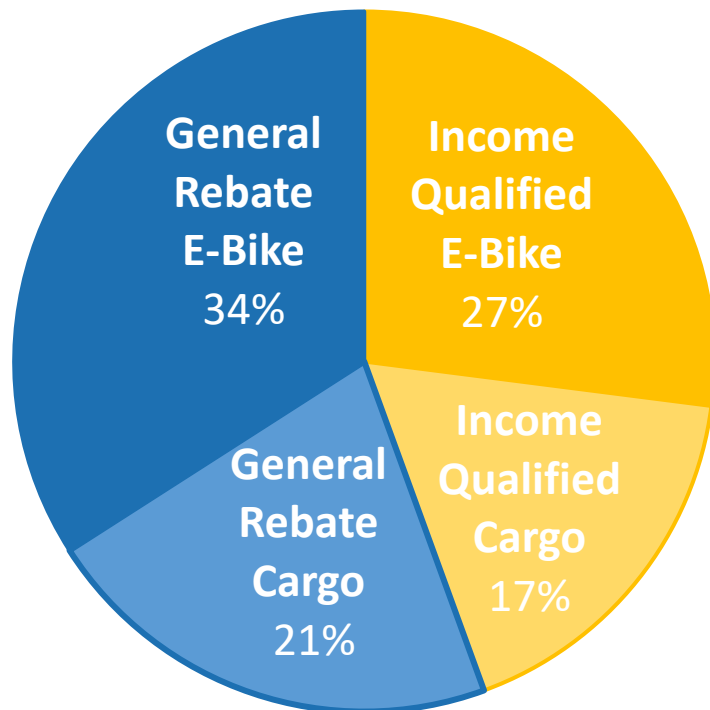


First Round Results

Applications: 8,888

Income Qualified: 3,950 (44%)

General Rebates: 4,938 (56%)



Applicant Map by Neighborhood

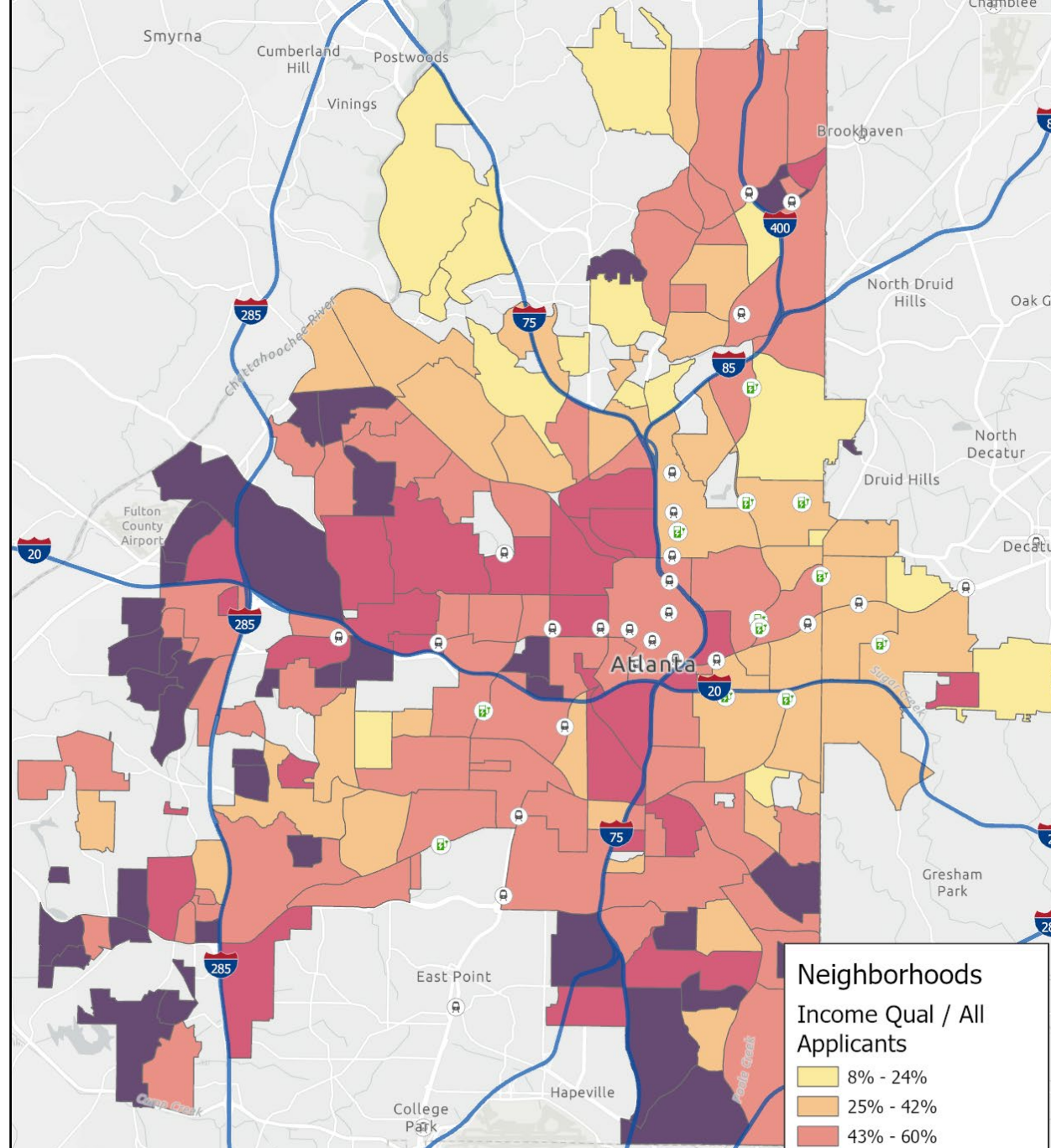
Neighborhoods
Total Applicants

Lightest Yellow	1 - 21
Light Orange	22 - 54
Orange	55 - 127
Red	128 - 261
Dark Red	262 - 726

Green Bicycle Icon: Bike Shops
Grey Train Icon: Marta Rail Stations

Preliminary Findings

- Half of Income Qualified applicants **would not purchase an ebike without the rebate** compared to 32% of general applicants.
- 32% of Income Qualified applicants **do not own or lease a car** compared to 7% of general applicants.
- 44% of Income Qualified applicants **primarily want an ebike for commute trips** compared to 30% of general applicants.
- 12% Students
- The map shows the **Income Qualified applicants as a percentage of all applicants** by neighborhood. This is used for targeted outreach and engagement.



Income Qualified/Applicants by Neighborhood

Application and Selection Process Timeline

Application Window | June 16, 2024 – June 23, 2024

- **8,888 applications** for a limited number of rebates.

Rebate Recipients Selected by Lottery | Week of June 23, 2024

- Randomized selection process (lottery) to select **413 rebate recipients** from the pool of eligible applicants that met the City of Atlanta residency requirements.
- Randomized selection process ensured each eligible application had a **fair chance of being selected regardless of when the application was submitted.**
- Approximately **five percent of applicants** were selected to receive a rebate.

Eligibility Verification of Rebate Recipients | July 16, 2024

- ARC followed up with applicants about their status on **June 28, 2024.** Those selected for the rebate had until **July 12, 2024** to submit documentation verifying their identity, age, address, and, if selected for an Income Qualified rebate, proof of income.

Rebates issued | July 26, 2024 on a rolling basis

After reviewing and approving the eligibility documentation, ARC issued **317 rebate codes.**

Round 1 Data

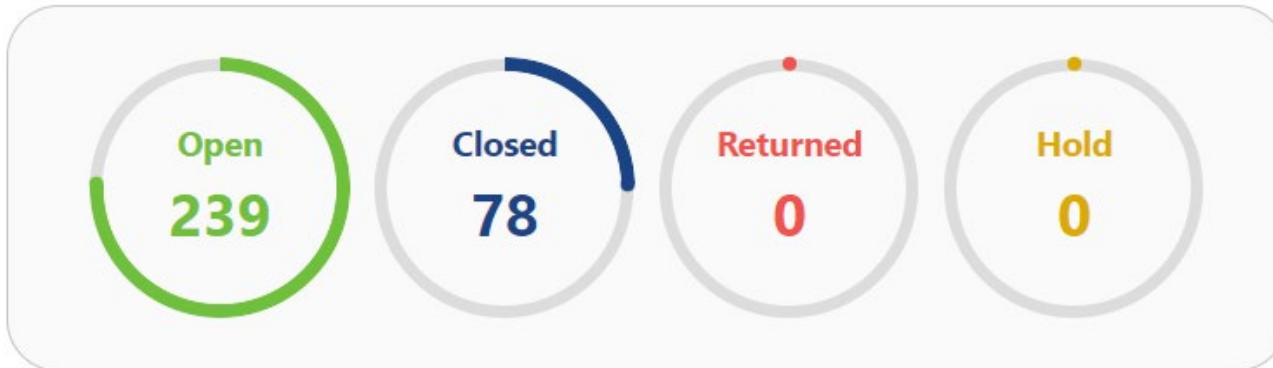
REBATE TYPE	APPLICANTS	REBATE RECIPIENTS	TOTAL ALLOCATED	PERCENT OF FUNDS (75% INCOME QUALIFIED)
Income Qualified E-Bike	2403	150	\$225,000	45%
Income Qualified Cargo	1547	75	\$150,000	30%
Non-Income Qualified E-Bike	3028	126	\$63,000	13%
Non-Income Qualified Cargo	1910	62	\$62,000	12%
TOTAL	8888	413	\$500,000	100%

Rebate Redemptions

Vendor Dashboard

- View from **ARC Vendor Portal Dashboard** to manage and track rebate redemptions

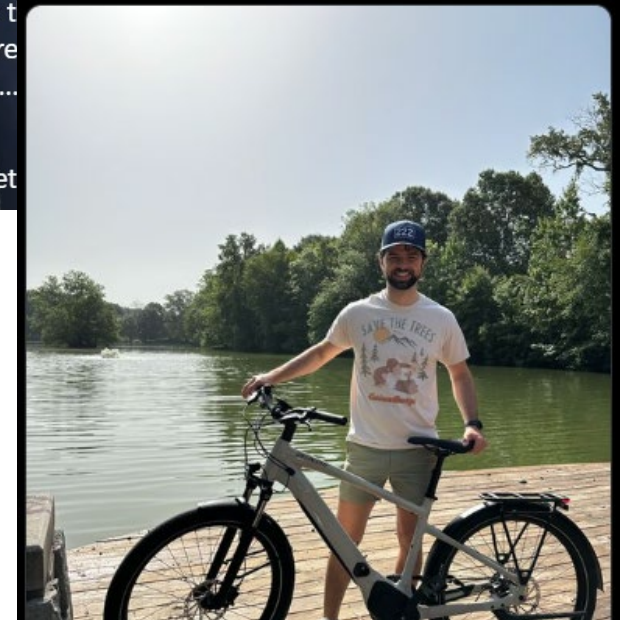
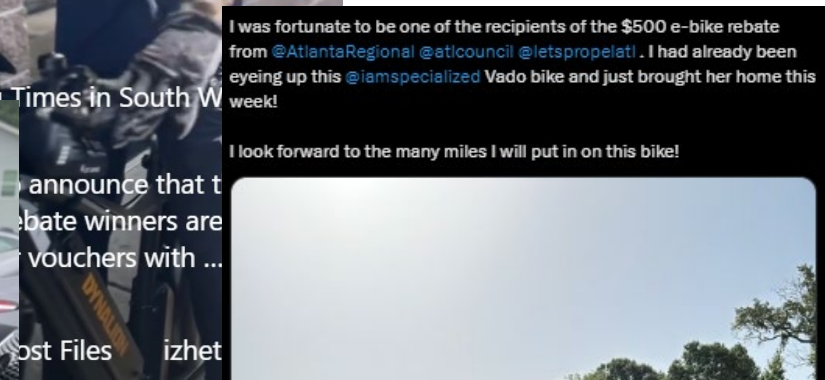
Vouchers



Metrics

- 317/413 (77%)** applicants selected submitted eligible documentation
- 78/317 (25%)** rebates have been redeemed since July 25.
- 56/78 (72%)** of redeemed rebates are Income Qualified.
- All 12 participating bike shops** have redeemed rebates
- Anticipate an **80% redemption rate**.

Rebates are live!



Next Steps

Requested remaining \$460,000 for Resolution #23-R-43-42 Donation to support Electric Bike Rebate Program

- Submitted invoice on July 31, 2024

Open August Application Window

- August 24 – August 30, 2024

Rebate Recipients Selected

- Week of September 2, 2024

Eligibility Verification of Rebate Recipients

- September 9 – September 22, 2024

Rebates Issued

- End of September

Additional Program Application Rounds (Pending Funding Availability)

- ARC plans to issue all remaining rebate funds in September. Applicants from Round 1 (June) and Round 2 (August) will have an opportunity to enter a drawing for any **unclaimed rebate funds** in October.

Stay Connected

E-Bike Rebate Program Website



atlantaregional.org/ebikerebate

The screenshot shows the mobile website for the Atlanta E-Bike Rebate Program. At the top, the ARC logo (Atlanta Regional Commission) is on the left, and navigation links for 'WHO WE ARE', 'WHAT WE DO', and 'RESOURCES' are on the right. Below the navigation is a breadcrumb trail: 'Home > What We Do > Mobility Services > Atlanta E-Bike Rebate Program'. The main heading is 'Atlanta E-Bike Rebate Program'. The introductory text states: 'The Atlanta Regional Commission has partnered with the City of Atlanta and Propel ATL to offer an equity focused E-Bike Rebate Program designed to provide affordable transportation options for City of Atlanta residents, particularly moderate and low-income individuals. Fueled by a \$1,000,000 investment from the City of Atlanta, this initiative aims to break down barriers to e-bike ownership, reduce transportation costs, and replace solo car trips to work, the grocery store, and local parks and recreation centers.' Below this is a section titled 'APPLY IN AUGUST' with the text: 'The next e-bike rebate application window will be in late August 2024. Please sign up below to receive notification of the next application period. Applicants not selected to receive a rebate in the first round will have the opportunity to opt in to resubmit their application.' A link is provided: 'View the [Application data and selection process](#) for the first round of rebates.' On the right side of the page, there is a teal sidebar titled 'EXPLORE MOBILITY SERVICES' with a list of links: 'Explore Mobility Services', 'Georgia Commute Options', 'Georgia Commute Schools', 'TDM Annual Report', 'TDM Dashboard', '2023 Regional Transportation Demand Management Plan', 'Atlanta E-Bike Rebate Program' (highlighted), and 'Regional Commuter Survey'. At the bottom right, there is a sign-up form titled 'Sign Up to Receive Email Notifications about the E-Bike Rebate Program' with a 'Name (Required)' label and two input fields for 'First' and 'Last' names.

On this page:

- [Eligibility](#)
- [Available E-Bike Rebates](#)
- [Application Process](#)

Sign Up to Receive Email Notifications about the E-Bike Rebate Program

Name *(Required)*

First

Last



ONE
great
REGION



Questions?

Atlanta E-Bike Rebate Program

Bennett Foster

Innovation and Partnership Director
Mobility Services Department, ARC

bfoster@atlantaregional.org