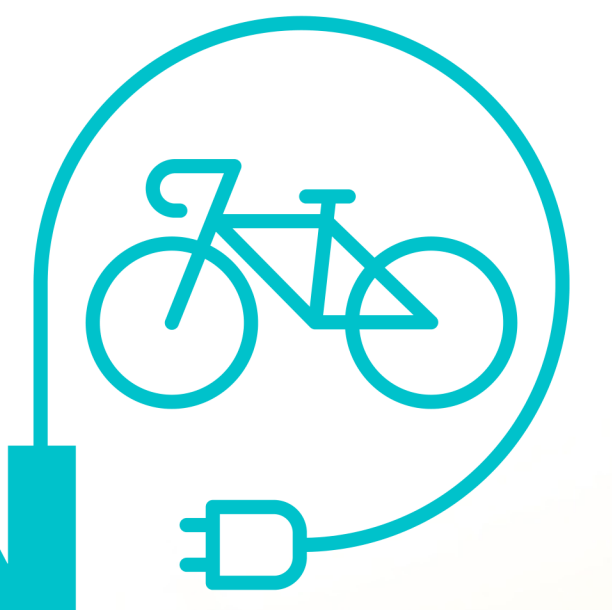
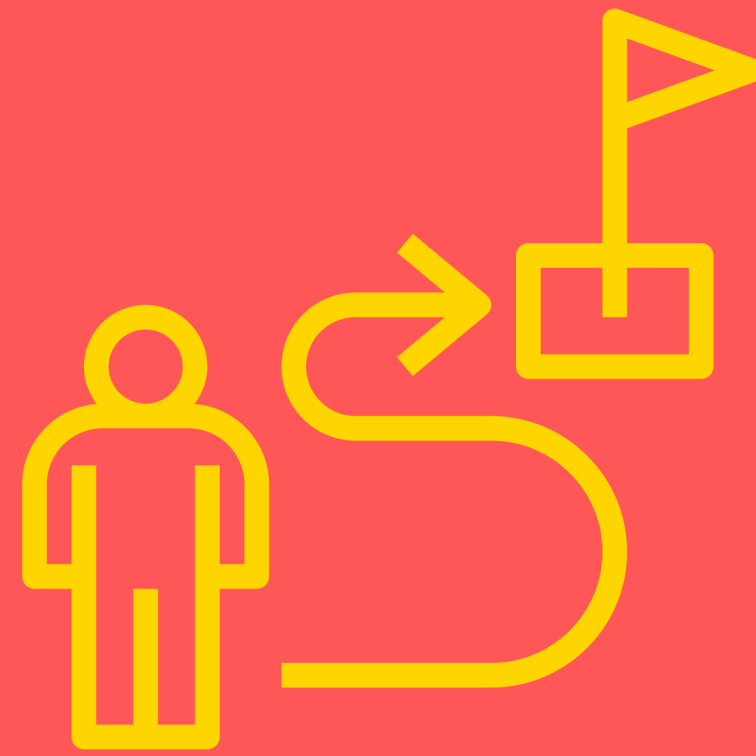


PEDALING INTO ELECTRIFICATION



A Community-Based Approach to Redding's e-Bike Voucher Program



PURPOSE

Provide affordable clean mobility options for Redding's income-qualified customers by:

- Lowering transportation costs
- Reducing carbon emissions
- Decreasing up front costs
- Promoting health & safety



CHALLENGES

- Reaching target demographic
- Safety Class: scheduling, no-shows
- Low number of participants
- Readiness to trade in their car

HOW IT WORKED

- 1** Submit an e-Bike Voucher application online 
- 2** Complete the Safety 101 Course through Shasta Living Streets
- 3** Retailer reduces the price of an eligible bike, lock, and helmet 
- 4** Participating Retailer submits rebate request to REU
- 5** REU reimburses the Retailer directly 

CHANGES WE'VE MADE

No more Safety 101 Course! 

This was originally designed to ensure applicants were vested and received safety information. 

Reasons it was removed:

- Too hard to schedule
- Created an additional barrier 

APPLICATIONS RECEIVED
72

APPLICATIONS APPROVED
47

VOUCHERS ISSUED
3

EQUITY
SUSTAINABILITY
EMISSIONS REDUCTION

ELECTRIC BICYCLE VOUCHER

\$1,000

PLUS UP TO \$150 TOWARD THE PURCHASE OF A BIKE LOCK & HELMET



REU

City of Redding
Electric Utility

www.cityofredding.org/rebates