



# Let's talk Micromobility!

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**Oregon Micromobility Network (OMN)**

Wednesday, December 3, 2024



Engage Eugene



**Convening  
experts**



Portland State  
UNIVERSITY

**Conducting  
research**

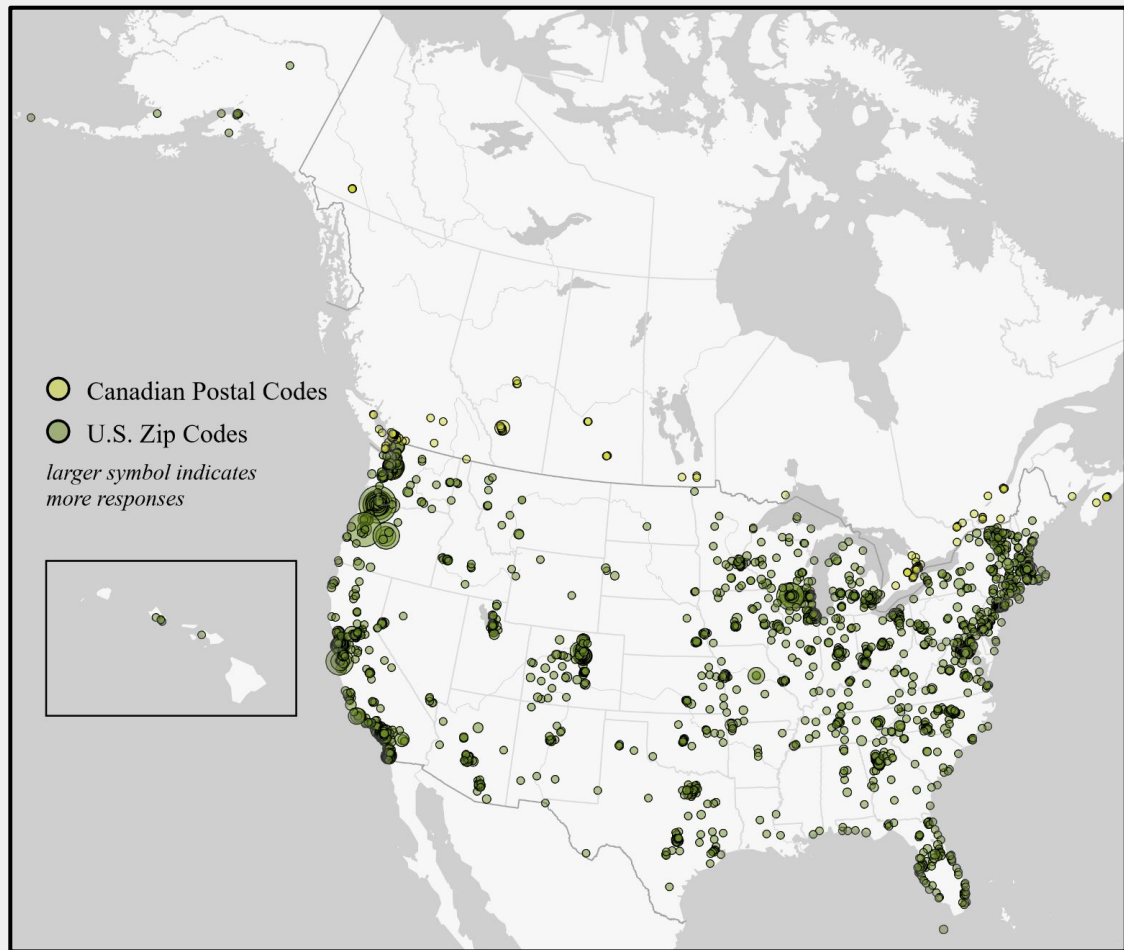


**Implementing  
best practice**

# 2023 E-Bike Owner Survey

4,096 responses

- 97% U.S.
- 39% West Coast (CA, OR, WA, BC)
- 8% Colorado







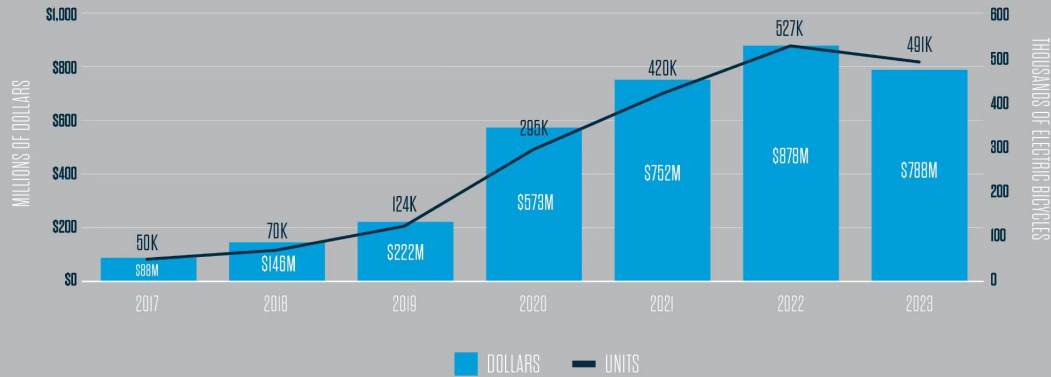
 **Cascadia**  
MOBILITY



# E-Bike Market Growth

## ELECTRIC BICYCLE SALES, 2017 TO 2023

VALUE AND NUMBER OF ELECTRIC BICYCLES SOLD



Market data thought to represent ~1/2 to 1/3 of U.S. unit sales; via PeopleForBikes

COVID-19 “Bike Boom” and 2023 market recovery period

- Sales have rebounded in 2024
- ~5M+ e-bikes sold in the U.S. to-date
- **~125k in Oregon**

# Micromobility is GREAT investment

## Benefits include

### Climate



#### Reduced VMT

Many benefits to travelers, communities, & taxpayers

### Economic



#### Access and affordability

Transportation equity with low cost and high range

#### Tourism and recreation

#### Local retail and industry

Many Oregon-based micromobility businesses

### Health

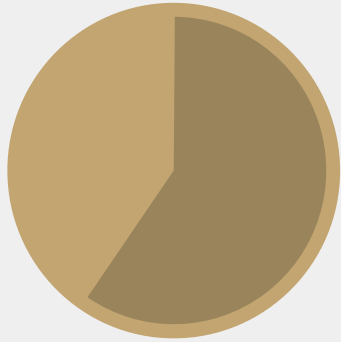


#### Net increase in physical activity

When e-bikes replace conventional bikes

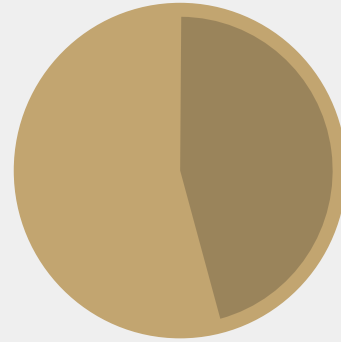
#### Converts new riders

Who wouldn't or couldn't otherwise cycle



Nearly  $\frac{2}{3}$  of all  
e-bike trips are

**utilitarian**



Nearly  $\frac{1}{2}$  of all  
e-bike trips

**replace car  
trips**



# Oregon's Engagement

Legislation

**HB 2571 (2023) - E-Bike Rebates (failed, W&M)**

**HB 4067 (2024) - Micromobility Task Force  
(failed, W&M)**

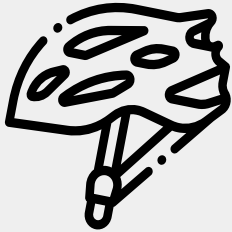
**HB 4103 (2024) - E-Bike Definitions (passed!)**

Work  
Groups

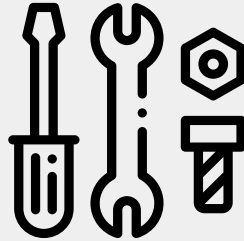
**LPRO Work Group (2024)**

**OPRD Rules Advisory Committee (2024)**

# 2025 Priorities- Sensible & Safe!



**Safety &  
Education**



**Device  
Definitions**



**Purchase  
Incentives**

Reps. E. Levy, D. Nguyen

Rep. M. Gamba

## Among e-bike owners...

**97%**



have a **driver's license**

**90%**



typically wear a **helmet**

**31%**



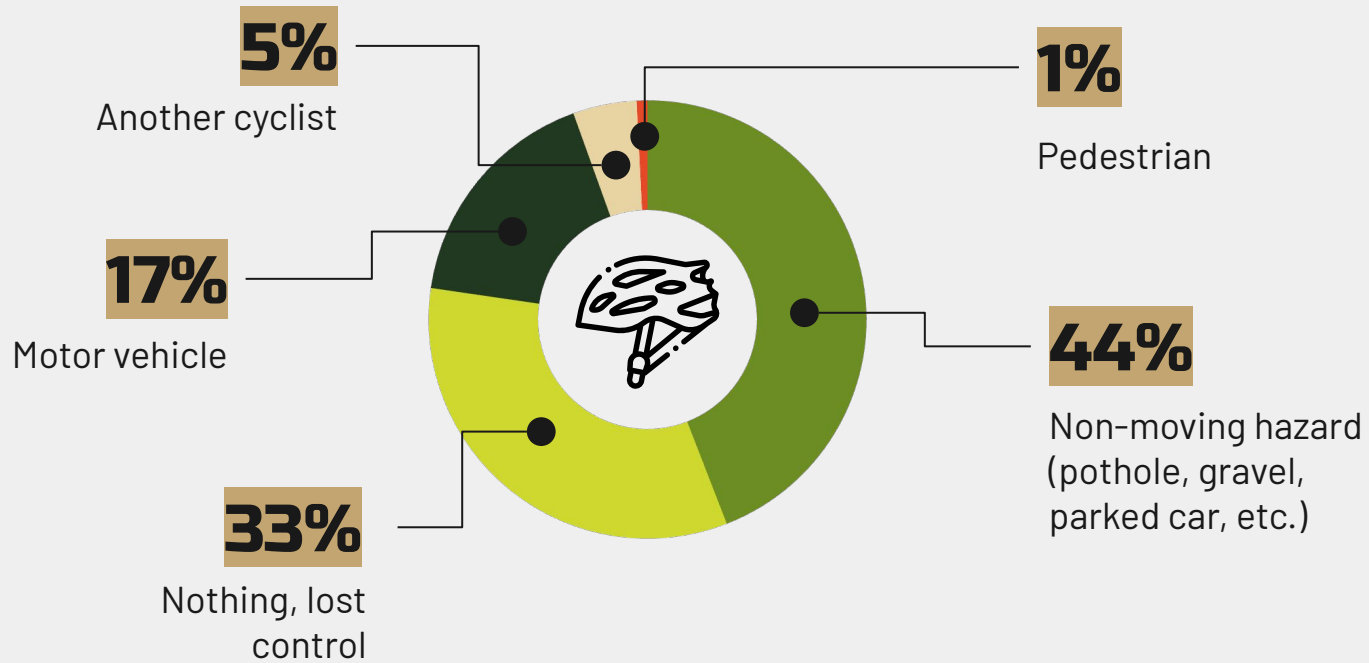
with children **aged 10-15** let their children ride

**5%**



with children **under 10** let their children ride

# Crash Involvement





**1 known fatality**  
**7+ million trips**

Portland e-scooter program



**0 fatalities**  
**3+ million trips**

Portland BIKETOWN

# Safety Solutions



## Education Funding ~ \$ variable

- Incorporate e-mobility curriculum into existing driver education programs (DMV, Oregon Friendly Driver, etc.), as in California
- Fund in-school bicycle education and incorporate micromobility, as in Minnesota and Washington

## Age Restrictions



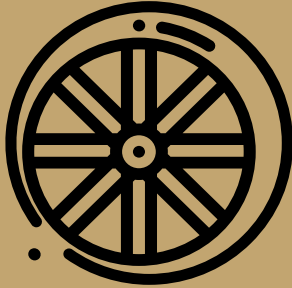
- Remove age restrictions for low-speed devices
- Align other usage and helmet requirements with driver's license age; allow those with learner's permits to access micromobility at 14/15 years old



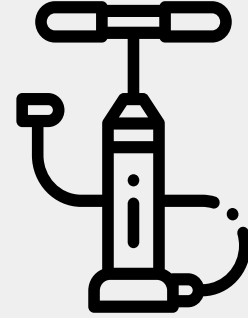
## Battery Standards

- Require UL certification
  - As in California and NYC, proposed in Minnesota

# Clarify Definitions



**Inconsistent regulations for  
bikes, e-bikes, e-scooters,  
personal assistive mobility  
devices, etc.**



**Blanket  
“micromobility”  
definition**

# Purchase incentives

18%



**Making 200% FPG or less seriously considered incentives available at purchase**

vs. 11% of those making more

49%



**Would have changed their purchase decision**

34% would not have bought an e-bike

15% would have purchased a different model

+15%



**Increase in share of seldom or non-cyclists to 46%**

vs. those who didn't receive an incentive

+12%



**Increase in share of women to 51%**

vs. those who didn't receive an incentive

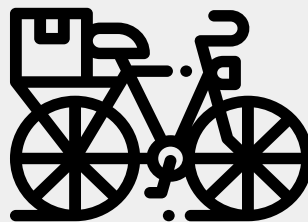


# Incentive recipients' trips



**+5% car replacement**

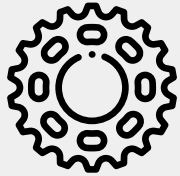
50% vs. 45% among  
non-recipients



**+9% utilitarian trips**

72% vs 63% among  
non-recipients

# Incentive Program Considerations



## Total budget

Denver program spent \$4.7 million in first nine months w/ \$400 incentives  
*"Like Taylor Swift tickets"*

Colorado: \$8M

Washington: \$5M

California: \$30M

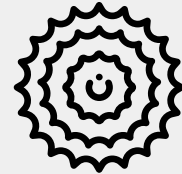
BC: \$4.3M

**Portland: \$20M**

## Target Group

Incentives increase for people with lower incomes

Stacking restrictions





**\$6 million**

for Oregon's first statewide e-bike incentive

**<80%** of area median income to be eligible

**\$1,200** maximum incentive

**4,500** incentives

**Thanks for listening!**

**Cameron Bennett**

*Oregon Micromobility Network*

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