



peopleforbikes

P.O. BOX 2359 BOULDER, CO 80306  
PeopleForBikes.org | 303.449.4893

February 8, 2023

Climate, Energy, and Environment Committee  
Oregon State Capitol  
900 Court St. NE, H-492  
Salem, Oregon 97301

Subject: House Bill 2571, Electric Bicycle Incentive Program

Dear Members of the Climate, Energy, and Environment Committee,

On behalf of the PeopleForBikes Coalition, we write to you in support of House Bill 2571, that if signed into law, would create an electric bicycle purchase incentive program in Oregon.

The PeopleForBikes Coalition is the national advocacy group that works for better policies and infrastructure for bike riding. We are the sole national trade association, representing over 320 manufacturers, suppliers, and distributors of bicycle products and representing over 1.4 million riders in the U.S. – 13,000 of which live in Oregon. We work to make bike riding a safer and more inclusive activity for everyone, including those who ride electric bicycles.

Electric bicycles are the future of personal mobility and recreation thanks to their environmental benefits and their inclusive nature. They are becoming increasingly popular as they allow people to relieve themselves of the financial burdens associated with car ownership. Electric bicycles have made significant progress in the last ten years. With advancements in battery technology, motor design, and cargo carrying capacity, electric bicycles are now a viable full-time transportation option for many Americans. We are firm believers that electric bicycles are a critical tool for achieving our nation's climate, environmental, health, and transportation objectives.

We'd like to offer the following thoughts on the proposed language of the bill for your consideration.

- **Definition of a "cargo electric bicycle"** - There are seven states with electric bicycle incentive programs in place. Many of these state programs are choosing to provide extra financial incentives for the purchase of an electric cargo bicycle but did not define such an electric bicycle type within statute. Instead, the types of eligible bicycles are usually detailed once the program administrator begins to work on the program, as this allows for more flexibility in the planning process. We believe that defining specific types of electric bicycles within Oregon's state statute is not necessary at this time and should be left up to the Department of Environmental Quality to consider during program administration.

- **Additional incentives for income-qualifying participants** - Additional financial incentives for both the purchase of an electric bicycle and riding accessories (i.e. helmet, lock, panniers, baskets, etc.) for lower-income earners may further encourage the use of the program and diverse participation. Equitable access to electric bicycles is crucial, as lower-income earners can often benefit the most from their use as a low-cost mobility solution. We would additionally like to explore how to better target this incentive to support equitable outcomes.
- **Collection of demographic data** - We strongly support the collection of demographic data, which will help the state better understand who the rebate is reaching and who will need further outreach. We suggest that an evaluation study of the program should be completed to determine who used the rebates and how participants used their electric bicycles.
- **Ownership requirement for one year after purchase** - The bill requires that the rebate recipient must maintain ownership of the electric bicycle for at least one year. Though we understand the concern that some individuals may sell their bike to benefit from the rebate, there is little evidence of this activity from other programs around the US. Programs in Cincinnati and Denver have a requirement of only one rebate per person, which can minimize individuals purchasing multiple bikes with an intention to sell the bikes. This ownership element in the bill will create a challenging requirement to verify and enforce by either DEQ or retailers. We are not aware of any similar limitations or monitoring requirements in other state or city programs.
- **Positioning as a pilot program** - We are interested in exploring how this incentive approach can be more explicitly framed as a pilot. The proposed funding allocated for this program may run out quickly, given its likely popularity and if a third-party program administrator needs to be hired. Framing the incentive program as a pilot may benefit the bill as it goes through the legislative process.

Thank you again for your leadership on this important issue. We believe that the most successful electric bicycle incentive programs are ones that are created alongside local advocates and retailers. We want to support this bill as you champion it through the legislative process and partner with the Department of Environmental Quality where appropriate.

We appreciate your consideration and welcome the opportunity to provide any further information.

Sincerely,

Ashley Seaward  
Deputy Director of State + Local Policy  
PeopleForBikes Coalition