EV Rebate and E-Bike Voucher Program

September Report

Program Update

E-Bike Vouchers Awarded: 15
E-Bike Vouchers Redeemed: 14
Money Spent on E-Bike Vouchers: $14,000
Sports Basement E-Bike Sales: 8
Mike's Bikes E-Bike Sales: 4
ELV Motors E-Bike Sales: 2

EV Rebates Requested: 16
EV Rebates Redeemed: 12 (8 Remaining)

The Menlo Park Electric Vehicle Rebate and E-Bike Voucher Program continues to drive clean transportation adoption across the city. All 15 initial e-bike vouchers have been fully awarded, and Acterra is waiting for the final voucher to be claimed. The focus for this upcoming month has officially shifted toward maximizing participation in the Electric Vehicle (EV) Rebate program. Currently, 12 EV rebates have been redeemed out of the 20 to be claimed. To accelerate uptake for these remaining rebates, Acterra and the City are leveraging key upcoming community events, most notably the **upcoming Halloween events** on October 28 and 30. These events will serve as a primary platform for direct outreach, helping residents navigate application requirements, learn about qualifying vehicle models, and claim the remaining rebates.

Marketing & Outreach Pivot

Because all available e-bike vouchers have been distributed, all active marketing and promotional channels have pivoted exclusively to the EV Rebate program. Recent and ongoing marketing initiatives include:

- **Targeted Media Ads:** Paid advertisements featured through Embarcadero Media publications (including *The Almanac*, *Palo Alto Online*, and *Palo Alto Weekly*) highlighting EV rebate availability.
- **Digital & Social Outreach:** Dedicated Instagram campaign features promoting EV benefits and eligibility parameters.
- **In-Person Community Events:** On-site Tabling and outreach at the upcoming Menlo Park R&D event on September 20th to directly distribute remaining EV rebates.
- **State Alignment:** Continued promotion alongside California's *MyFirstEV* program to educate residents on point-of-sale discounts and stackable state incentives.



Retailer Activity and E-Bike Summary

Participating local retailers continue to support the program's initial e-bike rollout. The breakdown of completed e-bike purchases remains as follows:

Retailer	Purchase Date	Bike Model	Bike Class
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 Aventure 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
Mike's Bikes	July 13	Adventure Neo Allroad Low StepThru	Class 2
Sports Basement	July 17	Aventon Soltera 2.5	Class 2
Sports Basement	July 20	Soltera 2.5, Midnight Black, L	Class 2
Sports Basement	July 24	Soltera 2.5, Midnight Black, M	Class 2
ELV Motors	September 22	OKAI FlexMov EBF10	Class 2
ELV Motors	September 30	Macfox m16	Class 2

Survey Responses

To capture user experiences, we regularly send follow-up surveys to e-bike and EV rebate recipients. Although response volume remains low, the qualitative testimonials provided offer valuable initial feedback. We are actively refining our outreach to drive higher engagement and gather data moving forward.

"I'm very happy I got the e-bike and have used it successfully for commuting around town, saving gas and the environment."

"Thanks so much for offering this incentive. We absolutely love our EV."

"It wasn't clear why a tax form was needed. I don't think rebates are usually taxable income, so clarification around this would have been appreciated."

September Pictures



Joanne T., a recipient of the EV Rebate with her new EV



Irvin Rivero, Project Manager, at the Anton Menlo R&D on 9.20.26