



# Austin Energy e-Bike Rebates & Initiatives

Council Mobility Committee

**Karl Popham**

Manager, Electric Vehicles & Emerging Technologies



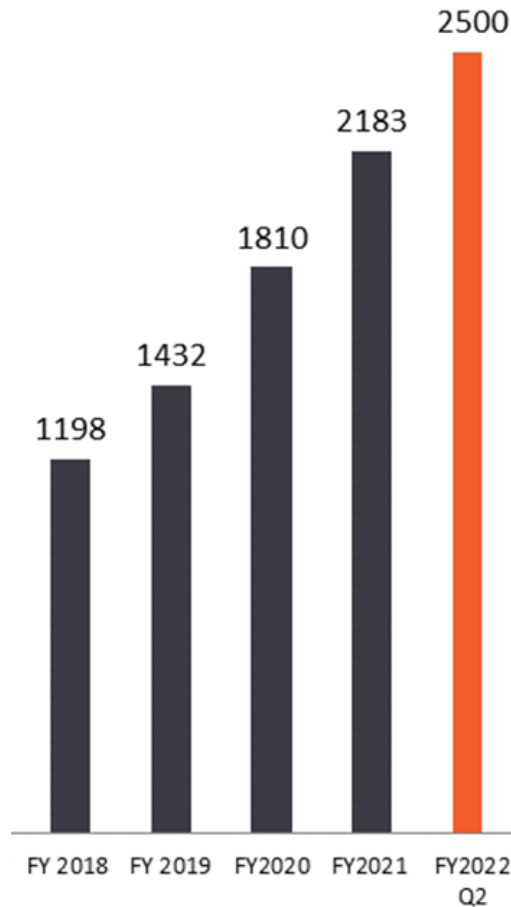
May 12th, 2022

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# e-Bike Rebates

## Cumulative e-Bike Rebates

- Austin Energy e-Ride Rebates, as part of a larger transportation electrification program, offers individual rebates up to \$300 per bike for individuals and up to \$400 per bike for fleets
- Supports local e-bike dealers



**kxan**  
BikeTexas gets Austin rebate for fleet of new e-bikes

By: Andy Jechow  
Posted: Aug 02, 2016 05:28 AM CDT  
Updated: Aug 02, 2016 05:28 AM CDT

PluginAustin.com

The image block contains a news article snippet from KXAN. It features a headline about BikeTexas receiving an Austin rebate for a fleet of new e-bikes, attributed to Andy Jechow. Below the text are two photographs: the top one shows a group of people standing with their e-bikes in front of a building labeled 'CITY HALL', and the bottom one shows two individuals riding e-bikes on a paved path. The URL 'PluginAustin.com' is displayed at the bottom of the image block.

# E-Bike Equity & Inclusion Outreach

**Vision – to create a future of mobility that is equitable, affordable, and accessible while helping the environment**

- Conducted 100s of e-bike access and safety trainings for underserved community members
- Electric Drive showcase includes bike share and e-bike docking infrastructure

30.2% of a low-income family's income goes to transportation vs. 13% for middle-income families - TxETRA

"I can take my kids to school and then get to the store."

-Maria at e-Bike demo





# E-Mobility Outreach: Electrify Expo



Electric charging stations included in \$1 Trillion infrastructure bill while City of Austin makes push to expand fleet



Electrify Expo - Nov 12-14<sup>th</sup> 2021  
Circuit of the Americas, Austin

- 21,150 attended
- 4,324 EV demo rides
- 13,371 e-Bike/Scooter demo rides

Largest “ride and drive” e-Mobility event in the U.S.

Provided outreach and discount code for COA employees

Working with event producers for Electrify Expo 2022 scheduled for November



# Collaboration to Promote e-Bike First/Last Mile

## Austin Energy Produced Training & Safety Videos for Widespread Adoption

- HACA Residents: [https://www.youtube.com/watch?v= Zq4\\_KBr\\_Bk](https://www.youtube.com/watch?v=Zq4_KBr_Bk)
- General Use: <https://www.youtube.com/watch?v=jYK62bbU-sQ>
- Safety: <https://www.youtube.com/watch?v=aggaQKdzllo>



**“An e-bike kiosk adjacent to an Austin, TX housing authority complex provides an affordable transportation lifeline for low-income residents”**

**-Sandra Winston, Property Manager for Rosewood Courts.”**

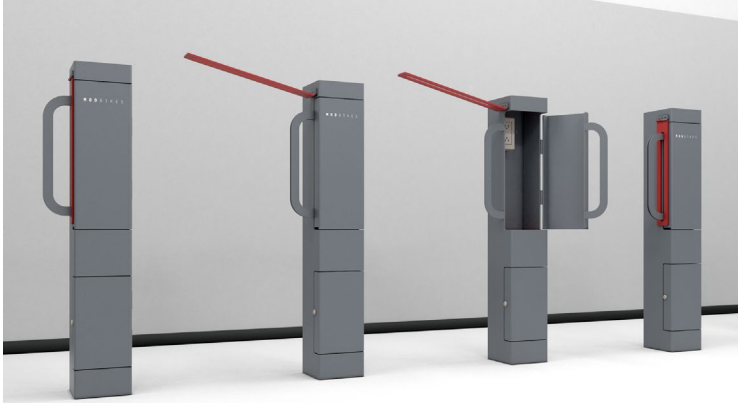
**– *USA Today***

Sandra Winston, who has become an advocate for electric bikes, encourages usage by residents at the Austin public housing complex where she works.  
*Sandra Winston*



# e-Bike Infrastructure & Affordability

## Multi-Family e-Bike Mobility Hub Pilot



In Collaboration with Chestnut Neighborhood Revitalization Corp, Austin Energy & Mod Bikes

- Pilot property includes 75% affordable housing
- Property has no parking and is a mobility hub:
  - Onsite e-bike charging; safe & secure
  - e-bikes for each resident
  - Also, residential car share & public transit access
- Austin small business fabricated e-bike racks
- System is modular so it can be customized by property needs
- Sub meter installation to study consumption
- Resident engagement to include conduct surveys, marketing, outreach, onsite signage, and lockers





# Customer Service Moment

*"I am 65 and my husband is 70... Great exercise for balance and endurance at our age. We LOVE LOVE LOVE our bikes!"*



*"We've even been getting to know more neighbors, and everyone is always so curious (and jealous) of our bikes. We are so happy there was a rebate!"*

