



RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

E-Bike Incentive in Bridgeton, NJ

Transformative Climate Communities

Pilot Program



Table of Contents

- Project background
- Why e-bikes?
- Community partners
- Implementation
- What we learned
- NJBPU



Stromer ST3



Gocycle GX Folding Ebike



Propella Ebike



Revo Ebike



Greyp G6.1



Nireeka Prime



Trefecta Electric Bike



Revonte E-Bike



Fido D11 Folding Bike



Oyo Ebike



Cowboy 3 E-Bike



Freicycle E-Bike



Byar Volta E-Bike



Calmus One E-Bike



Aventa E-Bike

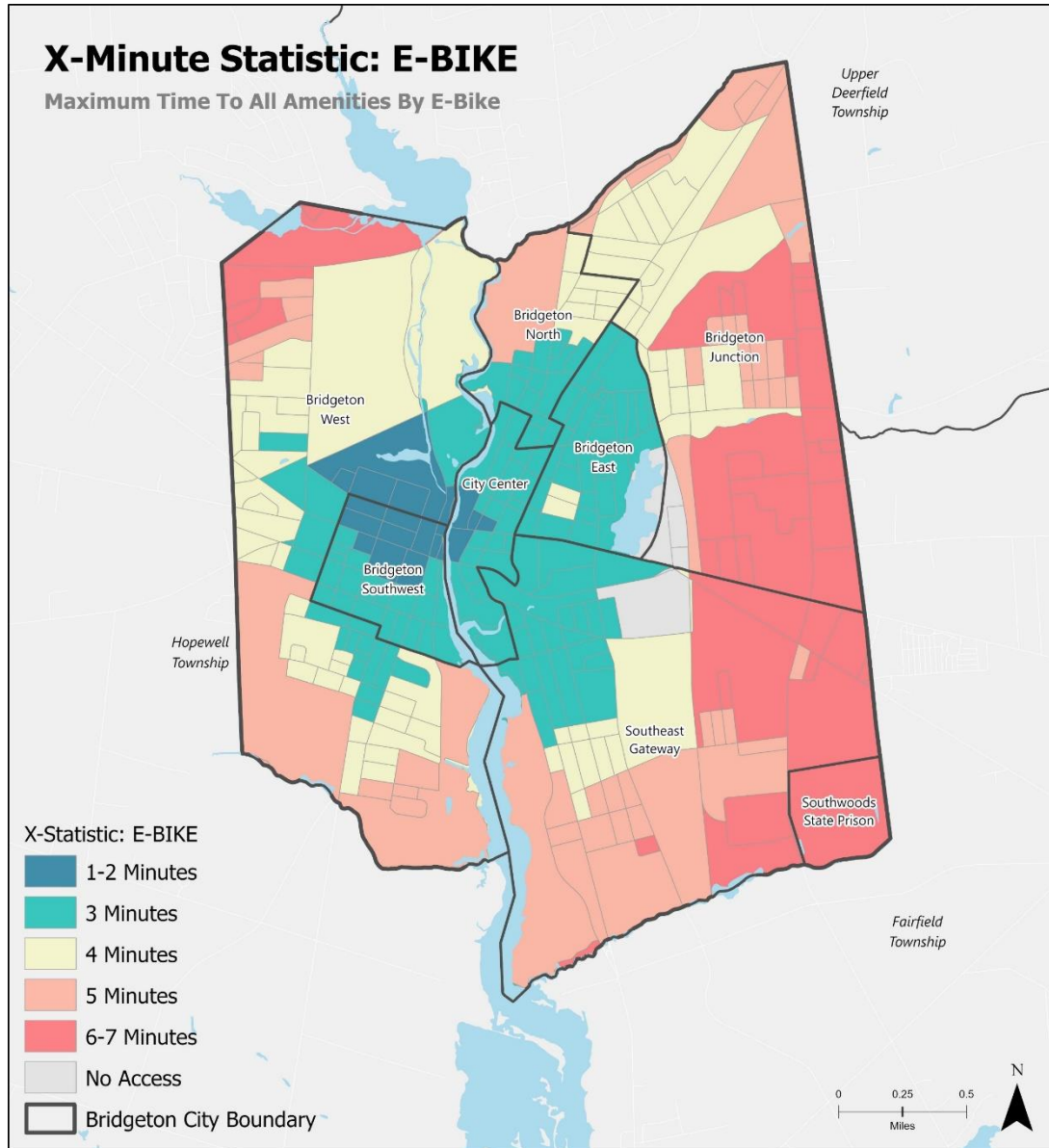


Lekker X E-Bike

How it Started

- Transformative Climate Communities Pilot Program
 - NJ Climate Change Resource Center
 - \$25,000 grant to nonprofits working with overburdened communities
 - Projects that reduce pollution
 - Economic, health, or environmental benefits for residents
 - Gateway Community Action Partnership one of five grant recipients (March, 2023)
- 15-Minute Cities graduate studio course at Rutgers – Bloustein School
 - Explored feasibility of 15-minute cities in New Jersey
 - Newark, Cherry Hill, and Bridgeton were the case study locations
 - 99% of Bridgeton residents can access all amenities within 15-minute e-bike ride
 - Gateway Community Action Partnership was our client in Bridgeton (January 2023)

How it Started: X-Minute Statistics

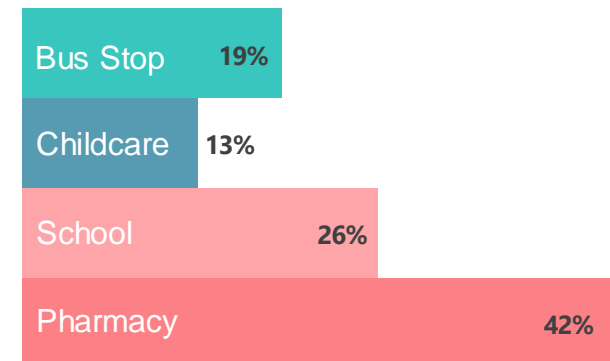


E-Bike

- 99% of the people in Bridgeton have all essential amenities located within 15-minutes by e-bike from their blocks
- People in Bridgeton must travel **9.8 minutes** by e-bike on average to reach all the amenities
- 50% of the people in Bridgeton must travel **3.1 minutes** by e-bike to reach the furthest amenity from their blocks
- The 90th percentile time that people in Bridgeton must travel to reach the furthest amenity by e-bike is **5.2 minutes**



Max Time to Furthest Amenity

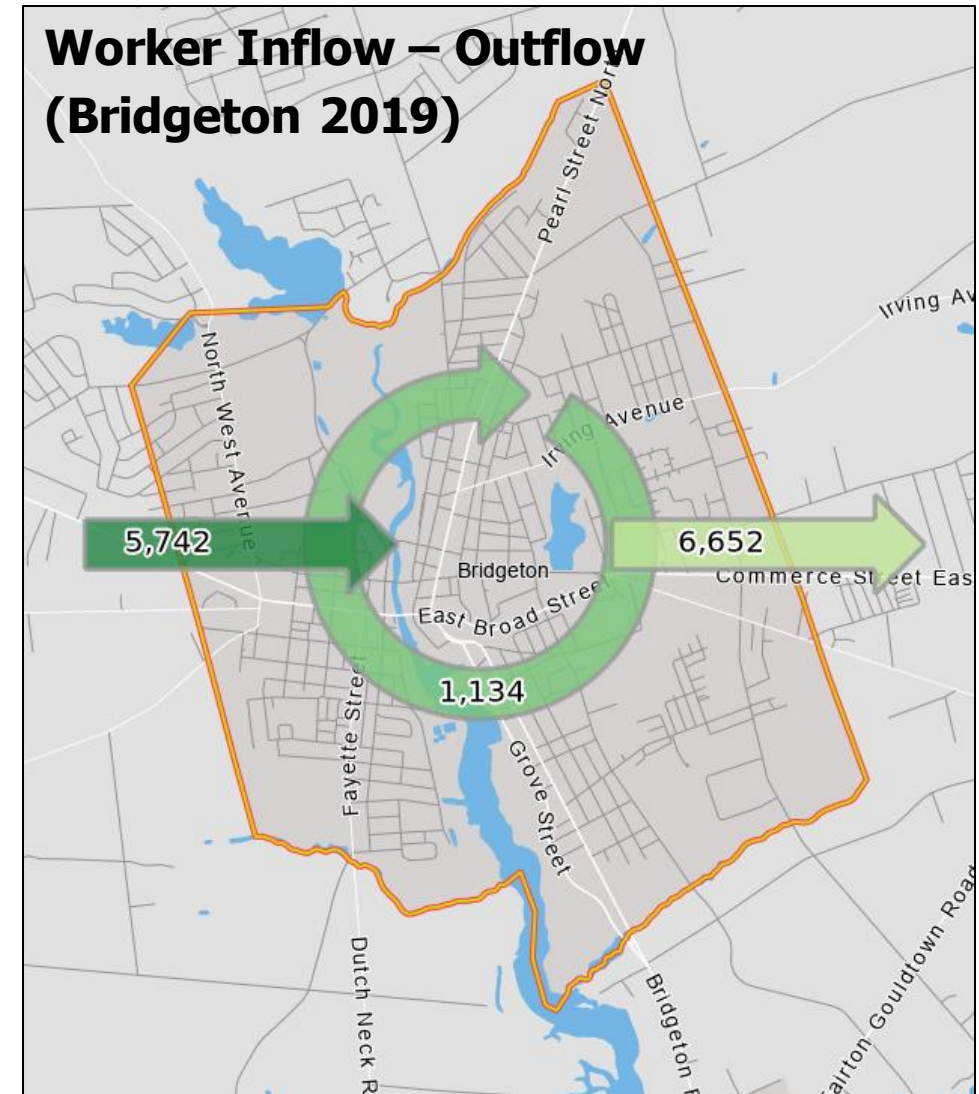


% of Blocks and furthest amenity

About Bridgeton

- Overburdened community
- High poverty rate
- Many carless households
- Few transit options
- Bridgeton residents don't work in Bridgeton
- Most business in Bridgeton employ workers from outside the city

	Cumberland	Bridgeton
Income (per capita)	\$30,000	\$16,500
High school attainment or higher	81%	70%
Poverty	14%	35%
Cancer (death rate per 100,000)	187	211
Asthma (death rate per 100,000)	85	135
Households with no vehicle	10%	18%



Why give Bridgeton residents e-bikes?

1. Provide 10 carless Bridgeton residents with an accessible, low-emission transportation alternative
2. Serve as a model for other NJ communities to explore alternative and low-emission transportation
3. Expand use of e-bikes for utilitarian travel



Community Partners

Gateway Community Action Partnership in Bridgeton, NJ

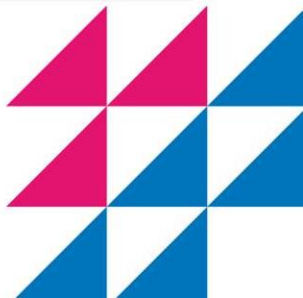
- Emergency Assistance Food Pantry, Urban Farm, Gleaning Programs
- Neighborhood cleanups
- Weatherization Assistance Program
- Variety of health services
- Job & resource fairs
- Education resources

Mojo Bicycle Shop




- Vineland, NJ
- 13 miles, 24-minute drive away
- Lifelong resident
- Runs afterschool and summer camp motocross program



THANK YOU!



Selecting Eligible Bicycles

- Class 1
 - Low-speed electric bicycle
 - Pedal assist only
 - Pedal assist stops at 20mph
 - Class 2
 - Low-speed electric bicycle
 - Motor with throttle up to 20mph
 - Can use throttle without pedaling
 - Class 3
 - Motorized bicycle or moped
 - 15 year or older
 - Requires license
 - Requires helmet
 - Can still use bike lanes or bike routes
- Subject to traditional bicycle laws
 - Helmet required only if 17 years or less
 - No license or registration
 - Can take on transit
 - Can park on sidewalk
- NJMVC classifies Class 3 e-bikes as “Specialty Vehicles,” therefore not a bicycle

The Voucher

- Eligible Class 2 e-bike models
 - Standard
 - Lightweight
 - Folding
 - Cargo
- Covered 90% of the purchase price of the bike
 - Eligible e-bikes range from \$900 – \$1400
 - Recipients responsible for \$90 or up to \$140
- Included safety package (at no cost to recipient)
 - Bike lock
 - Helmet
 - Front and back lights
 - Reflective safety vest

E-bike Purchase Information (To be completed by vendor)

E-bike Manufacturer: _____ E-Bike Model: _____

Serial Number: _____

Order Date: _____ Delivery Date: _____

Purchase price (including sales tax): _____

(-) Subsidy amount (90% of purchase price): _____

Amount due from recipient: _____

Safety/Security package cost: _____

Total reimbursement amount due: _____

Voucher must be redeemed by August 15, 2023

Recipient Eligibility Criteria

- At least 18 years or older
- A resident of Bridgeton, NJ
- Currently employed or enrolled in a job training program
- Live in a carless household, and
- Considered low-income, earning up to 175% of the federal poverty level for the size of their household



RUTGERS

Edward J. Bloustein School
of Planning and Public Policy

SOUTHEAST GATEWAY PRESENTS
THE

ELECTRIC BIKE

PILOT PROGRAM

ARE YOU:

- A Resident of Bridgeton NJ
- Currently Employed
- Without A Vehicle
- Considered Low-income

YOU MIGHT BE ELIGIBLE FOR AN
ELECTRIC BIKE VOUCHER

(VOUCHERS ARE LIMITED)

APPLICATION DEADLINE:

FRIDAY JUNE 30TH

4:00 PM

FOR MORE INFORMATION CONTACT US:

(856)497-6724

CAVILAHERNANDEZ@GATEWAYCAP.ORG



Outreach

- Gateway CAP was responsible for all outreach and promotion of the program
- Job Resource Fair drew a majority of the applicants



Únete!

FERIA DE TRABAJOS Y RECURSOS

ALMS CENTER | **11:00AM-2:00PM**
VIERNES
9 DE
Junio 2023

1 Martin Luther King Jr. Way
Bridgeton, NJ 08302



**PARA UNA MESA, POR FAVOR LLAME
(856)497-6724 (856)497-6730**

Voucher Redemption

- Scheduled times for each recipient to go to shop and redeem e-bike of their choice
- Signed waiver
- Collected printed safety materials



Photo Credit: Gateway Community Action Partnership.

Next Steps

Follow-Ups

After three months:

- Questionnaire to revisit questions from application to see what changed, if anything
- Other potential topics to explore:
 - How they use the e-bike
 - Satisfied with their choice of e-bike
 - Change in employment status
 - Change in employer
 - More or less free time
 - Change in daily life (i.e. running errands, visiting friends, recreation, etc.)
 - Changes in behavior/perspective on the road

After six months:

- Schedule larger group interviews and/or focus groups

What we learned

Good community partners are essential:

- Very active in their community
- They know their community and vice versa

Good (local) vendors:

- Have more of a stake than larger companies
- Can help you get the most for your dollar
- Was just as eager as us to succeed
- Helped us create a list based on our research and what was easiest for them to get parts for

What we learned

Can always use more time!

- 4-month time limit from start to finish – (a sprint!)
 - 1.5 months to research & design the entire project
 - ~3/4 week application period
 - ~3/4 weeks to select, contact, and get recipient their e-bikes

New Jersey Board of Public Utilities

- USDOE grant on e-mobility to explore ways to address equity with new e-vehicle incentive program, including e-bikes
- Would like to incorporate e-micromobility into EV infrastructure
- Would like to test point-of-sale voucher program for e-bikes, similar to existing electric vehicle program for cars
- Potential to replicate this pilot program at the State level

RUTGERS

Transformative Climate Communities

Supporting climate action in New Jersey's overburdened communities



RUTGERS

RUTGERS | NJ Climate Change Resource Center



RUTGERS Edward J. Bloustein School of Planning and Public Policy

Alan M. Voorhees
Transportation Center