

EV Rebate and E-Bike Voucher Program

June Report

Program Update

E- Bike Vouchers Awarded: 15

E- Bike Vouchers Redeemed: 8

Money spent on E-bike vouchers: \$8,000

Sports Basement E-bike Sales: 5

Mike's Bikes E-bike Sales: 3

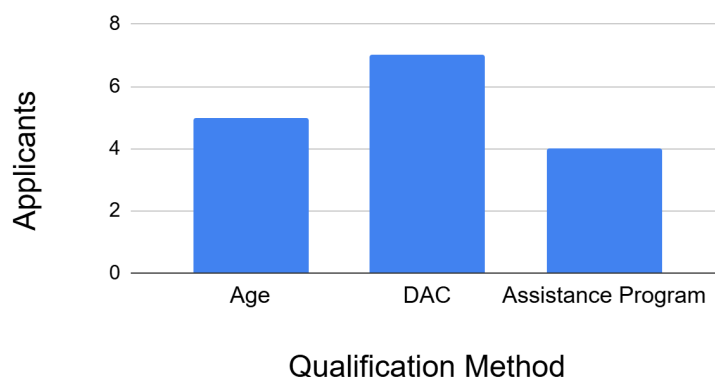
EV Rebates Requested: 2

EV Rebates Redeemed: 0

Following its launch on May 18, the Menlo Park Electric Vehicle Rebate and E-Bike Voucher Program experienced immediate, high demand. Within the first two weeks, all 15 available e-bike vouchers were awarded, demonstrating strong community interest in clean transportation options. An additional four residents were placed on a waitlist once the initial funding was exhausted. While post-program survey data is not yet available, we are actively conducting outreach to participants to collect their feedback and measure the program's initial impact.

Quantifying the program's exact emissions reductions is currently limited by the pending post-survey data, which will eventually detail participant riding habits and vehicle-displacement rates. However, if we estimate that each of the eight e-bikes purchased so far replaces just one typical 30-mile round-trip drive in a gas-powered vehicle, the program will prevent approximately 208lbs of carbon dioxide (CO₂) from entering the atmosphere/day. We will refine these figures to reflect actual weekly mileage and car-displacement rates as survey responses are collected.

How did residents qualify?



During the eligibility verification process, one selected applicant was determined to reside outside the incorporated City of Menlo Park boundaries and was therefore ineligible. The voucher was subsequently reallocated to the next eligible applicant on the waitlist.

Eligibility data indicate that 31% approved applicants qualified through the age-based criterion (65 years or older), 44% by residing in neighborhoods with a pollution

score at or above 60 according to the CalEnviroScreen 4.0 map. Comparatively, only 25% applicants qualified through enrollment in an income-qualified assistance program.

As of July 7th, 8 voucher recipients have successfully redeemed their e-bike vouchers. Acterra will continue following up with the remaining awardees to encourage voucher redemption before the program deadline.

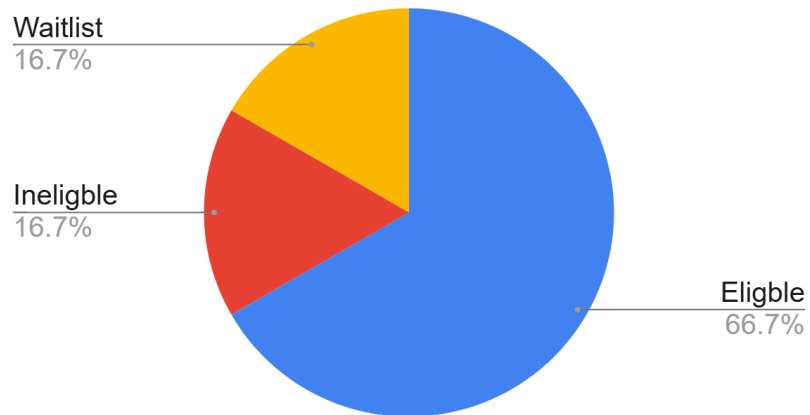
Marketing Update

Following the rapid distribution of all available e-bike vouchers, outreach efforts shifted exclusively toward promoting the Electric Vehicle Rebate component of the program.

To date, two EV rebate applications have been submitted. One applicant was determined to be ineligible because the purchased vehicle exceeded the program's maximum eligible purchase price of \$55,000. No EV rebates have been redeemed thus far.

Moving forward, marketing efforts will continue to focus on increasing awareness of the EV rebate program through targeted outreach, partner communications, and City promotional channels to encourage greater participation among eligible Menlo Park residents. Our recent Instagram post highlighting the EV campaign can be found here: https://www.instagram.com/p/DZfyuh_P3RC/

Application Eligibility



Retailer Activity and Sales

Participating local retailers have been instrumental in helping Menlo Park residents select and purchase program-eligible Class 1 and Class 2 e-bikes. To date, Sports Basement leads program sales with **five** completed purchases, followed by Mike's Bikes with **three**. The table below outlines the specific e-bike models and classes purchased through the initiative so far.

Retailer	Purchase Date	Bike Model	Bike Class
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Sports Basement	June 7	Aventon Pace 5 REC size S/M Anvil	Class 2
Sports Basement	June 10	Aventon Pace 500	Class 2
Mike's Bikes	June 18	Gazelle Medeo T9 Low	Class 1
Sports Basement	June 19	Aventon - Abound SR, One Size, Stealth	Class 2
Sports Basement	June 23	Aventon Adventure 3 Step Through Ebike	Class 2
Mike's Bikes	June 25	Cannondale Adventure Neo Allroad Low ST	Class 2
Sports Basement	July 2	Aventon Soltera 2.5 - Midnight Black - L	Class 2
Mike's Bikes	July 3	Urban Arrow Family Next	Class 1

Electric vehicle rebate & electric bike voucher program

for eligible Menlo Park residents

Get \$2,000 toward an EV and \$1,000 toward an e-bike

APPLY NOW: [MENLOPARK.GOV/EV-BIKE](https://menlopark.gov/ev-bike)

