

# SAANICH COMMUNITY E-BIKE INCENTIVE PILOT PROGRAM

Glenys Verhulst  
Sustainability Specialist  
District of Saanich

30 April 2024

[saanich.ca/ebike](https://saanich.ca/ebike)



# TOPICS

- Context and pilot program design
- Pilot launch & implementation
- Recommendations

## More background details available:

- CEA webinar recording 2021 – launch information
- [Saanch.ca/ebike](https://saanich.ca/ebike) - detailed report on program results

*Project was partially funded by the Federation of Canadian Municipalities (FCM) Green Municipal Fund (GMF), which is funded by the Government of Canada.*



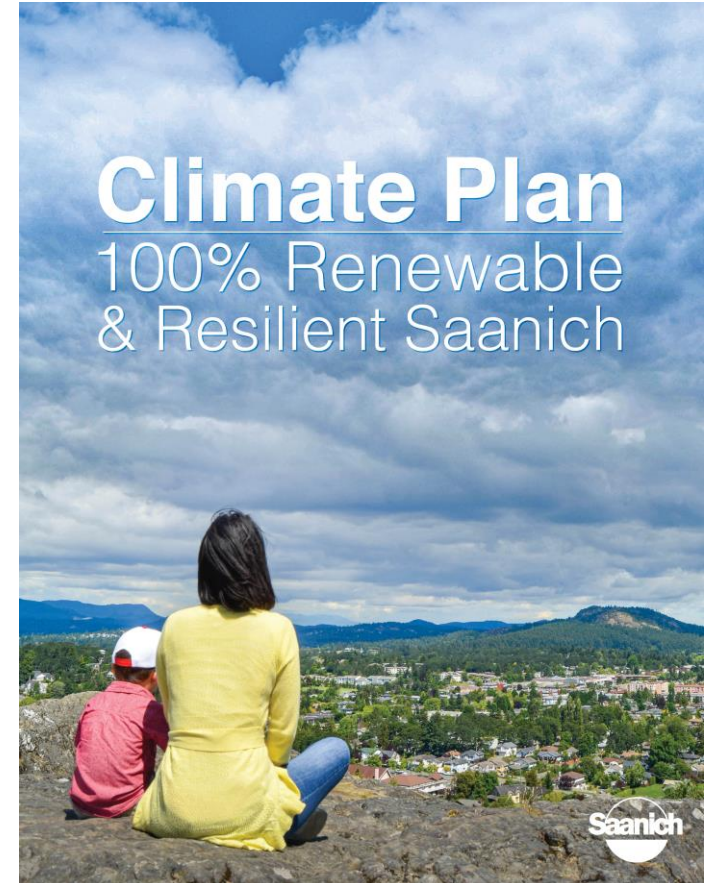


# District of Saanich

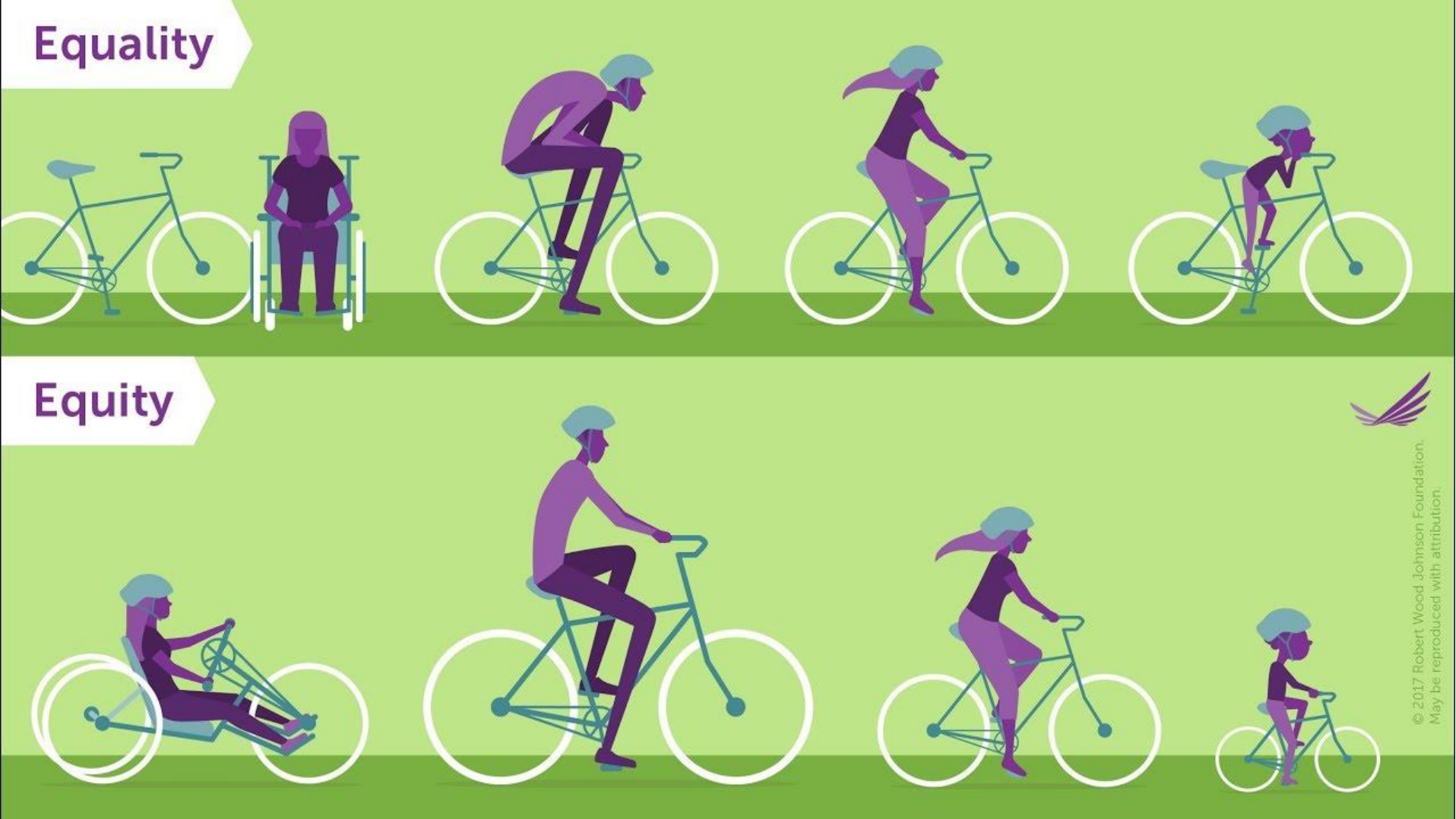
- COASTAL RURAL AND URBAN COMMUNITY
- 5% BICYCLE MODE SHARE AT PROGRAM DESIGN STAGE

# POLICY CONTEXT

The E-bike Incentive Pilot is an action in both the Saanich Climate Plan and the Saanich Electric Mobility Strategy, and supports targets in the Active Transportation Plan.



# CLIMATE EQUITY



# ABOUT E-BIKES

E-bikes  
go the  
distance



- Make cycling more possible for more people for more trip types (e.g. transporting young children, groceries, no showers/special clothes or high levels of fitness needed)

# E-BIKE INCENTIVE PILOT

- Aimed to reduce GHG emissions from personal transportation, achieve co-benefits (e.g. affordability, equity, healthy activity)
- Designed in collaboration with
  - Community Social Planning Council
  - University of BC Research on Active Transportation (REACT) Lab
- First municipal e-bike incentive program in BC to incorporate equity in design
- 3 incentive tiers based on income: \$1,600, \$800, and \$350
- Independent analysis of climate impacts
- 389 incentives paid, with at least 100 incentives in each tier.



COMMUNITY SOCIAL PLANNING COUNCIL  
research·insights·solutions

# STAFFING

- Designed & administered in-house by Saanich Sustainability staff
- Support from Communications, Recreation, and Finance Divisions.
- Staff time
  - ~0.25 FTE to design the program
  - ~3 FTEs in first 2 months after launch,
  - <1 FTE for remainder of the pilot







# FUNDING SOURCES

Saanich Council one-time resource request	\$160,000
FCM GMF	\$144,600
Climate Action Reserve Fund (CARIP now LGCAP)	\$71,000
In-kind contributions from CSPC, UBC, ICA	In-kind
<b>Total</b>	<b>\$375,600</b>

*(UBC study costs not included)*



## FOCUS GROUP RESULTS

- Positive experience with rebate application except for some stress about there being enough incentives
- Most had not accessed or heard of other climate incentive programs before
- E-bikes delivered financial savings
- Most are riding a lot and would likely ride more if they had more secure end of trip parking and safe riding infrastructure




# Next Steps

- Final Council Report May 6
  - Summarizes results
  - Outlines intention for additional e-bike incentive intake for 2024 - Income qualified only
  - Recommends advocating for additional provincial funding for the BC E-Bike Rebate Program given results
- Share findings at conferences

# PARTICIPANT FEEDBACK

"We are happy owners of a new ebike to transport our daughters to and from school and more. Thank you so much for offering this rebate incentive. It has helped us move in the direction we were wanting to go by **getting rid of our second car** and purchasing an ebike. It will be life changing for us."

*"This program is such a great idea, brilliant. It will help people my age get out and about. If I had a bike I'd get out a lot more. It's too far to get to the beach by bus, and walking hurts, but cycling is gentle with an e-bike on my arthritis and I would get out a lot more."*

*An e-bike purchase **wasn't an affordable option for me without your assistance**, so I am wholeheartedly grateful.  I will start the search for the right bicycle immediately. I am so excited!!!!*

*"I don't qualify for the bigger incentives, but I'm glad that Saanich is taking this approach **and giving extra help to those who need it.**"*

*"Without this incentive I would have dragged my heels."*

A young boy and girl are looking at something together outdoors. The boy is on the left, and the girl is on the right. They are both looking down at something in front of them. The background is bright and slightly blurred, suggesting an outdoor setting with trees.

# QUESTIONS

Glenys Verhulst  
[Glenys.verhulst@saanich.ca](mailto:Glenys.verhulst@saanich.ca)

