

# COMMUNITY E-BIKE INCENTIVE PILOT PROGRAM



The District of Saanich is developing a Community E-bike Incentive Pilot Program. The program will:

- Reduce greenhouse gas (GHG) emissions.
- Remove barriers to e-bikes for all, including specific help for mid-to-low-income households.
- Provide data on how e-bikes impact our transportation behaviours and emissions.

## E-bikes are good for our community! They:

- Run on renewable, low carbon electricity in BC.
- Deliver similar exercise benefits as regular bikes.
- Make cycling more possible for more people for more trip types (e.g. transporting young children).
- Shrink transportation costs when used to shed a vehicle.

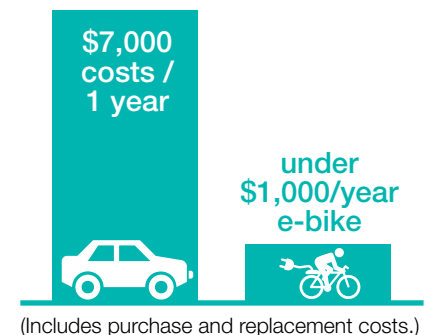
## E-bikes go the distance



Research shows the average e-bike trip distance is 6.1km. In Saanich, the average trip length by regular bike is 3.3km, and by car is 5.3 km. E-bikes can replace typical car trips more easily than regular bikes, and therefore can reduce more GHG emissions.

## E-bikes are an affordable climate-friendly transportation option

- An average motor vehicle costs over \$7,000 to own and operate a year.
- A typical e-bike costs less than \$1,000 to own and operate a year.
- If used to replace vehicle ownership, an e-bike pays for itself in the first few months of ownership, and delivers thousands of dollars of savings to each household every year.



## E-bike incentives can power up climate action

- The biggest barrier to e-bike ownership in Saanich is upfront cost.
- Local stakeholders and industry support low-barrier incentives for e-bikes (i.e. that do not require scrapping a vehicle to get the incentive).
- E-bike incentives deliver cost-effective GHG reductions compared to other climate initiatives.
- Private ownership of e-bikes will be more effective than a bike share system for replacing motor vehicle trips with active transportation.



For more information, contact [sustainability@saanich.ca](mailto:sustainability@saanich.ca)

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## What is the E-Bike Incentive Pilot Program?

The pilot program was designed with community, industry, and stakeholder engagement and supported by a robust feasibility study drawing on academic research and international best practices.

Subject to funding, the pilot proposes:

- Saanich residents over the age of 16 are eligible.
- Three tiers of incentives, based on household income, in order to improve equitable distribution of climate action funds.
- Minimum incentives of \$350, increasing to \$1600 for the lowest income groups (tentative levels - subject to change).
- Incentive levels set to reduce free-ridership and improve effectiveness (i.e. induced demand) of program.
- Rigorous academic study of program impacts on GHG emissions and trip substitution, including surveys of pilot program participants and a control group.
- Target 300 participants in order to have enough data for study.
- Offer innovative try-an-e-bike events and discounts on bike safety skills courses.



\$350-\$1,600  
incentives

300  
participants



data  
collection

**The pilot is estimated to save 1,000-2,000 tonnes of GHG emissions while delivering social and economic benefits to our community.**



## Advancing knowledge through action

The District will partner with the University of British Columbia and the Greater Victoria Social Planning Council to integrate a study in the incentive program to evaluate:

- How rebates influence uptake of e-bikes.
- Trip substitution by e-bike trips (i.e. are e-bikes replacing walking, cycling, transit, personal vehicle trips, or resulting in new leisure trips).
- GHG emission reductions from trip substitution.
- Changes in physical activity levels for personal transportation.
- Transportation affordability impacts for households.
- Equity in accessing program across households of different incomes.
- Lessons learned to share with other jurisdictions.

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