

# EV Rebate and E-Bike Voucher Program May Report

## Program Update

The majority of May was dedicated to finalizing program details and preparing for the launch at the beginning of June. Preparations included building the Airtable platform, developing and testing application workflows, and ensuring all email automations were functioning properly. This process included an internal testing phase with both Acterra and City of Menlo Park staff to verify that participant experience and communications were operating as intended.

Throughout the program, two vendors will be apart of the program: Mike's Bikes in Redwood City and Sports Basement in Sunnyvale and Redwood City. Acterra coordinated with both partners to confirm program logistics, voucher redemption processes, and customer support procedures ahead of launch.

## Marketing Update

In addition to developing the program structure and participant experience, May was dedicated to preparing marketing and outreach materials for the program launch. The program name, **"Electric Vehicle Rebate and Electric Bike Voucher Program,"** was finalized, and webpage content and design outlines were developed for both the City of Menlo Park and Acterra websites.

Acterra also prepared a comprehensive marketing plan for launch, including outreach timelines, short-form promotional videos, social media graphics, website content, and other communications materials designed to support participant awareness and engagement.



**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-EBIKE](https://menlopark.gov/ev-ebike)**

CITY OF MENLO PARK Acterra ACTION FOR A HEALTHY PLANET

The graphic features a photograph of a person in a black t-shirt with a graphic on the back, standing in a parking lot with several cars and bicycles. The background shows tall trees under a clear blue sky.



**¡Conduce eléctrico en Menlo Park!**

Obtén un reembolso de \$2,000 para un vehículo eléctrico y un vale de \$1,000 para una bicicleta eléctrica.

Verifica tu elegibilidad y solicita en:  
[menlopark.gov/ev-ebike](https://menlopark.gov/ev-ebike)

CITY OF MENLO PARK Acterra ACTION FOR A HEALTHY PLANET

The graphic features a photograph of a bicycle with a 'tern' logo on the handlebars. The background is a blurred outdoor setting with greenery.